



Introduction

Developing Your Creative Practice

Developing Your Creative Practice offers awards from £2,000 to £10,000 to support development opportunities for individual cultural and creative practitioners based in England.

The application form asks you a series of questions about different parts of your project including quality, management and finance. This gives us information about you, the development work you want to do and your budget. We will use the information you give us in your application form to decide whether we will offer you a grant.

The next two screens are autofilled with information you have already provided. If you need to make any amendments to this information, you will need to go back to the Applicants section and edit your applicant profile.

Throughout the application portal, any items marked * must be completed. All our text boxes have a character limit. Please stick to this character limit as any additional text won't be saved.

Please read the Guidance for applicants before making your application

Applicant: Amanda Jane McCormack

Project: Experiment, Connect, Exhibit - Evolution for Resilience



Applicant details

Applicant name: Amanda Jane McCormack

Applicant number: 

Applicant type: Individual

What name is your bank account registered in? Mrs A J McCormack

Main art form: Combined arts

Are you based within England or the wider United Kingdom? Yes



Address information

Address name or number:

Street:

Locality:

Town / city:

Postcode:

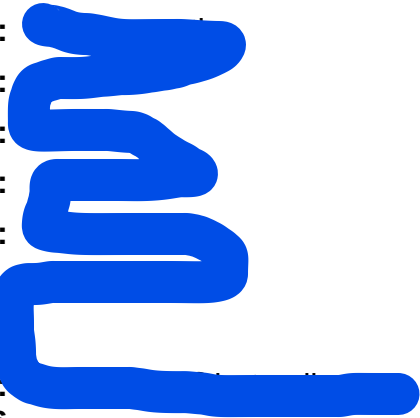
Main contact number:

Mobile:

Email address:
(Organisation email address
if applicant is an organisation)

Website address:

Fax number:





Activity Dates

Please enter the start and end dates for your activity.

You must allow enough time to plan your activity and for us to process your application.

We can not fund any goods or services that you have bought, ordered or contracted before we can make a decision on your application.

Activity start date: 01/05/2021

Activity end date: 30/04/2022

How did you hear about Developing Your Creative Practice?

How did you hear about Developing Your Creative Practice? From ACE website



Activity focus

What do you want to focus on? If your application is successful we will ask you to reflect back on this at the end of your project as part of your final activity report.

Tick as many as you feel are relevant to your project: research and development time to explore practice and take risks, professional development activities, experiment with new collaborators, creating new work, building new networks for future development/presentation of work



Your work

Your work

Tell us about yourself and your creative practice

Think about:

- the main focus of your creative or cultural activities
- your main creative achievements to date – for example, exhibitions, productions, publications etc.
- any important commissions you’ve received
- important pieces of work you’ve completed
- if you’ve worked with any established creative or cultural partners
- any other information relevant to your track record and
- whether you have shown that you’re at the right stage in your practice to make a step change, and benefit from a development opportunity

You can use up to 1800 characters to answer this

Over the past 10 years I have been working as a visual artist & creative practitioner. My major discipline to date has been film & video but I want to make a step change to concentrate on still photography and combined arts installation.

With a curiosity in People & Place - interaction with & influence of natural & built environments - I use my creativity to deliver community arts projects which connect people with each other, their environment & their heritage. I have worked with local & regional project partners including Beaford, Museum of Barnstaple & North Devon, North Devon Biosphere Reserve, Burton Art Gallery & Brewhouse Taunton. National partners include Into Film & the Wildlife Trusts. As well as reaching globally online, my work has been showcased on regional television, at local art galleries & education venues & a collection of my films now forms a permanent exhibit at the Museum of Barnstaple & North Devon.

I have worked on a number of creative commissions such as Beaford's Hidden Histories project. Alongside other practitioners I facilitated a creative response to the James Ravilious photography collection with a class of primary school children, reimagining archive images of their village as dramatic tableaux underscored by interviews they recorded with older members of the community.

Another commission has been a strong influence in my decision to apply for DYCP funding. For the Devon Wildlife Trust I introduced photography for the participants (aged 4 to 80) to engage with the environment. I was really moved by one child saying how he views the world differently through a camera. I love how looking through a lens pauses the chaos of life & with these experiences to draw on I feel the time is right to make a step change in my practice.



Your development

Your development

Tell us about the developmental opportunity you want to undertake, what you hope to get out of it, and how you will go about it.

