



Jewellery in Britain

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NEWS FOR MANUFACTURING JEWELLERS, SILVERSMITHS AND DESIGNERS



SPECIAL FEATURE

A four page supplement on Training Opportunities in the West Midlands



QEST Awards for jewellers page 11



Silver on show at SFB page 2

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Jewellery Sector strong at Spring Fair Birmingham

This year's fair (6-10 February) at the NEC will house over 4,000 exhibitors across 12 retail sectors a significant proportion of which will be jewellers, silversmiths or companies involved in related trades.

The state-of-the art jewellery halls (17 and 18) are bursting at the seams, following the successful move of the entire Jewellery Sector from the Arena at the far end of the NEC complex two years ago. Buyers will also find 20 first time jewellery exhibitors in the 'Discover' area in Hall 16 – the semi-permanent marquee, joined to the main jewellery Halls 17 and 18 by a short, covered walkway and a further 90 jewellery and accessory firms in halls 9 and 10. Add into this the silverware companies in Hall 19 and you begin to see why Spring Fair attracts the largest number of jewellery buyers of any UK trade event – 18,000 buyers registered as 'interested in jewellery' in 2004.

International flavour

This year's show will have a significant international flavour with groups of exhibitors from Hong Kong and Italy as well as individual companies from Belgium, Germany and America. But there are plenty of companies keeping the British flag flying including members of quality gold manufacturers' group, Emagold UK whose substantial newly designed 'Emagold Pavilion' will be in Hall 17.

Members of the BJA will be well represented at the show and the Association advises visitors to look out for the distinctive unicorn logo on stands. "The logo shows a commitment to conflict-free diamonds, ethical standards and quality of service," says BJA chief executive Geoff Field.



Keeping on trend

A valued feature of Spring Fair is its 'Trend' Seminars run by Catherine Rame of Carlin International. Rame has already identified general themes and influences for 2005 as being *Hedonism*, *To be Surprised*, *Escapism* and *Conviviality*. To find out more about how these trends will impact on the jewellery sector visit the Seminar Theatre in Hall 16 where a general influences seminar will take place at 12.30 (Monday – Wednesday).

Maps available

A new feature of this year's show is maps for each Sector within the fair. 10,000 maps will be provided for jewellery buyers and these will include an exhibitor list, hall plan and essential information on restaurants, as well as full details of seminars and other features of the show. The maps will be available at the main entrance of the jewellery hall and in the entrances to other halls that jewellery buyers are likely to visit.



See the BJA at Spring Fair Birmingham Hall 17 (H31)

Prize-winning designer-silver on show

Silver flask from prize winner Lucian Taylor (below)



The British Jewellers' Association will be hosting an exhibition of craft silverware on its stand (Hall 178 H31) at Spring Fair Birmingham. The pieces on display come from the winner and five runners-up in a one-off competition organised by the Association, to celebrate the 25th Anniversary of the Chelsea Crafts Fair in October 2004.

Sponsorship

The Award was supported by the Birmingham bullion dealer, Augusta Refining, which donated £400 worth of silver bullion to the winner and by Cookson Precious Metals, which provided the winner and runners up with vouchers for tools from its 'Big Cat' catalogue.

"The BJA Silver Award was a great way to encourage makers in the field of silversmithing to consider innovative new ways of working. The Award was greeted with much enthusiasm by the exhibitors and the standard of applications was very high, however winner Lucian Taylor's bold new work clearly made an impression on the judges" commented Barbara Jones of the Crafts Council.

The Spring Fair display will include work not only from Lucian Taylor, whose unusual and distinctive flasks were described by one of the competition's judges, Georgina Williams of The Silver Room, as 'the most original work I have seen for a very long time – really inventive and

technically incredibly highly skilled' but also from the runners up of the competition Grant Braithwaite, Kaya Hoang, Pamela Rawnsley, Grant McCaig and Tara Coomber.

"This mini exhibition provides visitors and exhibitors alike with the opportunity to see some of the very best in contemporary craft silverware and I think they may be surprised by the variety, technical virtuosity and sheer beauty of the pieces on display:" enthuses BJA national committee member, designer and judge of the competition, Irene Lamont. "I do hope that as many people as possible will take the opportunity to come along and see this interesting work."



The runners up



Design contracts for Industry

The British Jewellers' Association will announce shortly the availability of three standard contracts specially tailored for jewellery and silverware designers and their clients to provide a recognised contractual basis with a fair distribution of risk between the parties.

The intellectual property unit at central London law firm, Royds has drawn up the contracts on behalf of the BJA and The Worshipful Company of Goldsmiths who have financed their production. The Association of British Designer Silversmiths, the Association of Contemporary Jewellers and the Institute of Professional Goldsmiths, are also supportive of the initiative and hopefully will offer them to their members.

Royds, which also operates the BJA's intellectual property service 'Copywatch', has drawn up

accompanying 'Explanatory Notes' in plain English to ensure that those using the contracts clearly understand their meaning.

There are three different contracts available. One covers the sale of a design including assignment of the copyright in that design; another covers the licensing of a design, in which design rights and copyright is retained by the designer and the third is a 'Confidentiality Agreement' which designers can ask potential buyers to sign, before revealing designs, so giving the designer protection of their rights to those designs.

BJA chief executive, Geoff Field told JIB: "The survival of the UK's manufacturing sector relies heavily upon our design talent. Many companies cannot afford to employ a designer but they could make use of the enormous design talent which exists in freelance designers and designer makers. These contracts will give designers and clients the confidence they need to work together."

The promise of free contracts has been widely welcomed by the designer community. Birmingham designer maker and BJA national committee member, James Newman, who has personally suffered intellectual property theft, told JIB. "Most designers have neither the time nor the bank balance to be able to employ lawyers to draw up expensive contracts for each and every design they create and frequently have to

rely on trust in their dealings with large organisations that may wish to purchase their designs. I really welcome these contracts."

Silversmith, Martyn Pugh of the Association of British Designer Silversmiths agrees: "The silverware industry has long used traditional patterns and old tooling and does not have a culture of investing in genuinely new designs. It is only now realising that design permeates everything and is not just desirable but essential. Having these contracts, which cover every situation, will give confidence to both sides."

For further information contact the BJA on 0121 237 1110. Or visit the BJA stand at Spring Fair Birmingham (Hall 17, H31) where Stephen Welfare and other members of the Royds team will be on hand to answer your questions.



The BJA team, Lindsey Straughton, Geoff Field and Diane Thomas

Membership Services

The BJA is at your service

Spring Fair Hall 17 H31

The British Jewellers' Association, the national trade body for the entire manufacturing jewellery and silversmithing sector, will once again have a stand at Spring Fair Birmingham (Hall 17, H31) from which it will be offering its many member companies exhibiting at the show a wide range of on-the-spot professional services. JIB investigates what is on offer.

