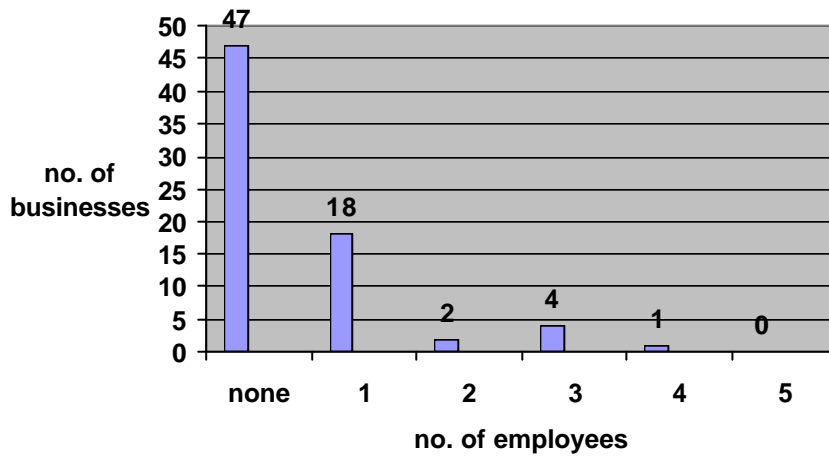


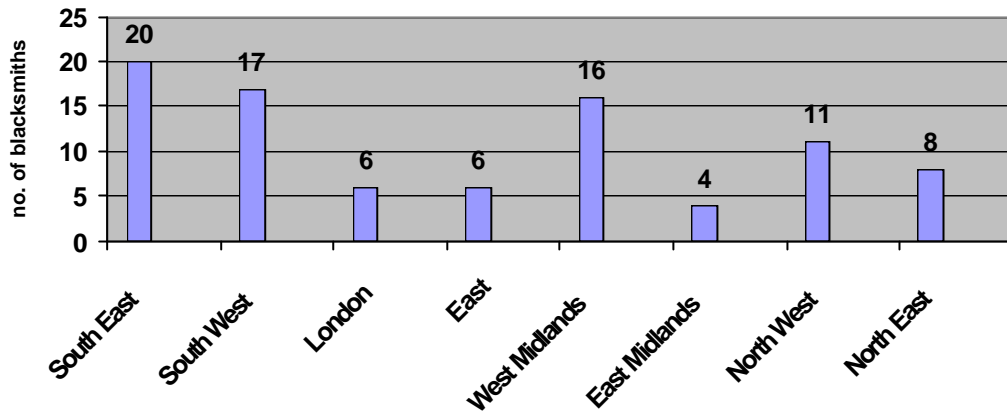
Number of craft employees



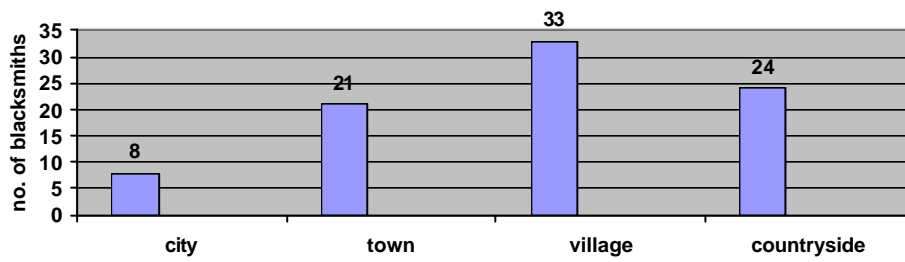
no. of other employees



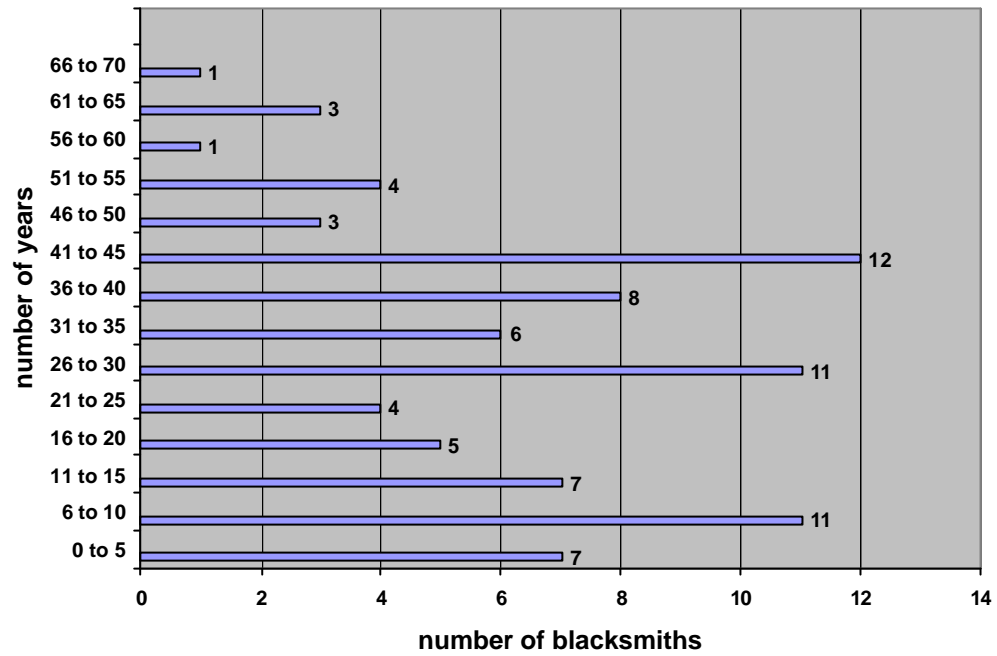
residence by region



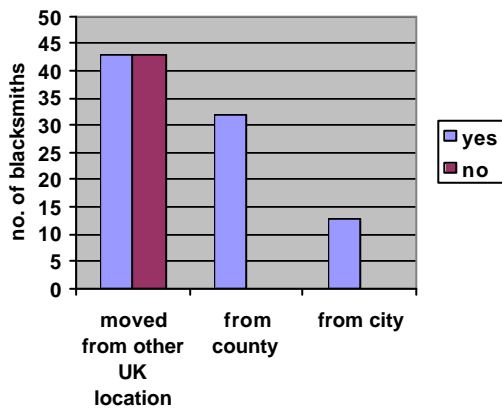
rural/urban residence



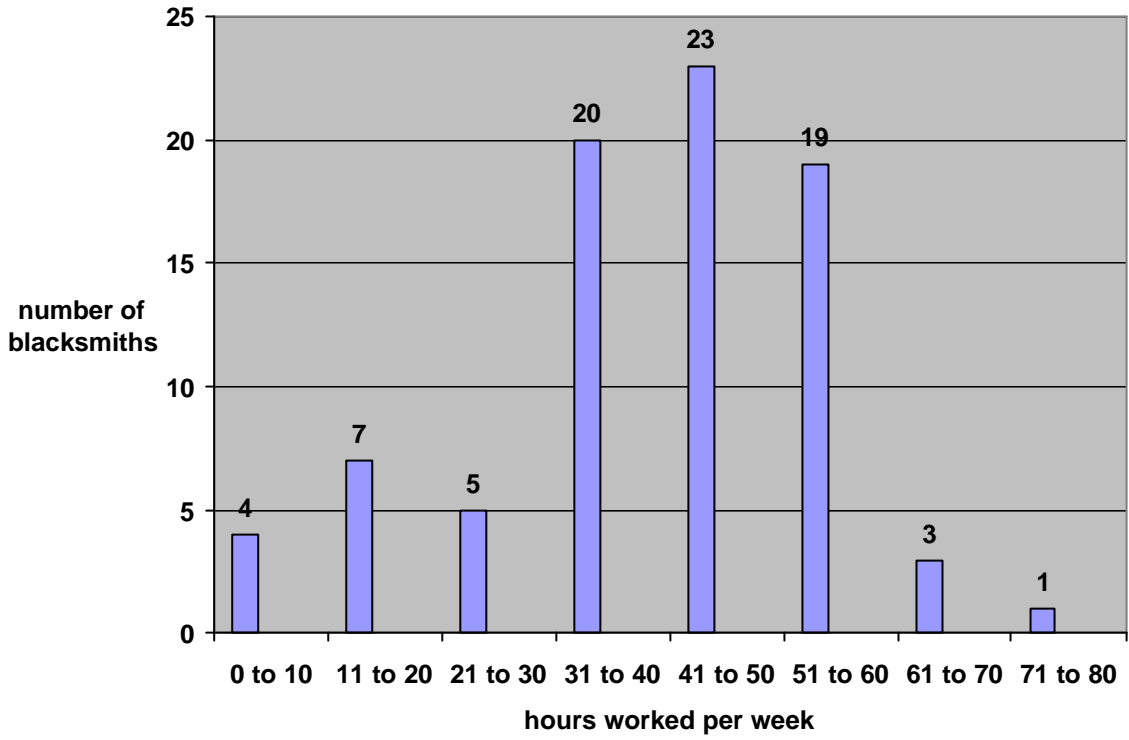
years living in present location



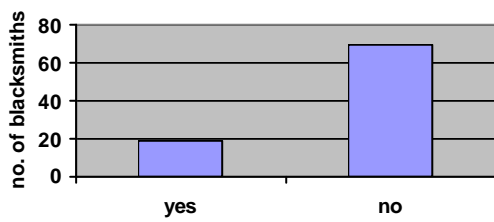
blacksmiths moving from another UK location



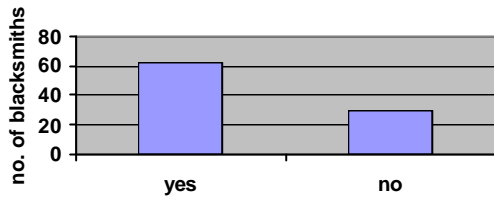
Hours worked per week



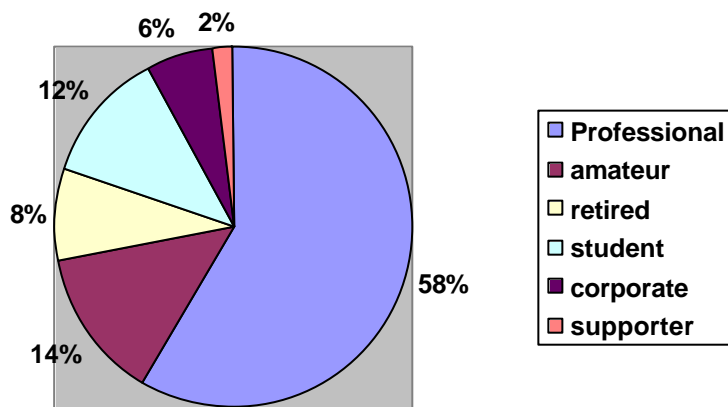
do blacksmiths have another occupation?



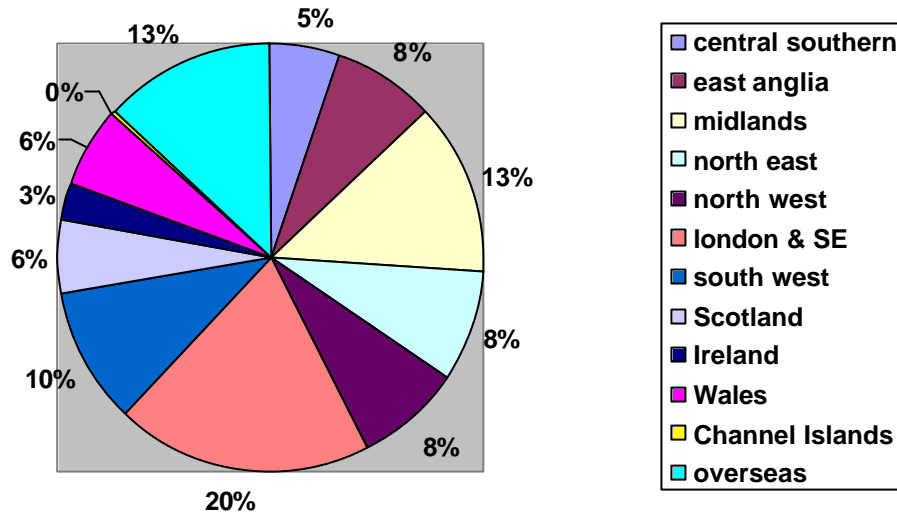
Did/do you have a mentor to whom you can turn for help and advice?



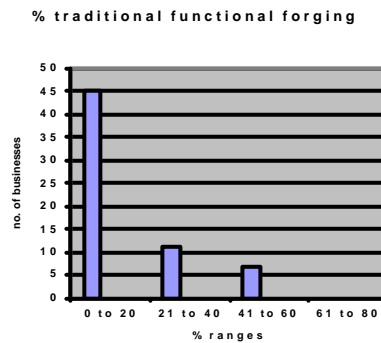
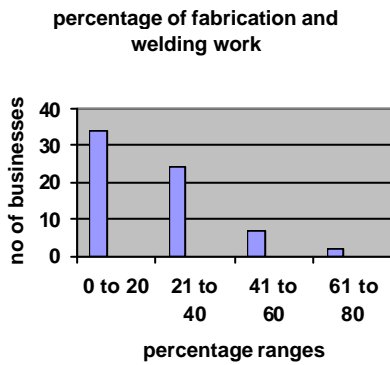
