

TRADITIONAL RURAL CRAFTS PROJECT

SURVEY OF POLE-LATHE TURNERS (25 responses) Summary of survey results

PERSONAL PROFILE

- 1. Gender:** 21 male 84% of total
- 2. Average Age:** 47 yrs **Minimum:** 31 **Maximum:** 72
- 3. Residence:** City 0%, town 20%, village 40%, countryside 40%
- 4. Years of residence:** 22 years, **Minimum:** 1 year, **Maximum:** 63 years
- 5. Percentage that have moved from another part of UK:** 64%

PROFESSIONAL PROFILE

- 6. Average hours worked per week:** 30, **Minimum:** 10, **Maximum:** 65
Sole occupation turners: average 38
- 7. With another occupation:** 48%
- 8. Age of starting:** 38 years
- 9. Related to a crafts person:** 32%
- 10. Where the craft was learned:** Apprentice: 4%, Self-taught 40%,
self-taught plus short course 56%
- 11. With a mentor for help and advice:** 44%

EDUCATIONAL PROFILE

- 12. Qualifications:** HND: 20%, HNC: 4%, Degree: 44% **Teaching qualification:** 8%
- 13. Training course in the past year:** 4%, **in the past 5 years:** 68%
- 14. Expect training in next 5 years:** 60%
- 15. Reasons for not needing training:** Already skilled: 32%, Too expensive: 0%, Too far away: 4%, Course not on offer: 0%
- 16. Adequacy of training:** Good: 16%, Adequate: 44%, Poor: 36%
- 17. Need for NVQ:** 40%
- 18. Need for training in business methods:** 60%

19. Topics in business methods: book keeping: 24%, computing: 12%, computer aided design: 4%, e-commerce: 12%, web-site design: 20%, tax returns: 20%, marketing: 64%

20. Computer skills: non-existent: 16%, beginner: 16%, limited competence: 56%, more competent: 12%, advanced: 0%

BUSINESS PROFILE

21. Business: Growing: 56%, Static: 40%, Falling: 0%

**22. Compared with 1996-7 are trading profits,
Higher: 64%, Similar: 32%, Lower: 0%**

23. Sales channels ranked with scores: Scored 1 to 7: % of total

1. Word of mouth	6.0	60%
2. Craft fairs	5.11	72%
3. Home or workshop	5.3	76%
4. Agricultural & horticultural Shows	4.71	56%
5. Other	4.71	28%
6. Shops	4.38	32%
7. Exhibitions	4.07	60%
8. Sub-contract to dealers	3.5	24%
9. Garden centres	3.33	12%
10. Mail order	3.0	16%

**24. Proportion of sales through middlemen: 0-25%: 84% of respondents
26-50%: 8%
51-75%: 0%
76-100%: 0%**

25. Do you advertise products/services: 60% yes

26. Methods of advertising: % of all respondents: % of those that advertise

Yellow pages:	12%	20%
Newspapers:	4%	7%
Parish magazines	20%	33%
Countryside magazines	4%	7%
Trade magazines	0%	0%
Personal web-site	36%	60%
Organisation/group web-site	24%	40%
Promotional leaflet	36%	60%

27. Allocation of professional working time : Average: Maximum: Av. sole occupation

Chair-making	39%	95%	35%
Treen, bowls etc.	29%	98%	19%
Teaching/demonstrations	33%	100%	38%

28. Worries about future of pole-lathe turning: Score out of 4: % of total

1. Markets undermined by hobbyists	2.9	60%
2. Foreign competition:	2.8	56%
3. Declining public interest in craft products	2.7	44%
4. Falling standards of craft skills	2.4	52%

30. Workload: Too light: 4%, Just right: 88%, Too heavy: 8%

31. Having to turn down offers of work: 48%