

# Creative Business Support

## in North Kirklees

Music  
Ceramics  
Publishing  
Graphic design  
Performance  
Film  
Jewellery  
Painting  
Web design  
Fashion  
Textiles  
Photography  
Sculpture

### Starting Blocks

for pre-start and new businesses

**November 09 – April 10**

one-to-one support  
practical workshops  
topical networking events

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

01924 488844 [loca.admin@loca.co.uk](mailto:loca.admin@loca.co.uk)  
or visit our website at [www.loca.co.uk](http://www.loca.co.uk)

Loca is a service of



As someone who is either considering turning your creative skill 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 gain crucial knowledge to create the essential survival toolkit. Loca is delighted to bring you this programme in collaboration with Business Link Yorkshire. It offers an intense series of practical sessions specifically aimed at **people just starting up in or new to business in the creative sector**, focusing on business planning, financial control, marketing, presentation skills and time management to help you avoid the pitfalls and survive and thrive.

**Starting Blocks is free of charge to those taking part in Loca's Creative Business Support Programme and it is expected that you show your commitment by attending all of the sessions where possible.**

### Plan your future: Pat Coffey

What makes a good business plan and how can it help in the development of your business? Learn the basic principles of business planning 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 templates, and methods to use to take stock of your monthly spend and work out what income you need to generate to hit your bottom line.

**25 Nov**  
10 – 1:00

An opportunity to have a private one-to-one surgery to review your draft business plan and get helpful suggestions for improvement. Individual 30 minute sessions throughout the day.

**6 Jan**

Give your business plan a final once-over with a time saving online review to make some last adjustments. This will help you achieve a completed document to use for your ongoing development, show to the banks or discuss with possible funders.

Week of  
**18 Jan**

### Marketing de-mystified: Jean Kent

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

**12 Feb**  
10 – 1:00

After working on your market research and marketing plan in your own time you will have the opportunity for a full, confidential one-to-one review with a specialist advisor to get feedback and advice. Individual 30 minute sessions throughout the day.

**26 Feb**

### Presentation skills & self-promotion: Jean Kent

How well do you cope in uncomfortable situations - making cold calls, pitching to potential customers, negotiating prices, networking? This confidence building session of tips, techniques and solutions will help strengthen your communication skills and get you through those nerve-racking times.

**12 Mar**  
10 – 12:30

A practical follow-on session to put your skills into practice by pitching to the group about your business concept, the product/services you offer, or the customers/markets that you want to access.

**19 Mar**  
10 – 12:30

Having started to put learning into practice this session is your chance to feed back to the group about your experiences. It will also give us the opportunity to give you a critique of your group presentation to iron out any rough edges.

**9 Apr**  
10 – 12:30

### Time management: Pat Coffey

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

**30 April**  
10 – 12:30

## Networking events

**Creative Connections** is our programme of regular networking events, 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. Loca will send you dates and an invitation to attend these events throughout the year. Come along and get connected!

Workshops and one-to-one sessions are held at Loca. 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, Redbrick Mill, 218 Bradford Road, Batley WF17 6JF**, ring **01924 488844**, or email your details to **loca.admin@loca.co.uk**