



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.

This update gives an overview of what is available or coming up as part of Creative Fuse NE, fuse-related activities, funding and news about what's happening next. If you haven't already done so, [sign up on the CFNE website here](#) to get the latest

CONTENTS

Creative Fuse NE – What happens now?

Creative Fuse Tees Valley Support

Creative Fuse Music Analytics Workshop 26th Oct

Coming soon: Viewpoints 2019

Audience of the Future Challenge funding for Immersive Technologies (Briefing 8th November at PROTO in Gateshead, deadline 28th November 2018)

ARROW: Innovation Catalyst and Accelerator support and funding for North East LEP area SMEs

PORTO: New support in creative learning for small businesses and organizations

AMPLIFIED: NESTA call for ideas from cultural & creative organisations for digital ideas to generate social impact (deadline 14th November 2018)

GX Project: Opportunities, events and support up to September 2019, including events in Oct and Nov

Creativity Festival for artists and creative practitioners (day delegate or residential) 16-17th November at Ushaw, Durham

University Gallery and new Woon Gallery of Asian Art opened at Northumbria

Arts Council England Consultation – the next 10 years: Online or session on 8th Nov at Gateshead

Cultural Sector Showcase (27th September) Event information and links to resources and support

Farewell, thanks and future contact

CREATIVE FUSE NE – WHAT HAPPENS NOW?

A message from Mark Adamson, Project Director

The project, which is continuing, has worked to explore, develop and scale the innovation capacity and potential as part of a growing regional economy, in particular, to contribute to the North East's innovation and economic strategies. It has presented new ways of cross-sector working and collaboration which we hope and believe will influence and support emerging regional and national policy development.

To that end, over the next couple of months, we will be producing a number of reports and a range of media, produced both by the extended Creative Fuse team and via independent evaluations. These are intended to not only tell the story of Creative Fuse and what has been learnt or explore, but also to consider what this may mean for practice and policy.

We have been, and still are, in active conversation with key stakeholders and we will ensure that we use the review and learning from the past couple of years to influence their thinking and approaches.

In the immediate short-term, **Creative Fuse is being extended to March 2019**. This will allow us to continue to deliver events and support during that time e.g. CAKE (Collaboration and Knowledge Exchange events), so we will still be visible and active.

Importantly, during this time, we'll continue with positive discussions with some of our funders around new or continued funding. The short extension to March gives us some time to properly develop and define a strategy for the next two to three years.

We've been very heartened and encouraged by the responses to date. Whilst this doesn't guarantee anything, we are ambitious and we are planning our next steps carefully. So, [keep in touch](#) and look out for further news and updates.

CREATIVE FUSE TEES VALLEY SUPPORT

Creative Fuse Tees Valley and Innovate Tees Valley are offering support to creative, cultural and heritage businesses in Tees Valley to grow through innovation, if you want to do new things in your business to create and improve services, products or processes. We'll help you identify possible solutions to your business challenges through a free innovation review to see if there are any areas in your business that could benefit from innovation support and capacity building.

This business development support is free to creative SMEs and freelancers who are based in Tees Valley, until December 2018. The project has multiple industry partners and several strands of activity to provide comprehensive support and advice. This means there are many ways to get involved, including:

- Business innovation support and specialist advice such as one-to-one business consultancy
- Fully-funded graduate placement programme delivered in a four-week block, and backed up by Teesside University academic expertise
- Innovation workshops on generating new ideas and turning them into action
- Access to facilities, including 3D printing, specialist testing equipment and lab space
- Support with introducing digital into your business

Creative Fuse Tees Valley can help identify how SMEs and freelancers in the creative and cultural sectors complement and add value to each other, sharing best practice and encouraging innovative ways of working.

For more information and to contact the team: email innovate@tees.ac.uk or phone 01642 384068

CREATIVE FUSE TEES VALLEY: MUSIC ANALYTICS WORKSHOP 26th October in Tees Valley

The Power of Music Analytics: Are you an emerging artist, DIY musicians or group looking to self-release your next record and based/registered in Tees Valley? Teesside University will be working with partners to deliver a unique programme to look at how the data analytics from Spotify, your PRS statement and your Facebook page could be used to create self-release plans hitting the people who are listening to your music every day.

