



## Welcome to the Spring 2020 edition of the StartEast newsletter!

Since our last news update, and the official conclusion of the StartEast programme last September, we've been busy working on legacy plans. This is the first of our 'post-programme' 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](#).

We understand that artists and businesses are facing particularly challenging and uncertain times given recent events. In this issue we've included information on organisations providing advice and guidance on business continuity and access to financial support for those affected by COVID-19.

In partnership with Norfolk and Suffolk County Councils, the New Anglia Culture Board has also developed a survey to gather key information on the impact of COVID-19 on our regional cultural sector; if you are based in Norfolk or Suffolk, **please take a few moments to complete the survey** and help us make the case to government locally, regionally and nationally for the needs of the sector. We would be grateful if you could please also share this with other cultural and creative businesses in your networks. To complete the survey, click [here](#).

We're also catching up with some of our brilliant StartEast 'Alumni' to see where they are now and where they're going next, and following the launch of their new 10 year strategy we've invited Arts Council England to share their exciting vision for the future.

Finally, we're very pleased to announce that the StartEast Final Evaluation Report is available to [download from our website](#). Thank you to everyone who participated in

StartEast and we look forward to continuing to support you and the development of creative enterprise across our region.

The StartEast Team



### **Glass House Dance**

Glass House Dance was founded by co-directors Laura McGill and Sarah Lewis in Norwich in 2013 and welcomes people of all ages in uplifting dance experiences in unexpected places. Expect meaningful interactions with experienced, playful and visionary artists through dance performances, workshops and events.

Since receiving support from StartEast, we have been able to employ two producers. Sarah Trist has been touring for our outdoor participatory dance performance, [Time](#)

[Machine Disco](#) for Spring/Summer 2020, and Helen Dawson has been networking for the company and booking shows and CPD events for our interactive dementia-friendly dance performance, [A Little Bit of Light](#) for Autumn 2020.

For us, we've seen real impact from outsourcing these roles, allowing us time as directors to direct the company! It really has given us the time and focus to springboard the company forward, enabling us to forge new relationships, gain new commissions and fund raising.

We've obviously all now been plunged into uncertain times. But we really feel that now is the time for the creative industries and for us as creatives to look and think differently. We have several new projects cooking, and rather than feeling disheartened by the situation we've found ourselves in, we're turning everything upside down, pulling on our strengths as artists, change makers and a connective force within our community and looking at how we can continue to support people to move and connect through dance.

To learn more about Glass House Dance and their current projects, visit [glasshousedance.co.uk](http://glasshousedance.co.uk) or follow @glasshousedance on Twitter & Instagram.

Image Credit: Glass House Dance



## The Art Station

The Art Station is a non-profit arts organisation, developing Saxmundham as a creative hub within rural coastal Suffolk. Having previously survived the setback of the fire in Feb 2018 at the station building, The Art Station is determined to keep moving forwards despite the current difficulties and anxiety around the coronavirus. We are developing a new creative space for local artists, makers and tech developers, with exhibition and event space right on the High Street in Saxmundham.

The project will offer support and development to the creative industries in coastal Suffolk and the local economy is more important than ever. Therefore, The Art Station is going ahead with plans and is working to raise £30,000 through crowdfunding to refurbish a 3,000 square foot creative space for local artists, makers and tech developers in the old telephone exchange on Saxmundham High Street. The venue will become a regional creative hub with exhibition and event space plus hot-desking facilities for nearby freelancers.

The Art Station aims to provide a supportive network in the heart of Saxmundham, where an increase in economic and cultural activity could make a real difference to the whole community. The facility will offer work experience, internships, and volunteering.

The Art Station have put together a [YouTube video](#) with details of the site, interior spaces, and interviews. You can also learn more on their [Crowdfunder page](#) for the project, and on [The Art Station](#) website.

Image Credit: The Art Station

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## **Frozen Light**

Frozen Light makes multi-sensory theatre for audiences with profound and multiple learning disabilities.

