



# COCKPIT ARTS

Support Us



*‘Craft epitomises our creativity, and Cockpit Arts is giving that talent the opportunity to flourish and to make an impact on the international market place.’*

— Patrick McKenna, CEO, Ingenious Media and Cockpit Arts Partner

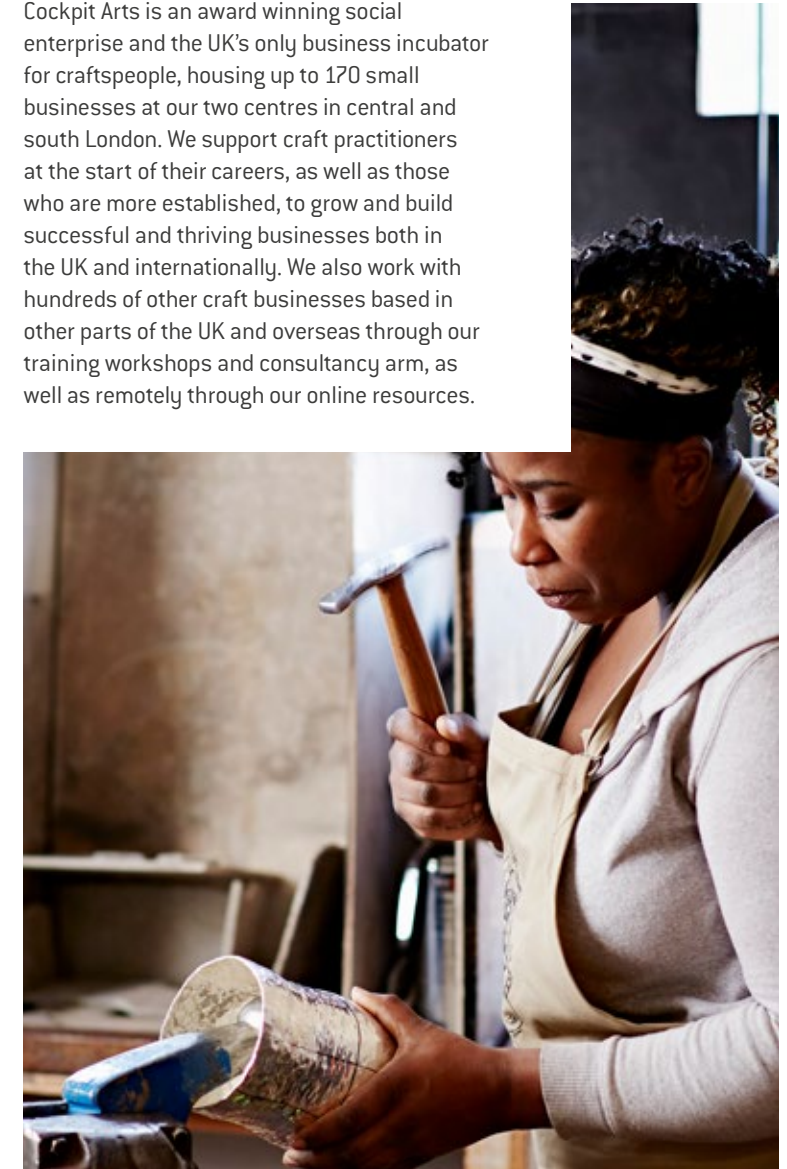
*‘Cockpit Arts is leading the way as a self-sustaining social enterprise in the arts and I’m proud to be part of that. I believe passionately in the crucial contribution the creative industries make to our society, culture and economy’*

— Cornelius Medvei, Chairman and Patron of Cockpit Arts

Photography @ Alun Callender, Kamil Kurnikoff and Holly Lucas

## About Cockpit Arts

Cockpit Arts is an award winning social enterprise and the UK’s only business incubator for craftspeople, housing up to 170 small businesses at our two centres in central and south London. We support craft practitioners at the start of their careers, as well as those who are more established, to grow and build successful and thriving businesses both in the UK and internationally. We also work with hundreds of other craft businesses based in other parts of the UK and overseas through our training workshops and consultancy arm, as well as remotely through our online resources.



