



YACreates

## **Craft Shop New Vendor Information Pack 2025**

### **INTRO**

The YACreates Craft Shop is based in a quirky courtyard in Birmingham's Jewellery Quarter. Surrounded by traditional jewellery and other trade shops the YACreates Craft Shop provides shoppers and visitors with an alternative shopping experience.

The Craft Shop aims to provide local and UK based creatives and crafters, primarily those from the black and global majority communities, the opportunity to have their work seen, appreciated and bought by new audiences.

### **A BIT OF BACKGROUND**

From my first experience of taking part in a funded pop up shop initiative called 'Sidcup & Co' on Sidcup high street in Kent in 2015, I've had a vision to set something up similar one day.

Being part of the Sidcup & Co initiative provided me with my first opportunity to test out and sell my products on a high street. At the time I was just selling to friends and family and their referrals. I was also selling at markets. The opportunity was forwarded to me via the management of the studio complex I was part of and having only moved into the studio 6 months prior, the idea of selling in a high street shop was exciting and daunting, but I was up for it!

The experience provided me with valuable insight into how to sell within a shop space and on a popular high street. The initiative was funded by Bexley Council and other funders to regenerate and rejuvenate the high street. Although we were paying to rent a box, plinth or actual floor space in the shop, we were highly subsidised. There were over 20 sellers and for those who were interested, myself included, we were taught how to manage the space, engage with customers, work the tills, generate sales reports, cash up and run meet the maker events. When winding down at least one of the sellers moved into her own shop on the high street.

Most recently I rented a pop up space at Redbrick market in Digbeth, Birmingham. Although this experience was not as hands-on as the Sidcup & Co opportunity I was still able to trial and sell my pieces to a new audience, in a new City.

Almost 10 years later the time has arrived and I am delighted to see the YACreates Craft Shop coming to life with 11 traders including myself taking part so far.

Thank you for your interest in becoming a craft shop vendor, read on to find out more and if you would like to take part in 2025, please complete and submit the [vendor application form](#).

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## SHOP INFORMATION

### Location

15C Pitsford Street, Jewellery Quarter, Birmingham, B18 6LJ

### Proposed New Year opening hours from Tuesday 14 January 2025

- Mondays - closed
- Tuesdays - 12pm - 6pm
- Wednesdays - 12pm - 6pm
- Thursdays - 12pm - 6pm
- Fridays - 12pm - 6pm
- Saturdays - 10am-4pm
- Sundays - Closed

All opening hours are subject to change and will be modified once more people are available to support.

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## FEES

### Monthly vendor fee

For 2025, the monthly vendor fee has been set at £15 per vendor per month.

If your vendor application is accepted you will be sent a payment link to subscribe.

All payments will be managed by Stripe on a monthly basis from the date of subscription signup.

### Sales commission fee

A 20% commission fee will be charged on all sales made in the shop.

### Commission pricing

As sellers, I appreciate you will have a fixed amount in mind that you would like to sell your products for and the amount of profit you want to make.

With this in mind I have developed this [Commission Calculator](#) that will allow you to calculate how much you will receive once the commission is paid.

You can also calculate a new price based on our commission rate to help ensure you still get the amount you had banked on once the commission rate is deducted.

### Additional fees to consider

Before a final payment amount is reached the following fees may also be deducted depending on the circumstances.

- Card payment processing fees - this is currently set at 1.75% of the sales amount
- Associated returns and refund costs

All fees will be deducted and documented on any sales reports sent to you.

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## **BANK DETAILS**

You can add your bank details in the relevant section of the vendor application form.

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## **PROMOTION**

All efforts to regularly promote the shop as a whole will be made, however the onus will be on you to regularly promote where your work is being stocked.

You can add stockist information to your social media bios and/or websites - a few of our current vendors are already doing this, which is great!

Where possible graphics and other marketing materials will be shared for you to use to promote your work at the shop, and any events where there is an opportunity for your work to be purchased.

