



Partner information for
Crafts Council Collective
Craft Rally

The Crafts Council is the national development agency for contemporary craft in the UK. Our goal is to make the UK the best place to make, see, collect and learn about contemporary craft. Find out more about what we do and sign up to our e-newsletter at www.craftscouncil.org.uk

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Call for Partners The Crafts Council is seeking selected partners for **Craft Rally**, a series of networking events which form part of **Crafts Council Collective**, a programme of CPD provision for makers. Funds, ideas, resources and outcomes will be equally shared between all partners.

Crafts Council Collective comprises five programmes of support for makers. Three programmes – Craft Rally, Hothouse and Portfolio – enable agencies and organisations to develop new schemes of support in association with the Crafts Council; the other two programmes – Injection and Artistic Licence – are Crafts Council managed schemes.

Through Crafts Council Collective, we will provide a varied and flexible range of opportunities to makers. We believe makers should be supported throughout their careers; they must be able to develop, grow and challenge their practice if they recognise the need to do so. With Crafts Council Collective, we will give more ownership to makers, enabling them to take control of their own professional and personal development.

Crafts Council Collective provides makers with:

- tailored business development
- time to explore, play and find space in which to do this
- creative time to take risks
- knowledge that the Crafts Council provides continuing support
- support from peers and experts – through physical and virtual networks
- opportunities to develop aspirational models of practice
- opportunities to define contemporary craft practice in the 21st century and set new agendas and direction
- sharing of knowledge, resources, support and advice amongst CPD agencies and organisations to the benefit of makers

Whilst we see makers at the heart of Crafts Council Collective we are very aware that we can't reach them alone. To enable a greater number of makers to access support we will work with a wide range of partners throughout the UK. We recognise that there are other exemplar schemes providing CPD or networking opportunities. These are often regional or locally focussed. Together we can provide a national approach.



Craft Rally

A network for makers

About Craft Rally

Craft Rally is a democratic, inclusive programme of CPD providing opportunity for information exchange delivered via a physical and virtual network. The physical rallies will be delivered in partnership with other organisations such as cultural institutions, CPD agencies, makers groups, guilds & societies and others. The content will be generated and steered by makers through the virtual network. The Craft Rally virtual network will be launched in November 2009.

There will be four Craft Rallies per year across the country, geographically located to maximise access. Three of these will be Network Rallies, delivered by individual partners or consortia, in association with the Crafts Council; the fourth will be the Conference Rally. The latter will co-incide with and be part of the Crafts Council's annual conference. All partners will be invited to be part of this and work with the Crafts Council on delivery and content. Partners will be contracted to the Craft Rally programme for a period of 12 months, although they will only be active for the period surrounding their individual event and the Conference Rally if they choose to be part of this.

Craft Rally events are open to all makers and an attendance fee will be charged. Income raised will be split between the partners and the Crafts Council. Recipients from other programmes within Crafts Council Collective will pro-actively participate in these events. The trajectory of this programme strand is to develop a sustainable community of practice.

Who is eligible as a partner?

Different approaches to partnership will be shared by the selection of the partner and the resources they have in place.

Benefits

Crafts Council Collective provides partners with:

- partnership and collaboration opportunities with the Crafts Council
- potential for consortia working with partners including the Crafts Council
- potential for maximising funding and skills with the Crafts Council
- the opportunity to develop models of aspirational practice
- the opportunity to develop quality benchmarks for the sector
- national profile

Partner Information

- Three partners or consortia are sought per year
- May work as part of a consortium; interested groups are encouraged to apply
- Are not just CPD agencies – maker led groups, studio complexes; guilds & societies, cultural or educational institutions, commissioning bodies or retailers – will all be considered
- Will enter into a contract for a period of 12 months, although are only expected to be active in the period around their Network Rally and the Conference Rally
- Need strong links with the maker community
- Are expected to use the themes identified through the Craft Rally virtual hub as a guide for content for the development of their respective Network Rally
- Are expected to actively encourage makers to participate in these events and to use the virtual Craft Rally
- Will have full access to the virtual Craft Rally hub and be expected to include ideas for use and development of this area in their bids
- Need the relevant required resources in place to co-ordinate, manage and deliver the agreed partnership objectives
- Must have access to a venue appropriate for the event. We are envisaging these events being attended by 150+ makers
- Can only apply to deliver one Network Rally within a two year period, however they can bid for other programme strands within Crafts Council Collective during the same time span

