

# FAQs New Creative Enterprise Development Scheme

## Do I have to have an existing business idea to attend the course?

No, you don't, but bring a willingness to explore ideas and develop solutions to identified problems using business development techniques you will learn on the course. You can also bring an idea that you want to refine.

## Do I have to work in a group or can I develop my idea myself?

It is preferable that you work as part of a team as it means you can spread the load over multiple people and you can take responsibility for parts of the pitch and business development rather than all of it. You can apply as part of a team, or be assigned team members once the course starts. If you have your own idea you want to develop yourself, however, that is also fine, as long as you appreciate you will have more work to do overall to get your idea ready for the pitch.

## Do I need to bring my own tech devices to the course to work on?

Workstations will be available to use in the lab, but you are also welcome to bring your own laptops or tablets if you would rather work on your own devices.

Additional tech will be available for the digital toolkit day and for use if needed, e.g. VR headsets, screen and audio software, cameras and scanners etc. No previous experience will be assumed.

## I have special dietary needs/accessibility needs. Will these be catered for?

Lunch and refreshments will be provided for face-to-face sessions. Let us know your dietary needs in advance.

The room is accessible via a lift and sloping walkways, and is wheelchair friendly. Let us know if you have auditory or visual requirements.

## I may not be able to attend every single session, can I still apply?

It is important you attend as many sessions as you can, especially if you are part of a group. We strongly request that you make every effort to do so. However, we appreciate that sometimes

that isn't possible and will record the online sessions in case you are unable to make them. The face-to-face sessions will only be recorded for highlights and not the whole session, so please do attend those. If you want to discuss this in advance of applying, please email me [heather@heatherniven.co.uk](mailto:heather@heatherniven.co.uk). Priority will be given to those participants who can commit to the entire series of sessions.

## I am not sure my business idea fits the criteria 'New creative enterprise'. What do you mean by this?

The creative industries definition from the UK Government's Department for Culture, Media and Sport ([DCMS](#)) is: 'Those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property.' There are thirteen sub-sectors under the term 'creative industries' and these are: advertising; architecture; the art and antiques market; crafts; design; designer fashion; film and video; interactive leisure software; music; the performing arts; publishing; software and computer games; and television and radio.

As this programme is funded by the Screen Industries Growth Network, we would hope that your business idea would broadly support the screen sector but this could include set design, costume design as well as app development/second screen, virtual production or extended reality. We are broad in our approach and are happy to discuss any ideas or worries you may have in advance of applying. Please email [Heather@heatherniven.co.uk](mailto:Heather@heatherniven.co.uk).

## Where is the Creativity Lab, where we will be attending the face to face sessions?

The Creativity Lab is in the University of York library building on Campus West. This is directly opposite Market Square. Parking is available within 20m of the venue and we are hoping to have permits available for attendees to use (TBC). A bus also stops directly outside the library. More info will be provided as part of the joining instructions.