



CIDA
Cultural Industries Development Agency

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

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Welcome support for creative businesses in East London

CIDA expands its service to Tower Hamlets, Hackney and Newham

The **Cultural Industries Development Agency (CIDA)** is pleased to announce an expansion to its service and welcome Patricia van den Akker as its new **Creative Industries Business Adviser**. Patricia joins CIDA's experienced team of advisers providing business and marketing advice to cultural and creative industries in East London.

Patricia's role will be to head up CIDA's Business Consultancy Programme and the new **Building Creative Industries Competitiveness** project funded by ERDF (European Regeneration Development Fund), which has enabled CIDA to expand its service. This inspirational 4-year project runs from January 2003 to December 2006 and provides a free specialist business advice service to aid creative companies in Tower Hamlets, Hackney and Newham to realize both their business and their creative potential.

Companies in any area of the creative industries – including advertising, art, media, fashion, design, film, literature, performance and music - are eligible for support from **Building Creative Industries Competitiveness** and therefore benefit from CIDA's adviser's extensive experience in business and project planning, administration, marketing, business grants, manufacturing, mounting exhibitions and trade-fairs, exporting and international sales. The programme also offers access to professional consultants with specific expertise in finance, legal, intellectual property and creative industries markets. In the first quarter of this project CIDA have already provided in depth support to over 100 businesses - of which over 35 clients were BME-led, 50 were women (20 of these were women-led businesses), and 2 were disabled-led businesses.

If you are based in Tower Hamlets, Hackney or Newham and would like to find out more about CIDA services, contact us on T: 020 7247 4710 or E: info@cida.co.uk (www.cida.co.uk)

Notes to editors

The Cultural Industries Development Agency (CIDA) mission is to be the most accessible source of cultural and creative industries business support in East London. CIDA seeks to facilitate the growth of a culturally diverse sustainable creative industries sector through targeted sub-sector initiatives, contributing to policy and planning development and regeneration, creating opportunities for creative industries to flourish through economic, social, environmental and cultural activity, tourism and the visitor economy, and through ICT, learning, skills and education.

Building Creative Industries Competitiveness aims to develop the competitive advantage of creative microbusinesses and SMEs in Tower Hamlets, Hackney and Newham through a one-stop-shop for the creative industries, providing information, advice, business and marketing support services and targeted initiatives. Positive action will be taken to ensure that minority and ethnic groups, women, and disabled people have equal access and opportunity for business growth, sustainability, skills development and jobs, and do not face discrimination in the labour market and the workplace. CIDA will monitor the project performance by gender, ethnicity and disability.

Patricia van den Akker studied Graphic Design in Belgium and Arts Management in The Netherlands. During her career she has worked at the Crafts Council's Business Development Unit, as Events and Training Manager at New Designers in Business/Design Nation and as Studio Manager at product design consultancy Studio Levien. Her specialist areas include graphic and product design, photography, crafts, furniture, textile and fashion accessories, and interior design.

**For press enquiries please contact Helena Joyce, PR and Events Manager at CIDA
on T: 020 7247 4710 or E: helena@cida.co.uk**

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