

Invitation for Venues to host the MaxLiteracy Awards 2021

The Max Reinhardt Charitable Trust, Engage, the National Association for Gallery Education and the National Association of Writers in Education (NAWE), are delighted to announce the MaxLiteracy Awards 2021.

MaxLiteracy is an exciting initiative that develops new ways of teaching creative writing by bringing together writers, learning settings, galleries, art museums and visual arts venues.

Galleries, art museums and visual arts venues in England are invited to submit proposals to host a MaxLiteracy 2021 project supported by the Max Reinhardt Charitable Trust, which will grant three venues an Award of £8,000 to support a dedicated programme of creative writing and literacy work with learning settings.

Application Deadline: 10am on Thursday 4 February 2021.

The MaxLiteracy Awards 2021

In response to the global health emergency, galleries, museums and visual arts venues of any size in England are invited to apply and submit proposals to host the MaxLiteracy 2021 Awards, that have a particular focus on supporting the mental health and wellbeing of children, young people or young adults through creative writing, literacy and the visual arts. Three venues will be granted an Award of £8,000 each to support a dedicated programme of creative writing and literacy work with a formal or informal learning setting, to take place from April to August 2021.

Learning settings may include: schools (primary and secondary) and youth support agencies, for example, virtual schools, agencies supporting young people in care or care leavers, those identified as vulnerable/at risk, youth justice settings and sanctuary agencies for young people seeking refuge.

The aims of the Awards are:

- For the gallery, museum or venue to engage a creative writer to work with a local learning setting on a creative writing or literacy project, taking inspiration from the venue's visual art collections, displays or buildings.
- To support the mental health and wellbeing of children, young people or young adults.
- For a creative writing resource to be developed by the venue, creative writer, National Association for Writers in Education (NAWE) and the learning setting, to encourage engagement with the venue through creative writing.

- The resources will be widely shared within the arts and education sectors to encourage and promote the use of galleries, art museums and visual arts venues as a context for creative writing and literacy work.
- For the gallery, museum or venue to build a legacy for the award, for example, by sustaining their partnership with the creative writer and learning setting and/or promoting the resource created beyond the end of the award activity.

Recipients of the Awards will be asked to consider different approaches to the proposed delivery of their projects in response to the changing environment as a result of the coronavirus pandemic, including remote/virtual learning delivery packages and resources.

The resources created in 2021 should build on, rather than replicate those already produced through the Awards. Please view the resources, case studies and videos on www.maxliteracy.org

The Awards are run by Engage, the National Association for Gallery Education in partnership with the National Association for Writers in Education (NAWE). Awardees will work with the Max Literacy Coordinator.

Who can apply?

Applications are invited from galleries, art museums and visual arts venues in England. Experience of working with creative writers and formal or informal learning settings is welcomed but not essential. Venues with less experience are encouraged to use this opportunity to develop work in this area.

Each venue applying for an Award must name the learning setting they wish to work with and evidence that they have discussed plans for the Award with them. NAWE will support the selected venues and learning settings to recruit creative writers.

For further information on the role of the venue, learning setting and creative writer see [Appendix 1](#).

Selection

Award recipients will be selected by a panel that will include the Max Reinhardt Charitable Trust, NAWE, Engage and external experts.

Evaluation

The Award will be evaluated by a consultant who will devise a methodology with the support of NAWE and Engage and attend the planning and induction day to introduce the evaluation approach and methodology to the project partners. The evaluator will visit each activity and support the learning settings, venue staff and creative writers to collect evaluation data. The evaluator will attend the partner sharing day and write a final report. Findings from the evaluation will be used to plan future Awards. The executive summary and the key findings will be published.

Documentation

Engage hope to document the Awards with video and photography. Video footage, photographs and case studies from the 2021 Awards will be added to the

MaxLiteracy website. An event is planned for autumn 2021 to share learning from the MaxLiteracy Awards 2021 for those working in the arts and education sector with an interest in creative writing and literacy work stimulated by the visual arts.

Engage and NAWA will also seek opportunities to share learning from the Awards at seminars and events with the arts, cultural and education sectors.

