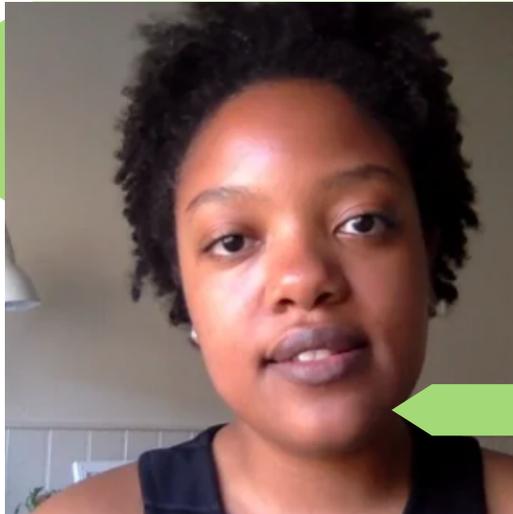


BESPOKE PROFESSIONAL DEVELOPMENT TRAINING SESSIONS SUPPORTING EDINBURGH'S ETHNICALLY DIVERSE ARTISTS AND CREATIVES

BRIANA PEGADO



BUSINESS

GOVERNANCE

DAVID STEVENSON & CATRIONA REYNOLDS



ISABEL MOURA MENDES



WORKING INTERNATIONALLY

ASIF KHAN



LEADERSHIP

SAMIR MEHANOVIC



DIVERSE STORIES IN FILM

BESPOKE PROFESSIONAL DEVELOPMENT TRAINING SESSIONS SUPPORTING EDINBURGH'S ETHNICALLY DIVERSE ARTISTS AND CREATIVES

INTRODUCTION

The City of Edinburgh Council's Culture Service is delighted to invite all Edinburgh-based ethnically diverse artists and creatives to consider participation in bespoke professional development training sessions facilitated by local arts and culture industry representatives. The training sessions offer ethnically diverse artists and creatives an opportunity to further their knowledge and skills in:

- governance with Dr David Stevenson (Queen Margaret University) and Catriona Reynolds (Arts and Business Scotland);
- business management with Briana Pegado (Creative Edinburgh);
- leadership with Asif Khan (The Scottish Poetry Library);
- working internationally with Isabel Moura Mendes (British Council Scotland);
- and utilising film as a means to share diverse narratives and storytelling with Samir Mehanovic (Paradiso Films).

This bespoke professional development training programme has been developed in response to the needs identified by local artists and creatives at industry meeting sessions hosted by the Council's Culture Service Diversity Officer between September 2019 and February 2020. This programme is a

unique offer that is guided by experiences and observations of artists and creatives and aims to ensure that support is provided to increase visibility of diverse talent and narratives while furthering professional development opportunities of creatives across the arts and culture industry.

With this programme we also aim to create an opportunity to exchange skills and ideas and strengthen participants' networks and partnerships.

Edinburgh-based ethnically diverse artists and creatives are invited to send their submissions to participate in this training programme. Please submit your response to the questions listed in the Expression of Interest Form **HERE in writing or a video clip by Friday 4 September 2020 [23:59 GMT]** to express your interest in one or more of the training modules.

More information about each module including dates and times, mode of delivery, the number of participants per module as well as guidance notes for applicants can be found in the module descriptors below.

If you have any questions or comments, please contact Beata Skobodzinska, Diversity Officer, at beata.skobodzinska@edinburgh.gov.uk

BESPOKE PROFESSIONAL DEVELOPMENT TRAINING SESSIONS SUPPORTING EDINBURGH'S ETHNICALLY DIVERSE ARTISTS AND CREATIVES

GOVERNANCE



Facilitators: Catriona Reynolds of Arts and Business Scotland and David Stevenson of Queen Margaret University.

Dates: TBC [dates and timing can be chosen to suit the majority of the participants, and should take place on Tues, Weds or Thurs]

Number of participants: 8

Mode of delivery: Online

Module summary:

This training will run over a period of 10 months, from September 2020 to June 2021. The first part of the training, delivered by Catriona Reynolds, will focus on the knowledge and understanding required to feel confident joining an organisation as a new board member. Towards the end of this training, participants will be 'matched' with an arts organisation in Edinburgh that was seeking new board members. The course participants will then join the respective arts organisation as a board member, and should be provided with a 'buddy' from amongst the existing trustees.

