



Email Bulletin No. 8

Welcome to issue 8 of the Creative Edge email bulletin updating on the activities of the Creative Edge project. The Creative Edge email bulletin is brought to you by the Creative Edge team and compiled by the Whitaker Institute, National University of Ireland, Galway.

About Creative Edge

The Creative Edge project brings together universities, development agencies and industry bodies from Ireland, Northern Ireland, Finland and Sweden to identify the current breadth and future scope of the creative economy in peripheral regions. The project seeks to put in place a number of measures that will promote creative industries in peripheral regions. This €1.1 million project is funded by the Northern Periphery Programme under Interreg 4B. For more information on the project see: www.creative-edge.eu

News and events

MyCreativeEdge hits 15,000 visits and 250 profiles!

Since MyCreativeEdge's launch, just over three months ago, it's received 15,000 visits. These visits came from just over 10,000 individual website visitors. Website traffic grew gradually after launch but has expanded substantially as a result of the online advertising campaign that has been underway since early September. In September alone, MyCreativeEdge received 7,600 visits from 5,800 unique visitors.

The location of visits to the site shows its focus on export markets, with England and the United States among the top sources of website traffic. The four partner countries of Ireland, Sweden, Northern Ireland and Finland are the other main sources of traffic.

The current online advertising campaign for MyCreativeEdge will continue through to early December. The benefit to creative businesses and talent from joining the site now, to take advantage of this campaign, is clear. So far 250 creatives from across the four regions have created their free, highly visual online profile. To join them register [here](#)

Västerbotten, Sweden

MOVE Film Festival

Now in its 3rd year, the MOVE Film Festival in Umeå began on October 8th and ran its programme of films and events until October 13th. Creative Edge has provided support to this year's festival. More information on MOVE [here](#)

[West of Ireland](#)

[MyCreativeEdge and WDC Micro-Loan Briefing Workshop in Roscommon](#)

The Western Development Commission (WDC) is holding briefing workshops over the coming weeks to provide details on the WDC Micro-Loan Fund for Creative Industries and [MyCreativeEdge.eu](#). The WDC Micro-Loan Fund for Creative Industries provides loans of up to €25,000 to businesses / sole traders in the creative industries. Find more information [here](#). On MyCreativeEdge.eu, creative business can create their free online and highly visual business profile. Find more information [here](#).

A briefing workshop was held in Ennis on October 9th at An Glór Theatre in Ennis. But if you missed this, there's another workshop scheduled in Roscommon on:

- **Wednesday 16th of October at Roscommon Town Library, Roscommon town, from 14.00 to 15.30.**

Find further information [here](#) or sign up to attend the workshop [here](#). The WDC will be holding workshops in other counties over the coming months. Like WDC on [Facebook](#) for updates.

[Creative Edge features at National University of Ireland, Galway conference](#)

The conference, *People, Policy, Places and the Economy: Advancing Ireland through Research and Outreach*, held on September 19th and 20th, featured examples of research and outreach undertaken by research centres at NUI Galway. The focus of the conference was largely on NUI Galway's contribution under the three pillars of the Irish Social Sciences Platform: Knowledge Society, Sustaining Communities and Balanced Regional and Rural Development. The Creative Edge project featured under the theme of *Creative Economy and Creative Places*. If you missed this event, there'll shortly be videos of the presentations available on the Whitaker Institute's website [here](#)

[Project activities](#)

[Creative Hubs in Northern Ireland](#)

Work package 5 of the Creative Edge project focuses on creative place development. This work package is led by Craigavon Borough Council, member of South East Economic Development (SEED) in Northern Ireland. Creative place development has involved developing Creative Hubs in the SEED area. A model to facilitate replication of the Creative Hub concept is also being developed as part of this work package.

The Creative Hub concept is based on the idea that bringing life to previously vacant buildings enriches towns and villages. Renting premises is a significant expense for many businesses and Creative Hubs facilitate creative businesses to access unused commercial premises on a non profit basis.

The first of the Creative Hubs to launch was the Lurgan Creative Hub that began in March of this year. It is based on William Street and two businesses operating from this Hub are the multimedia production company, BNL Productions and street artist Dermot McConaghy or DMC. The Lurgan Creative Hub has also been utilised as a cultural venue, as a space for music gigs, having run the 'Hometown Show' in May.