## The Need



Across the UK there are around 25,000 businesses in the craft industry. Over 50% of these are unregistered micro businesses, suggesting a strong reliance on small independent makers. Yet the craft industry generates over £3.4 billion for the UK economy each year – a greater contribution than the Visual Arts, Cultural Heritage or Literature sectors.



**This is where Cockpit Arts comes in.  
Our unique offer comprises:**

- Affordable workspace
- On-site one-to-one business coaching
- Business support workshops
- Selling and promotional opportunities
- Access to finance
- Referral to specialist advisors

Since opening in 1986, Cockpit Arts has helped thousands of talented makers grow their businesses, many of whom have gone on to achieve national and international success.

In addition to raising profiles, with our support, makers' turnover and profits at Cockpit Arts have increased year-on-year since we introduced the incubation model in 2005.



Despite this, average turnovers for makers are extremely low. Independent crafts people struggle to start up, develop and sustain successful craft-based businesses and earn a living commensurate with their skills and talent.

There is a real danger that without intervention, the traditions, history and values that come with the preservation of craft skills will be left behind.



## Why We Need Support

As a Social Enterprise, our services and studio spaces are offered to makers at affordable rates. But we still need your financial support.

We need to raise additional funds to develop strategic programmes and pioneering initiatives, such as our Creative Employment Programme, that meet the changing needs of makers and the craft sector as a whole.

In this leaflet we have highlighted examples of the way we work with our donors, in the hope that it will inspire you to give, thereby making a significant and tangible difference to the present and future generations of talented craftspeople.

Any donation you make between today and August 2019 will receive match funding from Arts Council England, meaning every pound you donate will create double the impact.

## Cockpit Arts Creative Employment Programme

Lush Designs is a thriving homewares company that is based at Cockpit Arts Deptford. With shops in Greenwich and East Dulwich, as well as an online shop and stockists worldwide, Lush has started to offer apprenticeships alongside their permanent staff as part of Cockpit's Creative Employment Programme.



This Programme was established in 2013 as an initiative to help studio holders take on their first employees and increase opportunities for employment in the craft sector. The award-winning scheme has had the opportunity to develop from pilot stage to fully-fledged programme thanks to support from Creative

& Cultural Skills, The Ashley Family Foundation and The Drapers' Company.

*'I think apprenticeships are a great idea. The fact that Lush Designs can give someone an opportunity, and that an organisation like Cockpit Arts can help us implement this, is really fantastic.'*

— Maria Rodgers, Lush Designs

Be Part of the  
Conversation:  
Join Our  
Supporters  
Scheme



*‘Coming to Cockpit Arts is an essential part of my calendar, I have made a lot of friends amongst the people here and it is a privilege to have direct access to first rate work before anyone else.’*

— Muriel Wilson, Champion

A regular donation to Cockpit Arts is one of the most generous gifts we can receive, as it enables us to plan ahead and be more efficient and effective in the work that we do. We welcome regular donations of any amount.

By joining our Supporters Scheme, you will have the opportunity to engage with our makers, network of supporters and partners through an annual calendar of events.

In addition to twice-yearly previews of our Open Studios, past events have included Q&A sessions with renowned makers such as ceramicist Billy Lloyd and woodturner Eleanor Lakelin, and special events such as a ‘hands on’ weaving demonstration by award-winning weaver Sophie Manners.

