



Cockpit Arts' Application Information

CONTENTS

ELIGIBILITY AND CRITERIA	3
Who can have a studio at Cockpit Arts?	3
Do I have to make all of my work?	3
What does Cockpit Arts mean by artist-maker?	3
I'm a fine artist/sculptor/photographer/product designer/illustrator. Can I get a studio?	3
I'm a fashion designer. Can I apply for a place?	3
I am an international student / maker. Can I apply for a place?	3
APPLICATION FAQs	4
How does Cockpit Arts select makers?	4
What are Cockpit Arts selection criteria?	4
How can I get an application form?	4
How long does the application process take?	4
Is there a waiting list?	4
What information do I need to provide in the application form?	5
What if my application is rejected?	5
What Insurance do I need if I have a studio at Cockpit Arts?	5
Application Form Questions Explained	5
Q 12. What do you do?	5
Q 13. Where are you heading?	6
Q.14 How can we help you get there?	6
WHAT A PLACE AT COCKPIT ARTS INVOLVES	6
Compulsory Requirements	6
Business Development	7
PR & Sales	7
Business Incubation and Support FAQs	7
What is a craft business incubator?	7
How do you know that incubators work?	7
I am a start-up. How can an Incubator help me?	7

I am an established maker. How can an Incubator help me?	7
Can I attend workshops or seminars if I don't have a studio at Cockpit Arts?	8
Can I have one-to-one business coaching if I don't have a studio at Cockpit Arts?	8
Can I show at Open Studios if I don't have a studio at Cockpit Arts?	8
Studios, Premises and Equipment FAQs	8
What are the studios like at Cockpit Arts?	8
Where are you based?	8
What office facilities and resources do you provide?	8
Do you provide equipment for making?	9
Can I have a studio without other Incubation benefits?	9
Can I get a single studio?	9
How long can I have a studio for? Is there an exit policy?	9
What are the studio terms, i.e. notice to leave?	9
What is the difference between the incubators in Deptford and Holborn?	9
CHARGES AND TERMS OF OUR LICENCE FEE	9
Licence Fee	9
Education and Training Fee	10
Additional Services	10
Additional Opportunities	10
Licence Fee Calculator	10
Holborn	10
Deptford	11
Licence Fee FAQs	11
Do the studio rates ever increase?	11
What other charges are there?	11
Are studios at Cockpit Arts less expensive than other studios?	11
Can I have a subsidised studio?	11
EXAMPLES OF STUDIO SPACE AT COCKPIT ARTS	12

ELIGIBILITY AND CRITERIA

Who can have a studio at Cockpit Arts?

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 work with a wide range of talented individuals, including master craftspeople, artist-makers, batch producers and more scalable businesses. All have a commitment to business growth, creative development and demonstrate excellence in craft skill and imagination.

Please note that our Awards and Bursaries are not open to current studio holders at Cockpit Arts.

Do I have to make all of my work?

There must be a craft basis to the work you are designing and producing, and 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.

What does Cockpit Arts mean by artist-maker?

An artist-maker's practice is based in craft and explores ideas and concepts. The artist may, at the same time, design and produce a range of functional products.

I'm a fine artist/sculptor/photographer/product designer/illustrator. Can I get a studio?

There must be a craft basis to the work. Sometimes it is down to the individual as to how they define their practice. We are interested in makers with a more conceptual practice; however, a craft element is an essential requirement.

If you are in any doubt as to your eligibility, please contact one of the studio managers to discuss your practice:

Holborn – Adrian Lee adrian@cockpitarts.com 020 7419 1959

Deptford – Beckie Kingman beckie@cockpitarts.com 020 8692 4463

I'm a fashion designer. Can I apply for a place?

One of the main criteria for selection is that the fashion must have a craft basis, and therefore we have a leaning towards fashion designers whose work is bespoke or produced in small batches, rather than mass manufactured. Fashion designers who are aiming to have their work produced in large quantities often require specialist business support as well as financial investment.

I am an international student / maker. Can I apply for a place?