Two more Creative Hubs will soon be in place in Armagh and Banbridge. The Armagh Creative Hub will be located at Lennox House on Market Street. It is a significant space on a Georgian street and comprising some 4000 square feet. The Banbridge Creative Hub will be located at 69 Newry Street, the main shopping thoroughfare, and is also a significant space at 1500 square feet.

To facilitate the development of further Creative Hubs, a series of public meetings were held in Northern Ireland to engage with interested stakeholders, for example with potential landlords and creative business tenants. Further public meetings are also planned.

MyCreativeEdge Talent Voucher Scheme

Talent vouchers provide a means for graduates, and those in the early stages of career development, to work on specific short projects with established businesses. Creative Edge is running a talent voucher scheme for creative talents and creative businesses through the Creative Edge initiative [MyCreativeEdge](#).

Eligible applicants were business members of the MyCreativeEdge.eu website and based in: the West of Ireland (counties Donegal, Sligo, Leitrim, Roscommon, Mayo, Galway or Clare); Västerbotten in Northern Sweden; or Lapland and North Ostrobothnia in Northern Finland. The deadline for applications was September 20th.

Talent vouchers available are to a maximum value of €2,000 and are to be used to contract a 'creative talent' featured in the '[Employ a Creative](#)' section of the website to carry out a specific creative assignment for the business on a freelance basis.

To apply for a talent voucher, applicants were asked to set out the purpose of the assignment and the likely benefits for the creative business and the creative talent. By the deadline a total of 24 applications were received, with 10 vouchers available. The Creative Edge project partners are currently finalising their evaluation of the talent voucher applications. The details of the successful applicants will be published shortly.

The participants in the scheme will submit reports when the work funded by the talent voucher is complete. An overall report on the scheme, with details of the assignments carried out, the experiences of both the creative businesses and talents, and any learning for future implementation of such a scheme will also be published.

[Other related news](#)

[Events](#)

[West of Ireland, Galway – National University of Ireland Arts in Action programme for 2013-2014](#)

For those based in Galway, this year's Arts in Action programme of events is now underway. The programme is organised by the College of Arts, Social Sciences and Celtic Studies, National University of Ireland, Galway. The programme focuses on free lunchtime concerts from young emerging performers and legends of traditional Irish music. More information [here](#)

[Ireland - Craft Council of Ireland - Kilkenny Design Workshops conference, 26th October](#)

For those based in Ireland, the upcoming Craft Council of Ireland conference on the 26th of October could be of interest. The event focuses on the legacy of the Kilkenny Design workshops and its influence on Irish craft practice and design culture. More information [here](#)

[Other news](#)

[Northern Periphery Programme 2014-2020](#)

The Northern Periphery Programme (NPP) is in the process of preparing its new programme for 2014-2020. The NPP launched a consultation on the draft programme at its annual conference on the 19th of September in Skellefteå. Find more information on the programme [here](#) and watch presentations from the annual conference [here](#)

[Ireland rates itself a creative country](#)

Recent research from the Arts Council of Ireland found Ireland to be a nation that is highly engaged with the arts. The research found 90% of those surveyed agreeing that Ireland is a creative country and 84% agreeing that Ireland's reputation for innovation and creativity is due in part to the arts. Find more information [here](#)

[For more information on the Creative Edge project, or to express your interest contact:](#)

[Angela Sice, Development Officer, The Whitaker Institute, National University of Ireland, Galway, Ireland. Tel: +353-91-492817 Email: \[angela.sice@nuigalway.ie\]\(mailto:angela.sice@nuigalway.ie\)](#)

or

[Aisling Murtagh, Research Assistant, Creative Edge, The Whitaker Institute, National University of Ireland, Galway, Ireland. Tel: +353-91-494327 Email: \[aisling.murtagh@nuigalway.ie\]\(mailto:aisling.murtagh@nuigalway.ie\)](#)

www.creative-edge.eu



SOUTH EAST
Economic Development



**Northern
Periphery
Programme**
2007–2013

Innovatively investing
in Europe's Northern
Periphery for a sustainable
and prosperous future



European Union
European Regional Development Fund