



# CULTURE, HERITAGE & ARTS ASSEMBLY.

ARGYLL & ISLES

**INNOVATION  
SCHOOL  
THE GLASGOW  
SCHOOL OF ART**



ALBA | CHRUTHACHAIL



## PLACE MAKERS: MICRO-CLUSTER NETWORKS GUIDANCE FOR APPLICANTS

### BACKGROUND to PLACEMAKING AWARDS

Placemaking Awards form the final phase of the CHARTS Micro-Cluster Networks project, working in partnership with the Innovation School at The Glasgow School of Art

#### The aim of the project overall is to:

- Create new network of up to 6 creative micro-clusters across Argyll and Bute which support creative practitioners, enterprises, cultural organisations and local venues;
- Enhance creative entrepreneurial capabilities and opportunities for the network through a programme of tailored development activities;
- Fund and coordinate 3 micro-clusters under the theme of 'place-making' to encourage collaboration, build capabilities, engender improvement proposals and development;
- Strategically position these new micro-cluster networks within the development infrastructure of the membership-network (CHARTS), as examples of good practice and points of reference for other developing organisations

The overarching goal is to design and grow micro-cluster culture on the principle that sustainable and resilient regional economies need to be understood as networks. To support regional development of the creative and cultural sector, including sole traders and microenterprises, we need to better understand the complex relationships between organisations, people, places, institutions and companies at all scales. Partners agree this is key to generating sustainable and meaningful impacts of all kinds, including economic social, cultural and environmental.

The project enhances CHARTS existing delivery, built on work to date in partnership with GSA Innovation School led by Dr Michael Pierre Johnson. Via support from the Value of Creative Growth (VoCG), AHRC-funded Innovation Leadership Fellowship project, CHARTS has examined enterprise models in the creative economy, applying a Creative Growth Model; using relational mapping techniques, co-design approaches and qualitative evaluation.

Generating new collaborative opportunities, towards sustainability, the project will:

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- Bring relevant expertise to support bespoke development of micro-clusters across 6 geographic areas, including beyond Argyll and Isles, through GSA's network;
- Provide additional support to 3 outstanding micro-clusters to develop new collaborative model projects, following first phase workshops and webinar development – for more details click [here](#)
- Create 3 micro-cluster facilitation roles to coordinate links/activities between participants and key organisations;
- Tour regionally; disseminating micro-cluster knowledge (project-processes and outputs).

### **The Award Scheme**

This includes:

#### **A] Financial Support**

Allocation of up to £2,500 for a small group of artists/cultural practitioners, to pilot a new Placemaking partnership project, to enhance practice and local area development.

Allocation of up to £3,000 to commission a dedicated support worker who will coordinate the project as main contact for CHARTS.

#### **B] Promotional Support**

Awardees will be expected to participate in a mid-review in March/April 2021 to receive additional expert support, evaluation and plan for dissemination events.

Awardees will be expected to make a presentation of their work and take part in regional dissemination event/s in June and July 2021, live and/or online, depending on restrictions imposed by the pandemic, Covid 19, at the time the project ends. There will be funding to pay for one representative from each micro-cluster.

### **FUNDS AVAILABLE**

There are 3 Awards available. Each of the Awards will be allocated at a maximum of £5,500 per area in Argyll and Bute.

### **WHO CAN APPLY?**

- It is expected that all applicants will be members of CHARTS. Membership is free (link [here](#))
- The scheme is open to any and all artists / cultural practitioners who have taken part in earlier stages of the Micro-Cluster Networks project e.g mapping workshops, webinars or online group workshops around project themes
- Anyone who has registered to take part in a cultural mapping workshop with Dr Michael Pierre Johnson (which will run until December 18<sup>th</sup> 2020) – for more details click [here](#)

- Any other artist or cultural practitioner may apply but to note that priority will be given to those who have engaged in the project through a point scoring process to be used by the selection panel.
- All applicants must be living in Argyll and Bute or provide rationale of their interest in the Award as part of the proposal submitted.
- All applicants must be registered as self-employed and over 18 years of age at the time of application.

## **WHAT WE'RE LOOKING FOR (Criteria)**

Please explain why it makes sense for CHARTS to invest in your collective or new micro-cluster at this time.

