

# CONVENE CHALLENGE CONNECT

WEST MIDLANDS



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



Made possible with

**Heritage  
Fund**

- Build on the positive disruption that the Birmingham 2022 Festival brings
- An accessible sector development programme delivered for the Birmingham 2022 Festival
- Carried out research with freelancers historically underserved by the sector
- Co-created with the region's arts, cultural, heritage and community sector
- Programme for creative, cultural and heritage organisations, community groups and freelancers in the West Midlands
- Running from July – October 2022

# Three parts

## Challenge:

- 4 x Full day events (Strategic & Practical)
- 2 x Birmingham, 1 x field, trip, 1 x Black Country

*Inspirational, action research, practical support, sector change*

## Connect:

- 9 x freelancer networks
- Freelancer development programme

*Place/people based networks, capacity building, freelancer led, connection to sector*

## Convene:

- 15 x Recorded webinar/advice sessions
- 15 x Q&A follow up online sessions.

*Practical advice, recorded workshops, follow up support*

# Challenge: Sector Development Days

- 7<sup>th</sup> September: Audiences
- 21<sup>st</sup> September: Placemaking
- 5<sup>th</sup> October: People
- 19<sup>th</sup> October: Business development & infrastructure

**Who is it for?** People working in arts, cultural and heritage sector in the West Midlands

**What will it include?** Morning of inspirational speakers and provocations, afternoon practical applications and discussions, followed by an hour of networking

**Hybrid:** In person event, with option to join online during the morning session

*Next steps... save the dates, share with colleagues & sign up to the Culture Central newsletter for updates on how to book*

# Jenny Sealey MBE

## Director, Graeae

# Connect: Freelancer Development Programme

Simple application process. 30 freelancers. £500 bursary. July – October



**Who is it for:** Creative, cultural and heritage freelancers in the West Midlands historically underserved by the sector.

Applications are open to arts, cultural and heritage freelancers working in the West Midlands who identify as ethnically diverse, (d)Deaf, disabled, neurodiverse, LGBTQ+, care-experienced, from a refugee, migrant, Gypsy, Roma or Traveller community, and/or from working-class/ low-income backgrounds, or who have identified as such in the past.

Apply now: [www.culturecentral.co.uk/convene-challenge-connect](http://www.culturecentral.co.uk/convene-challenge-connect)

**Application deadline: 26<sup>th</sup> July, 4pm**

# Connect: Freelancer Networks Groups

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LGBTQ+	For LGBTQ+ creative and cultural freelancers.
Friction Arts	For emerging working class creative and cultural freelancers.
Coventry & Warwickshire Freelancers	For creative and cultural freelancers based or working in Coventry & Warwickshire.
Transforming Narratives	For creative and cultural freelancers who identify as of South Asian heritage
Birmingham Hippodrome	For Birmingham and West Midlands creative freelancers.
Deaf Explorer	For d/Deaf, disabled and neurodiverse creative and cultural freelancers
Black Country Freelancers	For creative and cultural freelancers based or working in the Black Country.
More Than a Moment	For Black creative and cultural freelancers

Build spaces of connection, networking, and collaboration with other creative freelancers.  
Currently running between July – October (Spaces are limited)

*Find out more: [www.culturecentral.co.uk/convene-challenge-connect](http://www.culturecentral.co.uk/convene-challenge-connect)*

# Reload

Artist, Writer & Critical Friend to  
Convene, Challenge, Connect: West  
Midlands



# Convene: Webinars & Q&A

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Creating work in outdoor spaces

Monitoring & evaluation skills

Marketing

Creating and distributing digital content

Partnership working

Charging, pricing & contract management for freelancers

Exploring new business management models

Operational delivery

Fundraising & alternative revenue streams for freelancers

Project management

Procurement & contract management

Marketing for freelancers

Fundraising & bid writing

Finance and accounting for freelancers & small organisations

**Who is it for?** People working in arts, cultural and heritage sector in the West Midlands

**What will it include?** 1 hour recorded webinars hosted on youtube, with follow up Q&A

**When?** August – September

*Find out more and sign up to our newsletter for release updates: [www.culturecentral.co.uk/convene-challenge-connect](http://www.culturecentral.co.uk/convene-challenge-connect)*

**Namywa**

Artist,

CEO & founder of Girl Grind UK

**Erica Love:**

Director of Culture Central

**Martin Green CBE:**

Chief Creative Officer at Birmingham 2022

Commonwealth Games & Unboxed: Creativity  
in the UK

# How to get involved

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Apply to freelancer development programme (deadline 26<sup>th</sup> July, 4pm)

Book onto Challenge days

Access webinars when live

Sign up to the newsletter for ongoing updates and programme announcement on 4<sup>th</sup> August

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