

# The Writer's Compass

NAWE Professional Development Services 2010-2011



• NAWE Retreat at Tŷ Newydd

- Seminars for writers and teachers in partnership with Birmingham Book Festival, Bournemouth University & NALD
- Reader Feedback Service & Professional Development Planning
- Coaching for Writers in partnership with the Arvon Foundation
- Information, advice and guidance

**nawe**

national association of  
writers in education

# The Writer's Compass

## Professional Development Services for Writers

Welcome to The Writer's Compass, the new name for all NAWE's professional development services for writers. In this booklet, you'll find information about our 2010-2011 programme of seminars and courses, one-to-one services and annual writers' retreat.

You'll also find here for the first time details of the wide range of our free information and advice services for writers generally, not just those working in education. Formerly the offerings of *literaturetraining*, these include an online directory of jobs, opportunities and events; a fortnightly e-bulletin; and a wide range of information sheets and other resources.

I hope that bringing together in one booklet all the different professional development services that NAWE offers will make it easier for you to find just what you're looking for to help you build and sustain your writing career.

*Paul Munden (Director, NAWE)*

## The Writer's Compass team – who does what



**Philippa Johnston**, Professional Development Director: Compass Points (lead contact for booking), one-to-one information and advice service (for all writers), information and advice resource for writer development, resource materials (commissioning).  
Tel: 0131 553 2210 Email: p.johnston@nawe.co.uk

**Fiona Firth**, Information Manager: Online jobs, opportunities and events directory and e-bulletin, one-to-one information and advice service (for all writers, especially website and bulletin queries).  
Tel: 01294 829640 Email: f.firth@nawe.co.uk



**Anne Caldwell**, Programme Director: Seminars, courses and events, Compass Points, reader feedback service, one-to-one information and advice service (for writers in education). Tel: 07818 052108 Email: a.caldwell@nawe.co.uk

## Programme 2010-2011



I am delighted to announce an expansion in the range of services we have on offer and a new set of partnerships for this year. We are working with Writing West Midlands, The Arvon Foundation, NALD, Bournemouth University and Chichester University. There are some exciting opportunities to refresh your skills, in the fields of INSET delivery, teaching screenwriting and exploring the commissioning process. We also have a range of services you can book on a one-to-one basis or over the telephone. Our ever popular retreat at Tŷ Newydd kicks off this year's programme and places are going fast.

Please get in touch if you want to make a booking or would like any more information.

*Anne Caldwell*

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## Take Your Time to Write

### NAWE Retreat for Writers in Education

*In partnership with National Writers' Centre for Wales, Tŷ Newydd*

Monday 31 May – Saturday 5 June 2010 (leaving at 11.00am)



Last year's retreat at Tŷ Newydd was so successful that we made a repeat booking whilst we were there. The house overlooks the sea and the company is, naturally, fantastic. If you need some space to concentrate on writing, but want to be with like-minded people, this is the opportunity for you, at a bargain price. The writing that came from the week last year was truly inspiring. Everyone will get a room to

themselves and the venue has good access for people with disabilities. The format of the week includes a guest writer helping us kick start the writing process on the Tuesday, an evening reading, and impromptu workshops coordinated by retreat members if required. There is no pressure to take part in any structured activity, but participants are on a rota system to help cook and clear up, like the writers' weeks run by Arvon in the rest of the UK.

Tŷ Newydd was once the home of Lloyd George and is now the National Writers' Centre for Wales, supported by the Arts Council of Wales and run by the Taliesin Trust Ltd, a registered charity. It operates in close collaboration with Arvon.

Situated in North Wales, about twenty-five miles from Bangor, Tŷ Newydd stands in landscaped gardens with fine views over Cardigan Bay and towards the mountains of Meirionydd. It is very easy to get to by public transport. After a period of extensive repair and refurbishment, it reopened in April 2006 with new facilities and disabled access.

Note: Arrangements can be made for people to be picked up free of charge from Porthmadog and Cricieth. For anyone needing a similar service from Bangor station, there is a small charge owing to the distance involved.  
<<http://www.tynewydd.org>>

How to Book: Email <[a.caldwell@nawe.co.uk](mailto:a.caldwell@nawe.co.uk)> for a booking form.

Fee: £255 NAWE members (a few places for those on a low income at £190)

## Seminars and Events 2010

### How Do We Develop Teachers' Creative Writing Skills?

Thursday 10 June 2010, 10.00am – 4.00pm

Highbury Hall Conference & Banqueting, 4 Yew Tree Road, Moseley, Birmingham, B13 8QG

Literacy, creative writing and creativity are hot topics in education at the moment, and a lot of the debate centres on the skills of teachers. This seminar will look at how to improve your skills in providing INSET sessions in creative writing to teachers in schools at all levels. It is aimed at writers new to teacher development, or those who wish to refresh their skills. It will provide an up-to-date lively day of discussion, useful exercises and sharing of good practice. The day is invaluable for any writer working in a school context.

