



arts and culture **business booster**

A **free programme** to help
Coventry's creatives grow
and learn new skills



West Midlands
Combined Authority

Commonwealth Games
Legacy Enhancement Fund



Funded by
UK Government

arts and culture business booster

Monday 11 November -
Friday 13 December 2024

Coventry City Council is launching a brand-new programme to support the city's arts and culture sector, with a special focus on smaller organisations and freelancers.

With funding from the West Midlands Combined Authority (WMCA) Commonwealth Games Legacy Enhancement Fund, we have created a programme of training sessions to help organisations and freelance creatives to improve their skills and to build more resilient businesses and practices. We have also partnered with Coventry University, University of Warwick and Co-Operatives UK to extend the offer to data, research and employee-ownership models.

With over 300 places available, the Arts and Culture Business Booster programme offers a blend of online and in-person sessions to suit different needs, providing opportunities to network whilst learning. The programme covers a wide range of topics including fundraising, marketing, writing of essential organisational policies and media skills. We have partnered with a wide range of organisations to deliver these workshops and sessions, which will take place between 11 November and 13 December 2024.

Places will be allocated on a first come, first served basis and some courses may have restrictions on the number of people attending from the same organisation. We will prioritise people and organisations who have not taken part in the WMCA Activate programme. All courses are free to attend. The programme is aimed at people working in the arts and cultural sectors in Coventry.



Book your place now

Visit coventry.gov.uk/businessbooster or scan the QR code to book your place

If you have any questions, please email artsdevelopment@coventry.gov.uk



Media Coaching

Delivered by
Coconut Communications

Tuesday 26 November
9.30am – 5pm

One Friargate
Station Square
Coventry CV1 2FL

» Who is it for?

Creatives who want to improve their ability to communicate their message across media platforms.

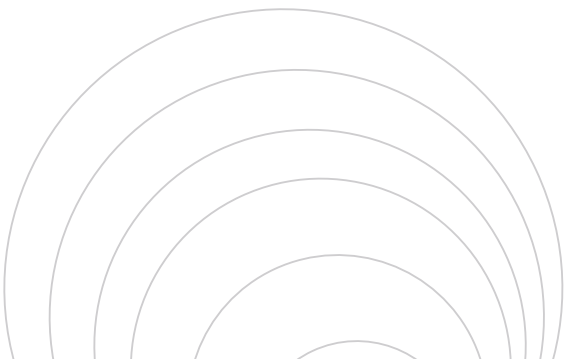
Coconut Communications will deliver media sessions that will ensure you are confident about giving interviews for TV, radio, print or online. You will become more confident about representing yourself and your organisation. They will help you to positively raise the profile of you and your organisation or work. Your tutor will be someone with years of experience working in the media.



coconut
communications

» You will learn:

- ⦿ How to work out the essential questions you should ask before agreeing to any interview
- ⦿ How journalists think and what they are looking for
- ⦿ How to make journalists more interested in what you have to say
- ⦿ The importance of body language for TV
- ⦿ Give you tactics to help you communicate what you want to say
- ⦿ How to deal with nerves and handle difficult questions



Essentials to Fundraising

Delivered by
Arts Fundraising & Philanthropy

Tuesday 26 November
10am - 1pm

Online workshop 



» Who is it for?

This course is ideal for individuals who are new to arts fundraising or those with fundraising experience but would like to expand on their knowledge.

» Recommendation:

We encourage those who apply for this course to also apply for the policy training courses delivered by Artswork.

» You will learn:

- ⊙ The importance of creating an effective fundraising case
- ⊙ Different kinds of fundraising streams from trusts and foundations to individuals, corporates and statutory income
- ⊙ Where to best focus your time to get the most effective fundraising return for your organisation
- ⊙ Top tips for bid writing and how to undertake effective fundraising research
- ⊙ How to approach your fundraising ethically
- ⊙ The latest trends in fundraising

Essentials in Application Writing

Delivered by
Arts Fundraising & Philanthropy

Tuesday 19 November
10am - 4pm

Belgrade Theatre, Corporation St
Coventry CV1 1GS



» Who is it for?

