



Crafts Council Press Release

BEC HILL FRONTS 'LET'S CRAFT' NATIONAL FUNDRAISING APPEAL

24 July 2020



Bec Hill, the UK-based comedian, writer and presenter, has been appointed as ambassador for the Let's Craft appeal to raise funds to provide creative packs for the country's children most in need of support.

Crafts Council launches their largest national fundraising appeal to date, with the aim of securing £100,000 to distribute 10,000 art packs to children across England before schools go back in September.

"Every day I am thankful that I grew up with access to basic art and craft supplies. Not only did arts and crafts give me something to do as a kid, but it also provided me with the problem-solving and communication skills that I have today - not to mention the wonders it's done for my mental wellbeing." Bec Hill

Over 20 million people are now crafting and have used the enforced lockdown to re-establish their passion for creativity. The change in routine, closure of schools and lack of social interaction has had a huge impact on children throughout the country. Many are struggling to cope with a new constricted reality and have missed out on vital learning resources and creative stimulation during their time out of the classroom.

There are currently more than 1.2 million children in the UK who receive free school meals, (194,000 of these in London), and 78,000 Looked After children in England.

These children do not have access to basic art materials whilst at home. Increasing numbers of families survive on very little income and rely on charities for access to shelter, food and cultural enrichment.

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"We hope that by providing these packs we can provide vulnerable children with the chance to do something creative and make something they can be proud of. We want to ensure that every child

is able to express themselves and we know that making is a great way to do that.” Rosy Greenlees,
Executive Director, Crafts Council

The packs provide children with a creative outlet which supports wellbeing, stimulation and effective home-learning, which would otherwise be unavailable to them. The packs contain basic arts materials and activities that require no digital resources/ Wi-Fi networks, extensive adult supervision or extra supporting materials that may not be available at home.

Each pack costs £10 and contents include watercolours, paint brushes, colouring pencils and pens, a glue stick and sketchbook.

This initiative is a partnership between Crafts Council and the Arts Council’s ten regional Bridge Organisations, (connectors of the arts and education sectors).

Donors to date include Hobbycraft, Cox London, Yodomo, TOAST, Immediate Media and MADE MAKERS.

July 24th sees the launch of the public phase of the appeal, as we aim to generate £100,000 to enable the production and distribution of at least 10,000 kits to children across England throughout the summer months. For this to happen, we need public support.

Text CRAFT to 70085 to donate £10 or online at www.bit.ly/LetsCraft

All money raised will go directly towards the production and distribution of these packs.

Please use #lets Craft and tag @craftscouncil on Instagram and @CraftsCouncilUK on Twitter and Facebook.

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For further press information or to request interviews or campaign imagery, please contact Jenny Houghton, JHoughtonPR

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Notes to Editors

Crafts Council

Crafts Council is the national charity for craft. Founded in 1971, we inspire making, empower learning and nurture craft businesses.

We believe craft skills and knowledge enrich and uplift us as individuals and in doing so will change our world for the better. We promote life-long learning in craft throughout the UK by working closely with our networks of schools, teachers and maker educators to secure the future of craft in the classroom, creating resources to support learning nationwide and delivering projects such as Firing Up and Make Your Future.

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Craft learning doesn’t stop at school; we champion opportunities for people of all ages to benefit from the wellbeing benefits of making, at home and as part of a community. Increasingly, we are

exploring the role of craft in improving lives and promoting social justice. The Craft Council has secured cash and product donations to ensure that craft supplies are issued to thousands of vulnerable families as part of this initiative.

www.craftscouncil.org.uk/

Bec Hill

Bec Hill is an Australian-born, UK-based comedian, writer and presenter who has just been confirmed to front a new CITV Craft Series called 'Makeaway Takeaway'. The show will be aimed at 6-12-year olds, encouraging creativity, through arts, crafts and making, with an emphasis on sustainability through recycling, reusing, upcycling and reclaimed materials. Bec won the "Best Kids Show" Award at last year's Leicester Comedy Festival, writes for several CBeebies, CBBC, Sky KIDS and Cartoon Network shows, and has appeared on every season of The Dog Ate My Homework.

"Every day I am thankful that I grew up with access to basic art and craft supplies. Not only did arts and crafts give me something to do as a kid, but it also provided me with the problem-solving and communication skills that I have today - not to mention the wonders it's done for my mental wellbeing. Arts and crafts aren't just about making something fun, or silly, or useful. It's about taking existing materials and creating something which did not exist before. An opportunity to create is an opportunity to hope and to dream. I can think of no better gift for a child! If we want to see a better future - a better world - it's vital that we provide the next generation with the tools they need to create it."