This seminar is in partnership with Writing West Midlands, the Literature Development agency for the West Midlands region. Writing West Midlands currently manages Write On! (writing education programme), the Birmingham Book Festival (festival and year-round events programme) and The Writers' Toolkit (writer-networking programme). Their website is <[www.writingwestmidlands.org](http://www.writingwestmidlands.org)>.

Course Tutor: Cliff Yates



Cliff Yates is a poet, tutor and consultant. His books include *Jumpstart Poetry in the Secondary School* (Poetry Society), *Henry's Clock* (which won the Aldeburgh First Collection Prize and the Poetry Business Book & Pamphlet Competition) and *Frank Freeman's Dancing School* (Salt). His students at Maharishi School, where he taught English, were extraordinarily successful at winning poetry competitions. He has run courses and workshops for schools, universities, the Poetry Society, the Arvon Foundation, NATE and the British Council. He publishes widely on creative writing and has a PhD in Poetry & Poetics.

<[www.cliffyates.co.uk](http://www.cliffyates.co.uk)>

Fee: £50 NAWE members

How to Book: Email <[a.caldwell@nawe.co.uk](mailto:a.caldwell@nawe.co.uk)> or phone 07818 052108

## Professional Development Planning Sessions

Sunday 27 June

These one-to-one sessions are being held by Anne Caldwell as part of Poetry and Voice, creative and critical conference, 25-27 June 2010, University of Chichester, College Lane, Chichester, West Sussex PO19 6PE

Confirmed guest speakers include Carol Ann Duffy, UK Poet Laureate; Brian Turner, modern American war poet; David Constantine, poet and editor of *Modern Poetry in Translation*; Philip Gross, winner of the 2010 TS Eliot Prize; Helen Dunmore, poet and novelist; Vicki Feaver (Costa Book Award shortlist). There will be poetry readings, academic papers, panel events, hybrid pieces (reading/paper), workshops, talks by poetry presses and editors. We want to celebrate and question the notion of voice. (Anne is also delivering a poetry workshop as part of the conference programme).

For more information about the conference, and to download the booking form, visit <<http://www.chiuni.ac.uk/english/PoetryAndVoiceConference.cfm>>.

Fee for PDP session: £40 NAWE members

How to Book: Email <[a.caldwell@nawe.co.uk](mailto:a.caldwell@nawe.co.uk)> or phone 07818 052108.

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## Writers and Commissioning – Take part in the debate with NALD

Wednesday 22 September 2010, 10.00am - 4.00pm  
Free Word Centre, 60 Farringdon Road, London EC1R 3GA

This free event invites writers to meet up with potential commissioners of new work and take part in a fascinating day of presentations and debates around the issue of commissioning: what does this term mean for writers and what could the field look like in the future? Key issues could include good models of practice, what we can learn from other arts, and new ways of working including new media. We need you to come and help us discover what writers really want when they are commissioned and what commissioners need for successful projects and new work to be generated.

The event is in partnership with NALD, the National Association for Literature Development, and the Arvon Foundation. It is part of the Free Word Festival. NALD connects people working in literature through offering advice, mentoring, advocacy, resources, professional development, networking and

passing on skills and know-how. It is the professional body for all involved in developing writers, readers and literature audiences.

There is no fee but participants will be asked for a £10 contribution if they book a lunch.

How to Book: Email <[a.caldwell@nawe.co.uk](mailto:a.caldwell@nawe.co.uk)> or phone 07818 052108.

The day will be hosted by Anne Caldwell and Steve Dearden



Steve is the Director of the National Association for Literature Development, the professional body for all involved in developing writers, readers and literature audiences, and of The Writing Squad, a two year programme for writers in Yorkshire aged 16-20. He is an Associate Producer for imove, part of Yorkshire's Cultural Olympiad, and has devised and produced international exchanges and founded reading projects which involved commissioning new work from writers, something he also did while Director of Ilkley Literature Festival. <[www.stevedearden.com](http://www.stevedearden.com)>

Keynote Presenters: Lucy McNab, Linda France



Lucy McNab's work is about finding ways for people to tell their stories, about participation in literature, as a writer, reader or performer. Currently a Participation Producer at the Southbank Centre, she has brought young curators into the organization, developed an oral history collection and devised and delivered creative reading projects with the Poetry Library. Recent projects include Global Poetry System, an online map of where poetry can be found in our everyday lives: <[www.southbankcentre.co.uk/gps](http://www.southbankcentre.co.uk/gps)>.