Any nationality is welcome to apply, but you must be currently living in the UK and entitled to remain in the UK for the period of the Award (Cockpit Arts is not able to sponsor or support visa applications in any way.)

APPLICATION FAQs

How does Cockpit Arts select makers?

There is a two-stage application process. At stage one the selection committee appraises every application that we receive against our selection criteria.

To be considered eligible, you must be a maker with a craft basis to the work you are designing and producing. We also look for evidence of craft skill and imagination; commitment to business growth and creative development; environmental considerations and what difference being at Cockpit will make to your practice/business and creative development.

At stage two, if you are successfully shortlisted, we will invite you to an interview to meet our selection panel, show your work and talk about your vision for the future.

Please note: As part of the criteria for selecting applicants we will consider the ethical and reputational consequences of our so doing and any implications acceptance may have for the reputation, security or wellbeing of Cockpit Arts, its studio holders, stakeholders and visitors to our premises.

What are Cockpit Arts selection criteria?

Craft Skill and Technique, Creative and Business Vision, Commitment to Development and Commitment to being at Cockpit Arts.

How can I get an application form?

For Standard and Award applications we use an online application form that can be found [here](#).

For our Make It programme, our online application form can be found on this [page](#).

How long does the application process take?

The process from a successful application submission to moving into a studio usually takes about two to three months.

Is there a waiting list?

On average we receive six applications per one space. Ideally a suitable space will be available however if there is nothing suitable you will be placed on our waiting list. We will contact you as soon as any space becomes available that may suit your requirements.

Should you remain on the list for more than six months you may be required to submit up-to-date images of your work and information about your practice / business before we can offer you a place.

If you choose to defer your start date at Cockpit Arts, we will be happy to place your studio acceptance on hold for up to six months.

If you have not moved into Cockpit Arts within 12 months of receiving an acceptance email, your name will be removed from the list and you will be required to reapply if you are still interested in a space at Cockpit Arts.

What information do I need to provide in the application form?

Please see the section 'Application Form Questions Explained' on page 5. There is a 250-300 word guide on each answer; you should use your own judgment and ensure that you have provided enough evidence to allow us to make the best decision. We do not require a detailed business plan, but do submit a copy if you have one, along with a CV containing relevant information.

What if my application is rejected?

Applications are assessed on several criteria including the craft skill involved in your work, your plans for your creative and business development, and why you are applying to Cockpit Arts at this time. If your application is unsuccessful you may need to develop in one of these areas. We do not give feedback at application stage if you are not invited to interview. If you are unsuccessful after being invited for interview, we try to give written feedback whenever possible and would welcome another application from you once you feel you can illustrate progression as suggested.

What Insurance do I need if I have a studio at Cockpit Arts?

As part of the Cockpit Arts Licence Agreement we require you to have the following cover:

- Public Liability £5million
- Third Party property cover

You must provide a copy of your certificate as proof that the above is covered.

Not required as part of your Licence Agreement but If you employ staff in any capacity you must also have:

- Employers Liability

Cockpit Arts does not need a copy of this.

Contents insurance is arranged separately and is the sole responsibility of the maker. Cockpit Arts does not need a copy of this.

Application Form Questions Explained

Q 12. What do you do?

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.

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!

Q 13. Where are you heading?

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 now 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?

Q.14 How can we help you get there?

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.

WHAT A PLACE AT COCKPIT ARTS INVOLVES

Compulsory Requirements

- Induction 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 Winter 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]
- You are required to arrange and pay for your own public liability (minimum £5m) and third party insurance. (You must provide a copy of your certificate as proof)

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

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

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 Makers Mark

Business Incubation and Support FAQs

What is a craft business incubator?

Business incubators are programmes designed to accelerate the successful development of businesses through an array of support resources and services. At Cockpit Arts our Incubator Package is specifically for makers who want to grow and become more successful and at the same time develop creatively.

How do you know that incubators work?

