



## Frequently Asked Questions: Hothouse 2019 Applications



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**

Crafts Council Registered Charity Number: 280956

**Hothouse Programme: Frequently Asked Questions**

**These FAQs are intended to give more information on completing the application form and taking part in Hothouse. If you can't find your answer here contact the Talent Development Team at [makerdev@craftscouncil.org.uk](mailto:makerdev@craftscouncil.org.uk)**

## **Application process**

### **I'm not ready to apply this year - will Hothouse happen again?**

We hope so, but can't confirm at this stage. Please sign up to the Crafts Council e-bulletin to stay in touch with all our Talent Development activities.

### **I've applied before and wasn't successful – can I apply again?**

Yes, as long as you still meet eligibility criteria. However, it is advised that previously unsuccessful applicants submit a new selection of images.

### **Why is there an application fee?**

As with many programme or opportunity applications there is an application fee to apply to Hothouse. This goes towards the administrative costs of the recruitment process and is non-refundable even if your application is deemed ineligible. As part of the fee all applicants can also claim a 20% discount to a Crafts magazine.

### **Why is there a programme fee to participate?**

The contribution of £200 helps to ensure participants commit to the programme and is based on programme fees to similarly high profile programmes. The value of the programme per participant is over £5000; your contribution goes towards this. Participants can pay in monthly instalments of £40 (over 5 months) or in one off payment upon signing their agreement to participate in the programme.

### **Why is there an interview?**

It is important for us to meet applicants and talk in detail about their work, their plans and why they want to be part of Hothouse to help us make our final decisions.

### **How many people get an interview and what is the interview structure?**

We will shortlist approximately 40 applicants. Those who are shortlisted are asked to interview and we ask you to bring some work to the interview. There will be an interview panel which can seem a bit scary but means that we can all see how we may be able to support you through the programme. If selected for interview you will meet some of the other applicants and see their work, which many applicants find a helpful shared experience.

### **I don't have anything to write on my application form or C.V as I've only just started up.**

It may mean it's too early for you to apply as you need to use your current work and practice as the basis for your learning on the programme. If you haven't done much yet think carefully to remember any exhibiting opportunities you might have had during training, prizes you might have won, local press etc.

**What sort of thing are you looking for on my curriculum vitae?**

Please try to ensure that you provide us with a 'creative C.V.' which should include things like shows you have participated in, roles that relate to your creative practice, courses completed and dates, awards, residencies, commissions etc. We don't need to know all details of your work history, such as work in a coffee shop, but please do include relevant work experience.

You can include any career breaks or previous careers if craft is a change in direction for you or you are a second careerist.

**I want to include a video application – what shall I include?**

We now accept video applications for the 'supporting information' section. Make sure you cover all the questions. There are several different video platforms you can use, one of the simplest is Vimeo (<https://vimeo.com>) where you create a free account and password protect the films you upload – just remember to include the password in your application form!

**I'm waiting to hear if I've been successful on an application for another opportunity, should I put it down?**

Yes, just write 'applied for and pending' along with the planned date.

**I don't have four or more different pieces of work to show in my six application images, is this problem?**

Carefully consider if you are ready to undertake this programme. It may mean it's too early for you to apply as you need use your current body of work or range as the basis for your learning on the programme. You may benefit from focussing on developing your body of work or range and consider applying for a future year.

Furniture makers may not have as many pieces to show as the design and development process tends to be longer, and we will take this into consideration.

**I don't have access to the internet to complete my online application form.**

Please contact the Learning and Talent Development Team.

**I don't know how to size my images correctly.**

We cannot provide IT support but to get help resizing your images we recommend using the following guides:

For windows 7 users see the online guide for using the Paint tool: <http://goo.gl/etFmfO>

For all windows users: <http://goo.gl/P9v9eJ>

For Mac users: <http://support.apple.com/kb/PH5936>

Or an online tool:

Photoshop express online: <http://www.photoshop.com/tools>

Pic Resize: <http://www.picresize.com>

### **Who should I put as a referee?**

You might put a tutor, related employer, someone you have done work experience for. This should be someone who knows your work. We would prefer that you include only one referee from your most recent programme of study. And don't forget to ask them first! Your referee cannot normally be someone related to you or a member of your family.