Linda France currently lives close to Hadrian's Wall in Northumberland. Her poetry collections, published by Bloodaxe Books, include *The Simultaneous Dress* (2002) and *The Toast of the Kit Cat Club* (2005), a biography in verse of the 18th century traveller and writer Lady Mary Wortley Montagu. Linda also edited the acclaimed anthology *Sixty Women Poets* (Bloodaxe 1993). She has worked on a number of collaborations with visual artists and musicians and over 20 Public Art projects. She teaches Creative Writing at the University of Newcastle.



## Teaching Screenwriting in Further Education

Or... enhance your knowledge of screenwriting in order to inspire students to write powerful stories for the screen ...

Saturday 2 October, 10.00am - 4.00pm

Bournemouth University, Executive Business Centre, 89 Holdenhurst Road, Bournemouth, BH8 8EB

<[http://business.bournemouth.ac.uk/about/executive\\_business\\_centre.html](http://business.bournemouth.ac.uk/about/executive_business_centre.html)>

Most A Level, BTEC and Diploma courses in Film, Television and Media Studies feature at least one element of screenwriting; even some English courses have the option of writing a script for the screen. More recently, the Extended Project has given students the opportunity to undertake a longer piece of screenwriting, and a number are actively taking advantage of this. However, when it comes to teaching screenwriting on such courses, many tutors feel that they lack experience and lack an awareness of appropriate pedagogical practices. This one-day course is thus designed to promote elements of best practice to those teaching screenwriting in wider Film, Television, Media and English contexts. It will cover the basics of screenwriting - the core, genetic make-up of any screenplay - and explore ways that teaching and learning scenarios can be successful. It will also provide delegates with action plans for developing their own teaching. The course is run by Bournemouth University in partnership with NAWE. It is aimed predominantly at those working in Further Education, but will also be beneficial for school teachers, freelance tutors and less-experienced lecturers in Higher Education.



The course will be delivered by Dr Craig Batty, Senior Lecturer in Screenwriting at Bournemouth University. Craig is a writer and script consultant, and has worked on various short film, feature film and television projects. He has written numerous articles and book chapters about screenwriting and media writing, for both the popular and academic market. He is the co-author of two books: *Writing for the Screen: Creative and Critical Approaches*, and *Media Writing: A Practical Introduction*. He is also a Fellow of the Higher Education Academy.

Fee: £120 non members; £60 NAWE members (places limited – please book early)

How to Book: Bookings can be made electronically or by post/fax. Please visit <<http://www.cemp.ac.uk/activities/screenwriting.php>> to download a form.

## New Accredited Training in Coaching Skills for Writers

In partnership with The Arvon Foundation

January – April 2011

Six days including accreditation

Two Modules – 3 days each (January - May 2011 tbc)

Free Word Centre, 60 Farrington Road, London EC1R 3GA

Many writers who have also been tutors and facilitators in their working lives are looking to extend their range of opportunities for earning a living. The new field of coaching on a one-to-one basis is ideal for experienced writers who enjoy working with other colleagues in the field and enabling their writing careers to flourish. This pilot training package will also be suitable for those working in Further or Higher Education settings to enhance work with students on an individual basis. Nine places will be offered to NAWE members, and nine to writers through the Arvon Foundation.

### What is Coaching?

Coaching is all about helping a person get to where they want to be in their professional or personal life. The writer/client is in control – they decide what they want to focus on. The coach is there as a facilitator to help them to step back and gain new insights and understanding and discover their own solutions. For writers, this can be a very energizing process where blocks to writing, major challenges in the writing process, or new career tracks are explored in a supportive atmosphere. Coaching often takes place over a number of sessions within a 3-4 month period.

### Course Content and Accreditation

Writers will learn how to incorporate coaching skills into their teaching/facilitation practice through an exploration of communication techniques and in depth exploration of giving constructive feedback. The course will include:

- Active listening and effective questioning
- The key principles of coaching
- Building trust and overcoming writing blocks
- Setting goals & motivation for writing careers/projects
- Tailoring feedback on creative work to the writers' needs
- Fine tuning criticism that raises the quality of writers' work

The accreditation offered by this course will enable participants to offer their

services on a freelance basis or to literature organizations with confidence that their skills are up-to-date, relevant and recognized by an industry lead body. The course will be verified by Performance Coach Training Ltd (PCT) in conjunction with (Arvon/NAWE). PCT is headed up by Carol Wilson, who is Head of Accreditation at The Association of Coaching UK.

