

creative  
england

# Creative Enterprise

Mentoring & Consultancy Support Guidelines



LOTTERY FUNDED

# Mentoring & Consultancy Support Guidelines

**Many companies which have benefit from third party help, but we know that the cost of expertise can be off putting when prioritising business expenditure.**

**Creative Enterprise provides a chance to look at consultancy as an investment rather than an overhead.**

## About Creative England

Creative England is working to build the right environment for the future of the creative industries by helping them raise their ambition, create jobs, grow turnover and build the confidence and networks they need to be truly innovative. We invest, connect, mentor, advocate and collaborate at all levels of the industry, from individuals and small independents to large internationals, creating the right conditions for success. Creative England also lobbies for change and uses its unique local, regional and national perspective to feed back to the UK Government and policy makers.

For further details please visit [www.creativeengland.co.uk](http://www.creativeengland.co.uk)

### What is it?

This is a simple programme of one on one support to help you move your business forward.

Creative Enterprise will pay up to £2500 to subsidise the cost of working with an expert to provide advice or support to your company.

It starts with the question ‘what do you need?’

Perhaps you’ve a good idea of what your business needs already - and even who you need to help you. Or, maybe you’re not sure what you should do next - you just need someone to help you build a clear picture.

We’d like to help you bridge that gap.

Creative Enterprise will support the costs of third party consultancy, which can deliver the specialist insights you need to progress your business plans.

### We will support you to enlist the help of a mentor or consultant in the following areas:

Business strategy

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New business models

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New products, applications and services

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Identification of new markets

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Marketing strategy

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Monetisation of IP

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Finance & investment

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Leadership & management

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Legal affairs

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International operation

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Please note, this programme does not support the development and production of content.

### Who is it for?

The programme will support registered sole traders and SMEs working in ‘moving image’ for storytelling.

### Beneficiaries must:

Be based in the English regions outside of London.

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Have relevant track record in the screen industry.

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Have ambitions for company growth and a clear vision for your business.

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Have a business proposal that includes storytelling through creative content/moving image as a significant component.

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### How do I apply?

You can apply by filling in the online application form which includes a business diagnostic and workplan.

Your request for support should reflect the nature of your proposed business activity and demonstrate why Creative Enterprise support is important to your plans.

We will typically consider the track record of your business and its management, the feasibility of your future growth plans, and the impact that our support will have on each individual company’s potential for sustainability and growth.

### The small print

We would expect the mentoring/ consultancy to last no longer than 6 months and to involve the owner/CEO of the company or other relevant senior management. Please note that the support cannot be used to pay staff, management, directors or shareholders of the company for their contributions.

Support will be capped at £2500 per company.

Consultants must be used for the purposes stated in your application.

Creative England will pay the consultant directly on receipt of an invoice per session.

Every consultant must also provide a work plan following the initial session.

Every consultant must write a report at the end of their work setting out the work they have delivered, and any further actions they have identified for the company to follow.

### We regret that we cannot support the following areas:

Not for profit or charity organisations

Social Enterprises/ CICs

E-learning and Training

Corporate video

Agency & advertising

### Choosing Mentoring & Consultancy

If you don't have a mentor or consultant in mind, we have a list that we are able to share with you on approval of your application. The list is made up of consultants and consultancy firms we have worked with previously who might be able to help. These are not recommendations as it's important you choose someone who is most appropriate for your company.

Awards of support will be made solely at the discretion of Creative England, whose decision is final. Creative England reserves the right to withdraw the offer of mentoring and consultancy support without notice, at any time.

If you have any questions please contact [creativeenterprise@creativeengland.co.uk](mailto:creativeenterprise@creativeengland.co.uk)

## Frequently Asked Questions

### What is it?

Creative Enterprise will pay up to £2500 to subsidise the cost of working with an expert mentor or consultant to provide advice or support to your company.

### Who is it for?

The programme will support registered sole traders and SMEs working in 'moving image' for storytelling. It's for leaders of small to medium sized enterprises based in the English regions outside of London.

### What is an SME?

The category of micro, small and medium-sized enterprises (SMEs) is made up of enterprises which employ fewer than 250 persons and which have an annual turnover not exceeding 50 million euro, and/or an annual balance sheet total not exceeding 43 million euro.

### Is there a minimum size of company that you would support?

We will support registered sole-traders that have a vision for the growth of their business.

### What can I use my mentor/consultant for?

Successful growth involves many factors. The programme is built with flexibility. You will need to outline the business objective you are trying to achieve, and propose the type of experience you need to help deliver that. You can also propose the mentor you think would be best placed to deliver that support.

As a guide, we will support you to enlist the help of a mentor or consultant in the following areas:

- Business strategy
- New business models
- New products, applications and services
- Identification of new markets
- Marketing strategy
- Monetisation of IP
- Finance & investment
- Leadership & management
- Legal affairs
- International operation

### I don't know any consultants, can I still apply?

If you don't have a mentor or consultant in mind, we have a list that we are able to share with you on approval of your application. The list is made up of consultants and consultancy firms we have

worked with previously who might be able to help. These are not recommendations as it's important you choose someone who is most appropriate for your company.

### What commitment do I need to give?

We expect you to stay with the programme from start to finish and will need to commit to up to 6 mentoring/ consultancy sessions over a 6 month period.

### Do I need to provide match funding?

Match funding is not essential but you will need to commit your time to attending each session and any additional business development work that may come from your consultant.

### My company is based in London but I live in the English regions outside of London, can I apply?

Creative Enterprise cannot support London based companies, or those registered outside of England.

### The company's business is currently focussed solely on corporate/non storytelling content however, we wish to expand into more narrative productions that will tell a story and engage an audience, can we apply?

Yes. However, your business proposal must include moving image for storytelling as a significant component.

### Who will read my application?

All applications will be read and assessed by the Creative England Enterprise team.

### What criteria will Creative England use to assess my application?

We will typically consider the track record of your business and its management, the feasibility of your future growth plans, and the impact that our support will have on each individual company's potential for sustainability and growth.

### If my application has been unsuccessful can I request feedback?

Due to the high volume of applications that we expect to receive, we regret that we are unable to give any further feedback on unsuccessful applications.