



Short Courses for Industry

Creative Bath Professional Training

CASE STUDY

Overview

Bath Spa University successfully deliver a suite of bespoke training courses to local cluster group, Creative Bath.

About the Project

Creative Bath is a cluster group for creative people and businesses in and around Bath. Its primary aim is to facilitate growth and development of the local creative industry sector by providing a forum for networking, exchanging ideas and generating new business.

In Spring 2009, Bath Spa University sponsored Creative Bath by delivering bespoke skills training courses to its members. The courses were devised in direct response to research carried out on the skills needs of the local creative industries sector. The following topics were offered in a series of one-day training sessions:

- Presentation Skills for Pitching – designed specifically to help those in the creative industries to develop confident and effective presentation skills and their own unique presentation style.
- Freelancer to Manager – for any creative industries practitioner who finds themselves needing the skills to manage small teams.
- Copyright & IPR – a non-technical introduction to intellectual property ownership and rights in relation to the creative industries.
- Strategic Thinking & Managing Risks – advice, tips and techniques on how to apply strategic thinking to a business and identify risks.

Benefits

The feedback from delegates highlighted that the training not only enhanced their skills but also developed their confidence – for example, in preparing for a pitch or being able to delegate and empower staff.

The training sessions would normally have a commercial value of £150 per delegate per course. However, Creative Bath members were able to access this skills development opportunity for a nominal contribution of £20 to the Creative Bath fund. Additionally, by keeping to a maximum of 10 delegates per course, each person was able to receive personalised support from the trainer in order to apply the new information to their own business environment. Running the training from a state-of-the-art city centre venue made it easily accessible for delegates from across the region.

Fast Facts

- Bath Spa University offers support to Creative Bath by delivering bespoke skills training
- The courses responded directly to identified needs of the creative industries sector
- Creative Bath members undertaking the training sessions came from a wide range of professional backgrounds

Outcomes

Provision of this range of short courses established that there is a need for further training events of this nature and that the creation of bespoke courses in new subject areas would be welcomed.

Feedback from those attending showed that the training was 'well presented', 'good practical advice', 'gave time to think about business strategy' and 'for me, life changing'.

Perspective

“Creative Bath has been absolutely delighted with the courses delivered by Bath Spa University. There is a clear need for such training – but little available and not much awareness of it. So, to have high quality, targeted, relevant and practical training provided by a high profile organisation like the University, channelled through Creative Bath, really is a major positive for Bath’s creative companies. The feedback has been excellent.

And it also helps to underline the University’s strengths in the creative sector, as well as helping developing links with businesses. We hope that there will be more courses in the future – there’s certainly a need.”

Greg Ingham, Chair, Creative Bath, www.creativebath.org

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