

UKSPF Creative Mentoring and Training Support Programme

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About the programme

The Creative Mentoring and Training Support Programme is part of the UKSPF Sunderland Skills and Inclusion Project (SSIP) and is part funded by the UK Government through the UK Shared Prosperity Fund, supported by Sunderland City Council and led by University of Sunderland.

Sunderland Culture is proud to be one of the many cultural organisations, practitioners and businesses working in Sunderland, and we recognize that it can be hard for individuals employed in the creative and cultural sector to invest in upskilling and training. We are partnering with University of Sunderland through the Sunderland Skills and Inclusion Programme (SSIP) to support individuals, who are either self-employed or employed by a creative business, to identify their training needs and access the support they need.

Through the UKSPF Creative Mentoring and Training Support Programme, independent creative practitioners and employees of creative businesses and organisations based in Sunderland are invited to apply for a bespoke mentoring or

training package, which addresses their own development needs and supports future employability.

Examples of the type of activity your application could cover could include:

- Identifying an external training course that would support your personal development in creative industries
- Working another creative practitioner to develop your practice and widen networks
- Working with a business mentor to address a challenge (i.e. governance/ fundraising/ income generation etc.)

The training course can have a value of up to £600 or we can fund 3 mentoring sessions with a value of £600.

Eligibility

To be eligible for this grant programme you must fulfil all the following eligibility criteria:

- You must be employed by or self-employed by a creative business based in the Sunderland Local Authority Area.
- Creative industries are defined broadly as a business with creativity at its heart – for example design, music, publishing, architecture, film and video, crafts, visual arts, fashion, TV and radio, advertising, literature, computer games and the performing arts.
- You are able to identify an external training course, a specific mentor or a topic that you need to receive mentoring on. Sunderland Culture can assist with the pairing process.
- You must be able to demonstrate how this support would support your current or future employability
- You must be committed to completing relevant paperwork and meetings associated with the support by 28 February 2026. The grant cannot support the costs of activity that has already taken place

We will work with you to support any access needs. Access costs can be applied for in addition to the support received.

What the programme can support

The UKSPF Creative Mentoring and Training Support Programme will offer 10 self-employed creative practitioners or employees of creative businesses

and organisations based in Sunderland the chance to apply for a bespoke training or mentoring package, worth £600.

Examples of the type of activity your application could cover could include:

- Identifying an external training course that would support your personal development in creative industries
- Working another creative practitioner to develop your practice and widen networks
- Working with a business mentor to address a challenge (i.e. governance/ fundraising/ income generation etc.)

This is not an exhaustive list and we will consider any application which can demonstrate that this will help your enterprise to develop and build a more sustainable business. Activity must be completed by 28 February 2026.

We are happy for applicants to identify a mentor themselves, or we can help to “match” you with a suitable mentor.

This is a competitive programme and we may receive more applications than we are able to fund.

Please note that Sunderland Culture will pay the mentor/ training course fee directly.

Use of information

The information submitted within this form will be used by the University of Sunderland and the programme funders, Sunderland City Council.

As well as evaluating the project application, this information will be used to help monitor the progress of businesses in the region. The project may be audited by the organisations listed in the following Data Protection Statement. The University of Sunderland must therefore retain this form until 31 March 2036.

Following project completion, you will be contacted to confirm your receipt of assistance and to provide evidence of the outcomes (for example, adopting new to firm technologies, engaging in new market activity). The University and programme funders are subject to the provision of the Freedom of Information Act 2000 and any information that you provide may potentially be subject to a Freedom of Information request.

How to apply

To apply for the UKSPF Creative Mentoring and Training Support Programme, please complete this online application form:

<https://forms.office.com/e/tYwW6dYPfd>

Alongside contact and business details, the application asks three key questions:

1. Tell us about your current employment status and how it is linked to the creative industries (100 words max).
2. Tell us about the specific training course or mentoring you feel like you would benefit from. If you are applying for mentoring, please let us know if you have a specific mentor in mind or whether you would like us to suggest a “match”.
3. Tell us how this training or mentoring will support skills development which will increase your employability in the future. (300 words max)

To maximise your chances of a successful application, please provide as much detail as possible within the word limit.

