



LETTERS OF SUPPORT

creative enterprise



To whom it may concern

As Managing Director of Business In Focus, a major business support agency based in SE Wales, I am very aware of the contribution of the Creative Industries to the local economy. I also see that there are gaps in the provision of focused business training and support to certain sectors such as the Creative Industry. Any scheme, therefore, that gives practical business skills to up and coming entrepreneurs in this sector in Wales is vital to the future of the region. The energy provided by Creative people operating in ordinary businesses is underestimated, and if they can be encouraged to stay in Wales, and set up their own businesses, the benefits will have a very positive effect on the economy.

Gareth Bray

Managing Director,
Business in Focus

Dear Sir/Madam,

The South Wales Chamber of Commerce and Centre for Business have been heavily involved with business development for the creative sector through its own Taste of Enterprise project. Its links to University of Wales Newport and the Covent Garden style regeneration of Newport market indoor gallery is a good example of partnership working.

C-E-C and specifically Julian Mallory Skinner have been highly effective associates for us in this work, providing the appropriate mentoring to this important sector, and guidance and support to assist the creative industry to maximize their potential in challenging markets.

Jules has also worked with our clients in accessing the appropriate funding from a range of schemes. He has also worked with our partner organisations to build strong relationships for the benefit of our clients.

Some Example clients are:

- * Anastasia Taylor Lind – Documentary Photographer
- * Ivor Prickett, Documentary Photographer.
- * Carla Reynolds – Ceramicist
- * Helena Sands, Fine Artist
- * Autografik – Graphic Designers
- * Punctum – Photography collective
- * Heulwen Phillips – Fine Artist
- * Jenny Jones – Artist
- * Gerrion Jones – Punk Exhibitor.

Clearly, this is just a small sample of a base of many clients that have developed their business with support from Julian.

We would have no hesitation in recommending Julian in any partnership with Atrium and wish him every success in the future

Yours truly,
David

David Russ.
Managing Director
Newport and Gwent Chamber of Commerce, Enterprise and Industry Limited
t/a Centre for Business
www.centreforbusiness.co.uk



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

We are able to support creative businesses under our business growth programmes. This includes general business assessment and business planning services; specialist support e.g. marketing planning; and mentoring. In these cases, businesses engage the services of consultants and can apply for WAG funding support in respect of grant aid towards the payments of said consultancy services. I'm pleased to confirm that we would consider Creative Enterprise Consulting as an appropriate provider of these services.... in addition I see some merit in the position that in your [creative industries] sector there be a case for providing sector specific start up seminars in addition to mainstream generic advice."

Keith Palmer
Head of Business Support
S.E. Wales
Welsh Assembly Government



Prince's Trust

To Whom it may concern,

The Prince's Trust business programme works with young people aged 18-30 who are unemployed, (ex) offenders, leaving care or underachievers, to help them set up their own business. Many of these young people lack confidence and motivation and the programme supports these young people to develop empowered and confident lives. We are experiencing a large demand in Wales of young people who are interested in starting new businesses in the Creative and Cultural industries including the media and entertainment sector.

We have been working with Julian Mallory Skinner from Creative Enterprise Consulting to help support and progress some of these creative businesses. Julian has been working in a mentoring capacity and has been able to help these young people focus on ensuring that their business is a viable proposition. Many creative young people have so many ideas that the chance to work with someone to explore their thoughts has helped them tremendously.

Working with Jules has enabled them to decide exactly what they want to achieve for their business and how they want to develop in the future. Jules has worked with a couple of young people who were on the point of giving up and have now successfully started trading.

We would welcome the creation of the Creative Entrepreneurship Academy that Creative Enterprise Consulting are setting up in partnership with Atrium Arts faculty at the University of Glamorgan as it will provide much needed and accessible short courses for our clients who wish to pursue starting up their business in the creative sector across the South Wales region.

We look forward to working in collaboration with Jules and wish him the very best for his venture.

Anita

Anita Thomas, Business and Volunteer Programme Manager, The Prince's Trust
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R E W Mr Shepherd
Bob Shepherd Associates

For whom it may concern

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Dear Mr Shepherd

As the MP for Newport East, I am aware of the contribution of the creative industries in business, but I note that there are gaps in the provision of business training and support meaning many have to just muddle through.

Any programme offering practical business skills to up and coming entrepreneurs in Wales is to be supported and will be a vital component in the economic regeneration of the region. Whether in general industry or set up in business students of the creative industries make a contribution that should be valued. It would be advantageous to keep them in Wales to enrich our economy.

Yours sincerely

Jessica Morden MP
Newport East

The Creative Industries provide an important contribution to the Welsh economy and culture. I currently lead the Heads of the Valleys Innovation Programme (HOVIP) and previously owned a business that was nominated for Wales Innovative Company of the Year. As a result, I would like to offer my personal support for any scheme that enhances the provision of practical skills to graduates with creative ability especially if some of those students are from the Valleys. Likewise, the Atrium-linked initiative is consistent with HOVIP's priority to develop business clusters, including the Creative Industries. Lastly, I can equally attest to the professionalism and capability of Creative Enterprise Consulting (CEC) given that two members of CEC provide project management support to HOVIP that has been very well received by customers.

Phil Burkhard

(This is a personal statement not attributable to either Merthyr Tydfil County Borough Council or the Welsh Assembly Government).



Currently there does appear to be a void within the Business Support function in Wales at moving creativity in both product and service from the incubator to a compelling Business model capable of delivering sustainable employment and income within the Welsh Economy. In essence this touches on the allied subjects of innovation and entrepreneurship both of which need a special approach if Wales is to maximise what can be delivered.

Regards,
Graham Morgan

Graham Morgan.
Director
South Wales Chamber of Commerce
www.southwaleschamber.co.uk