

**Welcome** to this brief update on the StART project. We are keen to develop new and current partnerships, for example through mentoring, placement opportunities, or other forms of support. If you would like to further support our students as they develop these important skills for their future careers in the creative industries, then we'd love to hear from you.

For more information, or to get involved in any StART activities, please contact Michelle Phillips (Principal Investigator) or Ava Podgorski (Project Coordinator) on [StART@rncm.ac.uk](mailto:StART@rncm.ac.uk).

### Activity to date

StART Entrepreneurship Project: Interim headlines (Sept '20 - '21):

Over 5,000 hours of training offered to students across the three partners in the project: RNCM, University of the Arts and Royal Central School of Speech and Drama

- 168 creative industry partners and organisations engaged
- 390 events delivered
- 131 new materials produced for future work with creative industry students

### Overview

The StART Entrepreneurship Project (StART, Twitter: @StARTcreatives) is a collaboration between the Royal Northern College of Music (RNCM, project lead, Principal Investigator: Dr Michelle Phillips), the Royal Central School of Speech and Drama (RCSSD) and University of the Arts London (UAL).

StART aims to support the professional development of students within the creative arts. Begun in September 2020 following a grant of £902,154 from the Office for Students and Research England, the project seeks to enrich the entrepreneurial training provided at the three world-leading specialist arts institutions via new and enhanced tuition and a range of knowledge exchange activities. These include student workshops, professional placements, mentorships and networking opportunities with partner organisations across the creative industries

### Feedback from students:

"I am so grateful for the StART project. The whole programme was invaluable to me and has equipped me with the skills needed to pave my way into a music industry that is so rapidly changing. Without the inspiration from this wonderful scheme, I would have never been able to get to where I am today with my new charity - Musicians' Minds Together." [feedback on various StART activity at RNCM]



Live illustration created at the KickStART Creative Lab by [Camille Aubry](#)

**Two-day entrepreneurship bootcamp** 'KickStART Creative Lab' 5th-7th November 2021 on the theme of 'Connect, Collaborate, Create' for all students in the three specialist arts institutions (group sessions, keynotes, networking). Event trailer: <https://youtu.be/Z6e7NEP2FBo>.

- 79% of student attendees felt that the event was particularly well-tailored to entrepreneurship-related skills for creative industries students
- 73% felt that the event met the overall StART project aims
- 26% stated that the event had impacted on their future career plans
- Students overwhelmingly felt that the event was accessible, inclusive, engaging and useful

**Multiple in-curricular and extra-curricular sessions**, including speed networking, drop-in clinics, entrepreneurship awards, training in finance, project management, networking, team working, business skills, mentoring, talks with alumni and industry partners

**Research and evaluation** embedded throughout the project. See RNCM Research Forum YouTube video for full details of research programme and update <https://www.youtube.com/watch?v=lZP2cFmx-7Q>

**Prioritises access and inclusion** throughout (and is being used as a case study of access and inclusion by the funders).

Access and inclusion initiatives include:

- a dedicated Advisory Board member with expertise in equality, diversity, and inclusivity
- diversity in the range of speakers and mentors who work with students.
- public keynote talks to date have been live captioned (using a professional live caption expert) and interpreted live in British Sign Language
- dedicated research strand examining accessibility and inclusiveness of activity

### Project team perspectives

"Through this project we are seeing amazing change. The students have so many ideas and if we can provide them with the resources they need, I know they will change the shape of the future creative industries."

- Michelle Phillips, Deputy Head of UG Programmes, RNCM

"We view our in-curriculum teaching as a 'safe space' for students to learn about entrepreneurial concepts and test their ideas, while learning to feel comfortable with failure and iteration."

- Beki Gowing, Lecturer in Fashion Enterprise at London College of Fashion

"StART is all about dispelling the myths around starting your own business and having fun getting your ideas off the ground. Here at Central, we were delighted with the response to this year's Enterprise Award and we've been blown away by the diversity, creativity and sheer inventiveness of the proposals coming through this year. Our winners were chosen in a new format, an 'Enterprise Slam', video here:

<https://vimeo.com/646388859> (Password - R0YA!@456)"

- Jessica Bowles, Course leader for MA/MFA Creative Producing, RCSSD

### Want to get involved?



We would love to hear from anyone who would be interested in donating their time to work with our students, to help them grow and develop their artistic ideas, business, and organisations. Do get in touch with us by emailing [Michelle.Phillips@rncm.ac.uk](mailto:Michelle.Phillips@rncm.ac.uk) if you would like to join our team of mentors.

"I've met so many people that I know I will be working with in the future so thanks so much for making that space possible. You as a team are so strong, open, friendly and easy to speak to so thank you. I want to do more! I want it to be a weekly thing!" [feedback from KickStART Creative Lab]

"Being on the student advisory board of StART is one of the best experiences for project and personal development. ... I particularly appreciate how it values graduate opinion by involving recent graduates in some of the events and making resources available to a wider participant group." [Feedback from Student Advisory Board member]

RNCM  
ROYAL NORTHERN  
COLLEGE OF MUSIC

ual: university  
of the arts  
london

ROYAL CENTRAL  
SCHOOL OF SPEECH & DRAMA  
UNIVERSITY OF LONDON

Office for  
Students ofS

UKRI Research  
England

### Feedback from industry partners:

"I am buzzin'! Thank you for inviting me to join you and your students today. Thoroughly enjoyable" [industry partner feedback following speed networking event]

"I loved meeting the students and was really inspired by their ideas" [industry partner feedback following speed networking event]