Working with experts in a workshop and 1-to-1 sessions you will be taken on a journey to innovate new tools to help you plan where to sell your music, where to tour and what media to target.

[Click here to register for your free place](#)

COMING SOON – VIEWPOINTS 2019

Festival of Thrift, Navigator North and Creative Fuse Tees Valley will be announcing new activities and opportunities for late 2018 and 2019. These will follow on from the successful [Viewpoints 2018](#) project, three giant artworks commissioned by Festival of Thrift to provoke thinking about sustainable living. They were showcased across Tees Valley in summer 2018 and funded by Tees Valley Combined Authority.

AUDIENCE OF THE FUTURE FUNDING (IMMERSIVE CONTENT) BRIEFING AT PROTO 8TH NOVEMBER

[Audience of the Future Challenge](#) is part of the Government's Industrial Strategy and is a £33m for immersive technologies. There are a range of funding strands (challenges) focussing on different elements.

The next phase sees the launch of a new R&D fund, **Production Innovation for Immersive Content**. Up to £8m is available for business-led R&D projects that enable immersive content to be created faster, more efficiently or in new ways, which improve significantly on the current 'state-of-the-art' in the field.

The competition is open to all UK creative industry organisations working with immersive technologies. Single company projects can receive up to £250,000, while collaborative projects up to £1m. All proposals must involve at least one participant who is a content creator and develop tools, products or services for creating and delivering immersive content.

Deadline for applications: 12 noon 28th November 2018
Applicants notified: 11th January 2019

[Click here to find out more and how to apply](#)

A series of briefing events are planned throughout October. These events give you an opportunity to meet the teams behind the competitions, learn more about the scope of funding on offer, ask questions and meet potential partners and collaborators.

These events are free to attend, however as demand is expected to be high, early registration is essential:

North East Briefing Session: 1pm-4.30pm, 8th Nov at Emerging Technology Centre (PROTO), Abbott's Hill, Gateshead NE8 3DF

[Register free online here for the drop in session](#)

ARROW: INNOVATION CATALYST & ACCELERATOR SUPPORT FOR BUSINESSES

Newcastle University offers support through Arrow, a European Regional Development Fund programme for business/innovation support. Arrow aims to make it easier for North East* SMEs to engage with the University's academics, research and skills. The target sectors for support include life sciences and healthcare, creative and digital technologies.

**Businesses or freelancers registered in Northumberland, Durham and Tyne and Wear are eligible for support.*

Arrow's support is two-tiered, the **Innovation Catalyst** will match SMEs who have the potential to conduct research and innovation into new products, processes and services with current (and future) University capabilities and expertise in key technologies and sectors. Academics delivering the support to the SME will be able to employ at least one Innovation Associate who will enable an effective collaboration.

Underpinning this is the **Innovation Accelerator** which will provide financial stimulus of up to £20k to support research and innovation projects between SMEs, and external partners. The Innovation Accelerator scheme will stimulate Research, Innovation and Enterprise projects that are either generated from the Innovation Catalyst or via other University and SME interactions.

[Click here for more information, to register interest in the programme and to contact the project leads](#)

PORTO: A new programme delivering creative learning solutions for small businesses

Porto provides creative learning solutions for small businesses and organizations wanting to refresh, revisit or revise their values. Porto was established by Mo O'Toole and Anna-Maria Steel in Newcastle upon Tyne following their work with Creative Fuse North East where they recognized that small creative businesses often lack the opportunity or environment in which to explore innovation and development.

Porto offers small businesses the opportunity to step away from their daily tasks and review any aspect of the business that requires reinvention or support.

Working with facilitators Mo and Anna-Maria, creative businesses take part in Porto's pioneering 'Createathon' workshops in selected settings, (e.g. HE/FE educational institute or creative hub). Using a range of tools developed specifically for creative problem solving, challenges and opportunities are

investigated and innovation and growth is put back at the top of the agenda.

In addition to targeted evaluation for the small business with our facilitators, Porto offers FE and HE educational organizations the opportunity to incorporate the Createathon workshop into a syllabus, module or external programme for the benefit of their business students. Working with Mo and Anna-Maria, the students will work alongside small creative businesses enabling the latest knowledge exchange and cross-fertilization of ideas.

