



StartEast August bulletin

Welcome to the August 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



New Creative Unlimited Webpage!

Check out the new [Creative Unlimited page](#) on the StartEast website for the latest updates on the Creative Unlimited project and up coming opportunities for businesses and entrepreneurs.

Creative Unlimited Business & Entrepreneurs Support Programme

The Creative Unlimited project is supporting organisations and individuals to develop and showcase their creative ventures through bespoke business workshops, masterclasses, mentoring and direct support. It 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. For any businesses or entrepreneurs interested in what this support could mean for you, [register your interest here](#).

Lowestoft Virtual Creative Hub

The Virtual Creative Hub is open to creatives who are based in Lowestoft or deliver work in the town, and will feature a programme of training, tool kits, networking sessions and bespoke 1-2-1 support. A free Cultural Directory is in development for the new website, allowing organisations and creatives to promote their enterprises. [Read more](#)

Platform 2021: Monthly Workshops for Creative Businesses & Freelancers

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

The series runs monthly, join a new online workshop on the second Wednesday of every month at 2pm. The next session is: How We Made It Work, Wednesday, 8 September 2021. [Sign-up at Meetup.com](#)

University of Suffolk Entrepreneurs Forge

An immersive development programme, at the Ipswich Waterfront Innovation Centre (IWIC), designed to create and foster innovation that is strong, enduring, and successful. Leading and driving the strengthening of Suffolk's digitally creative SMEs, and the employability of Suffolk's students and graduates, the programme will forge strong bonds between participants to support personal and business recovery and resilience post COVID-19. [Read more](#)



Business & IP Centre Norfolk

The Business & IP Centre Norfolk has developed a free dedicated online programme of business support open to all business owners. They have a year-round programme of free events including: workshops, webinars, networking events and one-to-one advice sessions. To see all their current events and book your place, visit the BIPC [Eventbrite page](#).

Intellectual property guidance, 16 & 24 September

Intellectual property (IP) is any original creation that can be bought or sold. If you are a business

person, an inventor, an artist or an author, IP will affect you. Our certified IP trained staff will provide 1-to-1 guidance on a range of intellectual property topics up to, but not including, legal advice. [Book here](#)

Business Builder: The power of mindset, 15 September, 10:00

We have teamed up with NatWest to deliver a series of free online Business Builder workshops beginning with 'The power of mindset'. You'll come away from this workshop with a deeper understanding of your own mindset, where it may be holding you back, and the tools and techniques you need to take the next step. [Book here](#)

New season of Spotlight workshops

Our popular bite-sized [Spotlight workshops](#) are returning, the autumn season includes Business planning, Social media for business and Building customer relationships.

Preparing a Winning Bid

23 September 2021, Online, 12:00 – 13:30, Free event

Discover what it takes to prepare & submit winning innovation funding bids. Our experts will teach you how to choose the funding pot which most suits your idea and how best to write your bid. [Book here](#)

Virtual Event: Past, present and future of business in Great Yarmouth with Barclays

Please join us in our latest virtual event supporting our Barclays Rebuilding Thriving Local Economies programme in Great Yarmouth. We will be exploring how businesses in Great Yarmouth have needed to adapt over the years, what opportunities are available now and the skills gaps identified for the future. [Book here](#)

DRIVE is a new business mentoring and funding support programme for small and medium-sized enterprises (SMEs) in Norfolk and Suffolk. The programme provides local businesses with access to a grant to invest in new business development that leads to job creation. Go to [About DRIVE](#) for more information including who is eligible and how to apply.

Go Digital Funding Programme

Go Digital is for micro, small and medium sized businesses based in Norfolk who want to make better use of digital tools to help them grow. [Read more](#)

New Anglia Peer Networks

The New Anglia Peer Networks programme is delivered through our Growth Hub and will support over 200 eligible businesses, fully-funded.

From finance and HR to sales, marketing and more, our expert business consultants give you the flexibility to create a trusted support network that works for you. We can help you to build and

strengthen your business, improve its overall performance and increase your own leadership confidence. [Read more](#)

Norfolk for Business is now live on Twitter [@norfolkforbiz](#)

The business support team at @norfolkcc will keep you informed about grants, training & mentoring to help you grow your business.

