



2022 Guidelines for applying to Perthshire Artisans

Perthshire Artisans (perthshire-artisans.scot) is a curated platform built on 4 cornerstones providing enterprise support, community peer support, marketing and e-commerce for local makers and artists who become members, the site is part of the GrowBiz Smart Village Scotland (smartvillage.scot) initiative, and is run as a 'not for private gain' model.

Perthshire Artisans website launched in June 2020 (in the midst of a national lockdown) with 9 Artisans, and has developed an audience through social media channels on Facebook, Instagram, Twitter and Pinterest, and national PR activity. As at Dec 2021, there are currently 34 creative members of the platform. Please note that membership options which include fulfilment are not available at this stage.

In addition to showcasing the individual Artisans and their work through social media, newsletters and PR, the site also attracts visitors via:

- **'News'** page which features blog posts about the Artisans as well as information regarding the creative sector in the region. These posts will be shared across the Perthshire Artisan social channels and in customer newsletters.
- **Calendar of Workshops & Classes** organised and updated by Perthshire Artisans. This will be a listing option and will direct people to the Artisans own website for enquiries and bookings. It will also be promoted via the Perthshire Artisan social channels and in customer newsletters.
- **Directory Listing only Membership Option** for artists who wish to be a part of the platform but are currently happy selling their work on their own website/other sales platform.

Reasons to join Perthshire Artisans

- As a curated platform, featured Artisans will represent the best of Perthshire's creativity, telling a unique story focusing on people, product and place
- Join a community of Perthshire creatives on a platform that works to support the Artisans, whilst providing a quality experience for customers
- Feature on a stylish and professional web platform with different membership options, plus the option to upgrade membership option if wish to do so
- Perthshire Artisans is run by GrowBiz and part of the Smart Village Project. It is run on a 'not for private gain' model

- Access to enterprise support to develop the commercial aspects of your practice, provided by GrowBiz including exclusive Perthshire Artisan online events
- Membership includes being listed on REDS (Rural Enterprise Directory Scotland) - reds.scot
- Growing following across all dedicated social media accounts, Facebook, Instagram, Twitter & Pinterest
- Experienced and dedicated team providing updated website content; social media marketing; customer newsletters spotlighting your product and marketing activity promoting the platform

Criteria for applying to become a Perthshire Artisan

Please ensure that you have read and comply with the following criteria prior to selecting and making a membership application.

- Currently living and/or working in the Perth & Kinross Council area
- You're running a professional creative practice
- All work must be of your own design and creation and fit with the common definition of artisanal
- A range of materials and styles are welcomed, but where applicable must be compliant with current legislation including the 1973 Hallmarking Act and current restrictions regarding CITES and materials that require licences or are prohibited
- You have public liability insurance and can produce a copy of 'certificate of insurance' if requested

Selection Process

Successful applicants will be chosen by a selection panel who will be looking for:

- Excellent & original design
- Professional approach to production of articles or delivery of services
- A range of styles and prices
- Commercial potential
- Suitability of product type for e-commerce

If selected you will be asked to:

- Provide profile, process and product images to the specified standard and quality (see below), a photography webinar is available to support the provision of quality images
- Note and meet the timetable for adding details to the Perthshire Artisans website
- Join the Artisans private online shared forum space (CloudRooms)

Application Images

- Excellent images are extremely important, the images submitted with your application must clearly represent your current work
- Images need to be sized no larger than 1200 pixels on the longest side
- Please ensure your images do not have a watermark or name on them and are not montage images
- Please ensure that ALL image FILES must be clearly labelled with your business name. Any unlabelled images, images with watermarks, names, montages MAY EXCLUDE your application

2022 Membership Packages

Please note that we reserve the right to review membership packages, including adding membership options which may include Perthshire Artisan fulfilment.

P E R T H S H I R E

Artisans

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<ul style="list-style-type: none"> • No joining fee • Perthshire Artisans Directory Listing • Rural Enterprise Directory Scotland Listing (REDS) • GrowBiz Enterprise Support • Inclusion in generic Perthshire Artisans social media channels • Access to Perthshire Artisans shared forum/learning space 	<ul style="list-style-type: none"> • No joining fee • Perthshire Artisans Directory Listing • Detailed Artisan Profile Page • Rural Enterprise Directory Scotland Listing (REDS) • 4 free listings** on Workshop Calendar p.a. • GrowBiz Enterprise Support • Named + images in generic Perthshire Artisans social media channels • Access to Perthshire Artisans shared forum/learning space • Up to 15 product listings*** • 10% Sales Commission fee • Transaction fees based on payment processor rate at time of sale • Artisan responsible for P&P on all sales 	<ul style="list-style-type: none"> • No joining fee • Perthshire Artisans Directory Listing • Detailed Artisan Profile Page • Rural Enterprise Directory Scotland Listing (REDS) • Unlimited listings on Workshop Calendar p.a. • GrowBiz Enterprise Support • Named + images in generic Perthshire Artisans social media channels • Access to Perthshire Artisans shared forum/learning space • Up to 30 product listings*** • 10% Sales Commission fee • Transaction fees based on payment processor rate at time of sale • Artisan responsible for P&P on all sales
£10* monthly	£12* monthly	£15* monthly

*Minimum 6 months membership, thereafter a 30 day notice period applies
**Subsequent workshop/classes listings available at £10 per listing
***At least 1 listed product to be exclusive to Perthshire Artisans for 6 months + all listed products available at same price as on own website/other selling platforms

July 2021

Timescale for Applications

Deadline for applications	As identified on 'Become a Perthshire Artisan' page on the website - usually 3rd Wednesday of each month
Applicant informed of outcome	2 weeks after deadline date
Applicant Accept or Decline offer Membership	By return
Applicant return signed Contract and Standing Order form	Within 2 weeks of receipt
Deadline submission for profile/process/products details/images	Within 4 weeks from being offered membership
Added to Perthshire Artisans website	Within 6-8 weeks from being offered membership
1st Membership payment & official start date	1st of the month as agreed when offered membership

Membership Payment

If your application is successful, membership payment will be due for your chosen membership option to go live on the 1st of the month as agreed when offered membership. Subsequently funds will be taken on or near to the 1st of the month for the following month by standing order.

Submitting your application

By submitting an application form via the Survey Monkey link below, you are indicating that you:

- Meet the eligibility criteria as outlined above
- Have read and understand all the information in these guidelines, with particular reference to deadlines and fees
- Agree in principle to the Perthshire Artisans Membership Summary Terms & Conditions. A comprehensive agreement with detailed terms and conditions will need to be agreed and signed before the listing goes live.

Application Process

To apply please use this Survey Monkey Link: <https://www.surveymonkey.co.uk/r/2022PerthshireArtisansApplicationForm>. If you have any questions, please contact Caron Ironside on info@perthshire-artisans.scot in the first instance.