



Crafts Council  
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██████████ | Exports & UK Trade

Sector Manager, Creative Services.  
Digital, Education, Creative, Consumer  
and Sports Directorate

Department for International Trade | Old  
Admiralty Building | London | SW1A  
16 December 2021

Dear ██████████

**Re: Crafts Council International Trade Toolkit**

Please find outlined below details of your contractual working arrangements with the Crafts Council. which should accurately reflect your conversations with ██████████  
██████████ Head of Craft Business Skills.

Please sign and date this letter and return to ██████████ to confirm that you are in agreement with all contract details and terms as specified. This will then form a binding agreement between you and the Crafts Council.

**Terms of your engagement are as follows:**

Commencement Date: 13 December 2021

Contract end date: 31 March 2022

Project lead: Caroline Jackman, Head of Craft Business Skills

Crafts Council are contracted to provide the follow services:

1. Produce a new Craft Business International trade toolkit through the revision of our existing toolkit by recruiting specialist trade advisors and consultants to bring expertise to this area of work and producing a new EU/UK. Trade case study. (Activity details below)
2. Designing an accessible and inclusive resource.
3. Wide dissemination of the Toolkit through the Crafts Council website and social media accounts and a launch webinar.
4. Increased knowledge by Crafts Council Business Skills team to respond to on-going queries from makers, businesses and intermediaries.

**Activity details**

- 1.1 Access Directory (first published 2019), will be split into three sections

- a. Packaging work – advice on sending work to the domestic market and overseas market. Will include current restrictions. Any recommendations made for packaging will look to materials and production methods that are ethically sustainable.
  - b. Logistics of shipping overseas – this will include all references to documentation, finance and customs requirements. This will include links to shippers, trade advisors and industry consultants.
  - c. Access to market overseas – this section will include cultural references when trading overseas, Brexit and anecdotal evidence provided by those currently trading.
- 1.2 Checklist (part of current export toolkit published 2019): One stop shop of recommendations to export: Revise and rebrand
  - 1.3 Export Strategy (first published 2019): Update and rebrand
  - 1.4 Brexit Resource (first published 2021): To be reviewed and updated and embedded in the Access to market section.
  - 1.5 Import case study: New document following a gallery importing to the UK. To improve EUUK Trade so EU craft intermediaries regain confidence in trading with UK markets and as consequence to give confidence to work with UK craft businesses to export to EU markets.

Payment terms: [REDACTED] paid upon one instalment by 31 March 2022

We look forward to a successful working relationship.

Signed for and on behalf of Crafts Council:

Signed ..

[REDACTED]

Date 16/12/21

Signed  
(for DIT)

[REDACTED]

30/12/2021  
Date.....