



Perthshire Artisans



Perth & Kinross, Scotland



Island ; Mountain area ; Hilly ; River;
Predominantly rural regions, close to a city



Led by: GrowBiz Scotland
Dynamo partner: D4 - North-East Scotland



EU funding, Perth & Kinross LEADER programme



Culture and cultural innovation

Short- or long-term cultural events

Audience development activities and service diversification in cultural institutions

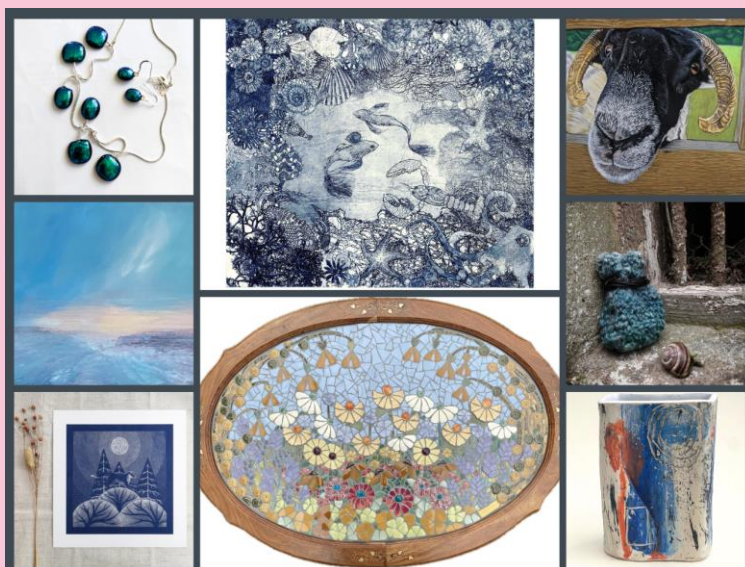
Aim

Perthshire Artisans is a community of artisans who run creative businesses in the Perth & Kinross area. The aim of Perthshire Artisans is to:

1. build a strong brand and community of members who share information, knowledge and provide peer to peer support,
2. promote the artisans, their creative processes and products to the wider public,
3. provide a curated, ecommerce platform for the artisans to sell their products.

To be part of the community (in person and online), artisans apply to a professional panel for a membership, who assesses the applications and selects artisans, resulting in a curated platform. After, artisans can join and participate in the Perthshire Artisans community by paying a subsidized monthly membership fee to GrowBiz Scotland.

Each artisan has a personal profile on the Perthshire Artisans' website (the Perthshire Artisans' directory), showcasing their background and creative processes and the team leading on the Perthshire Artisans initiative, promotes the artisans and their products on their channels.



Highlights from the Winter Exhibition at Birnam Arts, featuring a diverse range of small and independent creatives. Support local talent by visiting in person or browsing online at Birnam Arts.

Story

It started when GrowBiz Scotland was looking for innovative ways to support small, creative businesses in the Perth & Kinross area. It was launched in June 2020 as a 6-month pilot, and due to the pandemic was extended for a further 6-month period. At the end of the first year there were 18 artisans, and 35 currently.

The Perthshire Artisans community and website provides a forum for members to share information, knowledge and to showcase/sell their work to the wider public. Initially, the platform hoped to provide a fulfilment service for the artisans, however, this option incurred a larger membership cost and also tied up their stock with no guarantees of sales. During the initial 6-month pilot phase, this was re-evaluated, and members were given the option to do their own fulfilment for a lower membership fee.

The community element of membership has been the core focus, ensuring the artisans feel connected, valued and part of a supportive collective and to retain membership. Whilst e-commerce is part of the website offering, sales tend to be focused on the busy seasonal months from October to December, and building all year-round sales is an area for development. The platform has developed a professional reputation, and local creative organisations are opting to collaborate and offer showcase opportunities for members. The platform also regularly sources and provides the artisans with showcase opportunities at events / exhibits in the Perth & Kinross area (e.g. ASSEMBLE, an exhibition in Perth) and beyond.

Perthshire Artisans benefit from online and in-person opportunities facilitated by GrowBiz Scotland. They can connect

through the CloudRooms platform for knowledge sharing, discussions, and collaboration. Additionally, GrowBiz organizes 1-2 annual events, such as in-person meetups, to build strong business and personal relationships. There are also showcase opportunities, including the ASSSMBLE Exhibition scheduled for July 2024.

Being a Perthshire Artisan boosts confidence and provides creative credibility. Through participation in these events, members feel their work meets professional standards, creating high-quality, design-led projects. They feel valued, supported, and connected both online and in person.

Getting to know fellow members reduces the anxiety of isolation, developing collaborations widens their creative interest and knowledge. Knowing they have the support of fellow members and the support from GrowBiz Scotland is extremely important and valued in their day to day running of their creative business practice.

The addition of the Perthshire Artisans CloudRoom has provided a unique and 24/7 support and communications tool for members. Online and in person meetings have developed as the need has been identified.

Importantly Perthshire Artisans has a collaborative approach, and if new ideas are put forward by members and the capacity is available to develop and implement the idea, it is trialled and adopted if successful.

CROSS-CUTTING PRIORITIES

Social justice and inclusion



INNOVATION

Social, organizational and governance



Financial and business models innovation



Digital and technological innovation



Technical innovation



Website: www.perthshire-artisans.scot



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