Exhibiting at trade exhibitions is never entirely stress free and every trade exhibition that the British Jewellers' Association attends brings its own crop of exhibitors with problems seeking help and support from their trade body.

Copywatch

"The most common problems that we deal with at shows are undoubtedly related to intellectual property issues," says chief executive, Geoff Field. "This is where manufacturers can actually see for themselves what their competitors are selling and unfortunately this can sometimes result in them discovering 'look alike' products on someone else's stand."

To help the BJA deal with what is essentially a legal problem, a team of solicitors from the central London firm, Royds which runs Copywatch – the BJA's intellectual property service – is based on the BJA stand throughout both Spring Fair Birmingham and International Jewellery London. Also on the stand are representatives from the Norwich firm, Steeles, which provides a free telephone Legal Helpline to members of the Association.

When an intellectual property problem arises a member of the legal team will visit the company concerned and advise them on the best course of action. This is an entirely free service provided as part of the company's membership fee. If a breach of copyright is discovered to have taken place, the

solicitors will serve a notice on the company concerned requiring them to remove the offending object or objects from their stand.

Help and support

"The trade show organisers are extremely supportive of the Copywatch initiative and work closely with ourselves and with the lawyers to ensure that firms comply in removing stock:" explains Geoff Field.

For those caught up in such an incident having the Copywatch team on hand to give support and advice is invaluable, as designer James Newman discovered at IJL 2004. "I found a product I had made myself for sale on another stand. The Copywatch team was fantastic. They knew exactly what to do and having their weight and knowledge behind me made it easy not only to get the product removed but also to stop the company concerned from selling my design in the future."

Your legal queries answered

Nor is it simply intellectual property advice that is on offer. Members of Steeles team of lawyers are happy to visit exhibitors stands to give up to 20 minutes of free legal advice on a wide range of other legal issues. So if you are a member with a problem simply come along to the BJA stand and arrange an appointment for them call on you during the show.

Operational problems

Even at the best-run events problems can occur and part of the BJA's remit is

to act as a go-between expressing exhibitors concerns to the management and pressing for a satisfactory outcome. "We are always pleased to hear from any exhibitor experiencing difficulties and always do whatever we can to help:" says Field.

Discounts on stand space

Perhaps the greatest perk of BJA membership however is the discount that members receive on their stand space at both Spring Fair and International Jewellery London. This is certainly much appreciated by regular Spring Fair exhibitor, Midhaven. "It's always a lovely surprise when the credit note comes through the post after the fairs. The discounts on our stands are a real boon of BJA membership" says Allison Hargreaves.

Meet the team

The BJA team of Geoff Field, Lindsey Straughton and Diane Thomas will be on hand throughout the Spring Fair and look forward to welcoming both members and non-members to stand to tell them more about these and the many other business services that the BJA provides.

Information & Advice

Business Services

Exports

Trade Fairs

IP & Legal Help

Sales & Marketing

The industry AGM

The BJA's Annual General Meeting will be held during Spring Fair Birmingham and all interested parties, including non members of the BJA, are invited to attend. The event will be held at 6.15 pm on 8 February 2005 in Room 32, off the Atrium Gallery, outside Hall 18. Drinks and canapés will be served and it is planned to finish by 7.30 at the latest.

"This is an ideal opportunity for members and potential members to find out more about the work of their Association and the services that it offers. We do hope that as many exhibitors as possible will take the opportunity to join us for what promises to be a most interesting evening:" BJA chief executive, Geoff Field told JIB.

Guest speaker

The convergence of retail outlet, direct mail, catalogue and website is a phenomenon of the 21st century and the winners will be those who successfully take on the challenge of multi channel retailing. The guest speaker at the AGM will be Andy Morrey, former head of e-commerce at Marks & Spencer and head of channel development at Argos who is now Business Development Director of NetXtra, a firm specialising in integrated internet development. Andy will speak on how the channels to consumers are changing and what this means for the jewellery supply chain.

Free legal helpline for jewellers

As legislation increases, keeping up-to-date with the latest position on employment issues, human rights and the myriad other legal matters that impact upon every business can be tricky and this is why the BJA's legal helpline is such a popular service.

The service is provided by Steeles - a sizeable law firm divided into specialist departments and teams and therefore able to cover virtually all legal topics that are likely to concern members of the Association. The most common queries relate to problems that arise in dealing with customers, and issues relating to use of commercial agents.

What is the service?

As a member of the BJA you can call Steeles to get up to 20 minutes free general advice. If you want the firm to do more work, or need a lawyer

to look at documents and so on to provide more detailed help, then you are entitled to a reduced hourly rate of £95 per hour (plus VAT) for the first three hours work.

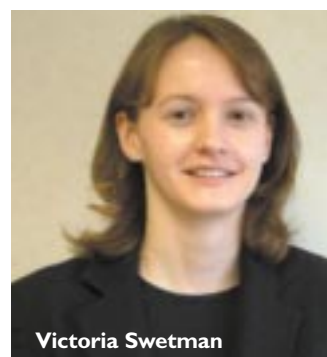
Making an Enquiry

BJA members can call Steeles on 01603 598000 but callers need to make clear to the operator that theirs is a legal advice line call and that they are a member of the BJA.

Calls are taken initially by one of Steeles assistants who will take contact details and ask callers for a brief summary of the nature of their problem. This is very important as it enables the firm to ensure that the person to whom the problem is allocated is best qualified to help. A lawyer with expertise in the appropriate area will call back as quickly as possible and sometimes within a few minutes of your call.



Richard Bailey



Victoria Swetman

Further Work

If more work is required, callers will be asked to provide identification. This is now standard practice and is required of all professionals dealing with new clients. The process generally involves producing a certified copy of a passport and a recent utility bill. Steeles provide advice about this process and try to make it as easy as possible for callers to comply.

About Steeles

- Based in Norwich and London.
- Steeles employs around 200 people.
- The practice deals with all aspects of employment law, commercial and business law, as well as probate, family and property matters

Contact Richard Bailey or Victoria Swetman at steeles(law)lp 01603 598000 or 0870 6090200



Stephen Welfare, head of Royds IP team

intellectual property matters and are also offered a discounted rate by Royds for on-going legal work. Members of the Royds' IP team – which is headed by Stephen Welfare – attend the UK's leading jewellery trade events, where they are based on the British Jewellers' Association stand. JIB caught up with Welfare before the show and he explained: "Copying a product design is theft,

no more and no less. Our message is don't put up with it. Our presence at Spring Fair not only empowers our clients to act immediately if a problem arises, but we are also available to discuss and advise on all IP issues."