### Fan £50+ per annum

For your support you will receive:

- Our Supporters e-newsletter, with regular updates from our CEO
- An invitation for you and a guest to our Summer Open Studios VIP Preview
- Two complimentary tickets to our Christmas Open Studios

### Champion £500+ per annum

In addition to the above, you will receive:

- Acknowledgement of your support online, in print and on our Supporters Boards
- Invitations to our ‘Meet The Artist’ Evenings
- An additional two tickets (four in total) to our Christmas Open Studios

### Patron £1000+ per annum

In addition to the above, you will receive:

- Exclusive and bespoke visits to makers
- Naming opportunities on new initiatives and schemes such as the Jill Humphrey Springboard Prize

### Make a One-Off Donation

For donors interested in ensuring a new scheme or initiative gets off the ground, a one-off donation can make all the difference. We welcome single donations of any amount, including legacy donations.





## Become a Partner

Our partnerships are tailored to your needs and budgets, and could include opportunities such as helping us develop a new initiative or adding to an existing one such as Named Awards, Bursaries or Loan schemes.

### **The Ingenious Growth Loan Fund**

In 2010 Ingenious Media, an investment and advisory group renowned for their work in Media & Entertainment, partnered with Cockpit Arts to provide the Ingenious Growth Loan Fund.

The scheme enables established makers within our incubators to access up to £10,000 to support developments such as improved production processes, new routes to market and taking on staff.

In 2016, Deborah Carré and James Ducker, of bespoke shoe makers Carréducker London Ltd, accessed the loan to help launch their new ready-to-wear collections.

*'If we'd gone to a bank it would have been much more intimidating. Even though we're a limited company, banks still require personal guarantees which are much scarier. We could have found our houses used as surety. As it was, the loan gave us the boost we needed for sampling and marketing'*



Since the scheme's inception, it has experienced zero bad debt and makers in receipt of the loans have reported an average increase in turnover of 28%, and an average increase in profits of 75%.

## Sponsor an Initiative

Inspire your company to support British craft and design by sponsoring an initiative at Cockpit Arts, or donating through your Company Matched Giving Scheme.

### The Jill Humphrey Springboard Prize

In 2010, Patron Jill Humphrey used the opportunity to access her company's Matched Giving Scheme to design and develop the Jill Humphrey Springboard Prize. The prize comprises a cash bursary for an emerging maker based at Cockpit Arts to develop their business.

Eleanor Lakelin, an artist-maker in wood, was the recipient of the Jill Humphrey Prize in 2013. She used the money to buy a new lathe, enabling her to further her practice and cement her reputation. Today, Eleanor is one of Britain's most accomplished artists making in wood whose work is shown in major galleries and exhibitions. She was nominated for the Perrier-Jouët Arts Salon Prize and has work in the permanent collection of the National Trust.

### Donate Online or by Phone

Making an immediate donation to Cockpit Arts is simple, safe and easy. Just visit our website [www.cockpitarts.com](http://www.cockpitarts.com) and follow the steps online. If you would like to donate over the phone, discuss your support, or need assistance, just call 020 7430 2942.



*“Without the support of Cockpit Arts, and access to prizes like this, it would have taken me more than half my life to find a way of expressing myself creatively. To be able to turn that into a way to make a living really does feel miraculous.”*

— Eleanor Lakelin, Artist/maker in wood

## Our Supporters

We are extremely grateful to all our Supporters, and would like to offer special thanks to the following organisations and individuals:

### Partners, Sponsors and Trusts

The Ambrose and Ann Appelbe Trust  
 Artisa Foundation  
 Arts Council England  
 The Ashley Family Foundation  
 City Bridge Trust  
 Clear Insurance Management Ltd  
 The Clothworkers' Foundation  
 Coutts Charitable Trust  
 Creative & Cultural Skills  
 Deutsche Bank  
 The Discovery Foundation  
 The Haberdashers' Company  
 Ingenious Media  
 The Leathersellers' Company  
 Marsh Christian Trust  
 NADFAS  
 The Prince's Trust  
 The Radcliffe Trust  
 RBS  
 S.H.A Charitable Trust  
 The Worshipful Company of Drapers  
 The Worshipful Company of Framework Knitters  
 The Worshipful Company of Turners

