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[Crafts Council Collective](#)
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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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Introduction **Crafts Council Collective** comprises five programmes of support for makers. Three programmes – Craft Rally, Portfolio and Hothouse – enable agencies and organisations to develop new schemes of support in association with the Crafts Council; and 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 breathing 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 and networking opportunities. These are often regional or locally focussed. Together we can provide a national approach.

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

Background

The Crafts Council believes in the importance of its investment in the development of contemporary craft micro-businesses. The broader craft industry contributes £3 billion GVA¹ to the UK economy, greater than the visual arts, cultural heritage or literature sectors.

To date, our work has comprised long term schemes for emerging and developing makers, Crafts Council Development Award & Next Move, coupled with a range of discrete pilot schemes for mid-career makers. The success of these schemes is widely acknowledged and proven through independent evaluation conducted in 2008. The Crafts Council is retaining the fundamental elements of both schemes while embedding them in a new programme that increases access and flexibility for makers and responds to the new challenges that they face.

In developing the new schemes, we have undertaken extensive research, including external evaluations of our current schemes; a major workshop-based conference held in October 2008 and a number of focus groups all of which have shaped the content of Crafts Council Collective. For full versions of the key documents please see www.craftscouncil.org.uk:

- Crafts Council: Next Move Evaluation, November 2008 – BOP Consulting
- Pulling the Threads, Crafts Council Development Award research report, January 2009 – Be Curious Ltd

¹ Gross value added is the difference between output and intermediate consumption for any given sector/industry. That is the difference between the value of goods and services produced and the cost of raw materials and other inputs which are used up in production.

We have also taken into account the recommendations of the Craft Blueprint, which we developed in partnership with Creative & Cultural Skills. This demonstrates the significant need to embrace digitisation and technology; encourage business acumen; support creative development and develop creative apprenticeships. Digitisation and virtual communication have revolutionised the way makers network, communicate and gather information.

We need to help makers exploit the opportunities afforded by technological developments on craft practice. To maintain the Crafts Council's position as market leader we need to maximise the potential of website, viral communication and information exchange.

- The Craft Blueprint, A workforce development plan for craft in the UK, 2009, Crafts Council and Creative & Cultural Skills – www.craftscouncil.org.uk

We are mindful of Turning Point, Arts Council England's ten year strategy for the visual arts, which focuses on building the market for art. Key Turning Point themes include support for artists; innovation and risk; diversity and leadership. Crafts Council Collective engages with these ambitions and ensures support for makers to set up and run sustainable practices by providing development opportunities while nurturing ambassadors and leaders for the craft sector.

Supporting our own Strategy and Plans (2008-2012) Crafts Council Collective will:

- Provide greater opportunities for more makers to engage with the Crafts Council and benefit from its schemes
- Create a new balance between direct programme delivery by the Crafts Council and enabling others to deliver
- Identify alternative funding streams to ensure the future security of the programme

Crafts Council Collective will be announced in September 2009 and we will be actively seeking partners from this point onwards. For more information on becoming a partner please visit www.craftscouncil.org.uk

The programme will be launched in winter 2009 with the schemes starting over the following 18 months, beginning with Craft Rally and Hothouse. More information on Portfolio, Injection and Artistic License will follow. Full details will be announced on our website. Sign up to our e-bulletin to receive regular updates. www.craftscouncil.org.uk

[The current Crafts Council programme of support for makers – Next Move; Crafts Council Development Award and the Craft Residency in partnership with the V&A – will overlap with the new programme and will be complete by 2011.](#)



Craft Rally

A network for makers

About Craft Rally

A democratic, inclusive programme of CPD opportunity for information exchange delivered via a physical and virtual network. The physical events will be delivered with a range of partners. The content will be generated and steered by makers through a virtual network. There will be four rallies per year across the country, geographically located to maximise access. Rallies will be open to all. Recipients from other schemes within **Crafts Council Collective** will actively participate in this programme. The trajectory of the scheme is to develop a sustainable community of practice.

Aims:

- To develop a national network of knowledge transfer for makers across all career points and disciplines
- To provide a critical mass of inspirational makers who can demonstrate and share innovative and aspirational models of practice
- To profile new and challenging projects or models of best practice for further support
- To encourage debate and the setting of new agendas and directions for contemporary craft practice in the 21st Century
- To develop a sustainable community of practice at a national and, in time, international level

Who is this for?

- Open access to all makers at any stage in their career

What does it comprise?

- A national network presenting four rallies per year across the country for makers to meet and share ideas and information
- Three Network Rallies, organised by single partners or consortia, and one Conference Rally, held during the Crafts Council annual conference, which all partners can opt to participate in
- All rallies will be complimented by a virtual network on the Crafts Council website
- Opportunities for cross discipline/cross sector/peer group discussion between makers, CPD providers, and other relevant and interested organisations
- A platform to profile initiatives by partners and relevant groups or organisations

How is this delivered?

- To be delivered in partnership by linking a range of partners
- Rallies will be open to all, regardless of region, discipline, point in career or any other often set boundary (A small attendance fee will be charged)



Portfolio

Diversifying Practice

About Portfolio

Portfolio working is the norm in the craft sector. For the majority of individuals, professional practice comprises several activities. Through this programme we aim to provide entry routes into additional strands of working. The first phase of this programme will enable makers to gain skills and training towards working within a range of educational environments.

Aims:

- To enable makers to diversify their practice
- To support portfolio working
- To enable makers to enter the sector as employees alongside entry routes for sole traders

Who is this for?

- Makers at all points in their career, who wish to develop skills to recognise the impact, the needs and requirements of working within diverse learning environments

What does it comprise?

