



Cultural Industries Development Agency

P R E S S R E L E A S E

Released: 07 December 2004

Increased support for creative enterprises in East London

CIDA, the Cultural Industries Development Agency is delighted to announce the arrival of two new advisers to enhance the level of support available to minority-led creative enterprises in East London. Lucy Kyle, CIDA's new Creative Industries Start-up Adviser and Andy Townsend, CIDA's new Creative Digital Consultant join the CIDA team with more than twenty years of combined creative industries expertise between them.

Lucy Kyle, CIDA's new Creative Industries Start-up Adviser is available to help new creative enterprises in Tower Hamlets, Hackney and Newham. People thinking of starting up a creative business will be able to work with Lucy on specially designed programmes of support tailored to their needs. Lucy will help new enterprises develop business plans, promote themselves to local markets and build up their profile. Lucy's work is part of CIDA's latest project 'Creative Routes - East London'.

Technology is becoming increasingly important to creative enterprises. CIDA has responded to this demand and appointed Andy Townsend, CIDA's new Creative Digital Consultant to work with established creative enterprises in Tower Hamlets, Hackney and Newham. Andy will help businesses to integrate digital technology and innovation into their work and help them to capitalise on new opportunities provided by digital technology. Andy's work is part of CIDA's 'Building Creative Industries Competitiveness' project.

Mhora Samuel, CIDA's Chief Executive said 'CIDA is extremely pleased to welcome Lucy and Andy to our team of advisers. These new appointments highlight CIDA's commitment to tackling key issues for the creative economy of East London including the need for enhanced support for ethnic minority, women and disabled-led, new creative businesses and the need to harness the opportunities brought by emerging technology.'

To find out more about CIDA's services, contact us on t: 020 7247 4710 e: info@cida.co.uk or visit www.cida.co.uk. For media enquiries please contact Helena Joyce, Marketing and Events Manager at CIDA on t: 020 7392 7317 or e: helena@cida.co.uk.



Notes to editors:

CIDA - the Cultural Industries Development Agency's mission is to be the most accessible source of creative and cultural industries support in East London. CIDA seeks to facilitate the growth of a culturally diverse and sustainable sector through targeted initiatives that contribute to policy, planning and regeneration. All CIDA's projects and services provide opportunities for creative and cultural enterprises to flourish and therefore continue to contribute to the vibrancy and socio-economic development of East London.

Building Creative Industries Competitiveness (BCIC) is funded by ERDF (European Regional Development Fund), the London Development Agency and the London boroughs of Newham and Tower Hamlets. This inspirational 4-year project runs from January 2003 to December 2006 and provides a free specialist business advice service to aid creative enterprises in Tower Hamlets, Hackney and Newham to realise both their business and their creative potential. Positive action is taken to ensure that minority and ethnic groups, women, and the disabled have equal access and opportunity for business growth, skills development and jobs.

Andy Townsend, CIDA's new Creative Digital Consultant has worked within the creative industries for over a decade, particularly in the music industry, working for Rough Trade, SSL, Warners, Nude Records and PIAS. He was Head of Marketing for Palm Pictures and latterly Head of DVD at the Metropolis Group.

Creative Routes – East London is co-ordinated by CIDA and part-funded by ERDF, the London boroughs of Tower Hamlets, Hackney and Newham, and Prevista, who are also key partners in delivery. This practical project aims to develop sustainable creative enterprises in Tower Hamlets, Hackney and Newham, through the provision of one-to-one business support, mentoring, business skills training, marketing support, showcasing opportunities and local market and supply chain development. The project supports pre-start-up and new start-up enterprises including sole traders, freelancers, partnerships, and small businesses. Black and ethnic minority communities, women, the disabled, the unemployed and young people are prioritised through this project.

Lucy Kyle, CIDA's new Creative Industries Start-up Adviser has over 10 years experience working within the creative industries. She was Marketing Manager at Wembley Arena, responsible for promoting over 150 live events a year and then ran the cultural department of Australia's largest marketing consultancy. More recently Lucy has focused on working with SME's and sole traders to help them develop profitable businesses, primarily within the performing arts and designer maker sector.