The incubator model has been tried and tested. According to research by UKBI, on average, 98.7% of businesses working with an incubator succeed, with 87% still operating after five years. In contrast, less than half of all businesses nationally will achieve long-term success. At Cockpit Arts we carefully monitor and evaluate the impact of our services to ensure that they provide good results. Read the [case studies](#) to find out how we have helped makers to succeed.

I am a start-up. How can an Incubator help me?

Every maker who joins Cockpit receives an initial diagnostic to identify their business and personal development needs. We then help you create a development plan to guide you through the early stages of setting up your business. You have access to workshops and seminars and one-to-one coaching, as well as selling and promotional opportunities, including our twice yearly Open Studios. This is all in addition to being based within a managed studio environment with access to office facilities, PCs and wireless broadband.

I am an established maker. How can an Incubator help me?

We take a person-centred approach, which means you will receive a bespoke package of support whatever stage of career you are at. In addition to creating your development plan with our business coaches, established businesses will typically

want to access our Specialist Advisors, advice about being an employer and access to finance. You will benefit from being part of a dynamic and creative community with all the benefits of a managed studio environment, including office facilities, PCs and wireless broadband.

Can I attend workshops or seminars if I don't have a studio at Cockpit Arts?

Cockpit Arts offers workshops to makers based outside of our incubators through specific programmes and by application only. Our current programme is London Creative Network, delivered in partnership with Space Studios, Four Corners and Photofusion. For further information, please contact Emma Sims emma@cockpitarts.com.

Can I have one-to-one business coaching if I don't have a studio at Cockpit Arts?

Cockpit Arts provides coaching to makers based outside of our incubators by application to specific programmes, currently the London Creative Network, delivered in partnership with Space Studios, Four Corners and Photofusion. For further information contact Emma Sims at emma@cockpitarts.com.

Can I show at Open Studios if I don't have a studio at Cockpit Arts?

No, only makers based at our studios and Cockpit Arts Alumni exhibit at our Open Studios events.

Studios, Premises and Equipment FAQs

What are the studios like at Cockpit Arts?

Our Incubator buildings are light and airy, and full of character and creative buzz. The studios have 24/7 access, 365 days a year. All have natural light, electricity and WIFI access. The majority are shared by between two and five people, though there are some single studios. We take time and care to find the best possible studio pairings, which best meet the needs of all makers involved. This creates a stimulating space with opportunities for sharing ideas, networking and collaboration.

Where are you based?

Our incubators are based in Holborn, WC1, close to the Hatton Garden jewellery quarter; and in Deptford SE8, at the centre of an exciting community of artists and craftspeople.

Cockpit Arts Holborn and Head Office Cockpit Yard Northington Street London WC1N 2NP info@cockpitarts.com 020 7419 1959	Cockpit Arts Deptford 18-22 Creekside Deptford London SE8 3DZ info@cockpitarts.com 020 8692 4463
---	--

What office facilities and resources do you provide?

Access to our serviced office is available from Monday-Friday. This provides you with facilities that include a photocopier; meeting room and a large education space that you can hire. There is also a resource room with computers and a reference library that carries

style and trade magazines as well as useful information about starting and running a business. We have an exclusive 'Google group' which serves as an intranet for makers based at our incubators to exchange opportunities, news, share experiences, skills and advice.

Do you provide equipment for making?

No, we do not provide equipment, other than that provided to Awardees as part of a sponsorship arrangement (currently providing shared access to looms and leatherworking equipment), and you are expected to equip your own studio as you wish and require.

Can I have a studio without other Incubation benefits?

No, we offer a package only.

Can I get a single studio?

Single studios are very much in demand by existing studio-holders wishing to move. Preference will only be given to new joiners under special circumstances, e.g. for processes that are not suitable for a shared space.

How long can I have a studio for? Is there an exit policy?

At present Cockpit Arts does not have a formal exit policy; however, our incubator processes are designed to enable makers to expand outside Cockpit Arts in due course. After five years, the licence fees increase each year for a further five years.

What are the studio terms, i.e. notice to leave?

It is a licence agreement rather than a tenancy. The Licence may be terminated by either party, giving at least one, full, calendar months' notice in writing to the other party to terminate the Licence on the last day of the month.

