



Community  
Woodlands  
Association

**Woodland Product Development**

**Buy Design Gallery, Jedburgh**

**16<sup>th</sup> October 2011**



*This event is part of the CWA Knowledge and Skill Development Training Programme, funded by the Scottish Government Skills Development Scheme and the Robertson Trust.*



## Woodland Product Development

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This report focuses on the Woodland Product Development event delivered as part of the CWA Knowledge and Skills Development Scheme 2011/12. This event took place on Saturday 16<sup>th</sup> October 2011, training a total of 6 people. This report summarises these events and gives feedback on the success of the project.

### Why did we do this?

CWA were inspired to deliver this one day practical training event following a very successful CWA seminar on Woodland Product Enterprise, held in Milton Community Woodland in August 2011. A full report on this seminar is available on the community woodlands website. The seminar encouraged a number of member groups to evaluate their own woodlands for woodland product potential and it was felt that a practical introduction to the subject would be well received.

### Woodland Product Development Course Content:

#### **The aim of the course is:**

During this 1 day practical training, delegates will learn valuable craft and design skills as they develop and prepare a woodland product ready for sale. Skilled crafters will take delegates through all the stages of design and marketing, including: promotion, pricing, branding and quality vs demand.

#### **Objective of the day:**

To select, design and make a suite of products from small round wood using three or four simple methods. Delegate contribution is important as this process of product development is entirely dependent on their available resources, and type of woodland.

The day consists of evaluating the timber, the tooling and the techniques that could be employed to make a value added item from a forest resource. During the course of the day the trainers will be assessing technique, approach to aesthetic design, understanding of timber properties and approach to quality of product, presentation and cost analysis.



Delegates will be making a product that will sell, will contribute to group or individual income and most importantly that through the skills learnt on the day delegates can pass on to others.

### **How we will achieve this:**

- We will examine the resource
- We will evaluate the tool bank most commonly available to community woodlands or small workshop infrastructure
- We will design around the timber potentially available from your woodlands (or upcycling)
- We will then develop a range of small products from that resource that could be used as potential income stream or future course development in your group or for individual makers
- During the making time – we will assess the timber, tools and techniques that are required and where they can be improved.
- We will then resolve the prototype designs through group critique
- We will examine finishing, presentation, a back-story and brand
- We will then photograph, label, package and establish price point
- We will then re-visit the resource, process, production and retail opportunities discovered today
- Discuss how to take this forward with your own woodland, own group, collective or individual approach.

## **Event trainers: Eoin Cox and Keith Wintrup**

### **Eoin Cox MBE**

A native of Fife he has been involved in communities, landscapes and heritage for more than 30 years. His involvement in timber came through years of working in the ancient archaeological landscape of Scotland. He was predominantly involved in medieval and early industrial European trade with Scotland. He has worked in Russia, Central Asia, Saharan Africa and Scandinavia.

A chance meeting with the late Tim Stead sculptor and furniture maker saw them form a nucleus of local Borders people into what became the first community woodland buyout in Britain in 1985. Borders Community Woodland has been an international model of community engagement ever since. WWF asked No Butts (a company formed by Eoin and Tim) to explore the potential for a large Scottish based / woodland centred Millennium Project, quickly to become Millennium Forest For Scotland Trust, they were instrumental in being founding Trustees of Borders Forest Trust. Eoin founded and focussed on the



economic restoration element of a BFT bid around Woodschool, a unique centre for local timber utilisation.

This unique collective of furniture designer / makers was widely recognised as an exemplar of social enterprise within Europe for the furniture, forestry and creative industries. Committed to raising awareness of Scotland's new makers and users of local hardwoods and in all traditional applied arts and crafts, he received an MBE in 2002 for his work in small business development in rural Scotland.

He has provided extensive technical, commercial and strategic advice to companies, organisations and individuals throughout the UK, Europe, USA, Japan and Australia involved in value added community forestry. He is a past Director of Galgael Trust, a community enterprise in Govan which addresses the use of local timber in traditional boat building. He is also a strong advocate of social capital, community capacity and entrepreneurship.

Eoin left Woodschool in 2008 to concentrate on his gallery business BuyDesign Gallery, near Jedburgh and to take up more direct action in community woodland work. He is currently involved in a research project on Sustainable Development and Craft in Fife at St Andrews University and working with Community Woodlands Association on promoting Arts and Cultural Heritage in Scotland.

### **Keith Wintrup**

Keith is a founding member and active volunteer with Wooplaw Community Woodland. Keith has 30 years experience in working in green wood crafts, and regularly provides demonstrations and hosts training events in furniture making, willow chairs, willow sculptures, basketry, charcoal burning etc.

Keith also established a willow collection in Wooplaw Community Wood to be used in the future for basket making and woodland craft courses. He has undertaken training in seed collection, propagation and harvesting to enable him to maintain the willow nursery.

