



BUY LESS BUY BETTER BUY HANDMADE

LLIO JAMES

This Christmas the craft sector has come together to launch a national campaign, designed to support makers across the UK and encourage shoppers to BUY LESS, BUY BETTER, BUY HANDMADE.

Led by Folksy, Heritage Crafts, CRAFT Festival, Find a Maker, Great Northern Contemporary Craft Fair and Crafts Council, the campaign is supported by craft advocates Jay Blades, Keith Brymer Jones and Sue Pryke.

Our message is that we don't need to fill our shopping baskets with piles of mass-produced presents to have a wonderful Christmas. Instead we can give one really well-crafted, unique gift, handmade with passion, made to last.

We can also save a craft while we're shopping.

While there are around 300,000 small creative businesses in the UK, 134 crafts are on **The Red List of Endangered Crafts** compiled by Heritage Crafts – four classified as extinct, 56 as critically endangered and 74 as endangered. Since the list was last updated in 2021, the cost-of-living crisis, soaring fuel costs and a reduced market following Brexit have compounded the pressure on makers, and increasing numbers are now reporting that they are worried for the future of their businesses.

By rethinking how we shop this Christmas, we can help support small independent businesses and reduce our environmental impact at the same time.

“ It feels right this year to move away from Christmas as a festival of mass-consumption and over-indulgence. If we 'buy less but buy better' then we can ensure the things we are giving will be cherished into the future rather than ending up in landfill. We will also be supporting small creative businesses and helping save craft skills from extinction. ”

JAY BLADES MBE, CO-CHAIR OF HERITAGE CRAFTS

For more information, quote and images, contact Camilla Westergaard at camilla@folksy.co.uk

buy less, buy better, buy handmade



WHERE TO BUY BETTER BUY HANDMADE

Folksy

Craft Festival, Cheltenham (26-27 Nov)

Great Northern Contemporary Craft Fair

#GNCCFonline (3-4 Dec)

The Makers directory by Heritage Crafts

Find A Maker

Crafts Council Directory

Local craft fairs

Open studios

Makers' own websites

Craft & applied arts galleries

Museum shops

Independent shops

#buylessbuybetterbuyhandmade



JAY BLADES MBE

The craft sector is full of creative people doing inspiring things, but often on their own, being drowned out by big business who have more money, more resources, more clout. We hope that by joining forces on this campaign, we can increase our impact, demonstrate 'community over competition' in action and amplify the voices of our collective communities.

About the partners

Folksy is the UK's biggest online marketplace for makers. Run by a small team passionate about handmade, Folksy specialises in selling UK-made craft to shoppers around the world, and aims to superpower its makers.

folksy.com

Heritage Crafts is the advocacy body for traditional heritage crafts. Working in partnership with Government and key agencies, it provides a focus for craftspeople, groups, societies and guilds, as well as individuals who care about the loss of traditional crafts skills, and works towards a healthy and sustainable framework for the future. It is a UNESCO accredited NGO for Intangible Cultural Heritage.

<https://heritagecrafts.org.uk>

CRAFT Festival is a non-profit making organisation launched in 2003 at Bovey Tracey. Since then, Craft Festival has become a collection of highly selective craft fairs held in Bovey Tracey and Cheltenham, supported by a 'Find a Maker' directory and podcast. It offers the finest makers events and activities, creating communities that highlight the joy of making.

<https://craftfestival.co.uk>

Great Northern Contemporary Craft Fair and GNCCFonline are run by the not-for-profit organisation, Great Northern Events NW Ltd. Set up in 2007, it champions designer-makers, from new graduates to established practitioners, and provides high-quality opportunities to showcase and sell their work. Over the past 15 years they have built a market for craft in the North, through their award-winning, selected fairs held in Manchester and online.

<https://www.greatnorthernevents.co.uk>

The Crafts Council is the national charity for craft. We believe craft skills and knowledge enrich and uplift us as individuals and can change our world for the better. Through our activities we inspire making, empower learning and nurture craft businesses. We do this by championing craft and its positive impact on society, increasing levels of craft education and participation, growing the market for craft, and by building a sustainable and inclusive craft sector.

<https://www.craftscouncil.org.uk/>