What is the difference between the incubators in Deptford and Holborn?

The incubator process is the same. The two sites differ in architecture and layout only.

CHARGES AND TERMS OF OUR LICENCE FEE

October 2019 to September 2020

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 your Licence Fee by monthly Direct Debit, 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 1st October each year.

Licence Fee

Includes:

- 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

Includes:

- Direct sales opportunities through two Open Studios events per year
- One to one coaching sessions
- Annual business and practice review
- Business development workshops
- Computer Room with printer and scanner
- Various shared office equipment

Additional Services

These are charged separately

- Business Growth Loans
- Seminars and other professional development events
- Central London meeting rooms and a larger education space at a discounted hire rate
- Photocopying, scanning and printing
- Storage space (Deptford only)

Additional Opportunities

These are charged separately

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

Licence Fee Calculator

As of October 2019

Holborn

The monthly charge for 100 ft² at Cockpit Arts Holborn is calculated as follows:

100 ft² x £31.60 = £3,160 / 12 months = £263.33per month. Holborn is VAT exempt.

Add £23.50 core services fee: Total = £ 286.83 per month. Holborn is VAT exempt.

Deptford

The monthly charge for 100 ft² at Cockpit Arts Deptford is calculated as follows:

100 ft² x £31.38 = £3,138 / 12 months = £261.50 inclusive of VAT per month.

Add £23.50 core services fee: Total = £285 inclusive of VAT per month.

Licence Fee FAQs

Do the studio rates ever increase?

Yes. In October each year the studio rates do increase slightly in line with the rate of inflation. This inflation-based increase applies to all studio holders. In addition, once you have been at Cockpit Arts for over 5 years, an incremental increase is applied to your licence fee each year. Due to the business development support you will have received in that time, your business should have grown to be able to accommodate an increased licence charge.

What other charges are there?

Each studio has an electricity meter and the studio-holders in it split the cost of the electricity between them. Kilns and other high-use tools or equipment are metered separately. There is a charge for the photocopying you do. There is also a nominal charge for a communal music licence and rubbish removal for the Open Studios twice a year.

Are studios at Cockpit Arts less expensive than other studios?

Cockpit Arts is a social enterprise, which means we plough our profits back into the services we provide. Therefore, our fees are lower than commercial rates making the incubator package affordable.

Can I have a subsidised studio?

All our studios and the support services are subsidised by Cockpit Arts. From time to time we are able to offer sponsored Awards to applicants who are in greatest need of financial support, in addition to other Awards focusing on specific crafts or type of business. Check the [Awards](#) page regularly for updates.

EXAMPLES OF STUDIO SPACE AT COCKPIT ARTS

Please note that studios are allocated on a case-by-case basis and the studios shown are as an example only.



Example Studio 1

This space is 63sq ft and shares 12sq ft of communal space, this totals 75sq ft and would cost £221 per month, inclusive of education fee. Holborn is VAT exempt.

It is in a shared room with five other spaces of similar size.

It is bright with a lot of wall space for shelves.

There is a sink in the studio.

This is one of the smallest studio spaces.



Example Studio 2

This space is 116sq ft and shares 31sq ft of communal space, this totals 147sq ft and would cost £410.60 per month, inclusive of education fee. Holborn is VAT exempt.

It is in a shared room with four other spaces.

There is a sink in the studio.

This space would be suitable for someone who needs ventilation and natural light.



Example Studio 3

This space is 123sq ft and shares 30sq ft of communal space, this totals 153sq ft and would cost £426.40 per month, inclusive of education fee. Holborn is VAT exempt.

This studio is in a shared room with three other spaces of similar size.

This studio has access to a sink in the corridor

There is a sink in the studio.

If you are on an Award this is an example of the size of studio you may be allocated.



Example Studio 4

This space is 185sq ft and shares 33sq ft of communal space, this totals 218sq ft and would cost £597.56 per month, inclusive of education fee. Holborn is VAT exempt.

This studio is in a shared room with one other maker.

There is a sink in the studio.

This studio is an example of a larger shared space.