### **Eligibility**

#### **I am self-taught, am I eligible?**

Yes, absolutely. Please give details of how you have developed your knowledge and skills and of any short courses you have completed.

#### **Is there an age limit?**

No – so far on Hothouse our participants have ranged from 20-60!

#### **I live in the UK but not in England, can I apply?**

The Hothouse programme is partly funded by Arts Council England and so funded places are for residents of England only. We can accept applications from makers living and working elsewhere, including other parts of the UK, only on a self-funding basis. We recommend that you contact us for details of fees, consider your transport costs and seek support with sources of funding where you live.

#### **What do you mean by 'emerging'?**

We mean starting out and not yet established. To be considered emerging, a maker can be of any age who intends to be a professional maker but is not yet earning a living solely from their craft practice. We use a definition of 'within 4 years of setting up or graduating'.

#### **How do I know when I started my practice?**

This might be:

- The date you completed your training, if you did not go into full time or equivalent employment following this
- The date you registered at the Tax Office, if you have done so
- The date when you first exhibited your work publicly (since completing study), if you have continued to exhibit since then
- A date when other support has been received towards starting the business, such as Princes Trust or Business link support

**I haven't graduated yet, am I eligible?**

No, unless you will have completed your training by the time the programme starts. We recommend that you apply the year following graduation as participants are expected to use examples from their practice and business on the programme and be active between sessions. We also prefer to see how your work develops independently outside of the training environment as this gives a clearer indication of your ability to be self-led and motivated.

Remember you don't need to have gone to university to apply for Hothouse.

**I have only just graduated, am I eligible?**

Yes, provided you have completed your training when the programme starts. We will want to see evidence of a range or body of work, and that you have other opportunities lined up that will help you engage with the programme fully. You may prefer to wait until the year following graduation to see how both these areas develop.

**I'm doing a part-time MA over a number of years, am I eligible?**

No, we cannot accept people who are also completing MA studies even if part-time, you must have completed your studies by the time the programme starts.

**I can't decide between Hothouse and further study i.e. MA.**

We recommend completing study before taking part. An MA often changes a maker's work and practice radically. If you complete the Hothouse programme before the MA you could find the practice planning and business development you do during Hothouse may not be right for the type of work you complete your MA with.

**I graduated more than 4 years ago but haven't set up yet am I eligible?**

Your graduation point may not be important if we can ascertain that you have been working full time or equivalent since graduation. This might also include being a full-time parent. If you have been working full time or equivalent in an unrelated area it is useful for us to know this. Did you exhibit or sell your work during this period? Where? How often? You may be deemed to be running a portfolio career and have started your practice if you have been exhibiting regularly for more than three years as well as working in related areas, such as teaching within the discipline you practice.

**I have had a previous career before starting my craft practice, am I still eligible?**

Yes. If you have had a previous career please give details in your C.V as this can be of interest in understanding your practice and the way you work. Try not to leave any major gaps in your recent career history.

**I am registered at the tax office but for a different business to the one I am intending to run now, does this count as a start date?**

It will not count as a start date if you are registered for a business which is unrelated to the one with which you are applying to Hothouse.

**I trained/started a creative business a long time ago but haven't been practicing am I eligible?**

We need to understand if this is a new start or change in direction, what you were previously doing, and if you have taken a career break as a maker. Please ensure you include any 'career break' periods in your C.V.

**I set up more than 4 years ago and have been exhibiting regularly but I haven't really sold much work, am I eligible?**

No, as you have been exhibiting regularly with the intention to trade. Our other Talent Development support may be of use, visit the website for more information <http://www.craftscouncil.org.uk/what-we-do/overview-talent-development-support>

**I'm not sure my work is suitable; can I see examples of other makers who have taken part in Hothouse before?**

Your approach could be traditional or innovative (including digital) but you will show a high level of skills in your work. Take a look at [www.craftscouncil.org.uk/hothouse](http://www.craftscouncil.org.uk/hothouse) to see examples of previous Hothouse participants and their work.

