



# COCKPIT ARTS

## LONDON CREATIVE NETWORK

The London Creative Network Programme is an ERDF funded initiative, run by Cockpit Arts, SPACE, Photofusion and Four Corners, with the goal to assist small creative businesses in the digital image, design, designer making and visual arts sectors to grow.

The London Creative Network Programme at Cockpit Arts is a professional development programme designed to help craft makers to enhance their ability to advance their business – whether through new products and services, or new ways of doing things, or both.

This includes support to:

- Introduce new-to-the practice product ranges or services, or develop a new unique body of work
- Work in a new way, e.g. source manufacturing, change or alter production methods or technology used
- Explore new marketing materials or platforms, or create new promotional material to reach a different audience
- Design new back-end office systems to improve capacity for growth, or develop new skills to help the practice run more smoothly
- Develop strategic vision, goals and milestones, and project management skills

## APPLICATION FOR CONSULTANCY ENGAGEMENT

Cockpit Arts currently has consultancy opportunities available to work with craft maker businesses on the programme and invites applications from industry specialists who can deliver **workshops** on the London Creative Network Programme as below.

### **Workshops on setting up an online presence, maximising online sales, Search Engine Optimisation and Google Analytics.**

Specifically covering the following:

- First steps to setting up an online business/ presence. Aimed at those who are early in business or who do not currently have a website or web platform.
- Setting up a website for effective online sales. How to make changes to your existing website to maximise sales. Looking at the customer journey through a website.
- Search engine optimisation for small businesses. How to drive traffic to your website, search terms and using and analysing data to inform decisions about website design.
- Introduction to using Google Analytics and how to use the data collected effectively. With the ability to offer advanced instruction to those that need more detail.

- - -



**European Union**

European Regional  
Development Fund



# COCKPIT ARTS

Please supply a quote on headed paper stating the opportunity you are applying for with your hourly rate, day rate or workshop rate to Emma Sims ([emma@cockpitarts.com](mailto:emma@cockpitarts.com)), London Creative Network Coordinator no later than midday on the 18th January 2019.

## Notes for Applicants

We will be assessing all applications based on:

- quality,
- value for money,
- availability/ convenience,
- match with programme need.

In addition to this the following provides an indication of the way Cockpit Arts like to work and will **not** be used to score your application.

### What we look for in a workshop:

- Interactive, with a mix of solo and group learning activities and the opportunity to try out the tools and theory provided
- Uses up to date case studies and examples, tailored to be relevant to our client base
- Action focussed and pragmatic, empowers participants to make their own changes, whilst imparting substantive knowledge and skills
- Able to work with a range of points in business – from early career to established

### What we look for in a consultant:

- Collaborative and open to working with the in-house coaching team at Cockpit Arts, with co-delivery where appropriate
- Willing to tailor content to meet the needs of our participants
- First-hand in-depth knowledge and proven experience of their topic
- Knowledge and experience of working with sole traders, craft businesses, or creatives and artists

## ERDF

The London Creative Network project is part-financed by the European Regional Development Fund Programme 2014 to 2020. The Department for Communities and Local Government is the managing authority for the European Regional Development Fund Programme, which is one of the funds established by the European Commission to help local areas stimulate their economic development by investing in projects which will support local businesses and create jobs.

For more information visit [here](#)

London Creative Network follows the very successful New Creative Markets (NCM) programme, which supported almost 600 London-based freelancers and small creative companies from 2012 to 2015. Learn more about NCM [here](#)



**European Union**

European Regional  
Development Fund