

# Craft SCOTLAND



## **COMPASS: Emerging Maker Programme 2021**

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### **Application Pack & Guidance**

*Prepared by Craft Scotland  
October 2020*



Apply to take part in the **COMPASS: Emerging Maker Programme 2021**  
Deadline: 5pm, Wednesday 18 November 2020

## Programme

January to December 2021 (multiple dates)

Location: online and in-person at  
Hospitalfield House, Arbroath

## Key contact

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## Introduction

Craft Scotland is the national development agency supporting makers and promoting craft.

We are committed to providing high-quality tailored learning and development opportunities for makers throughout these changing and uncertain times. We believe it is more important than ever to invest in makers and their skills to ensure a thriving and resilient craft sector in Scotland.

COMPASS is Craft Scotland's learning and development programme created specifically for makers. Each strand of the programme is designed to support makers at key stages of their business and creative practice. The COMPASS: Emerging Maker Programme is aimed at professional practicing makers in the early stages of their craft career, who have been in business between one and four years.

**Applications are now open for the COMPASS: Emerging Maker Programme 2021 due to commence in January 2021.**

## Coronavirus (COVID-19) Statement

We appreciate that the potential longer-term impacts of Coronavirus (COVID-19) are currently unknown and we do not know what the landscape will look like throughout 2021. Applicants should be aware that parts of the programme may be subject to change or postponement.

Our second COMPASS: Emerging Maker Programme, held in 2020, was interrupted by Coronavirus (COVID-19) however, we have re-designed elements of the programme to run effectively online and this has worked well, enabling us to connect more easily with makers from all over Scotland and providing new ways for makers to participate in our programmes. Following very positive feedback from this year's cohort we plan to continue with this online model and will endeavour to ensure the vital residential element of the programme can go ahead as planned. We will keep makers up to date with any changes to the programme brought about by new restrictions or other external factors. **With all decisions our priority is the safety and wellbeing of participants.**

Throughout the application and selection process, and the duration of the programme itself Craft Scotland will continue to monitor and follow the most up to date UK Government guidelines. Should any significant changes arise in relation to Coronavirus (COVID-19), we will endeavour to keep makers informed in a timely manner.

## Programme Overview

The COMPASS: Emerging Maker Programme focuses on nurturing talent and equipping individual makers with the skills they need to create a successful, sustainable, resilient business and creative practice.

This opportunity is suitable for a professional practising maker in the early stages of their craft career. It is ideal for someone who has been in business between one and four years and suitable for makers who produce one-off pieces or small batch production. We would define a person in business as someone who has been selling their craft pieces to galleries, shops or direct to the public, or someone who may not yet be selling their work on a regular basis but wants to. We are keen to support different types of business (sole trader, partnership or limited company) and your business does not have to be registered with HMRC to be eligible.

The programme takes a practical approach to nurturing a creative business through the early stages of development. Delivered through a combination of online workshops, an immersive five-day residential, one-to-one sessions, specialist advice, peer learning, work critiques and mentoring the programme draws on the experience and skills of established makers and creative industry experts who share their insights and advice. Each participant will be matched with a mentor at the end of the programme. You will also be provided with resources to enhance your learning experience.

We have up to ten places available for a cohort of makers working supportively together through the programme. Participants will learn about finance and funding, marketing, branding, selling effectively, developing resilience and a wide range of invaluable creative development skills.

Throughout the programme, participants will be supported by the Craft Scotland team who will steer you through the process and answer any questions you might have.

The COMPASS: Emerging Maker Programme has been developed specifically by Craft Scotland for makers based in Scotland following research and feedback from the sector.

We have worked closely with Chartered Occupational Psychologist, Elaine Furnivall, Founder and MD of Avieur, who has over 20 years in personal and organisational behaviour and executive coaching, to design the programme.

COMPASS is generously supported by the William Grant Foundation and Creative Scotland. Places on the programme are subsidised by Craft Scotland allowing you to access high-quality, affordable training in Scotland. The cost of the programme is £3,600 per maker, however, as places are subsidised, **each participant is asked to contribute a fee of £400 towards this.**

## Programme Outline

### Online Workshops

A series of eight (90 minute) online workshops.

COMPASS has been designed to provide emerging makers with the building blocks to develop their craft business. The series of eight online workshops will cover Finance and Funding, Marketing, Branding and Brand Storytelling and Maker Journeys in Focus in which established makers share their professional stories. Delivered by knowledgeable workshop leaders who understand the day to day of being a maker, participants will be guided through the fundamentals of running a craft business.

### Residential at Hospitalfield

A five-day immersive residential (accommodation, meals, refreshments and full access to the grounds are included.)

