

Creative

FUSE

North East

Cultural Sector Update

16<sup>th</sup> February 2018

Declan Baharini, Cultural Sector Engagement Broker

[Creative Fuse North East \(CFNE\)](#) provides opportunities for registered freelancers/sole traders, micro businesses and SMEs from the cultural sector across the region to benefit from a wide range of innovation support delivered by 5 universities and in partnership with the Creative, Digital and IT sector.

The best way to stay informed is to [sign up on the CFNE website here](#) and be sure to tick all three boxes to be added to the CFNE opportunities database, get the monthly newsletter and be invited to events.

Creative Fuse North East is supported by:



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Click on the links to find out more about **CAKE events, Tees Valley's Fuse programme, NELEP business innovation support and placement schemes across the region.**

**These activities are fully funded, but time limited. Eligibility for activities is shown: regional, NELEP (Northumberland, Durham, Newcastle, Gateshead, North Tyneside, South Tyneside and Sunderland) or Tees Valley (see section 2).**

## SUMMARY

- **Regional** [CAKE 17 - The Science of Performance 10.30-12.30 20<sup>th</sup> February at Dance City, Newcastle](#): A behind-the-scenes look at dance and performance and thinking about ways that science and technology enhance our appreciation and understanding of the performing art
- **Regional** [CAKE 18 - Innovative Women 10.30-12.30 8<sup>th</sup> March at Teesside University, Middlesbrough](#): Discussing the themes of participation, inclusion and intersectionality from different perspectives on International Women's Day, speakers include Zende, Be, Little Big Butterfly and Artist, Catherine Reed
- **Tees Valley** [NE Digital is Culture 9.00am-4.30pm 22<sup>nd</sup> March at mima, Middlesbrough](#) An event for artists, creative technologists, developers and creative digital companies in Tees Valley to explore the potential for business opportunities and building relationships with cultural organisations
- **Tees Valley** [Rise and Design](#): A series of three events will tap into the unique expertise, challenges and opportunities of Tees Valley businesses. First event will be 9.30-12.30 26<sup>th</sup> April at mima, Middlesbrough
- **NELEP** [Get Ready to Innovate \(3x3 hour sessions 28<sup>th</sup> February, 7<sup>th</sup> March and 14<sup>th</sup> March\)](#) 12 hours of action-packed support to equip you with a fresh perspective on your challenges and opportunities, with support to: start developing new ideas, concepts, products, services, strategies; experience new ways of working, supported by our innovation tools and approaches; share common experiences with other local businesses
- **NELEP esp. Durham** [Culture Hubs: Bespoke](#) workshops and hands on support for the creative economy, especially rural and small traders, artists and craftspeople:
  - [Inspire-a-thon](#) An interactive play-based workshop to improve creative practice and inspiration for new creative possibilities, 9.30am-4pm on [6<sup>th</sup> March in Durham](#) or [13<sup>th</sup> March in Stanhope](#)
  - [Digital Developer](#) For those who want to improve their existing social media presence. 9.30am-4pm on either [20<sup>th</sup> March in Durham](#) or [27<sup>th</sup> March in Stanhope](#)
  - [Teach Your Art](#) For those who want to deliver or improve art or crafts workshops to the public. 9.30am-4pm workshops on either [17<sup>th</sup> April in Durham](#) or [24<sup>th</sup> April in Stanhope](#)
  - [Funding Finder](#) Two-part workshop with Durham University's funding team to share tips and advice about funding for creative businesses and organisations. [15<sup>th</sup> and 22<sup>nd</sup> May in Durham](#)
- **NELEP** [B2B Connect and Innovate Workshops \(16<sup>th</sup> and 23<sup>rd</sup> March 2018\)](#) an opportunity for small creative enterprises to work with business managers from larger organisations