Course Tutors: Deb Barnard and Anne Caldwell



Deb Barnard has extensive experience working within the creative sector, combining artistic practice with arts/business management at a Senior Executive level. She is a coach for both NESTA and Clore Leadership Initiatives, and has pioneered a number of coaching training programmes, designed specifically for the creative industries. She currently works as a freelance Creative

Consultant, Facilitator and Coach, specializing in working cultures, organizational and personal development and leadership practice.

Anne Caldwell is Professional Development Manager for NAWE, a freelance writer and educator in university, schools and community settings. She has designed and run mentoring and coaching programmes for a number of leading literature organizations and became an accredited coach in 2008.

Fee: £500 NAWE members (There are a limited number of subsidized places available for this course; please contact Anne Caldwell for further information.) If you were doing this course on a commercial basis the fees would be at least £1000. Delegates will be expected to find their own accommodation, but lunch will be provided.

How to Apply:

Please send a CV and short letter of application outlining why you want to do the course, what you hope to gain from it, and how you would use it in your future working life. Please also include a paragraph about what personal qualities you have that you think are important for a writer/coach working in this field. Send your application to <a.caldwell@nawe.co.uk> or by post to Anne Caldwell, c/o NAWE, PO BOX 1, Sheriff Hutton, York, YO60 7YU. Please note there are only 18 places available for this training opportunity.

You can telephone Anne for further information on 07818 052108.

Closing Date: Monday 4 October 2010

## One-to-One Services (year round)

### Compass Points: Professional Development Planning and Coaching

This year we are expanding our one-to-one services. We are making our popular professional development planning service available by telephone, as well as face-to-face, and introducing a telephone coaching service. We're also extending these services beyond our NAWE membership so that they're open to other writers too.

Compass Points is delivered by Anne Caldwell and Philippa Johnston. Both are Cultural Leadership PCT Accredited Coaches and between them have 20 years of experience in helping writers and other literature professionals move forward professionally and achieve their goals.

You can book these services separately or opt for a professional development planning session followed by a coaching series. Here's some more information to help you choose which is right for you.

**Professional Development Planning Service:** Does the idea of spending 90 minutes reflecting on your career and what you'd like to achieve with the help of someone experienced, impartial and supportive sound attractive? Perhaps you're feeling a bit stuck and not clear how best to move forward. Considering a change in direction? Starting out? Or simply want to take stock and check you're still on track?

Professional development planning is all about exploring where you want to get to professionally in a structured way. It involves looking at where you are now, identifying your goals and planning the steps to achieve them. You're in charge – the guide is there to help you to reflect and to focus on what is most important to you, to define and prioritize your goals, to explore options, and to develop a clear and realistic plan of action. It's not about telling you what to do – the guide is there to help you find your own solutions rather than provide you with answers but s/he will signpost you to the different types of resources available.

During the session, you'll have the opportunity to:

- Discuss your current situation and unravel the different strands of what you do
- Explore your vision of where you'd like to be and when
- Look at your skills and motivations and what's important to you
- Identify possible hurdles and consider strategies to overcome them

- Consider the different sources of support you can draw on
- Map out a plan of action to achieve your goals

Before the session, you'll be asked to complete a short questionnaire which will help to kick-start the process for you and allows the guide to learn something about you before you meet. This material, and the process as a whole, is entirely confidential.

You can choose between having a face-to-face or telephone session.

Quotes from Previous Participants:

'When we finished, I had a much better sense of my vision for the next three years and a set of concrete steps I could take to make that vision a reality.'

'I got a renewed sense of confidence out of the session. Others had been in my situation before: I was not alone.'

'Before I was overwhelmed by having too many ideas and too little time but this process has helped me to set clear and achievable goals.'

Cost: Our professional development planning service is available at the heavily subsidized rate of £40 NAWE members, £50 non-members.

How to Book: For further information and to book, please contact Philippa Johnston <p.johnston@nawe.co.uk>.

**Telephone Coaching Service:** Are you looking to make some changes in your career? Would you like a safe and supportive space where you can think about your present situation and the areas you'd like to change, prioritize your goals and work through a set of actions to achieve them? Are you ready to challenge and stretch yourself?