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 .

Reopening Norfolk safely, Norfolk County Council Guidance for businesses

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](#)

Covid-19 – Reopening and Reset

UK music festivals and other live events are to be protected by a government-backed insurance scheme if events are legally unable to happen due to government Covid restrictions. [Read more](#)



River for all Project - Artist Search, Museum of East Anglian Life

The Museum of East Anglian Life's River for All project will create a trail to bring public access to previously inaccessible woodland and river. They are aiming to commission artists to interpret the natural world found on the grounds. This will improve wellbeing, support lifelong learning, and help people to experience and protect nature.

Deadline for Application Submission: September 30, 2021, Art installations must be completed by: 1st March 2022. [Read more](#)

Calling all creatives, The Library Presents open call for Spring 2022

The Library Presents are looking for artists, performers and creatives to suggest in-person

performances and participatory workshops to include in their exciting new menu for Spring 2022 (April to June). Digital 'wraparound' material (Zoom workshops or live streaming etc.) is also encouraged. [Read more](#)

Deadline for expressions of interest: 15 September 2021

AA2A placements for Artists and Designer-makers, Anglia Ruskin University

Placements on the University's 'Artists Access to Art Colleges' scheme, which allows Creatives (artists and designer makers) to realise a project using uni facilities e.g., technical workshops, IT, lending library and lecture programme. [Read more](#)

Deadline: 13 September 2021

Escalator Writer Development Scheme, National Centre for Writing

Seeking unpublished fiction writers from the East of England. Escalator seeks ambitious new voices in fiction from the East of England (Bedfordshire, Cambridgeshire, Hertfordshire, Essex, Suffolk and Norfolk). If you feel your voice is under-represented and would benefit from a structured period of support, then we want to hear from you! Escalator is a writer development scheme which provides ten writers with a year-long programme of mentoring, training, guidance and networking, to help hone their craft and spotlight their talent to agents and publishers. [Read more](#) **Deadline: 30 August 2021**

Norfolk Screen Sector Survey

Norfolk County Council and partners have commissioned creative industries strategy consultancy Olsberg•SPI ("SPI") to deliver a comprehensive research project on the Norfolk screen sector. This includes a review of film, television, animation, commercials and related sector activity and businesses, as well as considering how Norfolk can be further developed as a location for the national and international screen sector.

As part of this project, SPI is undertaking a Norfolk Screen Sector Survey with the county's industry. The purpose of this survey is to understand the sector better, including the impact of COVID-19, future challenges and need for support. The survey will also gather information for the creation of a new database that organisations supporting the screen sector in Norfolk can access, as well as potentially a public crew directory.

[The survey can be accessed here](#) and should take no longer than 10-15 minutes to complete. Please provide your response by **31 August 2021**.

Head East Campaign update: How to promote your summer and autumn events

[Head East](#), a new regional cultural tourism campaign to showcase the rich diversity and quality of arts, culture and heritage in Norfolk and Suffolk.

The PR team will be promoting events for the summer and autumn to regional/ local outlets across print, online and broadcast, and to select national titles. If you would like to be included, please provide the following information:

- Email Elma Glasgow (hello@elmaglasgowconsulting.com) digital assets, for example high resolution promotional images and/or films for your events.
- Add your [summer/autumn events](#) and [venue information](#) to the Visit East of England website.
- Share your own press releases and opportunities for stories with the PR team.

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 want to 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](#).



Touring across Europe for UK performing artists and companies. Arts Admin

15 September 2021, 11:00-13:00

This is a Radar session for UK-based artists and small companies working in theatre, dance and live art on navigating European touring post-Brexit. [Read more](#)

Free HdK Online Webinars

[How To Use TikTok As An Arts Organisation](#), 24 August 2021, 10.30-11.30.

[How To Improve Your Online Accessibility](#), 21 Sep 2021, 10.30-11.30.

View from the Top, Association for Cultural Enterprises

Event date(s): Fri 10 Sep 2021 to Thu 04 Nov 2021, Cost: From £20 per session, Full series from £100

A series of six 60 minute webinars with senior leaders in the cultural sector talking about plans, opportunities and challenges, especially for commercial income generation, including live Q&A.

