



FAQs

APPLICATION DEADLINE: 19th October 2018

SHORTLISTING: 22nd to 24th October 2018

NOTIFICATION OF RESULTS: 26th October 2018



Part of the Coventry and Warwickshire Business Support Programme
Part funded by the European Regional Development Fund (ERDF)

What is the Creative Springboard Programme?

The Creative Springboard Programme is one of the three projects under the Inclusive Enterprise Programme – a unique initiative delivered by Coventry and Warwickshire Reinvestment Trust (CWRT) and the Women’s Economy (WE). The Programme is part-funded by the European Regional Development Fund (ERDF) and part of the Coventry & Warwickshire Business Support Programme.

Creative Springboard has partnered with Coventry University Enterprises Business Solutions to offer this exclusive and bespoke programme of specifically tailored workshops, networking opportunities and advice from industry experts to freelancers and businesses trading (trading under 2 years) in the creative sector in Warwickshire who would like to enhance their business foundations to prepare for growth, build on their personal & business skills and become more digital.

The key aspect to this project is offering you hands-on support with a practical approach throughout the vulnerable early stages developing a creative business.

Leamington Spa has been identified as one of the top 20 Creative Clusters in the UK (‘The Geography of Creativity’, NESTA/Creative England, 2016). This programme will contribute to the continuing development of the sub-region as a powerhouse of national activity.

Briefly the programme comprises:

<p>5 x training workshops</p>	<p><u>Day 1:</u> Personal Development</p> <p><u>Day 2:</u> Business Planning & Marketing</p> <p><u>Day 3:</u> Branding & Digital Marketing</p> <p><u>Day 4:</u> Social Media</p> <p><u>Day 5:</u> Financial Management & Access to Finance</p>
<p>3 x 1-2-1 sessions with Focus Digital</p>	<p>Coventry University Enterprises Business Solutions are offering you an extra 12 hours of one to one support for your business to help with the foundation of your brand, your social media and digital marketing</p>
<p>Masterclasses and networking events</p>	<p>Part of being a participant of the Creative Springboard programme, you will join our exclusive ‘creative & digital’ community – joining our ‘meet-up’ group made up of those who have attended our Creative Warwickshire programme and industry experts – we meet every quarter and host informal yet informative Masterclasses & Networking events – we host a series of events with different topics and guest speakers which will also be open to the general public. The classes will feature inspirational talks from key leaders from across the UK.</p>

The programme is free. The investment required from you is your time, energy and commitment to documenting your learning and insights.

Who can apply?

The programme is open to businesses from the following sectors:

- √ Designers – graphic design, interior design, architecture, furniture makers, illustrators, arts & crafts
- √ Photographers
- √ Artists - performers, visual arts, musicians
- √ Fashionistas – fashion designers, making of clothes, jewellery, knitwear
- √ Crafters

(basically, if you design, make it or create it you can apply)

And who fulfil all of the following criteria:

- √ Be over 18 years old
- √ Been trading for less than 24 months
- √ Based in Warwickshire
- √ Can commit to the Creative Springboard course dates as set out below

If you are in doubt, don't hesitate to contact us and check your business eligibility

What will I get from the programme?

- Time to reflect on your practice, your personal and business development needs and your product or service;
- Time to create an individual action plan;
- Learn how to think more digitally and get your business working on multiple online platforms;
- Peer support from the other participants in formal and informal networking sessions;

To help you make up your mind, the elements of the programme are:

Having started your creative business this Creative Springboard programme you will have the chance to:

- boost your confidence – developing your strengths to help you develop your business
- explore traditional and non-traditional marketing techniques – knowing how to reach your customers and consumers effectively, building your customers based, enhancing relationships, getting feedback
- setting your vision, mission and aiming for the horizon – preparing for growth by laying strong solid foundations for your business
- financial forecasting and access to finance – planning your finances and knowing where to get some extra cash from
- think digitally – industry experts teaching you about digital marketing, branding & social media
- join our growing creative network – peer to peer support, learning from others in the same industry as you, sharing your own experience, collaboration and ongoing support

Creative Springboard has partnered with Focus Digital (Coventry University Enterprises Business Solutions) to offer you workshops on Social Media, Digital Marketing & Branding, plus you will have follow on 12 hours of 1-2-1 sessions with an industry expert to help with the foundation of your brand, your digital marketing & social media.

Part of being a participant of the Creative Springboard programme, you will join our exclusive 'creative & digital' community – joining our 'meet-up' group made up of those who have attended our Creative Warwickshire programme and industry experts – plus, you will have access to our quarterly Masterclasses & Networking events – we host a series of events with different topics and guest speakers which will also be open to the general public. The events will feature inspirational talks from key leaders from across the UK.

What are the time commitments during the programme?

Attendance at the evening Guest Speaker sessions and networking events are encouraged but not required.

However, on certain formal elements, attendance will be **essential**. These elements are:

- **Day 1 – Personal Development** – 7th November 2018 – 9:30am to 15:00pm
@ Hilton Warwick Hotel, Stratford Road, **Warwick**, CV34 6RE
- **Day 2 – Business Planning & Marketing** - 8th November 2018 – 9:30am to 15:00pm
@ Hilton Warwick Hotel, Stratford Road, **Warwick**, CV34 6RE
- **Day 3 - Branding & Digital Marketing** – 14th November 2018 – 8:30am to 16:00pm
@ Hilton Warwick Hotel, Stratford Road, **Warwick**, CV34 6RE
- **Day 4 - Social Media** – 15th November 2018 – 8:30am to 16:00pm
@ Hilton Warwick Hotel, Stratford Road, **Warwick**, CV34 6RE
- **Day 5 – Financial Management** – 21st November 2018 – 9:30am to 15:00pm
@ Hilton Warwick Hotel, Stratford Road, **Warwick**, CV34 6RE

What experience do I need to have?

We are looking for creative freelancers and businesses who would like to enhance their business foundations to prepare for growth, build on their personal & business skills and become more digital through the support of specifically tailored workshops, peer to peer support and advice from industry experts.

What we are looking for is how the support of the Creative Springboard programme is right and timely for YOUR personal and business development so that it empowers you, helps you build a platform to grow on and create work that contributes to the creative and digital scene of Warwickshire and beyond.

Please send supporting material to show us the calibre and quality of your previous work – this could be links to online portfolios, web links, catalogues, brochures or whatever you think will support your case most effectively. (Remember: sometimes less is more!)

What is the timescale?

The timetable is set out below. However, as your mentoring (other than the group elements) can be devised and co-ordinated on an individual basis, this may fall out of this timetable.

Dates	Activity
19 th October 2018	Deadline for applications submission
22 nd to 24 th October 2018	Candidates shortlisting
26 th October 2018	Notification of successful and unsuccessful applications
7 th November 2018	Day 1 – Personal Development
8 th November 2018	Day 2 – Business Planning & Marketing
14 th November 2018	Day 3 – Digital Marketing & Branding
15 th November 2018	Day 4 – Social Media
21 st November 2018	Day 5 – Financial Management & Access To Finance
28 th November 2018	Masterclass & Networking Event
Throughout 2019	<ul style="list-style-type: none">• Regular meet-Ups with Creative Warwickshire cohort & Springboarders• Masterclass and evening networking event with guest speaker

Good luck with your applications: we are looking forward to receiving them.

How do I apply for the Creative Warwickshire Programme?

Please fill out our application form and send it together with any supporting information (only if you want to send any extra info) to inclusive-enterprise@cwrt.uk.com by no later than **the end of day on Friday the 19th October 2018**.