



Partner information for
Crafts Council Collective
Hothouse

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 **Hothouse**, a new programme of support for emerging makers which forms 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 and networking opportunities. These are often regional or locally focussed. Together we can provide a national approach.



Hothouse

Support for emerging makers

About Hothouse

Hothouse 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 with four partner CPD agencies on an annual basis, running concurrently across four strategically chosen geographic areas. Partners will be contracted to Hothouse for a 12 month period to include recruitment, selection, delivery and evaluation.

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 establish a programme that places the development of business acumen and creativity on an equal footing
- To provide opportunities for emerging makers to test directions and options around the development of their practice
- To add value to the programmes of other CPD agencies
- To profile models of practice and career routes to undergraduates and those wanting to enter the sector professionally
- 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 intensive support for a selected group over a 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
- Profile opportunities through Craft Rally and Crafts Council website

How is this delivered?

- In partnership with four CPD organisations each year. The Crafts Council to provide additional advisory support, skill sets, networks, content, recruitment and selection
- Selection and recruitment will be co-ordinated by the Crafts Council, with the Hothouse partners offering support
- Programme delivery, monitoring and evaluation will be managed by the individual Hothouse partners with support offered by the Crafts Council

Partner Information

Different approaches to partnership will be shaped 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 knowledge with the Crafts Council
- the opportunity to develop models of aspirational practice
- the opportunity to develop quality benchmarks for the sector
- national profile

Partners:

- Four 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 – will all be considered
- Will enter into a contract for a period of 12 months
- May wish to develop and give added value to an existing scheme or to initiate a new programme
- Need strong links with the maker community, Higher & Further Education, CPD agencies and other cultural institutions and groups
- Require an awareness of the needs and challenges faced by emerging businesses
- Need the relevant required resources in place to co-ordinate, manage and deliver the agreed partnership objectives
- Will be active advocates for Hothouse to encourage high level applications and ongoing interest in the programme
- Can only deliver one Hothouse cohort in a two year period, however they can bid for other programme strands with Crafts Council Collective during the same time span

Crafts Council's offer

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

Staff support:

- Creative input to content, delivery methods and dissemination of the programme from the dedicated Maker Development Team
- CPD expertise in support of the needs of emerging makers
- Expertise in running training programmes for makers, with strengths in creative development and market knowledge
- Expertise in managing selection meetings and panels
- 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

- Hothouse is based on the sharing of resources
- Each cohort will be match funded by both the Crafts Council and the partner
- The contribution from the Crafts Council will be £10K per cohort towards a total budget of £20K
- There will be a maximum of four cohorts running concurrently each year

Schedule

Hothouse is an annual scheme. A pilot group of two partners and 20 recipients will run from February 2010 for a three month period. Due to timescales these initial partners will be invited.

2010/11

Programme timetable for makers for 2010/11 cohort

Call for applications: **July 2010**
 Selection: **September 2010**
 Programme commences: **January 2011**

2011/12

Programme timetable for makers for 2011/12 cohort

Call for applications: **July 2011**
 Selection: **September 2011**
 Programme commences: **January 2012**

The Crafts Council is now seeking bids from partners for cohorts in 2010/11 and 2011/12. Four partners are sought per year and we aim for the cohorts to run concurrently.

Partners can only apply for one round of Hothouse at a time and can only deliver one cohort in a two year period. However they can bid for other programme strands with Crafts Council Collective during the same time span.

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:

- Background and history of your organisation/s.
- Number of partners involved, explaining each partner's specific role and contribution to the programme
- What becoming a Hothouse partner will bring to your organisation/s. If you are already delivering CPD what is the added value Hothouse will provide and how do you aim to use it to develop your programme/s
- What are the long-term aims of being a Hothouse partner for your organisation/s
- If working as a consortium please outline the particular advantages of doing so and what all parties hope to gain from this
- Which year (see Schedule) the application is aimed at and if this timing has particular relevance to other events or programmes of activity you may be organising
- Outline of the project team highlighting the strengths and experience each will bring to the programme
- A budget breakdown indicating the spend of the total budget amount (£20K) from the Crafts Council and the partner/s
- Demonstrable evidence that the programme will be supported with the appropriate financial contribution. If working in a consortium this must be confirmed by the lead partner

- 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 programme 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 independent panel interview.

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

Deadline for applications from partners: 2010/11

Applications from partners for 2010/11 cohort by Friday 7 May 2010

2011/12

Applications from partners for 2011/12 cohort by Friday 6 May 2011

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 Hothouse, please contact the Maker Development Team at makerdev@craftscouncil.org.uk 0207 806 2504