For further information, please contact:

Anna-Maria Steel : steelam@icloud.com

Mo O'Toole: mo@carruthersandkent.com

AMPLIFIED: NESTA Call for ideas from cultural organisations (digital ideas for social impact)

NESTA is [calling for ideas](#) from cultural and creative organisations to come up with a digital idea that addresses a social challenge and produces a social benefit. If you're chosen, [Amplified](#) will help accelerate your digital idea with £10,000 in funding to get it off the ground and a mentor to help guide you through the opportunities and pitfalls as you look to amplify your social impact and get measurable results. **The deadline for expressions of interest is 14th November 2018**, with the shortlist announced on 5th December and final applications due by 11th January 2019.

[Click here to register an expression of interest](#)

GX PROJECT: Opportunities to September 2019

The [GX Project](#) is run by NewcastleGateshead Initiative, and will continue to run until September 2019, providing a range of opportunities for North-East SMEs and scaleups, including:

- A programme of workshops for SMEs to better understand and exploit information on emerging trends and sector developments
- 5 challenges (in collaboration with Innovate NE) where local SMEs will work with corporates and innovation support partners to develop solutions to pre-defined challenges related to a range of topics such as urban revitalization, independent ageing, mobility, and energy
- Business grants for specialist consultancy services to develop new products and services
- A set of collaborative partnerships between SMEs and research organisations to increase the Research & Development capability of local SMEs

- A series of innovation residencies where SMEs will host creative innovators to help them grow

Upcoming events and activities include:

Emerging Tech in Healthcare – Healthy Ageing 8.30-10.30am, 8th November at Proto, Gateshead

In collaboration with NHS Innovation we'll discover how SMEs can identify and act on the challenges and opportunities that come with increased tech adoption and the use of tech-based solutions to live well, feel well, and age well [Click here to register for a free place](#)

Emerging Tech in Smart Cities: Urban Resilience 8.30am-2pm, 19 October at The Core, Newcastle

How will emerging technologies enable us to survive and thrive in the face of growing challenges? As urban populations rise globally, and citizens continue to face a range of socio-economic challenges, how can emerging technologies be used to make our cities more resilient? [Click here to register for a free place](#)

GX Project Grants Scheme: The deadline for the first wave of grants was 5th October 2018 for grants between £1000 and £12500 for to support SMEs developing new products and services in a range of sectors and areas, including life sciences and health, creative, digital, software and technology-based services, business information modeling and immersive technologies.

[Check the website](#) for future updates about further grants and business opportunities

CREATIVITY FESTIVAL FOR ARTISTS & CREATIVE PRACTITIONERS 16th and 17th Nov, Durham

Supported by a team of talented artists, Durham Creatives is hosting this lively two-day Creative Festival to enhance connectivity across the creative sector, stimulate new ideas, highlight new commercial opportunities, and to inspire and enthuse.

Ushaw is a new art facility quickly establishing itself as a centre of contemporary creative practice with studio and exhibition space.

It's an inspiring place for artists, performers, designer-makers and participatory artists to get away from day to day matters and focus their energies purely on their create work in the company of peers, master practitioners and commissioners.

Confirmed contributors to date include; light installation artist Mick Stephenson, furniture designer-maker Nick James, illustrator Bethan Lake, poet Katharine Goda, musicians Gary Chaplin and Johny Brown, Visual artist Betty Brown, Community Arts Officer Debbie Connell, poet Ian Horn, Visual Arts Officer Lucy Jenkins.

[Click here to book a day delegate place for 16th November](#) costing £25 and including all activities, lunch, dinner and live entertainment.

[Click here to book a residential delegate place](#) (costing £45) and includes all the 16th November activities, plus accommodation and activities the following day up to noon.

There are also opportunities for artists to showcase their work. Contact jane@peopleintoenterprise.com

UNIVERSITY GALLERY AND NEW WOON GALLERY OF ASIAN ART OPENED AT NORTHUMBRIA

Northumbria's [University Gallery](#) has recently reopened in a new home in Sandyford Building on City Campus. The refurbished space includes the new Woon Gallery of Asian Art, which will operate alongside contemporary exhibition space Gallery North and the University's Art Collection.

