

Project Manager (OCA)

Area – Orkney

Summary

This project involves the employment of a part-time (0.5 FTE) project manager to support the development and growth of the creative industries sector in Orkney.

Orkney Crafts Association intends to carry out a full review of the organisation, potentially including a complete re-branding and change to membership arrangements. This will give the organisation a more modern and inclusive identity as well as a much more consistent image for the public - including visitors to Orkney. Another fundamental piece of work is the plan to radically refresh the Orkney Craft Trail to include a digital element as well as consulting with other sectors with a view to expanding the trail to include other areas of interest for tourists to Orkney. This will be in addition to a continued drive to promote the sector at home and abroad by attending events and exhibitions in Orkney and others parts of the UK. Finally, there will also be a drive to both increase membership, and to involve the existing membership more than has historically been the case.

The project will enable member businesses of the key craft sector to grow and develop, helping to create additional sales and new jobs, benefiting the Orkney economy and community.

A summary of project aims are:

- To continue to support the growth and development of the businesses involved in the arts and crafts sector in Orkney by employing a dedicated part-time resource; working for OCA members.
- To enable the member businesses of the arts & crafts sector to grow and develop.
- To increase the promotion of the sector both within and outwith Orkney and Scotland, and ensure that Orkney maintains and grows its excellent reputation for quality of product and design.
- To achieve increased sales for businesses, the confidence to develop new products and enter new markets, and the creation of new jobs.
- To enhance the viability of the tourism sector; as visitors come to Orkney to enjoy the environment, and to buy good quality, local goods and souvenirs.

The proposed project includes the following elements:

Financial Information	£	%
Total Project Costs	132,830.00	
Total Eligible Costs	132,830.00	100
LEADER	66,415.00	50
Orkney Islands Council	31,707.50	23.87
Highlands and Islands Enterprise	31,707.50	23.87
Orkney Crafts Association funds	3000.00	2.26