

Creative

FUSE

North East

Cultural Sector Update

18th March 2018

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Creative Fuse North East (CFNE) provides opportunities for registered freelancers/sole traders, micro businesses and SMEs from the cultural sector across the region to benefit from a wide range of innovation support delivered by the region's five universities and in partnership with the Creative, Digital and IT sector.

#### OPPORTUNITIES TO GET INVOLVED IN ACTIVITIES IN MARCH

**Regional** [Call for participants - Southpaw Dance Co.](#) A [Creative Fuse innovation pilot](#), The View from There, is linked to their new show, Erimus, a spectacular dance theatre piece, using immersive technologies to enhance participation and connect cultural experience to societal challenges, also celebrating the re-opening of Middlesbrough Town Hall. Volunteers of any abilities are sought to perform with them.

**NELEP** [Innovation for Artists, Makers and Creatives 11am-4pm 21st & 22nd March, Alphabetti Theatre, Newcastle](#) 2-day workshop with Urban Foresight exploring innovation tools to help your practice and help propel you towards new creative possibilities. Explore challenges, plans and goals in a constructive, collaborative environment and gain knowledge and confidence to apply road-mapping techniques.

**Regional** [Resilience and Authentic Leadership for Entrepreneurs 10am-1pm 21st March at Entrepreneurial Spark, 1 Trinity Gardens, Newcastle](#) One of Creative Fuse NE's innovation pilots, this is a call to action event to find out about and get involved in this unique and developing project with a mission to connect entrepreneurs from the Creative, Design and IT Sector, developing an ecosystem which nurtures resilience.

**NELEP** [Recoding the Wall: A digital making day 9am-9pm 23rd March at FabLab Sunderland](#): An exciting Hack Day to investigate, experiment with, and modify a new artwork by Cate Wilkinson and Colin Rennie, Colour Field, a large interactive LED wall, which will be on display at Sunderland Fab Lab especially for this event. Meet the artists, access the code, and experiment with the hardware in a friendly and supportive environment. Anyone with an interest in creative and/or digital making, with all levels of experience and skills welcome. Daytime activity, plus an evening showcase and discussion event, inspired by Helix Arts Digital Drop-In Events.

**NELEP** Part of [Culture Hubs: Bespoke](#) workshops and hands on support for the creative economy, especially rural and small traders, artists and craftspeople, [Digital Developer](#) is for those who want to improve their existing social media presence. 9.30am-4pm on either [20th March in Durham](#) or [27th March in Stanhope](#)

#### NEWLY ANNOUNCED SUPPORT OPPORTUNITIES OPEN TO THE CULTURAL SECTOR

**NELEP** [Digital Literature](#) New Writing North is the lead on this programme providing opportunities for creative writers to build digital skills capacity, brands and digital marketing competences. It includes seminars, mentoring, and online resources and an intensive web development programme for a smaller group of selected writers:

- [Digi Writer \(3rd, 4th, 18th, 24th and 26th April at Live Theatre\)](#) An open access seminar/workshop programme to help writers build industry and business knowledge and gain practical skills (ebooks, digital rights and contracts, audio, podcasts, social media)

#### CLICK ON THE LINKS TO REGISTER FOR ACTIVITIES or FIND OUT MORE

Activities are fully funded, but time limited. Eligibility for activities is shown for those registered in the NELEP area (Durham, Northumberland, Newcastle, Gateshead, N. Tyneside, S. Tyneside, Sunderland), Tees Valley or are regional and open to all.

[Sign up on the CFNE website here to get the latest news and updates](#)

- [Digi Create conference 11am-4pm 26<sup>th</sup> May at Live Theatre](#) A day long conference exploring creative ways writers are using digital technologies and distribution to develop their work and engage audiences
- [Digi Transform digital development programme April, May, June](#) An application led, bespoke, professional digital development programme for 15 writers
- [Digi\\_Resources](#) A bank of toolkits, advice and guidance materials which will launch in Autumn 2018, building on [New Writing North's existing resources](#)

NELEP [Creative Connections Createathon 9th and 13th April](#) - **apply by 23rd March**: Back by popular demand this two day innovation workshop enables cultural businesses to reflect on their enterprise and talk through current challenges and opportunities, with talented post graduates and Newcastle University academics

### ANYONE FOR CAKE? Creative Fuse NE's series of inspiring gatherings, a chance to explore, network and imagine

- **Regional** [CAKE 19 - Journalism: Creativity and Collaboration, 3-5pm, 22nd March at Hope St Xchange, Sunderland](#) Explore journalism's role in society and with new technologies and partnerships in finding, researching and publishing stories, the work of a pioneering journalism lab creating storytelling tools and projects working with artists and designers around online abuse of women politicians and telling stories in visually powerful ways.
- **Regional** [CAKE 20 - Maker CAKE 2-5pm 19th April at Northern Design Centre Gateshead](#): Celebrating and showcasing the North East's Maker Communities, exploring the intersections between craft and innovation (includes speakers from the Crafts Council, FabLab Sunderland and a Google Digital Garage masterclass)
- **Regional** [Innovative Women event blog](#) Find out what happened at the CAKE event in Teesside on International Women's Day exploring gender equality and identity and the creative and cultural community
- **Regional** [The Science of Performance](#) Find out what happened at the CAKE event hosted by Dance City last month looking at how technology enhances, complements and complicates art forms
- **Regional** [Music and Sound](#) Read the blog which shares views from the CAKE event at Durham, exploring the interface between music, sound and technology

