

Craft SCOTLAND



COMPASS: Emerging Maker Programme 2022

Application Pack & Guidance

*Prepared by Craft Scotland
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Programme

Schedule:

January to December 2022 (multiple dates)

Location:

Online and in-person

Deadline to apply:

5pm, Thursday 11 November 2021

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Introduction

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

We are committed to providing high-quality 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 2022, due to commence in January 2022.

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 2022. Applicants should be aware that parts of the programme may be subject to change or postponement.

To lessen the risk of disruption to the programme, we have re-designed elements of the programme to run effectively online. 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 recent cohorts we plan to continue with this online model and will endeavour to ensure the vital in-person 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 Scottish 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 creative and business 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).

The programme takes a practical approach to nurturing a creative business through the early stages of development. The programme is delivered through a combination of online workshops, an immersive five-day residential, one-to-one sessions, specialist advice, peer learning, work critiques and mentoring. It 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: Emerging Maker Programme 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 £350 towards this. This fee is further reduced from previous years to ensure that the programme is as accessible as possible.**

Programme outline

Online workshops

A series of nine (90 minute) online workshops.

COMPASS has been designed to provide emerging makers with the building blocks to develop their craft business. The series of nine 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.

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 makers who have been in business between one and four years. You will produce 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 maker moving into a craft profession later in life, or as a second career
- A self-taught maker or one who has come to the profession via informal educational routes (community education, online learning, evening classes etc.)
- 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 contemporary craft
- Demonstrate an in-depth knowledge of materials, excellence in making (process and skill), and an artistic vision.
- Work 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 welcome applications from candidates from all backgrounds, particularly those under-represented in craft.**

Dedicated places for under-represented makers

We have dedicated places on COMPASS: Emerging Maker Programme 2022 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 Roadmap, 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.

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.

If you think you might be a good fit for the programme and would like to find out more, in advance of applying, then please do get in touch. You can contact Jo Scott, Head of Programmes, Craft Scotland, via email at jo@craftscotland.org.

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.

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 3 December 2021.

Key dates

Event/Deadline	Date
Deadline for receipt of applications	5pm, Thursday 11 November 2021
Maker interviews via Zoom	<ul style="list-style-type: none"> • Tuesday 23 November 2021 • Wednesday 24 November 2021 • Thursday 25 November 2021
Applicants notified of the outcome of their application	By Friday 3 December 2021
Participation fee due for payment (unless paying by instalments in which case three payments are due in January, February and March 2022. See Fees and Costs)	5pm, Friday 7 January 2022
COMPASS cohort Introductory session and social	Friday 14 January 2022
Principles of Finance and Funding online Workshop 1 Speaker TBC	10am, Tuesday 18 January 2022
Principles of Finance and Funding online Workshop 2 Speaker TBC	10am, Wednesday 19 January 2022
Brand Storytelling online Workshop 1 with Veronique AA Lapeyre	11am, Tuesday 25 January 2022
Brand Storytelling online Workshop 2 with Veronique AA Lapeyre	11am, Tuesday 1 February 2022
Brand Storytelling online Workshop 3 Speaker TBC	11am, Tuesday 8 February 2022
Brand Storytelling online Workshop 4 Speaker TBC	11am, Tuesday 22 February 2022
Maker Journeys in Focus online Workshop 1 Speaker TBC	11am, Tuesday 8 March 2022
Maker Journeys in Focus online Workshop 2 Speaker TBC	11am, Tuesday 22 March 2022
Maker Journeys in Focus online Workshop 3 Speaker TBC	11am, Tuesday 5 April 2022
Five-day COMPASS Residential at Hospitalfield	Monday 23 May 2022 – Friday 27 May 2022
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 **£350 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, Head of Programmes, pay the participation fee in three instalments:

- £120 by Friday 7 January 2022
- £115 by Friday 11 February 2022
- £115 by Friday 11 March 2022

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 £350 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, PR campaigns, articles, written pieces and research projects 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 £3,250 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 online application form:

<https://craftscot.wufoo.com/forms/wj0x352044u4z1/>

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

Hints and tips for your application

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

Q. What types of makers have participated previously?

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](#)
- More about the [participating makers](#)

COMPASS Emerging Makers 2020:

- [Project Page](#)
- More about the [participating makers](#)

COMPASS Emerging Makers 2021:

- [Project Page](#)
- More about the [participating makers](#)

Q. Is this programme just for young makers?

Emphatically no. The COMPASS: Emerging Maker Programme is for anyone who is in the early stages of developing a craft business. We know that craft is an appealing career option for a wide range of ages and this opportunity is open to all eligible applicants regardless of age.

Q. 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.

Q. 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.

Q. 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.

Q. 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

Q. 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.

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About

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

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.

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

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