- **NELEP** [Digital Business Innovation Programme](#) for digital, tech and creative sector companies to explore business challenges with like-minded companies to explore new ideas and solutions
- **NELEP** [Hothouse programme](#) where a team of talented students from the University of Sunderland will work with you on a project brief around business challenges for 5-10 days to deliver fast turnaround solutions
- **NELEP** [Digital Literature](#) Opportunities for creative writers to build digital skills capacity, brands and digital marketing competences (click on the link to register interest)
- **Tees Valley** [Graduate Consultancy Programme](#): 30 businesses will benefit from working with a team of university staff and talented graduates over 4 weeks to embed a product or process innovation.
- **NELEP esp. Durham** [Durham University Student Placements](#) 50 fully funded and supported placements as part of [Culture Hubs](#), from a few days to a few weeks, shaped around the particular needs of business hosts
- **NELEP** [Interactive Media Design Student Placements](#) University of Northumbria is offering a design service to organisations with digital projects, including website design, games design, app design
- **NELEP** [Creative Fuse Placement Programme](#) University of Sunderland's talented students or graduates will be paired with companies for short term flexible projects/placements to develop/test new products or services, engage with/research new markets and audiences, support design-led thinking
- **NELEP** [Creative and Cultural Industries Placements](#): 12-week postgraduate placements from Northumbria

## 1) COLLABORATION AND KNOWLEDGE EXCHANGE – CAKE EVENTS

**Regional** [CAKE 17 The Science of Performance CAKE 10.30-12.30 20<sup>th</sup> February at Dance City, Newcastle:](#)

Presented in collaboration with Dance City, Southpaw Dance Company and the Institute of Physics, this event takes a behind-the-scenes look at dance and performance and considers how science and technology can enhance our appreciation and understanding of the performing arts. It explores the technical skills and expertise and scientific principles of performance, as well as a diverse range of performance spaces and technologies. Click here to register for a free place. There are also limited spaces at Dance City's Physics of Dance public workshop on 19<sup>th</sup> February at 6.30-8.30pm – [click here to reserve a space](#)

**Regional** [CAKE 18 - Innovative Women 10.30-12.30 8<sup>th</sup> March at Teesside University, Middlesbrough:](#) Discussing the themes of participation, inclusion and intersectionality from different perspectives on International Women's Day. Speakers include Zende, Be, Little Big Butterfly and Artist, Catherine Reed. Discussion will include how theatre is a means of exploring gender and cultural identity, the work to support Trans and Non-Binary people in the region and the work of the Young Women's Film Academy, working on exciting and social responsible film and drama projects with youth and community groups and empowering individuals to become agents of change.

**Missed some Collaboration and Knowledge Exchange (CAKE) events? Catch up with the blogs:** [CAKE: Music and Sound](#), [CAKE: Digital Archives](#), [Christmas CAKE looking ahead to 2018](#), [CAKE: Future Fashion](#), [Space CAKE – The Final Frontier](#), [CAKE: Building Social Change - The Art of Housing](#)

## 2) TEES VALLEY PROGRAMME UNDERWAY

Creative Fuse Tees Valley launched their programme of events, activities and support in November 2017. Teesside University, in partnership with [Innovate Tees Valley](#) and [Creative Fuse North East](#) have developed an exciting range of activities for creative and cultural businesses and freelancers in Tees Valley. There is summary information [at this webpage](#). Updates and more details will be available in due course people are recommended to [sign up here](#) to receive the latest news from the Fuse website or to find out more about any of the Tees Valley opportunities with the Creative Fuse Tees Valley team, contact: Sarah Panayi [s.panayi@tees.ac.uk](mailto:s.panayi@tees.ac.uk)

**Tees Valley** [NE Digital is Culture 9.00am-4.30pm 22<sup>nd</sup> March at mima, Middlesbrough](#) An event for artists, creative technologists, developers and creative digital companies in Tees Valley to explore the potential for business opportunities and building relationships with cultural organisations. This workshop is an opportunity to network with other businesses in the creative digital sector, understand key drivers for cultural organisations, such as audience engagement, delivering new services and growing the cultural offer and how businesses can be proactive in pitching expertise to the cultural sector, which is looking to forge new partnerships. [Click to register](#)

**Tees Valley** [Rise and Design](#): A series of three events will tap into the unique expertise, challenges and opportunities of Tees Valley businesses. Creative Fuse Tees Valley is teaming up with RTC North to run this special programme of activity, inspired by the successful [Design Network North Rise and Design series](#). The first event will be 9.30-12.30 on 26<sup>th</sup> April at mima.