The second part of the training will involve an hour-long monthly group mentoring session, led by Dr David Stevenson. In these sessions the participants will have an opportunity to

come together and reflect on their experience of joining a board, recap anything from Part 1 that they may want to revisit, and collectively discuss any challenges or successes that they have had.

Part One

4 Sessions (2 hours each) will be delivered over four months from September to December 2020. These include:

Session 1- Typical business structures in the cultural sector

- Duties of charitable trustees/board members

Session 2- The different roles and responsibilities of board members and staff

- Board and staff relationships

Session 3- The role you can play to support the organisation

- Meeting management and decision making
- Advocacy and fundraising

Session 4- Planning and finance

- Your role in strategic planning
- Understanding the finances

BESPOKE PROFESSIONAL DEVELOPMENT TRAINING SESSIONS SUPPORTING EDINBURGH'S ETHNICALLY DIVERSE ARTISTS AND CREATIVES

GOVERNANCE (continued)

Each session will be delivered with a blend of slide presentation, practical exercises done in smaller groups, and whole group feedback and discussion. A reading list (all material available online) will be provided a week before each session to provide participants with background information to support the relevant topic. Copies of any exercises will also be sent in advance so that participants can read them in advance and print them where possible.

Matching Session

Edinburgh Council will invite organisations that are looking to take on a new board member. These organisations will identify a 'buddy' from within their existing trustees who will support these new board members over their first year. The matching process will be facilitated by The City of Edinburgh Council Culture Service but David and Catriona will be able to advise on this.

Part Two

The second part of the programme will consist of monthly one-hour group mentoring sessions with Dr David Stevenson. These sessions will take place online, in-person or a mix of both depending on the government guidance in place at the time. These sessions will be participant led and will be intended as a

supportive forum in which to discuss and issues or insights arising from their first six months as board members.

Guidance notes for applicants:

- Participants should be 18 or over (due to constitutional restrictions on age of board members). Previous experience of being a board member is not required, but some evidence of knowledge of the cultural/creative sector through their work or volunteering would be an advantage;
- Participants should commit to attend all of the four of the sessions in Part One, if they wish to be matched to a board (although if unforeseen circumstances means that they attend only 3 of the 4 they would still be considered);
- Participants who are then matched to a board should attend at least 75% of the group mentoring sessions that form Part Two of the programme;
- Participants should also be aware that joining a board is a commitment itself – which may typically be for 3 or more years – with a requirement to attend in the region of 4 to 8 meetings a year as a minimum.

BESPOKE PROFESSIONAL DEVELOPMENT TRAINING SESSIONS SUPPORTING EDINBURGH'S ETHNICALLY DIVERSE ARTISTS AND CREATIVES

BUSINESS



Facilitator: Briana Pegado of Creative Edinburgh

Dates: 13,20,27 Oct & 3 Nov 2020

Time: 4-6.30pm

Number of participants: 25

Mode of delivery: Online

Module summary:

The following aspects of business management , business case and measuring impact will be covered:

1. The Fundamentals of Developing Your Practice as a Business Part One - Your Values Compass

This workshop will walk participants through how they can develop a purpose driven business approach for their practice. This way they will not need to compromise on their values, but can actually embed their values into their business model for their creative practice. Practitioners will come out of this workshop with a values compass that articulates what their values are in their creative practice and how this might formulate the basis of a business model.

2. The Fundamentals of Developing Your Practice As a Business Part Two - Your Business Model Using the Business Model Canvas

This workshop will walk participants through how they can develop a business plan in three hours. Using the Business Model Canvas, which is a lean business model organising tool, the workshop will walk participants through the business model canvas step by step to create the bare bones of their business plan. This session will be focusing in detail on what participants' unique selling point is as an ethnically diverse artist.

3. The Fundamentals of Developing Your Practice As a Business Part Three - Translating Your Business Model into a Clear Pitch (with Business Model Canvas)

Using the business model canvas worked through by the end of the last session, participants will develop a business pitch and walk away with an actual pitch deck to be able to pitch their business, product, practice, or idea to an audience they identify they would like to pitch it to.

