

**Crafts Council
Hey Craft! 2021**

Online event guidance pack



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Introduction

Welcome to the Hey Craft! 2021 guidance pack for event organisers. We're so glad you're considering running a Hey Craft! event and have put together this handy toolkit to support you in delivering a session that will help renew and support craft participation throughout the UK

What is Hey Craft! and when will it take place?

This year our long-running participation festival formerly known as Hey Clay! will evolve into Hey Craft! and take place from Friday 14 – Sunday 16 May.

Hey Clay! was our national celebration of ceramics participation which gave the public the chance to unleash their inner potter at venues across the UK through free workshops and taster sessions.

Hey Craft! is now open to all craft disciplines and experience levels, so whether you're an emerging maker, studio collective or professional looking to share your skills – join the fun and help promote the transformative power of craft.

Hey Craft! is part of the [Get Creative campaign](#) run by the Crafts Council, Voluntary Arts, BBC, Libraries Connected, Family Arts Campaign, What Next?, Arts Council England, Arts Council Wales, Creative Scotland, Arts Council of Northern Ireland, 64 Million Artists and Creative People and Places.

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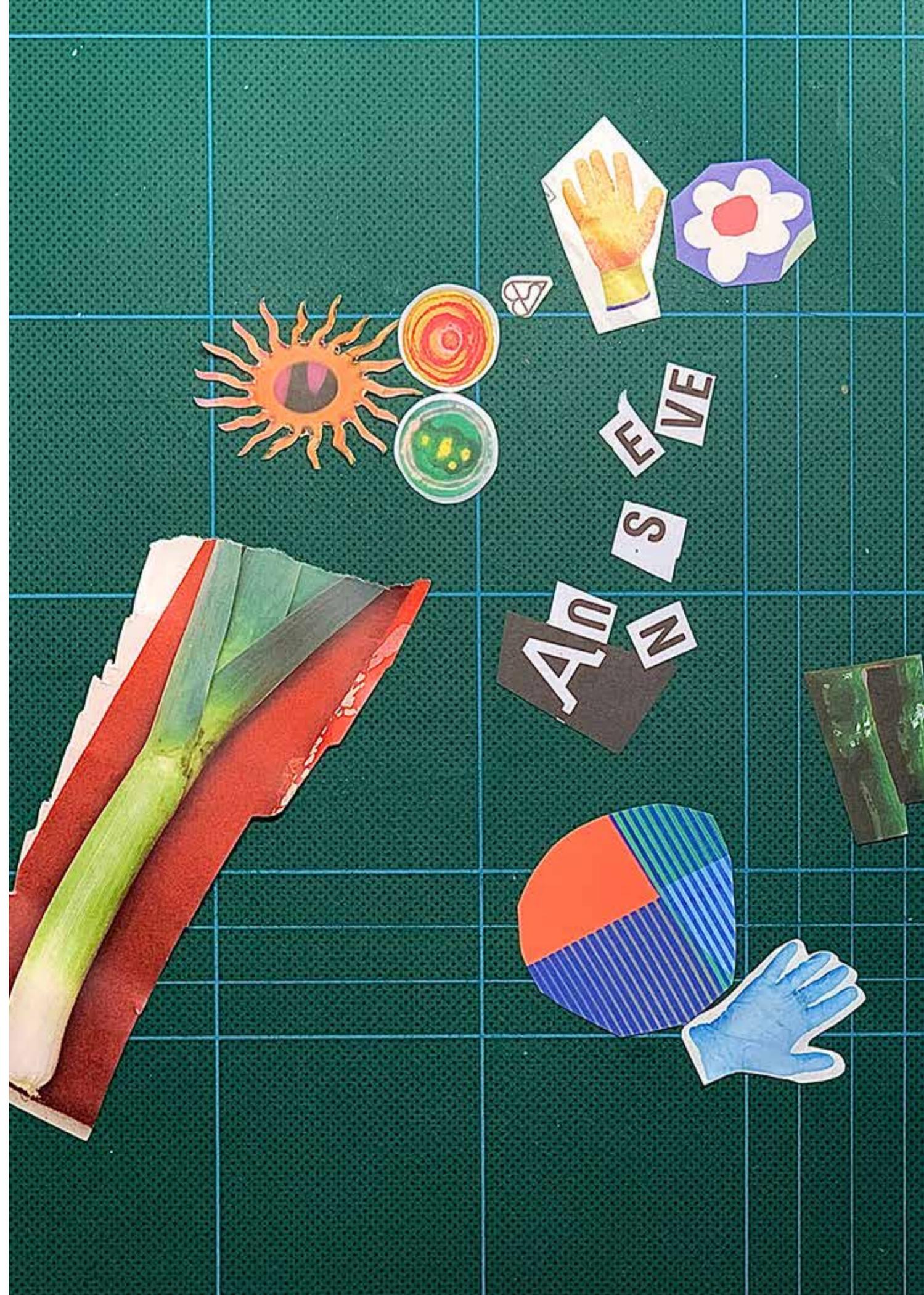
Why should I get involved?

