

## ABTT Seminar: CREATEBritain – chat copy

**00:35:45**      **Elysia Moore:** Welcome everyone! How are you all today? It is great to have you all joining us this afternoon. We are just waiting for you to all get into the room before we start the session.

As with other webinars, please change your view to gallery view so that you can see all panelists on the same screen, this button can be found in the top right corner of your screen.

Sorry that the sound wasn't working for you all there! I can only apologise!

As always you can use this chat box to talk between yourselves during the session.

Please do let us know where you are joining us from today. Feel free to chat to one another and give your thoughts throughout the event using this function – we love to hear from you.

**00:36:54**      **Elysia Moore:** Hi everybody!

**00:37:01**      **Jessica Nicholls:** Hello from Aldershot

**00:37:11**      **Elysia Moore:** Hope you are all well, and let us know where you are joining us from

**00:37:25**      **Alex Allen:** Hello from the Kent area.

**00:37:30**      **Sara Wilson:** Hi I'm from Manchester but based in Brighton until July

**00:37:38**      **Elysia Moore:** Great to have you all with us!

**00:37:47**      **Josh Burnside:** Hello from Birmingham

**00:38:02**      **Rob Stevenson:** Lovely to be with you again at another session folks, coming at you from Mandy.com in London

**00:37:46**      **Elysia Moore:** Please also be aware that we may be using the screen share function during this session, if this happens the screen will reorganise itself to display the visual content we want to present, but this will return to the previous screen when we stop this – you don't need to do anything.

During this seminar we will be hearing about CreateBritain.

If you have any questions during the session, please do pop these into the Q&A section. This tab can be found at the bottom of your screens.

**00:38:04**      **Carol Lingwood:** Hi from London

**00:38:18**      **Elysia Moore:** ahh fantastic to have you with us Rob!

**00:38:27**      **Elysia Moore:** Our main speaker today is Richard Woods.

Richard's #1 passion is helping people realise their ambitions! Following 25 years as a headhunter, 2 years ago, with creative business partner Jeremy, they agreed Google and Linked-in were not serving the needs of niche or multi-disciplined creatives and to do something about it!

Their ambition is huge - to build a complete creative ecosystem, a single gateway to find, promote, upskill, validate and help fairly monetise everyone and everything creative.

As they prepare to launch V2.0, they believe their engagement with governing bodies and an independent punk ethos - supporting our NextGen of edgy underdogs, will help the whole industry realise its full potential!

Today we are hearing from Create Britain.

Create Britain brings together and promotes every aspect of British Design and Creativity. No matter how niche or multi-disciplinary, whether you are just starting or established, they believe everyone has a contribution to make and they want to help you find it!

You can look into Create Britain in more detail on their website here: <https://www.createbritain.com/>

**00:43:04 Elysia Moore:** "For hundreds of years British creativity has been leading the way, through our invention, innovation, design, artistry and hard work. There are lots of channels and networks for spreading the word about what we do as creatives – our websites, our social media, regional directories, etc. Until now, there has been nowhere that brings them all together into an easy to navigate, highly relevant space. That is where Create Britain comes in. There are many tools that we use to create our work, we wanted to create a great tool that helps us to promote our work."

**00:44:50 Elysia Moore:** "There are lots of people working really hard to promote their discipline - Governing Bodies, Industry Professionals, Educators - but most creatives are multi-disciplinary, and no one was joining it all together. We want to offer something that works at every level, from grassroots and those starting out to industry professionals and national treasures." - Jeremy Aird, Founder

"Recognising that the Creative industry is a mass of niches, where people strive to be different, take risks and don't want to fit in - we wanted to build somewhere where creatives can be themselves, they are easy to find and we help celebrate their differences" - Richard Woods, Founder

00:46:16 Elysia Moore: Create Britain has been created for:

### **Students & Educators...**

CreateBritain is the vital first step in connecting passion and skills with learning and career opportunities. A professional environment for emerging talent to discover what, how and where to train.

### **Creative Individuals...**

CreateBritain allows you to be whatever you want to be, no matter how niche - we will help peers, fans and business opportunities to find you.

### **Professional and Governing Bodies...**

CreateBritain is an essential link to a captive and relevant audience to promote best practice and events, be the voice of authority and provide leadership, attract and retain members.

## **Creative Businesses...**

Pulling everything together as an easy to find, quick to navigate hub - connecting all of your online media channels. An ideal platform for promoting your skills and work to a highly relevant and engaged audience.

## **Customers and Clients...**

CreateBritain is the "go-to" directory and a powerful resource for everything creative – from seeing what's out there to commissioning work.

**00:51:31 Elysia Moore:** British Creatives have shaped the lives of billions of people. From creating the internet, inventing the jet engine, the works of Shakespeare, the Beatles and many, many more... Our authors, composers, architects, artists, artisans and designers continue to lead the way. Every day CreateBritain showcase a different achievement, event or inspirational figure.

Help CreateBritain to celebrate these amazing achievements and create somewhere we can all be inspired by creating your own profile.

<https://www.createbritain.com/>

**00:53:39 Elysia Moore:** If you have any questions during the session about Create Britain please do pop these into the Q&A section. This tab can be found at the bottom of your screens.

Richard is here to answer your questions about how CreateBritain can work for you!

**00:55:24 Elysia Moore:** Some fantastic questions coming in

**01:05:52 Peter:** If part of the problem scale i.e.. micro businesses then isn't part of the solution to set up say cooperatives to capture economies of scale?. Else industry will inevitably remain fragmented.

**01:11:20 Elysia Moore:** Follow up questions or collaboration with Create Britain you can use the following email: [richard@createbritain.com](mailto:richard@createbritain.com)

**01:16:45 Elysia Moore:** If you have a question, please do pop in the Q&A.

If you would like to get in contact with Richard to discuss or collaborate after today's session you can contact him here: [richard@createbritain.com](mailto:richard@createbritain.com)

You can look into Create Britain in more detail on their website here: <https://www.createbritain.com/>

**01:24:39 Elysia Moore:** If you are interested in creating a profile you can do so here: <https://www.createbritain.com/Forms/Register>

**01:33:25 Elysia Moore:** What an interesting seminar, thank you to everyone who joined us today to hear more about CreateBritain as it is being developed and thank you to Richard for such engaging content!

As always, This seminar has been recorded and will be available in a few days with captioning on the ABTT website here: [https://www.abtt.org.uk/events-and-courses/abtt\\_seminars/2021-2/abtt-seminar-createbritain/](https://www.abtt.org.uk/events-and-courses/abtt_seminars/2021-2/abtt-seminar-createbritain/)

Other ABTT seminars that have been recorded can be found here: [https://www.abtt.org.uk/events-and-courses/abtt\\_seminars/](https://www.abtt.org.uk/events-and-courses/abtt_seminars/)

**01:33:42**      **Jessica Nicholls:**      Thank you for the information and seminar

**01:33:49**      **Elysia Moore:**      Today's seminar was brought to you by ABTT for PLASA Online. Both organisations aim to bring people together and to foster discussion.

<https://www.plasaleeds.com/>

<https://www.abtt.org.uk/>

**01:33:51**      **Sara Wilson:**      Thank you

**01:33:57**      **Elysia Moore:**      <https://www.createbritain.com/>

You can register for an account here: <https://www.createbritain.com/Forms/Register>

Follow up questions or collaboration: [richard@createbritain.com](mailto:richard@createbritain.com)

**01:34:01**      **Josh Burnside:**      Thank you for all the information

**01:34:18**      **Peter:**      Great session, thank you!