



Loca is a small team based in North Kirklees and is part of Kirklees Council's Culture & Leisure Services. Having started as a European-funded project in 1998 we are now a permanent part of the Service with a Kirklees-wide track record in "arts and regeneration".

One area of our work is Creative Business Support, through which we provide advice, training and practical help to people running their own business (or trading as self-employed individuals/sole traders) in the Creative Industries.

By "Creative Industries" we mean...sculpture, ceramics, painting, textiles, publishing, web design, fashion, graphic design, jewellery, photography, film, multi-media, music, performance, dance, spatial and interior design, and so on....

Whether you're just setting out in self-employment, taking the first steps towards starting a business or already running a business in the arts/creative sector in the Colne Valley, we hope you'll get in touch.

www.loca.co.uk

For information or an informal chat contact Robin Widdowson

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Creative Business Support

in the Colne Valley

Music

Publishing Graphic design

Ceramics Film

Performance

Jewellery

Programme

2010

Painting

Photography

Web design

Multi-media

Sculpture

Fashion

Textiles

**one-to-one support
practical workshops
topical networking events**

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

T: 01924 488844 E: loca.admin@loca.co.uk W: www.loca.co.uk



Loca is a service of



About the programme

What is it? In March 2009 Loca launched a six-month Business Support programme for creative practitioners and small businesses in the Colne Valley on a trial basis, to test out need and demand. The pilot programme was well received and provided support which many creative businesses found valuable. This new programme to December 2010 follows straight on from that and includes workshops on business management issues, networking events and one-to-one advice sessions. Workshops are delivered by specialist facilitators and both Loca and Business Link Yorkshire will provide one-to-one surgeries tailored to individual needs.

Who is it for? The programme is open to anyone based in the Colne Valley (Slaithwaite, Marsden, Golcar, Linthwaite, Milnsbridge) who is self-employed, taking the first steps towards becoming self-employed, or already running a business in the arts/creative sector.

Who are we? For the last 11 years Loca (part of Kirklees Culture & Leisure Services) has been providing support to self-employed practitioners and small enterprises in the creative sector in North Kirklees. We've supported dozens of people in their business ventures, with many successes and good results.

What's on offer in the Colne Valley? A pick 'n' mix menu of opportunities which are free of charge.

- Individual surgeries - one or more advice sessions to give you a listening ear and focused help where you feel you most need it - from action planning, pricing your work and marketing to business planning, cashflow forecasting and assessing your business management skills
- Topical workshops - small group sessions looking at some of the "fundamentals" involved in successfully developing your creative practice/business, facilitated by people with creative sector expertise and first-hand experience
- A series of networking events - opportunities to make connections and contacts, meet and share ideas with like-minded people and hear from guest presenters who we think will be informative and inspiring

How to join? There's a simple registration process, starting with an informal discussion to tell us a little about your work and business ambitions. From there, we'll introduce you to the kinds of support that may be appropriate to your particular needs and look at how we can help develop your enterprise. By taking part in the programme, you'll be able to tap into some or all of the opportunities described above.

The programme is free of charge but we require a small deposit (returnable upon attendance) to secure your commitment to any workshop you book onto. Places on workshops and one-to-one surgery days are limited - for more information and an informal discussion please contact: **Loca, Redbrick Mill, 218 Bradford Road, Batley WF17 6JF**, call **01924 488844**, or email **loca.admin@loca.co.uk**

Diary dates to June 2010

Workshops	<p>If You Want to Get Ahead, Get a Tail The ABSOLUTE beginners' guide to using social media: Steve Manthorpe How can social networking sites work as a marketing tool? This plain English guide to leading and emergent social technologies will give you factual analysis on who uses them, how they use them, and why you should use them. Hear inspiring case studies of creative businesses using social technologies creatively, and get simple practical ideas to optimise your use of social networking.</p>	Thur 14 Jan 6:30-9:00 Watershed, Slaithwaite
	<p>First Impressions Writing attention-grabbing promotional material: June Russell Do you struggle with how to sell yourself and your products, skills or services on paper, or with finding interesting angles for your publicity? This workshop will help you identify your unique selling points and sharpen your copywriting skills to achieve promotional material which packs a punch and is free of those irritating, costly errors.</p>	Thur 11 Feb 6:30-9:00 Watershed, Slaithwaite
	<p>Dealing with Difficult Situations Presentation skills & self-promotion: Lianne Coates 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-wracking times.</p>	Mon 12 April 6:30-9:00 Watershed, Slaithwaite
One-to-one surgeries	<p>Money Matters Practical accounting & bookkeeping: Russell Smith This session will give an insight into basic accounting and help you identify what systems are best for your business. It will help you put those all-important financial management tools in place and cover the main benefits of doing so: financial control, taxation, accounting costs and borrowing from the bank.</p>	Mon 17 May 6:30-9:00 Watershed, Slaithwaite
	<p>Individual surgeries are great opportunities to discuss your business issues and ideas in a confidential setting to help give you focus and direction. Sessions are an hour long and run throughout the day from 10:00am - 5:00pm. Appointments in advance only - contact Loca.</p>	Monthly Watershed, Slaithwaite
Networking events	<p>Colne Valley Connections is a series of networking events which aim to bring like-minded people together to share ideas, promote their work and make new contacts. Guest speakers will present inspirational case studies and share ideas and information that will be useful in your own work. Come along and get connected!</p> <p>Make sure we have your email address and we'll send you information about each event 2-3 weeks in advance.</p>	Thur 28 Jan Wed 31 Mar 6:30-8.30 Watershed, Slaithwaite
Things to come...	<p>A taste of things to come...</p> <p>Workshops Making Time - Business and time management Take Cover - Copyright law and Intellectual Property Rights made simple Get Organised - Practical admin solutions to help put your business life in order</p> <p>Plus more one-to-one surgeries and Colne Valley Connections networking events.</p> <p>Details and diary dates for July - December 2010 closer to the time.</p>	July October November