BABA members by category



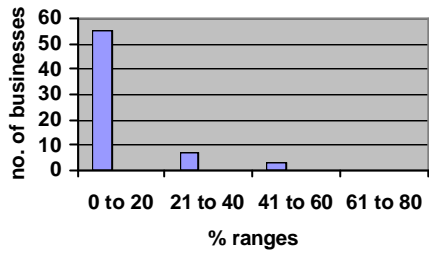
BABA membership by region/country



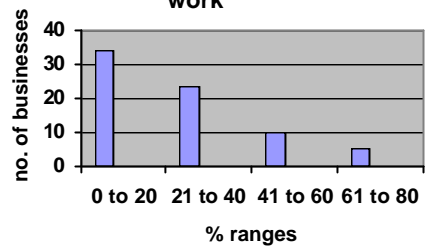
Estimates of the proportion of time spent on a variety of categories of work:



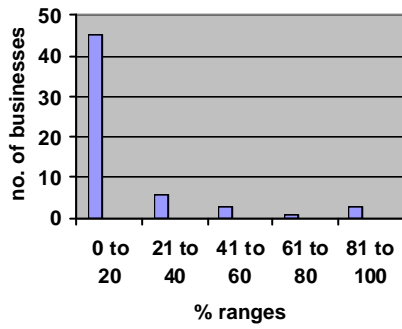
% restoration and repair work



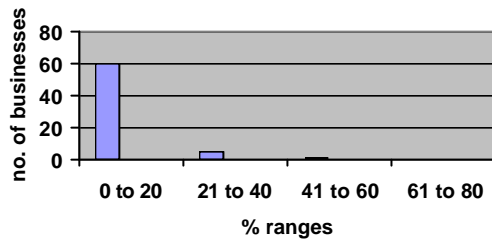
% contemporary functional forged work



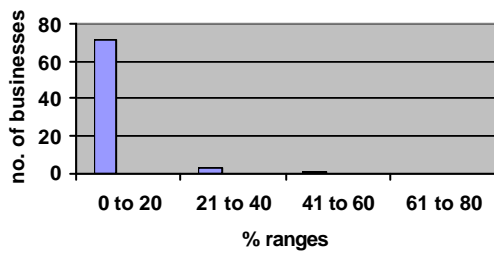
% sculptural work



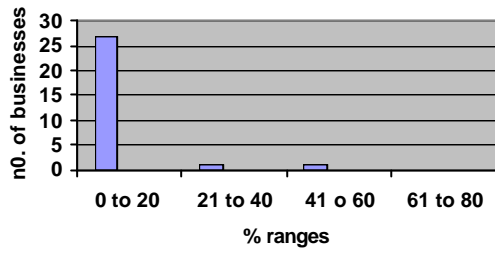
% design and site visits



% admin and paperwork

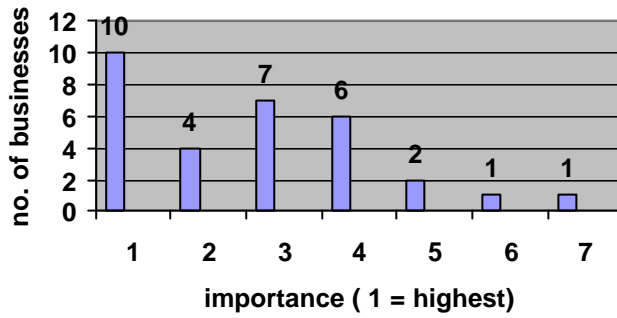


% time teaching/demonstrating

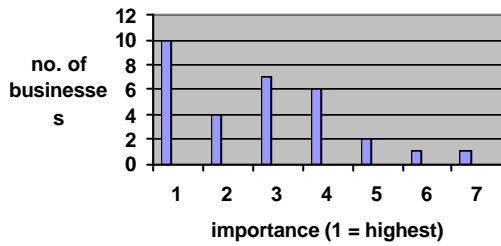


A summary of responses given by blacksmiths to questions about the importance of a variety of sales and marketing channels can be seen in the graphs below:

