



## StartEast April bulletin

Welcome to the slightly belated April 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 [stareast@norfolk.gov.uk](mailto:stareast@norfolk.gov.uk)

The StartEast Team



## 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, University of Suffolk, Suffolk County Council 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](#).

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## **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. Join online on the Second Wednesday of every month at 2pm. The next session is: The Customer Knows, Wednesday, 12 May 2021, 14:00 - 15:00. Sign-up at [Meetup.com](#)

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**DRIVE** is a new business mentoring and funding support programme for small and medium-sized enterprises (SMEs). The programme supports businesses to help grow and develop Norfolk and Suffolk's rural economy.

DRIVE provides local businesses with access to a grant to invest in new business development that leads to job creation. You could receive:

- Up to 12 hours of guidance from a Business Mentor to evaluate your business plans and DRIVE application
- A grant between £5,000 and £30,000 (up to 40% of total project costs)

If you are a business with a project idea, go to [About DRIVE](#) for more information including who is eligible and how to apply.

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## **Reopening Norfolk safely**

Norfolk County Council Guidance for businesses - April 2021

Everyone in Norfolk needs to feel that no matter where they go in in the county their safety is paramount, whether they are residents, visitors or holidaymakers.

Norfolk County Council has created a toolkit providing all the information and tools you need to help you to reopen your business safely this spring.

[Download the toolkit here](#)

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### **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.



### **Celebrating Culture 2021**

An exciting and inclusive new marketing and PR campaign will launch in late May to celebrate the rich and diverse arts, culture and heritage sectors across Norfolk and Suffolk. Celebrating Culture 2021 is led by Norfolk County Council on behalf of the New Anglia Culture Board (NACB) and supported by the New Anglia LEP, Suffolk County Council, Interreg EXPERIENCE , University of East Anglia and Visit East of England.

'Celebrating Culture 2021' aims to further build the East's reputation as a 'must see' UK cultural destination.

### **How to Take Part**

List your arts and culture events for free on the Visit East of England website (which will be a portal for the campaign) [here](#)

A free marketing toolkit will be available soon to use as part of your marketing activity. Look out for further announcements and details on the Norfolk Arts Forum's Twitter and Facebook

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

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### **Collaboration: Place: Change Emerging Leaders**

October 2021 - March 2022

A cultural leadership development programme open to cultural leaders or managers with up to 5 years' experience who are living and/or working in Norfolk or Suffolk. Applications are welcome from those working in organisations, in a freelance capacity or in any combination of employment and self-employment. [Apply here](#)

**Deadline: 10am 24 May 2021**

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### **Digital Artist/ Designer - Digital Interpretation Project, Nene Park, Peterborough**

Nene Park Trust wishes to appoint a freelance artist/ designer to develop digital interpretation of the archaeological heritage along a new Walking in Time visitor trail within Nene Park, Peterborough. We would like to hear from creatives with experience of working with digital design/ augmented reality/ 3D modelling who can apply these skills to create an exciting and memorable visitor experience. Creative content development will take place during summer 2021 with completion of the project by autumn 2021. For more information or an application pack please contact [louise.thirlwall@neneparktrust.org.uk](mailto:louise.thirlwall@neneparktrust.org.uk)

**Deadline: 31 May 2021**

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### **Project Artist at Peckover House, Common Ground**

Common Ground are looking for a Theatre Practitioner to lead a project in June/July 2021 at the National Trust property, Peckover House & Garden. For full details and information on how to apply, [click here](#).

**Deadline: 9 May 2021**

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### **Open call: Cavendish Arts Science Fellowship at Girton College**

Applications are now open for the first [Cavendish Arts Science Fellowship](#) at Girton College. This unique collaborative opportunity is open to artists internationally and is not confined to any single aesthetic, theme, or medium. The Fellowship is financially supported. Cavendish Arts Science creates new encounters between art and science that help us to examine the world and our place within it through the creation of new artistic work. **Deadline: 16 May 2021**

### **Snape Maltings Residencies and Creative Retreats**

The extended residency programme at Britten Pears Arts brings together a variety of development opportunities for interesting artists and researchers across our two sites at Snape Maltings and The Red House. [Apply here](#)

### **List your events for 2021 Creativity and Wellbeing Week, 17-23 May**

London Arts and Health have now opened their website for event listings. [Click here](#) for more information or to list your events:

### **Creativity and Wellbeing Week in Norfolk**

Norfolk's Libraries, Adult Learning, Museums and Music Hub have a jam-packed programme for Creativity and Wellbeing Week. [View here](#)  
Our Twitter [@CreativeNorfolk](#) will showcase Creativity and Wellbeing week events across Norfolk. Please email [arts@norfolk.gov.uk](mailto:arts@norfolk.gov.uk) to be featured or message us on Twitter.

