

# I Am Festival 2026

## Brief for artists and organisations

### Flash mob!

#### Overview



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






You will explore the theme “Journeys”



You will deliver workshops in a school 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 £6000 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 9<sup>th</sup> 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"> <li>- Improve creative and cultural opportunities for young people</li> <li>- Share good practice</li> <li>- Connect with cultural organisations across London</li> </ul>

## 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>
	<p>The theme for I Am Festival 2026 will be “Journeys”.</p>





## About the Commission

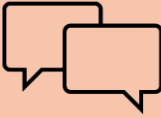
	<p>We are looking for artists or organisations who are experienced in:</p> <ul style="list-style-type: none"> <li>- Immersive/interactive arts</li> <li>- Dance or movement</li> <li>- Theatre or performance</li> <li>- Music</li> <li>- Storytelling</li> </ul>
	<p>The artist or organisation will work with 1 school from our I Am network.</p>

	<p>Through workshops in the school you, you will plan a <b>flash mob</b> that will be part of I Am Festival 2026.</p>
	<p>A flash mob is when a group of people come together to perform in a public place. It looks like they appear from nowhere.</p>
	<p>We expect the planning to take <b>3</b> days.</p> <p>The workshops will be delivered over 2 or 3 days depending on the school.</p>

	<p>As part of this commission, you will also deliver a workshop for the Cultural Ambassadors.</p>
	<p>In the workshop you will:</p> <p>Explore 1 of the key aims of the Cultural Ambassador programme (listed in the About the Cultural Ambassadors section)</p>



	<p>Introduce your practice.</p>
	<p>Share your pathway into employment so that the Cultural Ambassadors can understand about different routes into the creative industry.</p>
	<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"> <li>- Young companies</li> <li>- Internships</li> <li>- Youth boards</li> </ul>
	<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>
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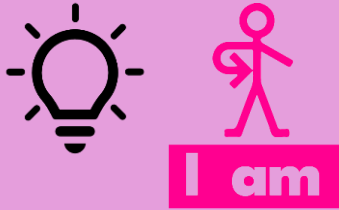
This will take 1 or 2 hours.

## Key dates


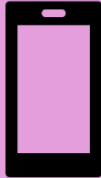
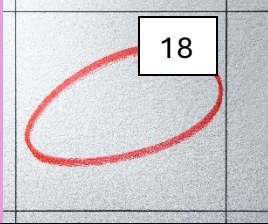

Planning	July 2025 – December 2025
Activity delivery in schools	January 2026 – March 2026
I Am Festival	Monday 9 <sup>th</sup> March to Friday 13 <sup>th</sup> March 2026.
Evaluation call	End of March 2026

## Expression of interest

To express your interest in working with us please send:

	<p>An Expression of Interest document no longer than 2 sides of A4</p>
	<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 of how you would plan and deliver a flash mob</p>

	<p>How this idea will be explored through school workshops.</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"> <li>- Your availability on Thursdays between October to December 2025 to deliver the Cultural Ambassador masterclass</li> <li>- That you are available for <b>3 days</b> of delivery during the I Am Festival week (9<sup>th</sup> March – 13<sup>th</sup> March 2026)</li> </ul>
	<p>An estimated, outline budget (e.g. practitioner fees, materials and applicable VAT)</p>
	<p>Please send your Expression of Interest to <a href="mailto:iam@anewdirection.org.uk">iam@anewdirection.org.uk</a></p>

 Two black speech bubbles, one slightly overlapping the other, representing communication or chat.	<p>If you would like to have a chat with us before submitting your application, you can email us at <a href="mailto:iam@anewdirection.org.uk">iam@anewdirection.org.uk</a></p>
 A black silhouette of a mobile phone, representing contact via telephone.	<p>You can also call us on 020 7608 2132.</p>
 A small image of a calendar page with a red oval circling the date "18", indicating a deadline.	<p>The deadline for sending this is 5pm on Friday 18<sup>th</sup> July.</p>
 A large black pound sterling symbol (£), representing financial support or costs.	<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 <a href="mailto:iam@anewdirection.org.uk">iam@anewdirection.org.uk</a>.</p>