If a post featuring your work is created, you will be tagged and/or sent a collaborator request so make sure you use these opportunities. More priority will be given to members who are responsive.

I appreciate everyone has a social media platform that they prefer so you don't have to use Instagram, TikTok etc to be tagged. There is a section on the vendor application form where you can add your social media platforms and preferences.

The main thing is that your pieces will sell better if more efforts to promote them are being made.

A good way to keep up to date is to follow [@yacreates on all social platforms](#), check our WhatsApp updates via 07522184674 and [subscribe to the newsletter](#).

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## **VOLUNTEERING**

From time to time help to manage the shop during opening hours will be required.

Opening times at the moment are fully covered by myself, and with more vendors to support we can increase hours across the week.

An induction and guidance will be provided before you are fully left alone.

There is a section in the vendor application form where you can add the days and times you can help manage the shop.

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# VENDOR TERMS AND CONDITIONS

## 1. Product types

- Unique products that have been handcrafted or digitally created that can be sold as gifts, that includes jewellery, accessories, ornaments, and homeware
- No food or hair care products.
- No products that are deemed as offensive in any way shape or form.
- No products bought for resale.

It is your responsibility to ensure you have proper ownership rights to any works included in your products.

## 2. Storage and turnover

There are no storage facilities available so you will need to make allowances for this when sending stock over.

Tuesdays are stock replenish days - you can pop in on those days to replenish your stock or make sure deliveries are received between Tuesdays and Fridays, using a tracked delivery service.

## 3. Insurance

You will need to have public and product liability (PPL) insurance - you can get £10m Public & Products Liability insurance and £5m Professional Indemnity insurance cover for £38 with [a-n Artist membership and a-n Arts Organiser membership](#).

Alternatively you can use any other company that provides a minimum cover of £10m Public & Products Liability insurance and £5m Professional Indemnity insurance cover.

If you are accepted as a new vendor, a copy of your insurance will be required before bringing your products to the shop.

## 4. Product documentation

A product stock and price list is required.

A template for this will be provided to you and added to the shared drive. The template is based on what can be easily uploaded to the inventory system of the card reader so that it is accessible for any of the devices used to collect payment.

For each product you will be required to provide the product name, description e.g. colours, materials used and how it was made, price and quantity for each product you will be supplying.

If there are any specific instructions for the products that you feel is necessary to have and share with potential customers you are free to add it to the relevant column in the template.

## **5. Product labeling and packaging**

All products need to be packaged and price labeled appropriately before sending over. You should also supply any branded materials that will help your business and products stand out, as well as for customers to connect and contact you. Think about how you want your customers to receive your work as they walk out of the shop.

## **6. Sales reports**

These will be sent out on a monthly basis at the beginning of the month following the sales period. You will only receive a sales report if sales are made.

## **7. Monthly vendor fee**

This will be deducted on a monthly basis based on the subscription sign up date.

The fee can be cancelled at any time but you will be required to provide a minimum of 14 days notice and arrange to collect your products within 14 days of cancellation.

## **8. Payouts**

Payouts will be processed by BACS and paid on the same day or shortly after a sales report is sent.

If your application is accepted a link to submit your bank details will be provided.

## **9. Stock handling**

Stock should be sent to arrive at the shop between Tuesdays and Fridays.

The address can be found in the Shop Information section of this document. For peace of mind using a tracked delivery service is advised.

## **10. Returns and replacements**

Contact will be made in regards to any returns, replacements or product queries.

If you have your own returns policy you can send it over or upload to your individual shared folder.

## VENDOR APPLICATION FORM

If you are happy with all that you have read in this information pack and agree with the terms and conditions, then please [complete and submit the vendor application form](#).

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## GET IN TOUCH

If you would like to discuss anything within this information pack get in touch via email [contact@yacreates.com](mailto:contact@yacreates.com) with your questions and queries.