Think about:

- how you will seek out opportunities that will benefit your development
- how ambitious your activity is. We are more interested in supporting extended periods of development which give you the time to really explore and work in new ways
- How you will manage the activity successfully, and whether what you want to do is realistic and well-planned
- if you have plans in place to access the networks you want to work with

You can use up to 1500 characters to answer this

EXPERIMENT: Still photography & sound for exhibition & installation. Develop technique & style; technically simple, natural light & little/no editing. Style; tell a story in pictures, authentic content. Portfolio; (i)'retired' (photographic essay) how rising age of retirement affects those in middle & older age. (ii) 'IRL - in real life' (photographic essay) working in a library I have seen how valued personal contact is for older people, they want to see a smile without a mask, hold a hand, share a conversation - not learn how to use a computer. (iii)'noises off' (photography/sound installation) how sounds/music alter perception of a still image.

CONNECT: artists, curators, audiences & partners to learn & adapt practice & explore ways to build confidence in photographees to achieve authentic picture stories. Revisit former partners & collaborators for inspiration & learning.

EXHIBIT: explore ways of engaging audiences with installations, exhibitions & activities. Visit exhibitions, talk to curators & technicians at public venues in 5 city locations for wider perspective on photography as art & social connection in differing communities. The creative practice element of this plan will lead to a digital exhibition on the website.

My library work allows 3 days a week for DYCP. I will use the website to track my development, build digital portfolio & disseminate work. Contingency will be built into my plan for organic adaptation with my development & external factors.

Why is this important for your practice at this point, and how will this help create future opportunities?



Think about:

- what your main aims for the project are
- why this is the right point to take some development time
- what you want this development to lead to; and
- what will be different about your practice as a result of this development

You can use up to 1500 characters to answer this

Changing times, pandemic, economy and personal health issues are inspiring change in my practice & evolution for resilience in community arts work. I want to use this opportunity to reframe myself as an artist and be ready for commissioned and solo/collaborative project work.

In 2013 I founded North Devon Moving Image CIC, a community film making organisation creating, collecting and sharing short films through arts and heritage projects. I have recently passed the organisation on to a new leader & want to spend time away from producing projects to concentrate on personal creative practice. Since 2019 I have suffered with a chronic pain condition which has limited the work I am able to do, carrying & using heavy equipment associated with film & video work. Keeping my photographic practice simple is a way to adapt to these changes. An added benefit for public engagement is that with a sideways step to still photography, activities become more accessible with participants more easily translating learning into practice on a low/no budget.

My main aims are to translate & enhance my current practice. By adapting & combining my existing experience with new skills, contacts & learning I aim to become a more resilient practitioner with renewed energy and creativity ready for reaching existing & new audiences with innovative but accessible art work & creative projects with public engagement.



Public engagement

Developing Your Creative Practice furthers Arts Council England’s charitable purposes of improving the knowledge, practice, accessibility and understanding of arts and culture by supporting the development of independent creative practitioners to take them to the next stage in their practice, which will benefit audiences in England in the longer term.

***If you were to receive a grant to develop your creative practice, how will this be beneficial to the public (either now or in the future)?**

Making work to present/show to the public	X
Reaching new audiences through exploring new ways of working	X
Developing networks to increase opportunities to present work	X
Other (please specify)	



Outcomes

Our 10-year strategy, Let's Create, has three Outcomes. Tell us which of our Outcomes, listed below, you think your project will contribute to.

Outcomes:

A Creative and Cultural Country: England's cultural sector is innovative, collaborative and international, Cultural Communities: Villages, towns and cities thrive through a collaborative approach to culture, Creative People: Everyone can develop and express creativity throughout their life



Your work - attachments

We'd like to see an example of your work to give us a sense of your practice.

This could be a video, a sound clip, some images, or anything you think demonstrates your work. You can either provide a web link or attach a document.

We also need one supporting document, written by someone other than you that supports the quality of your practice. This can be a review, external views of your work or a letter of support from an organisation or partner you have worked with.

See our [Guidance for applicants](#) for more detail on what we expect to see here.

You can use the links below to upload your documents, or link. We need:

- one document to demonstrate your work (either as a web link or an attachment) and;
- one supporting document (an attachment)

Your document can be up to 10MB, and we accept PDF, MS Word, MS Excel, MS PowerPoint and JPEG files.