**I'm not sure my practice is a business, can I apply and can the programme help me?**

If your craft-focused practice will be your main source of income or you are working towards this, Hothouse will help you to understand the business models that are suitable for you, without compromising your vision and goals.

**Why do I have to have 'unlimited leave to remain' in the UK?**

The Crafts Council's role is to support makers based in the UK as we are funded by public money by the Arts Council England. We invest in participants' practices through training and support to the value of more than £5000 per person. The intention is that this investment stays within the UK. We need to be sure applicants are able to intend to continue their businesses here.

**Taking part in Hothouse:**

**Is there any funding?**

We can offer limited funding to support travel and accommodation costs. Your application should not be reliant on this as costs incurred will exceed what we are able to provide.

**How often will I need to attend Hothouse? Is it full time?**

It isn't full time. We will share the full programme dates and venues well in advance. You will also be meeting and talking with your mentor over the six months, this will be scheduled to meet you and your mentor's availability.

**How long are the training days?**

These are full days, usually from 10am-5pm, and may require early starts to arrive on time or to take advantage of cheaper travel and accommodation.

**I have a full time/part time job, can I take part?**

A part time job should not be a problem and many participants run portfolio careers (e.g. several roles simultaneously). You need to commit to attending all sessions and must prioritise and diarise these, if applicable in agreement with your employer in advance. You must be able to use your current practice as the basis for learning so will need to allow time to be active in your practice between sessions.

**I have business commitments, i.e. trade fairs, during the 6 months the programme runs. Will this be a problem?**

We give advance notice of all session times and dates and participants are expected to prioritise and diarise these. We try to be accommodating of likely business commitments such as key trade fairs taking place during the period the programme runs.

**I have personal commitments during the 6 months the programme runs. Will this be a problem?**

We understand that makers run portfolio careers and will have personal and part time job commitments. We see many second-career makers on the programme and understand that many have family commitments. In order to help participants plan for this we give advance notice of all session times and dates and participants are expected to prioritise and diarise these.

**The guidelines mention there may be consecutive days training. Will I have to stay overnight?**

Yes, these occasions can be invaluable for getting to know your peer-group and the Hothouse partners more informally and as such are a useful part of the programme. We will provide information about these sessions in advance so that where necessary accommodation can be booked ahead.

**Does the Hothouse programme involve weekday or weekend commitments?**

Currently all programme dates are on week days. This could be subject to change and we give notice of the key Hothouse dates well in advance. We recommend checking out supporting information such as the case studies also, as this gives an idea of the commitment level from participants' perspectives.

### **What is a mentor?**

Mentors are established practicing makers, specialists and industry experts. Hothouse participants are expected to use the time with their mentor in a planned and focussed way to address a specific area or question.

### **Can I choose who I get as my mentor?**

You will be asked to indicate on your application form which general area you feel you need mentoring in. We will assign a mentor that will respond to your needs and support your business growth. Your mentor may not be a maker but could be a business specialist or marketing whizz! Matches are also often purposefully chosen to be surprising, inspiring and challenging to participants' expectations. We ask participants to be open to this process.

### **I feel like I just need a mentor, can I apply for that?**

We do not currently offer a mentoring only scheme, we do offer one-to-one advice sessions with our Talent Development Managers, visit our website for more information. The programme is fully integrated and the mentoring programme is intended as support for participants' learning and development. If you are confident in all areas outlined in the programme then you may be at a further point in practice and experience than it intended for.

**If any of your questions are not covered here, or you need further clarification on anything please contact the Learning and Talent Development Team [before submitting your application at: makerdev@craftscouncil.org.uk](mailto:makerdev@craftscouncil.org.uk)**