StartEast has had a massive impact on Frozen Light and we wouldn't be where we currently are without it. We received a grant to work with a fundraising consultant to enable us to be in a position to apply for larger core-funding grants to ensure the long-term sustainability of the organisation. Throughout our time of working with the fundraising consultant we created a solid four-year plan and budget, which has enabled us to envision our fundraising needs going forward. We then moved forward and applied to a number of large trusts of which we have been successful in securing core funding from Esme Fairburn Foundation, The Foyle Foundation and Arts Council Elevate fund.

We are so excited to have been successful with gaining core funding. This has put the organisation in a position where we are able to develop and grow our practice, reach more audience members and have increased artistic output. It is also allowing us to build resilience within our organisation and put further plans in place to ensure the success of the organisation moving forwards so we can continue to make theatre for audiences with profound and multiple learning disabilities long into the future.

To learn more about Frozen Light, visit their [website](#) or find them on [Facebook](#) and [Twitter](#).

Photo Credit: JMA Photography

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**She's a Suffolk-born artist, an international multi-award-winning photographer, a teacher par excellence and is now using her craft to empower young people in need. Anne Gould talks to Gillian Allard**

# PICTURE POWER



## **Gillian Allard**

I am a photographer and photography teacher. I create multimedia photo-based artworks as commercial ventures and for exhibition as well as continuing with traditional photography – I am always learning. I develop private workshops for a range of community groups and organisations, and I also run The Creative Camera Club in Mid Suffolk.

I learnt a great deal during the StartEast workshops and met some great people. I came to realise that I needed to improve the delivery on my workshop courses. StartEast awarded me a capital grant to enable me to develop these courses, particularly with groups of Unaccompanied Asylum-Seeking Children, in partnership with Social Services & Suffolk County Council. The equipment I received made an enormous difference in terms of delivering the sessions which ran throughout 2019 and are due to continue as a Bronze Arts Award later this year. The grant has also allowed me to work with other groups that can enjoy and value the new resources. Most recently I ran workshops with groups with learning difficulties for Suffolk Artlink and GCSE & A Level groups in perceived deprived areas for NEACO.

I have a specialism which I have developed over years. I physically bond images to wood and stone and currently I am trying other surfaces for future commissions. I am currently working on developing on-line courses particularly to enable me to continue delivering content during the Coronavirus and beyond.

For more information on Gillian and her work visit her [website](#), [Instagram](#), and [Facebook](#) pages.

Photo Credit: Anne Gould - Essential Suffolk Magazine



### **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, or feel they are likely to be affected by Coronavirus, are urged to seek advice and the Government has supplied a series of resources to inform employers on the latest developments and advice on protecting themselves and their employees. The Government has also announced a £330bn package of support for businesses.

New Anglia Growth Hub is Government funded and ready to offer free advice to all businesses in Norfolk and Suffolk. If you feel your business has been affected by Coronavirus, whether you are experiencing supply chain issues, order or booking cancellations, a reduction in sales, or any other challenge, contact the Growth Hub to speak to one of their qualified business advisers. They offer free support and advice and can help you to access the support measures put in place by Government.

Email [growthhub@newanglia.co.uk](mailto:growthhub@newanglia.co.uk) or telephone 0300 333 6536 (Mon- Fri 9am-5pm).

You can also visit their website at [newangliagrowthhub.co.uk](http://newangliagrowthhub.co.uk)



## **Creative Sector Coronavirus (COVID-19) Support**

There are a range of organisations which are looking at what they can do to support and advise creative businesses during this difficult time.

Arts Council England is implementing a range of emergency measures and have made £160 million of emergency funding available for those organisations and individuals who will need it during this crisis. ACE will be making £90 million available to NPOs (grant level currently undecided), £50 million to organisations that are not in receipt of regular ACE funding (grants of up to £35,000), and £20 million to individual artists, creative practitioners, and freelancers (grants of up to £2,500). ACE have collated information on government and non-governmental support for organisations and individuals, and are also working to develop a tool to collate information on sector impact. Further details and latest developments can be found [here](#).

