Get the Nation Making: National Creative Prompt FAQs

These frequently asked questions bring together information from the creative brief and questions from applicants. Read them alongside the Get the Nation Making open call (PDF).

Access and support

If you need this information in another format, want to apply in a different format, or would like to discuss access needs or reasonable adjustments, email the Crafts Council learning team at learning@craftscouncil.org.uk.

About the opportunity

1. What is the National Creative Prompt?

It will be one simple, open-ended invitation to make, inspired by the Bayeux Tapestry and rooted in Crafts Council's Make First approach. It should be easy to understand, playful and accessible, while giving people freedom to explore materials, experiment and tell their own stories. The ambition is a shared starting point, not a shared outcome.

2. What would success look like?

A successful prompt will be irresistible enough to encourage an immediate response and open enough to generate thousands of different responses across the UK. It should work across ages, backgrounds, levels of craft experience, disciplines, materials, cultures, communities and settings, while making space for different identities, stories and perspectives.

3. Why are you appointing two practitioners?

Collaboration is central to the commission. Bringing together two practices and perspectives creates space to test ideas, experiment, challenge each other and discover unexpected connections. The appointed practitioners will work together, and with the Crafts Council team, to develop one National Creative Prompt.

4. What will the appointed practitioners produce?

Together, the practitioners will develop:

- the core National Creative Prompt;
- clear and accessible instructions for participants;
- visual examples or assets that help bring the idea to life;
- content for a free downloadable resource; and

- guidance so the prompt can be used and adapted in different settings.

5. How will the development process work?

The practitioners will develop, test and refine the prompt collaboratively with the Crafts Council team. There will be at least two opportunities for review and feedback before the final Creative Prompt is signed off.

Eligibility and applying together

6. Who can apply?

We welcome applications from makers and creative practitioners working in any craft discipline, whose practice is rooted in materials, making and/or craft processes. To deliver the brief, applicants must be eligible to work in the UK.

7. Do I have to live in the UK?

Yes. For this commission, we are looking for makers who are based in the UK and eligible to work in the UK.

8. Do I need to have a textile practice?

No. Although the National Creative Prompt is inspired by the Bayeux Tapestry, your practice does not need to be textile-based. We welcome applications from makers working across craft disciplines and materials. What matters is that your practice is rooted in making, materials and/or craft processes, and that you are interested in creating an accessible invitation for others to make.

9. Can I apply on my own?

Yes. You can apply individually and do not need to have a collaborator in mind. If appointed, you will work with the other selected practitioner to develop one National Creative Prompt.

10. Can an existing partnership apply?

Yes. An existing partnership of two makers can submit a joint application. If you apply as a partnership, you will be considered together as the two practitioners for the commission, rather than being paired with another maker.

11. Can two makers apply together if they haven’t worked together before?

Yes. You can apply together even if you haven’t previously worked together professionally. Your application should help us understand what you would each bring, how your practices or experience complement one another, and how you would approach developing ideas collaboratively.

12. If we apply as a partnership, is the statement 500 words each?

No. Please submit one joint statement of no more than 500 words. It should cover why the opportunity interests you, what you would each bring to the project, and how you approach developing ideas collaboratively.

13. What project example should a new partnership provide?

There is some flexibility here. If you haven't worked together professionally before, you can include an example from each of you, showing how you have created engaging and accessible opportunities for others to make, participate or experiment creatively. This is an opportunity to show the strengths and experience you would each bring, and how these could complement one another.

What to submit

14. Do I need to submit a finished Creative Prompt idea?

No. We are not asking you to develop or submit a finished idea at this stage. The two appointed practitioners will develop the prompt together. Your application should instead tell us about your interest in the opportunity, what you would bring, your relevant experience and how you approach developing ideas collaboratively.

15. What should my application include?

Please send:

- a short statement of no more than 500 words explaining why the opportunity interests you, what you would bring to the project and how you approach developing ideas collaboratively;
- one example of a project or piece of work showing how you have created an engaging and accessible opportunity for others to make, participate or experiment creatively; and
- your CV and examples of your work or relevant projects. These can include links to a portfolio, website or social media.

16. Does the application need to be a Word document?

No. You don't need to submit in a Word document. We are happy to receive the application information in another format, including video recordings. Please contact us if an alternative format or reasonable adjustment would help you apply.

Selection, fee and deadline

17. How will applications be assessed?

An invited panel will assess applications against the criteria set out in the brief, including:

- a strong creative practice rooted in making, materials and/or craft processes;
- experience of creating engaging, inclusive and accessible opportunities for people to make;
- an understanding of how making can enable storytelling, experimentation and different individual responses;

- an open and generous approach to developing, testing and evolving ideas with others; and
- an ability to translate creative ideas into simple, playful and accessible experiences for a wide range of people.

18. What is the commission fee?

The commission fee is **£1,750 per maker**.

19. What is the application deadline?

Applications must be received by **12 noon on Monday 7 December 2026**.

Submitting and support

20. How do I submit my application?

Email your application to learning@craftscouncil.org.uk with the subject line **National Creative Prompt**.

21. Do I need to complete the Equal Opportunities Monitoring Form?

Yes, we also ask applicants to complete our anonymised Equal Opportunities Monitoring Form. We use this information to monitor and improve how we attract talent that is representative of the UK population and to help report our progress to supporters.

22. What support is available?

If you have questions, want to discuss your access needs or would like an informal conversation before applying, email the Crafts Council learning team for application support.

We are committed to supporting access needs and making reasonable adjustments during the application process and any subsequent work with us.

The Get the Nation Making open call (PDF) is the definitive source for this commission.