



Hothouse 2019:

Eligibility, programme and financial information



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Introduction

Are you an emerging maker? Have you set up your creative practice or craft business in the last four years?

The Crafts Council is inviting applications for Hothouse 2019 and we are looking for diverse, motivated and talented emerging makers, artists and designers who celebrate craft at the heart of their practice.

Hothouse is a tailored programme of creative and business development which provides you with the tools to grow a sustainable and successful creative practice and/or business.

Hothouse 2019 is the eighth annual intake of the Hothouse programme which has already supported over 200 diverse, talented and ambitious makers since 2010. Participants have gone on to use the skills and confidence gained through the programme as a launch pad to developing individual and collective profiles.

Whether your practice is gallery or retail focused to conceptual installations, from making one off pieces to batch production, our programme offers you the skills to flourish.

Hothouse is part of the Crafts Council's Professional and Business Development programme for makers. For more information visit www.craftscouncil.org.uk/what-we-do

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Part 1: Is it for me?

We want to bring together diverse and talented makers from all over the country whatever their background or professional qualifications. We are open to a diverse range of disciplines, materials and ideas. If you are a talented maker able to demonstrate potential to commit to, and succeed in, your making practice – Hothouse could be for you.

Eligibility criteria

- **Emerging:** you will have started your practice or business within the last four years or be about to start practicing. The following may be used to determine when you began your practice:
 - The date you completed your training
 - The date you registered at the Tax Office
 - The date when you first exhibited your work publicly (since completing study, and not including degree related shows)
- **Making:** You might define yourself as a craftsperson, a maker, a designer, or an artist. You may be making all your work by hand, exploring batch production or developing work for retail, exhibitions or residencies, but making, primarily in 3-D, will be at the heart of what you do.
- **Practice/Business:** Having your craft-focused practice as your main source of income or working towards this.

NOTE: There are no requirements as to the structure of the business. Partnerships are eligible to apply so long as all partners are involved in the creative and making process, and the work submitted with the application is made by and identified as that of the partnership, rather than the individuals. Names, training and work experience must be given for all individuals in the partnership in the application. Any additional C.V's can be emailed to makerdev@craftscouncil.org.uk if necessary.

- **Contemporary:** Hothouse supports makers working in a broad manner within the contemporary craft sector. Your work must be directed towards the audiences or marketplaces for contemporary craft. We do not prioritise traditional or heritage craftwork that seeks to reproduce or restore.
- **Materials:** The materials you use could include (but are not confined to) clay, metal, wood, willow, stone, paper, textiles, glass, leather, gems, organic materials, plastics or even new ones you have developed yourself. We also welcome applications from multi-disciplinary and cross-disciplinary makers. The key thing is that you show skill and understanding in how you work with those materials.
NOTE: Fashion or interior designers can only be considered in the context of textile making. Creation or manipulation of the fabric i.e. weaving, knitting, printing or embroidery must be central to the practice and followed through to create a product or body of work. Garments must be constructed from your own material.
- **Techniques/ Methods:** The processes you use could be traditional or innovative (including digital), but you will show a high level of skill in your work. You may use a range of techniques and production

methods including handmade, small batch production or digital technology. Applications are welcome if you are using manufacturers, however you must maintain personal control over the whole of the making process, with an exploration, understanding of, and direct connection to materials used.

NOTE: These are not exhaustive lists of the materials/disciplines/practices that are eligible. Examples of past participants of the Hothouse programme can be found at the bottom of the Hothouse page on our website: www.craftscouncil.org.uk/hothouse

- **Education:** Makers can be from any educational background or training, both formal and informal. There are no formal education requirements: you could be self-taught, have studied craft at university, an apprentice or a second careerist.
- **Nationality/Residence:** You will live and work in England and have either UK citizenship or unlimited leave to remain in the UK.

We do not offer support to:

- Those solely sampling or designing for production and manufacture, or prototyping for industry. Work presented and marketed under the name of the maker must be central to all practices, even if the individual also engaged in other related activity to complement this (i.e. freelance design work)
- Fine artists, illustrators, photographers, and printmakers working primarily in 2D
- Surface pattern or print designers who apply surface design to anything other than their own original products, such as commercially available 'blanks'.

For all queries regarding eligibility please seek clarification from the Learning and Talent Development Team at the Crafts Council at makerdev@craftscouncil.org.uk.

Guaranteed Interview Scheme

Eligibility

The Crafts Council is committed to promoting and celebrating diversity. We particularly encourage applications from currently under-represented groups in contemporary craft, including disabled applicants and applicants from black, Asian and minority ethnic backgrounds. We guarantee to interview any disabled applicant, and/or any applicant who identifies as BAME, whose application(s) meets the essential criteria for the programme. If you wish to apply under the scheme, please indicate this on the Guaranteed Interview Scheme section of the application form.

How much does it cost?