This course is aimed at people wishing to learn more about and develop practical skills in fundraising from trusts, grants and foundations. This is an introduction - intermediate level so come along if you know a little bit and would like to know more or if fundraising from trusts is new to you.

We will explore key skills needed to write strong applications and to successfully secure funding from trusts and foundations. You will have the chance to put your new skills into practise so come along with a project in mind.

» You will learn:

- ⊙ To "make the case"
- ⊙ Explore language tips to strengthen proposals
- ⊙ Budgeting for proposals
- ⊙ About AI's role in proposal development
- ⊙ How to incorporate effective evaluation for impact assessment
- ⊙ How trusts and foundations assess proposals
- ⊙ Methods for researching potential funders

Essentials in Corporate Fundraising

Delivered by
Arts Fundraising & Philanthropy

Wednesday 11 December
10am - 1pm

Online workshop 



>> Who is it for?

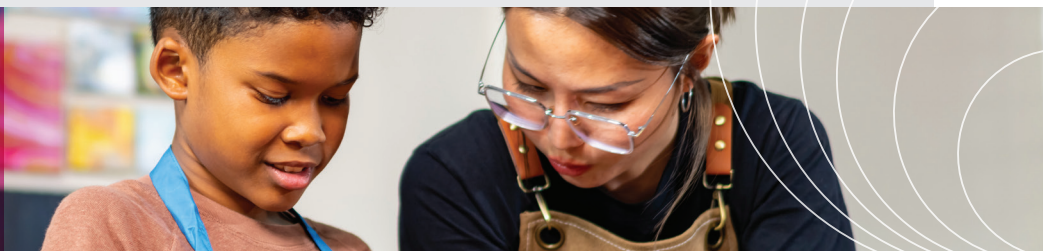
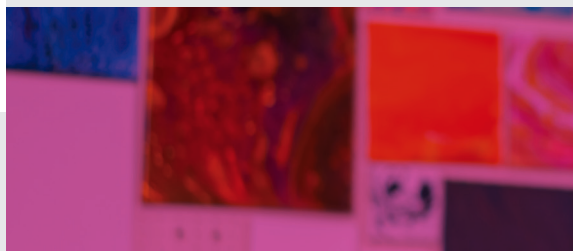
This course is for people who want to understand more about how to raise money from corporates. The course is excellent as an introductory tool for new fundraisers and those with little to no experience in corporate fundraising.

>> Recommendation:

We encourage those who apply for this course to also apply for the policy training courses delivered by Artswork.

>> You will learn:

- ⊙ The different ways to engage companies as part of your fundraising portfolio
- ⊙ The language skills required to attract and sell to businesses
- ⊙ How to identify your assets and create a vibrant proposal
- ⊙ Further resources to generate ideas
- ⊙ What companies are interested in when it comes to sponsorship or corporate social responsibility (CSR)



Safeguarding for the Cultural Sector

Delivered by
Artswork

Friday 6 December
9.30am - 12.30pm

Online workshop 



>> Who is it for?

Any cultural organisation or freelance artist who works with participants and wants to understand the importance of safeguarding, to support you in developing a safeguarding policy.

This session will provide participants with a comprehensive understanding of safeguarding responsibilities within the cultural sector.

>> You will learn:

- ⊙ How to recognise the signs of abuse
- ⊙ Specific safeguarding challenges in museums, galleries, and heritage sites
- ⊙ How to equip participants with tools and knowledge to create a safe environment for visitors and staff
- ⊙ Understanding the legislative framework for safeguarding
- ⊙ How to manage interactions with vulnerable groups
- ⊙ Practical steps for implementing safeguarding policies and procedures

Equality and Diversity in the Cultural Sector

Delivered by
Artswork

Friday 29 November
9.30am - 12.30pm

Online workshop 



>> Who is it for?

Any cultural organisations or freelance artist who wants to understand the importance of equality and diversity and how this knowledge can positively impact their organisation and practise.

