



StartEast May bulletin

Welcome to the May 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

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](#).

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: Building Your Brand, Wednesday 9 June 2021, 14:00 - 15:00. Sign-up at [Meetup.com](#)

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.

Craft Council launch the Market for Craft data tool

The [Market for Craft data tool](#) is an open-access dashboard available online at no cost to independent makers, studios and collectives, shops and galleries, and curious consumers. Using the data tool's tabs and filters, you can gain a detailed insight into your customer's demographics, behaviours, motivations, and barriers — helping inform business strategies for 2021 and beyond. Key areas of focus include:

- Market breakdown
- Buying behaviour
- Buying interest

- Participation
- Psychographic profile
- Demographic profile
- Media consumption

The data tool accompanies the [Market for Craft report](#) – the first analysis to identify and gauge appetite for British craft for over a decade. Commissioned in May 2020 by the Crafts Council and eight leading national partners, this work aims to equip makers with the knowledge and insight necessary to develop their business.

Reopening Norfolk safely

Norfolk County Council Guidance for businesses - April 2021

Everyone in Norfolk needs to feel that no matter where they go 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](#)

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

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.



The Library Presents Autumn 2021 – Open Calls, Babylon Arts

The Library Presents programme currently has two open calls for artists to provide a mix of performances (indoor & outdoor), digital work and participatory workshops:

- The Library Presents Open Call for Events in Autumn 2021 – (Eastern region artists)
- The Library Presents Open Call for In Your House Autumn 2021 – (UK artists)

The fee is a maximum of £1000 per activity (excluding VAT). [Find out more](#)

Deadline for expressions of interest 13 June 2021.

Active Arts Project, RNNA Norfolk Showground

With the help of Arts Council funding the Royal Norfolk Agricultural Association (RNAA) is offering Arts and cultural groups free access to the Norfolk Showground throughout June in a bid to "reignite and inspire creativity" after the lockdown.

The initiative, known as the [Active Arts Project](#), is open to any Norfolk-based cultural and arts groups. It aims to help these groups recover from the Covid-19 pandemic by making the facilities and space at the showground free to hire for exhibitions, rehearsals or performances - helping them navigate social distancing restrictions.

For more information, or to book contact Jacob Stirling at activearts@naa.org.uk

Paid training and performance opportunity with Frozen Light

One week of sensory theatre training for performers with multi-sensory experts Frozen Light, culminating in the opportunity to perform in their new Outdoor Show 'Night Out in Nature' this summer, a sensory outdoor installation for audiences with PMLD. [Read more](#)

Closing date: 10 June 2021

Applications Open for London Fashion Week Digital Profile

Designers can apply to have a profile page on the September 2021 LFW platform. They encourage designers to take part in innovative ways, showcasing collections or telling brand stories. [Read more](#)

Applications close on 23 July 2021

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: 9.30am on Monday 7 June

Designer sought for DesignLab Nation schools project, Ipswich Museum, Ipswich Museum / V&A

Ipswich Museum are collaborating with designers and local schools as part of Design Lab Nation, a national schools programme led by the V&A. We are looking for an innovative designer/design team to lead these exciting design projects with Secondary school students based in the Ipswich area between September 2021 and August 2022.

Please contact Lisa Temple-Cox at lisa.temple-cox@colchester.gov.uk for a full brief.

Deadline for submissions: midnight Sunday 6th June

100 Videos Described, VocalEyes

Thanks to a National Lottery Project Grant from Arts Council England, arts access organisation VocalEyes is offering artists and arts organisations a significant discount on film/video audio description services for a limited period.

The project aims to provide Audio Description (AD) for 100 films made by artists or arts organisations over the period 3 May to 31 August 2021. [Apply here](#)

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'.

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

Deadline: 31 May 2021

CreaTech Ones to Watch 2021

Applications are open for the annual showcase of the best innovations in UK CreaTech - where creativity meets technology.

[CreaTech Ones to Watch 2021](#) is organised by the Creative Industries Council - a joint forum between the UK creative industries and government.

