



Norfolk County Council

**StartEAST** building the cultural economy



## StartEast March bulletin

Welcome to the March edition of our bulletin which is packed with information on upcoming events, news, resources, opportunities, funding and 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 and bulletins can [sign up](#) on our website.

If you would like to contact us please email [startheast@norfolk.gov.uk](mailto:startheast@norfolk.gov.uk)

The StartEast Team



# Business Support

## Creative Unlimited Business & Entrepreneurs Support Programme

The [Creative Unlimited](#) project is designed to help economic recovery and growth in the creative, cultural and digital sectors in Norfolk and Suffolk and is a partnership between New Anglia LEP, University of East Anglia, Norwich University of the Arts, and Norfolk

County Council (as part of the legacy of the StartEast programme). The project will help organisations and individuals develop and showcase their creative ventures through bespoke business workshops, masterclasses, mentoring and direct support.

For any businesses or entrepreneurs interested in what this support could mean for you, register your interest [here](#).

### **Platform 2021: Monthly Workshops for Creative Businesses & Freelancers**

Delivered Through Creative Unlimited

[Platform 2021](#), delivered by Norwich University of the Arts, is a series of workshop sessions for people interested in starting their own creative business or becoming a freelancer.

Platform sessions are run by industry professionals who guide you through some of the key areas you need to know about when starting up. They cover research, branding, marketing, finance, legal and networking. [Click here](#) to see the full programme of events.

The series runs monthly with a new online workshop that will help you start or build your business. Come to all or just one or two, it's up to you.

Join online on the Second Wednesday of every month at 2pm. Sign-up at [Meetup.com](#)

For more information, contact: Will Taitt in the NUA Business and Employability team [w.taitt@nua.ac.uk](mailto:w.taitt@nua.ac.uk)

### **Craft Council Crafting Business Programme for Makers**

The Craft Council will be selecting 26 makers to take part in this free training programme which will take place between 6 May — 7 September 2021.

[Crafting Business](#) is part of a Crafting Europe project funded by Creative Europe.

**Deadline for applications 31 March 2021**

### **New Anglia Growth Hub Free business support**

New Anglia Growth Hub's business advisers offer free support and guidance. They can help you find out more about the latest Government schemes and a range of local

initiatives. Speak to them for impartial advice on 0300 333 6536 or email [growthhub@newanglia.co.uk](mailto:growthhub@newanglia.co.uk)

You can also make use of the [Covid-19 Business Toolkit](#), where you will find information about funding, free online webinars and all the latest advice.

### **Invest East: Investment Readiness Programme**

A free "investor led" programme to support Norfolk and Suffolk businesses to understand and prepare to raise equity and other forms of finance. The programme is now accepting applications to Cohort 4 of the Investment Readiness programme. For more information, [click here](#) or [contact](#) the team.

### **Business & IP Centre Norfolk Reset. Restart programme**

The Business & IP Centre Norfolk has developed a free dedicated [online programme](#) of business support.open to all business owners, especially those in the first years of trading. Alongside the national Reset. Restart programme run by the British Library Business & IP Centre, they are offering a series of free local 1 to1 support sessions, workshops and networking events - all delivered by [Menta](#)



### **Celebrating Culture 2021**

An exciting new seasonal PR and marketing campaign will launch in late May to celebrate our rich and diverse arts, culture and heritage sectors across Norfolk and Suffolk. Led by the New Anglia Culture Board (NACB) and supported by the New Anglia LEP, Norfolk County Council, Suffolk County Council, Interreg EXPERIENCE project, University of East

Anglia and Visit East of England, 'Celebrating Culture 2021' aims to put the region on the map as a 'must see' UK cultural destination.

The first campaign phase will promote what's happening in and around Norfolk and Suffolk across summer months, engaging primarily with local media, communities and visiting tourists, to help bring people back to events and venues safely. This will be followed by an outreach cultural tourism campaign to attract new audiences and promote autumn and winter experiences including overnight stays to those living further afield (2-3 hour travel time), such as London, Essex and the East Midlands.