It's a great way to reach new audiences for your products, workshops and events. In the past, 37% of Hey Clay! events welcomed new audiences and 52% welcomed a mix of new and existing audiences.

At the last physical Hey Clay! in 2019, 96% of event organisers said they would like to host an event for the following year. This is a growing project and we hope next year to have an even bigger reach as lockdown restrictions lift and people are able to participate in physical events.

Craft participation is a great way to boost wellbeing and tackle loneliness for both workshop leaders and participants. Hey Craft! also takes place during **Mental Health Awareness Week** (10 – 16 May), offering a welcome chance to emphasise the positive impact making can have on our health.

Hey Craft! feeds into the [Get Creative & Make a Difference campaign](#) – a nationwide campaign to get people across the country engaged with creative activity. It prioritises profiling those creative activities that have social connectedness at their heart. While it isn't possible to come together physically to enjoy creative activities at the moment, we feel it is vital to offer means of connecting, sharing and creating with other people wherever possible.





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How can I get involved?

The impact of the Covid-19 pandemic on our personal and professional lives is undeniable. From sourcing materials and selling wares to educational courses and exhibiting publically, craft makers are seeking new ways to create and connect. Nationwide lockdowns have also highlighted a growing appetite for activities that improve mental health and wellbeing, a conversation the Crafts Council are pleased to support.

With this and Government guidance in mind, we are inviting makers and craft enthusiasts across the UK to host their own online Hey Craft! workshop. Or if you work somewhere such as a care home or school, you could run a physical event.

See page 13 for some activity ideas.

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Key dates

1-31 March:

Submissions for Hey Craft! 2021 events open. Event organisers can submit their event to the [What's On page](#) on the Crafts Council website.

1-30 April:

Crafts Council will begin promoting Hey Craft! events, we recommend that you start promoting your event on social media or via your local news platforms around this time.

There is no deadline for you to submit a Hey Craft! event, but the sooner the better so we have as much time as possible to promote it.

We'll also send you some digital assets to help promote your event.

1-13 May:

We'll be sending you our top tips ahead of your event.

14-16 May:

Hey Craft! 2021 opens to the public online.

17-31 May:

We'll send you an email containing a survey for you to give us any feedback about the event.





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Tickets, costs and digital events

We advise that all Hey Craft! events are free of charge or are priced at a cost-recovery basis, for example if you want to run a clay workshop you could charge £5 for a ball of clay and the cost of running a kiln if you have access to one. Or if you want to host a free workshop, try using everyday household items.

Alternatively, you could add an optional small donation to help raise money for our [Let's Craft](#) campaign, which provides craft kits to children across the country who don't have access to basic art materials, helping to support their wellbeing and creativity whilst at home.

We recommend using [Eventbrite](#) for people to register for tickets, just be sure to set a manageable number of available tickets.

Or if you prefer, you could distribute tickets and video conferencing links via email.

I need help with running a digital event!

We have a really handy resource for you to use when using Zoom and other platforms for live broadcasting workshops. Take a look [here](#).

If you have any other questions about delivering online events, please email heycraft@craftscouncil.org.uk

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What activities can I host?

