



CULTURAL ENTREPRENEUR PROGRAMME (CEP) APPLICATION PACK

Introduction

The Yorkshire and Humber Visual Arts Network (YVAN) is launching a new Cultural Entrepreneur Programme (CEP) to run throughout 2013 to support the development of the region's commercial visual arts market.

YVAN is looking for Cultural Entrepreneurs either living or working in the Yorkshire and Humber region to participate in a pilot project from March – December 2013. The aim of this new initiative is to support Cultural Entrepreneurs to develop their skills, knowledge and expertise in either bringing a new idea to fruition or taking the next step in the process of establishing a successful creative enterprise.

The focus of this pilot project is to create a bespoke programme of mentoring, learning, training and practical activities. The aim of the programme is to help cultural entrepreneurs to generate business activity that attracts revenue from external sources into the visual arts sector, and therefore strengthens the region's visual arts market.

This programme is designed to support entrepreneurs either looking to set up a new business in the contemporary visual arts sector or to support established cultural entrepreneurs with professional development. However this programme will not support individual artists to sell their own work, nor will it support existing commercial galleries to continue to sell existing work.

YVAN is looking for a range of imaginative and innovative new ideas from across the spectrum of the contemporary visual arts sector that

may include the following types of business: artists' agents, dealers, gallerists, commissioning agents, arts festivals, fair organisers, award organisers, but also product design, education and community arts practice, art in health and live art/other related disciplines, for example.

There are already many such cultural entrepreneurs working in the Yorkshire and Humber region – the diversity is already extensive and this new programme aims to support the next generation of cultural entrepreneurs as they further grow the market.

The Cultural Entrepreneurs will each receive individual tailored support in addition to working as part of the group to support each other's development.

There may be opportunities for unsuccessful applicants to participate in some of the learning programme activities.

YVAN is working in partnership with the Contemporary Art Society (CAS) on the development and delivery of this programme, as part of the CAS national visual arts market development plan.

Palmer Squared has been contracted by YVAN to project manage the Cultural Entrepreneur Programme.

Eligibility

Applicants must live or work in the Yorkshire and Humber region.

Applicants must have a working knowledge, experience or at the very least demonstrable appreciation of and a critical engagement with the contemporary visual arts sector.

Applicants will be expected to commit to the 10-month programme and will need to sign a simple Service Level Agreement.

Applicants need not be currently working in the contemporary visual arts sector.

Due to the nature of the programme and time commitment required, it is not eligible for full-time students including those graduating in 2013.

The programme is looking to support individuals, however if there is a potential partnership or collaboration that meets the criteria, it may be eligible. It should be noted that the programme cannot support both individuals if they are already working in established companies.

The applicant will be expected to contribute fully as a member of the Cultural Entrepreneur group as well as work with their designated mentor(s).

The applicant will be expected to contribute towards the programme's research and evaluation throughout the ten months.

There are not a designated number of hours per week that applicants are expected to commit to, but each applicant will need to demonstrate how they will allocate enough time accordingly to complete the programme and develop their business idea.

Applicants do not need to have attained qualifications at higher education level.

Assessment criteria

Applicants will need to complete the application form and equal opportunities form and submit to the Project Manager by email to andrew@palmersquared.co.uk or by post to Andrew Palmer, PO Box 719, Halifax, West Yorkshire, HX5 0WU by **Friday 1 March, 12 noon**.

If you have any queries prior to submitting the application, please contact Andrew Palmer on 07913 397541.

Applicants who meet the eligibility criteria will be assessed on the following areas:

- Quality of the business idea;
- Applicant's professional background including work experience;
- What you have to bring to the Cultural Entrepreneur Programme and how you think you would be able to contribute;
- Why it would be helpful to you at this point in your career;
- Demonstrable understanding of and critical engagement with the contemporary visual art sector.

Depending on the number and quality of applications, YVAN may invite shortlisted applicants to interview. Applicants will be notified by Wednesday 6 March if they are required for interview, which will be conducted w/c 11 March.

If you have any existing commitments that may impact on your availability from March – December 2013, please indicate on the application form.



APPLICATION FORM

The word counts are guidelines to encourage concise, clear writing.
Please ensure that all parts of the form are complete before submitting.
If you require to make your submission through other means, we
would be happy to facilitate.

Name	
Address	
Telephone	
Email	

Work experience – please outline concisely your latest/current and other previous and relevant work experience including dates, organisation or freelance and brief explanation, with the most recent first.

Dates (from/to)	
Organisation	
Role and Tasks	

Dates (from/to)	
Organisation	
Role and Tasks	
Dates (from/to)	
Organisation	
Role and Tasks	

Please outline what your new business idea is, or if you have a relevant creative business in its early stages of development, how you would like to further develop this business. (max. 250 words)

Please outline how you think participating in the Cultural Entrepreneur Programme will benefit you. (max. 250 words)

We also want participants to be good role models for cultural entrepreneurship in the region. How would you see yourself contributing to this? (max. 150 words)

Please describe your knowledge, experience and/or understanding of and critical engagement with the contemporary visual arts sector. (max. 150 words)

If you have any existing commitments that may impact on your availability, please describe, even if only provisional at this stage.

EQUAL OPPORTUNITIES MONITORING FORM

To help us monitor the effectiveness of our policy, please supply the information requested in the following form in relation to your age, gender, ethnic origin, sexual orientation, dependents and disability. This information will be kept securely and not made available to anyone. This information will be used to monitor the YVAN's practices and those of its project partners.

You can decline to answer any question.

Please enter your post code	Response
------------------------------------	----------

What gender are you?	Response
Prefer not to say	X

Please describe your sexual orientation?	Response
Prefer not to say	X

Disability	
Yes	X
No	X
Prefer not to say	X

Age range	
16-19	X
20-24	X
25-64	X
65+	X
Prefer not to say	X

Ethnic origin	
<i>White</i>	
British	X
Irish	X
Any other White background	Response
<i>Mixed / multiple ethnic groups</i>	
White and Black Caribbean	X
White and Black African	X
White and Asian	X
Any other mixed / multiple ethnic background	Response
<i>Asian/Asian British</i>	
Indian	X
Pakistani	X
Bangladeshi	X
Chinese	X
Any other Asian background	Response
<i>Black/African/Caribbean/Black British</i>	
African	X
Caribbean	X
Any other Black/African/Caribbean/Black British background	Response
<i>Other</i>	
Other ethnic group	Response
Prefer not to say	X