

EMBARGOED UNTIL 00:01 THURSDAY 9th FEBRUARY



PRESS RELEASE
FEBRUARY 2023

Crafts Council launches major UK-Wide appeal to support creativity in children during cost-of-living crisis

Crafts Council has partnered with Hobbycraft to launch the Let's Craft appeal and donate 15,000 craft kits to children across the UK in 2023

DOWNLOAD IMAGES HERE: <https://finnpartners.box.com/v/LetsCraftImages>

To coincide with Children's Mental Health Week, the Crafts Council and Hobbycraft have announced a UK-wide initiative, **Let's Craft**, aimed at providing 15,000 craft kits to children in need. With many families unable to afford the most basic of art and craft materials at home, such as crayons and pencils, the kits will be distributed via a cohort of nationwide community partners, to ensure those most in need can access the mental health benefits that crafting brings.

Whilst creativity can feel like a low priority during a cost-of-living crisis, it has been proven to provide children with hours of happiness and escapism. Among those aged six to 16 in England, one in six had a probable mental health condition in 2021 (1). From having difficulties in social situations, to finding school work overwhelming, when left unresolved, these feelings of stress can then go on to cause a wide array of other issues, such as anxiety, mood swings, sleeping issues and weight gain.



However, getting creative has been proven to ease stress and help children release the pent-up emotions they might be feeling in their day-to-day life (2). Activities like drawing or painting, for example, reduce levels of cortisol in the brain – a hormone typically associated with stress. Because of this, these hobbies can then limit the onset of mental health conditions in later life, like anxiety, insomnia, and depression.



To identify and reach children in need across the UK, Hobbycraft and Crafts Council are working with nine UK-wide regional community partners, each of whom has a direct route to families most in need within their respective areas.

The regional partners include [Artswork](#) (South East), [Arts Connect](#) (Birmingham), [Culture Bridge](#) (North East), [Curious Minds](#) (Wigan), [Festival Bridge](#) (Norwich), [Islington Council](#) (London), [Plymouth Scrapstore](#), [ROH Bridge](#) (Purfleet) and [The Mighty Creatives](#) (Leicester).

The Hobbycraft craft packs include 1000 pieces to help children develop their creativity, cognitive skills, hand-eye coordination and more. Included in the packs are pom poms, chenille stems, foam sheets, fabric flowers, wooden people, plastic mosaics, glitter bottles, wooden matchsticks, paint pots, paper plates and more. From making their own monsters to crafting cards, or collages, the pack brings children a fun mix of craft materials and essentials to kickstart craft projects.



Nicky Dewar, the Director of Learning and Skills at Crafts Council comments: “Sadly, there are far more people in need in 2023 than there should be. Because of this, we know that many families are unable to provide even basic crafting materials for their children to enjoy. With half term fast approaching, we’re glad to play a small part in helping children to unlock their creativity and we can’t wait to see what brilliant creations the children come up with!”

Katherine Paterson, the Customer Director at Hobbycraft comments: “This year, we are delighted to be sending out 15,000 craft packs to families in need. Our craft kits can help develop children’s creativity, cognitive skills, and hand-eye coordination, and who knows, it might just trigger off a love of craft that lasts a lifetime.”

If you’d like to help even more families across the UK enjoy these craft kits, please donate to the Let’s Craft appeal <https://donorbox.org/let-s-craft>.

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REFERENCES

[*Overall UK Poverty rates*](#)

[*NHS mental health of children and young people in England 2022 stats*](#)

[*How arts can help improve your mental health*](#)

About Hobbycraft

Hobbycraft is the UK’s largest arts and crafts retailer, selling more than 25,000 arts and crafts products for hundreds of creative activities, from art, knit and stitch, papercraft, wedding, party, baking and much more. For more information visit www.hobbycraft.co.uk

Learn to craft with Hobbycraft, from painting to crochet and everything in between Hobbycraft’s extensive in-store and online work programme offers something for all crafts and abilities. Visit [Hobbycraft on ClassBento](#) for more. Hobbycraft is the home of the number one craft blog in the UK, with over 2,000 easy-to-follow tutorials ready to inspire your next project! Visit www.hobbycraft.co.uk/ideas to discover more.

May 2022 saw Best Companies, an organisation dedicated to making the world a better workplace, reveal Hobbycraft as the No.1 Best Big Company to work for in the UK.

About Crafts Council

The Crafts Council is the national charity for craft that believe craft skills enrich and uplift individuals and can change the world for the better. Crafts Council mission is to inspire making, empower learning and nurture craft businesses.

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