Visit the Royds team on Stand H 31 in Hall 17 throughout Spring Fair, or telephone 020 7583 2222.

Copywatch lawyers celebrate centenary

Royds, the central London commercial law firm, which provides the 'Copywatch' intellectual property service for members of the British Jewellers' Association has recently celebrated 100 years in existence. Over its long history the firm has undergone a number of amalgamations and mergers and the current practice incorporates many illustrious names from the past, including firms whose histories date back as far as the 1560s.

Royds has always been a diverse practice and has distinguished clients in a number of fields including such well-known names as the high street retailers, Monsoon, the UK's largest selling watch brand Rotary Watches, The Steiner Foundation charity and the architects of the Millennium Wheel – David Marks and Julia Barfield.

Intellectual property expertise

Royds aims to deliver first class, partner-led, legal advice in all the main areas of modern commercial legal practice but has built up particular expertise working in the jewellery and gift industry, especially in relation to intellectual property issues. Its specialist intellectual property unit advises on all issues affecting and concerning intellectual property rights, such as Copyright, Trade Marks, Design and Patent Law as well as Confidentiality and Information Technology matters. It can also assist with protection know how, licensing and assignments as well as the enforcement and defence of intellectual property infringement.

FREE advice

Members of the BJA are entitled, as part of their membership, to up to 20 minutes of free advice on

A simple way to pay overseas suppliers

Paying invoices abroad can be time-consuming and tricky but for BJA members a service from Western Union Corporate Payments provides a service tailored to meet the specific needs of jewellery importers and exporters.

The Western Union service – which is discounted to members of the BJA – works by electronic transfer to deliver funds direct to the bank accounts of suppliers, wherever in the world they may be based. Drafts are available in 30 different currencies and the availability of forward contracts ensures that users can be certain of future costs.

Whilst banks are only open for so many hours each day, Western Union's web-based service www.corporatepayments.co.uk allows users to make their currency payments on line through a secure web system. This operates for twenty-four hours a day, seven days a week, giving customers great flexibility. Payments can also be made by fax and freephone as well as e-mail or over the web and users are ensured competitive exchange rates and charges. They also have telephone access to the company's dealers for up-to-date information and advice.

The Western Union payments service from FEXCO uses the secure SWIFT electronic network

and the prompt despatch of deal confirmations is assured. The fact that Western Union offers users hold accounts in FX currencies ensures that payments are quickly cleared.

Satisfied customers

The Western Union payments service from FEXCO is being used successfully by a number of BJA member firms including Midhaven Ltd, a silverware importer based in Droitwich, Worcestershire and John McKellar Designer Jewellery in Hereford.

"The service is quick and easy to use because I can go online and make regular payments, see the record history for each of our suppliers, and check how often payments have been made. We got to grips with the system very quickly and Western Union were very helpful and friendly during the setting up process:" says Alice Morris, administrator for Midhaven.

"It is much cheaper and easier to pay online:" confirms John McKellar. John imports diamonds from Antwerp and chain, precious gemstones and

Designer Jeweller
John McKellar

alloys from Germany and until recently paid for these goods with bank drafts in either dollars or euros. The old system was time consuming and inconvenient. "We now have more control over our payments:" says John.

Trade Fairs

Members of the Western Union team attend a number of major UK trade exhibitions and can be contacted via the British Jewellers' Association stand.

Here to help

Part of the Western Union Service is the personal service it offers to customers and its sales team prides itself on working closely with their clients to build solid business relationships. The team has a broad business background and a strong understanding of the how the payments market relates to the jewellery sector. "Our aim is provide benefits to our clients' bottom line costs on currency exposures and to have a positive impact on their businesses and their profitability:" says Aman Khan who covers the London Region.



1 Giles Cooper

North West/East Region
Giles is married with four children and when not working he plays rugby, football and tennis.

2 David Cowe

East Midlands/Yorkshire/
Humberside Region
David is married with three children under six. In his spare time he plays golf and wrestles with his kids!

3 Sunny Bisla

West Midlands and East Regions
Sunny has been with his partner for 12 years and enjoys playing football & tennis

4 Aman Khan

London Region
Aman is married with three children and plays cricket and keyboards.

Benefits to you

- Electronic transfers direct to your suppliers' bank accounts worldwide
- Drafts in 30 currencies delivered to you or direct to your suppliers
- Forward contracts so you can be certain of future costs
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- Payments made from your desk through our web service 24/7
- Speak to our dealers to get up to date information
- Make your transactions by fax, freephone, e-mail or web
- Competitive exchange rates and charges
- Settlement to us by direct debit or cheque
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Midland jewellers get the JIST of training opportunities

The Jewellery Innovation Skills and Training Project (JIST) is a unique collaboration in the West Midlands enabling up to 500 jewellery employees to have a personal training needs assessment and to attend free training courses.

This opportunity has been made possible by the Learning and Skills Council for Birmingham and Solihull, working in collaboration with a unique partnership between the Jewellery and Allied Industries Training Council, (JAITC), the UCE's School of Jewellery, Jewellery Industry Innovation Centre and Technology Innovation Centre. Funding comes from the European Social Fund and beneficiaries must live or work in a defined "Objective 2" postcode area of the West Midlands.

The programme is managed by the British Jewellers' Association on behalf of JAITC and runs from January 2004 to December 2005. Project Manager Carol Pyatt has already enrolled almost 200 into the programme, which has several components.

Phase one

The first phase of the project allows an eligible company to receive 10 days free training per employee. The JIIC has an established programme of specialist short courses in jewellery skills and technology and the ESF funding has brought these courses within the reach of SME's and designer makers, who have embraced enthusiastically the opportunity to take part, filling all the places on offer in Phase One of the project.

Professional development

For manufacturers involved in Phase One, the TIC has provided the chance to embrace new management and manufacturing ideas in lean manufacturing, enabling teams of up to 10 employees to work together to tackle hidden waste in their day-to-day business practices and so improving productivity and quality. Each course counts as 'a module', which can be put towards a University of Central England Professional Development Certificate if those taking part wish to pursue a qualification.

Phase two

Under Phase 2 of the project, JIST has £80,000 to provide 320 jewellery workers with a grant of up to £250 per head to undertake training of their choice, provided that it is related to the needs of their business.

JIST anticipates that this training will either take the form of special skill upgrade courses through the School of Jewellery (see article on cold enamelling) or will be in other business-related areas such as marketing, IT, health & safety and personnel management.

The JIST team is happy to explore all delivery methods, including in company provision or personal guidance and training.



JIST Project Manager Carol Pyatt and administrator Taran Thabal

How JIST can help

Company A sought JIST's advice on basic IT skills and has received personal 'one-on-one' in house coaching in IT skills for four employees.