### **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

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

### **Suffolk Growth events**

Suffolk Growth facilitates and hosts a wide range of events throughout the year, including strategic development workshops, training events, innovation & best practice workshops and more. They welcome attendance from both public and private sector. [Read more](#)

### **Tourism, Leisure & Hospitality webinar**

13 May, 10:30-12:00

To support current and future business planning, you are invited to join this Larking Gowen hosted webinar Open for Business: "Hope or Fear? (one year on). This will be a 1 hour presentation followed by a 30-minute Q&A with our expert panel. During the free-to-attend webinar, guest panellists from leading organisations in the Tourism, Leisure and Hospitality sector will discuss key questions, including how to reopen safely and what's the latest in the road to recovery? [Register here](#)

### **Free digital training for businesses, Archant**

The Insight Day series of FREE digital marketing webinars cover lots of different topics from social media to Google Analytics to ecommerce and online trading. [Read more](#)

### **Yarmouth Springs Eternal Conference**

22 May 2021, 12:00-17:30 - Location: PRIMEYARC, Market Gates Shopping Centre, Great Yarmouth, NR30

The FREE Yarmouth Springs Eternal conference will explore relationships, perceptions and experiences of connecting with the natural world through the arts. It'll feature presentations from the featured exhibition artists and a Q&A. During the conference, we'll also explore establishing a network of artists working with nature and parts of the day will be live-streamed online. [Book here](#)

### **Slow Social: How Art Can Transform the High-Street**

Online - 13 May 2021, 19:00-20:30

Artist and Curator Chris Alton will discuss his work and his experience of developing and delivering projects within high-street or retail spaces.

[Book here](#)

### **Making Your Artistic Practice More Environmentally Conscious**

Online via Zoom - 15 May 2021, 11:00-13:00

This workshop is aimed at artists interested in making their practices more sustainable, and will explore ecological materials, circular economy principles, and the ethics of production. [Book here](#)

### **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.](#)

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### **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.

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### **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](#).

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### **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](#).

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### **Business Resilience and Recovery Scheme**

The Business Resilience and Recovery Scheme has been established to support businesses during the COVID-19 pandemic and during the economic recovery. It will provide grants to support short-term business resilience projects and longer-term recovery and diversification projects. [Read more](#)

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### **£7 million Global Screen Fund launched**

This fund will support independent film and screen content made all over the UK to export to markets around the world. Developed in partnership with the British Film Institute (BFI),

the fund will support the UK independent screen sector to export their productions to markets around the world. [Read more](#)

### **Sustainable Development Fund**

The AONB is seeking applications from local community projects that are innovative, socially inclusive, sustainable, that benefit the public and involve partnership working. [Read more](#)

**Deadline: 17 May 2021**

### **UK Community Renewal Fund.**

This £220 million Fund aims to support people and communities most in need across the UK, creating opportunities to trial new approaches and innovative ideas at the local level.

Priority project themes cover:

- Investment in skills
- Investment for local businesses
- Investment in communities and place
- Supporting people into employment

Further details can be found [here](#).

If you have an idea for a project, fill in an expression of interest form and send to their mailbox [CRF@norfolk.gov.uk](mailto:CRF@norfolk.gov.uk) One of their experienced facilitators will then contact you, to help you develop your bid to full application stage. All applications need to be received by **5pm on Friday 14 May 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.](#)

### **Norfolk County Council Funding Team Newsletter**

Sign up to receive your regular newsletter from the Norfolk County Council Funding team – packed full of the latest funding updates and scheme information. Email [funding@norfolk.gov.uk](mailto:funding@norfolk.gov.uk) to be added to the database.

The NCC Funding Team can:

- Offer advice and guidance to potential applicants, to identify the funds which would best fit with project ideas, and to advise on the bidding process
- Provide information and expertise in the management and administration of funding
- Support project compliance and record keeping, helping to ensure that your project complies with strict scheme requirements
- Be a potential partner for projects. In cases where partnerships are required to include a local government organisation, Norfolk County Council can be that partner



### **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.](#)



### **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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