

# LANCASHIRE FORUM - CREATIVE -

Business, leadership and innovation development programme designed specifically for Lancashire-based SMEs operating in the creative and digital sectors.



**European Union**  
European Regional  
Development Fund



## Lancashire Forum Creative

The Lancashire Forum Creative from The University of Central Lancashire (UCLan) is a brand new business, leadership and innovation development programme designed specifically for Lancashire-based SMEs operating in the creative and digital sectors. Unlike most 'one-size-fits-all' programmes the Lancashire Forum Creative has been designed from the outset with the needs of creative and digital SMEs at its core.

### What is UCLan's Lancashire Forum Creative?

The Lancashire Forum Creative will provide you with expert-led, industry-relevant learning that will help you and your business get ahead of the competition. Whether you attend 'Think Tank' events or join the in-depth Lancashire Forum Creative Extra, the programme is designed to provide you with the right knowledge, tools, techniques and support, to help your business develop and grow.

We use cutting-edge technology like Remerge to work with delegates to co-design parts of the programme; innovative facilitation tools like Lego Serious Play; and creative collaborative events like 'Hack Jams' to work on specific topics defined by participants. Alongside our expertise, experienced facilitation and technology, a strong, supportive network of like-minded peers underpins the programme. This means you will work with other business leaders at every step.

### The Options

As every business has different needs there will be different options opened to participants:

1. A series of 'Think Tanks'. These are innovative two day, expert-led workshops focusing on issues, challenges and opportunities pertinent to you and your business (e.g. Digital Marketing, Maintaining a Competitive Advantage). Each 'Think Tank' brings several speakers to offer insights from their areas of experience throughout the session and facilitated learning enables you to apply these insights to your context and decide how to put these into action.

2. An intensive (6 month) growth programme (Lancashire Forum Creative Extra). These are designed for senior managers/owner managers who want to develop their leadership skills and capabilities as well as grow their business. The Forum Extra combines expert-led input with opportunities to learn from a group of trusted peers who understand what it takes to run a successful business. The Forum Extra includes:

- An induction session to set the scene and introduce delegates to one another
- Sector-specific, expert-led 'Think Tanks' including: Strategic thinking and planning, Lego Serious Play, Innovation
- Site visit to a large regional business
- 'Hack Jam' event that brings technologists, creatives and businesses together to collaborate on a pertinent topic defined and agreed by participants
- Learning reflection and consolidation sessions to embed and apply learning

### Who will deliver it?

The Lancashire Forum Creative team at UCLan's Centre for SME Development has over 20 years' experience of designing and delivering growth programmes for SME leaders and senior managers. We know what it takes to make an effective, engaging, useful and enjoyable programme that is of real benefit to participants. We bring together expertise from across the other departments within UCLan including the Business School, the Leadership Hub and our creative and digital learning lab, as well as industry experts, to provide applicable, transferable, and relevant sector-specific knowledge and learning.



### Who is it for?

The Lancashire Forum Creative is fully funded to ERDF eligible businesses (meaning there is no cost to eligible participants) so all companies involved must:

- Be based in Lancashire
- Employ fewer than 250 full-time employees
- Have an annual turnover less than £40 million
- Have received less than £160,000 of publicly funded support in the last 3 years
- Be Business to business

### How much does it cost?

The programme is fully funded to eligible Lancashire based SMEs from creative and digital sectors.

### Where will the programme be delivered?

The Lancashire Forum Creative will be delivered at UCLan's campuses at Preston and Burnley.

### How do I join the programme?

To find out more and to sign up to one of our sessions contact:  
Elena Vasilieva at [evasilieva@uclan.ac.uk](mailto:evasilieva@uclan.ac.uk) or call 01772 894547 or visit:  
[http://www.uclan.ac.uk/business\\_at\\_uclan/lancashire-forum.php](http://www.uclan.ac.uk/business_at_uclan/lancashire-forum.php)