



Invitation for Venues to host the MaxLiteracy Awards 2018 – 19

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 third Max Reinhardt Literacy Awards – now known as the MaxLiteracy Awards.

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

Galleries, art museums and visual arts venues in England are invited to submit proposals to host MaxLiteracy 2018-19, supported by the Max Reinhardt Charitable Trust, which will grant three venues an Award of £7,000 to support a dedicated programme of creative writing and literacy work with schools.

Application Deadline: 10am on Monday 2 July 2018

Engage
Bringing people
and art together



Information for Venue Applicants

The MaxLiteracy Awards

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.

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). The programme is managed by the MaxLiteracy Coordinator.

Galleries, art museums and visual arts venues across England are invited to submit a proposal to host the 2018-19 Awards, to support a creative writer to work with a school and a gallery/art museum/visual art venue. Three Awards of £7,000 each will be made to the selected venues for an activity, which will take place from January to March 2019.

The aims of the Awards are:

- For a creative writer to work with a school and a gallery/art museum/visual arts venue on a creative writing or literacy project, exploring the Venue's collections, displays or building
- For a creative writing resource to be developed by the venue, Creative Writer, NAWE and with the school on using creative writing to explore the venue's collections, displays or building
- For these resources to be shared with the arts and education sectors in order to encourage the greater use of galleries/art museums/visual arts venues by schools for creative writing and literacy work

N.B. The resources created in 2018/19 should build on, rather than replicate those already produced through the Awards. An aim of MaxLiteracy is to build a diverse range of creative writing resources. Please view the resources, case studies and videos on www.maxliteracy.org

Galleries/art museums/visual arts venues (from here on referred to as 'the venue' or 'venues') applying for the Award must name the school they wish to work with and evidence that they have discussed plans for the Award with the school. There are no restrictions on the type of school or the age of the children and young people that venues partner with. For further information on the role of the venue, school and creative writer see **Appendix 1**.

Programme Description

Applications are invited from galleries, art museums and visual arts venues in England. Experience working with creative writers and schools is welcomed but not essential, and those venues with less experience are encouraged to use this opportunity to develop work in this area.

The Award will be used towards costs relating to a creative writer working with a school and venue and to pay for the creation of resource materials that will be developed through this activity. For example - the fee to the creative writer for eleven days work (inclusive of planning, working with participants, evaluation and assistance creating the resource), the writer's travel costs, the school's travel and staff cover costs, workshop materials or equipment, developing

digital or paper resources, documentation of the activity, and/or the costs of the gallery/art museum/visual arts venue undertaking the activity. See **Appendix 2** for a suggested budget.

Host venues for the Awards will be announced in September 2018. NAWE will support the selected venues and schools to recruit creative writers. A training day will take place during the weeks of 8 or 15 October 2018, to be attended by the Award winners, teachers from each of the participating schools, a member of staff from the venue and the creative writers they are working with. The day will be led by colleagues experienced in working with creative writers, schools and venues and from NAWE. Attendance by each of the key representatives of the Award winners listed above at the training day is obligatory in order to take part in the Awards.

There will be a sharing event for the creative writers, teachers and venue staff involved in the Awards in June 2019 to reflect on their experiences. Participants' travel costs to the training and sharing days will be covered. The Awards may be used to contribute to teachers' cover costs, for example to attend the training and sharing events. The freelance creative writers will be paid a fee to attend the training and sharing events; this **does not** need to be costed within the Award.

In November and December 2018 the venues, schools and creative writers will plan their programme of activity, which will take place in January-March 2019. The activity must include the creative writer and school visiting the venue at least once, and the creation of resource materials devised with the venue, creative writer, NAWE and the school, showing approaches to using the venue with the school for creative writing or literacy work. To view examples of previous awards resources, visit www.maxliteracy.org

NAWE will support schools, creative writers and venue staff to plan activities. The MaxLiteracy Coordinator will support and monitor the delivery of the activity. NAWE, with the creative writers, will collate resources produced during the activity into a single digital resource, which will be disseminated to the arts and education sectors through engage and NAWE's networks.

Selection and Evaluation

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

The Award will be evaluated by a consultant who will devise a methodology with the support of NAWE and Engage and attend the training day to introduce the evaluation approach and methodology to the teachers, creative writers and the venue staff. The evaluator will visit each activity and support the schools, venue staff and creative writers to collect evaluation data. The evaluator will attend the 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.

Engage hope to document the Awards with video and photography. Video footage, photographs and case studies from the 2018/19 Awards will be added to the MaxLiteracy website. In autumn 2019 there will be events sharing learning from MaxLiteracy 2018/19 for teachers, venues, creative writers and others working in the arts and education sector with an interest in creative writing and literacy work stimulated by the visual arts.

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

Important dates

- July 2018: Successful venues informed
- September 2018: Successful schools informed
- September 2018: Creative writers appointed, supported by NAWE
- Weeks c. 8 or 15 October 2018: Planning day
- November & December 2018: Venues, schools and creative writers plan activities
- January-March 2019: Delivery of activities
- June 2019: Sharing day
- June/July 2019: Resource material collated and material for dissemination prepared
- August 2019: Evaluation report delivered

Who can apply?