A number of organisations have collated advice, information, and support;

- **Creative England** has [collated advice](#) from across the sector for the creative industries which they will be updating regularly.
- **Independent Arts Projects** has published a [COVID-19 Links to Advice & Support for Arts Workers](#) document.
- The **Arts Marketing Association** has [pulled together resources](#) and created a [Coronavirus Support Group](#) on Facebook. They are also hosting a free webinar open to everyone on [How to Prepare your Crisis Comms Plan](#).
- **ITC Arts** has published a [blog post](#) which will be regularly updated with guidance on staff, volunteers and visitors, contracts and cancellations, and protecting your business.
- **The Creative Industries Federation** has [collated advice](#) from across the sector. They are also offering 6 months [FREE membership](#) to the UK's self-employed creatives.
- Leading theatrical charities have come together to [centralise information](#) about how and where you can access support if you work in the theatre industry.

- **NVCO** has published a [comprehensive guide](#) on 'Your organisation and coronavirus', which is being updated regularly.
- **Social Enterprise UK** has [published a guide](#) to the support and resources announced by government and are regularly updating their [website](#) with the latest news and resources. There is also an opportunity to feed into an [SEUK consultation](#) on what they will ask for from the government to support social enterprises.
- **ACAS** is monitoring government advice daily and updating a [COVID-19 resource](#) for employer and employees.
- **The Federation for Small Businesses** has published [COVID-19 advice and guidance](#) for small businesses and the self-employed.
- **Good Finance** has a [new resources hub](#) of information, resources and tools to support charities and social enterprises.

Some organisations are also launching initiatives, services, and activities;

- **Arts Fundraising and Philanthropy** is hosting [Power Hours](#) – a free hour of online consultancy support every day on a first come first served basis to arts organisations that may need help in the coming weeks. The power hour can be focused on a range of areas including income generation, fundraising strategy, or donor cultivation.
- **Spectrix** has created a [Ticket Converter Tool](#) designed to make it easier for audiences to donate, or accept refunds as credit, with a single email click. The tool is available to all cultural organisations, regardless of the ticketing system you use, it's free to use, and Spectrix won't see your data.
- **Voluntary Arts** has launched [#CreativeNetwork](#) - a daily online get-together open to anyone involved in arts, culture and creativity who would welcome the opportunity to talk to others about dealing with the current situation, the challenges of working from home and what we can do together to make the most of difficult circumstances.
- **Community Action Norfolk** will be updating their page on [VSCE contingency planning](#) to support organisations during the COVID-19 pandemic.
- **Curious Directive** is helping to lead a [Norwich and Norfolk Artists' Hardship Fund](#) GoFundMe campaign. The Fund aims to provide at least 10 x £100 hardship fund donations to freelance artists living in Norwich and wider Norfolk on a first-come, first-serve basis.
- **Crowdfunder** is offering [100% free crowd-funding](#) for small businesses throughout the crisis (i.e. you won't pay any fees).

- **Charity Comms** is offering a free [crisis communications plan template](#) to help your plan how you'll communicate with the people you work with throughout the coming weeks, if you're expecting your organisation to be affected by coronavirus.

If there are any other useful resources you think it would be helpful for us to share via StartEast social media channels, please let us know at [stareast@norfolk.co.uk](mailto:stareast@norfolk.co.uk).

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## **Wensum Lodge Redevelopment**

Norfolk County Council (NCC) is developing an ambitious new model for [Wensum Lodge](#) to become an outstanding regional creative business incubator, creative and community hub and centre of craft excellence in the East.

Working with a design team led by [Hudson Architects](#), building surveys and investigations have been carried out to better understand the buildings' condition and produce a feasibility report. The plans focus on a sympathetic restoration of a much loved heritage setting, where inclusivity, access and an innovative approach to the buildings' environmental footprint have played a significant part in defining the redevelopment opportunities.

