



**Norfolk** County Council



## **Welcome to the Autumn 2020 edition of the StartEast newsletter!**

This is the third of our quarterly newsletters, where you will find key information on upcoming events, news, resources, opportunities and alternative providers of business support for creative enterprises working in Norfolk & Suffolk. Please do feel free to share this newsletter with colleagues, and anyone interested in receiving StartEast newsletters can [sign up](#) on our website.

The restrictions put in place to combat the global Covid-19 pandemic continue to have a huge impact on cultural organisations and creative enterprises. We understand that you are facing particularly challenging and uncertain times, and we're continuing to include information on organisations providing advice and guidance on business continuity and access to financial support for those affected by Covid-19, as well as information on the steps the cultural and creative sector is taking to plan for the future.

We are also shining a spotlight on one of our brilliant StartEast 'Alumni' to see where they are now, where they're going next and how they have adapted their work because of the impact of Covid-19.

The StartEast Team

# Alumni Spotlight



## Simon Floyd

I devise, produce, direct and run participatory theatre projects in Norfolk, and mainly in Norwich. I've been doing this since leaving my role as a regional museum development officer with Norfolk Museums Service. Much of my work, and now my strategy, is to develop the work of the Common Lot - A CIC with a growing reputation and reach. We make theatre (and creative opportunities) with, for and about the people of the city. I am the creative director.

Start East gave me exactly that - a start. It helped me to equip myself and think through my business objectives clearly. The 3-year business plan I devised then has just come to

an end and it has stood me in very good stead to build on where I am, and the Common Lot is now.

We want to be the Slung Low of the East, developing really engaging, excellent, people-led theatre projects in and with communities. We have a growing and professionalising network of participatory artists and practitioners who really know what they are doing. With the new Arts Council Strategy playing straight into the field we have been working in for the last few years, I think that we can develop in many new interesting ways. It's time for a step change!

### **Impact of Covid-19**

Covid-19 changed everything initially - much of what was in my diary simply evaporated. We took some time to think things through and adapted our approach to deliver much needed and very welcome (socially distanced) children's creative activities over the summer in poorer areas of the city. We are now building on what we've achieved and the goodwill in relationships we've built to be able to respond well to the ever-shifting Covid sands.

I have also got some funding to write and research shows about fatherhood - which can be done in the initial stages, without the need for a lot of people.

I am sure with common sense, two listening ears, supportive colleagues and a belief in the value of what we do, that we will survive and thrive eventually.

We also love our arts outdoors - and that helps!

Visit these websites to learn more about Simon Floyd and the Common Lot.

[www.thecommonlot.org](http://www.thecommonlot.org)

[www.simonfloyd.co.uk](http://www.simonfloyd.co.uk)

Photo Credit: Nick Stone

# Support Spotlight



## **New Anglia LEP RESTART Business Recovery Festival**

The New Anglia Local Enterprise Partnership provided two days of free, virtual business support, training and advice on 29 & 30 September at the RESTART business recovery festival.

The free to watch programme was packed with training sessions from business leaders, sharing new ideas and inspiring stories. There were sessions on: Marketing, HR, Employee wellbeing, Trade and exporting, Grants and funding, Taking your business online, Start-up support and Cybersecurity. The full programme can be viewed [here](#). Recordings of the sessions are available on their [website](#) and on the RESTART festival app.

*Image courtesy of New Anglia LEP*

### **New Anglia Growth Hub Coronavirus (Covid-19) Support**

The Coronavirus (Covid-19) outbreak presents a significant challenge to businesses around the globe. Norfolk and Suffolk businesses who have been affected can contact the New Anglia Growth Hub team for free advice and guidance. The Growth Hub has developed an online Covid-19 Business [Toolkit](#) with all the information you or your business might need, including funding opportunities.

### **New Job Support Programme Online Hub**

The New Anglia Local Enterprise Partnership and New Anglia Growth Hub new [Job Support Programme](#) online hub brings details of job opportunities, training providers and support networks into one place, with an interactive support finder to help you find the information you need.

New Anglia Growth Hub is Government funded and ready to offer free advice to all businesses in Norfolk and Suffolk. Contact the Growth Hub to speak to one of their qualified business advisers. Email: [growthhub@newanglia.co.uk](mailto:growthhub@newanglia.co.uk)

### **Norfolk Tourism Sector Support Package**

Funding support of £2.25m has been approved by the Norfolk Strategic Fund to provide a Tourism Sector Support Package. The project, which is led by Norfolk County Council in partnership with all seven district councils, Visit East of England and local DMOs, will help to support the tourism and hospitality sector, including culture, through 3 key areas of focus:

- Safe reopening of the vitally important tourism sector this year: immediate funding to purchase PPE & other equipment to enable business to welcome customers in a safe environment. Safe for residents – safe for visitors.
- Improve presentation: cleanliness and hygiene of public space in key tourism locations; communication with visitors – "know before you go"; and increased staff presence relating to cleaning, marshalling and delivery of the tourism offer.
- Recovery initiatives into 2021: longer term funding to support the extended season this year into early next year and support the strategic recovery plans for the destination.