Please note: the application form cannot be saved in progress, and so we recommend completing in a word document first.

Access needs

Applicants with access needs are encouraged to apply for additional budget towards the higher costs that they might face in carrying out grant activities. These may include access to an interpreter, additional technology, additional travel costs etc.

Please include any access costs in your budget, specifying the budget line as an access cost, for example: BSL Interpreter (access cost): £500.

Pre-application support

If you would like to discuss your application prior to submission, Project Manager Laura Brewis will be holding drop-in sessions to discuss the programme on the following dates:

- Friday 24 October, 10am-2pm at Pop Recs

To book a 30-minute chat at one of this drop-in session, please email laura.brewis@sunderlandculture.org.uk. Slots must be pre-booked.

If these times are not accessible, please email Laura to arrange an alternate time.

Deadline

The deadline for submitting the application is Friday 31 October 2025, 5pm.

If you are unable to access the online form, please contact laura.brewis@sunderlandculture.org.uk to arrange an alternative means of submission.

Decisions

We aim to contact applicants with a decision on the week beginning 10 November 2025. This may be delayed depending on the volume of applications.

The process following decision

If your application is successful, we will be in touch by email to confirm, which will include paperwork to be completed. We will need you to:

- A signed and dated Company Capture Form. If you are in employment, this will be completed by your employer
- A signed and dated Participant Learner Record
- Proof of you eligible address (if employed, this will be the address of the business you are employed by. If self-employed, this will be the address of self-employment)
- Proof of enterprise registration e.g. a companies house number (if you are registered) or a UTR number if self-employed
- Confirm course/mentor details. We will then get in touch with them directly to confirm programme and payment

When this is completed, your business will be able to proceed with mentoring/training activities, as stated in your application.

Sunderland Culture will pay the costs of mentoring or training directly to the course provider.

Successful applicants will also be asked to supply progress reports every 6 months for up to 2 years after the close of the grant.

Data protection statement

This project is part funded by the UK Government through the UK Shared Prosperity Fund with Sunderland City Council as the lead authority. The rules of this fund require applicants and partners to maintain records to support and evidence all project activity. The purpose of this statement is to ensure that all beneficiaries are aware of what data will be held for the purposes of UKSPF funding, and to whom this information may be disclosed.

The Data Protection Act 2018 is designed to protect individuals from any disadvantage that might result from the processing of their personal details.

The Data Protection Act 2018 requires the University to focus on the implementation of the Act for personal data processed by the University. It is therefore important that you are aware of the following information: The Data Controllers are Sunderland City Council and the University of Sunderland. Each party is responsible for the data it holds. The Data Protection Act applies to all personal data held on the following UKSPF forms:

UKSPF Creative Mentoring and Training Support Programme Company Capture Form
UKSPF Creative Mentoring and Training Support Programme Participant Learner Record
UKSPF Creative Mentoring and Training Support Programme Individual Development Plan (Part 1)
UKSPF Creative Mentoring and Training Support Programme Individual Development Plan (Part 2)

The purposes for which data are held are:

- As a requirement of UKSPF regulations, without which the funding would not be provided.
- For Project Evaluation Purposes.
- For use by Sunderland Culture and University of Sunderland UKSPF SSIP staff to compile claims and reports relating to the project.

The information will be disclosed to the following if requested:

- Ministry of Housing, Communities & Local Government (MHCLG) or any organisation appointed on behalf of Ministry of Housing, Communities & Local Government (MHCLG) to carry out analytical research.
- Sunderland City Council
- North East Combined Authority
- The Audit Authority and the National Audit Office.
- Internal / External Auditors of each partner university.

- This list is not exhaustive.

If you wish to amend any of the information you have supplied, at a later date, please contact: laura.brewis@sunderlandculture.org.uk

A copy of the information you provide will be retained in a secure environment.

The information that you provide will be retained for the length of time required for UKSPF funding and regulation purposes. For the current Programme records are to be retained until 31 March 2036.

