



Freelance Creative Education Grant guidance notes

Introduction

We have a transformative vision – to give every child and young person the chance to engage with inspiring cultural activities, supporting them to achieve their aspirations and gain access to a broad range of opportunities.

We want to ensure that schools and other education settings can access high quality, inspiring creative and cultural experiences, that will help to unlock their curriculum and bring to life what it means to work in the creative and cultural industries.

To achieve this, we are offering up to 15 awards of £2500 each, for creative and cultural freelancers to develop workshops, sessions or lessons, and to deliver them in schools across the region from December 2024 – April 2025. We estimate that you would have five full days (or 10 half days etc) to deliver your activities, plus expenses.

Scope of work

We would like to invite creative freelancers who:

- Are working in one or more creative fields*
- Have an aptitude and ambition to inspire children and young people
- Live in Bath and North-East Somerset, Bristol, North Somerset or South Gloucestershire.

**The DCMS consider Creative industries to be the following:*

1. *Performing arts, such as dance, acting, spoken word.*
2. *Visual arts*
3. *Crafts, such as weaving, furniture-making and jewellery-making*
4. *Film, TV, animation, visual effects, video, radio and photography*
5. *Video games, virtual reality, and extended reality*
6. *Museums, galleries and heritage,*
7. *Publishing and libraries*
8. *Design, including product design, graphic design and fashion*
9. *Architecture*
10. *Advertising and marketing (if your work sits in this category you will need to demonstrate your creative practice within it)*

Our schools and students across the West of England are in many different types of locations, many in high levels of deprivation, many in urban areas and some more rural. We understand that, at this point, we won't be able to reach all 370 schools. However, we do believe that it is important for us to reach as many educational settings as we can.

We are keen to create a broad range of activities that celebrates local and regional experience and diversity from a broad group of freelancers, representing this demographic, diverse and geographical region. We would like to encourage those who are interested in working in educational settings and who may have some experience, but we won't, unfortunately, be offering grants to those with an established practice with schools – (by this we mean that you are regularly working with schools and/or this work constitutes more than 20% of your income as a freelancer).

To support this, we will also be offering training that will provide you with a foundational understanding of working in educational settings and help you to develop your activities to be exciting, relevant and appropriate. This training will be the equivalent of approx. two days (one day in person and one day of online training). The in-person full day of training will be taking place on 1st November at Bath Spa University.

How to apply

We are keen to understand how you might work with schools with the aim of reaching the most students across our region in an inspiring and creative way. The application package is in three parts:

1. Application form (including EDI information)
2. CV
3. Additional information (for example your written statement if you are providing it in this format.)

1. Application form

Please complete all sections of the form.

Supporting Statement - Please feel free to be as creative as you would like, but within this please address these following things:

- Tell us about your creative or cultural practice.
- Why you would like to work with children and young people
- What idea you might have already for what you would like to deliver (you won't be held to this as your idea may change and develop)
- Any experience that you already have of working with children and young people.
- Who you think you would like to deliver to –
 - The age range
 - Which subject/s you think would benefit (for example if you think it would be relevant to an art class, or a drama class etc.)
 - If there is anything else that you think we should know (this could be anything, but might include if there is an unusual piece of equipment or

resource that you would want to use that might need further discussion, if there are specific training needs that you want to bring up at this stage, if you have ideas about how you might make your activities reach more students).

The format of your Statement of Support can be in any media that you feel most comfortable with, including document, video, voice message. We ask that you follow these simple word/length numbers:

- For a word document - No more than 800 words
- For visual representations – No more than the equivalent of three pages.
- For a video/voice message – No more than eight minutes long. Please also ensure that the format can easily be downloaded and watched/listened to.

Instructions for creating and uploading video and audio formats of Statements of Support.

Alternative Format for Narrative Questions – Video Submission.

Your video should be **no longer than 8 minutes long.**

If you're going to take videos of people taking part in your project, make sure you get their **consent** first. You'd normally do this with a **consent form**. Find information about consent from the **Information Commissioner's Office (ICO)**.

We'll only access your video through the website that's hosting it (which is also called the 'host site'). Our internal system will only have a copy of the link to the video and not the video itself. We'll watch the video and write a summary of it. It'll be viewed by staff looking at your application and taking part in our panel.

It's your responsibility to remove the video from the host site after a final decision is made. Read the host site's own privacy notice.

Examples of video hosting sites include Dropbox, Google Drive, Vimeo or YouTube.

If you're using YouTube or Vimeo, choose an unlisted YouTube video, as this will not be seen publicly.

Statement of support	Please enter the full website address (URL) for your video. Make sure the website address is correct so we can watch your video. The full website address will include all the letters and symbols at the beginning of the URL. This includes the http:// or https:// at the start.
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Alternative Format for Statement of Support– Audio Submission.

You have the opportunity to answer the Statement of Support by submitting an audio recording of your answers.

Your audio recording should be no longer than 8 minutes.

Please see how to guides

Apple Mac

[How to create a voice recording on a mac](#)

[How to share voice recording](#)

Microsoft

[How to create and share a voice recording on Microsoft](#)

Budget

Please also provide us with a budget of what you are asking for. Please be realistic and make sure to add the following:

- Your day rate
- Any resource costs
- Travel and subs
- Cost for a DBS, if you don't already have one. (£50)
- If you have personal access costs relating to your planned activity, please also add these and label them 'Personal access costs'. This should be in addition to the maximum £2,500 budget that you will outline. If you are successful, we will discuss these with you.

Please note that the following are not eligible costs:

- Overheads
- Costs incurred before decisions are made.

2. CV

Your CV is intended to show us that you have been working as a freelance creative. We may also ask for references based on what you have included in your CV.

3. **Any additional information, such as the Supporting statement if in PDF or word format.**
Please attach them in the email.

Scoring Process

The criteria that we are scoring with are as follows:

1. That the basic eligibility criteria are met – i.e you live in the west region
 - You work in the creative industries as a freelancer.
2. That you answer the criteria as set out for the supporting statement. We will ascribe the following mark to each application received:

Not met	0
Partially met	1
Met	2
Strong	3.

Applications will be scored and shortlisted by a panel from within WEMA. If we receive many excellent applications, we may then invite you to a workshop, which will take place on the 24th or 25th September.

We want to ensure that a balance of creative industries and diversity, that offer a breadth of inspiring activities for children and young people, are supported. We are, therefore, anticipating that some strong applications may not be successful in this round as we create a cohort of freelancers who can offer this.

Access Support:

We are committed to being open and accessible to everyone. We acknowledge that certain barriers may exist for some individuals and are committed to providing additional support as needed. Below is a list of access support options available:

- Providing our guidance and application form in other formats such as Easy Read, Large Print and Audio version.
- Offering an alternative format to answer questions, including the guidance above.

Should you require further assistance or support beyond what is listed above, please do not hesitate to contact us at creatives@wema.org.uk

Application Checklist

- Application form
- CV
- Alternative format information (if you are using a word document or pdf).

Send your documents to: creatives@wema.org.uk by 9am on 9th Sept 2024.

If you have any queries, please contact creatives@wema.org.uk

Thanks very much and we look forward to seeing your application.

This programme is made possible with the funding of the West of England Combined Authority and Arts Council England.



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