Like professional development planning, coaching is all about getting to where you want to be in your professional life. Again, you're in control – you decide what you want to focus on. The coach is there as a facilitator to help you to step back and gain new insights and understanding and discover your own solutions. Along the way, you'll probably find that your energy levels and motivation increases as your confidence gets a boost. Unlike professional development planning, however, coaching usually takes place over a series of sessions. Here we're offering you a series of five sessions – an introductory session lasting one hour and then four 30 minute sessions. These will be delivered over the telephone at weekly or fortnightly intervals at a time to suit

you. Having identified your goals in the first session, your coach will work with you to break these down into small, manageable actions. Each week, you'll review the actions you set the last time and explore any issues that came up while completing them and then go on to set new actions. The process is completely confidential.

Cost: We are making the series of five coaching sessions available at a special introductory rate of £70 NAWE members, £85 non-members.

How to Book: For further information and to book, please contact Philippa Johnston <p.johnston@nawe.co.uk>

## Reader Feedback Service

Why might this be useful?

You may wish to use this service if you have got as far as you can with your work and would appreciate an outside view from a peer. It may be work in progress or a piece of writing at a stage where you are considering sending this out for public consumption. Or when you are at the 'rewriting' stage – i.e. you have completed a body of work and are now redrafting it. The NAWE reader could help identify the strengths and weaknesses in your manuscript, areas you might wish to change or develop further. It is up to you how you choose to respond to the comments made, but it will not be possible for readers to enter into further correspondence once feedback is completed. The feedback is not meant to be an absolute statement regarding the worth of a piece of writing. The comments made will be objective and well informed but are only the view of one person. Through this process, you can gain a fresh perspective on your work and test out your sense of what you are trying to achieve against the response of a peer.

Submitting your Manuscript for the Reader Feedback Service:

If you wish your work to receive feedback from a NAWE reader, please email your work as a word attachment (or an rtf file) to <a.caldwell@nawe.co.uk>. Anne will contact you with an email to indicate that she has received the manuscript within five days and you will be assigned a reader within two weeks. Please keep copies of material yourself.

You could send us work in progress – if so, please include a covering letter within the email as to why you are submitting this work to the reader service and what you are hoping to gain.

Alternatively you could send us whatever you intend to send to an agent, publisher, magazine or competition, together with an additional 300 words explaining your take on the market for the work, where you propose to send it and why. Please include a short covering letter outlining why you want to take up this service and three benefits for your career.

Examples of what you might submit:

- Novel: a synopsis, covering letter and up to 3 chapters or 30 pages
- Children's' picture book: a text outline, plus details of illustrations/layout
- Poems: 4 - 6 poems plus a covering letter
- Short Stories: up to 3 stories of 2000 words or 1 of 5000 words plus letter

Cost: £40 NAWE members, £60 non members

How to Book: Email <a.caldwell@nawe.co.uk> or phone 07818 052108

### Information and Advice Helpline

Can't find the information you need? Looking for some advice? The Writer's Compass team is happy to help – you can contact us by telephone, email or post. You'll also find us out and about at writers' events around the country.

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## Information Services

### Online directory

This is your first port of call for information on jobs, residencies, competitions, submissions and commissions, workshops and courses, mentoring and manuscript appraisal services, conferences and events, magazines, books, organizations and more. Fully searchable, it's the easy way to find what you want all in one place. And watch out for some of the new features we have lined up including a job alert service, message board and FAQ section.

### Jobs and opportunities e-bulletin

Our fortnightly e-bulletin brings you information on all the latest jobs, opportunities and events for writers and keeps you up to date with what's happening in the world of writing around the UK.

## Support for all involved in writer development

We act as an information and advice resource for literature organizations, university creative writing programmes and others who support the development of writers, and are keen to explore ways we can work together.

Helping writers plan their route to achieving their goals is at the heart of our work. As well as delivering our own professional development planning service, Compass Points, we also offer information and advice to other writers' organizations and individuals.

We also promote the benefits of investing in your own professional development through our involvement in strategic developments, events and publications.

## Resources

We commission and compile a wide range of resources designed to help you steer a course as a writer, whatever stage you're at. All are available as free downloads from the website.

**Info sheets** – a series of quick guides to the key organizations and other resources available to support writers across the UK.

**Getting started as a writer in education** – a developing series of introductory guides to working as a writer in educational, community and health-care contexts.

**Briefings** – 'how to' factsheets to support the creative and business aspects of being a writer. Current titles cover online marketing, time management, fundraising for projects, and the creative art of blogging. Coming soon: how to make an effective submission.

**Getting to where you want to be** – a do-it-yourself guide to professional development planning packed with useful exercises and tips.

**Professional development guides** – practical handbooks for writers and those involved in supporting writers on professional development planning, mentoring and evaluating one-to-one writer development.

**'How did I get here' features** – writers at different stages in their careers talk frankly about who or what has helped them to get to where they are today.

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