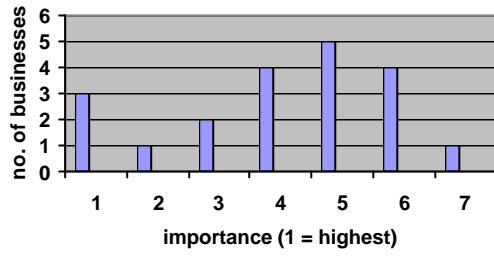
sell via exhibitions



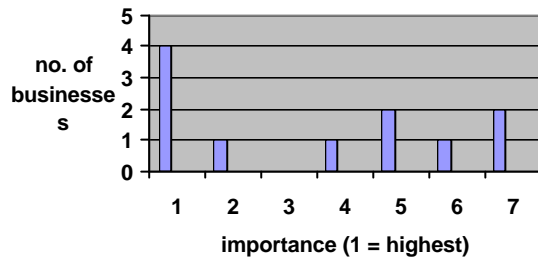
sell via craft fairs



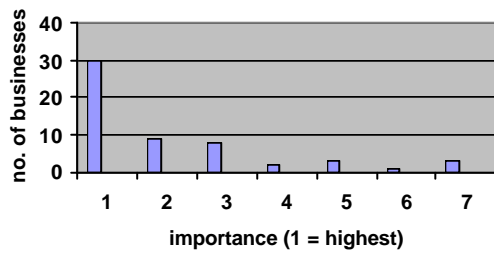
sell via agricultural/horticultural shows



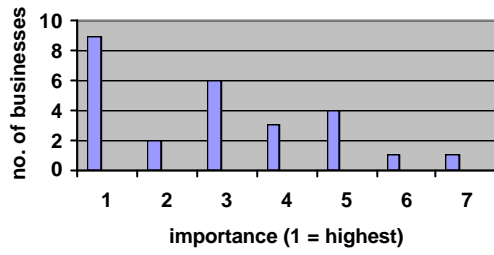
sell via garden centres



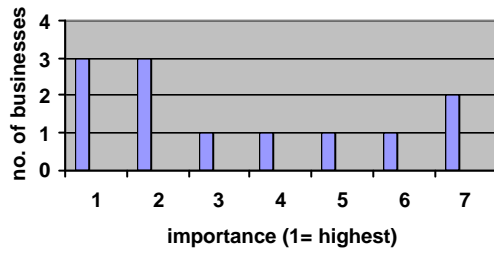
sell from home/own workshop



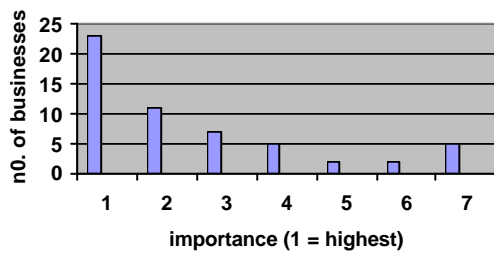
sell via shops



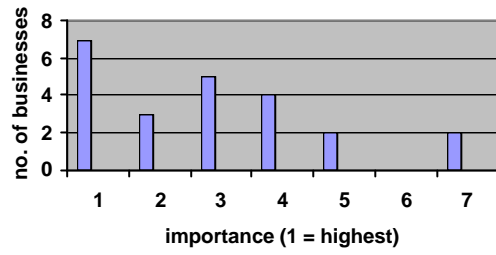
sell via mail order



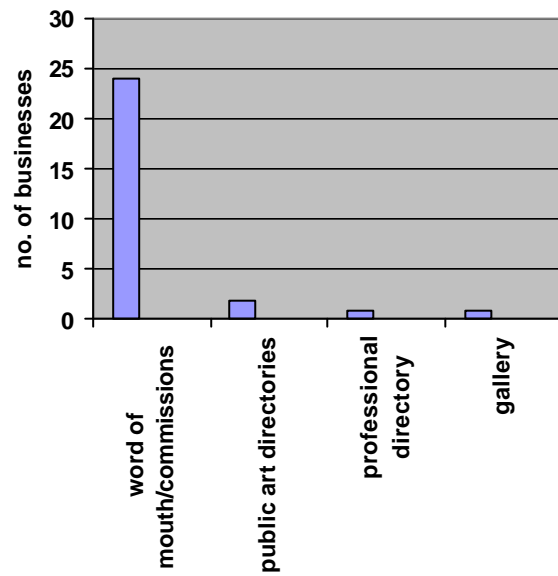
sell via sub-contract



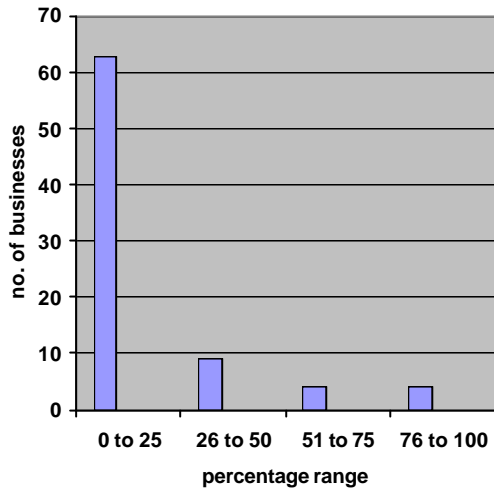
sell via own web site



sell via other routes



percentage of sales via middlemen

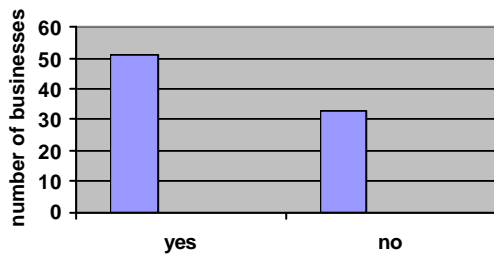


(a) Do you advertise your products?