[Book here](#)

What now? What next? Family Arts Conference 2021

Tue 16 Nov 2021 to Wed 17 Nov 2021, Tickets from £75, Early bird offers available until 17

September.

Family Arts Campaign invites you to join their 2021 conference for two days of informative sessions, lively discussions and stimulating key-note talks. [Book here](#)

Thriving Communities Webinar Series, National Association for Social Prescribing

[Understanding Social Prescribing](#) - 7 September 2021, 15:00 - 16:00

[Art by Post: Of Home and Hope workshop](#) - 21 September, 15:00 - 16:00

[The Centre Discusses...The role of social landlords in social prescribing](#) - 1 September, 10:00-11:00

Interactive Online Early-Stage Dementia Awareness Training for Arts Facilitators, with focus on delivering workshops remotely

7 September 2021, 10:00-17:00

To give arts facilitators greater understanding, increased skills and confidence in communicating and working creatively with people experiencing the early stages of dementia and their carers.

[Read more](#)

Art // Tech // Play Cambridge

8 September, Storey's Field Centre, Cambridge, 13:30-16:30, Cost £5 per person

For artists working in all art forms, backgrounds and levels of experience. Get involved with emerging digital technologies and be able to get a better understanding on how it might be used in their work. [Book here](#)

Cause4: Fundraising In Arts Education

15 September 2021, 16:00-17:00

This workshop aims to support participants to think through how to raise funds to support cultural activity in schools. [Read more](#)

Creative Facilitation with Young People, Artwork

20-27 September 2021, 10:00-12:30

This course provides an introduction to a creative approach to group facilitation. It aims to encourage, develop and inspire those with responsibility to lead others through a facilitative process, be it for the purposes of team building, consultation, idea-generation or training. [Read more](#)

Norfolk Chambers of Commerce Events

A series of FREE virtual events which support businesses to restart, rebuild and renew. [Click here to see the latest events.](#)

Digital Culture Network Events

The Digital Culture Network has developed a series of FREE webinars to support arts & cultural

organisations and businesses.

[How to welcome new email subscribers to achieve long-term engagement](#) - 8 September 2021,

14:00- 15:15

[‘Test and trace’ to tried and tested – the future of your admission system](#) - 22 September 2021,

14:00-15:00

[An introduction to data visualisation](#) - 6 October 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](#)

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](#).

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.

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.



Covid Continuity Fund for Culture, Suffolk County Council

The Covid Continuity Fund for Culture is a grant fund totalling £370,000. The purpose of the fund is to support cultural and creative organisations to resume their previous activities safely, and / or to support them to transition to new ways of working.

The fund offers grants of between £3,000 and £30,000. All 'not for profit' cultural and creative organisations and groups who are based in Suffolk are eligible to apply. [Read more](#)

Arts Council England Project Grants - Supporting Grassroots Live Music

Grants are available to grassroots music venues and promoters in England to present live music programming, and for activities that put them in a better position to deliver their work in the long term. Grants of between £1,000 and £40,000 are available, for projects lasting up to a maximum of three years. [Read more](#)

Walkers and Comic Relief: Smiles Fund

Grants are available to not-for-profit organisations using participation in the arts and comedy to promote positive mental wellbeing in the United Kingdom.

Grants of £100,000 to £300,000 are available. The funders expect to award between 8 and 12 grants. Funding is available for a minimum of 18 months to a maximum of 30 months. The following Zoom Q&A session is available to answer questions about the fund: 25 August 2021 (2.30pm-3.30pm). [Read more](#)

Deadline: 11am, 15 September 2021

ACE Culture Recovery Fund 3

The Government has announced details of the latest and final round of the Cultural Recovery Fund. £220m is available for cultural organisations which were financially sustainable before Covid-19 but are now at imminent risk of failure. [Read more](#) Arts Council England Culture Recovery Fund. [Read more](#)

Deadline: 12 noon, 30 September 2021

Department for Education Flexi-job Apprenticeship Offer

Sectors including the creative, agriculture and construction industries can bid for funding to support the creation of new flexible apprenticeships, unlocking opportunities for people in England to develop the skills needed to secure employment. Organisations can apply for funding of between £100,000 and £1 million to set up new flexi-job apprenticeship agencies. [Read more](#)

Deadline: 6 October 2021

ESF LIFT/Community Grants Open for New Projects!