If you are working on pioneering new projects, products or services built on the convergence of creativity and technology, they want to hear from you. Entry is FREE. CreaTech Ones to Watch 2021 will celebrate inspiring companies and consortiums from across the UK which are developing new business models or revenue streams by bringing together: creative skills from industries such as fashion, film & TV production, video gaming, music, design, animation and advertising with innovative uses of technologies, such as AR/MR/VR, AI and machine learning, virtual production, the internet of things, 5G, blockchain or DLT, robotics.

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](#)

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!

UK Music Surveys

Please take 5 minutes to fill in the [UK Music](#) Creators Survey – it will help inform their lobbying to the government and build a picture of the industry and what support may be needed due to the pandemic. There are two surveys one for [Producers and Engineers](#) and another for [Studios](#)

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.](#)



Norfolk Chamber of Commerce Events

A series of FREE virtual events which support businesses to restart, rebuild and renew.

[Click here to see the latest events.](#)

Future and Form Event

29 May 2021, 19:00 - Register advance to receive a streaming link.

In this free online event, celebrated novelist Ayòbámi Adébáyò brings to life the story of the sacred ibeji artifact and explains the process behind her storytelling technique. She is joined in conversation by Jean McNeil, Professor of Creative Writing at UEA and award-winning writer of 14 books, including Ice Diaries and Day For Night.

[Book here](#) [Find out more about Future and Form](#)

Culture 2022: what should we expect?

On line - 9 June 2021, 17:00 - 19:00

An event from the Institute for Creative and Cultural Entrepreneurship, Goldsmiths, in association with the Creative Industries Federation and the PEC. Supported by the Arts and Humanities Research Council.

The Covid pandemic has had a devastating impact on the arts and cultural industries throughout the UK and continental Europe. what can and should we expect after the pandemic? What will be the effects on cultural production and consumption? What are the biggest emerging challenges facing the cultural sector and the broader 'creative industries', in a post-Covid world? [Read more](#)

Norfolk Screen Industry Events

[Norfolk Open Doors with ScreenSkills](#): Explore opportunities to work in film and TV in

Norfolk: online - 9 June 2021, 17:30-19:00, Free

[Norfolk Screen Talks: Getting it Made](#) UK award winning producers tell you how: online, 28 June 2021, 19:00-20:15, Cost £5 (plus booking fee)

Free Online Workshops on Experiential Tourism

Workshop 1: Tap in to what visitors really want: An introduction to experiential tourism

Workshop 2: How to develop a visitor experience

These free online workshops by the EXPERIENCE project are aimed at anyone who either already works in tourism in Norfolk or has ideas for an activity or experience that may appeal to visitors. Chris Brant, Tourism Business Advisor from Unmissable England, will lead both interactive workshops on behalf of the EXPERIENCE project.

These events are open to any organisation, business or individual with or without previous involvement in tourism looking for insights and inspiration about ways to create

memorable experiences for visitors outside the typical peak tourism season – which will help you establish, or expand into, a new market.

REGISTER NOW

Workshop 1

To register to the session on Tuesday 8 June, 6.30-8pm [click here](#)

Workshop 2 (choice of two dates)

To register to the session on Tuesday 15 June, 10am-12.30pm [click here](#)

To register to the session on Thursday 24 June, 6-8.30pm [click here](#)

If you have any questions, please contact the EXPERIENCE project team at experience@norfolk.gov.uk or visit the [EXPERIENCE website](#) for more information about the project.

Native Creatives

15-17 June 2021

Festival Bridge are thrilled to announce that booking is now open for Native Creatives Summer Term Programme, taking place 15-17 June 2021. Over three evenings, expert guest speakers will deliver twilight sessions aimed at enriching, expanding and strengthening personal and professional practice. [Read more](#)

Digital Culture Network Events

The Digital Culture Network has developed a series of FREE webinars to support businesses

[Optimising the customer funnel](#) - 30 June 2021, 14:00 - 15:00

[Online privacy and the impact on advertising](#) - 7 July 2021, 14:00 - 15:00

[The ultimate guide to mobile phone filmmaking](#) - 14 July 2021, 14:00 - 15:00

Black Pound Day x Google Digital Garage

Black Pound Day are pleased to be partnering with Google Digital Garage to provide this series of webinars. Join one of these 8 free live training sessions, designed to help grow your business, jump-start your career or develop new skills - all from your own home.