Held at the renowned arts centre Hospitalfield in Arbroath, the five-day residential is an opportunity for participants to join their fellow cohort members to reflect on their learning in relation to their own practice. Within a safe, supportive environment, participants will work through case studies, engage in peer to peer critiques, and explore their personal, professional and creative values.

The residential has been designed to focus on the maker as a whole person, with sessions on managing mental health, resilience, personal productivity and wellbeing. This element of the programme is an opportunity to address each participant's unique needs and requirements. The residential environment is conducive to an incredibly rich and rewarding learning experience. [Hospitalfield](#)

### Mentoring

A series of six one-to-one sessions.

Following the residential, participants will be paired with a mentor suited to their needs. Depending on location and Coronavirus (COVID-19) restrictions these sessions may take place in person, by phone or via an online method (Skype, Zoom etc.).

### Programme Surgeries

There will also be access to one-to-one advice through dedicated individual surgeries.

## Who Should Apply

We are looking for professional, practicing craft makers who have been in business between one and four years and are producing design-led, contemporary one-off pieces or small batch production.

You may be:

- A recent graduate (of any discipline) newly entering the craft sector
- A self-taught maker or one who has come to the profession via informal education routes (community education, evening classes etc)
- A maker moving into a craft profession later in life, or as a second career.
- A maker who is now looking for ways to develop a new or relatively new craft business

We are looking for makers who produce works of collectable contemporary craft. Makers should demonstrate an in-depth knowledge of materials, excellence in making (process and skill), and an artistic vision. Makers are expected to be categorised within the following materials/disciplines: ceramics, wood, jewellery, glass, textiles, furniture, lighting, leather, basketry, bookbinding, millinery and mosaics. Visit the Craft Scotland website for [craft disciplines we support](#). Makers using digital technologies and modern materials within their work are expected to demonstrate that hand skill and craft knowledge is the lead component in both the concept and finished object.

**We are particularly interested in makers who would like to take their business to the next level and can demonstrate they have the potential, drive and ambition to do so.**

Craft Scotland believes craft is culturally significant, essential to our economy and meaningful to our communities. We believe that everyone should have the opportunity to see, enjoy, learn about and participate in craft. We are committed to equality and opposed to all forms of unfair discrimination. We believe that embracing diversity enriches the craft sector and sparks new interpretations of contemporary craft. **We welcome applications from candidates from all backgrounds.**

### **Dedicated places for under-represented makers**

We have dedicated places on COMPASS: Emerging Maker Programme 2021 for makers with lived experience of being Black, Asian, Mixed Heritage and/or a Person of Colour, refugee, D/deaf, disabled and/or working class.

These dedicated COMPASS places have been created because we know that specific groups of makers are systematically under-supported in the craft sector. Through the COMPASS programme we will support under-represented groups to achieve their creative and business ambitions, through providing access to networks, mentoring, training, and learning and development opportunities.

This strand of work is part of Craft Scotland's updated Equalities, Diversity and Inclusion Policy and Action plan, and we will guarantee an interview for any applicant who fits the lived experience above and meets the maker criteria.

If required, we can additionally support the selected under-represented makers for this programme with a mentor in the creative industries who has a similar lived experience. For these dedicated places we can offer a number of fully subsidised places.

If you are interested in applying for one of these dedicated places but feel there are some barriers to participation (caring responsibilities, accessibility, travel, slow internet/devices etc.) please do get in touch. We would be happy to discuss this with you and see what support is available. You may wish to take part in the 1:1 Surgeries, ask a question through the IG Live (details below) or please email the Craft Scotland team at [hello@craftscotland.org](mailto:hello@craftscotland.org)

## Support with your Application

If you are interested in this opportunity but feel there are some barriers to participation (caring responsibilities, financial, accessibility, travel, slow internet/devices etc.) please do get in touch. We would be happy to discuss this with you and see what support is available. Please email the Craft Scotland team on [hello@craftscotland.org](mailto:hello@craftscotland.org)

If you think you might be a good fit for the programme and would like to find out more, you can join our scheduled **Instagram Live** session with Jo Scott, Head of Programmes at Craft Scotland. The session will start at **11am, Thursday 29 October 2020** and will be an opportunity to hear more about the programme and to put questions directly to Jo.

Additionally, if you would like to speak to a member of the Craft Scotland team in advance of applying, then please do get in touch. We will be holding COMPASS: Emerging Maker Programme Surgeries, a 20-minute Zoom call with Jo Scott, during the **week commencing Monday 2 November 2020**.

**Register your place, booking is essential as there are limited spots.** Follow this link for booking:

<https://craftscot.wufoo.com/forms/s114udic06wed2p/>

## Eligibility Criteria

- Makers must be living and working in Scotland
- Applicants should be a professional practicing maker. This will be evidence-based on maker statement, CV and images provided
- Makers should be working in one or more of the accepted disciplines



- All work should be the design of the maker and made by the maker (or small-batch production under their direct supervision)
- All work must reflect excellence and the unique vision of its maker, be well-conceived and skilfully made.