Company B asked for support in up-skilling mounters and JIST is arranging for an external trainer to spend one day a week in the company for seven weeks.

Company C is installing a new production management IT system and JIST is considering contributing £2,000 to the training budget to help train eight users for the new system.

Company D approached JIST about their website which needed revision. JIST arranged for in-company training in web design for two employees.

Find out more

JIST is encouraging all West Midlands jewellery manufacturers to engage with this unique project during 2005 by contacting the Project Team Carol Pyatt or Taran Thabal on 0121 237 1109.

Building a lean, mean jewellery machine

If you want to compete on the world jewellery stage then 'lean manufacturing' techniques are what you need. As part of the JIST project three Birmingham businesses have recently got leaner, meaner and more competitive.

The Technology Innovation Centre (TIC) at the University of Central England is one of the key partners in the JIST project and during the past few months the TIC team has worked closely with the jewellery, watch and watchcase specialists, Saunders and Shepherd, and gem-set jewellery-makers, OJS Jewellery Manufacturers Limited and the Birmingham casting house, Weston Beamor to deliver free training in 'Lean Manufacturing' to their workforces.

OJS Jewellery's Tom Crouch saw that JIST offered him the ideal opportunity to train all his staff in techniques and technologies, which would gear his business up to world-class standards. For Saunders and Shepherd's managing director, John Coupland, JIST provided the chance to advance substantially his company's production capabilities.



Some popular pieces from Saunders & Shepherd's world-class, British-made, classic, Diamond and 18 carat Gold Palmier range.

To provide JIST Training and upskilling the TIC team has adapted single modules from its university-based 'Professional Development Certificate courses in Lean Manufacturing, Quality Systems and Information Systems' and these modules are delivered at the participating companies own sites. The TIC's specialist 'Lean Manufacturing Team' led by Phil Arch, delivers the training programme.

Speaking about how the training process works, Phil Arch told JIB "Most of us resist change, especially when it is thrust upon us. That means that seeking to develop a world class manufacturing approach in traditional trades is quite tough for those being asked to 'train' at the beginning. And it is easy to be under the impression that being 'world class' is for bigger companies. But that is just not so – size, for once, does not matter!"

The JIST training programme is designed to help participants grow in confidence, and to embrace change. To help the workforce being trained to understand exactly what is involved. Phil Arch uses the acronym 'EAT'.

- **Expertise** - which describes the skills trainees develop through the programme
- **Attitudes** - which change and become much more positive as expertise grows
- **Technology** - is what staff learn to embrace and become confident to use

"To sit at the world class table means we all have to learn to EAT!" quips Arch. Applying experience from working with dozens of other manufacturers, the TIC Lean Team's



OJS Jewellery's Kolorbox is a jewellery range of vivid, rainbow-coloured multi-faceted gemstones. It is British made and created in 18ct Gold



Team building - Phil Arch of the TIC addresses members of staff at Weston Beamor during their training in Lean Manufacturing Techniques.

approach identifies all the improvement opportunities through examination of each company's full range of activities. Processes examined include the need to enhance quality systems, improve process planning and product design not to mention marketing and distribution methods.

John Coupland of Saunders & Shepherd has courageously embraced the TIC's recommended technology advances and agreed to training for all his 15-strong staff, through the JIST programme. He says: "We're committed to developing our manufacturing processes and this is now being underpinned by TIC's training."

Some key outcomes of TIC's 'lean' approach involve strict scrap monitoring (crucial when using precious metals), better plant layout and process mapping. Often techniques such as bar coding help

better integration of computer networks and other 'knock-on' improvements also result, such as better costing statistics and customer relations' management.

Consideration of how integrated computer-based design and manufacturing (CAD/CAM) systems will have a dramatic impact improving product design, process efficiency and significantly increasing customer response and speed-to-market.

Real benefits

Typically a JIST-funded programme will take about six months to complete for around a dozen or so employees. The benefits could extend the life of the business by many years. That is the belief of Saunders & Shepherd and OJS Jewellery.

Phil Arch can be contacted on 0121 331 5400 or email phil.arch@tic.ac.uk

Short courses provide inspiration



Zahide Mahmood

Zahide Mahmood is a goldsmith working for Azad Jewellers of Birmingham, a long-established company which for the past 25 years has been making and retailing jewellery to the city's sizeable Asian community. In the past Azad concentrated solely on 22ct and fine gold jewellery for Asian weddings, but as demand amongst the younger generation for diamond-set pieces has increased, so the company has expanded its offering in response.

"I didn't know much about diamonds and I was quite scared about taking the course," says Mahmood, who as part of the JIST project undertook the eight day 'Practical Diamond Grading Course' with tutor Kate Hopley. "Carol Pyatt, the course manager was really helpful and she and Kate, the course tutor, made everything

really easy. Taking part has really helped me and the business. Knowing what diamonds I'm buying means I am getting them at a better price and I can guarantee that our customers are getting the stones they want. We've just sold a ring with 14ct. of diamonds for over £11,000. We're making money, my boss is delighted and my wages have gone up as a result!" he enthused.

Mahmood is just one of over a hundred individuals who have benefited from short courses as part of the JIST project. The Diamond Grading course was particularly popular with Designer/Makers, who not only made up the bulk of the participants but also all passed their exam with flying colours.

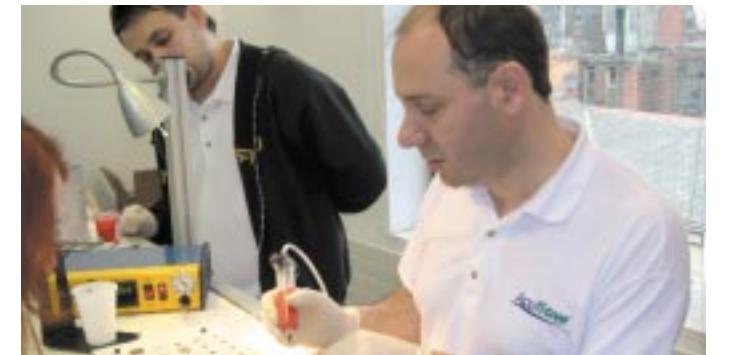
Many firms took advantage of the CAD/CAM training, encouraging their staff to upgrade their skills in the latest technology available. Traditional skills such as Pearl Threading proved invaluable to designer makers who have little time to reach outworkers and see multi-skilling as the way forward, saving both time and money and consequently increasing their profits. The feedback from all the beneficiaries attending the free courses was that not only did they learn new methods or improved their existing skills but they benefited from net working and sharing their experiences with others in the jewellery industry.

An introduction to Cold Enameling

An important element of the JIST project is its ability to stage courses to meet a particular training need and following demands from jewellery and badge-making companies, a course on Cold Enamelling was arranged at the School of Jewellery; staged by Interfax Acuflow suppliers of the resin and application equipment used in this process.

