



We know how to build the
creative & digital industries...
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Inspiral's expertise has accelerated the company's development into a leading independent production company with credits including award-winning films like This is England.

Who we are...

Inspiral is the UK's leading provider of specialist business support to the creative & digital industries (CDI) sector.

Since 2004, our customers have trusted us to invest over £3million in sourcing, choosing and backing the people who want to start or grow their CDI businesses across the UK.

Our customers manage large-scale business support contracts for organisations such as NESTA, Regional Development Agencies, City-Region Development Companies, Enterprise Agencies and Business Links.

Is that you?

Do you recognise the vital role that the CDI plays in generating wealth and growing the economy?

Do you look to the CDI to improve business start-up and survival rates?

Do you recognise that CDI businesses need specialist business support to help them enter and grow in these fast moving markets?

If so, we can help you.

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Thanks to Inspiral's high growth programme of support, Plug has developed into Sheffield's number one club and live music venue, playing host to acts like Arctic Monkeys, Lily Allen and Klaxons, entertaining thousands of people every week.

How we can help...

To help you understand how to grow the creative & digital industries sector in your area we offer four discreet areas of expertise:

Consultancy

High level analysis of what you already have in terms of CDI businesses, how this has developed and how you might influence it to grow.

Business support program design

Whether you want a one-off project or a set of interlocking CDI programmes, we will help you plan the delivery of best-in-class business support, from start-up to high growth and existing businesses.

Business support delivery

We assess business propositions, diagnose business needs and ensure that the most appropriate support is made available to CDI clients, to provide you with a full audit trail of how your funding has been spent and what impact it has achieved.

Networking

We design and deliver everything from email newsletters to speed dating to virtual networks with a special emphasis on pitching and selling, high profile speakers and mini-master classes on all aspects of business development.

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With Inspiral's help, Sarah has developed into an artist and designer of growing reputation. Her work is sold in the Tate Modern shop in London and has been exhibited in Berlin's Christian Nagal Gallery, the Henry Moore Institute, the V&A online and the Yorkshire Sculpture park.

Customers we've helped...

Our customers are people who work for organisations like NESTA, Creative Lancashire and Business Link South Yorkshire. This is what they say about us:

“We chose Inspiral to manage our Creative Pioneer portfolio because of their proven track record of delivering specialist business support to the CDI, their enthusiasm and complete professionalism.”
Jackie McKenzie, Acting Head, Creative Pioneer Team NESTA

“Inspiral's presence in the region is extremely important to the economy of the CDI and their specialist knowledge is second to none.”
Sir Bob Kerslake, Chief Executive, Sheffield City Council

“Inspiral were successfully appointed as a key supplier for our supply chain capacity building programme due to their specialist sector knowledge, excellent customer service and passion for the development of creative businesses and the CDI sector as a whole.”
Lorna Gotts, Special Projects Manager, Business Link South Yorkshire

“Inspiral provided expert mentoring surgeries allowing our clients to take a fresh look at their businesses. The feedback from these sessions has been excellent.”
Ruth Raban, Director, Creative Lancashire

“We have been working with Inspiral as CDI sector specialists for some time. They have delivered an excellent quality service to us and also, more importantly, to our joint clients.”
Gavin Hine, High Growth Start-Up Development Manager, Business Link South Yorkshire

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Owner of the successful Gash boutique and lingerie lines, Julia is launching her new 'Bag It Don't Bin It' project with Inspiral's specialist support.

Clients we've helped...

Since 2004, we have assisted over 500 creative & digital industries businesses to start up and successfully trade. These are our clients. Here's what they have to say about us:

"Inspiral's assistance has been a key element in getting two successful new businesses off the ground, that will go on to deliver the better part of £1 million in profit by the end of the financial year."

Andy Scrivener, Managing Director,
Zoo Interactive Entertainment

"Without Inspiral's expertise, Warp Films would be at least one year behind where we are currently."

Mark Herbert, Managing Director,
Warp Films

"Inspiral helped us accelerate our R&D capability and turnover has increased by 130%."

Richard Oakley, Managing Director,
Qualsys

"They understand how creatives and entrepreneurs think, because they are creatives and entrepreneurs."

Roo Pigott, New Musical Entrepreneur,
Alamo Music

"Inspiral has transformed us from being two blokes out of Orange to two blokes out of Orange with a support team of quality consultants."

Jonathan Jowitt, Director,
Converged Media Ltd

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The team...

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£3,000,000: revenue generated by Inspiral clients ZOO Interactive Entertainment and Route 1 Games in their first year of trading. Andy Scrivener is MD of both businesses, who between them produce game versions of A Question of Sport, Telly Addicts and Who Wants To Be A Millionaire?

Welcome to our world...

Inspiral is the UK's leading provider of specialist business support to the creative & digital industries (CDI) sector. In the UK alone the creative & digital industries:

- generates £114 billion per annum
- accounts for 7.3% of Gross Value Added (GVA)
- grows by an average of 5% per annum (compared to the UK average of 3%)
- employs 1.8 million people (4.4% of the UK workforce)
- contributes £13 billion to exports
- is characterised by micro enterprises (less than 10 employees)
- is growing twice as fast as the economy as a whole

"The growth rate of the CDI sector surpasses all other sector growth rates at the present time, with particularly high growth areas being identified in software development, advertising, publishing, film and TV, art and design and the performing arts."
[Arts Council England 2004](#)

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250,000: the number of bottles Coca-Cola produced featuring Inspiral client The Designers Republic's eye-catching design, which were distributed in 35 countries worldwide.

Who we are...

Our motto is...
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That's because we do. So far, we have delivered £3 million of business support programmes and assisted 500 + CDI businesses to start-up and trade including:

- 156 high growth start-ups, 350 freelancers and micro business start-ups of which 35 are black and minority ethnic (BME) start-ups
- Altogether these start-ups have a projected second year turnover of £72m and projected year two jobs of 904

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81: the number of pieces silversmith Katey Felton has had hallmarked since she embarked on Inspiral's Equal / Last Mile programme.

Who we've helped...

We have four services to offer, which have helped people like you in the following ways:

Consultancy

We have provided consultancy to Creative Lancashire on the design of a pilot programme of business support in East Lancashire and to Renaissance South Yorkshire on a growth strategy for the CDI within South Yorkshire.

Business support programme design

We have designed a programme for NESTA for the ongoing support of their 38 creative pioneers around the UK; Business Link South Yorkshire for the provision of specialist business support to the CDI and Tribal Education, the lead partner in a UK-wide consortium, delivering 30 business start-ups under the Equal / Last Mile programme.

Business support programme delivery

We helped Business Link South Yorkshire to assist 268 CDI freelance and micro start-ups under the I-Start programme and 156 CDI entrepreneurs to start to trade under the High Growth Start-Up programme.

Networking

We've mentored 60 high growth clients in monthly network meetings, organised six high profile master classes attended by 400 CDI entrepreneurs and devised and promoted a Leading Edge programme for 200 CDI businesses.

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40ft: the size of the art installation commissioned by Sheffield Galleries and Museums Trust, which Inspiral client Seiko Kinoshita will weave on her giant loom.

How we can help you...

The creative & digital industries are complex and can appear confusing to those not familiar with the technology, markets and language.

We can help you cut through the jargon to make the best use of your investment resources because we have:

- A dedicated office staff with a combined 83 years CDI experience
- Recruited and quality approved 150 & consultants with specialist expertise in the CDI
- Managed 500+ client-consultant assignments over the past two years.
- Collected start of trade evidence from 500 start-ups
- Aggregated GVA data from 156 high growth, 350 freelance and 35 BME start-up businesses

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