## Previous participating makers

You will find information about our previous COMPASS cohorts along with profiles of the individual makers on the Craft Scotland website. Follow the links below:

COMPASS Emerging Makers 2019 Project Page:

<https://www.craftscotland.org/about/projects/compass-emerging-maker-programme2019>

COMPASS Emerging Makers 2019 Makers:

<https://www.craftscotland.org/about/projects/compass-emerging-maker-programme2019/makers>

COMPASS Emerging Makers 2020 Project Page:

<https://www.craftscotland.org/about/projects/compass-emerging-maker-programme-2020>

COMPASS Emerging Makers 2020 Makers:

<https://www.craftscotland.org/about/projects/compass-emerging-maker-programme-2020/makers>

## Selection Process

Selection for COMPASS: Emerging Maker Programme will be based upon the following criteria:

- Evidence of an aspiration to develop a sustainable creative and business practice
- Demonstration of ambition and commitment to the programme

Shortlisted applicants will be invited to an informal online interview which will be conducted by members of the Craft Scotland Programme team and an invited maker from our previous COMPASS cohorts. All applicants will be notified regarding the outcome of their application by the deadline of Friday 4 December 2020.

## Key Dates

<b>Event/Deadline</b>	<b>Date</b>
Instagram Live Q&A Session <i>Find us on Instagram @craftscotland</i>	11am, Thursday 29 October 2020
COMPASS: Emerging Maker Application Surgeries with Jo Scott	Week Commencing 2 November 2020
<b>Deadline for receipt of applications</b>	<b>Wednesday 18 November 2020</b>
Shortlisted applicants invited to interview	Friday 20 November 2020
Maker interviews via Zoom	<ul style="list-style-type: none"> <li>• Wednesday 25 November 2020</li> <li>• Thursday 26 November 2020</li> <li>• Friday 27 November 2020</li> </ul>
Applicants notified of the outcome of their application	Week commencing Monday 30 November 2020
Online Social (COMPASS cohort and Craft Scotland team with Elaine Furnivall)	6pm, Friday 18 December 2020
<b>Participation fee due for payment</b> (unless paying by instalments in which case three payments are due in January, February and March 2021. See Fees and Costs)	<b>5pm, Friday 8 January 2021</b>
Principles of Finance and Funding online workshop 1 with Alasdair McGill	11am, Tuesday 12 January 2021
Principles of Finance and Funding online workshop 2 with Alasdair McGill	11am, Tuesday 19 January 2021
Brand Storytelling Workshop 1 with Veronique AA Lapeyre	11am, Tuesday 26 January 2021
Brand Storytelling Workshop 2 Speaker TBC	11am, Tuesday 9 February 2021
Brand Storytelling Workshop 3 Speaker TBC	11am, Tuesday 23 February 2021
Maker Journeys in Focus Workshop 1 Speaker TBC	11am, Tuesday 9 March 2021
Maker Journeys in Focus Workshop 2 Speaker TBC	11am, Tuesday 23 March 2021
Maker Journeys in Focus Workshop 3 Speaker TBC	11am, Tuesday 6 April 2021
Five-day COMPASS Residential at Hospitalfield	Monday 31 May 2021 – Friday 4 June 2021
Mentoring Sessions	Dates to be agreed
One-to-one dedicated surgeries	Dates to be agreed
Group Follow up session	Date to be agreed

## Fees & Costs

Successful applicants will be expected to pay a **£400 participation fee** (this contribution is towards the cost of administering the programme, including staff costs, accommodation for the residential parts of the programme and speaker/mentor fees)

You may also, by prior agreement with Jo Scott, pay the participation fee in three instalments:

- £135 by Friday 8 January 2021
- £135 by Friday 12 February 2021
- £130 by Friday 12 March 2021

While we encourage makers to consider applying for a profile on the [Craft Scotland Maker Directory](#), please note this is not a criterion of application for this opportunity.