**Tees Valley** [Graduate Consultancy Programme](#): 30 businesses will benefit from working with a team of university staff and talented graduates over 4 weeks in summer 2018 to embed a product or process innovation. There will be four stages across the period:

1. Innovation and diagnostics
2. Analysis and ideation, proof of concept with support from the university design team
3. Collaborative partnerships for innovation, including cross-sector collaboration, market exploration and bid writing assistance
4. Call to action, your report and action plan, steps for implementation and potential for further support

A pilot with 5 companies has already started, but the Creative Fuse Tees Valley team are keen to hear from any creative business with an innovative project they are trying to get off the ground, as well as any graduates (within 5 years) interested in gaining experience delivering an innovation project in a SME creative business in Tees Valley. Contact: Corinne Templeman [C.Templeman@tees.ac.uk](mailto:C.Templeman@tees.ac.uk)

**Tees Valley** [Innovation Symposium](#): This one day event in Summer 2018 will examine practical issues and solutions for companies wanting to explore radical breakthrough or disruptive innovation models and approaches within their business. More information and registration details will be available in due course.

### 3) NELEP AREA BUSINESS INNOVATION OPPORTUNITIES AND SUPPORT

**NELEP** [Get Ready to Innovate \(3x3 hour sessions 28<sup>th</sup> Feb, 7<sup>th</sup> March and 14<sup>th</sup> March\)](#) Do you have the seeds of a new idea for your business? Do you feel ready to grow, but are not sure where to start? Get ready to Innovate is a fully funded opportunity to help you innovate, with 12 hours of action-packed support that will equip you with a fresh perspective on your challenges and opportunities, with support to:

- start developing new ideas, concepts, products, services, strategies
- experience new ways of working, supported by our innovation tools and approaches
- share common experiences with other local businesses

[Find out more and hear from people who have participated by watching this short video](#)

Northumbria University's team of expert design-led practitioners will use a variety of tools to help you to challenge your current thinking and generate new ways to create value. Each business will have their own facilitators to guide them through the process. You can attend alone or with a small team of key people from your business.

The format is:

- Triage: Learn about the design-led approach from our experts, capture the basics of your business and explore some initial ideas.
- Design Sprints: Explore your organisation's challenges and opportunities and find early-stage solutions to the goals you identify.
- Review: Work one-to-one with our innovation team at a date and time to suit you to really drill down deeper, reflect on key learning points and turn your ideas into strategy. Find out about further opportunities to work with the team in the future.

To apply for the March workshops, find out more, or register interest in future sessions, please email Dr Elena Gorman, Project Development Manager, at [northumbria@creativefusene.org.uk](mailto:northumbria@creativefusene.org.uk)

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**NELEP esp. Durham** [Culture Hubs: Bespoke](#) focuses on the creative economy, especially rural and small traders, artists and craftspeople, especially in County Durham. Supported by Durham University, there are two strands of activity on offer, [student placements](#) and [Bespoke](#) workshops.

[Bespoke](#) workshops offer practical, hands on support for very small businesses, artists and lone craftspeople who may require very specific and tailored support. The range of support reflects the needs identified by businesses and are offered in either Durham or Stanhope. Click on the links to find out more or register:

- [Inspire-a-thon](#) An interactive play-based workshop, discussing current research into creativity, methods to improve creative practice and inspiration for new creative possibilities, as well as the option for a further 6 hours of support. 9.30am-4pm on [6<sup>th</sup> March at Ushaw College Durham](#) or [13<sup>th</sup> March at Durham Dales Centre Stanhope](#)
- [Digital Developer](#) For those who want to improve their existing social media presence. 9.30am-4pm on either [20<sup>th</sup> March at Ushaw College Durham](#) or [27<sup>th</sup> March at Durham Dales Centre Stanhope](#)
- [Teach Your Art](#) For those who want to deliver art or crafts workshops to the public as part of their core business model, or improve existing workshops and attendance, improve marketing and promotion and learn from good practice. 9.30am-4pm workshops on either [17<sup>th</sup> April at Ushaw College Durham](#) or [24<sup>th</sup> April at Durham Dales Centre Stanhope](#)
- [Funding Finder](#) Two-part workshop with Durham University's funding team to share tips and advice about funding and good practice for creative businesses and organisations. [15<sup>th</sup> and 22<sup>nd</sup> May, Ushaw College Durham](#)

For more information about Culture Hubs Bespoke or placements, contact Durham Creative Fuse: Alistair Brown [alistair.brown@durham.ac.uk](mailto:alistair.brown@durham.ac.uk) and Ladan Cockshut [t.l.cockshut@durham.ac.uk](mailto:t.l.cockshut@durham.ac.uk)

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**NELEP** [Creative Connections](#) is a programme to support sole traders, micro businesses and SMEs in the Creative and cultural sectors, designed and delivered by the Newcastle University Business School Creative Fuse Team with the aim of giving people the time, tools and guidance to reflect on business needs and build and action plan through a series of targeted workshops and support.

There are three strands of activity:

- [Creative Connections Createathon](#) Workshops for small creative enterprises interesting in developing their business. An opportunity to discuss challenges and opportunities with talented Newcastle University Business School postgraduates who will work with the organisation to drive innovation and build resilience in the business, signpost to support and advice and provide new tools to help developments, as well as a business action plan. One of a series of workshops running in 2018  
[Click here to read about what happened at the most recent Createathon two-day event](#)
  - [B2B Connect and Innovate Workshops \(16<sup>th</sup> and 23<sup>rd</sup> March 2018\)](#) For small creative enterprises interested in working with a business manager from a larger organisation, through an intensive two-day workshop to explore innovation and build resilience in the business, build contacts and get new tools. This will be a 2-day workshop with a group of 4-6 businesses. [Click here to apply for a place](#)
  - **Student Placement Scheme** A limited number of short term placements to pair up postgraduates from Newcastle University Business School with a creative or cultural business to work on a specific project
- For queries about the Creative Connections contact [Paul Richter](#) or [Mo O'Toole](#).

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**NELEP** [Digital Business Innovation Programme](#) for sole traders, microbusinesses and SMEs in the digital, tech and creative sectors. Led by Software City and Digital Union working with the Newcastle University Creative Fuse Team, this programme is designed to support businesses explore big ideas or challenges, to work with like minded companies to explore new ideas and solutions in a group environment, through workshops and events. For digital and tech businesses, creative businesses, games developers, software developers and inhouse developers or IT specialists from other sectors.

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**NELEP** [Hothouse Innovation Programme](#): Placing emerging undergraduate talent within 'real-world' scenarios in a business or organisation who is keen to access capacity or expertise to deliver a short project. A student team will work to a project brief, supported and overseen by University of Sunderland academics. Projects will be designed as a 'fast response' task and finish projects, with delivery typically lasting 5 to 10 days, dependent on the needs of

the project and business. This quick turnaround can provide a business with accessible creative and innovative insight, and a cost-effective resource to address their needs.

