

The CREATIVE Times online



CIDS event - The Loop



Business Development

CIDS also offers programmes to support businesses in their development. Creative Focus is a workshop that gives a foundation in creative enterprise and is open to all new businesses in the area. The Loop Academy is a seminar series for established businesses to examine their business strategy, bringing experts from the industry, specialist lawyers and accountants together with creative business leaders.



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Communications

From 2008 CIDS has introduced CREATIVE Times as an online trade publication with news and features about the creative industries in the area, visit www.creativetimes.co.uk. The website is the first stop for knowledge of what is happening in the industry, who are the big names within the industry and how to get into and advance in the sector. It also includes an online database where organisations can showcase their portfolio and promote what they do and users can search for new partners or find a creative company to

meet their needs. Registered users can opt to receive a monthly email with current news and information.

As well as an online presence, CREATIVE Times is mailed quarterly to subscribers with news, views and comment on what is happening in the creative industries and features on important issues facing the sector. This is the only publication of its kind in the UK and its circulation is fast growing outside of the city.

Research and intelligence: CIDS has developed a database of creative industry contacts. This provides a good source of information about businesses in Greater Manchester as well as an effective way of communicating with them. This data complements the data gained through day-to-day interaction with businesses and is used to influence planning and policy for the sector.

Music and TV

Manchester's creative industries are recognised across the world, most notably the music business because of Manchester's association with bands such as The Smiths, Oasis, Simply Red and numerous others, as well as television programmes such as World in Action, Cracker, Cold Feet and Shameless, which as well as being firm favourites in the UK have been popular worldwide.

Fashion

Manchester is also home to global brands in fashion including Joe Bloggs, Henri Lloyd, Gola and Ringspun and has a fast developing reputation in digital media and design industries.