



Hothouse 2020:

Eligibility, programme and financial information



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

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 2020. 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 2020 will be the ninth year of the Hothouse programme. We have already supported almost 300 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 focussed on gallery, retail, conceptual installations, one off pieces or 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 qualifications. We are open to a diverse range of disciplines, materials and ideas. If you are a talented maker able to show the 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 decide 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 talk about yourself as:
 - A craftsperson.
 - A maker.
 - A designer.
 - An artist.
 - A creative.
 - A designer-maker.

You may be making all your work by hand. You may be doing batch production. You may be 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 income or working towards this.

NOTE: There are no requirements on the structure of the business. Partnerships can apply as long all partners are involved in the creative and making process, and the work submitted with the application is made by the partnership. 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 new materials 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 the 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, as 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.
- 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 'blank' products such as cups, cushion covers etc.
- Those who are creating work as part of a course including Masters, undergraduate and PHD students.

For all questions about eligibility please contact the 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. This includes 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) **meet the quality criteria** for the Hothouse programme.

Please take a look at the 'Making an application to Hothouse' document to find out more about what we mean by the quality criteria.

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?

Application fee:

Applicants are required to pay an application fee of £35.00. This fee is non-refundable even if the application is ineligible or incomplete. This fee goes towards Crafts Council's administration costs for processing the applications. VAT is not chargeable on your fees. As part of your fee you will receive a discount code for 20% off the Crafts Magazine subscription.

Participation fee:

Hothouse costs us more than £5000 per participant. All applicants that are selected onto the programme who are resident and working in England have their place funded by various sources including Arts Council England. They are also required to make a financial contribution of £200. This supports our continued development of programmes.

The contribution of £200 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 back to back. These will be at different craft industry locations across the UK. You will need to book your own travel and accommodation (if needed). Each participant will have access to a small bursary to support these costs.

This is a UK wide programme and we know that 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 craft sector. We expect all of our participants to travel to the specified training day locations and residential.

Part 2: What will I learn?

Hothouse is made to give emerging makers 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 helps 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 skills in:

- Business accounting and pricing your work.
- Writing and talking about your work confidently.
- Marketing your practice well.
- Creating a business plan.
- Setting 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 for 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.
- Have access to a varied network of industry experts, speakers and trainers.
- Take part in a series of monthly training sessions from February to July 2020 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.
- Have a mentoring sessions with a specialist from the sector.
- 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 fee by 9th September 2019.

- If selected, pay a participation fee by 1st January 2020 or set up a direct debit payment of £40 per month from January – June 2020. 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 2020. There will be a maximum of 2-3 days per month, over the period of the programme.
- Commit to travel to take part, where necessary.
- Contribute to peer discussions.
- 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 given to you before the programme starts.
- Use your current work as the basis for learning during the programme.
- Commit to being active in your practice between sessions.
- Prepare for and follow up on all training and mentoring sessions.
- Complete evaluation questionnaires promptly following each session when we ask you to.
- Act as advocates for Hothouse and the Crafts Council.

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

Hothouse benefits

- In addition to developing your business skills and creative practice there may be offers from the Crafts Council's network to contribute to programmes. For example to exhibit your work or to give talks or presentations to students or membership networks.
A discount to our maker Directory and a magazine subscription discount.
- 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. Being selected as a part of our programme brings credibility to your CV and practice going forward.

Alumni

Once you successfully complete Hothouse 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.

We want to continue our relationship with Hothouse Alumni. This could mean you are involved in interviewing future Hothouse makers, as speakers at events, as part of a case study, or as a Talent Development Ambassador to spread the word about our Talent Development work.