

## Northword 'Bringing Stories to life'

Causeway Coast & Glens Heritage Trust (CCGHT) and Ulster University want to work with five local Creative Practitioners located within the Causeway Coast & Glens and Mid & East Antrim Borough Council areas. Creative practitioners must take inspiration from one of the stories gathered through open workshops to create a showcase piece (ranging from crafts, jewellery, textiles and art to music, film, photography, dance, and theatre). There are five development grants of £1700 available for this opportunity. Applicants are required to submit a two-minute pitch alongside a brief application form and one page summary justifying their request for funding.

### Background

[CCGHT](#) is a registered charity devoted to protecting and enhancing the unique heritage of the Causeway Coast and Glens area, including (but not limited to) the Binevenagh, Causeway Coast, Antrim Coast and Glens Areas of Outstanding Natural Beauty and the Giant's Causeway and Causeway Coast World Heritage Site. CCGHT's operational area spans the Causeway Coast & Glens and Mid & East Antrim Borough Councils. CCGHT and Ulster University are collaborating on the Northword project, leading it in N. Ireland.

### Northword Background (<https://storytagging.interreg-npa.eu/>)

Northword is a transnational project that seeks to use traditional storytelling to support creative industries in northern countries. It is a Northern Periphery and Arctic Programme project supported by ERDF funding. It brings together partners from Scotland, Northern Ireland, Sweden, Finland, and Russia to:

1. To collect and curate stories that celebrate local cultural heritage
  2. **To help the creative industries bring stories to life through products and works**
  3. To create a digital platform (website and app) that increases the market reach of small creative businesses. Aimed at both local audiences, reconnecting them with local stories and storytelling traditions, and visitors to the Causeway Coast and Glens area whose experience will be enhanced by connecting with local stories, traditions, and the resulting products.
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1. Over Winter 2020 stories that celebrate the history and heritage, language, archaeology, landscape, and folklore that make the Causeway Coast and Glens area unique were collected. These are available on: <https://northwordni.org/> Another part of the Northword project will use extended realities and video to bring a selection of these stories to life.
  2. We now invite creative practitioners to bring one story of their choice to life. 5 development grants of £1700 are available to design a creative showpiece taking inspiration from one of the 30+ stories. Products and works could range from textiles,

3. crafts and jewellery to art, music, film, photography, dance, and theatre. Documenting this process is a key part of the project.
4. Northword website and app will promote and market the showpieces which will serve as case studies of how local craft businesses can draw on storytelling and culture in product development. Each practitioner will be required to provide some text on this.

CCGHT and Ulster University want this to be an exciting, informative, and rewarding process for both the creative practitioner and the organisations. We want to share your story of creating pieces based on the local area.

- The 5 showcase products will be promoted on the Northword website and apps alongside the original story.
- Details about each local creative business (photograph, business information, links to business website and/ or sales channels) will be promoted online.
- The development process and outputs will be publicised via a documentary film, high quality photos, online articles (website social media) and at least one 'Bringing Stories to Life' showcase event (winter 2021 - spring 2022). Costs and expenses covered.
- Additional resources are secured for suitable training for the 5 successful applicants. This training will be decided in collaboration with the 5 applicants and ran during the development period. Training likely to focus on storytelling, marketing, and customer interaction. Applicants must be willing to complete training, it will be planned to suit schedules.
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### **Other information**

Note this is a development grant, therefore the prototype product or work cannot be monetised. If a creative business makes any direct revenue from this showcase/piece, this amount will be deducted from the grant total. Any products or works creative businesses make thereafter because of this development process can be monetised and used as the creator wishes.

Applicants must be willing to complete a de minimis form if successful.

Successful applicants will sign a contract with CCGHT. This will not be onerous but will mark key milestones and requirements for both CCGHT and the creative practitioner.

### **Eligibility- who can apply?**

This is aimed at creative practitioners and creative industry businesses based in the Causeway Coast & Glens and Mid & East Antrim Borough Council areas.

If you are unsure if you are eligible or not please contact [tierna@ccght.org](mailto:tierna@ccght.org) /07595413239

### Budget

5 x £1700 development grants are available. As well as the 5 successful applicants we will

retain 5 top applications on a reserve list and call upon them if further funding becomes available or one of the applicants leaves the project.

The development grant is to cover costs associated with product/showcase piece development and production. Further resources will cover training, photography, documentary, and such costs.

50% of the development grant will be paid at the start of the development phase and 50% paid upon successful completion at the end of the development phase.

### Timescales and milestones

30 <sup>th</sup> March 2021	Application published and promoted
26 <sup>th</sup> April 2021	Application closing date 2pm
24 <sup>th</sup> May 2021	Applicants informed of outcome no later than this date
24 <sup>th</sup> May 2021 – 24 <sup>th</sup> November 2021	Development phase <ul style="list-style-type: none"> <li>- Meetings with CCGHT and Ulster University (virtual for now)</li> <li>- Provide details of business and development process/idea</li> <li>- Professional photographs of development process</li> <li>- Filming of development process for project documentary</li> <li>- Training (format and type(s) to be determined)</li> <li>- Product created and complete by 24<sup>th</sup> November 2021.</li> </ul>
Date TBC	A showcase event where the 5 products are 'brought to market'. This is an opportunity to promote your involvement in the project, piece and creative work. Expenses/costs will be covered by the project.  The Northword project runs to September 2022. There may be events and meetings between November 2021 and September. Applicants will be invited to attend. Costs will be covered by the project.

