



Embroiderers' Guild

sharing opportunities for discovery and creativity

**South West Region of the Embroiderers' Guild - Discussion session led by Julie Stenning
Compton Dundon Village Hall, Somerset on Saturday 20th October 2018**

Regional outreach

We don't yet have the date for Craft4Crafters, but the regional team will again have a stand, with a competition, again in hoops, subject to be 'Landscapes'. Julie requested that if branches had a communal piece that had not previously been displayed at C4C, they let her know. The Stourhead piece was offered.

It was suggested that a different lay-out for the stand would work better, as viewers felt they would have liked to get far enough back from the competition pieces. This year's stall had a wall opposite which was used for community pieces, but which could perhaps have been better used for the competition entries. Julie noted that we may not have the same stand next year, and that consideration had to be given to how the pieces were hung. An expanded area for stitchers was agreed to be a good idea.

Branch events

Where branches in the region have stands at shows, it was requested that regional material be made available. Julie encouraged anybody having a stand to contact her, we can supply a regional map and branch list with meeting dates/times, and groups could also borrow the regional 'aquarium'.

National Stitch Day

This was discussed at length. Penny explained that if branches picked their own day rather than utilising the national date, this made it impossible for the Guild to advertise the event and attract media coverage. Many branches felt that the event wasn't worthwhile as it didn't get a great deal of public attention, but the concept is to encourage others to stitch, not necessarily for them to join the Guild. One of the Guild's aims is to be visible to the public.

The location for stitchers was discussed at length - it was pointed out that it didn't have to be a large group of people, even just a couple of people stitching in the corner of a coffee shop, a hospital or a supermarket would be 'visible'. The best locations were felt to be fetes, garden centres, museums or libraries with a decent footfall, although here whether people were encouraged to join the Guild couldn't be tracked as many people would be tourists rather than locals.

It was asked whether sponsorship might be considered, for example Hobbycraft. It was pointed out that it could not be guaranteed that every Hobbycraft in the country would have a stitch group on the day, which would discourage them.

It was asked what the theme would be for 2019; nobody had the information to hand. Julie agreed to find out and ensure that it was circulated.