

WHAT IS IT?

Advance is a creative business support programme delivered by Creative England in partnership with Wakefield Council. This activity is part of Creative Wakefield and has been supported by The Department for Digital, Culture, Media and Sport, who fund the Cultural Development Fund, which is administered by Arts Council England.

Participants on the programme will benefit from online content, mentoring, events and workshops.

creative
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Advance

Supported using public funding by



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HOW LONG DOES IT RUN FOR?

Advance will run from September 2020 – March 2022.

WHO IS IT FOR?

Advance is for SMEs, freelancers and individuals working in any creative sector. Due to how the programme is funded, priority must be given to Wakefield based participants however whilst we're still dealing with COVID 19, much of the programme can be accessible to participants from all regions as delivery will take place online. For ease, we have detailed each aspect of the programme and the current geographic restrictions:

Online Content:

Open to all

Events and Workshops:

Open to all whilst delivered online. Once we move to offline delivery, all events and workshops will take place in Wakefield. Places will be limited and therefore priority will be given to Wakefield based attendees followed by the wider Yorkshire Humber region. Selected content from physical events will be filmed and available to view online. This content will be open to all.

Mentoring:

Places are limited and therefore priority will be given to Wakefield based applicants followed by the wider Yorkshire Humber region. Applications from individuals/businesses from beyond may be considered on a case by case basis depending on how many places we have available and the strength of the application.

EXACTLY HOW WILL THE MENTORING WORK?

10 cohorts of 10 mentees will be supported between November 2020 and March 2021. Each cohort will focus on a different creative sub sector:

- Advertising and Digital Communications
- Games
- Immersive Storytelling
- Film
- TV
- Music
- Audio

- Theatre
- Live Events
- Visual Arts

To be accepted into one of the cohorts, you will need to submit an application detailing your experience to date and plans for the future. We will consider applications at any stage of business growth from pre-start all the way through to scaling companies and will match you with an expert appropriate to your level of experience and future aspirations.

WHO ARE THE MENTORS?

Creative England have engaged a pool of high-profile local businesses working in each of the sub-sectors. These experts have the right skills and experience to provide in depth support to programme participants. You will find a list of these mentors with an overview of their experience in the Advance section of the Creative Wakefield website. To view the Advance information on the site, you must be a registered member of the Creative Wakefield network. It is free to register as a network member.

CAN I PICK A MENTOR THAT'S NOT ON THE WEBSITE?

If you would prefer to work with a mentor that is not one of the approved Advance mentors on the website, we are open to discussing this with you. All the mentors who have been chosen to take part in Advance have undergone a rigorous recruitment process. We would therefore require you to provide a solid business case for working with your chosen mentor and we would require any additional mentors to complete the same vetting process. We reserve the right to not work any mentors who do not meet our criteria.

IS NOW THE RIGHT TIME FOR ME TO TAKE PART?

Advance is targeting businesses who want to grow, expand or diversify. We're particularly interested in companies who want to develop a product to take to market. The programme will provide a range of support to help you strategically develop your business. We can help you understand if now is the right time to participate by taking you through our bespoke business diagnostic tool and discussing your business aspirations.

WHAT DO YOU MEAN BY PRODUCT?

This could be a physical or digital product or service. One that you either already provide and wish to improve or one that you're hoping to create.

HOW WILL I BENEFIT FROM ADVANCE?

This programme is designed to help those who are ready to advance their businesses. We will provide opportunities for you to lead on your business development in a supportive environment, make new connections and access a wealth of experience in the form of our online content, workshop facilitators and mentors. Your business development is in your hands - you can engage with as much or as little as feels appropriate to you.

HOW MUCH TIME WILL I NEED TO COMMIT TO THE PROGRAMME?

If you apply for mentoring you will need to commit a minimum of 10 hours to work with your mentor over a period of 6 months. There will also be some homework to complete outside of your mentoring sessions. This additional work will either be preparation for your next session or actions to be completed by the end of the mentoring process. As each mentee will have their own bespoke experience, this additional work will individual to your specific business needs and will be agreed by you and mentor.

IS ALL MENTORING 1:1?

The majority of mentoring sessions will take place 1:1 and at your individual convenience unless otherwise stated on the website. Depending on the cohort, some sessions will be delivered in a group setting as this may be more beneficial to mentees. Advance notice will be given to ensure your availability to attend any group sessions.

I AM WORRIED ABOUT COVID – WILL ADVANCE BE IN PERSON OR ONLINE?

Advance will respond to the changing needs and Government advice during this time of uncertainty. Where possible, events will take place in person as we believe this adds greater value for those participating to network, share ideas and expertise and develop relationships. All in-person events will adhere to social distancing guidelines. However, we understand the challenges many face during these unprecedented times and we will therefore facilitate remote working, providing online access to webinars and events and through zoom meetings. Mentoring will take place either remotely or in person – depending on the individual preferences of mentees.

DO I GET PAID OR CHARGED TO PARTICIPATE?

We do not pay you to participate with the programme. All costs for participating are fully funded. Advance is part of Creative Wakefield and has been supported by The Department for Digital, Culture, Media and Sport, who fund the Cultural Development Fund, which is administered by Arts Council England.

ARE EXPENSES COVERED?

Typically, we will not cover expenses. All activity will either be delivered locally in Wakefield or delivered online. If you have access needs, please speak to a member of the team.

I HAVE TROUBLE FILLING IN FORMS – IF I'M INTERESTED IN MENTORING, IS THERE ANOTHER WAY TO APPLY?

Please contact a member of the team to discuss your access needs, we will be happy to accommodate alternative ways of applying for mentoring.

AM I ELIGIBLE?

- **I work in Wakefield but I live elsewhere - can I participate?**
Yes - the programme is particularly targeting businesses operating out of Wakefield and the wider Yorkshire Humber region regardless of where you live. We understand people move and commuting is a thing!
- **I live in Wakefield but I work elsewhere - can I participate?**
Yes - we welcome applications from individuals and businesses that add to the vibrant creative sector in Wakefield and surrounding areas. We understand the benefits of your national/international experiences and how these can help underpin the local sector, as well as showcasing Wakefield culture across the globe.
- **I both live and work outside of Wakefield – can I participate?**
Yes – our online content is open to all. We will be prioritising mentoring applications from the Wakefield District followed by the wider Yorkshire Humber region. Applicants based in other locations may be considered on a case by case basis depending on how many places we have left and the strength of your application.