Web link: <http://amandajanemccormack.weebly.com/>

Document Type	Required?	Document description	Attachment type	Date attached
Click to add attachment...	No	Letter of Support...	Supporting document	21/01/2021
Click to add attachment...	No			



Attachment Details

Document description: Letter of Support from [redacted] Beaford

Attachment type: Supporting document

Attachment Details

Document description:

Attachment type:



Finance

The Finance section will ask you to complete a budget for your activity. Please read the expenditure section of the guidance carefully before you begin.

Key things to remember about budgets:

- We need to be able to see how you have worked your figures out, so please break them down clearly.

- Your budget should be for the total cost of the activity you are applying to do.



Amount requested

Please tell us the total amount you are requesting from us, including any personal access costs (£): £7,800

How much of this request is for your personal access costs (£): £0

*If there are extra costs relating to your own access needs, or those of the people you are working with, to help you deliver your project and manage your grant online, include them in this figure. For example, payment for a sign language interpreter to help you manage your project.

Do you, or does your organisation object to receiving National Lottery funding for religious reasons? No



Expenditure

Please enter all the expenditure for your project on this page.

The table at the top of the page is a snapshot of the information you are entering, and will calculate your total expenditure for you as you work. This table is not editable.

The details about each item of expenditure that you add will be shown in the list at the bottom of the page. You should make sure that you show how your figures have been calculated in the 'Description' field. For example, you should show the number of days and the daily rate for any fees shown.

To add an expenditure line
 To add each expenditure line, click the 'Add new item' icon on the left of the screen. To add more than one line of expenditure, use the 'Save and Add another' button.

Spending (expenditure) summary

Expenditure heading	% Project value	Amount (£)
Artistic and creative costs	77.95%	£6,080
Overheads	4.31%	£336
Assets - materials, equipment and instruments	1.99%	£155
Other	15.76%	£1,229
Personal access costs	0.00%	£0
Expenditure total (cash)		£7,800

Total income (for information): £7,800

Expenditure	Description	Amount
Artistic and creative costs	Creative Practice 100 hours @ £30 ph	£3,000
Artistic and creative costs	Research & Development 308 hours @ £10 ph	£3,080
Other	Admin/evaluation 9 hours at £10 ph	£90
Overheads	Website hosting 2 yrs @ £130 pa	£260
Overheads	Website domain 2 yrs @ £13 pa	£26
Assets - materials, equipment and instruments	Portable hard drive 2 TB	£69
Assets - materials, equipment and instruments	Lightweight tripod - Manfrotto compact	£86
Other	Travel - 5 X return train journeys UK	£625

Applicant: Amanda Jane McCormack

Project: Experiment, Connect, Exhibit - Evolution for Resilience



Other	Accommodation 5 X 2 nights away from home	£514
Overheads	Office & communications costs	£50



Expenditure details

Expenditure heading: Artistic and creative costs
Description: Creative Practice 100 hours @ £30 ph
Amount (£): £3,000

Expenditure details

Expenditure heading: Artistic and creative costs
Description: Research & Development 308 hours @ £10 ph
Amount (£): £3,080

Expenditure details

Expenditure heading: Other
Description: Admin/evaluation 9 hours at £10 ph
Amount (£): £90

Expenditure details

Expenditure heading: Overheads
Description: Website hosting 2 yrs @ £130 pa
Amount (£): £260

Expenditure details

Expenditure heading: Overheads
Description: Website domain 2 yrs @ £13 pa



Amount (£): £26

Expenditure details

Expenditure heading: Assets - materials, equipment and instruments
Description: Portable hard drive 2 TB
Amount (£): £69

Expenditure details

Expenditure heading: Assets - materials, equipment and instruments
Description: Lightweight tripod - Manfrotto compact
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Expenditure details

Expenditure heading: Other
Description: Travel - 5 X return train journeys UK
Amount (£): £625

Expenditure details

Expenditure heading: Other
Description: Accommodation 5 X 2 nights away from home
Amount (£): £514

Expenditure details

Applicant: Amanda Jane McCormack

Project: Experiment, Connect, Exhibit - Evolution for Resilience



Expenditure heading: Overheads

Description: Office & communications costs

Amount (£): £50



Activity Plan

Use the tool below to outline how you will plan your development period, including key milestones.

To create the table click the 'Add new item' icon on the left of the screen to add an activity or key milestone. To add more, use the 'Save and add another' button.

