



Prevista Limited 'Emerging Artists' Project

Introduction

Prevista is a London based consultancy organisation specialising in economic, social and cultural development. Prevista has 10 years successful experience of providing an extensive range of solution focused assignments. The organisation provides high quality Consultancy and Enterprise support and development based services for a wide range of public, private and voluntary sector clients through and partnerships benefiting people particularly in deprived areas.

Our portfolio of services include:

- Programme development and management
- Market research and statistical analysis
- Project development, implementation and management
- Research, mapping and evaluation
- Partnership development and methodologies
- Network development, resource and management
- Funding and product development
- Sophisticated employment and enterprise services
- Training, coaching and capacity building, information, guidance and learning materials

Info about the Sector and Communities/Groups

The targeted group are Black and Asian Minority Ethnic creative sector trading businesses located in South and North London boroughs. The spread of creative businesses is wide with approximately 50% of the creative businesses being sole trader visual artists. The range of creative businesses includes visual and performance artists, theatre and dance groups, music production, casting agency and writers.

Black and Minority Ethnic Business

K N O W L E D G E C E N T R E

F A C T S H E E T

Prevista

Inspiring business. Strengthening communities.

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Size of Businesses supported

The businesses supported by the Emerging Artists project range from sole trader to dance and theatre companies employing a full time equivalent of 8 people. 70% of the creative businesses are sole traders, 20% are partnership based (two persons), and 10 % are groups/organisations.

Barriers/issues - Findings to Date

Key findings to date include the clear need for specific and targeted support for the intended beneficiaries. Particularly focus is required for 'market' and product positioning, realistic 'business planning' and the benefits and added value made available through networking.

Support Provided

The aim of the 'Emerging Artists' project is to engage, develop and support 40 BAME creative businesses through a sophisticated package of 1:2:1 business support, mentoring, business development training and networking/showcase events. The project will sensitively balance business support and trading development, with networking and dissemination activities to encourage creative business growth and the sharing of good practice. Prevista has developed a set of training materials, and will undertake case studies and provide an evaluation of the overall project, including an evaluation of the existing portfolio of services available to the creative sector from a sample of 25 other Business Link organisations.

Gender Issues/Breakdown

Approximately 70% of the creative businesses participating in the programme comprise of either female sole traders or women based organisations. The most significant factor established to date is the level of commitment and drive that the female sole traders have to achieving their personal development and commercial goals.

Equal

Business
Link