Arts Council England

The Let's Craft appeal builds on Arts Council England's Let's Create campaign which distributed 25,000 art activity packs during lockdown.

The Arts Council is the national development agency for creativity and culture. By 2030 we want England to be a country in which the creativity of each of us is valued and given the chance to flourish and where everyone of us has access to a remarkable range of high-quality cultural experiences. Between 2018 and 2022, we will invest £1.45 billion of public money from government and an estimated £860 million from the National Lottery to help deliver this vision.

www.artscouncil.org.uk

Donors

Cox London

"We are so happy to support the Let's Craft appeal. It is a brilliant initiative that delivers art materials straight into the hands of those who lack any resources to make and create at home this

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summer. As makers we understand that to make something by hand, from nothing, is a basic human need." Chris Cox – Co-Founder and Creative Director – Cox London

At Cox London we are designers and makers of sculptural lighting, furniture and artworks. We make our pieces in the Cox London atelier, which is home to 25 skilled makers, who sculpt and create in our foundry, forge, fabrication and finishing departments.

As makers we understand that to make something by hand, from nothing, is a basic human need. We strongly believe, using the head, the heart and the hand to create, nourishes the soul and contributes to our wellbeing. Nobody understands this better than Crafts Council, which is why we wholeheartedly support all their craft education initiatives.

TOAST

“Toast has always had a holistic offering— something more than the collection itself. We are deeply committed to nurturing creative communities and bringing people together. It’s a great honour to be able to show our support for the craft community by collecting donations for Crafts Council’s Let’s Craft appeal - to inspire the next generation and help them to experience the benefits of creativity during this difficult time.” Suzie de Rohan Willner, TOAST CEO

TOAST began with loungewear and nightwear, designed in a farmhouse in Wales. Originally founded by James and Jessica Seaton in 1997, the collections reflected a sense of ease and a slower, more thoughtful way of life. Today, led by Suzie de Rohan Willner, TOAST creates and curates simple, functional, beautiful clothing, homeware and editorial. TOAST has shops throughout the UK and can be found in concept stores across the US and Europe.

Yodomo

“Yodomo is delighted to support the Let’s Craft appeal. We have been hearing how many people have found engaging in creative activities during the pandemic has really supported wellbeing and boosted mood at this time. As an organisation passionate about the benefits of getting creative, we're proud to be part of this fantastic initiative and look forward to getting these arts projects out to those young people stuck at home at this difficult time.” Sophie Rochester – Founder and CEO, Yodomo

Yodomo's mission is to get more people making and participating in arts and crafts activities. Yodomo does this through sharing skills from talented UK-based artists, designer makers and artisans, via online courses, live workshops and bespoke kits. It has delivered workshops at the Barbican, Oxo Tower, Clerkenwell Design Week and Hemingway Design's SAMPLE, and has featured in the Guardian, Harper's Bazaar, Sunday Times and Huffington Post. Find out more: www.yodomo.co Instagram @yodomo.co

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Hobbycraft

“We’re delighted to be supporting the Let’s Craft appeal. Being creative has so many benefits but more than anything it’s fun and during these difficult times can offer children escapism. Children of all ages can have a go and the feeling of achievement when they complete a project is amazing. The more we can do to help spread the benefits of making and enable even more children to have a go, the better!” Katherine Paterson, Customer Director, Hobbycraft

Hobbycraft sells more than 25,000 arts and crafts products for hundreds of creative activities, from art, baking, home craft, papercraft, knitting, sewing, kids’ crafts and model making, to accessories for weddings, celebrations and much more. For more information visit www.hobbycraft.co.uk

MADE MAKERS

“We wanted to support the appeal for our first MADE MAKERS online craft fair. Art and creativity can sometimes be seen as a luxury. We know that creativity is more than that, a necessity that helps children grow emotionally, socially, and intellectually, can help children to become better problem solvers. We feel that access to creativity should be available to all and the Let’s Craft appeal is helping to get art and craft materials and inspirations into the hands of the most children most in need, at a very difficult time” Jon Tutton, Tutton and Young Ltd

Tutton and Young Ltd organise contemporary art and craft events across the UK including the annual MADE LONDON show and MADE MAKERS online. Each year Tutton and Young promote the work of up to 300 contemporary makers, to 25000 buyers. www.mademakers.co.uk