

# COCKPIT ARTS

Dear Applicant,

Many thanks for your interest in applying for a place at Cockpit Arts. Our purpose is to help and support makers as they work to gain commercial and artistic recognition. If you are talented, ambitious and want to build your own successful business or improve upon the one you already have, then this could be the start of a fruitful relationship.

Here's how our application process works:

1. You spend a bit of time thinking about your goals for your business and practice, updating your CV and filling in the application form. We ask a series of questions to help the selection panel understand how you work, what your aims and ambitions are, how you see your current strengths and weaknesses (both in business ability and creatively) and why joining our Craft Business Incubator is the right move for you. Please read through what we're looking for in our 'selection criteria' section on page 3 below.
2. You review our Incubator Package details (page 2) and Licence Terms & Charges (pages 4 and 5) to help you decide if applying for a place at Cockpit Arts is right for you.
3. You may also wish to refer to the [Awards](#) and / or [Creative Careers Programme](#) section of our website for information about funded places.
4. The Selection Committee assesses your application. Applications to join Cockpit Arts are shortlisted with the assistance of our experienced external selection panel. Giving us the benefit of their experience this year, are gallerist and curator Sarah Myerscough, design writer and journalist Emma Crichton-Miller, silversmith and lecturer Grant McCaig and product developer for Daylesford Organic, Brooke Lichfield. If we think we might be the place for you, we'll invite you to come for an interview. We will contact you within 2 weeks of receipt of your application to let you know if we wish to invite you to an interview.
5. You will come in for an interview at Cockpit's Holborn studios where you will talk about your work and your vision for the future of your business and practice. Following your interview, you will hear from us within a week to tell you whether your application has been successful.

Cockpit Arts is committed to equality of opportunity for all and we welcome enquiries and applications from all sections of the community.

Please fill in the online application form and email all the requested information to [adrian@cockpitarts.com](mailto:adrian@cockpitarts.com) with 'Studio Application' in the subject line, followed by your name. We look forward to receiving your application.

Best wishes



**Vanessa Swann**  
Chief Executive

**COCKPIT ARTS HOLBORN  
AND HEAD OFFICE**

Cockpit Yard  
Northington Street  
London WC1N 2NP  
T 020 7419 1959  
F 020 7916 2455

**COCKPIT ARTS DEPTFORD**

18 – 22 Creekside  
London SE8 3DZ  
T 020 8692 4463  
F 020 8692 3735

E [info@cockpitarts.com](mailto:info@cockpitarts.com)  
W [www.cockpitarts.com](http://www.cockpitarts.com)

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## What a place at Cockpit Arts involves

If you are only looking for a studio space in a good location, then we're not the place for you.

We offer places to makers at our incubators with the following **COMPULSORY** requirements:

- Induction and Business diagnostic shortly after your start date
- One-to-one coaching
- An annual partnership review with your business coach, looking at your financial and other data for the previous year, and setting goals for the next 12 months
- Participation in our Christmas and Summer Open Studios
- Listing your business in our online maker directory
- Cooperation with requests for feedback via Cockpit Arts surveys and questionnaires
- Participation in 'Meet the Artist' evening events with Cockpit Arts' Supporters [occasional]

Other terms and conditions are contained in the Cockpit Arts' Licence Handbook that will be given to you on starting at Cockpit [or available beforehand upon request].

## Application Dates

We hold interviews for places at Cockpit Arts throughout the year; please submit your application at any time.

We review applications received every 2nd month starting in February; this means you will hear from us if you are to be invited for interview within 8 weeks of your submission.

Please note we cannot give feedback on your application if you are not invited to interview. Please ensure that you have read the Application Information, paying attention to the criteria for selection. We also recommend that before applying you visit Cockpit Arts during our Open Studios events and consider attending one of our maker introductory events – A Taste of Cockpit Arts. To receive information about events, please subscribe to our mailing list.

## What is included in your place at Cockpit Arts

Our incubator package includes the following services:

### Business Development

- A team of on-site coaches
- One-to-one business support
- Peer-to-peer action learning
- Ingenious Growth Loan Fund
- Cockpit Associates (referral to specialist advisers)
- Workshops and seminars

#### Affordable creative studio space

- Managed studio within a creative environment
- Office facilities and resource library
- Broadband access
- Online networks

#### PR & Sales

- Open Studios public selling events
- Profile raising events and campaigns
- Exclusive studio tours with selling opportunities
- Online maker directory and e-marketing
- Brand association and use of the Markers Mark

As Cockpit Arts is a social enterprise, all of this is provided as a comprehensive package at lower than commercial rates.

### **Guidelines, selection criteria and what we're looking for**

We work with a wide range of talented individuals, including master craftspeople, artist-makers, batch producers and more scalable businesses. We are looking for a commitment to business growth, creative development and also ask that you demonstrate excellence in craft skill and imagination.

