

About Cockpit

Cockpit Arts is London's leading centre for contemporary craft. We empower makers to succeed creatively and commercially.

Established in 1986, we're the UK's largest, most diverse cluster of makers and the country's only craft business incubator, recognised on the NatWest SE100 index of top-performing social enterprises.

Home to 150 makers, practicing in over 20 different disciplines – from ceramics to fine jewellery, handweaving to bespoke tailoring – we equip talented people with the tools to succeed: specialist studio space and equipment, in-house coaching and public showcases.

What's more, we're a community – a group of professionals dedicated to fulfilling their potential and empowering each other to realise their dreams.

Creativity, innovation and business success are fuelled by diversity. At Cockpit we foster an inclusive, ambitious culture where all aspects of diversity are seen as fundamental to achievement. Recognising that talent is everywhere but opportunity is not, over three decades our motivation has been to break down and overcome the barriers standing in the way of creative success.

Each year we support 30 emerging practitioners with awards and bursaries, providing free studio space for 12 months, professional development and training, and introductions to buyers and curators. Places are highly sought-after and provide a grounding for artistic success. Many of the artists and makers based at Cockpit enjoy a global reputation as leaders in their field.

Read more about Cockpit here: www.cockpitarts.com

About our professional development programmes

Our professional development programmes offer bespoke information-led and practical workshops delivered by the Business Incubation Team at Cockpit Arts. We cater for all types of craft practices; from batch producers to artist-makers.

We work closely with you to build the core skills you need to develop a more sustainable practice and share with you our unique craft sector knowledge, whatever your stage in business. Whether you are still learning the skills you need to better manage your creative practice or need to revisit key areas for development and brush up on your knowledge, our programmes help you hone your plans so that you can grow.

We've taken the best of what we know works for our makers at Cockpit Arts to create our bespoke programmes. Each workshop building on the last, they will give you the confidence and skills needed to take action and implement the changes needed to develop your business and practice.

As well as those that have studios at Cockpit, we've worked with hundreds of makers in London and throughout the UK, often in partnership with other organisations. Alongside this programme with Yorkshire Artspace, We're currently working with the Queen Elizabeth Scholarship Trust (WEST) and the Basketmakers' Association.

About this programme

Makers often find finance in general and pricing in particular a challenge. It can be difficult to be objective when you are emotionally involved in the work you produce. This programme helps you understand the key financials in your business, how to ensure that your pricing is at the level needed to make the sustainable, and how to price in a way that reflects the true value of your work.

More than anything, these sessions are intended to make you feel in control and more confident about making those core business decisions.

Session 1 – Understanding your finances. In this session we'll look at the core information that is important to record and how we can understand how the business is performing. We'll identify the key metrics that help us understand and manage the business and develop a framework for making critical business decisions. Along the way we'll do some serious jargon-busting that often get in the way.

Session 2 – Pricing for Profit. Building on session 1, this session will take you through a process of developing a pricing model that work for you and your business. Using a cost-plus-pricing approach, we'll develop a model that will show you where your prices need to be to ensure that your business is sustainable.

Session 3 – Market and Value Based pricing. This session is part finance and part marketing/branding. A key challenge facing all makers is conveying the real value in our work. Whereas Session 2 looked at the functional aspect of pricing, this session will look at those key intangible elements that our customers can so easily overlook.

About David Crump

As Head of Business Incubation at Cockpit Arts, David and his team provide business support through a comprehensive programme of workshops and one-to-one coaching with the aim of helping each business identify and develop a sustainable model for themselves. He also leads Cockpit Arts' consultancy service, working with partners in the UK and overseas on projects such as craft sector and social enterprise development. Alongside his role with Cockpit Arts, David retains his interest in sustainable jewellery production, being the founder member of the UK group Fair Luxury and an advisory board member of Ethical Metalsmiths in the USA. He is also an Alumni Fellow of Nottingham Business School, part of Nottingham Trent University.

Read more about David here: www.linkedin.com/in/davidacrump

What other Makers say:

From our programme with Basketmakers in 2021:

Helping me to think about my business in a new way and not to just live rather day-to-day also testing new ideas, seeing whether they would make sense financially or not. I'm good at having ideas but not always very good at seeing the implications of them.

It's giving me more confidence to charge good prices and negotiate with customers

it is making my business more profitable, mostly by raising my confidence about pricing

Wow - a total firework in the pants experience and has helped me get out of the rut I had found myself in.

From our programme with QEST in 2021

helping to break down some of the issues I was avoiding like the financial reviewing and pricing realistically.

Very positive, great to stop and review things especially attending to the parts that I tend to avoid like finance, but this course really has shown how it can turn around what I do with the business.

Really helping me! Opening my mind and making me re-evaluate the way I've been working over the years. A fabulous course.