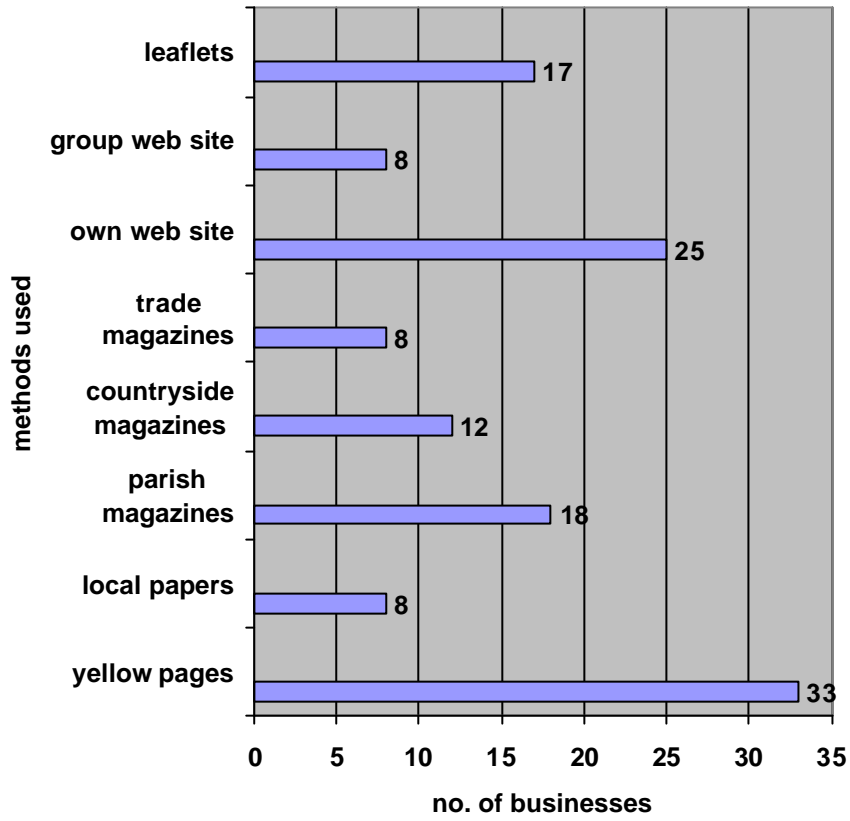
yes: 51 (61%)

no: 33 (39%)

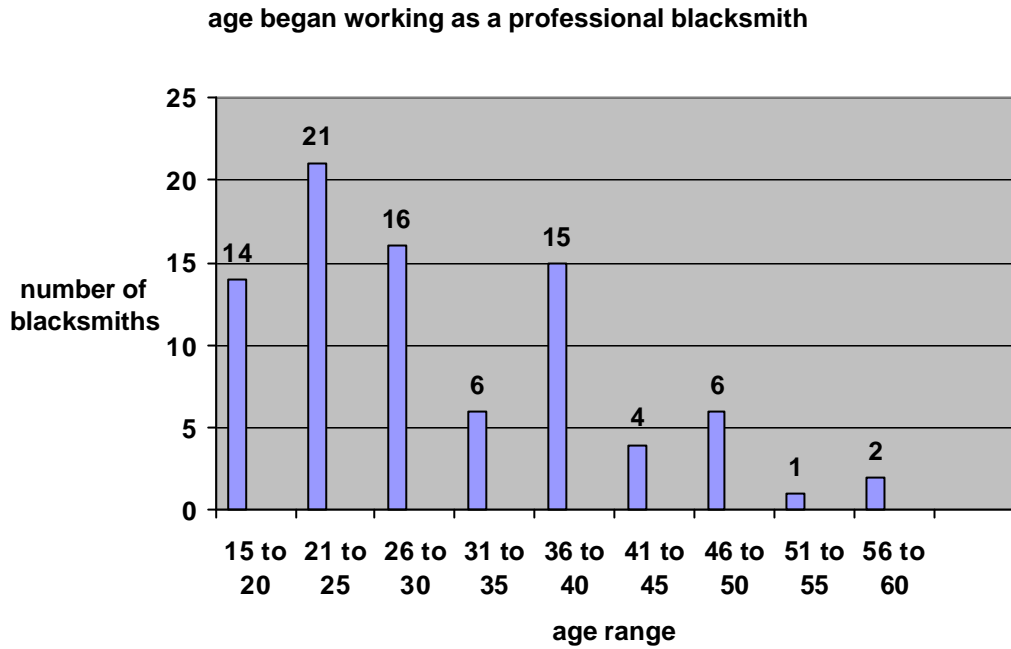
advertise products/services



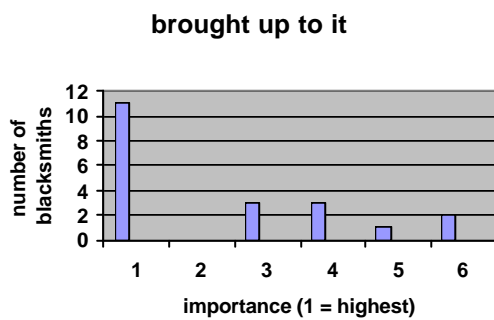
methods of advertising



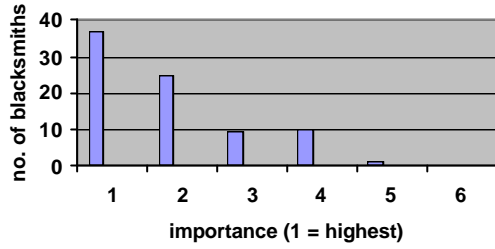
Education and Training



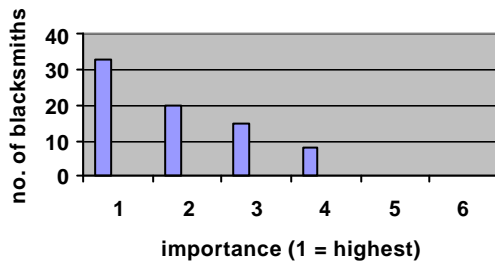
Why did you become a blacksmith?



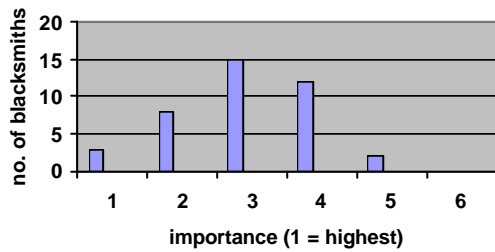
**became blacksmith as liked
working with hands**