Start date	End date	Activity or task details
01/05/2021	31/05/2021	research & development 42 hours - other artists, camera technical, lighting
01/06/2021	30/06/2021	research & development 42 hours - curators, technical camera, composition, printing
01/07/2021	31/07/2021	research & development 42 hours - partners, technical camera, subjects, stories
01/08/2021	30/08/2021	1st travel & connect X 3 50 hours Bristol, Plymouth, Cardiff
01/09/2021	30/09/2021	research & development 42 hours - artists, collaborators, combined arts, camera technical
01/10/2021	31/10/2021	research & development 40 hours - artists, venues, curators, audiences, public activities
01/11/2021	30/11/2021	2nd travel & connect X 2 30 hours Bradford, Liverpool
01/12/2021	31/12/2021	Creative Practice 20 hours - theme 'retired'
01/01/2022	31/01/2022	Creative Practice 30 hours - theme 'IRL - in real life'
01/02/2022	28/02/2022	Creative Practice 30 hours - 'noises off' sound/music collab
01/03/2022	31/03/2022	Creative Practice 20 hours - curate, share, review with mentor/audience volunteers
01/04/2022	30/04/2022	Milestone 3 - Dissemination & Final Evaluation 20 hours - review practice, achievements, blog
27/07/2021	29/07/2021	Milestone 1 - Evaluation - summarise learning and review practice with mentor - blog
26/10/2021	28/10/2021	Milestone 2 - Evaluation - summarise learning & review practice with mentor - blog



Project plan details

Start date: 01/05/2021

End date: 31/05/2021

Activity or task details: research & development 42 hours - other artists, camera technical, lighting

Project plan details

Start date: 01/06/2021

End date: 30/06/2021

Activity or task details: research & development 42 hours - curators, technical camera, composition, printing

Project plan details

Start date: 01/07/2021

End date: 31/07/2021

Activity or task details: research & development 42 hours - partners, technical camera, subjects, stories

Project plan details

Start date: 01/08/2021

End date: 30/08/2021

Activity or task details: 1st travel & connect X 3 50 hours Bristol, Plymouth, Cardiff

Project plan details



Start date: 01/09/2021

End date: 30/09/2021

Activity or task details: research & development 42 hours - artists, collaborators, combined arts, camera technical

Project plan details

Start date: 01/10/2021

End date: 31/10/2021

Activity or task details: research & development 40 hours - artists, venues, curators, audiences, public activities

Project plan details

Start date: 01/11/2021

End date: 30/11/2021

Activity or task details: 2nd travel & connect X 2 30 hours Bradford, Liverpool

Project plan details

Start date: 01/12/2021

End date: 31/12/2021

Activity or task details: Creative Practice 20 hours - theme 'retired'

Project plan details

Start date: 01/01/2022

End date: 31/01/2022



Activity or task details: Creative Practice 30 hours - theme 'IRL - in real life'

Project plan details

Start date: 01/02/2022

End date: 28/02/2022

Activity or task details: Creative Practice 30 hours - 'noises off' sound/music collab

Project plan details

Start date: 01/03/2022

End date: 31/03/2022

Activity or task details: Creative Practice 20 hours - curate, share, review with mentor/audience volunteers

Project plan details

Start date: 01/04/2022

End date: 30/04/2022

Activity or task details: Milestone 3 - Dissemination & Final Evaluation 20 hours - review practice, achievements, blog

Project plan details

Start date: 27/07/2021

End date: 29/07/2021

Activity or task details: Milestone 1 - Evaluation - summarise learning and review practice with mentor - blog



Project plan details

Start date: 26/10/2021

End date: 28/10/2021

Activity or task details: Milestone 2 - Evaluation - summarise learning & review practice with mentor - blog



Helping us to evaluate the programme

This information will not be used in deciding whether to offer you a grant. No-one involved in processing or making a decision on your application will see your answers to the following questions.

We want to be able to understand the impact of Developing your Creative Practice as a programme. We hope this programme will support individuals to make a step-change in their practice, and when we evaluate the programme in the future we will use this data in an anonymised way – alongside other data – to help us understand some of the ways our grants may have had an effect.

What would you estimate your total income to be in the past 12 months (before tax or any deductions)? Under £10,000

What percentage of your income in the past 12 months would you estimate came from your practice? (eg commissions, paid work, grants) None



Helping us to evaluate the programme continued

This information will not be used in deciding whether to offer you a grant. No-one involved in processing or making a decision on your application will see your answers to the following questions.