### NEWS and VIEWS

- [Unfolding thoughts on producing immersive theatre](#) A blog giving a behind the scenes view of [Multiverse Arcade](#), an installation which will form part of Great Exhibition of the North this summer, an immersive experience for young voices to articulate the changes they need to see in the world (Creative Fuse Innovation Pilot – [Democratising Creative Processes in Theatre using Digital Tools](#))
- [Five Key Points from the Culture is Digital Report](#) Teesside University's Sam Murray picks out the key messages from the long awaited DCMS report about how digital is used in the cultural sector and what new ideas there are to influence policy and investment in the sector and invites you to send in your views
- [Studying your Business: How students could boost your innovation capacity](#) A blog about the potential for working with students and graduates from the region's 5 universities and the range of ways that Creative Fuse's blend of university-business collaboration can add real value
- [Cybercrime in the news](#) Creative Fuse innovation pilot Cybercrime Public Awareness and Behaviour, led by Northumbria University and working with Northumbria Police, creative and digital SMEs and young people, reports on how the progress of the research and how the findings have led to recommendations which are feeding into national policy around safe behaviours online

### BUSINESS INNOVATION ACTIVITIES AND SUPPORT ACROSS THE REGION

- **Tees Valley** [Creative Fuse Tees Valley's programme](#) of activities is developing in partnership with Innovate Tees Valley. Check the website and register for updates.
- **Tees Valley** [Rise and Design](#): A series of three events will tap into the unique expertise, challenges and opportunities of Tees Valley businesses. Creative Fuse Tees Valley is teaming up with RTC North to run this special programme of activity, inspired by the successful [Design Network North Rise and Design series](#). The first event will be 9.30-12.30 on 26<sup>th</sup> April at mima.

- **Tees Valley [Graduate Consultancy Programme](#)**: 30 businesses will benefit from working with a team of university staff and talented graduates over 4 weeks to embed a product or process innovation.
- **NELEP [Culture Hubs: Bespoke](#)** workshops and hands on support for the creative economy, especially rural and small traders, artists and craftspeople:
  - [Digital Developer](#) For those who want to improve their existing social media presence. 9.30am-4pm on either [20<sup>th</sup> March in Durham](#) or [27<sup>th</sup> March in Stanhope](#)
  - [Teach Your Art](#) For those who want to deliver or improve art or crafts workshops to the public. 9.30am-4pm workshops on either [17<sup>th</sup> April in Durham](#) or [24<sup>th</sup> April in Stanhope](#)
  - [Funding Finder](#) Two-part workshop with Durham University's funding team to share tips and advice about funding for creative businesses and organisations. [15<sup>th</sup> and 22<sup>nd</sup> May in Durham](#)
- **NELEP [Digital Business Innovation Programme](#)** for digital, tech and creative sector companies to explore business challenges with like-minded companies to explore new ideas and solutions
- **NELEP [Get Ready to Innovate](#)** 12 hours of action-packed support to equip you with a fresh perspective on your challenges and opportunities, with support to: start developing new ideas, concepts, products, services, strategies; experience new ways of working, supported by our innovation tools and approaches
- **NELEP [Creative Connections](#)** is a programme to support sole traders, micro businesses and SMEs in the Creative and cultural sectors, designed and delivered by the Newcastle University Business School Creative Fuse Team with the aim of giving people the time, tools and guidance to reflect on business needs and build and action plan through a series of targeted workshops and support.

## PLACEMENT PROGRAMMES – SUPPORT FROM GRADUATES, STUDENTS AND UNIVERSITIES

- **NELEP [Hothouse programme](#)** where a team of talented students from the University of Sunderland will work with you on a project brief around business challenges for 5-10 days to deliver fast turnaround solutions
- **NELEP esp. Durham [Durham University Student Placements](#)** Fully funded and supported placements as part of [Culture Hubs](#), from a few days to a few weeks, shaped around the particular needs of business hosts
- **NELEP [Interactive Media Design Student Placements](#)** University of Northumbria is offering a design service to organisations with digital projects, including website design, games design, app design
- **NELEP [Creative Fuse Placement Programme](#)** University of Sunderland's talented students or graduates will be paired with companies for short term flexible projects/placements to develop/test new products or services, engage with/research new markets and audiences, support design-led thinking
- **NELEP [Creative and Cultural Industries Placements](#)**: 12-week postgraduate placements from Northumbria

## FURTHER INFORMATION AND CONTACT

If you have questions about any of these activities or want links into the universities, do get in touch with me. My role is to support the cultural sector in the region to engage in the opportunities on offer, as well as to share learning and good practice from the [Creative Fuse North East](#) programme.

[Click here for all the previous Cultural Sector Updates](#) or [click here](#) to find out more about Creative Fuse NE and sign up to get updates about news, events and opportunities

Creative Fuse North East is supported by:



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