



Crafts Council

FREELANCE BRIEF – CALL OUT

Freelancer: Insight-informed membership

Role – Freelancer: Insight-informed membership

Timescales – Delivery to be completed by the end of October 2026

Location - Activity will be delivered remotely with some attendance onsite at Crafts Council premises on Pentonville Road in Islington, London

Reporting to - Director of Marketing, Communications and Audiences

Working Closely With - Marketing, Communications and Audiences team; Programmes team

Fee - Total budget of £5,000. In your application, please outline how you would deliver against this brief within the budget, including your day rate and number of days required.

About Us

Crafts Council is the national charity for craft. We believe that craft skills and knowledge enrich everyday life, spark creativity and strengthen communities. We champion makers and creative businesses, nurture young people's talent, and build public understanding of why craft matters.

Discover more about our brilliant work [here](#).

About the Brief

Our members are at the heart of Crafts Council. They include more than 1,500 independent makers and businesses, craft lovers and supporters of our charitable work.

In 2025, we refreshed our membership programme with a range of new digital content. We now want to better understand what our members think and value about the benefits we offer, and what might be stopping others from joining. We will use this insight to improve the next iteration of the scheme.

This is not simply about increasing membership numbers or income. We want to develop a distinctive, collaborative and energising community that people actively want to join and play a part in. We particularly hope more young people will see membership as a way for them to shape the future of craft.

Scope of Work

- Research with current members: understand what current members think of and value about the current offer. This should surface both what is working well for them and where the offer is falling short.
- Research with potential members: engage with potential individual and institutional members who could benefit from greater connection with Crafts Council and may share similar interests and motivations with our current members. We want to understand what might encourage them to join, and



what barriers currently stand in the way. These could include: low awareness, financial barriers, perceived value and communications.

- Comparator analysis: provide examples of membership schemes we could learn from, including enterprise models, inside and outside the cultural and creative sectors.
- Findings and recommendations: present clear findings with a practical set of recommendations for how Crafts Council could improve our membership scheme and better respond to members' needs. We want ambitious, bold thinking that helps us meet our goal of building an exciting, collaborative and warm community of makers and craft lovers.
- Sharing findings: share the findings and recommendations with relevant Crafts Council staff, for example at an in-person meeting.

Research Approach and Data Protection

Please set out your proposed mix of methods and the number of people you would engage in your response. We are interested in depth over breadth: a smaller number of richer, more detailed conversations that surface deep insight, rather than a high volume of superficial responses.

We hold significant data about our current members, including past surveys and membership statistics, which we will share. We can also contact members on your behalf to invite them to take part in your research. For reaching potential members, we can help open doors through our channels and networks, and also expect you to draw on your own approaches to contact people beyond our existing audiences. Research participants will be offered a small thank-you for their time (such as gift vouchers), funded separately from the £5,000 budget.

The successful freelancer will be expected to handle all personal data sensitively and in line with UK GDPR and Crafts Council's data protection policies, including gaining appropriate consent from participants. Any member contact details or data shared with you remain the property of Crafts Council and must be used only for the purposes of this brief.

Deliverables

We are open to your proposal on the final format of the deliverables. Please tell us what you recommend and how these outputs would help us make the changes **necessary to improve the next iteration of the membership scheme.**

About You

We are looking for a candidate who is:

- Experienced in audience or membership research, ideally within the cultural sector.
- Skilled at drawing out insight and translating it into clear, practical findings and recommendations.
- Confident engaging a range of people, including current and potential members and colleagues in different teams.
- Curious and comfortable presenting bold and ambitious ideas that challenge how we do things.
- Calm under pressure, highly organised and solutions-focused, able to meet deadlines and manage multiple project strands.



Interested? How to Express an Interest in this Brief

To apply, please send us your CV and a response to the brief that outlines:

- your relevant experience
- your proposed approach, including audiences, factors and motivations you would prioritise in the research
- how you would deliver within the budget, your proposed day rate and number of days.

We will happily receive this information in another format, including video recording (up to five minutes).

To deliver this brief, you must be eligible to work in the UK.

Please email your response to recruitment@craftscouncil.org.uk.

Deadline

The deadline for expressions of interest is:

- 9.30am, Monday 7 September 2026

We will be shortlisting expressions of interest by selecting the proposals which best meet our project aims and the candidate with the most relevant experience and creative ideas. We expect to invite shortlisted candidates for interview during the week of 14 September.

Equal Opportunities

Please also complete our voluntary anonymised Equal Opportunities Monitoring Form [here](#).

We use this anonymised information to monitor and improve how we are doing to attract the best talent that is representative of the UK population, and to help us report our progress to our supporters.

Support for You

Please email recruitment@craftscouncil.org.uk if you have any questions, to request information in an alternative format or for any support needed. We will happily arrange for an informal conversation prior to submitting an expression of interest if that is helpful. Whatever works best for you.

We are committed to supporting you with your access and support needs during this process and to ensuring any reasonable adjustments are met now and during any work with us. If you prefer to speak with us, please contact: (0)20 7806 2500.

On joining the team in a freelance capacity, you can expect to receive a warm welcome, including a freelancer induction document providing useful information for you during your time with us. Our team follow our *Working with and Supporting our Freelance Team* policies and procedures. Our People team alongside assigned leads will be with you to support you during your time with us.