Grant funds are available for eligible businesses, click on the local authorities below to find out more.



[Breckland](#)

[Broadland](#)

[Great Yarmouth](#)

[King's Lynn & West Norfolk](#)

[North Norfolk](#)

[South Norfolk](#)

### **Suffolk Culture Network**

The Suffolk Culture Network is a collective of organisations and individuals working in and around Suffolk. The network is for people delivering communications, marketing and audience development in the cultural sector. The group works collaboratively to ensure the continued resilience of the arts in the cultural, social, educational, environmental and economic life of the county. If you are interested in joining, please email [thomas.beese@suffolk.gov.uk](mailto:thomas.beese@suffolk.gov.uk)

#### **Meeting Dates:**

3 November 2020 - To access the Zoom link for this meeting, click [here](#)

27 January 2021 - To access the Zoom link for this meeting, click [here](#)



### **Arts Council England Response to Coronavirus**

Arts Council England is working with Government and the sector to establish three phases to support you through the Covid-19 crisis – they are Response, Stabilisation and Reset. Further details and latest developments can be found [here](#).

## **Arts Council England Covid-19 Emergency Response Funds**

ACE has now completed awarding funds for the first three Emergency Response Funds: investing £64.8 million in 9,666 individuals and Organisations (outside the National Portfolio) and a total of £33 million to 196 NPOs.

They are continuing to further support the organisations and people working in arts and culture at risk due to the Covid-19 crisis, delivering the government's emergency funding package, and complementing it with their own grant programmes.

### **Support from the government**

- The [Culture Recovery Fund: Repayable Finance](#) is making up to £270 million available in long-term loans.
- The [Culture Recovery Fund: Grants programme](#) made up to £500 million available for organisations.
- The [Emergency Grassroots Music Venues Fund](#) has invested £3.36 million in 135 venues at risk of imminent closure.

### **Support from the Arts Council**

- Re-opening [National Lottery Project Grants](#), increasing the budget by £18 million to make £75 million available to individuals, community and cultural organisations.
- Helping creatives step up their work in new ways, by re-opening the [Developing Your Creative Practice](#) fund this autumn, and increasing the budget from £3.6 million to £18 million.
- Investing an extra £2 million in funds to support [freelance workers](#) in the sector.

## **Arts Council reveals seven disability and equality principles for Covid-19 recovery**

Arts Council England has outlined seven principles for organisations to use in their approach to delivery and recovery from the coronavirus pandemic with a specific focus on disability and relevant Equality legislation. The [principles](#) are designed to help the industry make inclusive decisions that go beyond compliance and celebrate diversity.

## **DCMS publishes review of role of arts in improving health and wellbeing**

The Department for Digital, Culture, Media & Sport (DCMS) has published a summary of

the evidence collected on the role of arts in improving health and wellbeing. The [report](#) examines how arts engagement can impact on social outcomes, youth development and the prevention of mental and physical illness.

**The DCMS Committee is urging the government to take immediate action to enable the cultural and sporting sectors to recover from the impact of Covid-19.**

It is calling on the Department for Digital, Culture, Media and Sport to use the pause created by the latest Covid-19 restrictions, to implement a number of [recommendations](#) that would enable venues and stadiums, to plan a return of audiences to capacity when it is safe to do so.

**Chancellor of the Exchequer, Rishi Sunak on the Winter Economy Plan**

Key [announcements](#) include a new Jobs Support Scheme, extending the Self Employment Income Support Scheme and 15% VAT cut for the hospitality and tourism sectors until March 2021, and help for businesses in repaying government-backed loans.

**Creative & Cultural Skills Recruitment Trends Survey**

With the introduction of youth employment support mechanisms throughout the UK, Creative & Cultural Skills wants to better understand the sector's recruitment culture to help it recover after the challenging times of Covid-19 and build back, better. Please take 10 minutes to complete the [survey](#). The information you provide will be used by Creative & Cultural Skills and relevant partners to inform programmes of support for the sector.

**Artist Consultation Survey - The Bigger Picture**

Babylon ARTS aims to nurture creative practice, providing opportunities through their programmes, to showcase work and provide artist and creative practitioner development opportunities that are useful and relevant. This survey is designed to gather your feedback to guide their work with and for artists and creative practitioners in the longer term. The survey will close on the **31st October 2020** and can be found [here](#).





### **Focussing on the Future**

Free online seminar, with experts MHA Larking Gowan, to help your organisation recover from the Covid-19 crisis. Hosted by Suffolk Prohelp, and supported by Community Action Suffolk. This is an essential event for any voluntary sector organisation determined to thrive beyond Covid-19.

[Resilience: building back reserves](#) – 5 November 2020, 11:00 - 12:00

### **Digital Culture Network Events**

The [Digital Culture Network](#) has developed a series of FREE Connected to culture LIVE webinars to support business recovery during the Covid-19 crisis.

[Building digital skills for the future](#) - 29 October 2020, 14:00 - 14:45

[Evolving business models and new revenue streams](#) - 19 November 2020, 14:00 - 14:45

### **Effective Fundraising and Leadership in Arts and Culture – University of Leeds**

As the global funding landscape is changing rapidly, arts and cultural organisations are becoming increasingly concerned about what actions to take. On this [free online course](#), you will learn about the importance of developing organisational resilience through effective leadership and management, and how to diversify income streams by becoming more entrepreneurial.

### **AMA Arts Marketing Festival**

1-2 December 2020

The [AMA Arts Marketing Festival](#) is built to be experienced entirely online, together; a space to reflect on challenges, celebrate success, and process a year unlike any other. Together

we will be looking at where we are and how we move forward – in our roles and as a sector.

### **Culture, Creativity and Health Winter Gatherings**

[East Regional Event](#): 16 November 2020, 10:00 - 13:00 (£15)

Join the Culture, Health and Wellbeing Alliance and Arts and Health South West for 5 days of virtual regional events to hear about work that is happening in your region, discuss plans for regional development and participate in networking. [Read more](#).

### **Horizons: NRTF Conference 2020– Free Membership**

The Free National Rural Touring Forum conference is an opportunity to bring the Rural Touring community together for a series of sessions and showcases. This year's Conference, will be online and digital, taking place every Tuesday in October with follow up session every Friday morning. [Read more](#).

### **Visit Britain Free Business Recovery Webinars**

Join Visit Britain's second series of business recovery webinars to help you get back on track following the coronavirus pandemic. The webinar programme covers a number of topics to provide you with practical insight and valuable information from within VisitBritain/VisitEngland and across the wider travel industry. [Read more](#).

### **Association for Cultural Enterprises Events**

The [Association for Cultural Enterprises](#) aim to promote commercial best practice in the cultural and heritage sector by providing training and networking opportunities and facilitating the sharing of information and experience between their members.

### **Bounce Forwards**

Informed by their work on resilience, the Audience Agency have designed a package of

accessible support and insight to help you to innovate in the face of new challenges. [Read more.](#)

### **Creative Enterprise**

In partnership with the BFI, Creative Enterprise was developed two years ago to grow screen businesses in the English regions. Through intensive programmes and bespoke workshops led by industry leaders and mentors, Creative Enterprise provides expertise and training to futureproof the next generation of moving image companies. [Read more.](#)

### **British Library Reset. Restart Business Support Programme**

Open to all business owners, especially those in the first years of trading, the [Reset. Restart programme](#) is there to help you transform, future-proof or grow your business through the COVID-19 pandemic and beyond. Join one or more of the series of ten monthly webinars and receive further tailored support from your local [BIPC](#), in London or across our National Network.

### **Crafts Council One-to-one advice sessions with Talent Development (Cost: £60)**

The Crafts Council [bespoke advisory hour-long sessions](#) are for makers at all stages in their career to discuss ideas or concerns about their creative practice. The session is led by an experienced art and business development advisor.

### **Culture Geek 2020**

Virtual Conference - 20 November 2020 (Tickets £48)

[Culture Geek](#) brings together those shaping the future of digital in museums, theatres, festivals and arts organisations. This year the conference is taking place online with eight speakers from Europe, USA and UK sharing their knowledge and experience.

### **Creative and Credible Evaluation Training**

Gain an understanding of how to plan and deliver arts and wellbeing evaluation

appropriate to the context of Covid-19 through this three-part virtual workshop. Training in association with the Royal Society of Public Health (RSPH). The programme will run twice as follows:

[Programme 1](#): Tuesday 3, 10 and 17 November from 10:00 – 12:00

[Programme 2](#): Wednesday 18, 25 November and 2 December from 14:00 – 16:00



### **UK Government Job Support Scheme**

The [Job Support Scheme](#) is designed to protect viable jobs in businesses that are facing lower demand over the winter months due to coronavirus (COVID-19), to help keep their employees attached to the workforce. The company will continue to pay its employee for time worked, but the cost of hours not worked will be split between the employer, the Government (through wage support) and the employee (through a wage reduction), and the employee will keep their job.

The scheme will be open from 1 November 2020 to the end of April 2021. Employers will be able to make a claim online through Gov.uk from December 2020. They will be paid on a monthly basis.