This session aims to foster an inclusive workplace culture by equipping participants with a deep understanding of equality and diversity principles.

>> You will learn:

- ⊙ Essential legislative requirements including the Equality Act 2010
- ⊙ Application of equality principles within the cultural sector
- ⊙ How to address unconscious bias in the workplace
- ⊙ Promoting equal opportunities within cultural institutions
- ⊙ How to create an inclusive environment that reflects community diversity
- ⊙ How to identify and overcome barriers to inclusivity
- ⊙ Strategies for making working practices more accessible and welcoming

Health and Safety in the Cultural Sector

Delivered by
Artswork

Friday 13 December
9.30am - 12.30pm

Online workshop 



>> Who is it for?

Any cultural organisation or freelance artist who wants to have a comprehensive understanding of key health and safety regulations and how this informs their practice.

This session will provide a thorough overview of health and safety responsibilities specific to the cultural sector.

>> You will learn:

- ⊙ Key health and safety regulations relevant to the sector
- ⊙ How to conduct risk assessments and manage hazards in public spaces
- ⊙ To ensure the safety of both staff and visitors
- ⊙ Practical steps for preventing accidents
- ⊙ To ensure compliance with health and safety standards
- ⊙ How to implement effective health and safety practices in the workplace



What Kind of Creative Freelancer Are You?

Delivered by
Coventry University

Thursday 14 November
10am - 12pm

Delia Derbyshire Building
Coventry University
Cox St CV1 5PH



>> Who is it for?

This event is designed for freelancers in the creative and cultural industries.

This is a great opportunity for freelancers to utilise networking opportunities and take advantage of the chance to meet key staff from Coventry University who are involved in the creative industries. Refreshments will be provided.

>> You will learn:

- ⊙ About various freelance practices and their value in economic, cultural, and social contexts
- ⊙ Strategies for expanding professional networks
- ⊙ Techniques to connect with new collaborators, funders, and audiences
- ⊙ How to optimise freelance opportunities

An Introduction to Creative Technology for Arts and Creative Sectors

Delivered by
Coventry University

Wednesday 20 November
10am - 11am

Online workshop 



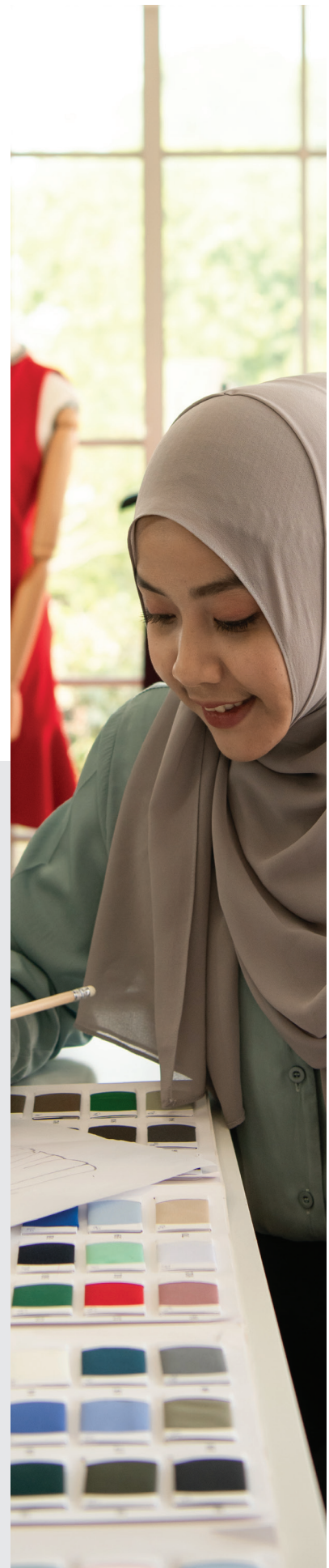
>> Who is it for?

This session is designed for professionals in the cultural and creative industries who are new to creative technology.

Get to grips with ever-evolving technology and its connection to arts, culture and creative industries. Learn how this can be applied to your work.