The LIFT/Community Grants Team are pleased to announce that we are accepting Expressions of Interest (Eols) for new projects under our delegated grant scheme (funded by European Social Fund) for Voluntary, Community and Social Enterprises (VCSE) and other relevant organisations to deliver employability support and vocational/informal learning in areas of Norfolk and Suffolk. This is the first of 2 funding rounds this year and applicants are invited to apply for funding of up to £20,000. **Eols for the first round of funding need to be submitted by 10.00am on 31st August 2021.** [Read more](#)

Employer Training Incentive Programme

Employer Training Incentive Programme (ETIP) is a delegated training grant programme, aiming to assist Norfolk SMEs (less than 250 employees) in sectors that have been most effected or highlighted by COVID-19. Businesses, including self-employed business owners, will be able to use the grant to increase their employees' skills level whilst supporting the diversification, growth or survival of the organisation. [Read more](#)

Audience of the Future - Design Foundations 2 Competition

UK businesses, working alone or in collaboration with a research base or the third sector, can apply for funding for early-stage, human-centred design projects in creative or immersive experiences. Maximum value: £50,000. [Read more](#)

Deadline: 29 September 2021

The Young Creators Grant

Grants are being offered by Creative Debuts in collaboration with Foot Locker to Gen Z creatives, aged 18-29 from across Europe and the UK who are working with or around sneakers and/or youth culture. The grant aims to help young people kickstart careers and ventures with an investment which they can spend however they choose – be that on paying studio rent or buying supplies. A total of 30 successful entrants will be awarded a grant of €500 (£420) each. [Read more](#). **Deadline: 28 August 2021**

Museums Association Covid Support Scheme

This scheme has been set up to offer grants of £500 to individual MA members whose finances have been significantly affected by the current pandemic. It is open to individual members who have held membership for two or more years and can demonstrate a genuine and measurable need. [Find out more and apply](#)

Fiserv Back2Business Grant Programme

Grants available to ethnically diverse-owned small businesses that have been impacted by COVID-19 and lockdown restrictions in the UK. Maximum value: £10,000. [Read more](#)

Application deadline: 31 December 2021

East Suffolk Boost Grant Scheme

Grants are available for local voluntary, community and social enterprise groups and town/parish councils who are seeking to deliver added value projects to tackle specific needs in East Suffolk. Maximum value: £ 5,000. [Read more](#)

Application Deadline: 1 September 2021

Restart Grants

The Restart Grant scheme supports businesses in the non-essential retail, hospitality, leisure, personal care and accommodation sectors with a one-off grant, to reopen safely as COVID-19

restrictions are lifted. [Read more](#). Visit your local council's website to find out how to apply, [search 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](#).

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](#)

Government Self-Employment Income Support Scheme (SEISS)

Applications for the fifth SEISS Grant open in late July covering the period from 1 May 2021 to 30 Sept 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](#)

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.

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

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.

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](#).

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.

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 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.



Creativity Exchange

ACE have launched a new online community for teachers and creative practitioners to help embed creativity across the curriculum. It has been designed for school leaders, teachers and cultural organisations who work with schools. [Find out more](#)

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. To join 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.](#)



Creative UK Report

The UK Creative Industries is the first report of its kind, exploring the power and potential of the UK's creative industries to regenerate places, rebuild the economy, drive innovation and create jobs in all parts of the UK. [Read more](#)

The Audience Agency 'Build Back Creatively' Toolkit

As the UK emerges from the COVID-19 pandemic and looks to the future, it's clear that Britain's genuinely world-beating creative industries can play a vital role both in rebuilding the country's economy and helping communities emerge from successive lockdowns.

This toolkit is a practical document that you can begin using today to work out how you to boost your local creative economy. [Download it here](#)

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 updated [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.

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.

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](#)

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

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](#).



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

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