

# CREATE

## South East



- Does your business have creativity at its heart? (eg: design, fashion, architecture, film, broadcast, createch, gaming, immersive, publishing, music, theatre, art, heritage, craft, media).
- Are you operating in Kent, Essex or Sussex?
- Are you ready to take the next big step on your journey to grow your business?

Create South East is designed to help creative businesses like yours. The programme will support you to develop the skills to secure investment so that you can achieve your ambitions for your company to grow. It is tailored to the needs of different creative disciplines, their respective markets, governance and distribution models.



## What do I get from the programme?

### 1-2-1 Mentoring

Expert mentors will work with you to craft a bespoke nine-month journey. Together you will address your challenges, explore opportunities and develop new networks.



### Peer to Peer Cohorts

You will be put together with a curated cohort of similar creative businesses. The cohort will support, champion and learn from each other throughout the programme.



### Tailored Workshops

Cohorts will take part in workshops that are designed specifically for them, covering business foundations and discipline or sub sector-specific challenges.



### Investment Opportunities and Networking

The cohorts will be introduced to creative industry investors and have exclusive opportunities to pitch for investment as part of the national **Create Growth Programme**.



Photo credit – Gun Hill Studios

## Who is Create South East?

Create South East is a consortium of businesses, agencies and local government bodies who have come together to work with national statutory agencies to deliver the South East part of the national Create Growth Programme.

Our purpose is to ensure that the support offered is high quality, relevant, up-to-date and discipline specific.



**“We warmly encourage you to join the Create South East programme so we can help you to realise your ambitions for your company. We work with potential investors across the UK, championing creative and digital investment opportunities and are delighted to be one of the delivery partners for the Create South East Programme”**

**Angels@Essex, Creative UK, Screen South, Wired Sussex**  
Proud delivery partners of Create South East.

## Applications and Eligibility

Every creative company is unique so we have devised an application process that enables us to get to know more about you and tailor our offer and recommendations to suit your needs.

Companies can apply at any time by submitting an Expression of Interest form. Eligible companies should

- be operating in Essex, Kent or Sussex,
- have a registered company with creativity at its heart.

If you are eligible we will invite you to meet a member of the team so that we can find out more about your business, and you can ask more questions about the programme.

## How does the programme work?

We break down the programme into four stages:

- 1. Diagnostic:** You meet with a panel of experts and investors to review your business model and initial investment proposition. All parties can then reflect on whether this programme is right for you.  
If you decide to proceed you will join a cohort of companies similar to yours. If you decide not to proceed, we will have access to your diagnostic and we will signpost you to alternative business resources within the region.
- 2. Define:** Working with a dedicated mentor, during this phase you will clarify your business growth plans and define the investment goals needed to support those plans. You will be part of a cohort of 15 similar businesses and attend workshops tackling foundation business skills that have been identified for your cohort via the diagnostic.
- 3. Craft:** Alongside your mentor you will design an investment strategy and shape its presentation, including pitching practice and presentation design support. Cohort sessions will tackle discipline or sector specific challenges.
- 4. Connect:** We will facilitate ‘soft’ introductions to creative industry investors, including a pitch presentation showcase. Participants will have access to support from the national Create Growth Programme and networks, including pitch events, investor networking and investment incentives (more details tba).

## Programme Partners



Photo credit – WHIST by APE, by Paul Plews

Head to the website and fill out our Expression of Interest form

**createsoutheast.org.uk**

**CREATE**  
South East