

I Am Festival 2026

Brief for artists and organisations

Journeys

Overview



We are looking for artists or organisations to work with us.






You will explore the theme “Journeys”



You will deliver workshops in **two schools** in our I Am network before the I Am Festival 2026.




And lead an activity during the I Am Festival 2026

	<p>You will also deliver a workshop for the Cultural Ambassadors – a group of 10 Deaf, disabled and neurodivergent young people.</p>
<p>£</p>	<p>Budget:</p> <p>Up to £4000 including VAT (this needs to include all resources, facilitator and material costs)</p>
<p>£</p>	<p>There is also additional budget to support any access requirements.</p>
	<p>Dates:</p> <p>Project planning will take place from July 2025 – December 2025.</p> <p>Project delivery will take place from January 2026 – March 2026</p> <p>The I Am Festival will take place during the week of 9th March 2026</p>
	<p>We are interested in hearing from individuals who identify as disabled.</p>

About the I Am Network

	<p>The I Am network is for educators working with Deaf, disabled and neurodivergent children and young people in London's schools.</p>
	<p>They meet twice a term.</p>
	<p>The network aims to:</p> <ul style="list-style-type: none"> - Improve creative and cultural opportunities for young people - Share good practice - Connect with cultural organisations across London

About the Cultural Ambassador programme:

	<p>This is a work experience programme for 10 Deaf, disabled and neurodivergent young people.</p>
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	<p>It will take place over 22 weeks.</p>
	<p>A New Direction delivers this programme in partnership with a charity called AFK. They provide education, training and work experience programmes for disabled young people.</p>
	<p>During the programme, the Cultural Ambassadors will learn more about the cultural sector and gain employability skills.</p>
	<p>They will also plan and deliver a creative project as part of I Am Festival 2026 and support events during the festival week.</p>
	<p>You will deliver a workshop for the Cultural Ambassadors.</p>
	<p>This year the Cultural Ambassadors programme will have 4 key aims:</p>



To develop skills in creativity, communication, teamwork, problem-solving and independence.



To enable the Cultural Ambassadors to become leaders and role models.



To support readiness for future work-experience opportunities and employment



To enhance knowledge of the roles and opportunities available in the creative and cultural sector.

About the I Am Festival

	<p>The I Am Festival takes place every year.</p>
	<p>The festival celebrates the creativity of Deaf, disabled and neurodivergent children and young people.</p>
	<p>The theme of I Am Festival 2025 was “Make Some Noise”.</p>
	<p>Over 300 students from SEND settings came to experience the festival.</p>
	<p>The Cultural Ambassadors planned and delivered workshops and performances.</p>



The theme for I Am Festival 2026 will be “Journeys”.

About the Commission



We are looking for artists or organisations who are experienced in:

- Digital Arts
- Animation
- Puppetry
- Textile design
- Visual art



The artist or organisation will work with 2 schools from our I Am network.



Through workshops in the schools, you will explore the theme **Journeys** to create an artwork that can be shared during I Am Festival 2026.



You will also deliver a short version of the workshop during the I Am Festival 2026 for students



We expect the planning to take 2 days.

The workshops will be delivered over 2-4 days depending on the schools.



As part of this commission, you will also deliver a workshop for the Cultural Ambassadors.



In the workshop you will:

Explore 1 of the key aims of the Cultural Ambassador programme (listed in the About the Cultural Ambassadors section)

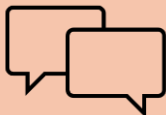



Introduce your practice.



Share your pathway into employment so that the Cultural Ambassadors can understand about different routes into the creative industry.



	<p>Tell the Cultural Ambassadors about any opportunities for personal or professional development you know about</p> <p>For example:</p> <ul style="list-style-type: none"> - Young companies - Internships - Youth boards
	<p>The workshop delivery will take 1 day.</p>

	<p>At the end of the project, you will take part in an evaluation call with A New Direction.</p>
	<p>This will take 1 or 2 hours.</p>

Key dates

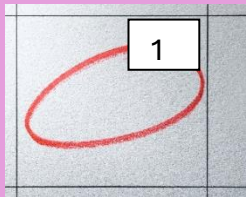

Planning	July 2025 – December 2025
Activity delivery in schools	January 2026 – March 2026
I Am Festival	Monday 9 th March to Friday 13 th March 2026.
Evaluation call	End of March 2026

Expression of interest

To express your interest in working with us please send:	
	An Expression of Interest document no longer than 2 sides of A4
	<p>OR</p> <p>A 5-minute video</p>

	<p>OR</p> <p>A 5-minute audio recording</p>
	<p>In your Expression of Interest, you should include:</p>
	<p>Your or your organisation's ethos and approach to working</p>
	<p>An idea for a workshop exploring the theme Journeys</p>
	<p>How this idea will be explored through school workshops.</p>
	<p>And how this idea will be explored through a festival workshop</p>

 	<p>A brief idea for a Cultural Ambassador workshop and the programme aim you will focus on.</p>
	<p>Please also let us know:</p> <ul style="list-style-type: none"> - Your availability on Thursdays between October to December 2025 to deliver the Cultural Ambassador masterclass - You are available for 1 day of delivery during the I Am Festival week (9th March – 13th March 2026)
	<p>An estimated, outline budget (e.g. practitioner fees, materials and applicable VAT)</p>
	<p>Please send your Expression of Interest to iam@anewdirection.org.uk</p>
	<p>If you would like to have a chat with us before submitting your application, you can email us at iam@anewdirection.org.uk</p>
	<p>You can also call us on 020 7608 2132.</p>

 A photograph of a grey textured surface with a red oval drawn on it. A small white square with the number "1" is placed inside the top right of the oval.	<p>The deadline for sending this is 5pm on Friday 18th July.</p>
 A large black pound sterling symbol (£) centered on a pink background.	<p>If there is any additional support you may need to complete this application or fulfil this role, please let us know by calling 020 7608 2132 or emailing iam@anewdirection.org.uk.</p>