



Cultural Industries Development Agency

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

Date: 3 November 2005

CIDA says farewell to its Chief Executive Mhora Samuel

After four successful years as the Chief Executive of CIDA, the Cultural Industries Development Agency, Mhora Samuel is leaving to take up the post of Director at The Theatres Trust.

Mhora's passion and vision built CIDA into the leading creative industries business development agency in East London. CIDA's team of advisers and consultants now provide advice and support to countless creative individuals and organisations across Tower Hamlets, Hackney, Newham and Waltham Forest. During her time at CIDA she also established and developed partnership initiatives such as Creative Links, the Creative Network, and the East London Cultural Tourism Group.

Saeed Khalique, CIDA's Chair, in thanking Mhora for her commitment to CIDA said, "Mhora will be missed. She has worked tirelessly to develop an inclusive creative economy in East London – her leadership has created possibilities for so many arts and creative organisations. I am very grateful to her and for her excellent contribution to CIDA's development."

Mhora Samuel comments, "Whilst at CIDA I have had the pleasure of working with so many dedicated and talented individuals and creative entrepreneurs. Their ambition and belief in their creative potential helped shape CIDA. I will not forget their enthusiasm. Nor will I forget the friendships I have made over the years. I will be leaving CIDA with many fond memories and take these with me to The Theatres Trust."

Mhora will depart at the end of the year and a recruitment process is now underway to appoint her successor.

For press enquiries please contact Helena Joyce, CIDA's Marketing & Events Manager at CIDA on t: 020 7247 4710 or e: helena@cida.co.uk.

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Notes for Editors

Cultural Industries Development Agency - CIDA is the leading creative industries business support regeneration agency in East London. It provides services to creative and cultural individuals and businesses including enterprise development advice, training workshops, fundraising advice, networking opportunities, a website and monthly e:bulletin with the latest creative news, events and opportunities, an online directory of creative services and support, a resource centre with useful publications, factsheets and funding databases, and consultancy services.

Creative Links: A unique creative industries support provider event and brokerage service produced and delivered by CIDA, supported by enterprise, training and creative support providers from East London, London-wide and nationally.

Creative Network: A partnership of informal training providers managed by CIDA including Betar Bangla, Digital Guild, Four Corners, Free Form, On the One, Oxford House, Theatre Royal Stratford East, and Urban Development delivering creative training to young and unemployed people across East London.

East London Cultural Tourism Group: A network of over 50 east London venues, galleries, museums, festivals and events promoters facilitated by CIDA who work together to promote the profile of East London to visitors. The groups recently launched the 'enjoy and explore east London campaign'.

The Theatres Trust: The Theatres Trust was set up by Act of Parliament in 1976. Its UK-wide remit is to protect theatre buildings of all types, and to make them better. It is an independent Advisory Non-departmental Public Body and a Statutory Consultee. This means that planning authorities are required by Government order to consult the Trust when considering planning applications affecting land on which there is a theatre. The Trust's main objective is to safeguard theatre use, or the potential for such use, but it also provides expert advice on design, conservation, property and planning matters to theatre operators, local authorities and official bodies, and provides an information service. Its recent projects include the report *Act Now!* on the need to modernise London's West End Theatres.

Mhora Samuel: Born in Edinburgh, Mhora, aged 42, started her career as a dancer and choreographer in Scotland before coming to England to work as Administrator for the Gregory Nash Group in Oxford. In 1989 she moved to London as Centre Co-ordinator for Chisenhale Dance Space. In 1991 Mhora was appointed as Director of Total Theatre, the UK lead body for physical and visual performance where she developed Total Theatre Magazine and the Total Theatre Awards, first presented in 1997 and now a well-established event at the Edinburgh Festival Fringe. She then worked for ABL Cultural Consulting from 1998 – 2001 on a range of capital feasibility studies and cultural strategies across the UK before joining CIDA, the Cultural Industries Development Agency in 2001 as Chief Executive. Mhora will start at The Theatres Trust as Director Designate in January 2006 and take over when Peter Longman retires in March.