

Surviving the Coronavirus

A guide for creative businesses,

The next few months are going to be very difficult for artists, makers, designers and anyone self-employed and working in the creative industries. In an effort to provide advice and guidance I have put together the following guidelines. I hope you find it useful.

1. Your priority is going to be money, worrying about money stifles creativity and you need to eat. The first thing you should consider if you have no income is can you find work. Delivery firms, care services and supermarkets are still hiring, if you have the skills and experience go for it.
2. Who owes you money, I have never found a maker or artists who wasn't owed money, go over your work for the last two years and chase outstanding invoices.
3. Do you supply on sale or return? Find out if they owe you money and ask for it, do this quickly before galleries close.
4. Have you anything you can sell, there may not be much demand for your work at the moment but surplus equipment, spare canvas's etc. may find a market.
5. If you are renting studio space talk to your landlord, if they refuse to help put everything in cheap storage and work from home.
6. Check out artists organizations to see if they are offering help. E.g. Axisweb are setting up a hardship fund. *Please let me know of any others and I will publicise on Twitter.*
7. Make sure you are logged into at least one site giving the latest business advice for small businesses www.gov.uk is good or www.a-n.co.uk for artists. If you are working on funded projects contact them and ask if they can offer more flexible contract terms.
8. Find opportunities, there will be thousands of children with nothing to do could you set up workshop programmes if allowed. No funding – ask for donations, sponsorship or crowd funding
9. Improve your skills, there are a lot of free courses on the net, videos etc. Develop new work, keep the creative juices flowing.
10. Decide when this will end optimists 1st June, pessimists 1st September and start to plan yes things will change but by remaining positive, active and planning ahead we will get through this.

If you found this helpful please feel free to pass it on.

Elizabeth White

Author Art & Craft – The Business, available on Amazon

@lizwhiteart

www.lizwhiteart.co.uk