### **Redevelopment Aspirations**

- Increase bespoke art and craft facilities
- Create affordable rental units and provide co-working facilities for creative businesses and makers

- Provide a suite of hireable spaces for creative, community and commercial use – events, conference and exhibition spaces
- Better utilise outdoor spaces, including access to the River Wensum
- Remodel and improve reception with retail and exhibition opportunities
- Improve visitor experience and orientation through café and bar provision
- Conserve and ensure the site's rich heritage is more accessible
- Create universal access throughout internal and external spaces
- Improve site's environmental footprint through renewable energy solutions

### **Meanwhile Activity**

We are establishing a range of programmes, events and activities on-site to test and evidence the rationale to establish Wensum Lodge as an important creative and community hub for Norfolk.

### **Letterpress at the Lodge - Print to the People**

[Print to the People](#) (PTTP) has created at a sister-site at Wensum Lodge dedicated to the art and craft of letterpress printing. From the new 'Letterpress at the Lodge' studio PTTP will run workshops, courses and open access sessions throughout the year, as well as working with Norfolk County Council on activities to complement the Adult Learning programme on-site. Find out more [here](#).

### **Keep in Touch**

If you would like to be updated about the latest news and activity at Wensum Lodge, please email [wlupdates@norfolk.gov.uk](mailto:wlupdates@norfolk.gov.uk) to be added to the mailing list.



## **From Arts Council England: Let's Create our Future**

Let's Create. It's such a simple, but incredibly powerful statement of intent. And it is the perfect way for the Arts Council to embark on a new decade.

On 27 January 2020, we shared Let's Create. It outlines a vision for the next decade, one in which the creativity of each and every one of us is valued and given the chance to flourish; and where all of us have access to a remarkable range of high-quality cultural experiences.

Let's Create may be 'our' strategy, but because thousands of people from all ages and backgrounds have contributed, we hope that there is a sense that everyone owns it. And as a result, we hope that everyone will stand with us in delivering its ambitions.

The strategy is an invitation to everyone who believes in the value of arts, culture and creativity to come together and create new opportunities for every person in England to be creative and enjoy brilliant culture.

It builds on the achievements of the last decade, but also gives us the opportunity to take on a development role beyond the organisations we have traditionally funded – embracing the wider culture sector in England.

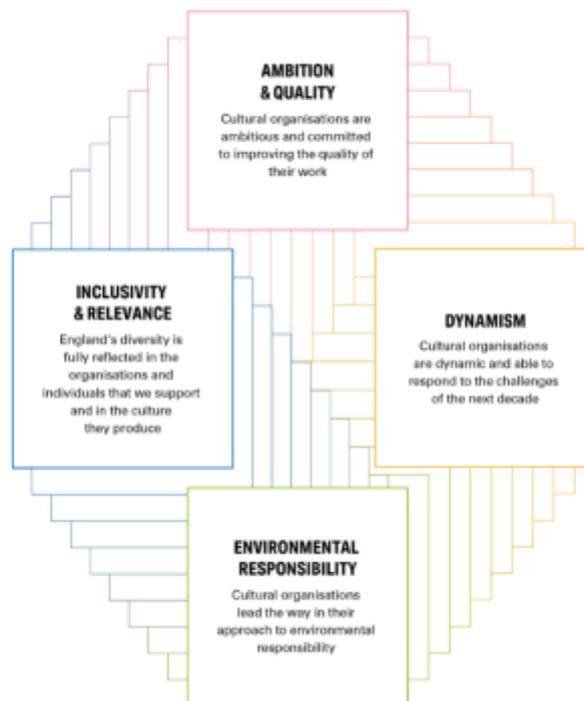
Over the next ten years we want to put more emphasis on support for artists and independent creatives; and we want to support the cultural sector to generate new ideas, work in partnership and develop talent from every community. And we want to give communities everywhere more opportunity to design and develop the culture on offer to them.

We want everyone to have the chance to be creative at every stage of their lives – from artistic starts of the future through to people who are looking to experience something new in later life, and everything in between.

