



## StartEast September bulletin

Welcome to the September 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 [starteast@norfolk.gov.uk](mailto:starteast@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.

### **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](#)

### **ART//TECH//PLAY Industry Insight**

A series of 10 free online sessions aimed at designers, artists, and creative entrepreneurs in the Eastern region. Chaired by arts & tech organisation, Collusion, each one hour session will feature a different guest artist or creative industry professional talking about their career - what they do, how they got there and a bit about the projects they are working on, plus an audience Q&A managed via the chat. The series is part of Platform and the Creative Unlimited Covid Recovery Programme.

Sessions take place online every Tuesday at 17:00-18:00. [Book here](#)

### **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](#).

### **Fully Funded Start-up Training**

Starting a business from scratch or transferring your skills to become a freelancer or sole trader is a big step - but there's lots of help on offer.

**MENTA** run an award-winning start-up support and training package fully funded by the European Regional Development Fund (ERDF) and available free, subject to certain eligibility criteria. Over three workshops you will cover planning, marketing and bookkeeping. [Find out more about MENTA's How to Start a Business training](#).

**Nwes** offer a free two-day workshop which will improve your understanding of the steps you need to take to start a successful business and avoid some of the common pitfalls facing start-ups. [For more details see 1st Steps to Start-up](#)

### **West Suffolk Business Festival**

4 - 15 October 2021

The West Suffolk Business Festival is delivered jointly by partners from a broad range of business support organisations and we are proud to put together a diverse schedule of events that looks to the future, post-COVID, and towards business growth and opportunity. Events will be delivered in person (restrictions permitting!) and online to fit your business needs. [Read more](#)

**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.

### **The Tour Must Go On! A guide to touring across Europe for UK performing artists and companies**

Arts Admin have created a simple, practical guide to support and empower UK-based individual artists and small companies working in theatre, dance and live art to continue to tour work across Europe. [Read more](#)

### **Supporting Businesses on the Journey to Net Zero, New Anglia LEP**

Ahead of the COP 26 summit in the UK in November, the New Anglia LEP Clean Growth for Business programme will help you learn more about the actions you can take on the journey to Net Zero. It is delivering free webinars full of practical tips, producing a regular podcast and our website is home to lots of free resources to help you learn more.

Webinars include:

28 September: [Funding Fit: How to create investable energy projects](#)

29 September: [Why you and why now? Joining the Journey To Net Zero](#)

12 October: [Energy for your business \(part of the West Suffolk Business Festival\)](#)

14 October: [Delivering greener events](#)

20 October: [Transport and travel: Taking your first steps on the road to Net Zero](#)

28 October: [Building A Green Brand Identity](#)

For more details and to use the free online learning tools, visit: [Clean Growth for business - New Anglia](#)

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### **Covid Safe Operations for Culture, Suffolk County Council**

14 October 14:00-16:45

Join SCC for a tailored session that will focus on 'Covid safe operations for Culture', helping to build confidence amongst staff and volunteers and supporting the sector to move forwards in a Covid safe way.

The session will provide case studies and draw together the most up to date, relevant guidance and offer advice on implementation, with a specific focus on developing a Covid-19 risk assessment. [Book here](#)

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### **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](#)

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### **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](#)

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### **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.

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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) .

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### **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](#)



### **Norfolk Way Art Trail Public Art Commissions**

Norfolk County Council is commissioning dynamic new artworks to form The Norfolk Way Art Trail, a brand new outdoor public art trail spanning 250 miles. There are five locations to choose from and artists may submit up to two ideas. Commissions budgets of up to £60k.

Design a multi-sensory, accessible public artwork that will engage local communities, reveal hidden stories and inspire visitors to explore the county between October – March. Find out more and apply here: [The Norfolk Way Art Trail – CREATIVE GIANTS](#)

There are two online application support workshops you can [book here](#):

Tuesday 28 September 2021, 1:00pm-2.30pm (this workshop will be aimed at emerging artists)

Monday 4 October 2021, 6:00pm-8.30pm (this workshop will be aimed at a general level / more experienced artists)

### **Open Call for Choreographer and Costume Designer**

Lone Twin and Norfolk & Norwich Festival (NNF) are seeking a choreographer to collaborate with NNF volunteers, to devise a new and original public engagement dance work for The Guildhall, and a Costume Designer to create a new distinctive costume. Both roles will work to bring the volunteer guided tour for the Guildhall to life, incorporating stories and the history of the Guild Hill. **Application deadline: Midnight Friday 1 October 2021**

[Download the Choreographer open call here](#)

[Download the Costume Designer open call here](#)

### **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](#)

## **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](mailto: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](#).