- Offers tools to develop and deliver programmes alongside formally trained teachers and educationalists in a variety of social and cultural surroundings
- Provides makers with a better understanding of what being an educator can mean
- The long-term aim is to develop an accredited programme

How is this delivered?

- A partnership programme run via a broad range of relevant delivery partners



Hothouse

Support for emerging makers

About Hothouse This strand provides 40 emerging makers (defined as within two years of setting up a practice) with a programme of focussed, intensive business skills and creative development, complimented with 1:1 support over a three month period. It will be developed in partnership with four regionally based CPD agencies on an annual basis. Each agency will be part of the programme for a 12 month duration.

The programme will be steered by the Crafts Council but content and delivery methods will be developed with each of the partners who will co-ordinate their own cohort. Each agency will disseminate findings from their group, ensuring the needs of new makers are shared and provision is benchmarked across the sector. Once the scheme is established, previous recipients of Hothouse will act as 'buddies' to the current intake, fuelling a sense of community and sustainability whilst developing mentoring skills. The programme will improve communication channels between CPD agencies and the Crafts Council and encourage makers as future ambassadors for the sector.

Aims:

- To develop a national scheme which profiles and supports 40 of the most promising new makers each year
- To develop a programme that places business acumen and creative development on an equal footing
- To provide opportunities for emerging makers to test directions and develop options around the development of their practice
- To add Crafts Council value and support to the programmes of other CPD agencies
- To profile models of practice and career routes to undergraduates
- To share good models of practice across agencies

Who is this for?

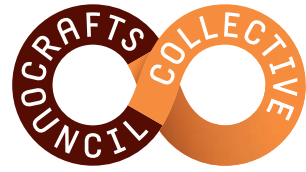
- Emerging makers, those about to, or within the first two years of, setting up
- Open to any craft discipline; based in any region and from any educational background or training, both formal or informal

What does it comprise?

- Up to 40 makers per annum across the UK
- Working with four regional CPD agencies or other relevant organisations
- Focussed support for a selected group over an intensive three month period
- Programme comprises three 1:1 sessions; group sessions on developing business skills, market knowledge and creativity; an introductory event for the national group; a 'buddy' from a past cohort

How is this delivered?

- In partnership with four CPD agencies or relevant organisations each year. The Crafts Council to provide additional advisory support, skill sets, networks and content.



Injection

Crafts Council business development scheme

About Injection

Makers place a high value on business support. Many find current provision patchy across the country or are unable to make full use of existing provision, often due to time constraints. Very few makers allow for any kind of training budget within their business planning; however, they do invest time into various forms of professional development or research. Research shows there is great potential for business growth within the contemporary craft sector.

This Crafts Council programme will provide a tailored approach with in-depth mentoring to makers requiring business development. Each application round will benefit up to 10 makers over an 18 month period. It will encourage sustainable practices of the highest calibre and further economic growth within the sector. Successful recipients will be selected against stringent business testing criteria and will be requested to build a business case towards their particular ambition.

Aims:

- To develop a national network of role models and ambassadors for the sector
- To develop innovative and resilient practices of the highest calibre
- To encourage economic growth within the contemporary craft sector

Who is this for?

- Open to makers who have been in practice for more than 3 years
- Makers who have set up a business, developed an understanding of their market, demonstrate a strong personal voice and the highest quality and originality in their making practice and who exhibit and/or trade at a national level
- Makers who have the desire, ambition and can demonstrate the potential to grow their practices and increase their turnover; whose aim is for their work to be their main source of income; who wish to develop new and grow existing markets; develop new products or bodies of work, explore new skills; increase the professionalism of their business and push and test the boundaries of running a studio practice

What does it comprise?

- Up to 10 Awards will be given each year to maintain quality and a high standard
- One Award round per year
- The Award period will run for 18 months
- A practice-based model
- Access to specialist support and advice
- Events will be run to raise the profile and to explain application procedure and to assist with high quality applications
- The programme will include 1:1 support and monitoring from a Co-ordinator, business health checks, peer group sessions via Craft Rallies and tracking over a period of years
- Makers can re-apply and feedback will be given to those not successful

How is this delivered?

- Crafts Council managed with selection by a panel of relevant independent experts



Artistic Licence

Crafts Council creative development scheme

About Artistic Licence We recognise that craft knowledge, processes and skills are a core asset to the sector. This programme will enable makers to test and challenge existing parameters of their making practice with the opportunity to take risk. Based on the Crafts Council's own Spark Plug model, applicants will be invited to submit exceptional ideas that will define and push boundaries of their own contemporary craft practice. There will be up to five Awards per round lasting for a maximum 18 month period. The Crafts Council will follow the story of each journey of risk, capturing lessons learnt, and these will be encapsulated as a body of knowledge for future recipients and the sector.

Aims:

- To encourage makers to test and challenge existing parameters of their making practice
- To enable makers to define contemporary craft practice in the 21st Century and set new agendas and direction

Who is this for?

- Open to makers who have had more than three years in practice and who demonstrate innovative ways of working

What does it comprise?

- Up to five Awards per annum. Awards available up to £10K, with a 25% investment by the recipient, making the total award worth £12.5K
- One selection round per annum; Award period to last up to 18 months
- Programmes are devised by the individual, who must demonstrate strong aims and reasoning, plus how they will measure impact and evaluate the experience
- Each individual recipient's programme must present a new challenge within their existing practice through ways of working, thinking, partners, context and more
- The Crafts Council will broker and assist the maker to build and find partnerships, and connect with areas outside of their current network and practice

How is this delivered?

- Crafts Council managed with selection by a panel of relevant independent experts

