

# creativedge

CREATIVE AND DIGITAL BUSINESS SUPPORT PROGRAMME **2019/20**



**Ards and  
North Down**  
Borough Council

Please sign up online to receive our ezine, or register your interest in our business support programmes and events at **[andbusiness.co.uk](http://andbusiness.co.uk)**

# creativeedge

The Integrated Tourism, Regeneration and Development Strategy (ITRDS) 2018-2030 presents a coherent vision for the pursuit of prosperity for everyone who lives, works and invests in the Borough.

To achieve this, Ards and North Down has developed the Creative Edge – a support programme to help develop and grow the creative and digital businesses, one of the key sectors identified.

Should you currently run or are interested in establishing a new high growth business in this sector, please register to benefit from the range of support available.

To attend any of the events listed, please contact the Business Support Team as follows:

- Email: [signaladmin@ardsandnorthdown.gov.uk](mailto:signaladmin@ardsandnorthdown.gov.uk), or
- Register your attendance online at: [andbusiness.co.uk/events](http://andbusiness.co.uk/events)
- Alternatively contact:  
Signal Centre, 2 Innotec Drive, Balloo Road, Bangor, BT19 7PD  
Tel: 028 9147 3788.

*Please note that all free event cancellations must be made giving at least 48 hours' notice, otherwise they will be subject to a £10 cancellation fee to cover catering and administration costs. Paid events cancelled [or no notification] within 48 hours' will be charged the full event price.*

## Events Listing

Mon 4 Nov and Mon 11 Nov 2019	<b>High Quality Product Photography Pays Dividends</b> 2 separate workshops Availability for both events is required 9:30am – 1:00pm	p4
Mon 11 Nov 2019	<b>Digital Café Bangor</b> 6:00pm – 8:00pm	p6
Tue 19 Nov 2019	<b>Creative Industries Visual Merchandising</b> 1:45pm – 4:00pm	p8
Wed 20 Nov 2019	<b>Showcasing Your Creative Business</b> 9:30am – 1:00pm	p9
Thu 21 Nov 2019	<b>Digital Café Hollywood</b> 1:00pm – 3:00pm	p6
Tue 3 Dec 2019	<b>Digital Café Newtownards</b> 6:00pm – 8:00pm	p6
Wed 22 Jan 2020	<b>Sustainability in the Creative Sector</b> How to design innovative packaging that stands out [but doesn't cost the earth] 9:30am – 1:00pm	p10
Wed 5 Feb 2020	<b>The Digital Network</b> 12:00noon – 3:00pm	p12
Wed 19 Feb 2020	<b>Économusée Tour for Artisan Food and Craft Businesses</b> 8:00am – 6:30pm	p13
Thu 5 Mar 2020	<b>Making Social Media Work For Your Business</b> Social Media Strategy for Beginners 9:30am – 12:30pm	p14
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## High Quality Product Photography Pays Dividends

**Monday 4 November 2019**

**9:30am – 1:00pm (finishing with light lunch)**

**Signal Centre, 2 Innotec Drive, Balloo Road, Bangor, BT19 7PD**

**Monday 11 November 2019**

**9:30am – 1:00pm (finishing with light lunch)**

**Signal Centre, 2 Innotec Drive, Balloo Road, Bangor, BT19 7PD**

**Cost: £25 (covers both workshops and mentoring)**

This series of two workshops is aimed at outlining the importance of using great photographs to build your brand and effectively market your business. You will also learn how to make best use of your photographs for social media and print purposes.

The workshops will cover how to approach and carry out product photography yourself and identify when you should employ a professional photographer. This will be followed by a workshop outlining how to post process and prepare images for uploading to social media and websites.

Following the workshops, participants will be offered 1-hour photographic mentoring at their own premises to include several shots of each participant's work or products by the course tutor/professional photographer.

*Places are limited to 10 participants therefore early booking is advised. Please note that delegates must be available to attend both sessions.*

## Retail Therapy

The route to market for creative businesses has become an ever-evolving landscape. With the identity of the high street changing every year, against a continually increasing number of online market-place options, it is a new responsibility for every creative entrepreneur to identify the best route to market specific to their business.

This programme will work with participating creative businesses to identify how best to bring their products and services to an as yet untapped market base. Whether your business is hoping to take products to a high street shop for the first time or set up their first e-commerce store, this programme will provide professional assistance in realising business growth ambitions through retail.