We want to hear about:

- Innovative proposals from small groups of artists to work together with local heritage, industry, cultural or community organisations in ways that would aim to enable local places to survive and thrive;
- Your work, your ideas, and how your plans have been impacted by participation in the Micro-Cluster Network project to date (i.e. which themed workshop/webinar has influenced your proposal or your own cultural mapping session with Dr Michael Pierre Johnson);
- How proposals would show ambition for partnerships and impacts to last beyond the funding period;
- Who you are working with and how your idea for working together has developed.

We will give priority to applicants who have engaged in the project to date and that clearly show an understanding of the micro-cluster development process for Argyll and Bute and the impacts collective development can make for building Place profile in Argyll and Bute.

## **QUALITY**

We will assess this from your written application, your CV and the supporting images you present. Clearly written text will help us understand your work and what you are wanting to do. Should you require to make your application in a different format, please contact us to discuss.

Think about how your work relates to your future long-term goals as this will help us to assess your work in a wider context.

Your CV helps to show your experience and commitment to your practice.

Your supporting material / images should be carefully selected and good quality, to show your work. Remember to include titles, dates, materials, dimensions and, where appropriate, the venue the work is shown in.

**PLEASE GIVE A CLEAR BUDGET** that has a clear plan of how the funds may be used. Make sure the costs of the project are accurate and realistic.

## **RISK**

Due to Covid we are all now used to thinking about risk. We want to know the risks you perceive in your proposal and how you will mitigate them. How would you be able to complete or postpone your project if there is another lockdown?

## **ENVIRONMENTAL RESPONSIBILITY**

CHARTS is committed to operating in an environmentally sustainable manner and will work to ensure that members we support do the same. In 2019 we developed our [Environment Policy](#) (*link here*) to guide CHARTS work. We want to know how you consider the environment in your project.

## **HOW TO APPLY**

Applications should use the Application Form, which may be typed or hand-written. If hand-written, it should be completed legibly in black ink. Should you need assistance please contact [info@chartsargyllandisles.org](mailto:info@chartsargyllandisles.org)

## **THE APPLICATION PROCESS**

All applications go to a panel meeting on 18<sup>TH</sup> December, that will make decisions on who is supported. The selection panel will be made up of made up of invited arts and culture professionals currently supporting CHARTS projects and without conflict of interest in this Award scheme. The process will be overseen by Dr Michael Pierre Johnson, Innovation School, GSA, and Kathleen O'Neill, CHARTS Development Manager, both of whom have actively engaged in the growth of this project.

In advance of the panel meeting, the panel will read and consider your written application. During the meeting the visual and written material is reviewed and discussed against the criteria. The recommendations for awards are based on these discussions.

Alongside your application, you must complete an Equalities Monitoring Form. This provides us with essential statistical information about who you are so that we can understand who receives funding. The Equalities Monitoring Form is anonymous and will, be processed separately from your application. Data is managed confidentially, has no bearing on your application and is processed in accordance with Data Protection laws and GDPR. If you do not know some of the information or if you prefer not to provide it, you can fill in the 'Prefer not to answer' box.

Each scheme is responsible for their own privacy notice that forms part of these guidelines and relates to the information you provide in your application and how it is processed. You should read this notice before submitting your application.

Applicants will be notified by 22<sup>nd</sup> December on the outcome of their application. You will be contacted if there is any change to this timetable.

## **WHAT HAPPENS IF I'M UNSUCCESSFUL?**

These funds are competitive which means that not all applications that meet the criteria will be funded. Being turned down is not necessarily a comment on the quality of your work, but rather the strength of your proposal compared to others being considered.

CHARTS will consider the overall demand for this project in its ongoing delivery and fundraising for future opportunities.

**DEADLINE for APPLICATIONS 7<sup>TH</sup> December 5pm**

For further information contact [info@chartsargyllandisles.org](mailto:info@chartsargyllandisles.org)

**TO MAKE YOUR SUBMISSION**

Forward your application and all requested attachments as listed above, to [info@chartsargyllandisles.org](mailto:info@chartsargyllandisles.org)