>> You will learn:

- ⊙ Key terminology and concepts of emerging technologies like AI, AR, VR, and haptics
- ⊙ How to integrate emerging technologies into your creative practice and dissemination
- ⊙ Real-world applications of these technologies
- ⊙ Ethical considerations and the role of EDI in creative technology



An Introduction to Research Skills for Arts and Creative Sectors

Delivered by
Coventry University

Thursday 21 November
10am - 11am

Online workshop 



>> Who is it for?

This online session is tailored for professionals in the cultural and creative industries who are looking to enhance their ability to research and evaluate aspects of their practice.

Good research skills underpin a great project and can unlock funding opportunities. This is a great opportunity to learn and enhance these skills.


>> You will learn:

- ⊙ How to define research or evaluation questions
- ⊙ To understand the value of qualitative and quantitative data
- ⊙ About key topics such as ethics and GDPR in research
- ⊙ How to determine the best approach for research and evaluation
- ⊙ Effective use of research findings
- ⊙ Introduction to useful sources and frameworks for creative practitioners

The Small Scale Development Programme

Delivered by
Arts Marketing Association

10am - 1pm

Online workshop. 
All modules must be attended.

>> Who is it for?

This programme is designed specifically for leaders of small cultural organisations.

Leaders of small cultural organisations can have many competing demands and this programme will support you in your role. It will help you reach and engage more people more often, realise your ambitions and drive a successful future.

You will learn:

- ⊙ How to define your organisation's vision and goals
- ⊙ How to develop a clearer understanding of your current approach to audiences
- ⊙ How to make marketing a key part of your strategic planning



Arts Marketing
Association





Monday 11 November
Module 1:
Vision, Purpose
and Brand

Understand what a vision is, how it shapes your purpose and relates to your brand. You will look at how your brand underpins everything from your online tone of voice to the strategic decisions you make.

Monday 18 November
Module 2:
Understanding
Audiences

You will gain the knowledge and tools you need to understand your audiences and who your potential audiences are. You'll use tools and frameworks to support your exploration of your audiences and what motivates them.

Monday 25 November
Module 3:
Developing
Marketing Strategies

Start to use frameworks such as SWOT and TOWS to take your planning forward. You'll have the opportunity to put these into action and test what works for you.

Monday 2 December
Module 4:
Marketing
Communications
and Evaluation

Learn the essentials of evaluation, measurement and what that means. Understand how to craft excellent messages that resonate with your audiences, which communication channels are best for you, copywriting tips and useful models to frame your communications.

Monday 9 December
Participant
Presentations

In the final session you'll have the opportunity to share your marketing strategy, your process and what's resonated for you.





How the Cultural Place Profiler and Place-Based Data Can Support Your Practice

Delivered by
Warwick Business School

**Thursday 28 November
3.30pm - 5pm**

Belgrade Theatre, Corporation St.
Coventry CV1 1GS

» Who is it for?

This session is aimed at individuals and organisations who need to show evidence of the impact of their work.

This would include providing evidence when applying to funding, as well as thinking about how to use evidence and data to target your work. Delivered across three sections, this session is designed to empower you with the tools and insights needed to harness place-based data for maximum impact.

This is a hands-on session, and it is advisable to bring a laptop or tablet with you to access the tools as they are being demonstrated.

» You will learn:

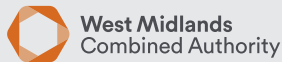
- ⊙ How to use the Coventry Cultural Place Profiler to shape your approach and to benefit residents
- ⊙ Explore national datasets and resources to strengthen your case for support and funding applications
- ⊙ How to utilise local data to create impact within your organisation
- ⊙ About examples of successful funding applications using place-based data

Can Being a Co-op Support Your Creativity?

Delivered by
**West Midlands
Ownership Hub**

**Tuesday 3 December
11am - 12.30pm**

Council House, Earl Street
Coventry CV1 5RR



CO-OPERATIVES UK



>> Who it is for?

