



Movin' On Up: Creative Business Growth Course Guidance Document

Introduction

Online consumption of creative and cultural content by diverse creators and for diverse audiences demonstrates a demand for resonant and relevant content. Platforms such as TikTok and Instagram and streaming giants such as Netflix all now host short and long form digital content which is continuously remixed, augmented and replayed.

The use of Tik Tok and other short form content has dramatically increased, both culturally and commercially. In addition, the use of digital has shown a marked shift in diversity of content, especially with regards to queer spaces online, cultural activism and representation.

This is the SIGN of the times, a hybridity of consumption anticipating augmented and enhanced experiences in the future.

This creative business growth 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.

A business growth course for creative businesses

Movin' On Up has been devised to create new inclusive business growth journeys for freelancers and creative businesses who are currently underrepresented in the sector. Supporting access to knowledge, thinking and skills is essential for diverse talent to ensure more diverse content is being created to pluralise the voices being heard.

There are eight places available for the Movin' On Up Creative Business Growth Course, all of these are fully funded.

Trainers

[Hello Culture](#) is an ongoing series of events that explore how digital technologies and media are disrupting the way cultural and heritage organisations produce, interact, create and curate content, by transforming how audiences can connect and engage with cultural experiences.

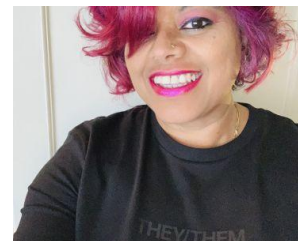


Physical editions include Birmingham, Bristol and Manchester and it has also taken part online as part of the BBC Academy's Digital Cities Programme.

This online edition is curated by Lara Ratnaraja and will involve her production team. They are raising the bar for accessible and inclusive live zoom events with high quality production values.

Lara Ratnaraja

Lara is a freelance cultural consultant specialising in diversity, innovation, leadership, collaboration and cultural policy implementation within the higher education, cultural and digital sector. She develops and delivers projects and policy on how cultural and digital technology intersect for a number of national partners as well as programmes around leadership, resilience and business development for the arts and creative industries. She has worked with the University of Birmingham, Coventry University, Birmingham City University, STEAMhouse and the University of Salford delivering and developing projects on diversity, digital engagement and research collaborations between arts, HEIs and SMEs. Other consultancy clients include Jerwood Arts, Imagineer, The Big Draw, Film Hub and West Midlands Screen Bureau.



Shirley Benson

Shirley is a freelance events producer, content curator and consultant, with a passion for digital storytelling, mental health awareness and developing the next generation of content creators. She brings with her a wealth of experience and contacts developed over a 25 career at the BBC, covering Entertainment, Children's, BBC Learning and The Academy, and is highly experienced at influencing, persuading and generally wrangling multiple partners and contributors towards the delivery of brilliant events.



What will the course cover?

Movin' on Up Creative Business Growth Course

This is a four-part course taking place in person for eight participants based in Yorkshire and the Humber. The course will take place one day a month for four months between March and June.

Over the course participants will:

- Understand more about making/storytelling and representation

- Learn practical ways to scale up and make these projects commercially viable, including: infrastructure and supply chains, skills, diversity as a driver for creative growth, sector knowledge and industry insight.
- Be able to develop a business proposition and confidently plan for scale up using the knowledge they have gained
- Build peer networks within the creative industries
- Understand how to develop their value proposition
- Learn how to communicate their vision and values.

When does the programme run?

The Movin' On Up Creative Business Growth Course is in person at the University of York, Heslington West Campus.

- 9:30 – 17:00 Wednesday, 22nd March, 2023
- 9:30 – 17:00 Wednesday, 19th April, 2023
- 9:30 – 17:00 Wednesday, 17th May, 2023
- 9:30 – 17:00 Wednesday, 28th June, 2023

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 creative industries in general and specifically 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:

- Currently working in the creative industries ideally at decision making level (employed, freelance or part time)
- 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)

We are particularly keen to hear from applicants who are currently underrepresented in the creative industries. Places are limited to eight participants. Please only apply if you can commit to attending all of the sessions.

How do I apply and what are the next steps?

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