### **Arts Fundraising & Philanthropy Training Sessions - Cost £50 - £75 per session**

[How to Write Great Applications](#) - 6 & 13 October 2021, 10:00-12:30

[Kickstarting your Membership Scheme](#) - 19 & 26 October 2021, 10:00-12:30

[Capital Fundraising Post Pandemic](#) - 9 & 16 November 2021, 10:00-12:30

[Fundraising for Individual Artists](#) - 13 & 20 January 2022, 10:00-12:30

[Digital Tools for Fundraisers](#) - 18 & 25 January 2022, 10:00-12:30

[Business Planning](#) - 19 & 26 January 2022, 10:00-12:30

[Corporate Fundraising](#) - 3 & 10 February 2022 10:00-12:30

### **Innovative approaches to Volunteering, Community Action Suffolk**

19 October 2021, 10:00-13:00 - Cost £40

This session will be an exploration into how organisations engage and galvanise volunteers and look at new approaches to including volunteers in your organisation. Discussion will focus on how volunteers, groups and organisations innovated throughout and following-on from Covid.

[Read more](#)

### **Arts in the Community Training Day**

19 October 2021, 10:00-15:00 - Cost £20

National Centre for Writing is hosting a day-long training session which provides the basics in community arts project facilitation.

It is perfect for freelancers just entering the sector or those looking to support resilience and recovery in communities through the arts, across all creative disciplines. It also suits those working in community organisations or social care who would like to develop arts projects to support their beneficiaries. [Find out more and book](#)

### **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](#)

### **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.

[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](#)

### **Jerwood Arts 1:1 Fund**

Deadline: 4 October 2021

This new fund offers awards of £2,000 for two early-career practitioners (artists, curators and producers) to connect, experiment, learn from each other and share ideas. [Read more](#)

### **Film Hub South East Funding**

Film Exhibition Fund - Applications are currently open for the [Film Exhibition Fund](#). We're seeking funding proposals from Hub members to support the resumption of cultural programming



and the engagement of a broad and diverse audience. There is no fixed deadline for applications but all activity must take place by March 2022.

### **Collaborate Fund, Centre for Cultural Value**

Our Collaborate fund supports innovative new research partnerships between cultural sector practitioners and academics. There will be two rounds of funding – one in autumn 2021 and one in autumn 2022. We will support around 15 projects and funding awards will range from £5K – £20K. [Find out more and apply](#)

### **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**

### **Capital Investment Programme, Arts Council England**

The Capital Investment Programme is an open access programme to support cultural organisations to adjust buildings and equipment so that they can operate safely post-pandemic and improve access, seize on technological opportunities, and reduce environmental impact. [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](#)

### **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**

### **Museum Freelance CPD**

Museum Freelance is delighted to announced that they have secured funding to provide 28 grants of £500 for freelancers who work with museums, heritage sites, galleries, archives and libraries in the UK to use for their Continuous Professional Development (CPD). [Find out more and apply](#)

### **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**

### **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**

### **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](#)

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### **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.

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### **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

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### **Suffolk Community Foundation**

Suffolk Community Foundation has developed a high level of expertise in supporting thousands of community groups and grassroots charities in Suffolk to access funding. [Click here](#) to view the available grant funding.

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### **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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### **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.

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### **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.

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### **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.

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# Networks

## **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](mailto:thomas.beese@suffolk.gov.uk) Next Meeting Date: **29 September 2021 at 2pm** - To access the Zoom link for this meeting, [click here](#).

## **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](#).



# Resources

## **Arts Council England Delivery Plan 2021-24**

To achieve the vision of Let's Create, ACE will publish a series of Delivery Plans over the next decade. These will set out in more detail the steps it will take to deliver Let's Create and how it will resource them. The first Delivery Plan covers 2021-24. Its a live document, which will be added to and updated over the coming months and years. [Read More](#)

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### **Visit England's 2020 Annual Attractions Survey Results**

The results from Visit England's 2020 Annual Attractions Survey of Visits to Visitor Attractions are now online, showing a 65% drop in visitors overall compared to 2019, and a 55% decline in revenue. With more than one million visitors, the Abbey Gardens and Abbey Ruins, Bury St Edmunds were the top free visited attraction in the region and fifth top in the country. [Read more here](#), where you can find links to the East of England statistics.

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### **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](#)

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### **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](#)

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### **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.

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### **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.

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### **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](#)

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### **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)

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## 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](http://starteast.co.uk)

StartEast Facebook: [facebook.com/StartEast](https://facebook.com/StartEast)

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