The Crafts Council's offer:

The Crafts Council's contribution in addition to funds will be:

Staff support:

- Creative input to content, production and dissemination of the event from the dedicated Maker Development Team
- CPD expertise for makers
- Expertise in running events for makers
- Marketing and PR support

Resources:

- Access to wide CPD and maker networks and contacts
- Web presence
- Promotion via Crafts Council e-bulletin
- Editorial in Crafts Magazine

Partnership contribution

- The Network Rally is based on the sharing of resources
- Each Rally will be match funded by both the Crafts Council and the partner
- The maximum contribution from the Crafts Council will be £5K per Rally
- All partners will be invited to be part of the Conference Rally, the funding contribution for this event will be split equally between them
- Maximum match of funds for partners will be £6.5K (£5K for individual Network Rally+ £1.5K towards Conference Rally)

Schedule

Craft Rally is a series of quarterly events running over a year, made up of three Network Rallies; one Conference Rally and a virtual network. There will be an inaugural Network Rally in early 2010, followed by the first Conference Rally in June 2010. Due to the timescales involved, partners have been invited to work with the Crafts Council on this inaugural event.

The Crafts Council is now seeking bids from partners for the full programme from January 2010. The virtual Craft Rally will be launched in November 2009 and themes for future Rallies will be available in December 2009. Dates below are given as a guide and alternatives will be considered, however we are aiming that Craft Rally will operate on a regular basis.

Year 1/ 2010/11

Applications from partners for 2010/11 events by Friday 26 February 2010

Network Rally 1: **June 2010**
 Network Rally 2: **September 2010**
 Network Rally 3: **December 2010**
 Conference Rally: **Spring 2011**
 (as part of the Crafts Council conference, all partners)

Year 2/ 2011/12

Applications from partners for 2011/12 events by Friday 26 November 2010

Network Rally 4: **June 2011**
 Network Rally 5: **September 2011**
 Network Rally 6: **December 2011**
 Conference Rally: **Spring 2012**
 (as part of the Crafts Council conference, all partners)

Conference Rally cannot be applied for as a stand-alone Rally, although ideas for delivery and content may be included within an application.

How to apply

Interested organisations or groups are required to complete and submit an application form. Consortia bids must identify a lead partner, but information should be included on all partners.

Applications should cover:

- A clear proposal of how the event will relate, respond and interpret Craft Rally themes
- Which Network Rally (see Schedule) this is aimed at and if this timing has particular relevance to other events or activities you may be organising. Partners are also asked to state if they wish to be involved in the Conference Rally for the year of application
- An outline of ideas for delivery approach
- Ideas for the use and development of the Craft Rally virtual network to compliment and support the Craft Rally
- A definition of why this event and the delivery approach will be seen as innovative
- What the added value will be to CPD for makers
- Number of partners involved
- An outline and history of your organisation/s and specific contribution to the event
- If working as a consortium please outline the particular advantages of doing so and what all parties hope to gain from this
- How this event will assist in developing and reaching the longer term aims of your organisation/s in regard to delivering CPD for makers
- Your current audience or client group, how you reach them and how you see the event developing this
- Outline description of the venue and why this is appropriate for the event
- Outline of the project team highlighting the strengths and experience each will bring to the event
- A budget breakdown indicating the spend of the total budget amount (£10K) from the Crafts Council and the partner/s

- Demonstrable evidence that the event will be supported with the appropriate financial contribution. If working as a consortium this must be confirmed by the lead partner
- A schedule of activity
- A clear willingness to receive external input and to take part in a two-way developmental process
- A clear willingness to share outcomes from the event across the sector and to act as an advocate for future events

Applications will be short-listed from the initial submissions and invited to attend an interview with a panel of relevant independent experts.

Successful applicants will be informed within 10 working days of the interview. Feedback will be provided on request.

Deadline for applications:

Year 1/ 2010/11

Applications from partners for 2010/11 events by Friday 26 February 2010

Year 2/ 2011/12

Applications from partners for 2011/12 events by Friday 26 November 2010

Application forms are available from the Crafts Council website. www.craftscouncil.org.uk

If you wish to discuss a potential application, require a hard copy of the application form or have any other queries relating to other programme strands in Crafts Council Collective, including Craft Rally, please contact the Maker Development Team at makerdev@craftscouncil.org.uk **0207 806 2504**