If you are interested in this, please send your details to **[niall.drew@ardsandnorthdown.gov.uk](mailto:niall.drew@ardsandnorthdown.gov.uk)**





## Digital Cafés

**Monday 11 November 2019**

**6:00pm – 8:00pm (light tea provided)**

**Redberry Café, 2-4 Main Street, Bangor, BT20 5AG**

**Free of charge**

**Thursday 21 November 2019**

**1:00pm – 3:00pm (light lunch provided)**

**Yard Gallery Café, 106 High Street, Holywood, BT18 9HW**

**Free of charge**

**Tuesday 3 December 2019**

**6:00pm – 8:00pm (light tea provided)**

**Little Wing, 12 Conway Square, Newtownards, BT23 4DJ**

**Free of charge**

Drop into one of our digital café events where we will be offering creative entrepreneurs the opportunity to network in a relaxed environment, while learning how creative businesses can make their marketing process less time consuming and more accessible through technology.

Creative industries are often characterised as having two hugely time-consuming processes to navigate: the designing and the making. But, in order to drive business and allow a creative venture to achieve profit, a third process is almost always required: Marketing.

With an emphasis on Facebook, the digital café will feature a live demonstration of how to design, implement and manage a digital strategy all from a smart phone. Participants will learn how to monitor and manage digital strategies and marketing campaigns “on the go” directly from their device.

## Digitise Programme

Digitise is a support programme aimed at Micro and SMEs across all sectors located in the Ards and North Down Borough Council and Newry Mourne and Down District Council areas.

It will offer a range of engagement opportunities designed to help businesses realise their potential through utilising emerging technologies and upskilling their digital skillsets.

The programme will:

- Advance the digital growth potential and employment creation potential of local small businesses.
- Support the creation of new and sustainable jobs.
- Provide accessible and need driven business support that will advance economic performance.
- Develop linkages between the business community and the Council.
- Develop collaborative working relationships with other Business Support Agencies.

The delivery of the programme will include the following structured engagements:

- Focused one-to-one mentoring identifying and targeting barriers to development.
- Digital Growth Workshops based around identified business needs.
- Masterclasses providing high-end expertise towards growing your business.

For further information or to register your interest contact Niall Drew at **[niall.drew@ardsandnorthdown.gov.uk](mailto:niall.drew@ardsandnorthdown.gov.uk)** or Tel: 028 9147 3788.

Alternatively contact Elaine McAlinden at **[elaine.mcalinden@nmandd.org](mailto:elaine.mcalinden@nmandd.org)** or Tel: 028 3031 3263.

*This project is part funded by Invest Northern Ireland and the European Regional Development Fund under the Investment for Growth and Jobs Northern Ireland [2014-2020] Programme.*



Invest  
Northern  
Ireland

## The Creative Network

Ards and North Down is recognised as having a vibrant creative sector, one that plays an important role in the development of the Borough. With such a wide variety of subsectors, the creative industries often operate independently from one another yet, in similar geographies.

The Creative Network aims to give the Borough's creative industries an opportunity to meet, network and address skills for future development. The network will promote collaboration, shared creative process and provide a link for local creative entrepreneurs to a local network and assistance from Council.

If you are interested in joining this network, please send your details to **[niall.drew@ardsandnorthdown.gov.uk](mailto:niall.drew@ardsandnorthdown.gov.uk)**

## Creative Industries Visual Merchandising

**Tuesday 19 November 2019**

**1:45pm – 4:00pm (tea/coffee available at 1:45pm, event begins at 2:00pm)**

**Londonderry Park, Portaferry Road, Newtownards, BT23 8SG**  
**Free of charge**

A successful business, capable of selling through a multitude of channels will be characterised as having effective merchandising, and the creative industries are no different.

Participants will learn from an expert how strong merchandising can strengthen a creative brand, facilitate ease of sale and allow the appearance of creative products and services to be presented with an appealing market-friendly approach.



## Showcasing Your Creative Business

**Wednesday 20 November 2019**

**9:30am – 1:00pm (finishing with light lunch)**

**Ards Business Hub, Sketrick House, 16 Jubilee Road, Newtownards,  
BT23 4YH**

**Free of charge**

This workshop is aimed at addressing the need to effectively showcase the products or services of a creative business in order to reach the desired market.

The workshop will be facilitated by an expert in this field, who brings years of experience working with companies from tourism, creative, telecoms and digital backgrounds. This has provided him with key understanding to better inform clients on how to best showcase their products and services. Participants will also benefit from 1-hour of mentoring on a one-to-one basis, with those being arranged via appointment and held at the Signal Centre, Bangor.

This event will also include an overview of digital supports provided by Ards and North Down that are available to creative businesses throughout the Borough.

*Places are limited to 20 participants therefore early booking is advised.*

## **Sustainability in the Creative Sector**

### **How to design innovative packaging that stands out (but doesn't cost the earth)**

**Wednesday 22 January 2020**

**9:30am – 1:00pm (finishing with light lunch)**

**Signal Centre, 2 Innotec Drive, Balloo Road, Bangor, BT19 7PD**

**Free of charge**

Great packaging draws attention and sends a message to your customers. It helps you to stand out and create a connection. The very best packaging can make your buyer part with their cash without even knowing why.