Trainers Eddie Nye and Mark Norridge set up a workbench, silent compressor and dispensing system and the first part of the course covered setting up the compressor and adjusting the pressure, footswitch and timing control to the dispensing syringe. Then the mixing of resins was demonstrated with particular reference to colour specifications matching and Pantone ranges. It was pointed out that Pantone specifications are in fact printing ink

specifications and can be affected by depth of application. The importance of getting the correct proportions of resin to hardener and the need for accurate weighing were driven home, as was the relevance of viscosity for different applications and types of jewellery items. Particular reference was paid to health & safety precautions and methods of accelerating curing. A range of jewellery was enamelled using a compressed air dispenser, footswitch, timed injection and nozzle choice and trainees were able to try out the different techniques. Questions from trainees revealed a number of issues with regard to the need for new finishing and polishing techniques for cold enamel products. The JIST team will now discuss research into these techniques with Interfax Acuflow and the JIC so that further training can be arranged to bring these to the industry.



Eddie Nye and Mark Norridge of the cold enamel company, Interfax Acuflow demonstrate their product during a JIST training programme.

Getting your product into the press

Having your products featured in the media – whether it is in the jewellery trade press, your local papers or the glossy magazines can significantly raise awareness of your company, add real credence to your designs and increase your sales. But if you have never had any experience of public relations, or dealing with journalists, it isn't always easy to know where to begin.

As part of the JIST Project the British Jewellers' Association is to run two specially tailored courses to help Midland jewellers and silversmiths to

get to grips with 'PR'. The courses will include presentations from a jewellery industry journalist who will give you the low down on all the trade titles; a representative from a women's lifestyle magazine – who will talk about promotions, advertising and other ways of working with the big fashion titles; and a leading jewellery industry 'PR', whose client portfolio includes some of the biggest names in the business and who share her secrets with you.

The course, which will run in mid-February and again in August will be

extremely 'hands on' and will explain everything from how to write a press release through to working with trade fair organisers to maximise your promotional opportunities at trade events.

Professional photography

Having strong professionally taken photographs readily available in the right format for print is key to successful PR. But photographing shiny metals and precious stones is a real art. As a part of the JIST Project, all those who attend one of the 'Getting your products into the

press' course will be given the opportunity to spend two hours on a 'one-to-one' basis with one of the Midland's leading jewellery photographers – Russ Capps at his studio in Birmingham. Russ will photograph one or two pieces of your jewellery for you, answer your queries and provide helpful tips and advice on how it should be done.

Eligible individuals can use their £250 JIST voucher toward the cost of this course. For full details, call Lindsey Straughton on 0121 237 1112 or email Lindsey.Straughton@bja.org.uk

UCE School of Jewellery Short Course Programme 2005

Under Phase 2 of the JIST project, jewellery workers are entitled to claim a £250 'training voucher', which can be used towards the cost of all the short courses listed below. Please note that courses are limited to 6-10 participants so it is advisable to book early. For further information on how JIST can help you contact Carol Pyatt on 0121 237 1109 or email carol.pyatt@bjia.org.uk. For general information on the courses, which are of course open to all comers whether they are eligible for JIST assistance or not, contact short course administrator, Dawn Meaden-Johnson at UCE on 0121 248 4582 email: dawn.meaden-johnson@uce.ac.uk



Course	Date	Days	Cost £gbp	Tutor
Aluminium colouring	27, 28, 29 June	3	£255	Sam Chilton
CAD/CAM An Introduction	21, 22, 23 March	3	£255	Keith Adcock
CAD/CAM 3Design Jewel Starting Level	11, 12 April	2	£255	Vision Numeric
CAD/CAM 3Design Jewel (Advanced Level)	16, 17 May	2	£255	Vision Numeric
CAD/CAM ArtCAM JewelSmith (Advanced level)	4, 5, 6 July	3	£255	Delcam
CAD/CAM ArtCAM JewelSmith Beginners	29, 30, 31 March or 23, 24, 25 May	3	£255	Delcam
CAD/CAM JewelCad – Beginners	14, 15, 16 March or 25, 26, 27 July	3	£255	Keith Adcock
CAD/CAM JewelCad Advanced Level	13, 14, 15 June	3	£255	Keith Adcock
CAD/CAM JewelCad Intermediate Level	9, 10, 11 May	3	£255	Keith Adcock
Casting – Practical Technology	27 June-1 July	5	£360	Ian Nelson
Creative Laser Welding	18-22 July	2, 3 or 5	2 days £170 3 days £255 5 days £360	Tom Rucker
Diamond Grading Practical and Exam	29 June – 7 July or 13-21 July	6.5	£825 (includes GA Exam fee of £500)	Kate Hopley
Electroforming	11-15 July	5	£450	Les Curtis
Enamelling for Beginners	18-22 July	3	£255	Penny Gildea
Enamelling Master Class	18-22 July	3	£255	Phil Barnes and Jane Short
From Concept to Design	23, 24, 25 May	3	£255	Kate Warren & Keith Adcock
Gemmology Basics	20, 21, 22 June	3	£255	Kate Hopley
Granulation Master Class	11-15 July	5	£450	Giovanni Corvaja
How to sell Jewellery Convincingly and Knowledgeably	27-29 June	3	£255	Violet Bailey
Hydraulic Die Forming	4-8 April	5	£450	Phil Poirier
Jewellery – New techniques for contemporary jewellery manufacture	25, 26 July	2	£170	Tom Rucker
Jewellery Bench Tricks	25-29 July	5	£360	Richard Witek
Jewellery Fine Techniques	4-8 July	5	£360	Richard Witek
Mokume Gane	11-14 July	4	£325	Alistair McCullum
Mould Making Masterclass	4-8 April	5	£450	Hubert Schuster
Pearl Threading	4-7 April or 18-21 July	4	£325	Maggie Lambert
Platinum Masterclass	18-21 July	4	£360	Jurgen Maerz
Silversmithing Masterclass	4-8 July	5	£450	Matti Tainio
Spinning	30, 31 March & 1 April	3	£255	Steve Millington
Stonesetting – An Introduction	4-8 April	5	£360	John Russell
Stonesetting for Beginners	25-29 July	5	£360	Vaughan Adkins
Stonesetting – Tips of the Trade	11-15 July	5	£360	John Russell
Watch Repair – An Introduction	27, 28 June	2	£170	Paul Thurlby
Watch Repair for Improvers	4, 5, 6 July	3	£255	Paul Thurlby
Wax Sculpting	27 June – 1 July	5	£360	Mark Brayley
Wireworking Masterclass	4-8 July	5	£450	Giovanni Corvaja

•Please note - this is only a selection of the many Short Courses available through UCE

SPECIAL/BESPOKE COURSES are also available subject to demand. For example: CAD/3D Rhino, Marketing for Profit – The Essential Toolkit, Health and Safety – A Guide for Jewellers, Introduction to Self Employment, Rapid Prototyping.