We want to be able to understand the impact of Developing your Creative Practice as a programme. When we evaluate the programme in the future we will use this data in an anonymised way – alongside other data – to help us understand some of the ways our grants may have had an effect.

What was the occupation of the highest income earner in your household when you were 14? Photographer

Which of the below categories do you feel this best fits in to? Technical and Craft Occupations

Please see our website for socio-economic occupation definitions.



Monitoring information

To update any of this information please return to your applicant profile.

We may use this information to report to the Government or to monitor the different backgrounds of people who receive grants. We will not use this information to assess your application. If you do not know some of the information or you would prefer not to provide it, you can fill in the 'Not known/Prefer not to answer' box.

Ethnicity:

White:	Select:
British	<input checked="" type="checkbox"/>
Irish	<input type="checkbox"/>
Gypsy or Irish traveller	<input type="checkbox"/>
Any other white background	<input type="checkbox"/>

Mixed:	Select:
White and Black Caribbean	<input type="checkbox"/>
White and Black African	<input type="checkbox"/>
White and Asian	<input type="checkbox"/>
Any other Mixed/Multiple ethnic background	<input type="checkbox"/>

Asian/Asian British:	Select:
Indian	<input type="checkbox"/>
Pakistani	<input type="checkbox"/>
Bangladeshi	<input type="checkbox"/>
Chinese	<input type="checkbox"/>



Any other Asian background	<input type="checkbox"/>
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Black/Black British:	
African	<input type="checkbox"/>
Caribbean	<input type="checkbox"/>
Any other Black background	<input type="checkbox"/>

Other:	
Arab	<input type="checkbox"/>
Any other ethnic background	<input type="checkbox"/>
Prefer not to say	<input type="checkbox"/>
Not known	<input type="checkbox"/>

Age:

Age	Select:
0-19	<input type="checkbox"/>
20-34	<input type="checkbox"/>
35-49	<input type="checkbox"/>
50-64	<input checked="" type="checkbox"/>
65 and over	<input type="checkbox"/>
Prefer not to say	<input type="checkbox"/>
Not known	<input type="checkbox"/>

*** Disability status:**

Do you identify as a deaf or disabled person, or have a long term health condition?



	Select:
Yes	<input type="checkbox"/>
No	<input checked="" type="checkbox"/>
Prefer not to say	<input type="checkbox"/>
Not known	<input type="checkbox"/>

Gender identity:

Gender	Select:
Female	<input checked="" type="checkbox"/>
Male	<input type="checkbox"/>
Non-binary	<input type="checkbox"/>
Prefer not to say	<input type="checkbox"/>
Not known	<input type="checkbox"/>

Gender assumed to be at birth:

Is your gender identity different to that which it was assumed to be at birth?

	Select:
Yes	<input type="checkbox"/>
No	<input checked="" type="checkbox"/>
Prefer not to say	<input type="checkbox"/>
Not known	<input type="checkbox"/>

*** Please tick the description which best describes your sexual orientation:**

Sexual Orientation	Select:
Bisexual	<input type="checkbox"/>

Applicant: Amanda Jane McCormack

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Gay man	<input type="checkbox"/>
Gay Woman/Lesbian	<input type="checkbox"/>
Heterosexual/Straight	<input checked="" type="checkbox"/>
Prefer not to say	<input type="checkbox"/>
Not known	<input type="checkbox"/>



Declaration

Data Protection and Freedom of Information

We are committed to being as open as possible. This includes being clear about how we assess and make decisions on Developing Your Creative Practice and how we will use your application form and other documents you give us. We are happy to provide you with copies of the information we hold about you.

We handle any personal data we receive in accordance with the United Kingdom General Data Protection Regulation, the UK Data Protection Act 2018 and other applicable laws that regulate the use and privacy of personal data (Data Protection Law). For more information about the personal data that we collect, what we use it for, and your data protection rights, please refer to our Privacy Notice.

As a public organisation we also have to follow the Freedom of Information Act 2000. You must read the Freedom of Information (FOI) guidance on our website (<https://www.artscouncil.org.uk/freedom-information#section-6>) before you sign your application.