**It is important that you help us understand your individuality, your uniqueness and your ambitions.**

#### **Question 20 - Eligibility and Craft**

- To be considered eligible to become part of Cockpit Arts, there must be a craft basis to the work you are designing and producing. A significant proportion of the craft production should be undertaken by you and/or craft based outworkers/suppliers, rather than outsourced to commercial manufacturers. The majority of the craft production should take place in the UK and you should be aiming to retain the majority of production in the UK in the future.
- We are looking for craft skill in the use of materials and application of your ideas – along with quality of the finished product/object. Please explain how this applies to your work.

#### **Question 21 - Commitment to Business Growth**

- We would like you to outline your business vision; what you've achieved already and how you hope your practice will develop over time. If you are at an early stage of business, tell us about any market research and product-testing you have done; explain what your ambitions and business goals are. We'd like to see how much you understand your market and target audience. If you are more established, tell us where you are at the moment and what changes you are seeking to make.
- Include a brief description of your products, who your customers are, and how you reach/sell to them currently. How do you plan to build on this in the future? How do you see your work developing and where will that take you in terms of market and audience? What do you see as the key strengths and weaknesses of your business? Where do you see the biggest challenges?

#### **Question 22 - Commitment to Creative Development**

Please tell us about the concepts and ideas behind your work. What do you think makes it special, different and interesting? How would you like it to develop? We would love to know the creative vision you have for your business – think big!

### Question 23 - Financial Security

Does your business currently generate a profit and is it able to fund your place at Cockpit Arts? If not, how do you intend to pay for your place? (This could be through a part-time job, parental support, savings or sales)

### Q.25 Why Cockpit Arts?

- We work with makers in the early years of their business as well as those who are well established. We need you to explain why you feel you would benefit from a place at Cockpit at this moment in your development.
- Consider how you think Cockpit can help you achieve your commercial and creative aims; what are your business and professional development aims at this moment in time and what you specifically hope to achieve at Cockpit Arts that you could not do elsewhere?
- Please let us know what other business support you are accessing at the moment, if any.

### More questions?

More information can be found on the **FAQ** page on our website.

If you have further questions, please contact Adrian Lee, Studio Manager, on 020 7419 1959 or via email at [adrian@cockpitarts.com](mailto:adrian@cockpitarts.com)

## Charges and Terms of our Licence Fee

October 2017 to September 2018

The Licence Fee is comprised of the Incubator package fee and the core education and training services fee.

- Cockpit Arts issues each maker with a licence agreement for their place on easy in/out terms. The maker is therefore a Cockpit Arts' licensee.
- A deposit of one month's licence fee is required, plus a key deposit of £45. This is paid when the licence agreement is signed.

Please note that you will need to pay, by monthly Direct Debit, your Licence Fee, as well as a share of electricity used in the studio, any office services that you use (eg photocopying) and a small rubbish collection fee for each Open Studios.

**Licence Fees and other charges are subject to an annual review on 1 October 2018.**

LICENCE FEE – varies according to size and location

Included in the annual rental of **£24.80 + VAT (Deptford)** per square foot:

**£29.95 (Holborn, exempt from VAT)** per square foot:

- Rates and property service charge
- Studio management
- Water
- Heating (in most parts of the building)
- Cleaning and maintenance (common areas)
- Un-serviced wireless broadband (in most parts of the building)
- Car park – Deptford site only

Excludes:

- Electricity – this is invoiced monthly
- Insurance – all licencees must be insured.
- Telephone installation and charges or other specialist equipment

EDUCATION AND TRAINING FEE - charged to all licensees

**£19.58 + VAT (Deptford):**

**£23.50 (Holborn, exempt from VAT):**

- Direct sales opportunities through two Open Studios events per year
- Up to 4 maker directory listings on Cockpit Arts' website
- One to one coaching sessions
- Annual business and practice review
- Business development workshops
- Essential office facilities including computer room, library, equipment and central London meeting room

ADDITIONAL SERVICES – charged separately

- Business Growth Loans
- Seminars and other professional development events
- Discounted room hire
- Photocopying, scanning and printing
- Storage space

ADDITIONAL OPPORTUNITIES – charged separately

- Private buyer visits
- Showcasing and press opportunities
- Trade show and membership discounts

## **How to calculate Licence Fees**

### **Holborn**

The monthly charge for 100 ft<sup>2</sup> at Cockpit Arts is calculated as follows:

$100 \text{ ft}^2 \times £29.95 = £2,995 / 12 \text{ months} = £249.58 \text{ per month.}$

Add £23.50 core services fee: Total = £273.08 per month.

### **Deptford**

The monthly charge for 100 ft<sup>2</sup> at Cockpit Arts is calculated as follows:

$100 \text{ ft}^2 \times £24.80 = £2,480 / 12 \text{ months} = £206.67 \text{ plus VAT per month}$

Add £19.58 core services fee: Total = £226.25 plus VAT per month