## Responsibilities

### Maker responsibilities

As a participating maker here are some of the key things that we expect:

- Be available to participate in all sessions, including the residential (as detailed in the key dates)
- Prepare for all workshops as directed
- Pay the subsidised fee of £400 in full, prior to the first workshop (unless you are paying in instalments by prior agreement as per Fees & Costs information).
- Cover your own travel costs
- Cover any accommodation costs you incur, this excludes the residential aspect of the programme
- Maintain communication with the Craft Scotland team throughout the programme
- Contribute to any case studies, articles, written pieces as requested by Craft Scotland
- Provide feedback as requested after each workshop and at the end of the programme

### Craft Scotland responsibilities

Here are some of the key things you can expect from us:

- Provide support for potential applicants prior to the application deadline
- Subsidise the cost of the programme for participants to the sum of £3,200 per maker
- Provide support and guidance for each participant throughout the programme

- Arrange and cover the cost of the five-day residential, all workshop leaders, facilitators and speakers
- Match each participant on the programme with a suitable mentor
- Facilitate the programme and provide administrative support at each online workshop
- Maintain communication with each maker throughout the programme
- Communicate any Coronavirus (COVID-19) disruptions to the programme in a timely manner
- Evaluate the programme

## How to Apply

Applicants should apply through the Craft Scotland website online application form:

<https://www.craftscotland.org/community/opportunity/compass-emerging-maker-programme-2021/apply>

Before starting your application, please be aware that you will need to submit:

- A maker statement
- Your CV
- Images of five pieces of work– these should be representative of the type of work you are currently making
- An image of yourself. Preferably this would be a photograph of you at work, with your work, in your studio or delivering a workshop
- Answers to specific questions about your business
- Reasons why you are interested in this opportunity and how you think your business will benefit

We recommend you prepare your answers on a separate document before beginning your application form, to make sure you have a back-up of your responses. Make the most of your application with these top tips:

### **Maker statement**

This is your chance to tell the story behind your practice. We are looking for information about your process, inspiration, materials and professional journey.

### **Why are you interested in this opportunity?**

It is important for us to understand why you would like to take part in this Craft Scotland opportunity. Please tell us what made you apply and what you hope to get out of the programme. We ask this to be sure that what you are looking for is in line with what the programme and Craft Scotland can potentially offer.

### **How do you think you/your business will benefit from being part of the programme?**

We would love to hear how you think you might benefit from this opportunity in both the short and long term. You should consider how this might impact you both personally and professionally.

## **Maker CV**

Ensure your maker CV is up to date with your latest events, exhibitions, stockists, education and training. This helps us understand more about your creative and business practice and allows us to understand how this professional opportunity will fit in with your career aspirations.

## **Photography**

To strengthen your application, we recommend high-quality photography of your work that is best representative of your practice. Pay attention to lighting, composition and simple backgrounds.

A professional headshot and images of you working in your studio will help tell the story behind your practice.

Please include five images of your work – these should be representative of the type and range of work you are currently making.

## **Frequently Asked Questions**

### **Is this programme just for young makers?**

Emphatically no, COMPASS: Emerging Maker programme is for anyone who is in the early stages of developing a craft business. We know that the craft sector is very diverse in terms of the ages of makers and this opportunity is open to all eligible applicants regardless of age.

### **What if I can't make it to all the sessions?**

The programme has been designed to provide a holistic learning experience through a range of methods. Every element of the programme is important and all are linked. We appreciate that circumstances can change and individuals may have to miss a workshop for unforeseen reasons. However, we are looking for participants who can benefit from and contribute to the whole process. If you don't feel you can commit to the full range of sessions at the outset it may not be right for you at this time. This is especially true of the residential element of the programme.

### **I can't make it to the residential but would like to participate in the online workshops.**

Tickets for all online workshops will be available to the public for a small fee. If you would like to dip into the workshops without committing to the whole programme you can sign up for these individually when we list them online. Subscribe to our newsletter to hear when tickets become available. [Sign up to the newsletter](#)

### **I'm not on the Craft Scotland Maker Directory. Will that disadvantage my application?**

No, a profile on the Craft Scotland Directory is not necessary for this opportunity and all applications will be assessed on an equal basis.

### **I've never worked with Craft Scotland before. Will that be a problem?**

No. We work with a wide range of makers and are always looking to make new connections with people we haven't worked with before. We actively welcome applications from makers who have yet to work with us.

### **I work in a discipline that isn't listed on your website. Can I still apply?**

Craft Scotland supports a range of disciplines defined within our funding remit. Unfortunately, we cannot accept applications from makers working outside of these disciplines. If you are unsure about whether your practice is eligible please contact the Craft Scotland team at [hello@craftscotland.org](mailto:hello@craftscotland.org)

### **What if the residential can't go ahead because of Coronavirus (COVID-19)?**

In the event that the residential can't take place as planned we will postpone and reschedule to a later date.

This information is available in large print or as a word document upon request.

# Craft

## SCOTLAND

## About

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COMPASS is Craft Scotland's learning and development programme created for makers.

COMPASS is supported by the William Grant Foundation and Creative Scotland.

COMPASS focuses on developing craft talent and equipping individuals with the necessary skills to create a sustainable craft career and business.

We have created three strands to provide support for a wide range of craft careers; Next Generation, Emerging Maker and Established Maker.

These sessions are subsidised by Craft Scotland to ensure that more makers have access to quality learning and development opportunities.

## Contact

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