### **Take part for free!**

We're encouraging all cultural organisations to get involved – from grass roots community groups, fringe events, headline venues, and music concerts to visual arts, live performance and heritage - you can list your event for free on the Visit East of England website (which will be a portal for the campaign) [here](#). Plus, we'll be creating a free marketing toolkit, so you can download the campaign collateral to use as part of your marketing activity. Look out for further announcements and details of what's to come in this newsletter.

Together, when the time is right, we want to be ready to launch the campaign and signal 'culture is back in the East'.

### **Calling all Norfolk Artists Take Part in Norfolk Open Studios 2021**

Applications are now open for Norfolk artists, makers and schools to take part in [Norfolk Open Studios](#) this Autumn.

Norfolk Open Studios is open to all Norfolk artists and makers, whether professional, starting out, discovering or rediscovering their creativity. It's an opportunity for artists to promote and sell their work from their own studios, meet art lovers, demonstrate their skills and talent and get to know other local artists. In 2021 the scheme will take place from 25 September - 10 October. **The deadline to apply to take part is 23 April.**

### **Invitation to bid – Lowestoft Creative Virtual Hub**

East Suffolk Council is excited to be inviting bidders, as part of a new Creative Hub project, for an experienced and skilled freelancer or organisation to develop a network of creative enterprises who are delivering work in/from Lowestoft. The successful bidder will

need to ensure the sustainability and inclusive growth of creative enterprises through a programme of support and showcase talent through a place-based website and coordinated social media presence. [Read more](#)

You can register your interest in this project via [Delta – the Council's e-sourcing platform](#).

**Deadline 12 noon 6 April 2021**

### **Call for Proposals: Dunton Hills Garden Village Commission, Essex Cultural Diversity Project**

Essex Cultural Diversity Project has teamed up with Brentwood Borough Council to create a new opportunity for artists. We are calling for [commission proposals](#), inviting creative responses to the new Garden Village on land at Dunton Hills, a site that sits within the Brentwood Borough but also very close to Basildon and areas of Thurrock. The project will help shape the development of a new housing development in Brentwood, reflecting and embedding diversity and the voices of the community in the early stages of development.

Budget: £10,000.

**Deadline: 30 April 2021**

### **Commission - Stowmarket Garden Project, Suffolk Libraries**

Suffolk Libraries are looking to commission an artist, organisation or a collective, to design and develop our outdoor space at Stowmarket Library into a garden which nurtures our community's creativity. Following the pandemic, we want to develop a new outdoor area which will encourage our visitors back to our buildings. The creation of the space and building of the garden will be conducted between May 2021 – September 2021. The budget for this project is £10,000 inclusive of materials and artist fees. To find out more or to submit a proposal please either visit our [website](#) or read the [detailed artist brief](#)

**Deadline Application First Round (Expression of interest) 28 April 2021**

### **Freelance Producer, CPP MarketPlace**

MarketPlace has commissioned Dance Theatre Company Casson & Friends for a community engagement and audience development project as part of our programme for 2021. We are seeking a [Freelance Producer](#) to support delivery of this project.

Contract: Freelance, fixed term, May to September 2021

Project fee: £5,400 (equivalent of £180 per day for 30 days)

Location: We envisage a combination of remote online working and, government restrictions-permitting, delivery in locations in Fenland and the Forest Heath area of West Suffolk.

**Deadline: Friday 9 April 2021**

### **Gear Shift Artist Development Programme, The HandleBards**

We're looking for the next generation of creative change-makers to join our new artist development programme – Gear Shift. There are four spots on this year's inaugural Gear Shift programme, which will take place from April to October 2021. We're looking for people with a drive to bring a creative idea to life and build environmental sustainability into the heart of their work. To apply, please visit our [website](#).