By signing this application form, you acknowledge the following:

1. That we will use this application form and the information you give to us, including any personal data as referred to in our Privacy Notice, for the following purposes:
 - a) To decide whether to give you a grant.
 - b) To provide copies to other individuals or organisations who are helping us assess and monitor grants, including local authorities, other lottery distributors and organisations that award grants. After we reach a decision, we may also tell them the outcome of your application and, if appropriate, why we did not offer you a grant.
 - c) To hold in our database and use for statistical purposes.
 - d) If we offer you a grant, we will publish information about you relating to the activity we have funded, including the amount of the grant and the activity it was for. This information may appear in our press releases, in our print and online publications, and in the publications or websites of the Department for Digital, Culture, Media and Sport (DCMS) and any partner organisations who have funded the activity with us.
 - e) If we offer you a grant, you will support our work to campaign for arts and culture, contributing (when asked) to important publicity activities during the period we provide funding for. You will also give us, when asked, case studies, images and audio-visual materials that we can use to celebrate artistic and cultural excellence.
 - f) As an organisation that gives out public funds, we may carry out checks on the personal and financial information you provide us. If you provide false, fraudulent or inaccurate information in your application or at any point in the lifetime of any funding agreement we enter into with you, we may share the information about you with other National Lottery distribution bodies and relevant external bodies to prevent fraud and money laundering. If we identify or suspect fraudulent activity we will report this to the police and take appropriate action.

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I confirm that, as far as I know, the information in this application is true and correct.

I confirm that I am 18 years old or over (or will be at the time of accepting any grant offer made)

Name: Amanda Jane McCormack

2. You have read and understood our Freedom of Information (FOI) guidance (<https://www.artscouncil.org.uk/freedom-information#section-6>) and acknowledge that if information about this application is requested under the FOI Act, we will process that request in line with our obligations under the FOI Act.

3. Tick this box to confirm you meet our bank account requirements as set out in our Bank Details guidance.

4. Tick the relevant box if any person involved in the project or writing the application:

I am happy to be contacted by Arts Council England, or by a third-party organisation on behalf of Arts Council England, for feedback to help evaluate the programme.



Submission summary

The submission summary displays a list of all the steps you've worked through. If you have completed a step successfully, there will be a green tick beside it. If a step is incomplete or has not been completed successfully, this will be indicated by a red tick. A hyperlinked statement will tell you what part of each step needs attention. Click on this hyperlinked statement to take you to the step and make your amendments.

By clicking submit, you are submitting your completed application form for our consideration.

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Dear Amanda,

I write this letter of support for you towards the development of your own practice, and in relation to your application to Arts Council England.

As a National Portfolio Organisation in north Devon with whom you have delivered projects I write to confirm the successful work you have completed with us to date in the areas of:

- Education - artist in residence
- Events - rural touring

Both of these were linked to projects that sought to explore community, heritage and culture through the arts. They resulted in the creation of new and collaborative work through photography and film.

In my role as Education Leader at Beaford Arts I will highlight your achievements in education as the basis for this letter of support by detailing your artist residency for our 'Hidden Histories' project. Your proposal was shortlisted and selected by a panel of experts at Beaford Arts, the leaders at Appledore Primary School, and included all of the children that would work with you at the school. Consequently, you were the chosen artist to work with them, and together you created a series of films for the 'Community Trail' in Appledore, north Devon: [Community trails — Beaford](#)

As part of that Heritage Fund project you worked with the children over a sustained period of time to develop a good working relationship with them, their teacher, teaching assistants, and many members of the community. You certainly inspired and supported them to create new work in response to the Beaford Archive of photographs. Clearly these qualities will support any future applications and projects that you work on with your professionalism and good working practices being transferable skills.

The outcomes of that project depict local heritage, culture and creativity through the eyes of the children, combined with their learning from those that they interviewed. The way you presented the films showcased your ability to capture and connect the generations of locals who worked together through the project.

From the proposal that you submitted, to the films, photography, research and artwork that went into the residency, it is clear that you listened, adapted, and developed according to the wishes of all involved. Not being a local to this community, your residency is an art in itself, as well as the visual art that you created!

You certainly have the qualities needed to foster, facilitate and enable participation and enthusiasm for your artform, subject matter, and for all ages to take part.

From the high attendance numbers of those who supported the project and attended the launch, it was clear that your work was valued and appreciated.

We wish you every success with your application, and look forward to working with you again through these local community partnerships.

Yours Sincerely,

