

Appendix 4: Survey of Craftworkers (144 responses)

Summary of survey results

PERSONAL PROFILE

- 1. Gender:** 127, male = 91%
- 2. Average Age:** 50.2 yrs, **Minimum:** 23 yrs, **Maximum:** 84 yrs
- 4. Residence:** Town 21%, village 31%, countryside 48%
- 5. Average years of residence:** 33 yrs, **Minimum:** 1 yr, **Maximum:** 82 yrs
- 6. Percentage having moved from another part of the UK:** 52%
- 8. Described as:** Hurdle maker 35, charcoal burner 25, coppice worker 53, wood-cutter 23
- 9. With another occupation:** Yes 59%
- 10. Age of starting:** 31.2 years
- 11. Previous occupation:** 90%, (43% countryside related)
- 12. With a relative who is a crafts-person:** Yes 25%

TRAINING AND EDUCATIONAL PROFILES

- 13. How the craft was learned:** Trainee/apprentice 53, courses/self-taught 104,
If self-taught access to a mentor: Yes 73%
- 14. Qualifications:** NVQ: 13%, HND/HNC: 14%, ordinary honours degree: 26%, teaching qualification: 15%, none: 51%
- 15. Training course in the past year:** 22%, **past 5 years:** 38%
- 16. Adequacy of training:** Good: 10%, satisfactory: 24%, poor: 41%, irrelevant: 25%
- 18. Reasons not planning to attend courses:** Enough skills: 35%, too expensive: 15%, too far: 1%, course not on offer: 14%, other: 22%
- 19. Need for training in business methods:** Yes: 41%
Topics in business methods: Simple accounts: 64%, web-sites 63%, costings: 50%, CAD: 41%, tax returns: 32%, e-commerce: 29%

BUSINESS DETAILS

23. Annual income: Under £10,000: 63%, £10-20,000: 23%, over £20,000: 14%

24a. Business: Growing: 64%, static: 26%, falling:10%

24b. Compared with 1996-7 trading profits are:

Higher: 63%, similar: 27%, lower: 11%

25a. Sales channels used: % of all respondents

Home/workshop	32
Agricultural/horticultural shows	27
Craft fairs	26
Exhibitions	16
Shops	11
Mail order	1
Other	30

25b. Proportion of sales through middlemen:

0-25%: 78%, 26-50%: 10%, 51-75%: 7%, 76-100%: 5%

25c. Advertise products: Yes 62%

Methods of advertising:	% of all respondents	% of those that advertise
Organisational/group web-site	25	41
Yellow Pages	21	34
Promotional leaflets	21	34
Parish magazines	19	30
Personal web-site	19	30
Local newspapers	16	25
Other	11	18
Countryside magazines	10	17
Trade magazines	8	13
Shop advertisements	6	10
Shop windows	6	10
Noticeboards	6	10

25d. 'Word of mouth' important in selling products: Very important 86%, important 13%, unimportant 1%

25e. Sell products into more distant parts of the country: Yes 52%

26. Allocation of professional working time: Cutting wood 30.3%, craft work 41.3%, marketing/distribution 8.5%, office work 10.4%, teaching/demonstrations 9.4%

- 27. Serious threats to the future of craftwork (top three ranked 1 = 3 points, 2 = 2 points, 3 = 1 point):**
 Low incomes 118, shortage of materials 112, difficulty recruiting young people 75, high housing cost 74, declining standards of skills 59, lack of apprenticeships 58, too many part-timers 48, poor marketing 45, shrinking markets 45, difficulty in finding premises 34
- 28. To what extent foreign competition is a threat:**
 Very much 42.6%, moderately 29%, very little 11%, not at all 18%
- 29. Workload:** Too light 21%, just right 53%, too heavy 26%
- 30. Having to turn down offers of work:** 63%
- 31. Numbers of greenwood workers in respondent's area:**
 Increasing 14%, static 56%, declining 30%
- 32. Numbers compared to mid 1900s:** larger 33%, the same 29%, smaller 38%
- 33. Numbers falling because (1 = 3 points, 2 = 2 points, 3 = 1 point):**
- | | |
|-------------------------------------|-----------|
| 1. Retirements | 64 points |
| 2. Workers finding better-paid jobs | 64 points |
| 3. Too few new recruits | 47 points |
- 34. Local woodland initiatives helpful as regards**
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|-------------------|--|
| Training: | very helpful 20%, moderately so, 21%, not much 59% |
| Marketing: | very helpful 11%, moderately so, 27%, not much 62% |
| Getting in touch: | very helpful 33%, moderately so, 31%, not much 36% |
- 35. Reasons for becoming a greenwood worker (respondents ranked their top three 1 = 3 points, 2 = 2 points, 3 = 1 point):**
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|---------------------------------------|-----------|
| 1. Interested in wildlife/countryside | 83 points |
| 2. Liked outdoor life | 79 points |
| 3. Liked working with hands | 71 points |
| 4. Other reasons | 59 points |
| 5. Was brought up to it | 41 points |
| 6. Wanted to be own boss | 41 points |
| 7. Disliked working in factories etc. | 30 points |
| 8. 'Escape from the rat race' | 18 points |