Packaging gives you an opportunity to tell a story, be creative and use texture, shape and colour. It tells the buyer something about you, your product and your brand.

Recycled or sustainable packaging can also communicate a strong message about your company's ethical approach to doing business. Trends show that consumers are demanding more sustainable packaging solutions as we face a growing environmental challenge.

This workshop will show you how you can continue to use innovative, interesting and creative packaging whilst considering ways to limit their impact on the environment.

Our workshop will focus on:

- An overview of some of the best ways to communicate your brand story using your packaging.
- How you can use design, colour, texture, pattern, humour, imagination and innovation to cut through the noise.
- How to use sustainable design practices to create packaging that is affordable, creative and emotive.



## My Creative Edge

The Creative Showcase for Europe's Northern Edge is an online platform which showcases the work of businesses and freelancers working in the creative industries within the partner regions of Europe's Northern periphery. In addition to Ards and North Down, partner regions are located in Sweden, Finland, Iceland and the Republic of Ireland.

The platform aims to increase international business for creatives working in the five regions and to increase connections and collaboration across Europe's Northern Edge.

If you're a creative business in Ards and North Down why not visit **MyCreativeEdge.eu** where you can create a free profile to showcase your work while discovering the stories and products of fellow creative entrepreneurs.

Here, you can discover what's unique about the creativity on the edge of Europe.





## The Digital Network

**Wednesday 5 February 2020**

**12:00noon – 3:00pm (light lunch provided)**

**Yard Gallery Café, 106 High Street, Holywood, BT18 9HW**

**Free of charge**

Ards and North Down has a vibrant and varied creative subsector operating in the many strands of what is often classed as digital. From the screen industries to music production, from photography to digital artwork and beyond, the Borough boasts a wealth of creative digital talent.

This event is the first in a series of networking events designed to give our local digital creatives an opportunity to learn more about, and be introduced to, the talent on our doorstep. The network will aim to make local companies aware of potential collaboration opportunities, provide network development and provide contacts that have real value for our creative digital businesses.

If you are interested in joining this network, please send your details to **[niall.drew@ardsandnorthdown.gov.uk](mailto:niall.drew@ardsandnorthdown.gov.uk)**

## Économusée Tour for Craft and Artisan Food Businesses

**Wednesday 19 February 2020**

**8:00am – 6:30pm**

**Londonderry Park, Portaferry Road, Newtownards, BT23 8SG**

**Cost: £20**

This tour is open to Creative Industries and Food and Drink Network Members within Ards and North Down and will visit several producers on the North Coast that have successfully adopted the Économusée model. Delegates will hear how this model has enhanced their business operations and the associated benefits. You will hear from the Causeway Coast and Glens Heritage Trust that has successfully worked with businesses in the area.

To register your interest in attending:

Email: [signaladmin@ardsandnorthdown.gov.uk](mailto:signaladmin@ardsandnorthdown.gov.uk) alternatively please contact Lisa Travers or Karen Lennie Tel: 028 9147 3788.

## NI Creative Trails

The NI Creative Trails mobile app is an initiative designed to connect creative businesses with a previously unconnected market – tourists and visitors.

The app informs users where creative businesses (that are open to the public) are located, where they are located in relation to the user's current location and what each can offer. The app is aimed at tourists, walkers, day trippers and people interested in the creative industries and once downloaded can be used offline.

To access the app, search on Google Play or the App Store:  
Northern Ireland Creative Trails

To be featured on this app or to find out more:

Email: [niall.drew@ardsandnorthdown.gov.uk](mailto:niall.drew@ardsandnorthdown.gov.uk)

Tel: 028 9147 3788.



**a creative  
momentum  
project**

## Making Social Media Work For Your Business

Following on from the demand expressed in August at the “Developing Sales Through E-Commerce” event, an expert in his field will be delivering two social media masterclass events. As a member of the official Facebook client panel, he will be using his industry knowledge to inform these two detailed events. You will be walked through how to set up Facebook Business Manager and how best to approach and use social media to benefit the growth of your business.

## Social Media Strategy for Beginners

**Thursday 5 March 2020**

**9:30am – 12:30pm (light lunch provided)**

**Signal Centre, 2 Innotec Drive, Balloo Road, Bangor, BT19 7PD**

**Free of charge**

You will learn:

- Setting up the social media channels that suit your business.
- Developing a posting schedule that really works.
- How to utilise Facebook Groups.
- Instagram Tricks and Tips.
- How to interact directly with Customers, using WhatsApp for Business and Messenger.

