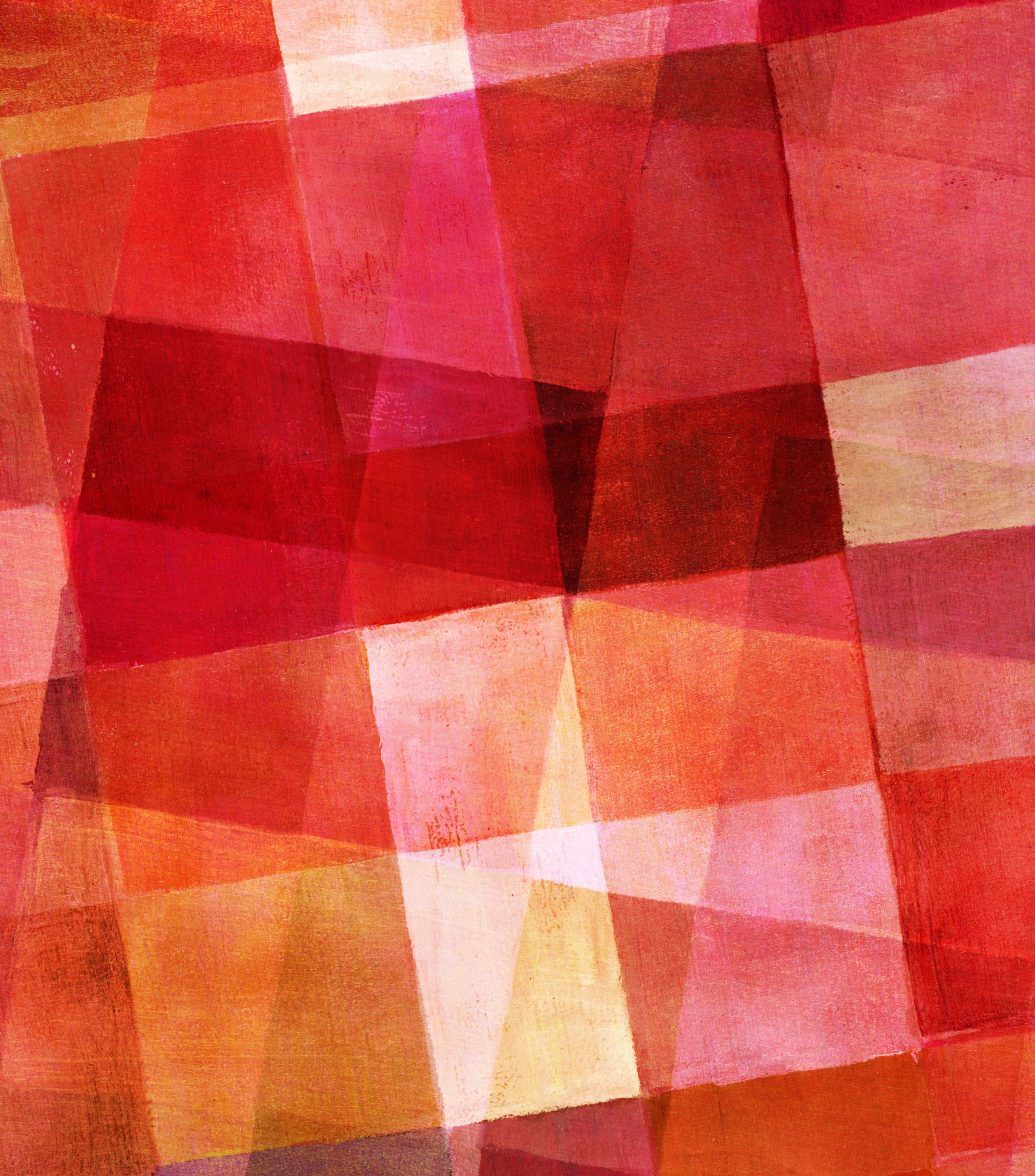




CREATIVE BUSINESS PROJECT PROPOSAL

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PROPOSAL OUTLINE

1. Project title and summary
2. Background
3. Aims and objectives
4. Structure
5. Methodology and methods
6. Timetable
7. Provisional budget
8. Dissemination (how will it be realised)
9. References

PROJECT TITLE

- *PATTERNS - How can a start-up company actively improve racial and socio-economic diversity in the creative industries?*
- Research project: Examining the issue of diversity, on both an ethnic and a socio-economic level, in the creative and entertainment industries. The research project will survey the existing platforms and their effectiveness before presenting an alternative solution in PATTERNS.
- Creative Business Project: PATTERNS are a first-of-its-kind creative marketing and production house, dedicated to progressing the quality of product and content in UK urban music. PATTERNS will operate as a pathway into the creative industries for the most talented college and university leavers from BAME backgrounds and under-represented socio-economic groups.