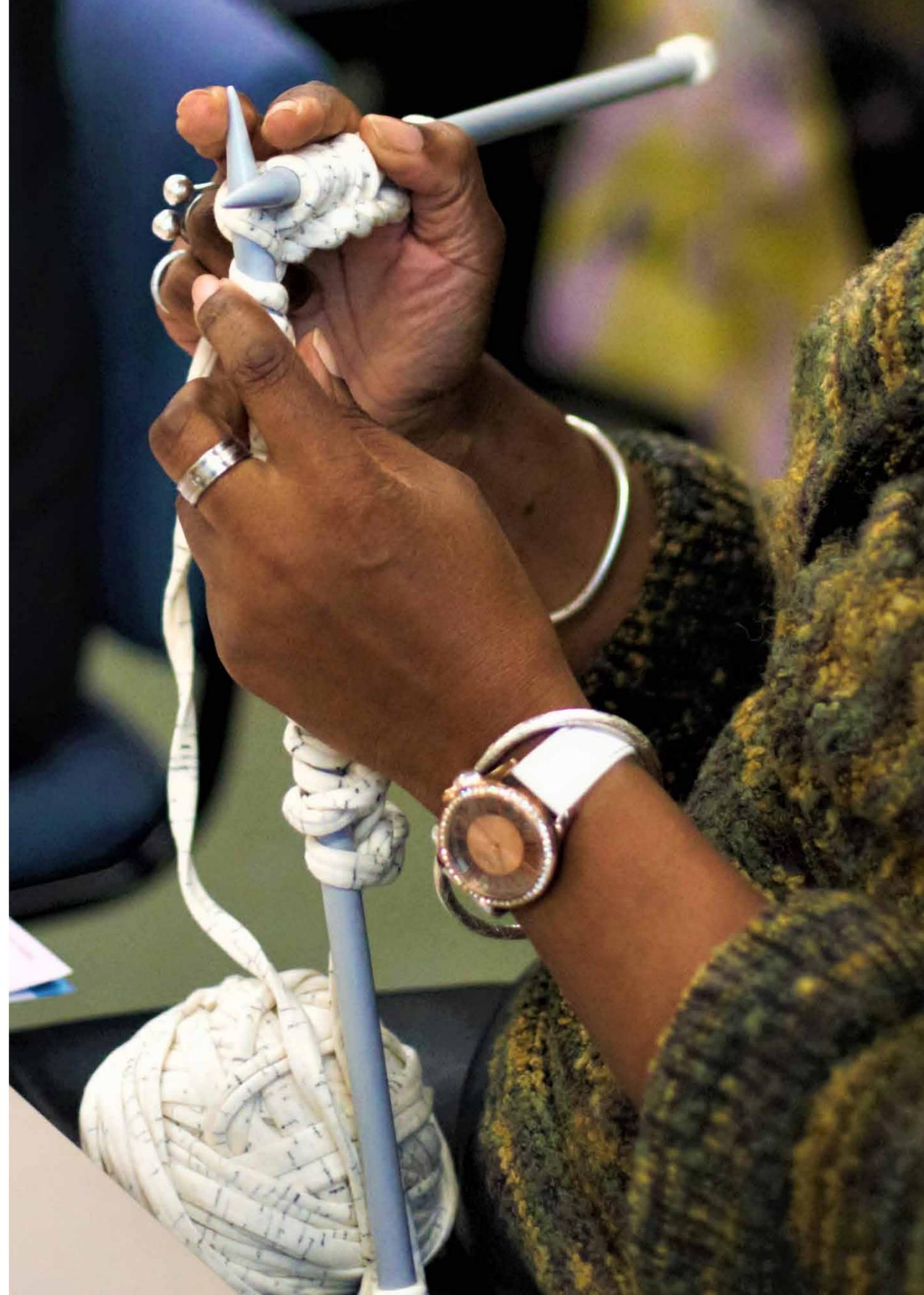
We encourage event organisers to host and attend a diverse range of craft activities. Materials and techniques can be traditional or innovative, or you might like to focus on a collective theme such as wellbeing or sustainability. Craft disciplines might include; embroidery, ceramics, origami, knitting, crochet, collaging, printmaking, dying, sculpting, weaving, beading, just about any craft you can think of.

Many makers and organisations have been hosting an array of online events throughout the pandemic by leaving materials at a collection point and providing the Zoom details to registered participants. Or you could provide a list of materials for people to source – just be mindful of the cost.

If you are a maker with a specific practice, you could run a session that introduces beginners to your practice. For example, if you are a ceramicist, why not host a basic handbuilding workshop, or if you specialise in textile weaving you could teach people the basics using string or paper.

If you don't have a professional practice but are passionate about bringing people together to make, why not take a look at our [bank of online resources](#). Or you could try one of the low-cost ideas on the following page.

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To help keep the cost down for event organisers and participants, here's a list of some low-cost activity ideas using easily accessible household items and craft supplies:

- Banner making
- Book binding
- Cardboard sculptures
- Clay coil pots
- Collage jewellery
- Collage portraits
- Crocheting with plastic bags
- Finger knitting
- Kite building
- Macramé
- Make your own T-shirt yarn
- Mobile sculptures
- Origami
- Plastic bag weaving
- Potato printing
- Puppet making
- Salt dough sculptures
- Soap carving
- Tie dye using natural dyes
- Tin foil sculptures
- Turmeric shibori
- Yarn drawings

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What next?

To take part in Hey Craft! 2021, please register your online event via the Crafts Council website.

