

Creative Growth Programme – Soft Market Testing

Background

A business support programme targeted at the creative industries. Using feedback gathered from micro-business owners and freelancers working in the sector in recent years to provide bespoke support. We would offer a course of masterclasses and seminars to support creatives with the 'business' elements of their work. The masterclasses would be on set subjects and a survey will be conducted in the autumn to ascertain specific areas of support which will result in bespoke seminars and workshops. Each session will involve an element of networking as people have requested more opportunities to connect across the sector.

Specification

Winchester City council intend to contract either a training company or an event management company to oversee the logistics of booking speakers, venues and organising ticket sales. A full brief will be developed and interested parties invited to submit a bid once funding is confirmed. The Culture and Creative Sector Development Officer will contract manage the appointed consultant and assist with promotion where applicable.

Research:

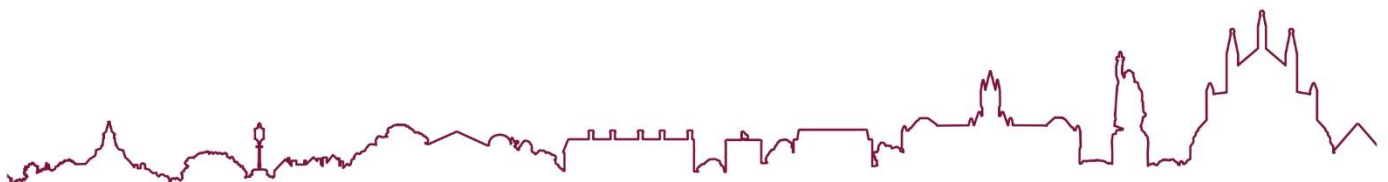
Working alongside the Culture and Creative Sector Development Officer devise a survey, or similar, to ascertain which areas local creative businesses and freelancers would most like support with.

Masterclasses:

A course of approx. 6 masterclasses. A set programme of classes with expert teachers. 90-minute sessions - 40 minute speaker, 20 minute Q&A, 30 minutes for networking. Masterclasses could be on some of the following topics:

- Business Planning
- Finance
- Marketing, advertising & PR
- Social Media
- Fundraising and investment
- International trade / exporting
- Intellectual Property
- Contracts and Legal documents
- Tendering

You are welcome to use your own knowledge of the area and sector to suggest alternative or additional training topics.



Seminars / workshops:

A series of 3 or 4 interactive seminar / workshop sessions which will be created based on the feedback received on the survey. These sessions will be designed to allow the creatives to get more 'hands on'. For example: there could be a *Dragons Den* style event where creatives get advice on pitching their business to investors then have an opportunity to deliver a pitch to the group.

Timelines:

- September – Masterclasses confirmed, dates, locations and speakers.
- October-December – targeted marketing and securing sign ups. Alongside this run a survey to understand what specific areas of support are being requested.
- Jan-Feb – Masterclasses delivered and seminar planning.
- March – bespoke seminars / workshops delivered based on feedback received.

Budget:

There is a maximum budget of £9,000 for this project. If interested, please submit a brief quote which covers all costs, such as speaker fees, venue hire, admin costs, materials and management fees. This will be used to support the application for funding.