**Deadline: 31 March 2021**

### **Underagency Survey**

Supported by generous funding from Arts Council England, Creative Nation have been conducting research and development into the employment and development landscape for early career creative talent. We would really like to hear from employers and organisations who seek to/work with early career talent, from across ALL sectors. [Your input into our short survey](#) would be hugely appreciated. It only takes 5-minutes, we promise!

### **Norfolk Screen Online Database**

[Norfolk Screen](#) is dedicated to promoting Norfolk as a screen-friendly county that showcases locations, talent, services & facilities within the region. They provide a signposting service to those considering or intending to shoot in Norfolk, whether they be shorts, docs, feature films, TV productions, commercials, music videos or photo shoots. They have developed an online database of local cast, crew, locations, production facilities and services. They want to build on this and encourage those locally based screen related creatives and services to sign up (for free) so that they can signpost incoming productions to the production infrastructure the region has to offer. [Sign up here](#).



### **Digital Culture Network Events**

The [Digital Culture Network](#) has developed a series of FREE webinars to support businesses

[Connected to Culture LIVE: Online creativity and safety with young people](#) - 31 March 2021, 11:00 - 11:45

[Optimising the customer funnel](#) - 21 April 2021, 14:00 - 15:00

[Tactical ticketing for digital events](#) - 12 May 2021, 14:00 - 15:00

### **Babylon Arts Professional Development Workshops**

[Move Forward Your Marketing](#): Interactive and inspiring short course designed for visual artists to kickstart or develop their marketing.- Course of 3 online workshops on 22 April, 29 April and 6 May 2021 from 10:00 - 12:00, package cost £25

[Inside Out](#) : Taking an indoor show to an outdoor audience and creating performance work for outdoor spaces.- 28 April 2021, 14:00, cost £5

### **Low-cost performance capture for arts and culture, The Space**

30 March 2021m 11:00 - 12:30

With a mix of discussion and case studies, in this [webinar](#) we'll look at some of the low-cost approaches to capturing performances.

### **alt/control/forward**

Wednesdays: 24 March, 07 April and 21 April 2021, 11:00-15:00

Presented by house, this [online conference-style event](#) will platform key speakers to

explore what's been achieved, and how arts venues can continue to develop alternative forms of content and serve audiences beyond their four walls.

### **AMA Training**

The AMA (Arts Marketing Association) offers outstanding training to help develop skills and share knowledge so we can all reach more audiences, more effectively. View their training/event programme [here](#).

### **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.

### **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.

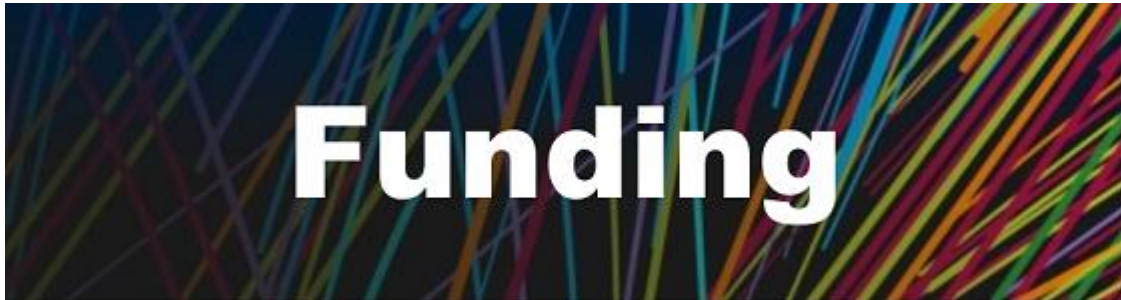
### **Cause4 Power Hour**

In need of advice and support from an independent voice to empower your decision



making? Sign up for a free Power Hour with Cause4 today.

Through this programme, Cause4 offer a free hour of consultancy support to registered charities and CICs that need help or a sounding board for new ideas. This power hour can be focused on a range of areas including income generation, fundraising strategy, or governance challenges. Please register for free [here](#).