1. Visit craftscouncil.org.uk/whats-on and click 'Submit a listing'.
2. Share your event title, date and time, location, activity cost, contact details and a short description of the activity, any material needs, and accessibility measures (e.g audio description, captioning, sign-language interpreter).
3. Follow the Crafts Council on social media and tag us in any Hey Craft! related posts in the run up to the event. Use #HeyCraft and #GetCreative to join the conversation.

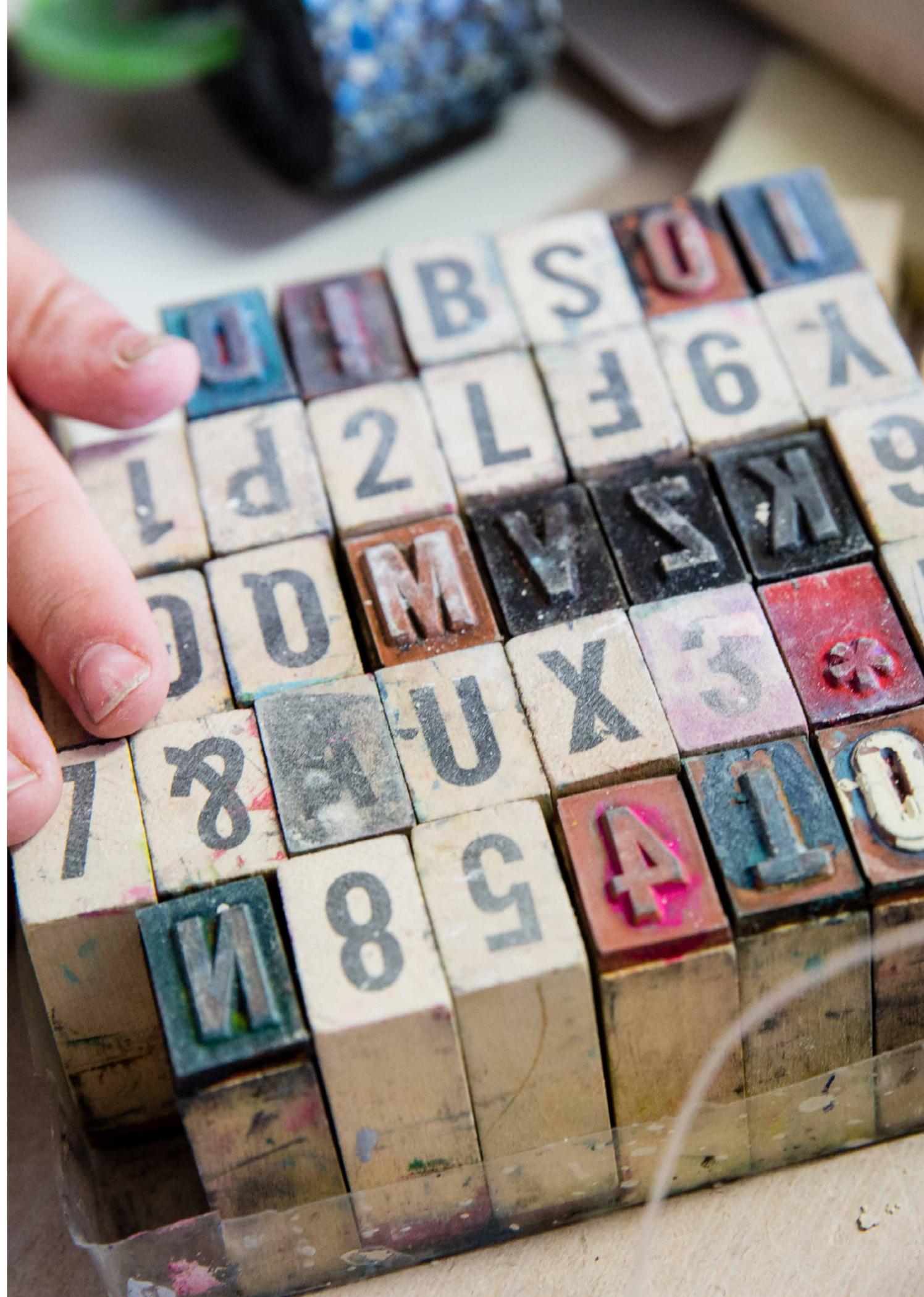
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Twitter [@CraftsCouncilUK](https://twitter.com/CraftsCouncilUK)

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Most importantly, have fun. We can't wait to hear your ideas and plans for Hey Craft! 2021.

If you have any questions or would like to request an alternative format of the information provided, please email heycraft@craftscouncil.org.uk



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