

Create Growth

Applicant information pack

 **Create Growth
Programme**

 **EMC²**
East Midlands
Creative Consortium

What is Create Growth?



Fully funded

£1.3m from the Department for Digital, Culture, Media & Sport

Tailored support

Mentoring, access to peer networks, masterclasses for creative companies

Investment readiness

Workshop to help prepare your business for scale-up

Who is eligible?



Support is available for...

- Businesses trading or registered within Leicester, Leicestershire, Derby, Derbyshire, Lincoln, Greater Lincolnshire, or Rutland
- Companies that have created a revenue generating product, launched a new platform or service, or reached a market of scale
- Firms that have generated sales revenue in the last 2 years

Meet some or all of the above criteria? Get in touch and see how we can help.

Programme timeline



Cohort 6

- Scheduled to start in July r
 - Led by Greenborough Management
 - Mainly in-person learning
-



Cohort 7

- Scheduled to start in September
 - Led by CDI Alliance
 - Hybrid Learning
-



Create Growth

@Phoenix

Key information

- Led by CDI Alliance
- 3 day in-person intensive support
- Tuesday July 1 - Thursday July 3

1:1 Mentor support

- Up to 5 hours mentor support
- Choose from a pool of expert creative industry specific mentors

Activity-based sessions

- On-boarding consultation
- 1:1 business health check
- Interactive in-person workshops for every business to create a digital playbook

Funding session

- Programme includes enrolment to 'Funding Your Creative Business' sessions
- Scheduled for July 8



Activity sessions

- Capturing your Vision and Ambition
- Planning for the future
- Implementing Change
- Finance
- Identifying your ideal clients
- Growth Strategies
- Collaboration and Partnership
- Understanding your customers
- Introduction to IP
- Other business skills



Create Growth

Lincoln

Key information

- Led by Greenborough at Lincoln location
- 5 in-person workshops
- Additional virtual masterclasses
- £1 funding support add-on

1:1 mentor support

- Up to 5 hours mentor support
- Choose from a pool of expert industry mentors

Workshops

- Led by industry experts
- Delivered in-person
- 10am - 2pm with lunch included

Virtual masterclasses

- Cybersecurity
- Finance and Accounting
- Intellectual Property
- Recruiting and Managing People



Workshops timetable

Developing Your Growth Plan
with Russell Copley - Tuesday 9 September

Business Innovation -
with Stuart Harley - Tuesday 23 September

Understanding Customers
with Lisa Richards - Friday 10 October

Marketing and Branding
with Sara Scott - Tuesday 21 October

Funding Business Growth
with Laura Mallaburn - Wednesday 5 November



Create Growth
Programme



EMCO
East Midlands
Creative Growth Tools

Cohort 1 testimonials



“Thanks to the programme, I now have a clear vision of what I want the business to look like, how I want it to grow, and the timescale I want that to happen over.”

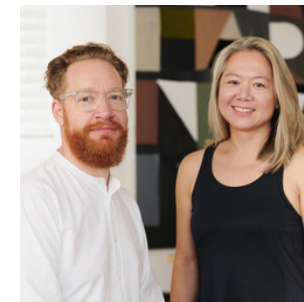


Jonny Prest

Seed



“We’re in a growth stage so Create Growth came at the right time - I’m looking forward to using what I’ve learned as we grow the business.”



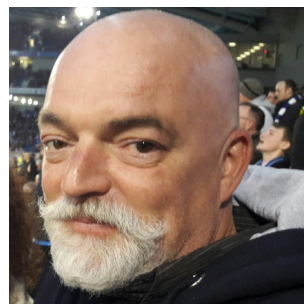
Damien Hodgson

Old School Architects

Cohort 2 testimonials



“It’s like business therapy. My mentor has been brilliant and I’m working with people I’ve met through the course already to really get the most out of my new network.”



Andy Jupp
Paper Starlights



“The programme has provided me with a fresh perspective on various aspects of my business, enabling me to identify areas for improvement and implement new strategies for growth.”



Andy Gundelach
Created by TEN

Apply now



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