### Cockpit Arts Patrons

John & Marianne Adey  
 Eric & Virginia Campus  
 Ann Cottis  
 Gift in memory of Lady Gloria Dale  
 Francesca Findlater, CEO, Bounce Back  
 Jill Humphrey  
 Yuki Konii & Andrew Readman  
 Jane Kuria-Ronaldson  
 Cornelius Medvei & Jean Scott Moncrieff  
 Stuart Newey  
 Vanessa Swann  
 Leanne Wells

### Cockpit Arts Champions

Dr David Cohen CBE and Jillian Barker  
 Sarah Burgess  
 Jake Emmett & Rob Caunt  
 Jacqueline & Jonathan Gestetner  
 Sydney & Anne Levinson  
 Gift in Memory of Mary McCall  
 Maurice  
 Dr Veronica White  
 Muriel Wilson

Cockpit Arts is a registered charity. Number 1029643



## Become a supporter

Please complete this form and return to the address on the back of this page.

I am a new Supporter

I am renewing my support

Title  Home Address

First Name

Surname

Daytime Tel  Postcode

Email Address

### I would like to support Cockpit Arts at the following level:

**Fan £50 - £499**    £50     £100     £250     Other  £

**Champion £500 - £999**    £500     £650     £850     Other  £

**Patron £1,000+**    £1,000     £2,000     Other  £

I wish to make a single donation    Amount  £

Please tick if you would like to receive details about leaving a gift in your will.

We would like to credit Supporters at Champion and Patron level online and in our written materials. Please indicate how you would like to be acknowledged:

**GIFT AID Can you make your donation go further?** Gift Aid declaration for past, present and future donations. Name of charity: **Cockpit Arts**

Please treat as Gift Aid donations all qualifying gifts of money made:

Today     In the past 4 years     In the future

(Please select all which apply)

*giftaid it*

I confirm I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for each tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities or Community Amateur Sports Clubs (CASCs) that I donate to will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 28p of tax on every £1 that I gave up to 5 April 2008 and will reclaim 25p of tax on every £1 that I give on or after 6 April 2008.

Signature     Date

Please notify the charity or CASC if you: **a.** Want to cancel this declaration, **b.** Change your name or home address, **c.** No longer pay sufficient tax on your income and/or capital gains. If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self Assessment tax return or ask HM Revenue and Customs to adjust your tax code.



# Payment Details



## 1. By Direct Debit

Cockpit Arts Service User Number **6 8 9 9 5 8**

Direct Debit to be paid  Monthly  Annually

To: The Manager of Bank / Building Society

Name(s) of account holder(s)

Bank or Building Society Address

Account no.

Sort code

Reference (Official use)

Postcode

### Instruction to your Bank/Building Society to pay by Direct Debit

Please pay Cockpit Arts Direct Debits from the account detailed in this Instruction, subject to the safeguards assured by the Direct Debit Guarantee. I understand that this Instruction may remain with Cockpit Arts and, if so, details will be passed electronically to my Bank/Building Society.

*Please note: Banks and building societies may not accept Direct Debit instructions for some types of account.*

Signature

Date

## 2. By Card

I would like to pay £  by Mastercard, VISA or Maestro

Card Number

CVC  Valid from  Expiry date  Issue no.

## 3. By Cheque

Please make cheques payable to 'Cockpit Arts'

Which areas of activity are you interested in? (Please tick)

- Supporting established makers to grow their businesses
- Giving young people opportunities to get a job in the craft sector
- Allowing new makers to enter the Cockpit Arts business incubator on subsidised or match-funded Awards and Bursaries
- Enabling disadvantaged young people to create their own independent businesses
- Other (Please specify) :

*Thank you!*

**Please return completed forms to:**  
Head of Development, Cockpit Arts, Cockpit Yard,  
Northington Street, London WC1N 2NP