



Creative Business Support in North Kirklees

Starting Blocks

for pre-start and new creative businesses

January - March 2012

Graphic design
Music
Publishing
Performance
Jewellery
Painting
Fashion
Web design
Photography
Textiles
Multi-media
Sculpture
Film
Ceramics
practical workshops
topical networking event

creative people...creative ideas...create your future

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Loca is a service of



As someone who is either considering turning your creative skills into a business opportunity or is just starting up a new business venture, you will find **Starting Blocks** invaluable. Broaden your understanding of basic business skills and self-employment issues and create the essential survival toolkit to help you avoid the pitfalls and survive and thrive. Starting Blocks offers an intense series of practical sessions specifically aimed at **people just starting up in or new to business in the creative sector in North Kirklees**, focusing on business planning, financial control, marketing, time management and sales.

To take part in Starting Blocks you must have finished in full-time education, be considering or in the process of starting a creative business (or becoming self-employed), and be living and/or running your business in North Kirklees. Starting Blocks is free of charge but we expect you to show your commitment by paying a small returnable deposit and attending all of the sessions where possible.

Introduction to Starting Blocks: Robin Widdowson, Loca

Come along to an informal meeting to find out more about Starting Blocks. This is a chance to hear more about the workshops and what they will cover, ask questions and meet other creative businesses taking part in the sessions.

Wed 11 Jan
11.00 - 12.00

Plan Your Future: Paul Greetham & Phil Clegg, Business Mine, University of Huddersfield

What makes a good business plan and how can it help in the development of your business? Learn the basic principles of putting together a business plan and how to use it as a management tool to control your business activities and finances. The session will also give an insight into basic accounting and give you some methods to use to take stock of your monthly spend, work out what income you need to generate, and calculate what sales you have to make to hit your bottom line.

Wed 25 Jan
10.00 - 14.30

Marketing De-mystified: Laura Kirwan, Circle Marketing

How do you reach out to your customers, where are they and what do they expect from you? We will delve into the fundamentals of marketing and the reasons why marketing planning and research are crucial to your business success.

Wed 8 Feb
10.00 - 12.30

Time Management: Robin Widdowson, Loca

How are you currently using your time? Are you prioritising your workload effectively? Gain some practical tips on how to juggle multiple tasks and discover ways of improving your day-to-day working habits to boost your productivity.

Wed 29 Feb
10.00 - 12.30

Selling with Confidence: Alan Molineaux, Rooted Training

Selling is very challenging to most people and can seem quite intimidating. This workshop offers an insight into how to gain confidence in making calls, talking to clients without doing a hard sell, and building those all important long-lasting business relationships.

Wed 7 Mar
10.00 - 12.30

Networking events

Creative Connections is Loca's programme of regular networking events for creative businesses, bringing like-minded people together to share ideas, introduce their work and make new contacts. Guest speakers present business success stories and give useful information on local, regional and national developments and issues. As a Starting Blocks participant you will be sent an invitation to attend our next event so that you can come along and get connected.

Workshops are held at **Loca, Redbrick Mill, 218 Bradford Road, Batley, WF17 6JF**. The programme is free of charge but we require a small deposit to secure your commitment to attending each workshop. If having booked a place you do not attend on the day, your deposit will not be returned.

For further information contact **Loca** by phone **01924 488844** or email your details to **loca.admin@loca.co.uk**