

# BUY LESS BUY BETTER BUY HANDMADE

#BuyLessBuyBetterBuyHandmade

LLIO JAMES



“ 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



# JOIN OUR NATIONAL CAMPAIGN FOR CRAFT

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 are 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.

# WE WANT TO COME TOGETHER AS A UNITED FORCE

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. By joining forces, we can...

- increase our impact
- demonstrate 'community over competition' in action
- amplify the voices of our collective communities

EVERYONE IN THE CRAFT SECTOR IS WELCOME TO JOIN IN



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# HOW YOU CAN JOIN IN...

- Tell everyone about our campaign!
- Like, comment on, save & share our posts when you see them.
- Talk about ways you will be buying less but buying better.
- Show people why one beautiful handmade gift is better than piles of mass-produced presents.
- Highlight the skill and craftsmanship that goes into your work.
- Explain how your products are made to last.
- Buy the poster Nick Hand has created for the campaign, and post a picture of yourself with it on your social channels.
- Display the poster on your craft fair stall or at your open studio. Ask your local independent shops if they can display it in their window.
- Send the poster to a fellow maker, encouraging them to share it and then send it on to another maker... so it goes around our whole amazing craft community.
- Use the hashtag #BuyLessBuyBetterBuyHandmade and tag us all in your posts.



NICK HAND

BUY THE OFFICIAL POSTER BY NICK HAND AT  
<https://folksy.com/shops/nickhand>

# WAYS TO BUY LESS & BUY BETTER

Over half of us\* will receive a gift we don't want or like this Christmas, many of which will end up in landfill. Here are a few ways we can all buy less but buy better:

- Make a WISH LIST and ask people to send you theirs.
- Compile a list of your FAVOURITE MAKERS so family and friends can choose the perfect piece for you from their collection.
- CLUB TOGETHER with friends or family to buy one special, hand-crafted present from all of you.
- Do a version of SECRET SANTA, where you are each designated only one person to buy for. You can then spend more time choosing a carefully considered, well-made, thoughtful gift.
- Choose not to buy presents and instead BOOK A CRAFT WORKSHOP for your family to learn a new skill together.

*\*Figures from Finder.com*







When talking about the campaign please use our campaign hashtag & tag us all:

@folksyHQ

@heritagecrafts

@craftfestival

@great\_northern\_events

@craftscouncil

**#BuyLessBuyBetterBuyHandmade**



GREAT NORTHERN CONTEMPORARY CRAFT FAIR

# WHERE TO 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

# Campaign created for the UK craft sector by

Folksy  
Heritage Crafts  
CRAFT Festival  
Find A Maker  
Great Northern Contemporary Craft Fair  
Crafts Council

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## 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](https://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. Its aim is to present the finest makers with 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, its aims are to champion designer-makers, from new graduates to established practitioners, and provide 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/>