At its heart, Let's Create sets out three outcomes that we are looking to achieve



And these will be underpinned by four Investment Principles, which will steer how we are able to deliver the outcomes.



We know that talent is everywhere, but opportunity is not. Let's Create sets out an ambition to change that. We want arts organisations, museums and libraries to be an

important part of every community; bringing people together, supporting local economies and helping to improve lives. And by doing this, we can ensure England has one of the most innovative, collaborative and international cultural sectors in the world.

Let's Create – for me it inspires a sense of something exciting and new; a feeling of collaboration and anticipation; and a positive feeling about the future. But that's me, what does Let's Create mean to you?

To read the full Let's Create strategy, visit the [Arts Council England](https://www.artscouncil.gov.uk/) website.

Photo Credit: Mark Brenner. Almeida – Dance Nation.

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### **StartEast Final Evaluation Report**

In January 2017, BOP Consulting was commissioned by Norfolk County Council on behalf of the New Anglia Cultural Board to evaluate the ambitious StartEast programme. Following the close of the project on 30 September 2019, BOP delivered their final evaluation report on the programme's impact.

StartEast was developed to build a resilient, enterprising, sustainable, and diverse cultural sector in Norfolk and Suffolk through the provision of targeted, specialist business support to SMEs and start-ups in the cultural sector, and the programme engaged with over 360 creative enterprises and individuals across the region. BOP's research indicates that there are encouraging signs of economic impact for StartEast participants. For example, a third

of participants reported their turnover has grown as a result of the StartEast support.

The report indicates that overall, StartEast has provided valuable support to the creative and cultural sector in Norfolk and Suffolk and it has largely met its objectives. For participating enterprises, StartEast has led to a wide range of outcomes including improved business performance, new activity from start-ups, and more cultural and creative activity in social settings. Participants also report an uplift in some key enterprise skills and attitudes such as financial and risk management.

*“I’ve learnt to work smarter – spending less time searching for work and more time capitalising on existing contacts and creating the actual work”*

*“[StartEast] has really given me a new passion for my business. I knew I had a good value proposition, but from speaking with advisers and other people on the course, it’s reaffirmed and motivated me to grow!”*

To read and download the full StartEast Final Evaluation Report, which outlines in detail the successes of the programme and key learning points to take forward, visit the [StartEast website](#).



### **Social Venture Weekend @ University of Cambridge Judge Business School – 17-19 July 2020**

The Social Venture Weekend at Cambridge Judge Business School is for anyone with an ambition to set up or grow a business that makes a positive social or environmental impact. The workshop is an inspiring introduction to the social venture sector and a valuable opportunity to focus intensely on your own business. In an inclusive, supportive and friendly atmosphere, you’ll have the opportunity to share and test your ideas with others and learn from the experience of successful social entrepreneurs. Further information on the weekend and how to register can be found [here](#).

### **Creative Nation 2020**

Immerse yourself in creativity and culture with [Creative Nation 2020](#) – the inaugural event

bringing the creative industries together, brought to you by the Creative Industries Federation and Creative England. This unique one-day experience will blend creativity and commerce to help creative people, businesses and leaders tap into the latest industry trends and make the most of the opportunities facing the UK and their sector in the months and years to come. In light of the escalating situation with COVID-19, the Creative Industries Federation have taken the decision to postpone Creative Nation 2020 from May to the autumn. A new date will be announced very soon.

### **The Audience Agency 'Data For...' & 'Digital For...' Workshops – April to June 2020**

This year The Audience Agency launched a series of workshops designed to help you make the most of your data and digital resources. There are still a few 'Data For' workshops in the calendar, including ['Data for Touring'](#) and ['Data for Evaluation'](#). The ['Digital For...'](#) workshops start from June 2020 and include topics such as 'Digital for Organisational Maturity' and 'Digital for Growing Audiences'. The Audience Agency are looking to implement practical, online alternatives for these workshops.



