

## Broadway: Projector / Know How

 **broadway**  
CINEMA | CAFÉBAR | NOTTINGHAM **Projector**  
Helping creative business shine **KNOW HOW**

Located in Nottingham City Centre, Broadway is an independent cinema and media centre. The charity has two ERDF funded projects, Projector and Know How.

Projector is Broadway's Creative and Digital Entrepreneurs Programme, supporting start-ups and existing businesses within Nottingham's creative and digital content industries. Running from November 2012 to June 2015, the project worked with around 150 individuals and received £250,000 of ERDF funding, with an intervention rate of 54.67 percent match-funded by Broadway.

Projector has nurtured the potential of pre-start, start-up and growing businesses with support including grants, a corporate client residency, one-to-one business and HR advice industry specific workshops and networking opportunities.

The project has also developed partnerships to jointly host activities with Nottingham Women's Centre and Business in the Community, which, respectively, have helped women address and challenge potential barriers to starting and running a business and provided access to mentors and advice for creative businesses.

Know How is Broadway's Digital Innovation and Creative Enterprise Programme, which aims to stimulate knowledge transfer between higher education institutions and East Midlands-based small to medium enterprises in the arts, culture and heritage sector. Running from January 2014 to June 2015, the total cost of the programme was £1,023,097, with an ERDF intervention rate of 40 percent. Match-funding came from Broadway, Arts Council England, the University of Nottingham and Nottingham Trent University.

A key element of the programme was a capital build project turning the underutilised basement floor space at Broadway into a new collaborative studio, workspace and production facilities to develop and exhibit work.

Another strand of the project was the Know How programme, which over a six month period helped 16 organisations in 2014 to conceive new ideas for their organisation using design thinking and digital technology, to bring them to life and explore their potential, before refining them through prototypes and completing final projects. At the end of the 2014 programme two organisations received £5,000 to continue developing their prototypes. A further eight organisations have started on Know How in 2015.

Know How also includes a scheme for 30 graduates and postgraduate researchers at universities, including Derby, Nottingham and Nottingham Trent, to undertake placements in creative businesses.

For both projects Broadway had a very positive relationship with its ERDF contract managers who visited the projects to get a greater feeling for them, always tried to respond to enquiries and happily shared advice from across other projects.

Going forward, both ERDF funded projects are part of a broader team at Broadway looking at continuing to provide support for creative individuals, start-ups and established businesses.

For further information on Broadway visit [www.broadway.org.uk](http://www.broadway.org.uk), on Projector visit <http://shinewithprojector.org.uk> and on Know How visit [http://nearnow.org.uk/projects/know-how?#pub\\_inf](http://nearnow.org.uk/projects/know-how?#pub_inf).