[Book here](#)

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](#)

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](#)

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](#).



Funding

East Anglia Art Fund

Each year [EAAF](#) gives a number of small grants, of up to £1,000, to make visual art exhibitions and art education initiatives possible - these projects are usually contemporary group or historic exhibitions. Solo shows of recent work are rarely supported. **Deadline: 31 August 2021**

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](#).

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](#)

Youth Music Funding

Youth Music is a national organisation investing in music-making programmes for young people, alongside working with organisations to diversify and be more inclusive. We believe that music-making, learning and earning shouldn't be a privilege, but research shows that for many, it is. That's why we mobilise local and regional specialists in reaching young people facing barriers, through music. **We are especially interested in receiving more applications from organisations delivering activities in the East of England.**

Our priority areas are:

- Early years

- Disabled young people
- Young adults
- Youth justice system
- Young people facing barriers
- Organisations and the workforce

The next application deadline for “Fund A”, which awards grants between £2,000 and £30,000, is **Friday 30 July 2021**.

We would like to offer you the opportunity to discuss your project proposal before you apply to us. You can email Jan Mares (Senior Grants and Learning Officer) at jan.mares@youthmusic.org.uk to arrange an informal phone/video call. [Or find out more here.](#)

Innovate UK Creative Industries Fund: fast start business growth pilot

The aim of the £2.5 million [Creative Industries Fund](#) is to provide a package of targeted support for growth so ambitious, creative businesses can reach their potential.

UK registered micro and small businesses in the creative sector can apply for a package of support to grow their business. This package includes ongoing support from Innovate UK EDGE and funding of up to £25,000 for innovation projects.

Closing Date: 16 June 2021

Government Self-Employment Income Support Scheme (SEISS)

Applications for the fourth SEISS Grant are now open covering the period from 1 February 2021 to 30 April 2021. Anyone who was eligible for the first set of grants will be eligible (provided their business is still impacted) and those who were newly self-employed in 2020 and therefore did not have tax returns may also now qualify for SEISS. [Read more](#)

Phase 4 of Help Musicians’ Coronavirus Financial Hardship Funding

Phase 4 of the Financial Hardship Funding is targeted at self-employed musicians who do not qualify for Self-Employment Income Support Scheme and unemployed professional musicians who are unable to make ends meet in the current climate. [Read more](#)

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.

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 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

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.](#)



Creative radar: Mapping the UK's creative industries, Creative Industries Policy & Research Centre led by Nesta

[This report](#), by PEC researchers from the Science Policy Research Unit at the University of Sussex, uses survey data and novel website scraping techniques to identify where the UK's creative businesses are located, to what extent they are grouped together in 'microclusters', and the benefits to clustering.

To create [a map of the UK's creative industries](#), researchers scraped data from the websites of 200,000 creative businesses, allowing them to pinpoint where organisations were based. This helped them to identify 'clusters' of creative firms within walking distance of each other.

Recovery and growth for creative freelancers: during and post-pandemic, Creative Industries Policy & Research Centre led by Nesta

At the end of March 2021 the Creative Industries Policy & Research Centre in partnership with the Centre for Cultural Value consulted a panel of Industry Champions to gain a deeper understanding of the impacts of the pandemic on creative industries freelancers across the UK. [Read more](#)

Think Global, Create Local - the regional economic impact of the UK games industry, Ukie

[Think Global, Create Local](#) is new analysis of the employment and economic impact of the UK games industry across the towns, cities, regions and devolved nations of the UK. It provides new benchmark figures for the number of full-time equivalent jobs (FTEs) and contribution to gross value added (GVA) generated by games companies throughout the country, the impacts of companies of different sizes and comparisons against other sectors.

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

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](#)

AMAculturehive

The Arts Marketing Association culture hive is a free online resource hub for cultural professionals. This is available to both members and non-members. For more information, [sign up here](#).



Norfolk County Council



Suffolk
County Council

NEWANGLIA
Local Enterprise Partnership
for Norfolk and Suffolk

StartEast Website: starteast.co.uk

StartEast Facebook: facebook.com/StartEast

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

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