BESPOKE PROFESSIONAL DEVELOPMENT TRAINING SESSIONS SUPPORTING EDINBURGH'S ETHNICALLY DIVERSE ARTISTS AND CREATIVES

BUSINESS (continued)

4. The Fundamentals of Pitching - The Basics Of How To Tell A Compelling Story For Funders, Supporters, and Investors (without a Business Model Canvas)

This session will take participants through the fundamentals of a good pitch with a skeleton of what makes a good pitch and then you will be asked to pitch their idea to the group by the end of the session. This will also allow participants to start creating a physical/digital pitch deck which they can use to pitch their idea to their audience of choice at the end. We will spend a substantial amount of time on who their audience is, so you are more clear on what they need to communicate and to whom.

5. The Basics of Budgeting: Basic Finances + How to Budget for Projects

This will take participants through a 'fundamentals of budgeting' session. They will be provided with a worksheet that allows them to understand the basics of budgeting, ways to calculate fees, how to present the information, and ways to approach budgeting best practice. By the end they will be able to pull together an accurate sample budget for an imaginary or real budget.

6. Measuring Your Impact: How to Communicate Your Impact on People, Planet, and Society Using Social Impact Measurement Tools

In this session participants will be introduced to ways to think about measuring their impact, from survey data, testimonials, and other methods of data collection we will discuss how to use these insights and communicate them in the context of social impact measurement tools like the Sustainable Development Goals (SDGs).

Half an Hour One-To-One Sessions with Participants on Any Topic of their Choice

Additionally, drop-in session with Briana to follow up on any particular questions surrounding any of the workshops will be available to all participants.

Guidance notes for applicants:

- Places for the business management module will be allocated on a first come first served basis.

BESPOKE PROFESSIONAL DEVELOPMENT TRAINING SESSIONS SUPPORTING EDINBURGH'S ETHNICALLY DIVERSE ARTISTS AND CREATIVES

LEADERSHIP



Facilitator: Asif Khan of The Scottish Poetry Library

Dates: 9,16,23 Nov 2020

Time: 4-5pm

Number of participants: 8

Mode of delivery: Online

Module summary:

Delivered from the perspective of ethnically diverse creative practitioners, this training module will focus on:

1: Management v Leadership

This session will focus on what differentiates leaders from managers and how a values-led approach supports both organisational growth and self-development.

2: Identifying and building your strengths

This session will focus on how an in-depth understanding and appreciation of the participant's own leadership strengths and qualities can help them to determine their short and long-term career goals.

3: Protecting voices of leadership

This session will look at the approaches in which leaders support peers who often share similar experiences, values and understanding of the sector, as well as being open to and learning from other voices of influence and new ideas.

Guidance notes for applicants:

- Applications should be submitted by individuals who have identified a senior role in the arts or heritage and cultural administrations as career aspiration;
- Participants are expected to attend all sessions.

BESPOKE PROFESSIONAL DEVELOPMENT TRAINING SESSIONS SUPPORTING EDINBURGH'S ETHNICALLY DIVERSE ARTISTS AND CREATIVES

WORKING INTERNATIONALLY



Facilitator: Isabel Moura Mendes of British Council Scotland

Dates: 15 & 22 Sept 2020

Time: 5-8pm

Number of participants: 8

Mode of delivery: Online

Module summary:

Across this series we will delve into the mechanics of international working in the arts. The sessions will be structured to create an inclusive and safe space where expert advice and concrete examples of international working in the creative sector will be shared with participants to ignite interactive discussions. Participants will be encouraged to share their own experiences and enquiries throughout the series, so that they feel better informed, equipped and aware of the potential for their artistic work to travel across borders.

This series will cover the following aspects of working internationally:

1. The value of international working: We will examine the multiple benefits of being part of an international creative marketplace. We will look at the current pandemic context and the impact it is having on the creative sector and its ability to work beyond borders. We will look back at other moments in World history (i.e. post-Second World War, 2009 banking crisis) and identify creative solutions individual practitioners

and arts organisations have and are putting forward to bridge the gap created by measures such as travel bans and social distancing; to keep global digital connections alive.