### **Kickstart Scheme - Department for Work and Pensions (DWP)**

Employers from across Great Britain can access funding to create new jobs for young people who are claiming Universal Credit. The [scheme](#) will initially be open until December 2021, with the option of being extended.

### **High Street Heritage Action Zones Connect Commission 2020–2021**

Historic England is looking for five creatives to undertake its inaugural [Annual Commission](#)

as part of the High Street HAZ Cultural Programme. Each creative will be awarded £10,000 to make a new artwork inspired by connections between High Streets HAZs across England.

**Deadline 2 November 2020**

### **New Anglia Growth Hub Finance and Funding**

The Growth Hub has access to experts and suppliers across a number of different funding approaches for various industries or projects. Including:

**Growing Business Fund** - Offering grants of £25,000 to £500,000 for businesses that are creating jobs and expanding.

**Small Grants Scheme** - Offering grants of between £1,000 – £25,000 to help your business grow.

Find out more [here](#).

### **The Unlimited Arts Programme**

An arts commissioning programme that enables new work by emerging disabled artists to reach UK and international audiences. The [Unlimited Arts Programme](#) supports disabled artists to develop their practice and form new relationships and collaborations with producers, venues and promoters.

**Deadline: 27 October 2020**

### **Local Authority COVID-19 Business Grants**

A number of COVID-19 business support schemes are being delivered directly through local authorities. Click [here](#) for more details.

### **Norfolk Covid-19 Response Funding**

Norfolk Community Foundation is working with a range of local and national partners to make available funding for Norfolk charities facing exceptional demands on their services due to Covid-19, and working hard to support vulnerable people in the community. All Covid-19 related funding opportunities available through NCF are listed [here](#).

---

### **Suffolk Community Foundation**

Suffolk Community Foundation has developed a high level of expertise in supporting thousands of community groups and grassroots charities in Suffolk to access funding. Click [here](#) to view the available grant funding.

---

### **The Heritage Funding Directory**

Managed by The Heritage Alliance and the Architectural Heritage Fund, the [Heritage Funding Directory](#) is a free guide to financial support for anyone undertaking UK related heritage projects. This is a useful starting point for navigating funding sources in the sector and it is recommended that you visit the funder's website directly to explore the latest information.

---

### **New Weston Culture Fund**

This £25 million fund is designed to support mid to large scale cultural organisations in the UK to help them restart work, re-engage with audiences, adapt to changed circumstances and generate revenue. The [fund](#) is specifically for charitable organisations with a pre-Covid regular annual income of £500,000 or greater; smaller organisations will be able to apply to their regular grants programme via the website as usual.

**Deadline 9 November 2020**

---

### **Grants 4 Norfolk**

Looking for funding? Try the FREE Norfolk County Council search facility serving both businesses and communities. Local, regional and national funding opportunities available. Register [here](#).

---





# Resources

## **StartEast Resources**

The StartEast business support programme may have finished, but we have good news! The StartEast website is still up and running, so you can continue to access information on alternative business support providers and our Directory of Cultural Enterprises in Norfolk and Suffolk. Our [Resources](#) page can help you to find information on business support, resources, and funding to help grow or start your business. Our [Directory](#) can help you to discover other creatives working in Norfolk & Suffolk, and it's free to create a Directory entry. Our ambition is to promote this resource as widely as possible to facilitate networking and collaboration.

You can also join our well established [StartEast Facebook Group](#) to share news and connect with other creative businesses in Norfolk and Suffolk.

## **New Anglia Growth Hub Skills Portal**

The Skills Portal from New Anglia Growth Hub is now live! The Skills Portal is designed to help our region's employers access, understand and navigate all the local support, information and resources available to help get talent acquisition and development spot on. There are also two dedicated skills advisers, available to make a no cost visit to your premises to guide you through the options available. [Click here](#) to start exploring the portal.

## **Sign Up to the NEW Suffolk Cultural & Creative Newsletter**

Since the Covid-19 pandemic there has been a lot of new information to digest which can seem overwhelming. It is for this reason that Suffolk Arts Service have decided to create a new regional newsletter for the arts, which hopes to improve the dissemination of the

latest information regarding job opportunities, funding developments, artist/freelancer support and the cultural sector. [Sign up here](#).



StartEast Website: [starteast.co.uk](http://starteast.co.uk)

StartEast Facebook: [facebook.com/StartEast](https://facebook.com/StartEast)

StartEast Twitter: [@Start\\_East](https://twitter.com/Start_East)

Banner Design: Yellobelly

[Follow on Twitter](#) [Like on Facebook](#)

*Copyright © 2020 Norfolk County Council, All rights reserved.*

[Unsubscribe](#)