Easter Courses in London



The Sir John Cass Department of Jewellery and Silversmithing at London Metropolitan University will be running some 42 short courses this year and would-be students are advised to book early to avoid disappointment. The first two 'blocks' of teaching take place over the Easter holidays from 21-24 March and from 30-1 April, 2005. A further three weeks are scheduled for the summer, running consecutively from 4 - 22 July.

Some of the courses are what Short Course Director, Alan Craxford describes as 'straightforward trade skills' – stone setting, practical jewellery making, photo-etching and so on – others are more specialist and esoteric. The Cass prides itself that all tutors are experienced in their field and that the standard of teaching is high.

which participants learn the secrets of raising sheet metal into extremely complex shapes. For those wishing to try their hand at the decorative technique of 'Granulation', Linda Lewis from Edinburgh will be on hand to share her expertise.

Reservations

Courses last either three or four days (9am-5pm) and most cost £70 a day, although some computer design courses are more expensive.

Working with stone

A regular course and a particular favourite with students is Charlotte de Syllas's 'Working with stone – a contemporary view', in which this talented and much-admired designer maker shares her passion for stone carving. Another popular and unusual course is 'Anticlastic Raising' by Beaulagh Chapman, in

A brochure giving full details of all courses is available from Alan Craxford at The Cass on 0207 320 1926 email a.craxford@londonmet.ac.uk or by visiting www.londonmet.ac.uk



CAD/CAM Training Suite for London

Holts Jewellery School in London has won funding from the Made In London regeneration agency which supports manufacturing in city to set up the first CAD/CAM training centre for jewellers working in the capital.

design programmes including: 3Design Jewel, JewelCAD, ArtCam, Rhino, Magic and Photoshop. The Centre, which will operate on a 'drop in basis' will also house a Solidscape rapid prototyping machine and a CNC milling machine to create a fully equipped CAD/CAM centre.

The Centre, which is due to open in February 2005, will be based at the Sonar Warehouse for jewellers in Bethnel Green, East London. It will have seven computers (six for students and one for the tutor) running all the specialist jewellery

The Centre will be staffed by Becky Currant, who has spent many years working in industry and is perhaps one of the most highly skilled CAD operators in the UK.



Tutor Becky Currant

Holts has been advised in the setting up of the centre by the Jewellery Industry Innovation Centre Birmingham which has a comparative facility.

"Up skilling designers so that they can use CAD and CAM is the only

way that the UK can compete in the world marketplace." Jason Holt told JIB. "We are very lucky to have one of the most highly skilled CAD operators in the UK to teach at the Centre and we know that once it is up and running that it will provide a fantastic facility for the entire trade."

New Courses at Holts

Holts Jewellery School in Hatton Garden, London has a number of new courses on offer for 2005. These include: 'Hand Engraving', 'Advanced Stone Setting', 'Advanced Design' all taught by experienced 'trade' craftsmen. 'Courses for Retailers' and 'Business Skills' have also been added to the syllabus to provide assistance at all levels. For a full programme telephone: 0207 405 5286.

BJA and IJL renew contract

The British Jewellers' Association and Reed Exhibitions, organisers of the International Jewellery London trade event, have renewed their mutually beneficial sponsorship agreement for a further four years. Under the agreement the British Jewellers' Association will continue to be represented on the show's development board and will provide its formal backing for the show through its website and other promotional vehicles.

The deal also means that BJA members retain their 2.5% discount off stand space at the show. Speaking at the official signing of the agreement, show director, Anna Wales told JIB: "The amount of space taken by BJA members has increased year on year and was the highest ever in 2004. We are keen to attract even more BJA members to IJL in 2005 and look forward to

working in partnership with the Association in the years to come to our mutual advantage."

PR changes

IJL has announced the appointment of a new firm of public relations consultants, hired to raise further the profile of the show. The company chosen for the task is Hammond PR, a London agency, already working on other shows in the Reed Portfolio. The company has well-established credentials not only in exhibitions but also in the jewellery industry and numbers the Basel Watch and Jewellery Show amongst its clients. IJL show director, Anna Wales, is confident that Hammond will bring new, consumer journalists into the event.

Anna Wales of IJL and Geoff Field of the BJA



Association supports Craft Awards

The British Jewellers' Association has once again sponsored the annual 'Goldsmiths' Craftsmanship and Design Awards' organised by the Goldsmiths' Craft and Design Council. The financial support for the award is drawn from many organisations, companies and individuals within the industry alongside principal patrons the Worshipful Company of Goldsmiths and Cartier.

The purpose of the Awards, now in their 97th year, is to promote excellence in both craftsmanship and design and its 20 member organising 'Council', headed by recently appointed Chairman, Jennifer Bloy, is very keen to help raise the profile of the awards not simply in the trade but also in the public domain.

There are 28 categories in the Awards which are open to anyone in the UK engaged in designing and or working with precious metals gemstones and related materials, including students.

New categories

Several new categories were added for 2005 including medal design, production jewellery and 'one-off' gallery pieces. Another new Award is the 'IBB British Jewellery Design Award' backed by the London jewellery manufacturer International Bullion and Metal Brokers (IBB), which is offering the winner the opportunity to design a commercial range of jewellery for sale through their company.

The Gemmological Association of Great Britain is offering all entrants



Jennifer Bloy recently appointed Chairman of the Goldsmiths' Craftsmanship and Design Awards

to the Awards the chance to win a scholarship worth £2000 to attend its daytime Gem Diamond Diploma Course. The choice of winner, will be made based on a 200 word statement supplied by competitors as to why they wish to be considered for this Scholarship.

Exhibition

The winners of all the Awards - which cover over 28 categories - will be announced at a ceremony to be held at Goldsmiths' Hall on 28 February. An exhibition of the best entries from the competition will go display in a public exhibition, also at Goldsmiths' Hall, which will be open from 1-4 March, 2005 10am - 5pm. For further information contact Brian Marshall, chairman of The Goldsmiths' Craft and Design Council on 01895 420052.

Opportunity for British Designers in Hong Kong

UK Trade & Investment, the Export wing of the DTI, is offering British jewellery, fashion and accessory designers the opportunity to take part in a special promotion of British products in Hong Kong.

The promotion is being organised by Ms Joann Kok, commercial officer at the British Consulate in Hong Kong who has particular expertise in this field and who

as well as screening the collections to appear will also invite relevant fashion retailers, department stores, agents, distributors and the Hong Kong press and others to view the resulting exhibition.

