

I Am Festival 2022

Brief for artists and organisations

Budget: up to £2,500 including VAT

Time commitment: 4.5 days

Timescale: February – June 2022. I Am Festival will take place from 20–24 June 2022

This year A New Direction will be delivering the sixth annual I Am Festival in June 2022. The I Am Festival is a yearly celebration empowering D/deaf, disabled, and neurodivergent young people to explore their creativity. Over the past five years, the festival has provided a platform for hundreds of young people to showcase their talents, leadership, ideas, and opinions.

Last year we worked with schools in our SEND Network to deliver creative in-person sessions in the lead up to the festival. Outcomes of these creative sessions were then showcased via our bespoke digital platform. We also partnered with a number of fantastic disabled-led arts organisations to deliver workshops remotely.

This blended delivery model allowed us to engage many young people who may not have otherwise been able to take part in an in-person festival. This is something we are excited about developing further for this year's festival, as we aim to deliver a hybrid of activity in schools, cultural venues, and online.

The theme this year is **Unity**.

You can see the highlights from the 2021 festival here: <https://bit.ly/iam2021highlights>

To curate the I Am Festival 2022, we will be working with our SEND Network and a team of Cultural Ambassadors.

About the SEND Network

A New Direction's SEND Network is a free professional development programme for educators working with D/deaf, disabled and neurodivergent children and young people in London's schools and specialist settings. The Network meets twice a term over the academic year, working together to improve creative and cultural opportunities for children and young people who are D/deaf, disabled and neurodivergent.

SEND Network members are able to share good practice with other teachers working across a huge range of SEND settings in London. The network also provides an

opportunity to meet and share strategies and ideas for bringing the curriculum to life in ways that meet students' needs.

You can find out more about the SEND Network here:

<https://www.anewdirection.org.uk/peer-support-networks/send-network>

About the Cultural Ambassadors

This year will be our third year collaborating with charity my AFK to provide a work experience programme for disabled young adults. This iteration of the programme will involve 10 young people working collaboratively with A New Direction, the SEND Network, and artists and arts organisations for 16 weeks. They will co-design workshops for schools, consult with organisations about their accessibility for disabled young people, lead a festival project, and support the delivery of events throughout the festival week.

You can find out more about my AFK here: <https://www.my-afk.org/>

Overview

A New Direction are looking for proposals from artists and creative organisations to collaborate, develop, and deliver workshops with our SEND Network and Cultural Ambassadors. We are particularly interested in hearing from those who identify as D/deaf, disabled and/or neurodiverse, and from disabled-led arts organisations.

Workshops will be developed with teachers and Cultural Ambassadors and delivered to students in SEND settings. The outcomes of the workshops will be showcased at our hybrid I Am Festival in June 2022.

We are looking for proposals for workshops in any artform that will explore the theme of **Unity**, and for artists and organisations who can support elements of the work experience programme.

Details

We are looking for **three** artists and cultural organisations. Each will commit to working in collaboration with our Cultural Ambassadors to:

- Run a short creative workshop with Cultural Ambassadors to introduce artistic practice
- Plan creative workshops to be delivered in schools
- Deliver creative workshops in schools exploring the theme of Unity. Depending on the students, this could be one longer workshop or broken down into a series of shorter workshops
- Support the sharing of the workshop outcomes during the I Am Festival

- Those commissioned should consider how the outcome of the workshops could be engaged with during the festival, either in person or digitally. For example, could a piece of artwork be added to by members of the public?
- You are also encouraged to consider how students who are not involved in the workshops can also benefit
- Artists/organisations will meet with A New Direction’s evaluator to support the overall evaluation of the programme

Breakdown of Days

1.5 days	Working with Cultural Ambassadors
1 day	Organisation planning of workshops
1 day	Workshop delivery
0.5 days	Preparation of outcomes for sharing at festival
0.5 day	Evaluation

Proposals

Please send proposals with a proposed budget (practitioner fees, materials, and applicable VAT) to schools@anewdirection.org.uk by **midnight on Sunday 13 February**.

If you have questions about this brief and would like to have an informal conversation about our work, please email us to arrange a time.

As workshops delivered in schools will be planned in collaboration with Cultural Ambassadors and teachers, we do not expect to receive finalised plans within the proposal.

Proposals can be sent in any format, e.g. a Word document, video, audio.

Please note that the successful candidate for this will be required to complete a Disclosure and Barring Check, must be eligible to work in the UK and registered to pay their own taxes.