### **List of course participants**

| <b>Name</b>         | <b>Group Name</b>                       |
|---------------------|---|
| Holly Booth         | BBC Scotland – Landward Producer        |
| Dorothy Jackson     | Individual CWA member                   |
| Rosslyn Mills       | CWA staff & Cambusbarron Woodland Group |
| Catherine McCluskey | Clydesdale Community Initiative         |
| Fiona Thomson       | Clydesdale Community Initiative         |
| Isobel Knox         | Dunbar Community Woodland               |



## Course content

|                         |   |
|-------------------------|---|
| <b>10.00am -12.30pm</b> | Welcome and introductions<br>Icebreaker – make your own call sign<br>Timber, Tools and Technique<br>Making time – prototype and make two products |
| <b>12.30 – 1.00pm</b>   | Lunch   |
| <b>1.00 – 3.00pm</b>    | Resolve design and finish to a collective quality   |
| <b>3.00 – 3.20pm</b>    | Afternoon break; open discussion about products and delegate woodlands  |
| <b>3.20 – 5.00pm</b>    | Discuss presentation, packaging and price<br>Group opportunities, collective marketing, and future products                                       |

### **Throughout the day delegates will be encourage to think about:-**

#### **Timber** – What do you have available or could source?

What species, dryness, sizes, costs?

Where will you store this and volumes required?

Does it fit with your woodland management plans –coppice /thinning, enterprise

#### **Tools** – What are the basic requirements?

Nice to have vs necessary to have

Costs, overheads, further training

#### **Techniques** – One technique, two tools – explore the possibilities

Think of products you have seen and that you think you could now make or adapt

Further drying, kilning, woodland management training

Tools, sharpening, care, HSE

What are the advantages of power over hand tools

#### **Talent** – Who is in your community that has skills that could be adopted, learnt from?

Machine time, workshop space, expertise

Who is good at presentation, graphics, photography, wordsmithing?

How do you decide what can be made for maximum benefit – commercially / educationally / environmentally?

#### **Product**

Species – can we use other species?

Size - physical adaptation, scale,

Supply – does it still fit with your woodland management plan, recycling supply chain



### Process

Now that you have these techniques what else could be made by you now ?

### Planning

How would you go about setting up the process ?

What tools will you need and what will it cost ?

How long do things take from woodland to workshop to market

Where would you sell them or how would you raise awareness of the products ?

### Photographs





## **Feedback from participants**

*Total number of participants returning feedback was 6 out of 6*

### ***How did you hear about this event?***

- CWA e-bulletin
- Work colleague
- CWA staff
- Email
- CWA website

***Please rate the event against the following criteria, circling the appropriate statements:***

|                     | V. Poor | Poor | Fair | Good | V. Good |
|---------------------|---------|------|------|------|---------|
| <b>Location</b>     |         |      |      |      | 6       |
| <b>Organisation</b> |         |      |      |      | 6       |
| <b>Catering</b>     |         |      |      |      | 6       |
| <b>Facilities</b>   |         |      |      |      | 6       |

### ***Do you feel that the event delivered your expectations?***

| Yes | No | Partly |
|-----|----|--------|
| 6   |    |        |

***If your answer was 'No' or 'Partly' please tell us why, and how we might improve things.***

n/a

### ***Please tell us why you wanted to take part in this event?***

To get ideas for product development from my woodland  
 Learn skills and ideas to use in my own community woodland  
 To learn new skills to pass on to others who live with me in the woods  
 To learn craft skills to apply to our own woodland  
 Gain green wood working skills and learn about marketing  
 To learn more about green wood and the different crafts that can be achieved through simple techniques

### ***What benefits do you feel you gained from attending the event?***

Tech skills, understanding of marketing, how to develop multiple products from one basic technique  
 Confidence to make something, design something. Take skills to workplace and pass it on to workmates and volunteers  
 Learned new skills  
 Achieved above plus confidence and lots of ideas to take home with me



Learned skills and made useful products and had fun

Take away with me new skills that I can put into practice and share with others

***What will you do with the experience / skills / ideas you have gained from attendance?***

Put into practice in my woodland and share with other individuals / communities

Share with others

Boast! And share with others

Share them!

Start woodworking at home using our woodland

Pass on to workmates and volunteers

***Would you recommend others to take part in such an event?***

|            |   |           |  |
|------------|---|-----------|--|
| <b>Yes</b> | 6 | <b>No</b> |  |
|------------|---|-----------|--|

***Please explain why / why not:***

Very useful

To learn!

***What would you like to see Community Woodlands Association do next?***

Chainsaw use and product marketing

I would like to attend other CWA courses, not sure what yet

Chair making

More courses and opportunities to make products

Advice for acquiring tools

***Do you have any other comments on any aspect of the event?***

Inspiring and excellent teaching and sharing of knowledge

Great day, lovely people, thanks!

**The following section was optional:-**

|                  |              |   |              |   |                |   |              |  |
|------------------|--------------|---|--------------|---|----------------|---|--------------|--|
| <b>Gender</b>    | <b>male</b>  |   |              |   | <b>female</b>  |   | <b>6</b>     |  |
| <b>Ethnicity</b> | <b>white</b> | 1 | <b>Scots</b> | 3 | <b>British</b> |   | <b>Other</b> |  |
| <b>Age group</b> | <b>16-25</b> |   | <b>26-40</b> | 2 | <b>41-60</b>   | 4 | <b>61+</b>   |  |