For application

Applicants are required to pay a non-refundable application admin fee of £35.00. The application fee is non-refundable (including if the application is deemed ineligible) and goes towards the administration costs for processing the applications and the selection procedure. Failure to fill out all sections of the application or to make the application fee will result in the application not being considered. VAT is not chargeable on your fees.

All applicants to Hothouse are eligible for a 20% discount to a subscription of Crafts magazine which can be accessed via the application login page via a link.

For the programme

We have funded places for all successful applicants resident and working in England. Applicants who are selected onto the programme are required to make a financial contribution of £200.00. This supports our continued development of programmes with the value of the Hothouse scheme in excess of £5000 per participant

The contribution includes a discounted listing within the new Crafts Council Directory and can be paid in monthly instalments. **The Crafts Council Directory** is our online platform to promote makers working across the UK. Member benefits include monthly newsletter; exclusive opportunities; being part of a UK selected platform; discounts to other Crafts Council events and much more.

Applicants from outside England are welcome to apply but would need to be self-funding. Please get in touch for more information.

Will I have to travel?

Training days are a full day (usually 10am until 5pm) and may be consecutive. These will be at various craft industry locations across the UK. You will need to book your own travel and accommodation (if required). Each participant will have access to a small bursary to support these costs.

This is a UK wide programme and recognises those selected are based at various locations across the UK. Our training days and the residential are at locations spread across the UK to help you broaden your networks and knowledge of the sector. We therefore expect all of our participants to travel to the specified training day locations and residential.

Part 2: What will I learn?

Hothouse is the Crafts Council's national programme of creative and business development tailored to the needs of diverse, ambitious and talented emerging makers. Developed with a varied network of leading UK craft and design organisations, Hothouse provides emerging makers with the tools to grow a sustainable and successful creative business and build professional networks when they are needed most, at the start of a career.

Hothouse assists you to launch your creative practice and has been developed in collaboration with a variety of other early career makers, industry experts and sector leaders.

You will learn valuable skills in:

- Business accounting
- How to write and talk about your work with confidence
- How to price your work, manage cash flows and budget correctly
- How to market your practice effectively
- How to create a professional development plan
- How to set business goals.

This programme offers you the opportunity to:

- Source and use national networks and opportunities,
- To join a varied network of exceptional makers.
- Understand your creative practice as a business.

You and your practice will grow through:

- Having a better understanding of potential markets and how to develop products or bodies of work in relation to these
- Gaining confidence in making decisions about your practice
- Growing in confidence to network with industry connections and potential buyers.

Hothouse programme delivery

- You will be a part of a diverse peer group of ambitious and talented emerging makers
- You will have access to a varied network of industry experts, speakers and trainers
- You will take part in a series of monthly creative business development training sessions from February to July 2019 at a range of leading centres for craft around the country. These will include overnight stays and a short residential stay at an accessible location in the UK
- You will have 10 sessions of 1:1 professional mentoring with a specialist from the sector
- You will have access to a UK network of professional craft organisations.

What is my commitment to this programme?

Participants are expected to:

- Submit application and pay application submission fee by 7th September 2018
- Pay a participation fee by 1st January 2019 (or set up monthly payments). Failure to pay will result in not being able to participate in the programme
- Commit to attending all programme sessions during the period February to July 2019, a maximum of 2-3 days per month, over the period of the programme
- Commit to travel to take part, where necessary
- Cover all your own travel, accommodation and subsistence expenses *(a small bursary is provided)
- Prioritise and diarise programme sessions, pre-book travel, and arrange accommodation if necessary, on confirmation of exact dates and locations of training. These will be provided before the programme commences
- Use your current work as the basis for learning during the programme, and commit to being active in your practice between sessions
- Prepare for and follow up on all training and mentoring sessions
- Complete evaluation and reflective learning questionnaires promptly following each session as and when requested
- Act as advocates for Hothouse, the Crafts Council and its industry partners (a full briefing will be provided to you).

Hothouse participants may be asked to take part in additional professional development and networking events. These will be advantageous for your practice.

Hothouse benefits

In addition to developing your business skills and creative practice there will be offers from Hothouse 2019 industry partners to contribute to their own programmes, for example to exhibit your work or to give talks or presentations to students or membership networks.

You will meet a diverse range of makers and industry professionals involved in innovation, research, collaboration, retail, exhibitions, marketing, craft and design showcases, fairs, curating and more.

Hothouse is recognised as a gold standard business development programme by the craft sector and being selected as a part of our programme brings credibility to your CV and practice going forward.

Alumni

Once you successfully complete the Hothouse programme you become part of a peer-support network of makers and will be recognised as a Talent Development programme alumnus/a by a network of professional organisations.

The Crafts Council looks to continue its relationship with Hothouse Alumni through many avenues, such as recruiting makers as speakers at their open access workshop events; to provide a case study on a particular theme or be recruited as an Ambassador to our Talent Development offers.

We do encourage all of our Talent Development Alumni to advocate our services on our behalf and welcome any ideas you may have on how you would like to contribute.