BACKGROUND

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- The **Creative Industries Federation**, in collaboration with **MOBO** (2015) produced a report examining the issue of diversity in the creative industries (Creative Industries Foundation, 2015).
- The findings of this report indicated that there had been a 12.5 per cent increase in the number of jobs in the creative economy held by Black, Asian and Minority Ethnic (BAME) workers between 2013 and 2014. However, when these figures are weighted against geographic employment statistics, analysis shows that this number should be closer to 18 per cent of the UK creative industries if it is to be reflective of the wider population (Creative Industries Foundation, 2015).
- There have also been a number of notable cases of within the UK urban music and entertainment sector in which organisations have been accused of “tone deaf” insensitivity towards marginalised groups and street culture (The Independent, 2018).
- It is put forward that many of these issues could be avoided by diversifying the racial and socio-economic makeup of the workforce to better represent the intended audience.

AIMS & OBJECTIVES

- PATTERNS primary aim is to provide creative solutions to major corporations, record labels and brands. Examples include:
 - "The Big Three" - Sony, Warner and Universal
 - Streaming platforms - Spotify, Apple Music, Tidal, YouTube Music, Deezer
 - Clothing brands/stores - Nike, Adidas, Selfridges
- These companies currently expend time and resources liaising with a variety of professionals. PATTERNS therefore act as a centralised base for the most talented creatives across the UK. Additionally, PATTERNS aim to address the lack of diversity within the creative industries and provide invaluable insight to ensure that the quality and authenticity of the output remains intact. PATTERNS serve as an intermediary between the parties to ensure both the partner and the client receive the best service possible.
- PATTERNS secondary aim is to develop the number one platform showcasing the best creative talents in the UK urban music sector. This includes the production and promotion of live events, music videos, playlists, podcasts, branded merchandise and more. Competitors in this marketplace include:
 - GRM Daily
 - Link Up TV
 - SB.TV

STRUCTURE

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➤ PATTERNS creative hub will be based in London, England and spread across four floors / rooms:

1. **Ground: Communal Space**

- 1. Communal area, PlayStation / X-Box, bean bags
- 2. Reception desk
- 3. Meeting room, Office
- 4. Youth group info, flyer board and picture wall
- 5. Work desk with charging points
- 6. Vending machines

2. **Level 1: Photo Studio**

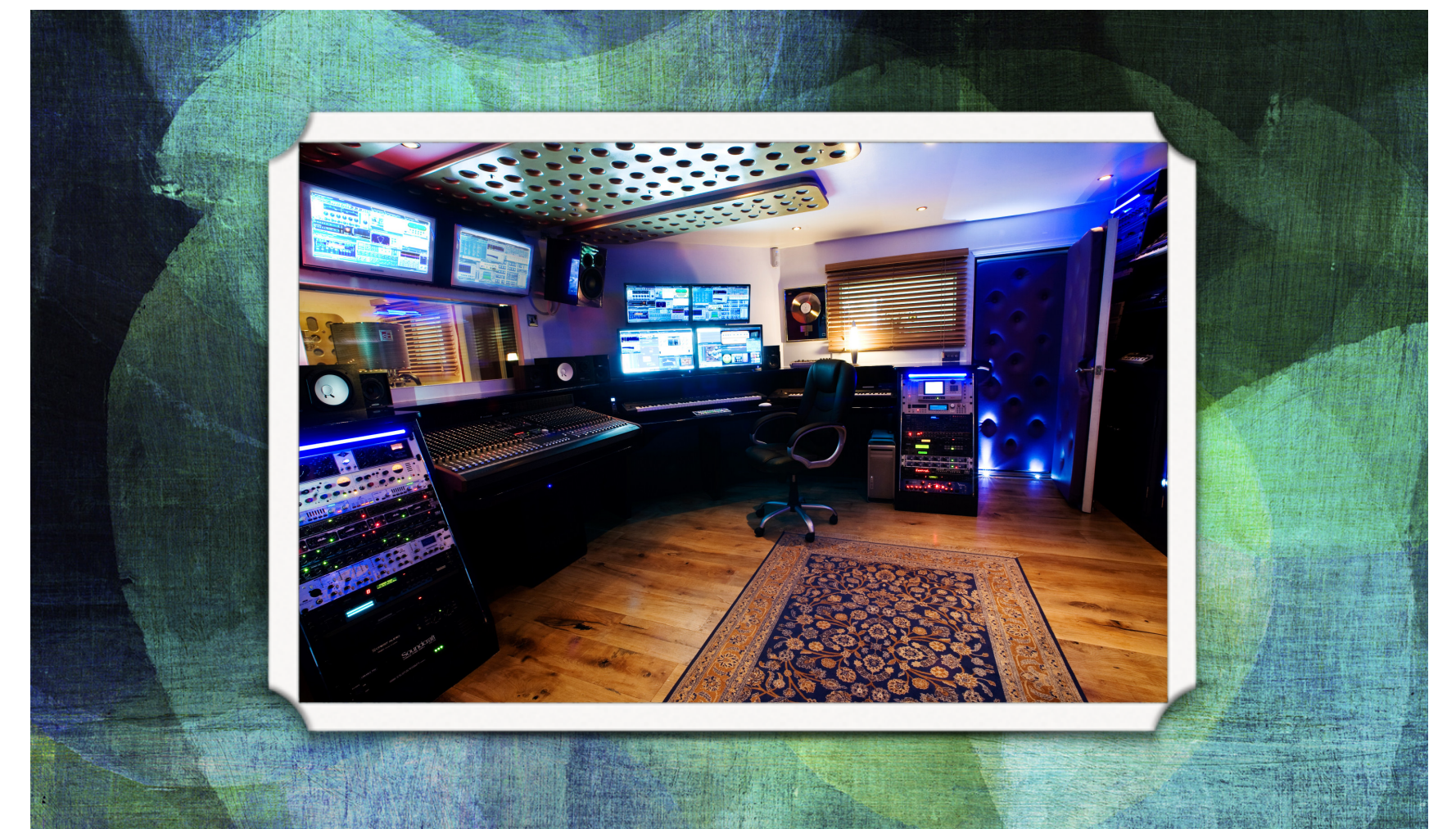
- 1. White room with white sheet wall
- 2. Lighting, strobe and smoke machine with built-in surround sound

3. **Level 2: Editing suite**

- 1. Video editing suite and post-production studio
- 2. Suitable for music videos, documentaries, films and photo editing
- 3. Basic microphone recording set up for quick dubbing needs

4. **Level 3: Recording studio**

- 1. Fully soundproofed recording studio
- 2. Comprehensive set up
- 3. Three rooms: main control, isolated vocal booth and basic writing room



Communal space, photo studio and recording studio.

METHODOLOGY AND METHODS

SWOT ANALYSIS			
Strengths	In-depth understanding of the sector	Forward-thinking and always seeking to provide solutions	Well connected with a variety of creative professionals
Weaknesses	First time leading a project of this size	Minimal existing infrastructure	Real estate in London at a premium
Opportunities	Can build a lasting network of creative professionals	Diversity is a major focal point for many companies at present	Currently no competitor in this area offering as comprehensive a service
Threats	Relying on freelance talent could prove difficult	Major company / brand could develop an in-house team	Existing creative marketing company could diversify their skillset and range of propositions

TIMELINE

Phase 1: Research and Development	Phase 2: Beta-testing and influencer marketing		Phase 3: Seed funding				
6-4 months ahead	3 months ahead	2 months ahead	1 month ahead	Pitch	1 month after	2 months after	3-6 months and beyond
Relationship building/ networking	Social media branding	Blogger & influencer promotion of playlists and teasing of future content	Mixer event for professionals within the network	Pitching to seed investors	Grow social media presence	Content live on all social channels	Legal, financial support and office space
UX/UI design of website and content portals	Engage with local print media	Drive email sign-ups for marketing purposes	Announce major partner with whom we will work on the majority of projects	Explaining concept and showing the work that has been done already	Competitions to encourage sign-ups to email database (Festival tickets, live show backstage passes)	Final reviews of funding	Working towards Round A funding to secure a building for studios and communal space
Audience insights	Test service with early adopters						
Sourcing major partners	Source creative partners	Meet with non- executive board/advisors					

PROVISIONAL BUDGET

- Total Seed Funding: £75,000
 - Salary: £24,000
 - Equipment (computers, cameras, lighting): £10,000
 - Legal / Financial: £5,000
 - Business start-up fees: £1,000
 - Marketing and promotion (web design, social media growth hacking etc.): £20,000
 - Activation event: £5,000
 - Contingency: £10,000

DISSEMINATION

- It is currently a pivotal time for Urban music and culture in the UK.
- Whilst many genres and scenes of yesteryear have faded away or been labelled as ‘fads’, Hip-Hop culture and urban music has lasted the test of time.
- This project can be effectively realised by tapping into the heightened attention and marketability that the culture has gained in recent times and connecting projects and brands with creative professionals who understand it’s roots.
- The success of this project can be measured by seeing a more diverse workforce in the creative industries in the next five years and by seeing greater audience engagement with existing products and services.

REFERENCES

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