### **Stage One – Bridge the Gap**

[Bridge the Gap](#) is Stage One's new initiative which aims to build a long-term relationship with emerging producers, expand their networks and support them in the next stage of their producing careers through a range of training opportunities. Bridge the Gap offers the successful applicant a free place on their renowned three day [New Producers Workshop](#) which equips groups with the skills to bring producing concepts to reality on the West End, tailored masterclasses focusing on career progression and development which will be specifically adapted to the needs of participants, regular group tickets and access to theatre shows, and placement on a year-long mentorship scheme. Applications for Bridge the Gap 2020/21 will open in June 2020.

### **Create a free profile on icanbea...**

icanbea... is the online platform that showcases career opportunities directly to young people in the Norfolk & Suffolk region. It's [free to create a profile](#), and icanbea... the perfect vehicle to highlight what working for your business and in your sector is all about, show prospective employees what potential careers and job roles exist within your organisation,

the skills and capabilities you're looking for, and inspiring employees of the future to help fill skills gaps and enable the future growth of the industries in our region.

### **The Pulpit @ The Nave – Curious Directive**

[The Pulpit](#) is a brand new creative hot-desk in central Norwich, situated in The Nave and operated by Curious Directive. The Pulpit is £6 per day to hire, payable on the day in cash, and offers access to the same amenities as full-time residents of [The Nave](#). You can check the availability for this vibrant creation space via the online calendar and book your place by 5pm the previous working day.

### **Arts & Culture Impact Fund – Nesta**

The [Arts & Culture Impact Fund](#) is a new £20 million impact investment fund for the UK's arts, culture and heritage social enterprises to help them become more enterprising and financially resilient. Socially driven arts and cultural organisations of all sizes across the UK are invited to apply for loans between £150,000 and £1 million, with a 10-year repayment period. Alongside the investment capital, investees can also benefit from a tailored package of support from Nesta and their partners, including business insights and opportunities.

### **Innovate UK Smart Grants: January 2020**

Smart is the new name for Innovate UK's 'Open grant funding' programme. Innovate UK, part of UK Research and Innovation, is investing up to £25 million in the best game-changing and commercially viable innovative or disruptive ideas. Applications can come from any area of technology and be applied to any part of the economy, such the arts, design and media, creative industries, or science or engineering. Applications must include at least one micro, small or medium-sized enterprise (SME). The competition closes on Wednesday 22 April 2020 at 12:00pm. Full details of the funding competition can be found [here](#).

### **LCIF 2 – Low Carbon Innovation Fund**

[LCIF 2](#) is a venture capital fund which uses the funds raised from the ERDF via a partnership between UEA and Norfolk County Council, on behalf of New Anglia LEP, Hertfordshire LEP and Cambridgeshire and Peterborough Combined Authority. LCIF are looking to hear from suitable companies from any sector who are seeking investment to grow and develop and which match LCIF's [criteria](#). In addition to funding, LCIF may also be able to work with companies to develop their plans, reduce their carbon footprint and maximise carbon savings through their technologies, products and services.

### **The Prince's Trust Enterprise Programme**

The Prince's Trust runs free [Enterprise programme](#) for 18 to 30-year-olds living in the UK looking to turn their ideas into a business. The programme is broken down into three

stages; info sessions, workshops, and build your business. There is also an option to learn flexibly with online mentor support.



### **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 your premises to guide you through the options available. [Click here](#) to start exploring the portal.

### **Digital Culture Compass**

The [Digital Culture Compass](#) is an online toolkit to support arts, culture and heritage organisations to integrate digital technology into their work. It has two elements; a Charter that outlines digital best practices, and a Tracker that allows organisations to assess their approach to digital technology and develop plans for future work. The Digital Culture Compass was commissioned by Arts Council England and the National Lottery Heritage Fund as part of the UK Government's Culture is Digital initiative.

### **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.



**Norfolk** County Council



**Suffolk**  
County Council

**NEWANGLIA**  
Local Enterprise Partnership  
for Norfolk and Suffolk

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)

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