#### **Help for small businesses to secure innovation grants**

New Anglia LEP are supporting a free innovation mentoring and bid writing scheme to help smaller businesses secure the funding they need to develop their project ideas. The scheme helps small to medium business owners or managers, including micro business owners and sole traders, who are based in Norfolk or Suffolk.

Find out more [here](#).

#### **Deutsche Bank Awards for Creative Entrepreneurs**

These awards provide young entrepreneurs in the UK who are looking to enter the creative industries and who have a desire to create and sustain social value through their enterprise. Start-up capital, business training and mentoring will be provided. Learn more [here](#). **Deadline 31 March 2021**

#### **Jerwood Foundation announces Blue Sky Fund**

Jerwood Foundation is delighted to launch [Jerwood Blue Sky Fund](#), a £1 million donation to the [Theatre Artists Fund](#) and [Help Musicians](#). It will fund small grants for freelancers in the arts who are still suffering greatly due to the effects of the pandemic and remain unable to secure other forms of Covid support.

### **Creatively Minded and Ethnically Diverse Fund**

This [Baring Foundation](#) has launched a new fund for projects that promote the role of creativity in the lives of people with mental health problems from ethnically diverse backgrounds. Grants of between £10,000 and £40,000 are available. **Deadline: 21 April 2021**

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

- [National Lottery Project Grants](#)
- [Developing Your Creative Practice fund](#)
- Investing an extra £2 million in [funds](#) to support freelance workers in the sector.

### **PRS Foundation - Hitmaker Fund**

[Grants are available](#) for UK songwriters and producers working in popular music genres to further develop their careers and writing or production skills.

Maximum value: £10,000. **Application deadline: 2 June 2021**

### **North Norfolk District Council Arts and Culture Fund**

NNDC's [Arts and Culture Fund](#) offers grants of up to £2,500 to voluntary and community organisations, town and parish councils, whose project is based within north Norfolk with the aim to improve health and wellbeing of North Norfolk residents through active participation and engagement with visual, literary and performing arts.

### **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.

### **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.

### **Suffolk Community Foundation**

Suffolk Community Foundation has developed a high level of expertise in supporting thousands of community groups and grassroot 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.

### **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](#).

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# Networks

## **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. If you are interested in joining, please email [thomas.beese@suffolk.gov.uk](mailto:thomas.beese@suffolk.gov.uk)

## **Norfolk Black and POC Creatives Network**

[Norfolk's Black & POC Creatives Network](#) will provide mutual support for artists & creatives living in the region, allowing members to meet others, collaborate, share resources, and discuss what the community needs to grow and thrive. Membership is free, and open to all creatives and artists living or working in Norfolk from communities which may include themselves under the umbrella of "people of colour." [Click here to join.](#) The Network is being set up as part of a project by Norwich based Freelance Producer Sascha Goslin, and supported by [Norfolk & Norwich Festival's Creative Individuals Norfolk initiative.](#)

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# Resources

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

The [Skills Portal](#) from New Anglia Growth Hub is designed to help 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.

### **StartEast Resources**

The StartEast business support programme may have finished, but the StartEast website is still up and running, so you can continue to access information via our [Resources page](#) on alternative business support providers and our [Directory](#) of cultural enterprises in Norfolk and Suffolk, and it's free to create a Directory entry.

### **Join the Norfolk Arts Forum**

Norfolk Arts Service runs the Norfolk Arts Forum, a free membership organisation with over 750 members and an annually elected Executive Committee, we send out an e-bulletin every Friday with information about arts and cultural jobs, opportunities, training and funding. If you would like to join please email [arts@norfolk.gov.uk](mailto:arts@norfolk.gov.uk)

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

Suffolk Arts Service produces a regular regional newsletter for the arts, which hopes to disseminate of the latest information and support for the cultural sector. [Sign up here](#)

### **Centre for Excellence in Participatory Theatre's Library & Resource Centre**

The Centre for Excellence in Participatory Theatre has a fantastic digital library and resource centre, with a large and ever-growing collection of downloadable books, reports, and toolkits to support theatre and participation practitioners. [Read more](#)



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County Council

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

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