### GDPR Statement

We will use the information you provide in your application to manage the selection process, to assess your suitability for this opportunity. The information you give us will not be shared with third party organisations and only used when there is a direct link to the Northword Storytagging project.

### Keep in touch

Let us know if you want us to keep in touch about opportunities and updates relevant to the Northword project. Yes  No

Tiérna Mullan is the contact point for all application queries: [tierna@ccght.org](mailto:tierna@ccght.org) / 07595413239. \*\*Please note Tiérna will be on annual leave Friday 2<sup>nd</sup> April-Thursday 8<sup>th</sup> April 2021 however will return any call or emails on 8<sup>th</sup> April\*\*

## APPLICATION PROCESS

### How to apply

Access our bank of stories at [Your Stories - Northword NI](#) and see what inspires you. Each application should focus on only one story.

There are three parts to the application; 1. Video pitch, 2. Application form and 3. Brief CV or justification that can include supporting visuals.

1. The pitch: a **2-minute** pitch video that includes the following:
  - Which story you intend to **'bring to life'** through your product or work
  - Your idea for a prototype product or work based on this story (example - how you will interpret it through a song or drama, how you will represent elements of it in ceramics, textiles or as a piece of jewellery)
  - How the grant will help you produce this product or work (purchase of materials, covering your time)

Upload the video pitch to [www.wetransfer.com](http://www.wetransfer.com) and insert the link in the body of the application email or make your pitch over a zoom video call and we will record it- *must be arranged before the application deadline - contact [tierna@ccght.org](mailto:tierna@ccght.org).*

2. The application form  
Please see the application form below. Each question **must** be answered.
3. A one-page summary. This should reflect your skills and ability and provide a justification for applying to create this showpiece. You can submit visuals to demonstrate this.

**Applications should be submitted by email to [tierna@ccght.org](mailto:tierna@ccght.org) no later than 2:00pm on Monday 26<sup>th</sup> April 2021.**

### The selection process

CCGHT and Ulster University will check applications for completeness, that applications meet minimum criteria (e.g. location is within correct area) and score qualifying applications using a points based system. Top scored applications will be presented to the Northword partnership. The partnership will review and score applications confirming the top ten for N.Ireland; 5 successful applications and 5 reserve.

Your application will be scored on the following categories;

1. Bringing the Story to Life

- How effectively has the story been characterised/embodied in the product/work?
- To what extent does the product/work celebrate northern regions?

2. Value for Money

- Confirmation that the money requested is to support the development of a product or work.
- Strong and clear justification given to support the grant requested.

3. Quality

- Originality of the concept of the product/work
- The potential to increase market reach of the SME

4. Feasibility

- Confirmation that the product/work development feasible within the timescale
- Relevant skills in the kind of product/work development

**Successful applicants will be expected to:**

- Deliver the product or work by 24<sup>th</sup> November 2021 and within budget.
- Be responsive to communications from the *Northword* project, particularly logistical or time sensitive requests.
- Raise issues with Tiérna Mullan in a timely manner.
- **Participate in the documentary and be willing to be filmed throughout the process.** Including answering questions about the product and process, showing the creative process, and coordinating with filmmakers to arrange filming sessions.
- Provide and/or permit publicity material, including photographs, during the process.
- Supply a photograph, short biography, product details and links and/ or contact details for publicity and use in the project.
- Complete a De-Minimis declaration. This ensures that we comply with State Aid rules.
- Acknowledge the NPA as the funding body in promotional material linked to this supported package. Logos and text will be supplied.



## Application Form

### General information

Name \_\_\_\_\_

Business/creative name \_\_\_\_\_

Business Address \_\_\_\_\_

Email Address \_\_\_\_\_

Tel Number \_\_\_\_\_

What craft do you specialise in?  
\_\_\_\_\_

Which story have you chosen?  
\_\_\_\_\_

### Minimum Criteria

Which Council area is your business located in?	Causeway Coast and Glens Borough Council	
	Mid and East Antrim Borough Council	
Do you agree to complete a de minimis form if successful?		
Do you agree to sign a partnership contract (following review) if successful?		
Do you agree to communicate with CCGHT and Ulster University at least monthly to provide updates and general information?		
Do you agree to allow access & cooperate for photography/videography?		
Are you available and willing to undertake training aspects ie: storytelling?		
Do you agree to participate in at least 1 showcase event?		
Can you develop and create your product by 24th November 2021?		



## **One page justification**

\*\*This might include a CV, justification and/or supporting visuals. You can submit a separate document for this, but it should be clearly named so we know which application it links to.