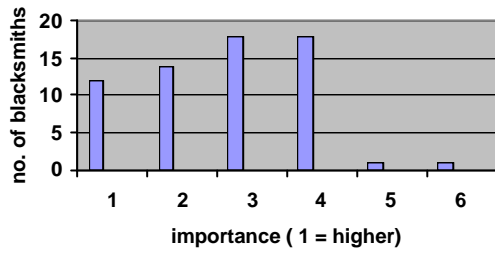
special liking for metalwork



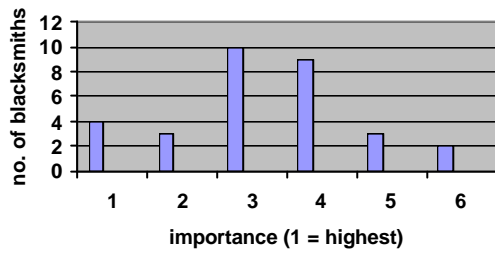
living and working in rural areas



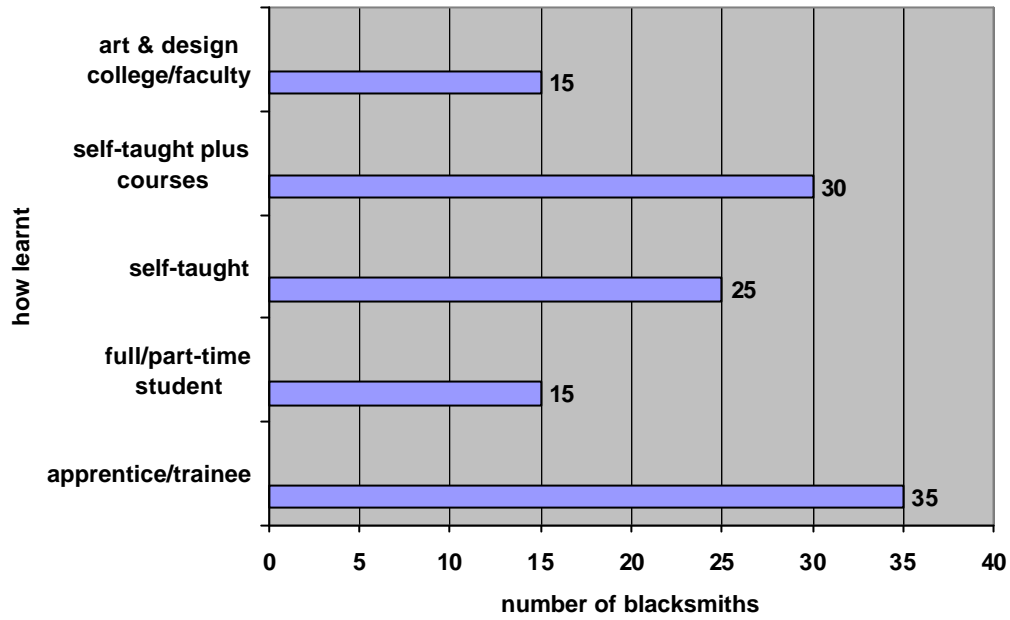
being your own boss



escape from the rat race



How learnt blacksmithing

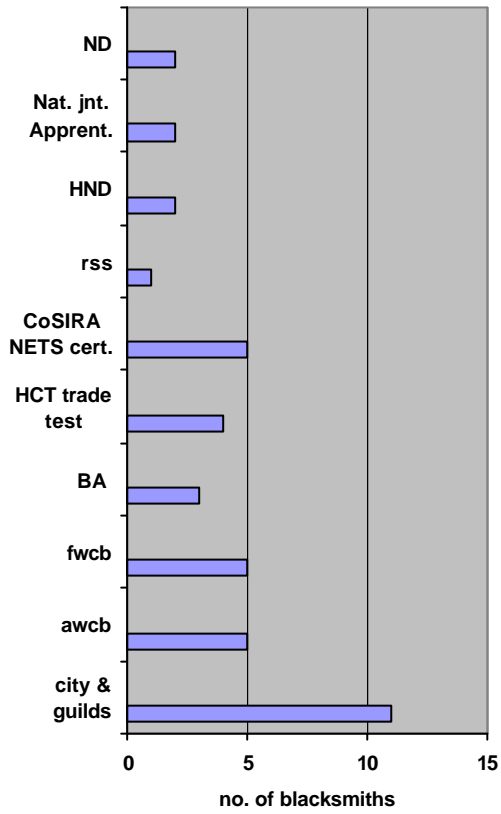


Do you possess a qualification in blacksmithing?

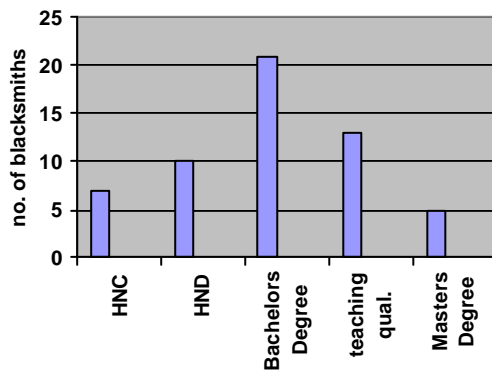
yes: 36

no: 52

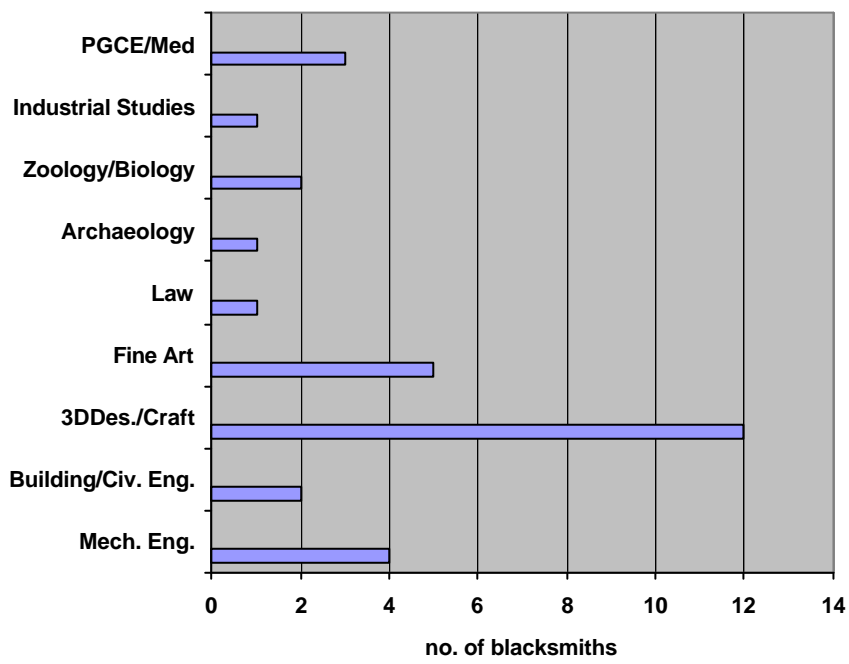
blacksmithing qualifications held

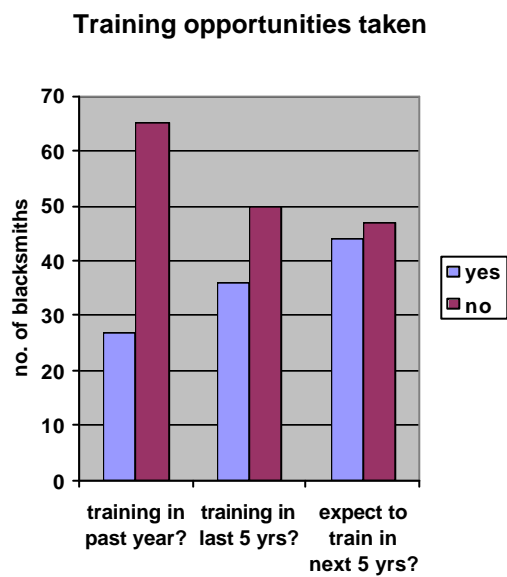
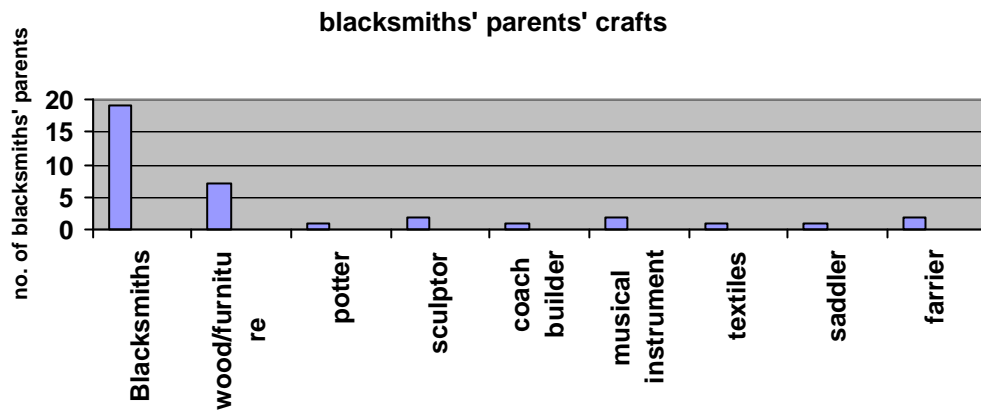


