



**BUILD AND DEVELOP
YOUR BUSINESS AND
SKILLS**

**Somerset County Council
Creative Industries
Development Fund**

Becky Wright

Creative Economy Business Coaching & Workshops

“The whole coaching process has been the single most important business exercise I have participated in. It has improved my own understanding of my own business, opened my eyes to ideas I had not considered but most importantly made me consider my own position within my working life and start to create plans and goals essential for creativity” Shane Whitehead [Art of a Fine Nature 2011-2012](#)

New Leaf Life Design

Creative Economy Business Coaching

Are you a sole creative trader or part of a small cultural sector organisation in Somerset?

Would you like to develop your business skills?

How?

New Leaf Life Design has 10 free places of Creative Economy business coaching

- Each session of coaching lasts 90 minutes
- Each participant is entitled to a total of 2 sessions
- Each participant will be able to attend 5 workshops costing £5 each
- All participants will be invited to an evaluation half day in March 2013 (Held at Tracebridge)

Where?

New Leaf Life Design, The Coach House Suites, Rumwell Hall, Taunton, Somerset TA4 1EL

When?

[The workshops and first session of coaching will start in October 2012.](#)

Eligibility?

The Project will recruit 10 creative industries sole traders or small businesses.

A competitive application process will ensure that all participants are committed to sustainable business development. Priority will be given to applicants who have not benefited from training and business development initiatives previously offered to the creative sector in Somerset.

These participants will be creative sole traders or small cultural sector organisations. **Participants will need to be able to attend all five workshops, the evaluation and two coaching sessions.**

This project is funded 50% by Somerset County Council Creative Industries Development Fund and 50% in kind by the coach and associated partners.

Coaching for Creative Economy with New Leaf

Goals of the coaching:

- Greater confidence in creative industries managers by increasing personal development and skills
- Increased levels of sustainability by developing a stronger business model
- Awareness of greater 'business' potential by using social media
- Strengthened business networks, collaboration and partnership development through participation in a shared learning/business development programme

The coaching will help participants develop a competitive advantage by helping to create the conditions for growth in the creative sector.

Project Evaluation

The Project will be evaluated by Deborah Durrant and the project partners. Phil Dyer and Alex Roland Trendbuster Films and Your IT Now will be offering their services to do video testimonials as part of our evaluation. An evaluation report will be compiled in March 2013. The final part of the coaching process will involve a half day of Action Learning where the project will also be finally evaluated. Evaluation is key to this projects success.

*“An excellent experience that has really helped me and my business. I believe this is a great asset to other artists and would strongly recommend them to do this programme.....I feel very much more inspired and proactive towards my life goals and have increased my confidence dramatically.” Rob Ahob
[Goblin](#)*

The Workshops

10 additional places are open to non-coaching participants but people involved in the creative industries in Somerset, at £25 per workshop or £110 for all five.

Introduction To Digital Media with Jim Hardcastle Viper Marketing – Tuesday, 16 October 2012
[click here to book](#)

Developing Digital Marketing Part 2 with Jim Hardcastle Viper Marketing – Wednesday, 7 November 2012 [click here to book](#)

Bite Size Brand Building with Barnaby Adams Cuckoo Design Studio – Wednesday, 5 December 2012 [click here to book](#)

Designing Sales Success with Ray Evans Progressive Coaching– Wednesday, 16 January 2013 [click here to book](#)

Planning To Succeed In Your Market Place with Pam Knight White Knight Marketing – Wednesday, 6 February 2013 [click here to book](#)
[click here to book all five workshops](#)

Each workshop will be held at [Rumwell Hall](#) and run from 18:30 to 20:30, with a light supper on arrival.

Introduction to Digital Media - Part One - 16 October 2012

Developing Digital Marketing - Part Two - 7 November 2012



Jim Hardcastle

Viper Marketing & Communications Group

Introduction to Digital Marketing—Part One

Introducing you to the opportunities offered by digital marketing and social media

- How to plan your digital marketing (websites, e-newsletters, blogs and social media)
- How to run Facebook, Twitter and Pinterest accounts
- How best to integrate them within a coordinated and measurable digital marketing strategy

Attendees will gain a solid awareness of the main social media platforms and how to use them alongside their existing marketing. Attendees will leave with increased confidence, knowledge and skills.

Developing Digital Marketing — Part Two

- How to use web analytics to develop your digital marketing (websites, e-newsletters, blogs and social media)
- Integrating other popular social media platforms
- Simple Search Engine Optimisation
- Creating advocacy and sharing via social media

Attendees will gain planning skills that will speed up their use of social media alongside a greater understanding of how to analyse the results.

Jim has a background in the countryside and community sector where he developed his training and facilitation skills. His training portfolio includes marketing and social media, 'hands-on' project management, community involvement, facilitation and interpretation. Jim's in-depth experience of running projects means his courses are always grounded in reality.

Using a variety of approaches to marketing Jim helps organisations communicate more effectively. He has a proven track record in delivering creative and inspirational projects where the audience comes first. Many of his commissions involve training the client and involving their team so everyone 'gets it!' Jim has

developed a unique form of facilitation where the logical process stops many organisations ending up with boxes of un-used leaflets. His training and facilitation days are enjoyable and energetic where people can learn and smile at the same time.

Viper Marketing & Communications Group: specialists in digital marketing, social media, marketing training and strategic marketing planning. We help you to improve your marketing and communications through planning, strategy and tactical marketing campaigns. Digital marketing and social media often plays a part in our in-house training and planning sessions with public sector and commercial clients from law firms to national parks, small businesses to building societies.

Bite Size Brand Building - 5 December 2012



Barnaby Adams

Cuckoo Design Studio

The Bitesize Brand Building workshop will give participants a deeper understanding of the often-misunderstood subject of branding, helping them to see the big picture, to hold a long-term view and approach the promotion of their business strategically and enthusiastically. The workshop will also include an opportunity for individuals to begin the branding process, developing the vocabulary to describe their brand and in turn, building the foundation for all future design briefs.

Barnaby is a Proactive Graphics specialist who has developed an approach to branding called "Bitesize Brand Building". He has a HND in Graphic Design and a degree in Design (Packaging). Over the last decade, Barnaby has worked in the design industry as both a agency designer and a freelancer and also headed-up an in-house design team. 5 years ago, Barnaby set up Cuckoo Design Studio - a small design studio in Somerset with clients ranging from self-employed individuals to global organisations.

Barnaby was a participant on the Creative Economy Coaching course in 2011. See what he and other participants had to say <http://youtu.be/wk9vyWV3duU>

Designing Sales Success — 16 January 2013



Ray Evans

Progressive Coaching

Making a sale is like painting a picture

Within this workshop we will be looking at:

- Identifying and understanding unique qualities - how this sets us apart from the competition
- Valuing our work – making sure we are aware of all our production costs and overheads to be sure we sell at a profit
- Our target customers – who they are, where we find them and how to approach them
- Selling our work – how to improve our chances of converting interest into actual sales
- Closing techniques – ideas to use if your prospective customer just can't make up their mind
- Special offers – how offers can often increase our chances of making a sale

I started my career as an apprentice draughtsman within a company manufacturing Navigation Aids equipment. Early in the 1990's I chose a career change into sales, initially selling the drawing office products I knew well, while learning the new skills required. I have extensive experience in developing sales within manufacturing companies and distributors, at home and abroad. With a history of business growth coupled with increased turnover and profitability, I have demonstrated the ability to identify and influence decision makers from design departments through to purchasing and to director level.

More recently I have been using this knowledge to the benefit of others through consultancy and training. I currently utilise my knowledge and skills to enable small and medium sized businesses to realise, for themselves, similar success to what I have achieved, facilitating them to accomplish their desires for business growth

So many small businesses are run by wonderful people with great skills and products but they don't always have all the knowledge required to be successful, and so many think they are alone. Bigger companies can afford accounts staff, admin support and sales professionals, small businesses have to do all this themselves constantly juggling all the balls and you know what, sometimes some get dropped. We can help you change that.

Planning to Succeed in Your Market Place - 6 February 2013



Pam Knight

White Knight Marketing

During this workshop we will cover:

- What are your drivers?
- What is your market?
- How is your market changing?
- Methods you adopt to reach that market
- Developing and nurturing your market
- Planning for success

Pam has worked in the field of Marketing and Business Development for the last 30 years. Her career started at the Daily Express within the advertising department and later led to leading a special publications unit specialising in business to business direct mail magazines.

Gazing through her crystal ball Pam foresaw the decline of the world of newspapers and took up position as the group marketing manager for Business Link and Somerset Training and Enterprise Council when they merged. This role involved editing a direct mail business magazine, heading up IT and rolling out the communication strategy.

In later years she worked for charities in a business development and fundraising capacity at Director level with targets of circa £4m per annum. She continued in this capacity for 12 years.

Pam now has her own business development and marketing company; White Knight Marketing Ltd and specialises in working with companies who need strategic marketing support. She is still very 'hands-on' in her practical approach and enjoys the new avenues to marketing that social media and technology have opened.

White Knight Marketing specialises in working very closely with businesses who either do not have their own marketing and communications departments or who do not have the level of expertise they may need strategically.



Phil Dyer
Trendbuster Films

My name is Phil Dyer and I am the boss at Trendbuster films. I set up Trendbuster films to help and support people with communication and learning difficulties to help them achieve their full potential. I get some support from the engine rooms in Bridgwater and also Alex (my PA) to help me to make my goals achievable.

As well as acting in several films for "bigger house films" I have also made and written my own film "one in a million" I am currently working on a new film project called "the bus buddy" which I hope will help promote independence for people with a learning difficulties.

I will be working with New Leaf to video the coaching testimonials and some parts of the group work.



Alex Roland
Your IT Now

My name is Alex and I run "Your IT now" a company set up to help and support people of all abilities to enable there to improve their life quality by using technology.

I am currently working with the very talented Phil Dyer by supporting him in his film work and also acting as his personal assistant. I have a 10 year background in social care and am only too aware of the unrealised potential many of the people who access that service have. I was very honoured last year to be asked by Becky Wright of New leaf Life Design to deliver the social media training/support to ten local artists as part of the creative economy coaching she delivered. I will be supporting Phil and offering my services during the digital media training.

Becky Wright-New Leaf



Becky Wright MSc, Member of Association for Coaching

Becky Wright, a full member of the Association for Coaching. She is an experienced professional life coach and executive coach who is well placed, to help both individuals and businesses. She directs the work of New Leaf Life Design and Harley Street Coaching. Becky is also a qualified Psychotherapist with a wide experience of helping people resolve difficulties. She is a published author of research and has a Diploma in Counselling and a Master of Science Degree in Counselling Research awarded by the University of Bristol.

Experience gained over many years has developed an insight and ability to identify, evaluate and address the core issues facing people and Becky can express these in a clear, concise way to help clients make positive changes in their outlook. Her open and natural style stems from a combination of technical knowledge with a practical approach, gained over many years, including extensive work within the education arena, Military, Health, Prison, Probation and Police Service. Such experience brings great insight and expertise to teach greater self awareness, self belief and motivation to help clients implement robust lifelong and positive change in their lives. She has delivered the coaching for the Creative Coaching Project last year with very successful results.

“The experience of reflecting back with someone all my ideas thoughts and insecurities has been invaluable....I have been given specific time through the coaching to really consider my working life and goals. Being more confident about my work has allowed me to make plans, produce work and realise my market potential.....The coaching has really kickstarted by business and the ideas I have for this, it has empowered to continue with my goals, I have a clear business idea and start up plan.” Helen Allcock notinthegallery.com

Becky Wright is a fully accredited member of BACP (British Association for Counselling and Psychotherapy). She has presented at numerous conferences including the BACP 2011 Coaching Conference and also became a finalist in the Cosmopolitan Woman of Achievement Awards for her work in education. She was co-awarded the “Innovation in Training Award” by Pavilion Publishing. She is a Fellowship Winner with the Winston Churchill Trust and a Fellow of the Royal Society of Arts. Becky was featured in [Psychologies Magazine](#) as a successful coach

Evaluation-March 2013



Katie Venner

Katie is an experienced coach and action learning set facilitator having spent ten years as Senior Associate with Action Learning Associates facilitating sets for the public, private and voluntary sector. Katie is an accredited provider of the ILM action learning facilitator development award, and runs facilitator training in the UK and abroad. She has used action learning in a range of work based situations and for the Government funded Cultural Leadership Programme she developed a programme of leadership training based on action learning facilitation. Her approach creates the conditions for people to work at their learning edge – combining an appropriate level of challenge with creativity and support.

Katie's background is in the cultural sector where she worked for 25 years and as a director with South West Arts responsible for education and training. She has worked as a freelance facilitator and organisational development consultant with a range of companies over the last ten years. In 2007 she set up Tracebridge Sourdough a small artisan bakery in Somerset with her husband.

Katie has an MSc in Organisational Change and is the author of "Action Learning Facilitator Training as Leadership Development", in Pedler, M. Action Learning in Practice, Gower, 4th Edition 2011.

Partners

List of partners involved & what each partner contributes:

Somerset County Council Creative Industries Fund - 50% funding the coaching

Your IT Now - IT Computer social media service afternoon workshop.

Viper Marketing and Communications - Jim Hardcastle - Social Media Rural Economies

The Space@ Tracebridge - Katie Venner - By providing project advice / supervision and support with the evaluation workshop.

Deborah Durrant - evaluator for work. She carried out an economic impact study for the Arts Council England.

Rumwell Hall to provide group work space for training courses / workshop with internet connection.

Ray Evans is a sales specialist local company who will deliver a sales workshop.

Trendbuster Films -Phil Dyer - Local Filmmaker raising the profile of people with learning disabilities within the film industry.

How to apply for Creative Economy Business Coaching

Complete the application form below or [click here to apply on line](#)

Name : _____

Position: _____

Business/Trading Name _____

Address: _____

Telephone: _____

Email: _____

Website: _____

Legal Status: Sole Trader / Partnership / Ltd Company

Date Trading Commenced/ Length of current business trading _____

Briefly Describe your business and how you hope the creative economy coaching will help you develop your business

Briefly describe your commitment to business sustainable development

CLOSING DATE FOR ALL APPLICATIONS FRIDAY 14 SEPTEMBER 2012

Please print and forward to Julie Madsen, New Leaf, Coach House Suites, Rumwell Hall, Rumwell, TAUNTON, TA4 1EL

How to Book a place on the Workshops

- [Click here to book online](#) A booking fee applies, but New Leaf will donate this fee to Taunton Bee Keepers.
- Or print this page, tick which workshops you would like to attend, and forward with payment by post

Workshops £25 each or £110 for all five

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Wednesday, 7 November 2012

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Wednesday, 5 December 2012

Designing Sales Success with Ray Evans Progressive Coaching–

Wednesday, 16 January 2013

Planning To Succeed In Your Market Place with Pam Knight White Knight

Marketing – Wednesday, 6 February 2013

All five workshops for £110

Please Note : We recognise that on occasions delegates will book onto courses and subsequently find that they are unable to attend. In these situations we ask that delegates notify us of their need to cancel as soon as possible and observe the following refund policy

- Full Cancellation made until 21 days (3 weeks) prior to the workshop 100% deposit is returned.
- Full Cancellation made 20 to 5 days prior to the first workshop session 50% deposit is returned.
- Full Cancellation made within 4 days of the first workshop session : NO REFUND.

Name : _____

Business/Trading Name _____

Address: _____

Telephone: _____

Email: _____

Brief description of your business:

Please print and forward with a cheque made payable to New Leaf to Julie Madsen, New Leaf, Coach House Suites, Rumwell Hall, Rumwell, TAUNTON TA4 1EL .