Associate Professor Jean Brown, Director of the University Gallery, explained the Gallery's new structure and its ambitious plans for the future: "The refurbishment of the gallery spaces is the start of an exciting new period with a focus on widening participation and external engagement for the University and for Newcastle as a city.

The Woon Gallery of Asian Art presents the Woon Foundation Collection of Asian Art on long-term loan to the University alongside a number of contemporary pieces by Picasso, Warhol and Hirst. Together, these developments represent a hugely exciting new era for the University Gallery at Northumbria."

Gallery North is an experimental space used to showcase contemporary arts through a regular programme of practice research events and exhibitions. The University Collection is made up of around 3,000 paintings, drawings and sculptures as well as the archives of artists such as Norman Cornish and Charles Simms, which are used to support teaching, learning and research.

[Click here to find out more](#)

ACE: THE NEXT 10 YEARS Consultation online or in person (8th November at BALTIC Gateshead)

Arts Council England (ACE) are running an online consultation, supported by regional workshops, as the fourth phase of the national consultation on the strategy for their development, advocacy and investment approach from 2020-2030. This phase of consultation runs to January 2019. The final version of the strategy will be published in Autumn 2019.

[Click here to take part in the online consultation](#) and also to see the overview of evidence gathered as part of the national consultation. ACE recommend attending a workshop before completing the online consultation. [Click here to register for a free place](#) for a consultation session at 9.15am-1pm or 1.15-5pm on 8th November at BALTIC, Gateshead. Other sessions are available in Salford (6th Nov) and Leeds (7th Nov).

FUSION IN ACTION at the CULTURAL SECTOR SHOWCASE, 27th Sept 2018, Tyneside Cinema

A lively, though provoking and fun event, the Showcase involved people from all Fuse communities: universities, public sector, cultural sector, Creative Digital and IT sector. It was the culmination of the Cultural Sector Engagement Programme, hosted by Tyneside Cinema (as the lead organisation for NewcastleGateshead Cultural Venues) on behalf of the region's cultural sector over the last 18 months. This initiative opened up the whole Creative Fuse NE programme to the cultural sector in the North East.

The focus was on why and how cultural sector freelancers, microbusinesses and organisations had engaged with the Fuse programme across the region and what happened as a result. It was a celebration of genuine fusion between the Fuse communities and demonstrated a wide range of impacts:

- business innovation and development
- developing new products and services
- growing capacity, knowledge and skills
- introducing digital technologies to enhance cultural projects, products and services
- legacy initiatives, products and services that will have a long-lasting impact on the wider sector

A set of resources, information and links compiled for the cultural sector are available [online here](#), including:

- speakers and panel participants at the Showcase
- a series of films about Fuse activities
- cultural sector networks and partnerships
- digital and technology support and networks

FAREWELL, THANKS AND FUTURE CONTACT

The Cultural Sector Engagement Programme for Creative Fuse NE finishes at the end of October 2018. It has been a very small, but successful cog in the wheel of Creative Fuse NE.

The cultural sector in all its many forms, from freelancers and micro-businesses, small and larger organisations, charities and not-for-profits have been involved right across Creative Fuse NE. They have added value and creativity to the programme, made connections and links, built relationships with academics and Creative, Digital and IT experts, as well as receiving a wide range of support to put their business and creative ideas into practice.

As the Cultural Sector Engagement Broker, I would just like to say a personal thank you to everyone who has supported the engagement of the cultural sector in Creative Fuse NE activities over the last 18 months. This includes all the cultural network and partnership leads, as well as local authorities, individuals and key brokers who have helped to get the word out. I would also like to thank all the university teams who have been supportive of that engagement and to the core Creative Fuse Team at Newcastle University, which has done great work in co-ordinating and project managing the whole programme.

Finally, thank you to Tyneside Cinema for agreeing to host the Cultural Sector Engagement Programme as a member of NewcastleGateshead Cultural Venues, who agreed to work in partnership with the five universities to develop this initiative and to enable the whole regional cultural sector to get involved.

I recommended that you [sign up online](#) for the Creative Fuse NE updates so that you are kept informed of any future events, support, funding and opportunities.

Declan Baharini

[Cultural Sector Engagement Broker](#)
[Creative Fuse North East](#)
declanbaharini@talktalk.net

Creative Fuse North East is supported by:

