

Create Growth North East FAQs

Who is involved in the Create Growth programme?

Create Growth is a 17.5 million pound project funded by the Department for Culture, Media and Sport (DCMS) with a core objective to facilitate growth and investment within the creative industries.

It is being delivered in only six regions across England, including Greater Manchester, North East, East Anglia, West of England, South East and East Midlands. Various partners are involved in each region and Innovate UK are a key national partner to help provide and facilitate investment.

Who is part of the North East Create Growth Programme?

The Create Growth North East Programme is a collaboration between **The North of Tyne Combined Authority** and **Creative UK**. Seven local authorities across Newcastle, North Tyneside, South Tyneside, Sunderland, Gateshead, Durham and Northumberland are also supporting the programme. In addition, sector specialists including: Generator, Digital Catapult, North East Screen, New Writing North, Creative Fuse and North East Local Enterprise Partnership are also involved.

How are Innovate UK involved in the Create Growth Programme?

Innovate UK are an investment partner in the national Create Growth programme and are an integral part of activity across all six regions. Within these regions, they are running funding competitions to facilitate business growth. Various finance options will be available including grants and repayable investment. Competition 1 was launched in Nov 2022 and closed in February 2023. Competition 2 is in development and will be launched in Autumn 2023. Founders are encouraged to register their interest in the programme but stay up-to-date with the latest news and announcements.

Who is eligible for the Create Growth Programme?

To be eligible for support under the programme, you must meet the following criteria;

- Registered as a business on Companies House
- Trading or registered within one of the following areas; Durham, Northumberland, Gateshead, Newcastle Upon Tyne, North and South Tyneside and Sunderland. Teesside is not included in the geographic area for this programme.
- Operating across one of the following sectors; advertising and marketing; architecture; crafts; design and designer fashion; film, TV, video, radio and photography; IT, software and computer services (including gaming); publishing; museums, galleries and libraries; music, performing and visual arts.

Are there any other eligibility criteria?

We are particularly keen to hear from businesses who have creativity at their core and who have a strong ambition to grow and improve their business performance. For example, this can be in the form of advancing a product range, growing an audience, diversifying revenues, improving profit margin, becoming self-sustainable, securing investment or developing commercial partnerships.

How long does the programme run for?

The programme launched in November 2022 and will run until March 2025.

What does the programme involve?

Create Growth North East has a core focus of growth and investment. Throughout the duration of the programme, various initiatives will be delivered to help founders develop a growth strategy and prepare for investment. This will include open access events to learn from experienced founders, intensive development courses, direct mentoring, group workshops and multi-day residencies.

I'm a Charity/CIC/not-for-profit, can I apply?

This will be subject to the investment and growth ambitions of the founder. We know from experience that the legal structure of CICs and charities can exclude them from some types of investment so further discussion with the programme team may be needed to determine suitability after you have submitted an expression of interest .

What will it cost?

There is no cost for selected applicants. However, successful companies will not be reimbursed for their own time and may be required to contribute to the cost(s) of any associated travel.

Where does the programme take place?

Create Growth North East will be a hybrid program with both virtual and in-person engagement across the eligible regions.