The University of Sunderland Privacy Policy and details of how we process and store your data can be found below:

Privacy Notice

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| Data processing purposes | <p>The information provided to the University of Sunderland will be shared with Sunderland City Council and used to evaluate this project. Data will be used for the purpose of reporting to the University of Sunderland, Sunderland City Council and may be shared with government departments (e.g., Ministry of Housing, Communities and Local Government, Department for Work and Pensions, Department for Education, HM Revenue and Customs) and the North East Combined Authority for project reporting and UKSPF compliance. It may also be used within Sunderland City Council's governance structures to manage and administer the UKSPF programme effectively.</p> <p>Your data is stored securely by the University of Sunderland and Sunderland City Council, with access restricted to authorised project staff. If shared with third parties, only the minimum necessary data will be provided, and third parties are required to take appropriate security measures to keep your information safe and follow strict data protection policies set out above.</p> <p>For more details, see: Sunderland City Council UKSPF Privacy Notice; Sunderland University Privacy Notice; Governments UKSPF Privacy Notice</p> |
| Legal basis for processing | <p>We process all data according to the Data Protection Act 2018 and the UK General Data Protection Regulation 2018 (UK GDPR). The Data Protection Legislation sets out when we are lawfully allowed to process your data. The lawful basis for this processing is Article 6 (1) (e) of the UK GDPR. Sunderland City Council is the data controller for all data related to the UKSPF in Sunderland. University of Sunderland, as a grant beneficiary</p> |

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| | <p>organisation of UKSPF in Sunderland, is data processor for participant data in the operations and projects funded.</p> <p>Sunderland City Council does not control any other/additional data collected by the University of Sunderland that is not essential for UKSPF delivery, or data the University of Sunderland would normally collect for other purposes.</p> <p>Sunderland City Council UKSPF Privacy Notice sets out the lawful basis for processing personal data UKSPF. Further details for University of Sunderland's processing can be found at Sunderland University Data Protection Policy.</p> |
| Retention period | <p>Your data will be retained for up to ten years from the commencement of the UKSPF Programme (31 March 2036).</p> <p>Personal data held by Sunderland City Council and University of Sunderland for the purposes as required by the UK Government under UKSPF will be retained in line with UK Shared Prosperity Fund: prospectus - GOV.UK (www.gov.uk)</p> |
| Your data rights | <p>You can request a copy of the information that Sunderland City Council holds about you (known as a 'Right of Access Request'), see more at Sunderland City Council UKSPF Privacy Notice or contact data.protection@sunderland.gov.uk</p> <p>University of Sunderland will process data in accordance with Sunderland University Data Protection Policy. On how to request a copy of information held by University of Sunderland, please contact dataprotection@sunderland.ac.uk.</p> <p>For concerns or independent advice on data protection, contact: The Information Commissioner's Office</p> |
| Virtual training | <p>If training is to be delivered by an external supplier, it may be necessary for us to provide them with some of your details for you to access the virtual classroom. In this case, only the minimum required data will be provided, and third parties must follow strict data protection rules.</p> |
| Marketing consent | <p>The University of Sunderland would like to keep you updated with any future training and education opportunities. This would therefore require us to hold contact details for you and your organisation. To opt in, please tick the consent box in Part 1 of this form. You can opt out at any time by emailing skills@sunderland.ac.uk. The University will process this data in accordance with Privacy notice - marketing The University of Sunderland</p> |

More Information

Sunderland Culture

Sunderland Culture was set up in 2016 to bring together the cultural programmes of Sunderland City Council, University of Sunderland and Sunderland Music, Arts and Culture (MAC) Trust into a single, independent, delivery model.

Sunderland Culture delivers the programme in National Glass Centre and Northern Gallery for Contemporary Art, Sunderland Museum & Winter Gardens and Arts Centre Washington, as well as cultural engagement and events in communities across the city. It works to ensure the power of great art, culture and creativity is harnessed for the benefit of Sunderland, its residents and visitors. Sunderland Culture is a registered charity and an Arts Council England National Portfolio Organisation. Its mission is to improve life for everyone in Sunderland through culture.