Subsidies available

The event, which is highly subsidised, will take place from 21-23 March at the Conrad or Island Shangri-La Hotels (both of which

are 5 star and in Central Hong Kong). The cost is £800, which includes an airline ticket, three nights in the hotel, two days in the exhibition room and all the promotion and publicity for the event, including the translation of your press releases. It does not include meals or drinks, 'phone calls or daily expenses. It is anticipated that between 15-18 designers will take part.

"This is an excellent opportunity for jewellery designers looking to test the water for their products in the Far East and I would encourage them to find out more:" the BJA's, Lindsey Straughton told JIB.

For further information contact Laurian Davies at UK Fashion Exports on 0207 636 5577 or email Laurian Davies at: laurian.davies@ukfashionexports.com

New premises for Diamond Bourse & Club



The London Diamond Bourse & Club (LDB&C) had plenty of reasons to celebrate the official inauguration of its new premises at 100 Hatton Garden at the end of last year. Over 200 members and their guests attended the opening party and heard Freddy Hager, President of the LDB&C, thank the members and staff who managed the move.

The Bourse, which currently has 300 members, provides an efficient and effective business environment in the centre of the London's jewellery quarter. Its new premises have a modern trading room with high-speed computer links and gem testing equipment as well as a meeting room and kosher dining area. Members also benefit from 24 hour security, access to safes, a full time reception, postal and messaging services, and the privilege of working alongside some of the worlds experts in diamonds and precious gems.

The LDB&C, which came into being in the 1980s as the result of a merger of the London Diamond Bourse and the London Diamond Club has a rich heritage. Both institutions were established in 1940, during World War II when, as the Nazi's invaded the low countries and many refugees, including the world's leading diamondaires, fled to the UK for safety.

The London Diamond Club was established in Ely Place and then moved to 87 Hatton Garden where it flourished for over 40 years as a trading place for diamond cutters, polishers and dealers in rough stones. Whereas The London Diamond Bourse began life in Mrs Cohen's café in Greville Street, where diamond dealers seeking refuge from the pogroms and war in Europe, traded polished diamonds.

Many members had lost their families and all their possessions - many more had lost their own childhood and were survivors of the concentration camps and ghettos. They arrived with what little stock they had left to rebuild their lives in the only business they knew, bringing with them expertise from across the world, and making Hatton Garden the world centre for rough and polished diamonds and diamond jewellery.

As the Bourse expanded and outgrew its premises it moved several times until in the 1970's it moved to 100 Hatton Garden - where it was joined by the Club in the 1980s and has been ever since. Membership is open to any well-established member of the fine jewellery trade and the fees vary from £750 for an out of town member to £2,150 for a full time member who uses the facilities on a daily basis.

The LDB&C is a member of the World Federation of Diamond Bourses, a network of 25 bourses in 17 countries, which provides an international set of rules and codes of practice for the diamond industry. It has worked closely with the Diamond Trading Company and Foreign Office representatives to set up the Kimberley Process, handling the sensitive issues of conflict, synthetic and treated diamonds. Its committee represents the opinions of its members at national and international level, and works with politicians and other trade bodies to support and raise the profile of the diamond industry.

For further information on the LDB&C, contact Maxine Philips on 020 7405 2625.



Clive Wright, UK Government Advisor with LDB&C Chairman, Freddy Hager

NEWS IN BRIEF



LEE HURST AT SPRING FAIR DINNER

There is still time to book for the Spring Fair Gala Dinner to be hosted by the British Jewellery Giftware and Finishing Federation at the Hilton Metropole Hotel at the NEC on Monday 7 February, 2005. Tickets, which include dinner and after-dinner entertainment by TV funnyman, Lee Hurst, cost £64 + VAT each (£600 + VAT for a table of ten). Contact Zoe Sheppard on 0121 237 1150 for details.

THE GRAND PLAN FOR LONDON

The future for London's jewellery industry, as put forward in a recently published booklet entitled simply 'The Plan', is bold and uncompromising. Indeed according to the booklet - 'By 2015 London's jewellery industry and allied trades will be globally acclaimed synonymous with design quality and innovation.'

So what is 'The Plan'? Who is driving it? And what will it mean for your business? The Plan is a project resourced by The Worshipful Company of Goldsmiths, The City Fringe Partnership, London Development Agency and Camden Council. It is coordinated by Fiona McKeith, Jewellery Sector Development Manager part of the Regeneration Team at Camden Council with the backing of a number of high profile individuals and organisations working within London's jewellery and silverware community. Amongst those who have contributed to the discussion are all the major trade associations, key suppliers such as DTC and Cookson as well as training and mentoring bodies such as Holts, Cockpit Arts and Prince's Trust.

The Plan, which is currently at the audit stage, aims to provide a co-ordinated approach to communication, research, development and promotion in London's jewellery sector. "At present we are looking into all the different types of provision - vocational training, professional support, mentoring and so on - that are currently available for jewellers and at the same time we are assessing what different types of business actually want and need in this respect - a process which should be complete by April 2005. Once we have the whole picture we will be able to identify the 'gaps' in provision and hopefully work to create public/private partnerships that will deliver what the trade wants and needs to ensure sustainability and generate growth:" says Fiona McKeith.

This is an on-going process and all jewellery and allied businesses working in London are invited to get involved. To find out more contact Fiona on 020 794 3519 email: fiona.mckeith@camden.gov.uk

UK PEARLS FOR SPECIALIST US STORES

Chrissie Douglas, designer and owner of the specialist pearl jewellery company, Coleman Douglas Pearls is to produce a range of pearls for everyday wear for Iridesse a new American retail chain selling exclusively pearl jewellery. Iridesse's first two stores opened this Autumn, five more are planned by 2006 and at least 20 stores will be in operation by 2009. Douglas is the only British designer working for the group.



NEW PRODUCT DEVELOPMENT OPPORTUNITIES 2005

The Jewellery Industry Innovation Centre (JIIC) at the University of Central England in Birmingham has secured further funding to assist west Midlands companies with new product development during 2005. Opportunities exist for manufacturers to get involved in this exciting project, which offers free help and advice on all aspects of new product development from design and CAD/CAM through to the use of lasers and casting technologies. The JIIC team will be exhibiting at Spring Fair Birmingham Hall 17, H37 or telephone 0121 237 1127 to make an appointment.

Sutton Tools Celebrates 120 years



Maggie Nichols, MD of Sutton Tools with a picture of the firm's founder, her great grandfather, Thomas Sutton

The Birmingham based tool and equipment supplier Sutton Tools is celebrating its 120th year in business, making it the most long established supplier to the jewellery industry.