2. A guide to developing your international strategy. We will break down the different elements which can guarantee a successful international presence by addressing the following questions: Are you ready to take your work internationally? Who are your target markets? Do you know your audience? What are possible risks and how to mitigate them? Does one size fit all?: diversity on the international stage. We will discuss concrete examples from the Scottish arts and cultural sector.

Guidance notes for applicants:

- Previous experience of international working is not required, but some experience and evidence of knowledge of the cultural/creative sector through their work or volunteering would be expected;
- Participants are encouraged but not required to attend all sessions.

BESPOKE PROFESSIONAL DEVELOPMENT TRAINING SESSIONS SUPPORTING EDINBURGH'S ETHNICALLY DIVERSE ARTISTS AND CREATIVES



At Paradiso Films we are making films about important issues in the world and about individuals who inspire change.

Facilitator: Samir Mehanovic of Paradiso Films

Dates: 19 & 26 Sept 2020

Time: 10am-8pm

Number of participants: 6

Mode of delivery: On location

Module summary:

This filmmaking workshop will prioritise the important issues for people from underprivileged and underrepresented background by giving their voice within Scottish society using media of film. With support and guidance from a team of professionals, ethnically diverse film makers will decide what story to make, but they will be encouraged to talk about the issues that minority ethnic people are facing within modern society. Workshop will cover script writing, pre-production, directing actors, filming the scene, editing scene clips with editor, sound and music post, screening of the film clips, and critical film clips analytics.

Following the training sessions, it is Paradiso Films' intention to take projects to the next stage and fundraise to create a slate of short films made by ethnically diverse film makers and take the anthology of the films to the UK cinemas and film festivals.

Guidance notes for applicants:

- Film makers, script wrtiers, storyteller and creatives who wish to use film in their practice are encouraged to apply;
- Successful applicants are required to attend both sessions;
- The two training sessions are planned to take place at St Margaret's House, 151 London Road, EH7 6AE. Please note that the Scottish Governmenet's recommendations regarding social distancing will be observed.

BESPOKE PROFESSIONAL DEVELOPMENT TRAINING SESSIONS SUPPORTING EDINBURGH'S ETHNICALLY DIVERSE ARTISTS AND CREATIVES

CRITERIA

Who is the Professional Development Training for?

With this programme we offer a variety of training modules that can be of benefit to Edinburgh's ethnically diverse artists and creatives at different stages of their career development. The training modules include governance, leadership, working internationally, business management and diverse narratives in film. Applicants are invited to name a first-choice and second-choice training module they would like to participate in to further their knowledge and skills and in turn increase their skillset and/or improve their practice. All training modules are specially designed and reflect upon the experiences and observations of ethnically diverse arts and culture practitioners surrounding freelance / independent practice as well as delivering work for and/or on behalf of private, charitable and public organisations. We would like to ensure that the training sessions best meet needs, expectations and aspirations of participants.

To be considered, please submit your response to the questions listed in the Expression of Interest Form **HERE in writing or a video clip by Friday 4 September 2020 [23:59 GMT]**. The form contains a personal statement section that allows applicants interested in participating in one or more training modules to outline their creative background and explain interest in a particular training session. Please specify how your preferred training module(s) could help you further your professional development and support your career goals. Please note that specific guidance notes for applicants are included in each module descriptor.

What is the selection process?

Given the limited number of training places available at the governance, leadership, working internationally and filmmaking sessions, a selection process is required. This will be managed by the respective training facilitators, independent advisers - Tomek Borkowy of Universal Arts Productions, Nazli Tabatabai-Khatambakhsh (interdisciplinary auteur, academic and advisor) and Noe Mendelle of The Scottish Documentary Institute, and the Council's Diversity Officer.

Places for the business management module will be allocated on a first come first served basis.

Please give particular consideration to explaining how the training session identified responds to your needs and furthers your professional development when completing your submission to participate. All applicants will be informed about the outcomes by Friday **11 September 2020** at the latest.

Contact information

Beata Skobodzinska, Diversity Officer
beata.skobodzinska@edinburgh.gov.uk