Important dates

Key programme dates for the MaxLiteracy Awards 2021 are:

MaxLiteracy Awards 2021	Activity
March / early April 2021	Each venue holds an initial planning meeting with their creative writer and lead representative of the learning setting
Week: 19 – 23 April 2021	All venues, lead representatives from each learning setting and creative writers will attend an online planning and induction workshop facilitated by Engage via Zoom (approx. time 10:00 – 4:00pm).
3 May – 31 August 2021	Delivery of MaxLiteracy Award Activities
Early October 2021	Deadline for each venue to produce a draft copy of their resource
Week: 12 – 15 October 2021	Partner Sharing Day All venues, lead representatives from each learning setting and creative writers will attend sharing day. This will be held online, facilitated by Engage via Zoom, or in person at one of the MaxLiteracy Award host venues (approx. time 10:00 -4:00pm).
November 2021 – January 2022	Completion of venue resources and case studies. Evaluation Report Delivered

Budget and Funding

Applicants will be asked to provide an outline budget for how they propose to spend the Award in order to realise the proposed activity. See [Appendix 2](#) for a suggested budget.

Each Award can be used to cover:

- Fees for a Creative Writer to work with a Learning Setting and your venue e.g. the cost to engage a Creative Writer for around 10 days work (inclusive of planning, working with participants and evaluation),
- the Creative Writer's travel costs,
- Costs incurred by the learning setting e.g. staff cover and travel,
- the cost of designing and producing a resource,
- workshop materials or equipment,
- developing digital or paper/printed resources,
- documentation of the activity,
- costs incurred by the venue to undertake the activity.

These additional costs will be covered by Engage and do not need to be included in your proposed budget:

- a fee for the creative writers to attend the planning and induction day
- a fee for the creative writers to attend the partner sharing day.
- partner travel costs associated with attending the partner sharing day should it be delivered in-person.

How to Apply

[The application can be downloaded on our website.](#)

To apply, submit a completed Application Form by email to info@engage.org by 10am on Thursday 4 February 2021

Please use subject line: 'MaxLiteracy Awards 2021 Venue Application'.

If you have questions about the programme or your application, please contact Ronda Gowland-Pryde, MaxLiteracy Coordinator on maxliteracy@engage.org.

Venues will be notified of the outcome of their application in early March 2021.

Appendix 1

Each MaxLiteracy Award will be made to the gallery, art museum or visual arts venue.

In order for the project to be successfully delivered by each venue working with a learning setting and a creative writer this appendix includes an outline of the expected responsibilities of each partner.

Please note that activities will be expected to be delivered online/virtually and/or in-person according to Government advice at the time.

Role of the venue (gallery, art museum or visual arts venue)

The venue undertaking an award will take a lead in:

- The planning of the creative writer's activity with the learning setting, NAWE and the venue, including drawing up a timetable, outputs, outcomes and budget for the activity, considering how to address the aims of the award including legacy planning.
- Contracting and managing the creative writer.
- Liaising with the MaxLiteracy Coordinator on the planning, delivery, documentation and evaluation of activity. NAWE will retain an overview of the activities
- Ensuring a Disclosure and Barring Service (DBS) check is carried out for the creative writer (if appropriate)
- Ensuring that adequate insurance, including public liability insurance, is in place for all activities carried out as part of the award, both at the venue and/or the learning setting.
- Ensuring that adequate insurance, including public liability insurance, is in place for all activity delivered by the creative writer
- Ensuring permission has been obtained for all documentation of the award activity, including permission for photographs and/or video footage of participants, staff, artwork and buildings.
- Coordinating the activity with the learning setting, creative writer, and the venue.
- Supporting the learning setting and creative writer to arrange visits to the venue (where applicable)
- Providing space at the venue for the creative writer to carry out research and planning associated with the award activity
- Creating a resource resulting from the award activity, with support from the learning setting and creative writer. NAWE will retain an overview on the resources. Resources should be digital with the option of additional printed resources, as appropriate, and factored on to your budget.
- Documenting the activity e.g. with photography
- Collating evaluation data from all partners, including the learning setting and creative writer, to provide to the evaluator

- Taking part in the planning and induction day and sharing day (as detailed above)
- Contribute material for case studies, video and photographs to be shared on the MaxLiteracy website
- Contribute to events in autumn 2021 to share learning from MaxLiteracy 2021, supported by the MaxLiteracy Coordinator.
- Taking part in further conferences and other events to share learning from the Awards

Role of the Learning Setting

The learning setting will:

- Nominate a named member of staff to take a lead on the Award
- Plan activity with the venue, creative writer and NAWE, to take place at the learning setting, at the venue, and/or online, considering how to address the aims of the award.
- Ensure that the activity links with the learning programmes and priorities of your learning setting. The Award may also link with Arts Council England's Artsmark and with Arts Award.
- Support the creative writer as a visitor to your learning setting, supporting them to work with students and ensuring that they are always accompanied by a member of staff when they are working with students
- Provide adequate time and space for the creative writer to undertake any activity taking place at the learning setting
- Where applicable, plan and support student visits to the venue, including setting up transport to the venue
- Document the activity
- Ensure permission has been obtained for all documentation of the award activity, including permission for photographs and/or video footage of participants, staff, artwork and buildings.
- Gain permission to use students' work for publication, online and hard copy
- Contribute towards the creation of a resource resulting from the award activity, working with the venue and creative writer.
- Provide data for the evaluator
- Attend the planning and induction day and sharing day (as detailed above)
- Contribute material for case studies, video footage and photographs to be shared on the MaxLiteracy website
- Contribute to events in autumn 2021 to share learning from MaxLiteracy 2021, supported by the MaxLiteracy Coordinator.
- Take part in further conferences and other events to share learning from the Awards

Role of the Creative Writer

The creative writer will:

- Plan and devise activity with the learning setting and venue

- Deliver activity with participants at the venue, at the learning setting and/or online
- Plan and prepare any materials required to support delivery of activity with participants
- Attend the planning and induction day and sharing day (as detailed above)
- Contribute towards the creation of a resource resulting from the award activity, working with the venue and learning setting.
- Provide data for the evaluator
- Contribute material for case studies, videos and photographs to be shared on the MaxLiteracy website
- Contribute to events in autumn 2021 to share learning from MaxLiteracy 2021, supported by the MaxLiteracy Coordinator.
- Take part in further conferences and other events to share learning from the Awards.

Appendix 2

When completing the application form venues will be asked to provide an outline budget to suit their planned activity and the circumstances of the venue and learning setting concerned. Once venues have been selected for an Awards and paired with a creative writer the budget will be reviewed by the venue and learning setting with the MaxLiteracy Coordinator.

Please note this is an example only.

<u>Example Breakdown of the Award budget</u>	
Fee to the creative writer, up to 10 days @ £250 a day	2,500
Creative writer's travel costs	300
Cover for teacher (training & sharing days), 2 days @ £200 a day	400
Transport for venue visits	
Materials and equipment for activity	
Production of resources	
Venue costs	
Documentation	
Legacy activity	£1,000
Contingency	
<u>Total</u>	<u>£8,000</u>

Appendix 3

Background

MaxLiteracy was initiated and is funded by the Max Reinhardt Charitable Trust. It is run by the National Association for Writers in Education (NAWE) and Engage (National Association for Gallery Education). This is the fourth time this Award has been held. The Max Reinhardt Charitable Trust are the funders of the Alexandra Reinhardt Memorial Award (ARMA), the artist residency and public art commission programme organised since 2012 by Engage: www.engage.org/arma.

The Awards first ran in 2014-15, hosted by Manchester Art Gallery, Falmouth Museum and Art Gallery, and Kettle's Yard, University of Cambridge.

In 2016-17 the Awards were received by York Art Gallery, Leeds Art Gallery and the BALTIC Centre for Contemporary Art.

In 2018-19, the Awards were received by Attenborough Arts Centre, Bristol Museum and Art Gallery, Kirkleatham Museum and The Whitworth.

National Association of Writers in Education (NAWE)

NAWE's mission is to further knowledge, understanding and enjoyment of Creative Writing and to support good practice in its teaching and learning at all levels. As a Subject Association, NAWE promotes Creative Writing as both a distinct discipline and an essential element in education generally. NAWE's 1,500 members include those working in higher education, the many freelance writers working in schools and community contexts, and the teachers and other professionals who work with them. www.nawe.co.uk.

Engage

Engage is the lead advocacy and training network for gallery education. We support arts educators, organisations and artists to work together with communities in dynamic, open exchanges that give everyone the opportunity to learn and benefit from the arts. Engage has 800 members in the UK and abroad in c.270 organisations.

Engage is an Arts Council England Sector Support Organisation and receives funding for its programmes in Scotland from Creative Scotland and for the programme in Wales from the Arts Council of Wales. Funding has also been received from trusts and foundations, individuals and the corporate sector. Engage currently works across four main strands:

- Continuing Professional Development: an annual international conference, mid-career peer sharing events and the Extend Leadership Programme for colleagues working in education and learning across the arts
- Research and projects: including Children's Art Week, Alexandra Reinhardt Memorial Award (ARMA), MaxLiteracy and programmes in Scotland and Wales
- Advocacy: making the case for education and learning in galleries with government and key partners
- Dissemination: sharing practice through Engage's website, publications and the Engage Journal

Engage has an active network of Area Groups across the nine regions in England, which provide peer support and professional development for members. There are active programmes in Wales and Scotland supported by programme coordinators and voluntary development groups. You can find more information about Engage at www.engage.org.

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