



## **Create Berwick and Ceri Hand Coaching & Mentorship Programme**

### **Guidelines**

**Ceri Hand** is a national agency specialising in coaching and mentorship for the creative sector, founded by director Ceri Hand who has over 20+ years' experience in the arts industry as a curator, creative leader, and as a director of galleries and arts institutions, her agency now helps artist and creatives make an impact and earn more money doing what they love.

Create Berwick is delighted to have secured the Ceri Hand team to work for Berwick's creative community in 24/25.

We are offering creatives\* and cultural leaders, mentorship and specialist coaching to help develop and enhance your career and/or practice.

Please refer to the [Create Berwick website for further information about the programme](#), and make sure you access the free resources and advice from Ceri Hand's website and podcast series.

*\* by creatives we mean, artists, designers, curators, producers, writers, musicians, performers, choreographers, filmmakers, animators etc. If you are unsure about whether you are 'a creative' just get in touch with us and ask.*

### **Process**

#### **Eligibility**

- You must live or work in a TD15 postcode area,
- You must have an active career as a creative practitioner or cultural leader,
- You must be committed to completing the coaching and mentorship course.

Conditions of the North East Combined Authority funding determine we must deliver investment which directly benefits Berwick and Create Berwick zone of operation.

We cannot accept applications from school age students or those engaged in full time education.

#### **How to apply**

If you are interested in this opportunity and would like to apply to be part of the programme, then we simply ask you tell us about you and your creative business and why you will benefit from mentorship or coaching.



Please complete the Expression of Interest form ([find it on our website](#)) and return it to [andrea.oliver@northumberland.gov.uk](mailto:andrea.oliver@northumberland.gov.uk) by 9am on Thursday 4 July 2024.

When we have received your Expression of Interest it will be reviewed by a panel made up of Andrea Oliver, Create Berwick Manager, Ceri Hand, Director of Ceri Hand Ltd and a member of CCZ Task Team will discuss and review all Expressions of Interest.

We aim to select individuals who present a clear rationale for why mentorship or coaching will help them in their career.

We are committed to supporting people of different backgrounds, ages and creative businesses.

The decision of the panel is final and cannot be challenged.

#### **What happens if I am successful?**

Create Berwick will write to confirm your place on the programme and set out the conditions, including completing an evaluation report. Once you have accepted a place on the programme, Ceri Hand Ltd will contact you directly to begin your mentorship and coaching programme.

#### **What happens if I am not successful?**

We will provide written feedback on your EOI and advise on any alternative training or support you may be eligible for.

You are eligible to apply to this, or another coaching & mentorship opportunity in the future.

#### **Monitoring & Evaluation**

We want to monitor and evaluate this programme and your feedback will inform how we deliver future coaching and mentorship opportunities. Please help us design and deliver the best service to you all, completing and returning evaluation forms.