



Overview:

DCN was established by AsOne, as a way to bring creative and digital professionals, primarily sole traders and small businesses together, in order to facilitate greater opportunities and offer local business a gateway to talent. This later evolved by linking more strategically with the Prosperous Board which, exists to promote business growth throughout the Borough of Tameside. The focus for DCN sits clearly within the Digital and Creative Sector, embracing three key priority areas: Business, Members and Education.

Governed by an independent board, made up of: Creative Professionals, Business Leaders, Education Professionals and the Local Authority - the vision is to create and generate a wide range of opportunities, which are underpinned by the building, sustaining and retaining of a workforce within Tameside, naturally within the digital and creative sector.

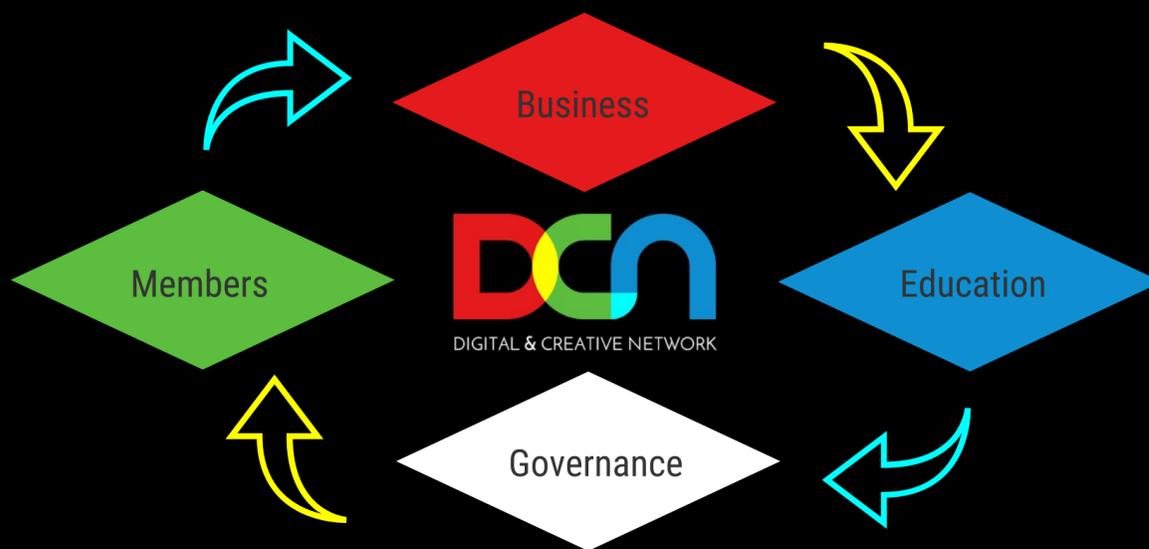
Each of the priority areas are interlinked, with each category informing and influencing future progression and sustainability for the others.

Businesses from throughout the Borough, will trust the DCN as a provider of quality digital and creative support, which will be provided by the member database. Using the process as a one stop shop, and also the first point of call, members will develop a stronger business approach and meet the needs of varied business profiles. Linking into a Modern Apprenticeship Schemes, business will develop and nurture the workforce, retaining personnel within the Borough. Businesses investing in quality educational opportunities, focusing on digital and creative approaches, raising aspirations and presenting real-life opportunities.

Building the membership database with quality creatives, will enable Businesses to trust in the system, in return providing wider opportunities.

Introducing, via directed Networking events, which have a clear purpose i.e. learning, opportunity, to businesses and educators, will generate new financial streams for members.

Investing in education and supporting new ventures, with the correct safeguarding, will also improve education.



Exposing the creative and digital sector to C&YP throughout the Borough will inspire them to build a career within the sector.

Using Creative approaches to learning, will raise attainment levels and up skill Education Professionals.

Raising aspirations about the digital and creative opportunities, will develop new members for DCN who are emerging as new artists and developers.

Opportunities to identify talent early and support the process.

How Do We Make This a Reality?
Raising Profile / Building Evidence / Creating a Marketplace
Is This an Important Direction?

Values and Benefits:

- Economic Growth within the Borough
- Retained Investment, personnel and training
- Aspirational
- Progression, stepping stones into employment