## Paid Advertising on Facebook and Instagram (Intermediate)

**Friday 6 March 2020**

**9:30am – 12:30pm (light lunch provided)**

**Signal Centre, 2 Innotec Drive, Balloo Road, Bangor, BT19 7PD**

**Free of charge**

You will learn:

- Setting up a Facebook Business Manager.
- Understanding Audience Structure.
- How to effectively use your videos or images for advertising.
- Advert budgets, what do you need to spend?
- Tips for making sure ALL your adverts are approved.

## Edge

### Event and Small Business Support Programme

The Edge Programme provides a range of support to businesses across all sectors. It helps to develop the skills and know how of business owners and managers, while ultimately assisting their business to thrive in an increasingly competitive market.

The Business Support Team has worked to establish local business needs through consultations, one-to-one meetings, focus groups and online surveys.

Training modules and events have subsequently been developed to assist businesses to improve processes and performance. Through a series of interactive sessions, networking events, business clinics and practical workshops, the Programme aims to facilitate economic growth and long-term sustainability of the Borough.

Attendees will have the opportunity to network with local business representatives to share ideas, raise their profile and develop business opportunities.

For more information on the support available through Edge, or to register for events, please visit **[andbusiness.co.uk/edge](http://andbusiness.co.uk/edge)**

Alternatively, please contact **[signaladmin@ardsandnorthdown.gov.uk](mailto:signaladmin@ardsandnorthdown.gov.uk)** or Tel: 028 9147 3788.



## Business Support Team

Signal Centre, 2 Innotec Drive, Balloo Road, Bangor BT19 7PD

Tel: 028 9147 3788, Fax: 028 9147 3485

Email: [signaladmin@ardsandnorthdown.gov.uk](mailto:signaladmin@ardsandnorthdown.gov.uk)

Visit: [andbusiness.co.uk](http://andbusiness.co.uk)



### Head of Economic Development

Clare McGill

[clare.mcgill@](mailto:clare.mcgill@ardsandnorthdown.gov.uk)

[ardsandnorthdown.gov.uk](mailto:ardsandnorthdown.gov.uk)

### Economic Development Manager

Karine McGuckin

[karine.mcguckin@](mailto:karine.mcguckin@ardsandnorthdown.gov.uk)

[ardsandnorthdown.gov.uk](mailto:ardsandnorthdown.gov.uk)

### Development Projects Manager

Alison Stobie

[alison.stobie@](mailto:alison.stobie@ardsandnorthdown.gov.uk)

[ardsandnorthdown.gov.uk](mailto:ardsandnorthdown.gov.uk)

### Development Projects Officer

Jayne Taylor

[jayne.taylor@](mailto:jayne.taylor@ardsandnorthdown.gov.uk)

[ardsandnorthdown.gov.uk](mailto:ardsandnorthdown.gov.uk)

### Creative and Digital Development Officer

Niall Drew

[niall.drew@](mailto:niall.drew@ardsandnorthdown.gov.uk)

[ardsandnorthdown.gov.uk](mailto:ardsandnorthdown.gov.uk)

### Business Development Executive

Allison Miller

[allison.miller@](mailto:allison.miller@ardsandnorthdown.gov.uk)

[ardsandnorthdown.gov.uk](mailto:ardsandnorthdown.gov.uk)

### Economic Development Officer

Maura Bettes

[maura.bettes@](mailto:maura.bettes@ardsandnorthdown.gov.uk)

[ardsandnorthdown.gov.uk](mailto:ardsandnorthdown.gov.uk)

### Assistant Economic Development Officer

Sharyn McMaster

[sharyn.mcmaster@](mailto:sharyn.mcmaster@ardsandnorthdown.gov.uk)

[ardsandnorthdown.gov.uk](mailto:ardsandnorthdown.gov.uk)

### Business Facilities Officer

Nicola Webster-Pickett

[nicola.webster-pickett@](mailto:nicola.webster-pickett@ardsandnorthdown.gov.uk)

[ardsandnorthdown.gov.uk](mailto:ardsandnorthdown.gov.uk)

### Business Researcher

Tory Killen

[tory.killen@](mailto:tory.killen@ardsandnorthdown.gov.uk)

[ardsandnorthdown.gov.uk](mailto:ardsandnorthdown.gov.uk)

### Finance and Funding Co-ordinator

Grace Gamble

[grace.gamble@](mailto:grace.gamble@ardsandnorthdown.gov.uk)

[ardsandnorthdown.gov.uk](mailto:ardsandnorthdown.gov.uk)

### Administrative Officers

Karen Lennie

Lisa Travers

[signaladmin@](mailto:signaladmin@ardsandnorthdown.gov.uk)

[ardsandnorthdown.gov.uk](mailto:ardsandnorthdown.gov.uk)