



## Media Release

\*Embargoed until Tuesday 20 October 2015\*

### **The One, Two Project launches today at Venues Day 2015, 20 October**

#### **Plugging in business support and access to finance for grassroots music venues**

As announced in August, Creative United and the Music Venue Trust have come together in partnership for **The One, Two Project**: a Creative Industry Finance initiative focussing on building skills and confidence in the grassroots music sector, and enabling access to finance to invest in buildings and businesses.

The ambitious aims for The One, Two Project are:

- following the first 6 months, to have delivered around 250 hours of one-to-one support to up to 15 music venues, at least 5 of which will consequently access loan finance
- shoring up the future of grassroots music venues through enabling sustainable business practices which will safeguard and develop jobs, performance spaces and audiences for new artists
- seeking to bring about a sea change in understanding and attitudes towards music venues by enabling them to articulate their community and economic value.

The project, which will be working exclusively with members of the newly created Music Venues Alliance Trade Association (TAMVA), features the business support offered through the Creative Industry Finance programme – one-to-one advice and investment readiness preparation – as well as workshops on key issues such as how to get sponsorship, community and social enterprise, and marketing and brand.

It will launch on Tuesday 20 October at Venues Day 2015, this year taking place at London's Ministry of Sound. The sold out event welcomes representatives from over 150 venues from across the UK, professionals from across the music and creative industries, and government to explore how to support the future of the UK's vital grassroots music circuit.

Members of Creative United's team and some of their network of business advisors will be on hand at Venues Day to listen to the thoughts and business needs of venue owners and promoters, and to answer any questions about The One, Two Project.



Sarah Thirtle, the Head of Business Lending Programmes at Creative United, will also be delivering a short seminar about the project as part of the event's "Costs Down – Be Efficient" strand. Sarah said:

*"In supporting Venues Day for the 2<sup>nd</sup> year running, Creative United are continuing to recognise the important contribution of music venues to the ecosystem of the UK's music industry.*

*"This is the perfect platform to launch The One, Two Project, and we look forward to getting to work with some of the passionate and dedicated music venues owners, manager and promoters from across England so they can secure and grow their businesses."*

Beverley Whitrick from the Music Venue Trust said:

*"Venues Day 2015 is all about practical steps that venues can take to strengthen their business and develop their audiences; we're moving on from talking about issues to taking action. The One, Two Project is a great example of this and we hope that venues will seize the opportunities on offer."*

Music venue owners and managers who want to get involved in The One, Two Project are encouraged to join the Music Venues Alliance Trade Association, and then head to The One, Two Project section of the Creative Industry Finance website to complete an online form –

[www.creativeindustryfinance.org.uk/discover/theonetwoproject](http://www.creativeindustryfinance.org.uk/discover/theonetwoproject).

ENDS

## **Contacts**

Please contact Tosin Adeniji on [tosin.adeniji@creativeunited.org.uk](mailto:tosin.adeniji@creativeunited.org.uk) with any media enquiries.

If you have any questions about The One, Two Project and the Creative Industry Finance programme please contact [sarah.thirtle@creativeunited.org.uk](mailto:sarah.thirtle@creativeunited.org.uk).

For more information about Music Venue Trust please contact either Beverley Whitrick [beverley@musicvenuetrust.com](mailto:beverley@musicvenuetrust.com) or Mark Davyd [mark@musicvenuetrust.com](mailto:mark@musicvenuetrust.com).



## Notes to Editors

### **Creative United**

Creative United has been established with support from Arts Council England to provide a range of financial products and services designed to enable the growth and development of the UK's cultural and creative industries. Their mission is to build a sustainable and resilient creative economy, making the arts accessible to all. In doing so, they help the creative sector to understand how best to take advantage of the finance opportunities open to them, and enable their finance partners to build their experience and interest in working with creative and cultural enterprises. They provide creative businesses and cultural organisations with access to a range of commercial tools, finance options, business skills and marketing channels designed to drive sales revenues and allow them to maximise their commercial potential.

As a Community Interest Company, Creative United's focus is on delivering a combination of strong social and financial returns.

Creative United's publicly funded programmes include:

- Own Art – interest free loans for the purchase of contemporary art and craft
- Take it away – interest free loans for the purchase of musical instruments
- Creative Industry Finance – business support and access to finance for creative enterprises

For more information please visit [www.creativeunited.org.uk](http://www.creativeunited.org.uk).

### **Creative Industry Finance**

Creative Industry Finance (CIF) is an Arts Council England funded programme operated by Creative United, which supports the growth and sustainability of our creative economy by providing a combination of business advice and access to loan finance for a wide range of creative and cultural enterprises. The programme aims to transform the arts funding landscape; enabling social or commercial enterprises, charities or large cultural institutions to connect with finance options suitable for them, and strengthen their business know-how. Businesses, sole traders, art practitioners and organisations can receive up to 12 hours 1 to 1 business advice, and access loans from £2,500 up to £2million or more.

Creative Industry Finance's lending partners are Big Issue Invest, Community Development Finance Association (CDFA), London Small Business Centre, Fredericks Foundation, Hitachi Capital (UK) plc, Key Fund, RateSetter and Triodos Bank.

For more information, please visit [www.creativeindustryfinance.org.uk](http://www.creativeindustryfinance.org.uk)

### **Music Venue Trust**

Music Venue Trust, founded in 2014, is a registered charity that seeks to preserve, secure and improve the UK's network of small to medium scale, mostly independently run, grassroots music venues. We have a long term plan to protect that live music network which includes, where necessary, taking into charitable ownership freehold properties so they can be removed from commercial pressures and leased back to passionate music professionals to continue their operation.



For further information please visit <http://www.musicvenue trust.com/>

### **Arts Council England**

Arts Council England champions, develops and invests in artistic and cultural experiences that enrich people's lives. They support a range of activities across the arts, museums and libraries – from theatre to digital art, reading to dance, music to literature, and crafts to collections.

Between 2011 and 2015, Arts Council England will invest £1.4 billion of public money from government and an estimated £1 billion from the National Lottery to help create these experiences for as many people as possible across the country.

“Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better.”

For more information please visit [www.artscouncil.org.uk](http://www.artscouncil.org.uk).