

# New Creative Enterprise Development Scheme (NCEDS) - Guidance Document

## Introduction

This free course is aimed at individuals who want to start a business in the creative or digital industries.

The course will give an overview of all of the aspects of setting up and running a new creative enterprise, including building a team, getting investment, developing and rolling out an idea, growing and scaling, setting up processes and systems, governance, marketing and brand development.

Relevant case studies will support learning and the course will be interactive, including existing business leaders sharing their stories. As part of the sessions you will have the chance to prepare and pitch your idea to a panel of industry representatives to gain valuable feedback and perhaps even a prize!

The course consists of four sessions over Zoom, each of two hours, and three face-to-face sessions of four hours each. The face-to-face sessions will be held at the Creativity Lab at the University of York library. The course will culminate in a Dragon's Den event at the end of February.

This course is funded by the Screen Industries Growth Network (SIGN), a unique business-facing initiative operating from our base at the University of York. SIGN is committed to boosting the screen industries and creative sector in the Yorkshire and Humber region, by connecting companies, support agencies and universities through a programme of training, business development, research and evaluation.

## Trainers

### Heather Niven

Heather is an associate lecturer at the University of York, teaching 'Business, Innovation and Enterprise' and 'Business Enterprise in Interactive Media' to Computer Science and Theatre,

Film ,TV and Interactive Media Students. She is also a mentor and coach for SIGN, Creative UK, Advance and the University of York's summer accelerator and Year in Enterprise programmes. She regularly works with businesses in the creative industries across Yorkshire through her own consultancy business.

## Shirley Harris

Shirley is a digital storyteller, writer, producer and is a member of the BAFTA/BFI Crew. She is a member of John York Story for Screenwriting Advanced Story Structure and Story for Video Games Alumnias as well as having completed the Screen Yorkshire FLEX talent development programme as a writer for screen.

Shirley is a Director of Vanitas Arts, a storytelling production company who have been developing bold and ambitious cross-platform work in the North since 2016. She is developing screen content for tv, animation, games and virtual production as well as developing an extensive slate and numerous training programmes. The ambition of Vanitas Arts is to ensure underrepresented creatives are included, up-skilled and ready to impact the talent pipeline.

Using combined media - screen, digital, audio and immersive theatre, Vanitas Arts tells stories with diverse and intersectional teams with inclusion and advocacy at the core of its work. The work is underpinned by a strong artistic vision and a commitment to researching and developing new, exciting ways of working and storytelling.

Shirley is also a Director of Diva Creative, a multiple award winning creative marketing agency based in the heart of Sheffield with a turnover exceeding 1.3m and a staff of over 20 creatives.

## What will the course cover?

The course offers practical business skills for those in the early stages of setting up a company. You will also have the chance to explore leadership styles and company culture, learning with a group of peers.

1. Intros, Innovation and Entrepreneurship. What style of entrepreneurship do you identify with? How can you build a killer team to deliver your business dream? What makes good leadership? (15/11/22, face to face session).

2. Digital Toolkit Day (22/11/22, face to face session).

3. Vision, Values and Mission. What is the ultimate goal for your business? What's important and what is not? What does the market need and who are you selling to? Problem solution and ideation (29/11/22, face to face session).

4. Your brand and understanding the customer - personas, channels and customer journeys, gaining market traction (Advert task) (06/12/22, online session).

5. Pitch Deck Part One (13/12/22, online session).

6. Pricing, value capture, scalability and growth - how to bring revenue into the business and keep it there (12/01/23, online session).

7. Investment and getting ready to incorporate - what kind of business will you start? Governance, shareholders, getting investment and pitching the business idea well (19/01/23, online session).

8. The Pitch! How to captivate an audience, tips and tricks on public speaking, props and tools to enhance the presentation, how to manage nerves. Practice pitching with peers (27/01/23, face to face session).

9. The Dragon's Den and feedback, followed by a networking event with the wider creative industries community (02/02/23, face to face session).

## When does the programme run?

The programme will be delivered through a hybrid approach. Sessions will be delivered on Tuesdays in 2022 and the final four sessions in 2023 will take place on a Thursday.

Most of the face-to-face sessions will take place in the SIGN Creativity Lab, Harry Fairhurst Building at the University of York.

### Course dates:

- Tuesday, 15 November, 12:30-4:30pm Face to Face
- Tuesday, 22 November, 12:30-4:30pm Face to Face
- Tuesday, 29 November, 12:30-4:30pm Face to Face
- Tuesday, 6 December, 2:30-4:30pm Online
- Tuesday, 13 December, 2:30-4:30pm Online
- Thursday, 12 January, 2:30-4:30pm Online
- Thursday 19 January, 2:30-4:30pm Online
- Thursday, 26 January, 2:30-4:30pm Online
- Thursday, 2 February, 10:30am - 2:30pm Face to Face

## Who can apply?

SIGN's commitment to equality, diversity and inclusion underpins everything we do and we aim to increase opportunities for people presently excluded from the screen industries across Yorkshire and the Humber. This includes disabled people, those from ethnically underrepresented backgrounds, those who identify as LGBTQ+, people from disadvantaged socio-economic backgrounds, women and those entering the sector over the age of 35.

To apply, you must:

- Be a UK resident, or be eligible to work in the UK, have a personal UK bank account and a UK postal address
- Have a connection to Yorkshire and the Humber (for example, you could live in the region, work here, or have been educated at a Yorkshire and Humber based institution).

## How do I apply and what are the next steps?

In order to apply, please complete an [application form](#) (this should take approximately 30 minutes to complete).

Application Deadline: Friday, 4 November, 2022.

Successful applicants will be notified of their place on the course by 9 November, 2022.

If you require the application form in a different format, please don't hesitate to contact [enquiries@screen-network.org.uk](mailto:enquiries@screen-network.org.uk).