



Creative Business

Objectives

Led by Scotland's third largest and newest college, Adam Smith College, this project will develop and test a creativity toolkit, including assessment software, by supporting new and recently formed small businesses in rural Fife. The aim of this activity will be to boost business performance and sustainability.

Activities

- Appointment of a project staff
- Creation and provision of a “Creative Business Centre”, with business start up units, on-site technical and business support
- Creation of a “Community of Practice” with online support for business processes, a database and benchmarking toolkit
- Creation and development of a creativity audit toolkit, featuring a bespoke “creativity audit” software with support materials and interventions based on outputs
- Application of the creativity audit to SMEs to engender ‘creative traits’ into standard high growth businesses
- Awareness raising of issues and solutions



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Outcomes

- Development of a bespoke “creativity toolkit”
- Supporting the creation and development of businesses using the bespoke “creativity toolkit” supported by business and Creative Industries personnel and facilities

Strategic Significance and Mainstreaming

Creating a process of evaluating and developing creativity in new and existing businesses in order to maximise the performance of new companies will support business development through the creation of new products and services, new marketing approaches and greater levels of innovation. This will lead to a more vibrant economy and further high growth.

For further information on Equal at Napier, please contact Ed Craig,
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Progress to date

Adam Smith College's new "Creative Business Centre" in Victoria Road, Kirkcaldy, already has five beneficiaries and five more are due to start shortly. Staff performing business support roles for the Icons project within the Centre are being trained in relevant Creative Industries software packages. Courses have been run in Digidesign Protools, AVID XPress, Final Cut Pro, Macromedia Flash, Director, Dreamweaver, Freehand, 3D studio Max and Adobe Photoshop.

The Centre has secured the status of 'Proscool' for Digidesign and SQA lead body for 'DIVA' – AVID related training for Scotland. This will allow industry standard accreditation to be offered to businesses in the Creative Industries sector. The development of the CCI "Creativity audit software" continues, as does the Beta testing of software with SMEs.



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