Non-blacksmithing qualifications held

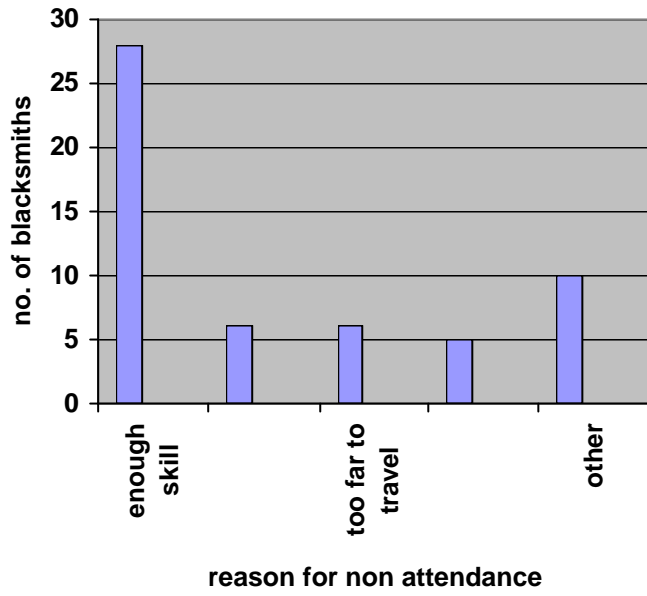


other qualification subjects

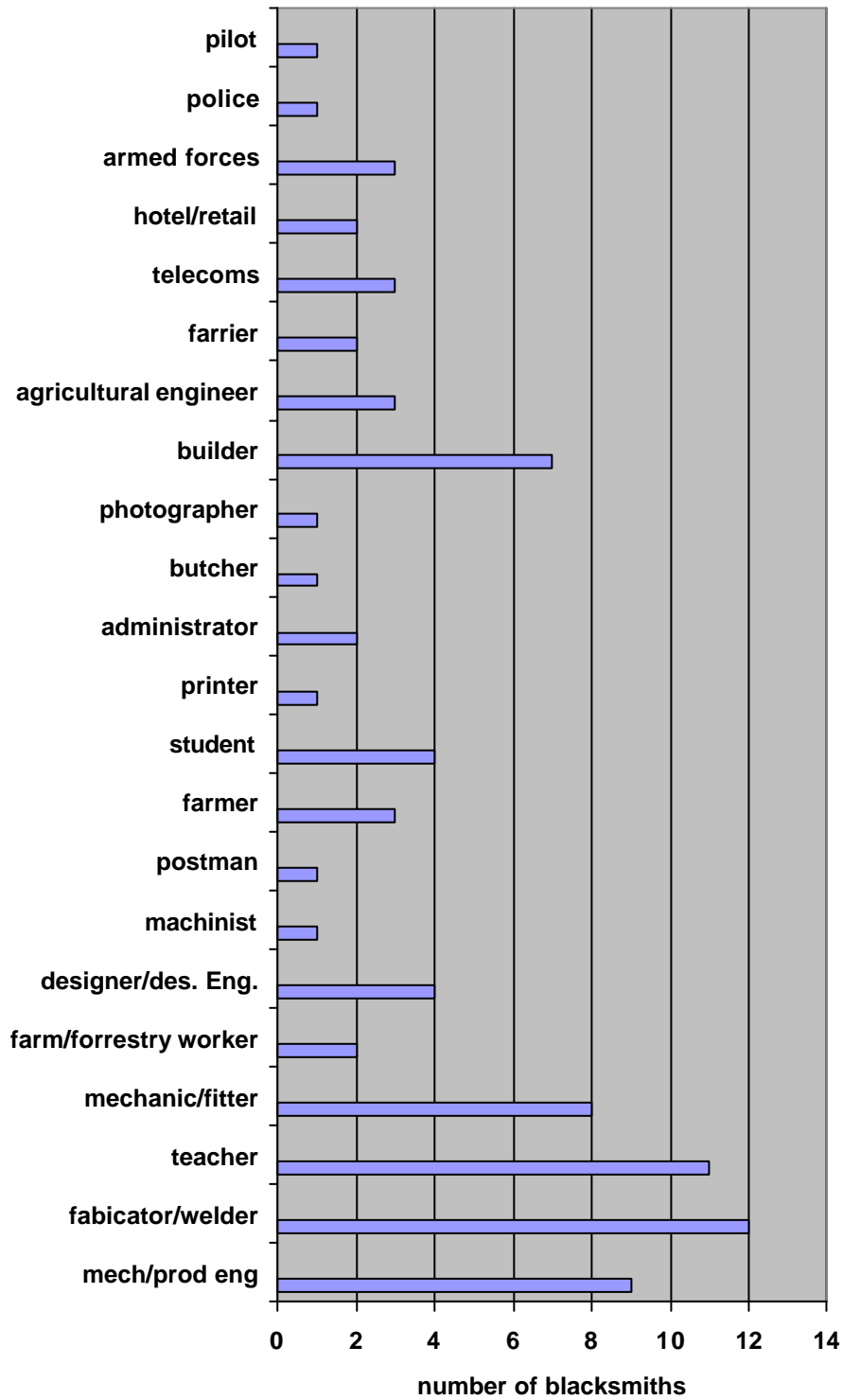




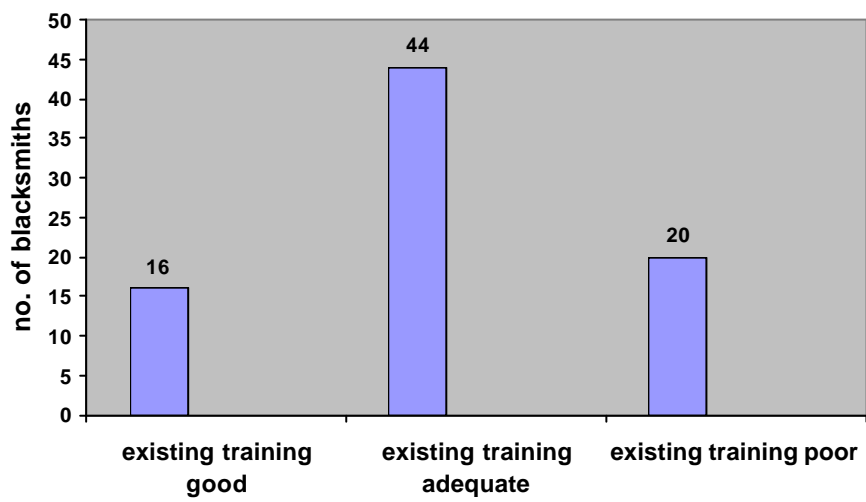
don't expect to attend course within 5 years



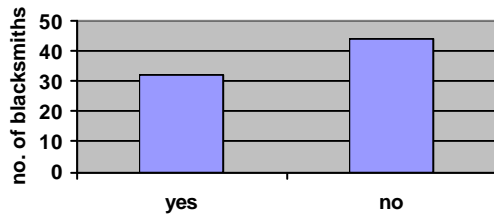
previous occupation



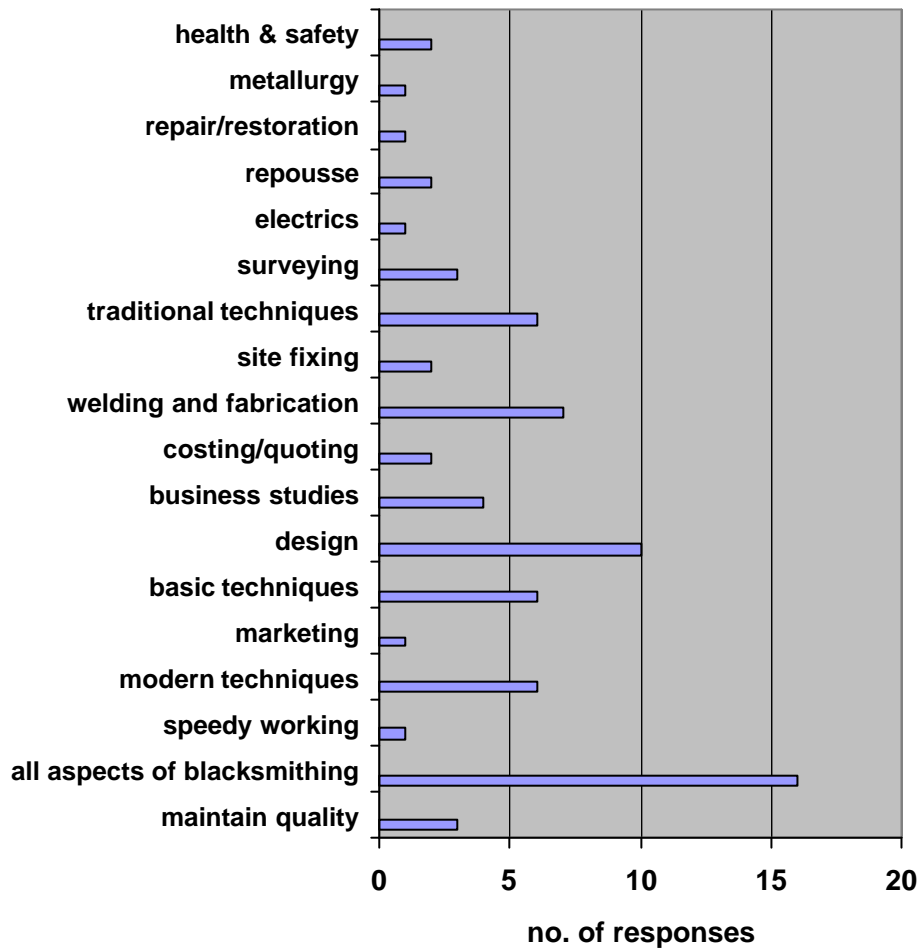
How good is current training provision?