Project briefs are likely to be quite broad-ranging, from design-led projects, creative catalyst and ideas generation, to digital media and creative-based briefs. The programme helps to support creative practice and innovation, stimulating new thinking and providing access to valuable expertise. Briefs will be set with clear parameters and outcomes identified from the start to ensure that expectations are managed and met, with relevant academic oversight incorporated. It is anticipated that this strand of activity will provide for a rich range of case studies that:

- help to articulate what creative practice and innovation looks like for emerging talent, supporting future graduate retention and sector employment
- identify the benefits and value of engaging and utilising knowledge, approaches, and experiences of younger talent to foster innovation and potentially disruptive thinking for SMEs
- provides businesses and organisations with accessible creative and innovative input on a time-limited basis helping them to acquire cost-effective resource to address particular short-term and fast-turn around business needs

[Click here to find out more](#) and to register interest contact: [Suzy O'Hara](#), Creative Fuse Innovation Development Executive: 07891 719 319 or [Mark Adamson](#), Creative Fuse Institutional Lead: 07956 499 257

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**NELEP Digital Literature:** This fully-funded opportunity is available to creative writing SMEs and registered sole traders from the public, private, or voluntary sector. Led by Northumbria University, the Digital Literature programme will provide a range of opportunities for creative writers in the North East of England. The programme will include a series of seminars, mentoring, and online resources to:

- equip writers with the practical skills and broader competencies that will enable them to create and build their own brand digitally;
- equip writers with the knowledge that they need to develop, market and sell their work through digital platforms and with digital partners;
- develop a resource bank of advice and guidance that keeps pace with development in digital technologies.

The programme will cover aspects such as: understanding the industry; audience development; understanding technology within the specific context of writing; developing practical skills with digital technologies. This will include content on areas such as: vlogs; blogs; podcasts; audio books; crowd funding; developing websites; and popular systems such as Wordpress. A variety of different forms of support of varying lengths will be available so that organisations can engage with the programme in various ways.

Further details will be made available to organisations that express an interest. To register your interest, please contact Dr Elena Gorman: [northumbria@creativefusene.org.uk](mailto:northumbria@creativefusene.org.uk)

#### 4) PLACEMENT SCHEMES

Durham, Northumberland, Northumbria, Sunderland and Teesside Universities are all offering placement schemes of different types and duration. Graduates from the Universities must be placed in businesses in Tees Valley or the NELEP area (Northumberland, Durham, Tyne & Wear).

**Tees Valley:** [Graduate Consultancy Programme](#): 30 businesses will benefit from working with a team of university staff and talented graduates over 4 weeks in summer 2018 to embed a product or process innovation. There will be four stages across the period:

1. Innovation and diagnostics
2. Analysis and ideation, proof of concept with support from the university design team
3. Collaborative partnerships for innovation, including cross-sector collaboration, market exploration and bid writing assistance
4. Call to action, your report and action plan, steps for implementation and potential for further support

To register interest or find out more, contact: Corinne Templeman [C.Templeman@tees.ac.uk](mailto:C.Templeman@tees.ac.uk)

**NELEP, esp. DURHAM** [Durham University Student Placements](#) Durham is offering a range of fully funded student placements as part of their [Culture Hubs](#) programme:

- Placements can range from a few days to a few weeks, depending on need and will be shaped around the particular needs of each creative/digital SME.
- Students will be matched to respond to business challenges or development opportunities and placements will be managed by the Creative Fuse team at Durham University, considering where expertise or skills could help (e.g. business strategy, marketing and digital platforms)
- Student placements are offered in particular (but not exclusively) to respond to the needs of the creative, arts and crafts economy

To find out more about placements or register interest, contact Dr Alistair Brown [alistair.brown@durham.ac.uk](mailto:alistair.brown@durham.ac.uk) or Dr Ladan Cockshut [t.l.cockshut@durham.ac.uk](mailto:t.l.cockshut@durham.ac.uk)

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**NELEP** [Interactive Media Design Student Placements](#): Northumbria University will work with a wide range of businesses including public or private sector organisations, cultural and creative sector, start-ups, charities, design companies and technology companies. Northumbria University's talented students are offering a design service to help you initiate a range of digital media projects including: Website design, App design, Games design. Note that demand is likely to be high. Placements are likely to take place between mid-March and mid-May 2018.

