

FACE

Framework for Accelerating Creative Enterprise

ARE YOU TRYING TO BUILD A BUSINESS
IN THE CREATIVE INDUSTRIES OF

Dance
Community Music
Music Management &
Live Promotion . . . ?

HAVE YOU WANTED TO START A BUSINESS OR
GO FREELANCE IN THESE FIELDS BUT FEEL YOU LACK
THE KNOWLEDGE AND SKILLS TO MOVE FORWARD?

HAVE YOU LOOKED FOR HELP & ADVICE FROM OTHER
ORGANISATIONS ONLY TO FIND THERE IS VERY
LITTLE OUT THERE ?

FACE is here to change all this and equip you with the skills
and support you need to give your career a real go

FACE - Framework for Accelerating Creative Enterprise

FACE is a £500k scheme to deliver support and training to 290 beneficiaries in Cumbria over its 2 year lifespan. It has been developed in partnership with Rural Regeneration Cumbria and Cumbria Cultural Skills Partnership.

Ninety individuals will benefit from fast track professional development (6 months during which they will receive a bursary payment) with the remaining 200 benefiting from access to intensive short courses delivered by national industry experts, and master classes presented by working professionals.

FACE is made up of three specific projects (Dance, Music Management, Community Music), which will deliver tailored training packages to dancers, music managers and community musicians (music leaders).

This training will empower the individuals to develop as professionals and support the creation of micro businesses. Beneficiaries will be drawn from a wide cross section of the community currently facing barriers to employment.

The FACE programme recognises the lack of existing infrastructure as a major barrier to success for individuals living in rural and urban areas affected by remoteness. FACE has at its core, access to national and European industry experts and mentors as well as master classes delivered by working professionals.

As well as providing unique access to the industry, the projects also include opportunities for beneficiary exchange with organisations from the “Last Mile” Development Partnership in the UK, Finland, Germany and Italy. It also provides an opportunity for selected beneficiaries to showcase work outside of the UK.

Key Features Of The Programme

90 hour programme

- ✓ **A programme of workshops /masterclasses**
- ✓ **Business skills workshops**
- ✓ **Access to a programme mentor**
- ✓ **Access to a programme co-ordinator**
- ✓ **Accreditation of your learning**
- ✓ **International Exchange opportunities**
- ✓ **Financial support for travel expenses and childcare**
- ✓ **A training bursary to a value of £1300.00**

30 hour programme

- ✓ **A programme of workshops /masterclasses**
- ✓ **Access to a programme co-ordinator**
- ✓ **Accreditation of your learning**
- ✓ **Financial support for travel expenses and childcare**

COMMUNITY MUSIC - The Community Music strand of 'FACE' is designed to take people from a range of musical backgrounds (those just starting a career in music leading through to those with a good deal of experience of leading participatory music-making activities) and support them to develop their own skills as music leaders and project managers.

A core group will have the opportunity to meet on a regular monthly basis for six months and become a supportive network of creative practitioners, developing project ideas into concrete proposals, and also developing their leadership skills.

A further 18 skills-based workshops will run alongside, for anyone wanting to learn new music leading skills and repertoire, or to try out a variety of exciting new musical opportunities in singing, percussion, music technology, band work and Early Years.

MUSIC MANAGEMENT - The Music Management strand of FACE is aimed at those people who have dabbled in the world of artist/band management and Live Music/Event promotion and want to take it further.

Many people think they are managing a band when they are getting gigs and providing transport. This is not the case. This strand of FACE will inform those who participate about all areas of the music industry, how they interact with each other and managers as well as how to build a plan or 'plot' for your artists.

Similarly many people produce a few small gigs to a good degree of success but don't know how to take it a step further by engaging with national agents, planning their own larger events or even moving into different towns to put shows on.

FACE will provide information and guidance for all these areas to ensure that participants are equipped to move forward with their new business. Using Music Industry experts, Generator, the North's Popular Music Development Agency will deliver this strand of FACE.

DANCE - The Dance strand of FACE is being delivered by a range of national dance organisations and notable choreographers. The Foundation for Community Dance and LUDUS Dance Agency's short courses will introduce professional standards and address issues of quality assurance.

Eight practical workshop opportunities will explore the body, different dance styles and choreography skills, and enable beneficiaries to extend their own creative practice. Four industry awareness opportunities will expand beneficiary understanding of the dance sector and their role within it.

The dance and movement strand is suitable for Cumbria-based dancers and movement specialists including existing and aspiring community dance artists, private dance school teachers who wish to diversify their business, higher education staff and students (final year only), physiotherapists and other medical and alternative practitioners working creatively with the body, authentic movers, aerobic and gymnastic instructors.

Applications and Selection

Email Peter Davies ASAP to get an application form:
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CCSP

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Programme Information & Timetables

Dance

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Music Management

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Community Music

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