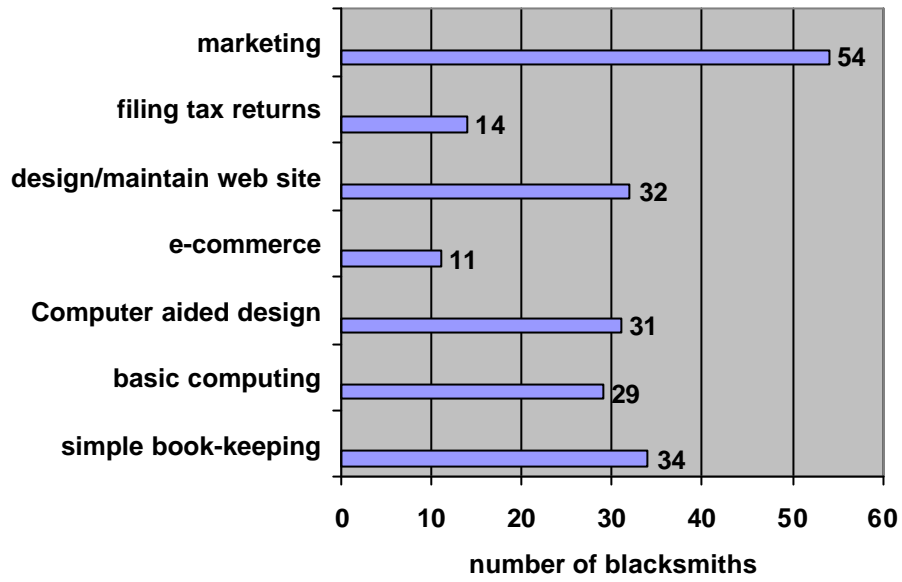
Is there a need for a national Vocational Qualification?



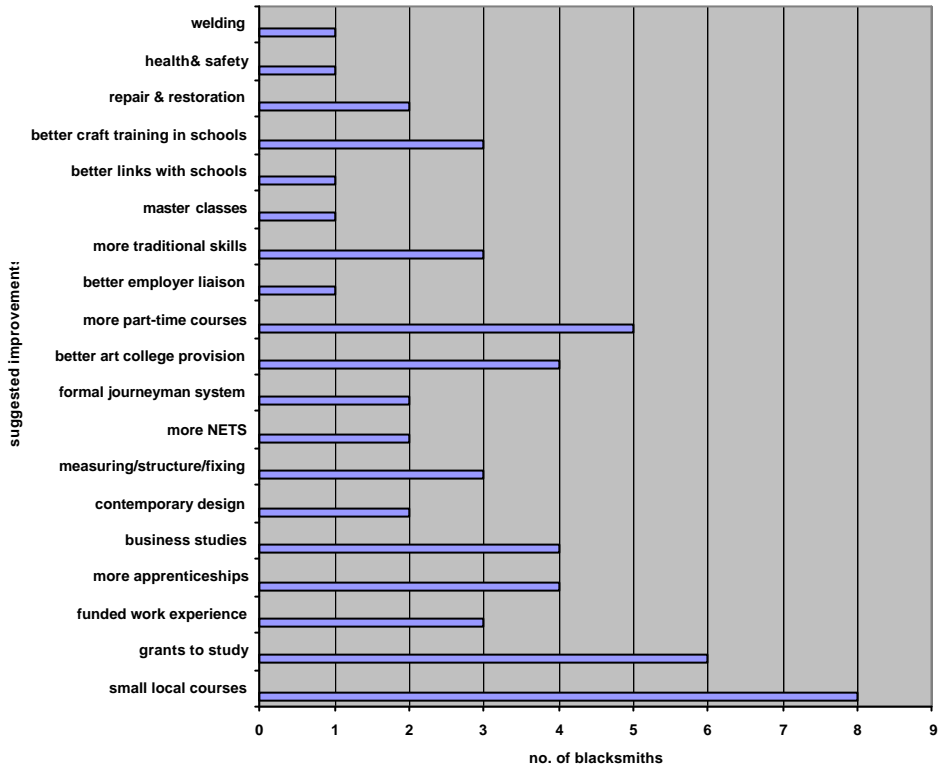
Which aspects of blacksmithing should be covered in an NVQ?



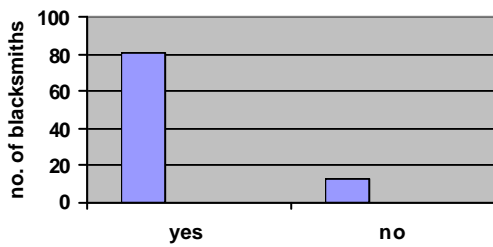
business training thought useful



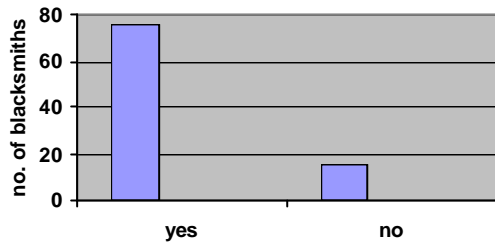
how blacksmiths think current training provision could be improved



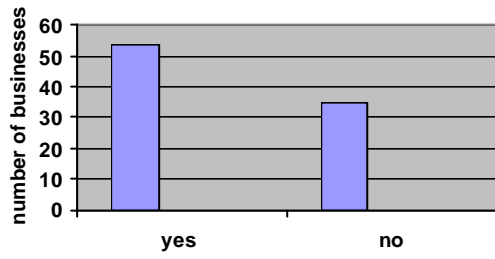
computer ownership

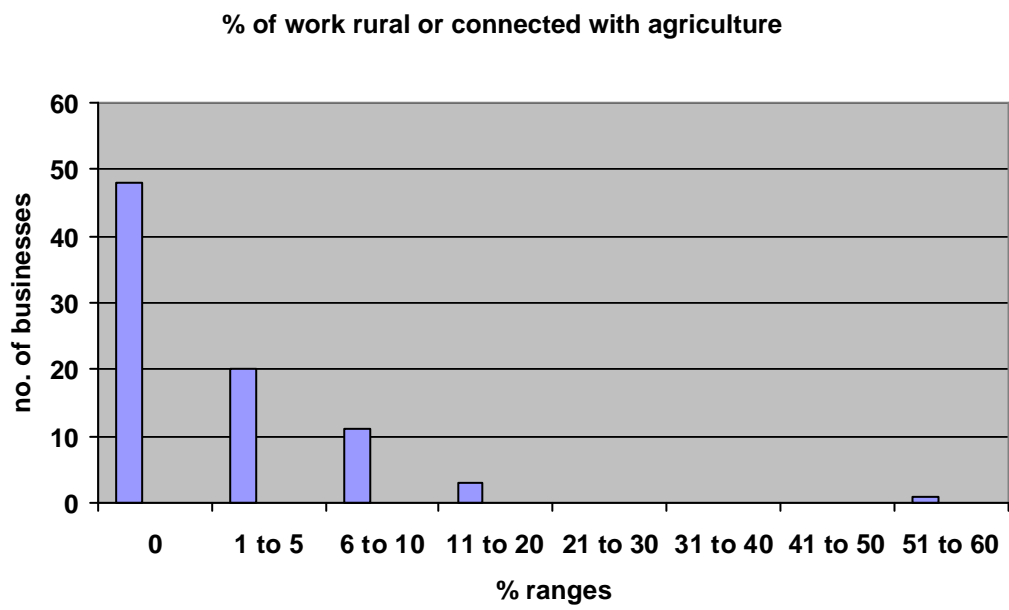
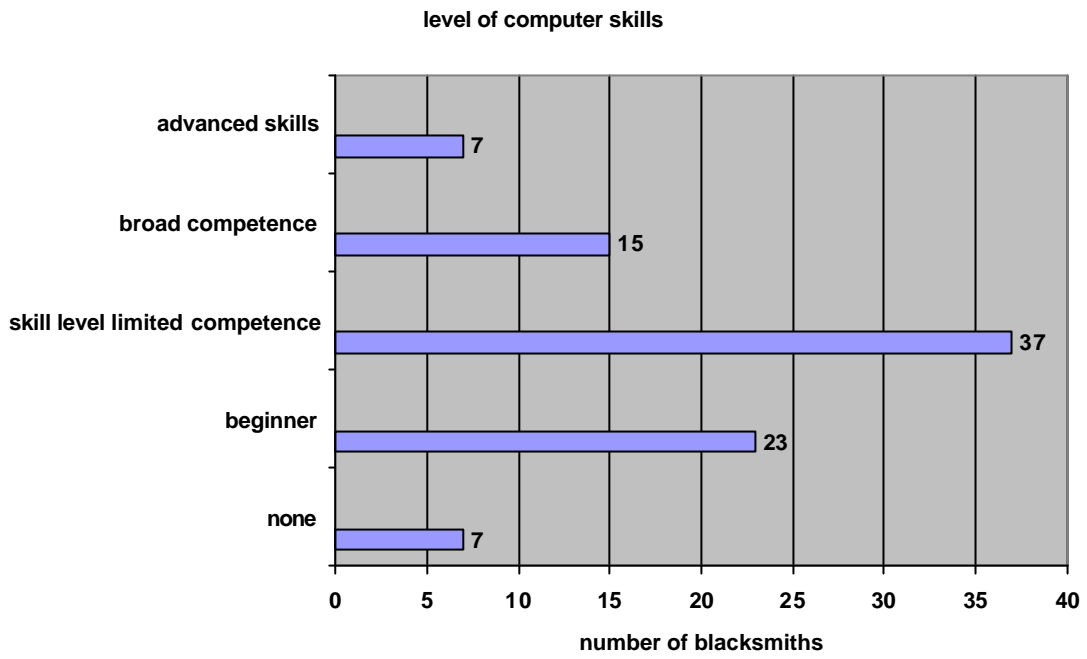


internet connection

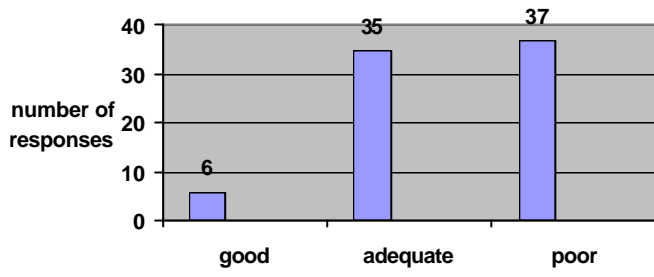


business use of computer

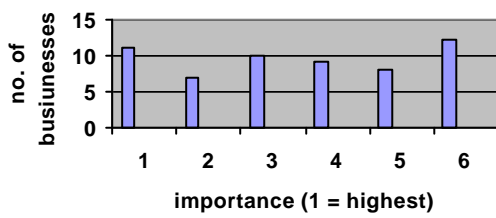




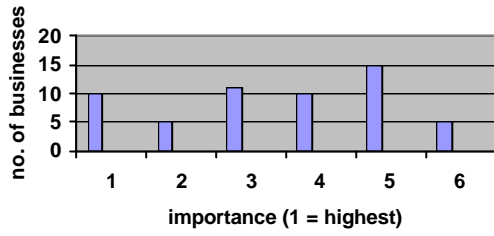
quality of business advice



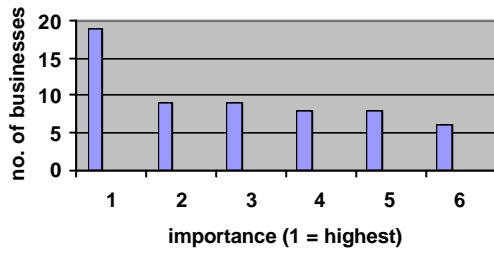
worried by declining interest in craft products



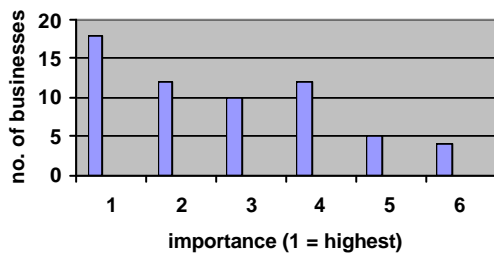
worried market being indermined by hobbyists



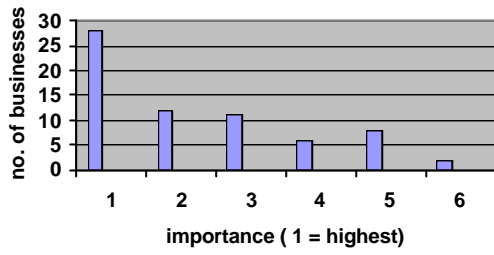
worried by foreign competition



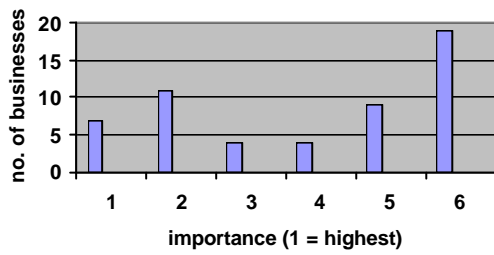
worried by declining standards of craft skills



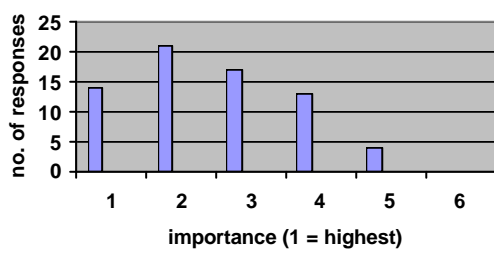
worried by low incomes



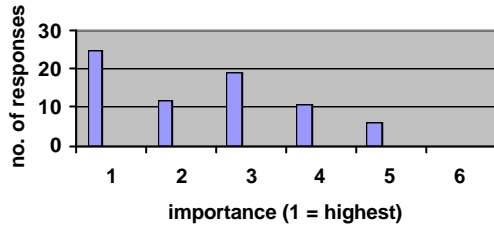
worried too few new recruits



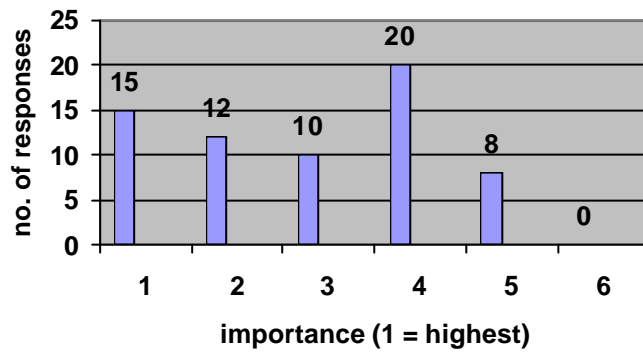
high cost of housing as a barrier



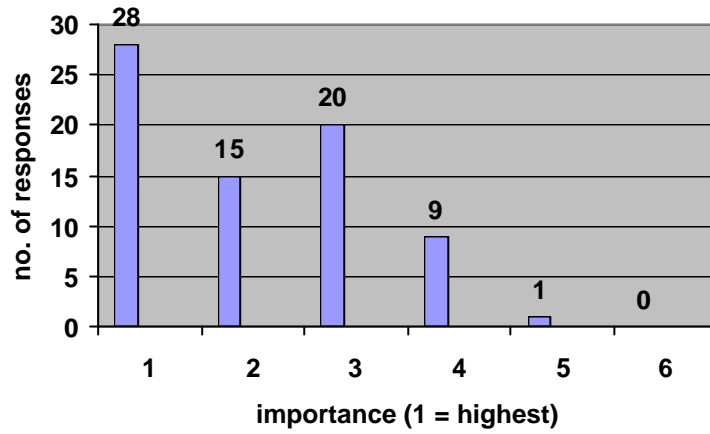
**difficulty in finding affordable
business premises**



lack of apprenticeships/training facilities



low income as a barrier to recruitment



deteriorating quality of life as a barrier to recruitment