Academic staff will work with organisations to develop a project brief that will address a business need specific to your organisation. They will then identify a small group of 3-4 Interactive Media Design students with relevant knowledge and skills to work on the project. Through this, they can help to:

- increase capacity to research and prototype new products and services
- explore new markets, customers, and audiences
- build a new brand, visual identity, and communications strategy
- tap into the latest academic thinking and expertise
- develop new resources and materials
- get fresh, creative and innovative insights

Flexibility is at the heart of this scheme. Depending on the project, the student group could be hosted on site within your organisation or they could work remotely and communicate with you through orientation meetings, Q&A sessions, Skype, email, and feedback sessions. The projects might take place full-time over a period of 4 weeks, or part-time over a longer period. Our students can work on concrete projects (such as designing a new brand or website), or blue skies projects to visualise new products and emerging opportunities.

[Click here to find out more](#) and contact [northumbria@creativefusene.org.uk](mailto:northumbria@creativefusene.org.uk) to register interest

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**NELEP** [Creative Fuse Placement Programme](#): The University of Sunderland Team will help you recruit talented graduates to support organisations develop innovation capacity and expertise. They will work closely with you to develop the project and manage the recruitment process. Working with their academics, they will source the 'right fit' graduate to meet your needs. The project can fulfill a need you have already identified, or be developed alongside our academic staff. The University of Sunderland will support the graduate placement and your organisation during the project. Support is available up to September 2018, but register interest quickly.

Placements average 10-12 weeks (can be longer or shorter) and graduates are paid £1200 per month by the scheme. Arts, creative, cultural, digital and tech businesses (under 250 employees), freelancers and artists in Northumberland, Durham and Tyne & Wear can benefit from placements, which cover all curriculum and programme areas, including arts, creative, media, digital and technology disciplines, but could also come from business, law, psychology etc., providing opportunities for cross-over of knowledge and expertise.

Placements will support a broad range of activity, including, but not exclusively:

- Management/leadership support and organisational or capacity development
- Corporate and social responsibility

- Helping an organisation with access to new supply chains, and new markets
- Marketing and communications, audience/customer engagement
- Innovation and commercialisation of R&D
- Design-led and creative projects that help the organisation to develop new thinking, capacity, etc
- Development of new products and services

[Click here to find out more](#) and to register interest contact: [Suzy O'Hara](#), Creative Fuse Innovation Development Executive: 07891 719 319 or [Mark Adamson](#), Creative Fuse Institutional Lead: 07956 499 257

**NELEP Creative and Cultural Industries Placements:** Northumbria University are offering SMEs in the creative and cultural sectors new 12-week placements as part of the [Creative Connections](#) programme. Hosts will have the opportunity to work with the innovative and enterprising postgraduates on the MA programme in Creative and Cultural Industries Management to:

- Develop an idea or concept that could help your business grow
- Consider and test new ways of working
- increase your capacity to address a specific creative project
- engage with new opportunities, markets and audiences
- develop or test a new product or service
- get fresh, creative and innovative insights
- tap into the latest academic thinking and expertise in this rapidly developing sector

Before the placement begins, academic staff will work with you to develop a project brief that will address a business need specific to your organisation. They will then identify a talented postgraduate who has the relevant knowledge and skills to work on the project. Throughout the placement, academic staff will support the student and have an input to the project as it progresses. Placements begin in January 2018.

To find out more or register interest contact Dr Elena Gorman at [northumbria@creativefusene.org.uk](mailto:northumbria@creativefusene.org.uk)

**NELEP Creative Connections Placement Scheme:** Aimed at sole traders, micro-businesses, and SMEs in the creative or cultural sectors. A limited number of placements are available, comprising 6 days intensive support from an experienced postgraduate student. The student will respond to an organisation's project brief, produced in consultation with the Creative Connections team at Newcastle University Business School.

[Click here to register interest](#)

## 5) FURTHER INFORMATION AND CONTACT

If you have questions about any of these activities or want links into the universities, do get in touch with me. My role is to support the cultural sector in the region to engage in the opportunities on offer, as well as to share learning and good practice from the [Creative Fuse North East](#) programme.

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Creative Fuse North East is supported by:

