



In partnership with Westminster City Council

## MENTORSHIP PROGRAMME PROPOSAL

Douglas Richard and the City of Westminster  
August 2011

## WHAT IS THE SCHOOL FOR CREATIVE STARTUPS?

The School for Creative Startups is a new initiative launched by Dragons' Den panelist, Doug Richard in collaboration with Westminster City Council. It will supercharge 100 creative startups with the goal of creating the next wave of high growth businesses to emerge from the UK's creative industries, a sector which contributes £59.2 billion to the UK economy, provides 2.3m jobs, and accounts for 5.6% of the economy. The classification used for the programme is based on a list of 14 sectors as defined by the Department for Culture, Media & Sport: Designer Fashion; Art & Antiques; Crafts, Design; Advertising; Architecture; Film and Video; Interactive Leisure Software; Music; the Performing Arts; Publishing; Software & Computer Games; Television & Radio.

The School for Creative Startups builds on the success of the School for Startups, founded in 2008. It has an established methodology and programme focused on one outcome: the creation and growth of new entrepreneurial ventures. Over the past 3 years, S4S has taught over 10,000 entrepreneurs in the UK.

The Creative School for Startups course runs for one year. It is in the first year that most new businesses fail and our governing principle is that we provide the support to young businesses at the time when they are most vulnerable.

### THE PROGRAMME HAS 6 TYPES OF ACTIVITY:

- Boot camps: intensive multi-day learning events for all the entrepreneurs
- Workshops: 1/2 Day events centered on specific topics for all the entrepreneurs
- Small Group Sessions: 2 hour discussion groups broken down into each industry group for entrepreneurs working in similar market spaces.
- Web Calls: 60 Minute high fidelity web video conferences for all the entrepreneurs primarily devoted to problem solving and questions
- Mentoring: 1-1 sessions with experienced industry veterans
- Web Forum: Online, continuously accessible forums for immediate support and keeping in touch with the community

## THE MENTORING SCHEME

As part of the programme's curriculum of activities, a mentoring scheme has been developed to enhance the overall efficiency of the programme, providing a platform from which selected participants are awarded the opportunity to meet and develop relationships with successful, experienced and highly skilled industry leaders. These figures will act as Mentors, within his/her field of expertise/business. These encounters aim to provide the participating graduate with targeted coaching for the purposes of gaining relevant industry insight, guidance and experience. The programme will also act as a means of building the required business skill-set to become a successful entrepreneur in the creative world

Participating mentors will be from a diverse range of backgrounds, both business-orientated and professionals specifically from the creative industries. We are currently seeking professionals in the following sectors to help give a wide breath of expert advise to our creative startups:

- Business Management
- Finance and Accounting
- Legal Advice
- Domain expertise within creative industries

## WHAT WILL MENTORS DO?

Mentors will be presented with a choice of potential candidates from the pool of registered graduates, according to the field of operation and the nature of candidate's needs. Following the selection process, it is proposed that the initiative is structured as follows:

- Three One-on-One meetings over the course of the year
- One Phone call per Quarter

The meetings will provide an opportunity for candidates to present their various ideas and discuss the issues that they are facing. Mentors will be able to share their experiences and offer insight and a professional perspective. The meetings will not follow a specific formula but candidates will be briefed in advance by the Creative Startup team and mentors will be offered guidance if desirable.

Ongoing communication between participants is highly encouraged but will be left to the desires of the concerned parties. Mentors are always welcomed to get more involved with their creative startup at their own discretion, however our requirements will remain a minimal interruption on their professional obligations. At every stage of the programme, the Creative Startups team will be on hand to offer support to both mentors and candidates.

## WHY GET INVOLVED?

The School for Creative Startups offers an innovative and unprecedented approach to nurturing the next generation of leaders in the creative industries. Supporting homegrown creative business is not only beneficial to the UK economy, but also serves to maintain Britain's international reputation as an active advocate for the cultural sector and at the vanguard of new creative enterprise.

Working in the creative industries often requires a whole host of skills in addition to those required of a particular field. By providing a very practical entrepreneurial training, School for Creative startups will not only be supporting young businesses but also enabling them to begin actively contributing to the cultural and economic life of the capital. The structure of the programme equips talented individuals with the very necessary skills to bring their plans to fruition.

Mentors will be critical to the programme because of their capacity to offer first-hand insight and real life experience. By committing a few hours of time over the course of a year, the mentor will be providing a candidate with an invaluable opportunity to get direct feedback and guidance from an industry professional.

## ADDITIONAL BENEFITS

As mentors and supporters of School for Creative Startups, participants and their respective companies will benefit from the following initiatives:

- **Enhanced profile through a high impact communications campaign:**

The School for Creative Startups campaign will be supported by a high profile national media initiative spearheaded by Doug Richard – one of the UK’s leading commentators on entrepreneurship and a leading voice in the training of startups. The campaign will incorporate broadcast, print and online promotion and will position sponsors as supporters of the UK’s creative industries.

- **Network with some of the world’s most creative and high potential businesses:**

The campaign will provide connections and introductions to creative startup companies - the innovators of tomorrow. Westminster’s creative economy currently employs 90,000 people, providing sponsors with the opportunity to strengthen existing relationships in the Borough.

- **Exclusive Branding Opportunities on materials including:**

Correspondence with potential candidates

Black Book of Mentors – a highly sophisticated publication with a record of all the mentors participating in the programme. This will be available nationwide

Promotional material at trade fairs, fundraising events and conferences.

A link on the School for Startups website

Logo placement on e-flyers and invitations

Online mentor profiles on the S4CS website

- **Invitations to exclusive School for Creative Startups events:**

Mentor organizations will receive invitations to exclusive School for Startups events throughout the year to be used by mentors, clients or interested parties affiliated with the mentor organization.



## CONTACT US

To find out how to get involved or for further information about Creative School for Startups, please contact Myriam Blundell, Director of the Mentoring Programme at [myriam@dougrichard.net](mailto:myriam@dougrichard.net) or visit [schoolforstartups.co.uk/creative](http://schoolforstartups.co.uk/creative)