Freelancers and small businesses in the creative and cultural sector.

A large proportion of people working in the creative and cultural are freelancers or small businesses. Forming a co-op with other creatives can be a way of doing your own work without being on your own. There is evidence that worker and employee-owned businesses are more productive and resilient than hierarchical organisations.

>> You will learn:

- ⊙ What a co-op is and how they work
- ⊙ About free, bespoke consultancy for creatives interested in forming a co-op
- ⊙ Ways the co-op approach improves efficiency, transparency and equity

Who Could Own My Business After Me?

Delivered by
**West Midlands
Ownership Hub**

**Tuesday 3 December
1pm - 2.30pm**

Council House, Earl Street
Coventry CV1 5RR



CO-OPERATIVES UK



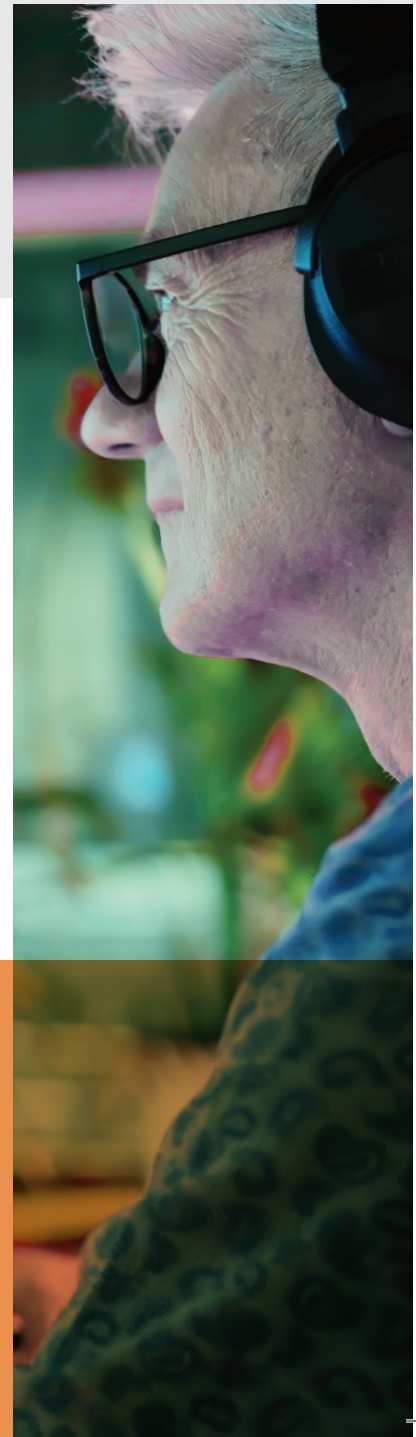
>> Who is it for?

Founders of creative businesses and arts organisations

Many organisations are set up by someone with a great creative vision that inspires those who work in it. But what happens when the founder needs to step back? Who can own the business next. It's never too early to start on your plan.

>> You will learn:

- ⊙ When to start succession planning
- ⊙ Where to go for further funded support
- ⊙ About the different options available



Go CV Introduction

Delivered by
Coventry City Council

Two sessions to choose from:
Tuesday 12 November
10am - 12pm

Wednesday 13 November
2pm - 4pm

Council House, Earl Street
Coventry CV1 5RR

» Who is it for?

All cultural organisations and freelancers who want to promote their brand to over 67,000 Coventry residents

Go CV is a free scheme for Coventry residents. Those registered can benefit from offers and discounts on events, activities and attractions as well as savings from local businesses. Any business or event is able to partner with Go CV.

Attendees will also learn more about the free marketing grants that are available until 31 March 2025 to support engagement with Go CV.

» You will learn:

- ⊙ How the platform can promote your organisation and how you can create offers for Coventry residents
- ⊙ About marketing opportunities available for your business or event through Go CV
- ⊙ Strategies for using the platform to reach potential customers and audiences
- ⊙ How to maximise the platform's benefits to enhance your organisation's visibility and outreach



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Commonwealth Games
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