Sutton Tools - which has always been sited in the heart of the Jewellery Quarter - although it has moved premises a couple of times - was established in 1884 by Thomas Sutton and has remained in family hands ever since. The current managing director, Maggie Nichols, who is a great granddaughter of the founder, says that as the youngest of his six great-grandchildren she never gave entering the business a thought as a career possibility. But when she finally joined the company in 1978 she soon discovered that the many different challenges of running a small business suited her 'low boredom threshold' extremely well! She took over the reins in 1984 when the company celebrated its centenary.

So what is the secret of Sutton's longevity? In part it must be the huge energy and enthusiasm of Maggie herself, who as a habitual marathon runner has no need to

prove her own staying power! Pacing is as important in a business, as it is in running, and Maggie believes that Sutton's ability to keep abreast of developments within the industry is key to its success. "We still cater for all the traditional processes and in that respect much of our stock is much as it would have been 120 years ago, but we also have to be aware of innovative products and developments. I believe that processes have changed more in the past 10-12 years than in the previous 50. For example we now stock a number of specialist products for the manufacture and finishing of platinum in line with increased demand for platinum jewellery," she told JIB.

Supplying what the industry really needs is another tenet of Sutton's success. For example, the company was the first tool supplier to introduce laser machines to the

jewellery industry but it soon realised that the initial set-up fee made these prohibitively expensive for many single person and small businesses. Sutton's solution was to source the 'Easi-Welder', a tool that is capable of creating seamless, solderless welds and eliminating porosity on all precious metals, yet at roughly one tenth of the cost of expensive laser equipment.

And what of the future? The UK's manufacturing base is obviously shrinking but Maggie and her 'lads' - as she calls her young, enthusiastic sales team - are already one step ahead seeking new, global customers on the Internet through www.suttontools.co.uk "There are still too many potential customers out there who are not yet aware of how we can help them, and it is my burning ambition to spread the word and bring these people into the net via the net!" she says.

Design Immersion for Weston Beamor

Sister companies Domino and Weston Beamor have recently taken part in the Design Immersion Project a national Design Council initiative, which aims to demonstrate how design - in the broadest possible sense - can improve business. Mary Brittain spoke with group managing director, Mark Senior, to find out what was involved.

Design Immersion, as its name suggests, is a fairly intense process. This is a free service where a 'hit squad' of five design experts descends upon the company to see how better understanding of design relating not simply to product, but also to the corporate image, working

environment and general operational procedures - can aid profitability. A design 'Mentor' with whom the participant has an on-going relationship is also appointed

Weston Beamor was one of 18 companies, drawn from a number of



different sectors countrywide, which won the opportunity to take part in the project. In return for the free advice they were required to share their experience with other participants and feature in a documentary film by the Design Council - so facilitating best practice.

"As a group we have always rather prided ourselves on placing real importance on design. We employ a designer and have always felt that on balance we compare quite favourably with our competitors. I don't think we were complacent before the project began but we have certainly

QEST awards for craft jewellers

Jacqueline Cullen, a designer jeweller with a particular interest in Whitby Jet and Zoe Harding, a recent jewellery and metalwork graduate now running her own jewellery business, are among nine craftspeople to have recently been awarded scholarships by the Queen Elizabeth Scholarship Trust (QEST).

QEST is the charitable arm of the Royal Warrant Holders' Association, which was set up in 1991 to mark the 90th birthday of Queen Elizabeth The Queen Mother and the 150th anniversary of the founding of the Association. It has subsequently made cash awards to some 135 craftsmen and women worth in total more than £825,000. For Jacqueline Cullen, her £2,900 award will provide the opportunity to study Whitby Jet. From 1860-1910 jet - which is formed from 180 million year old fossilised wood - was mined around the town of Whitby and supported a thriving industry for mourning jewellery. The jet is now extremely rare and is only found washed up by the sea or brought down in cliff falls.

Jacqueline is one of just a handful of craftspeople using the material in a non-traditional way. "The Award will allow me to spend time in Whitby looking into the history of the jet industry and sourcing specimens and I hope eventually to have a showcase for my work in the town. I am passionate about reviving the cultural and artistic importance of Whitby jet to the jewellery/craft industry and committed to introducing this seductive material to a contemporary audience," Jacqueline told JIB.

For Zoe Harding her £2,200 Award will provide the chance to attend six, advanced courses at Holts Jewellery School and the Sir John Cass Centre of Silver-smithing and Jewellery where she will study stone mounting, stone setting and lost wax casting. She sees these courses as being essential if she is to improve her craft skills. "I have a passion for design and over the last few years have become fascinated by gemstones and gemmology. I want my jewellery to be thought of as desirable, innovative and regarded as beautiful by customers and fellow makers," she told JIB.



Applying for funding

QEST Scholarships are awarded twice a year and the Trustees are always on the look out for well thought out projects, which will contribute to the pool of craft talent in the UK. Anyone aged 17 to 50 plus can apply. Applications for spring 2005 scholarships close on 11 February 2005 and for the autumn scholarships by mid June, 2005. Application forms can be obtained by sending a SAE (35p) to: The Secretary, The Queen Elizabeth Scholarship Trust, No 1 Buckingham Place, London SW1E 6HR. or by visiting www.quest.org.uk



Top: Zoe Harding whose bracelet appears on the cover

Brooch by Jacqueline Cullen



been surprised by the way the consultancy process has made us reconsider our position and see things in a new light," Senior told me.

The result of the design squad's deliberations was a 19-point plan of recommendations' that Senior and

his team can now consider. "It was a very useful exercise; extremely challenging and has made us rethink a number of things we had previously taken for granted," Senior told me. Amongst the suggestions made, (and one that is not altogether surprising in view of the

design slant of the entire project), is that Weston Beamor should work more closely with the growing band of designer craftspeople using its casting service. It is a suggestion that appeals to Senior: "We are still investigating ways in which we can add value to the services we provide for this increasingly important group of customers," he said.

Another suggestion that has already been acted upon, in conjunction with their design mentor, is a series of workshops for WB and Domino staff on their company's 'Core Brand Values'.

Senior tells me that in light of the recommendations he is also considering the working environment within the factory and a couple of interesting ideas in terms of product diversification. "The design squad said to us 'don't look at yourself in terms of simply your own industry compare yourselves with the best of the best' - so having

always thought we were doing pretty ok on that particular front, we now believe there may be room for some further improvements!"

Results

So does design, as the government would have us believe, actually improve productivity? "It is still early days but if some of the projects we have put in place as a result of the project pay off, then I'm sure that it probably does," says Senior.

For further information

Jewellery manufacturers interested in knowing more about the Design Immersion Project should contact the Design Council direct on: manufacturing@designcouncil.org.uk

Pictures
Starring roles! Mark Senior (far left) MD of Weston Beamor and Casting Team Leader Billy Robinson are filmed by the Design Council