Galleries, museums and visual arts venues of any size in England are invited to apply. Engage are particularly interested in the Awards engaging with children and young people who do not normally work with art, artists and writers and/or who experience difficulties with writing and reading. Engage are interested to know if your venue is in an area of low cultural engagement (as defined by Arts Council England) or in an area with low literacy rates for children and young people.

Application Information

To apply, submit a completed Application Form by email to info@engage.org by **10am on Monday 2 July 2018**. Please use subject line: 'Venue Application'.

The Application Form can be downloaded at: www.maxliteracy.org
and <http://www.engage.org/maxliteracy>.

If you have questions about the programme or your application, please contact Ronda Gowland-Pryde, MaxLiteracy Coordinator on maxliteracy@engage.org or call Engage on 020 7729 5858.

Engage is committed to equality of access. Should you need application details in another format please contact Engage on 020 7729 5858 / info@engage.org.

Appendix 1

Role of the Gallery/Art Museum/Visual Arts Venue (the 'Venue')

Venues undertaking the Awards will have the following role, taking a lead in:

- The planning of the creative writer's activity with the school, NAWE and the venue, including drawing up a timetable, outputs, outcomes and budget for the activity
- 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, formerly CRB) check has been carried out for the creative writer (if appropriate)

- Ensuring that adequate insurance / public liability insurance is in place for the creative writer to work in the school and at the venue, and for the school to visit the venue
- Ensuring permission has been obtained for all in attendance for still photographs and video footage i.e. the school/students, creative writers, venue staff and members of the public etc.
- Coordinating the activity with the school, creative writer, and the venue
- Supporting the school and creative writer to arrange visit/s to the venue
- Providing space for the creative writer to research at the venue in order to plan the activity and resource material
- Creating resource materials (digital, and if you wish printed) with support from the school and creative writer showing approaches to using the gallery/art museum/ visual arts venue with a school for creative writing or literacy work; this will be used by the venue and shared with the arts and education sectors; NAWE will retain an overview on the resources
- Documenting the activity e.g. with photography
- Collecting data from the school and creative writer for the evaluator
- Taking part in the planning and sharing days, with the creative writers and schools (as detailed above)
- Contribute material for case studies, video and photographs to be shared on the MaxLiteracy website (gathering of material for to be led by the MaxLiteracy Coordinator)
- Contribute to events in autumn 2019 supported by the MaxLiteracy Coordinator sharing learning from MaxLiteracy 2018/19. Events are intended for teachers, gallery/museum educators, creative writers and others in the arts and education sector with an interest in creative writing and literacy inspired by the visual arts.
- Taking part in further conferences and other events to share learning from the Awards

Role of the School

The school will:

- Nominate a named member of staff to take a lead on the Award
- Plan activity with the venue, creative writer and NAWE at the school and in the venue
- Ensure that the activity links with the National Curriculum, with study at exam level, or will enhance students' literacy and creative writing skills; the Award may also link with Arts Council England's Artsmark and with Arts Award
- Support the creative writer to work with students; a teacher should always be with the creative writer when they are working with students
- Provide adequate time and space for the creative writer to undertake the activity at the school
- Work with the creative writer and venue devising resource materials for students to use at the venue
- Plan and support student visit/s to the venue with the creative writer, including setting up transport to the venue
- Document the activity
- Ensure permission has been obtained for students/school/all in attendance for still photographs and video footage
- Gain permission to use students' work for publication, online and hard copy
- Contribute towards the creation of resource materials (digital, and if you wish printed) with the support of the venue and creative writer; NAWE will retain an overview
- Provide data for the evaluator
- Attend training and sharing sessions with the creative writer and venue as detailed above.

- Contribute material for case studies, video footage and photographs to be shared on the MaxLiteracy website (gathering of material for to be led by the MaxLiteracy Coordinator)
- Contribute to events in autumn 2019 supported by the MaxLiteracy Coordinator sharing learning from MaxLiteracy 2018/19. Events are intended for teachers, gallery/museum educators, creative writers and others in the arts and education sector with an interest in creative writing and literacy inspired by the visual arts.
- Taking 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 school and venue
- Plan and devise workshop resources for the school to use at the venue
- Attend planning and sharing sessions with the school and venue staff
- Contribute towards the creation of resource materials with the support of the venue and the school; NAWE will retain an overview.
- Provide data for the evaluator
- Contribute material for case studies, videos and photographs to be shared on the MaxLiteracy website (gathering of material for to be led by the MaxLiteracy Coordinator)
- Contribute to events in autumn 2019 supported by the MaxLiteracy Coordinator sharing learning from MaxLiteracy 2018/19. Events are intended for teachers, gallery/museum educators, creative writers and others in the arts and education sector with an interest in creative writing and literacy inspired by the visual arts.
- Taking part in further conferences and other events to share learning from the Awards.

Appendix 2

Please note this is a guide - applicants should draw up a budget to suit their planned activity and the circumstances of the venue and school concerned. Once venues have been selected for Awards and paired with creative writers the activity budget will be reviewed by the venue and school with the MaxLiteracy Coordinator.

Possible Breakdown of the Award budget	
Fee to the creative writer, 12 days @ £250 a day	3,000
Creative writer's travel costs	350
Cover for teacher (training & sharing days), 2 days @ £200 a day	400
Transport for venue visits	500
Materials and equipment for activity	200
Production of resources	1200
Venue costs	400
Documentation	700
Contingency	250
Total	£7,000

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 third 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.

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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