

Reviving the Heart of the West End is looking for organisations and individuals to share their knowledge, passion and expertise delivering a series of specialist masterclasses for SME's funded by the European Regional Development Fund.

What we are looking for

We are keen to hear from local business owners and experts interested in sharing their knowledge and expertise in a friendly, interactive face-to-face session. Our specialist masterclasses are aimed at helping local start-ups and existing businesses develop skills and knowledge in a number of key areas, the topics of which for this series of masterclasses have been identified by our participants as the key areas they need practical support with.

Masterclasses will be held at the offices of Reviving The Heart Of The West End, John Buddle Work Village, Buddle Road, Newcastle NE4 8AW between the hours of 9am – 5pm, Monday to Friday with the availability of the expert delivering in mind.

We have free parking onsite and excellent local transport links; free Wi-Fi, accessible and modern conference rooms, and tea and coffee facilities. Experts are welcome to use our whiteboard, flipcharts and computers for their planned interactive activities.

Masterclass categories

1. Finance and Funding
2. Business Planning
3. Marketing

Session Length: 2.5 hours per masterclass

Date: We are planning delivery during July and September 2022 and are flexible with dates and timings.

Budget: We have a budget of up to £250 (+ VAT) per masterclass

Location: John Buddle Work Village

Equality and accessibility

We are a proudly inclusive organisation who support individuals from a range of backgrounds to start or grow a business, find fulfilling work, explore personal development opportunities, volunteering, training and more. We welcome applications from all backgrounds and work with you to ensure all training materials are as accessible as possible for participants.

How to apply

We are looking for individuals and organisations that are confident and engaging presenters; we want participants to feel able to practically apply their new skills and knowledge after the session and we encourage the use of tools that keep the session engaging – such as Slido, Jamboard, Padlet.

You'll have 2.5 hours in workshop environment to share your experience and answer questions from participants. Participants should also be provided with a workbook for the session, which could be a pdf of your slides or something more interactive if you prefer.

We would like the application brief to contain the following and ideally the brief should not exceed more than 2 sides of A4. Your application brief should contain:

- An overview of how your session will run – include timings, key areas you will focus on and interactive activities participants will enjoy taking part in
- Your quote for the 2.5 hours' delivery time and preparation
- A recent quote from a participant of previous workshops or guest speaking opportunities
- Any questions you'd like participants to answer before the session to help you tailor your workshop to attendees

If there are other parts of a subject you feel would be beneficial for participants, the brief for each session is only a guide based on participant feedback and therefore we would love to hear what other key areas you think would be important to help pre-start, recent start-ups and existing businesses in your field of expertise.

We ask delivery partners to work closely with our marketing team and actively promote the workshops using your social media and wider network connections. You will be asked to provide the details for these, along with a short video introducing your workshop if successful in your application.

Next Steps

Please send your completed application brief to info@rhwe.org by 5pm on Thursday 30th June 2022.

If you have any queries about the masterclass series, the topic you are interested in delivering for us please call Bianca Rogers on 0191 226 7979.

Please share this document with anyone else you think would like to submit a brief and be part of the delivery of another series of masterclasses for RHWE.

Finance Masterclasses

Opportunity	Selling Goods and Services Abroad
Delivery Format	<p>2.5 hour workshop</p> <p>Number of Delegates: up to 10</p> <p>We are looking for a highly engaging and interactive workshop where participants will have the opportunity to share ideas as well as practically apply their new skills and/or knowledge. Examples of tools utilised by RHWE in our workshops have included Jamboard, Padlet and Slido.</p> <p>Participants should also be provided with a workbook for the session which could be a pdf of your slides or something more interactive if you prefer. This should be shared with RHWE in advance of the delivery date to support participants to record their learning notes.</p> <p>We are planning delivery during July and September 2022 and are flexible with dates and timings.</p>
Price	£250 + VAT
Brief	<p>We meet new people every day who hope to use popular sites like eBay, Etsy and Amazon to sell products or services online. From virtual assistants to savvy resellers, one common theme keeps coming up in conversation: how does tax work when you sell abroad?</p> <p>In this finance-themed masterclass, you'll share up to date knowledge on the dos and don'ts when it comes to declaring income from items bought or sold in Europe and further afield. What does Brexit mean for businesses shipping items in and out of the country, how should a new business price themselves to allow for shipping or customs costs? Most importantly, how should they record all of this on their annual tax return?</p> <p>If you have the knowledge and experience to share, we would love to hear from you.</p>

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Supporting people to see the potential in themselves,
identify a goal and find their way to success.



Opportunity	Finding Funding
Delivery Format	<p>2.5 hour workshop</p> <p>Number of Delegates: up to 10</p> <p>We are looking for a highly engaging and interactive workshop where participants will have the opportunity to share ideas as well as practically apply their new skills and/or knowledge. Examples of tools utilised by RHWE in our workshops have included Jamboard, Padlet and Slido.</p> <p>Participants should also be provided with a workbook for the session which could be a pdf of your slides or something more interactive if you prefer. This should be shared with RHWE in advance of the delivery date to support participants to record their learning notes.</p> <p>We are planning delivery during July and September 2022 and are flexible with dates and timings.</p>
Price	£250 + VAT
Brief	<p>“Where is the best place for me to access funding and finance to help me start or grow my business?” is one of our most commonly asked questions. Clients come to us for support from a range of backgrounds, which means one size doesn’t fit all when it comes to exploring funding ideas for their new idea.</p> <p>We are looking for an expert to start from a blank canvas and inspire participants with a pathway to funding that is accessible, affordable and feels right for them. One key area we would like you to explore in this session with participants is how personal credit scores work and the impact on accessing finance for your business.</p> <p>Money can be a tricky subject, which is why this masterclass is intended to be an informal and useful session to guide people in the right direction.</p>

Opportunity	Business Debts: What To Do When Things Go Wrong
Delivery Format	<p>2.5 hour workshop</p> <p>Number of Delegates: up to 10</p> <p>We are looking for a highly engaging and interactive workshop where participants will have the opportunity to share ideas as well as practically apply their new skills and/or knowledge. Examples of tools utilised by RHWE in our workshops have included Jamboard, Padlet</p>

	<p>and Slido.</p> <p>Participants should also be provided with a workbook for the session which could be a pdf of your slides or something more interactive if you prefer. This should be shared with RHWE in advance of the delivery date to support participants to record their learning notes. We are planning delivery during July and September 2022 and are flexible with dates and timings.</p>
Price	£250 + VAT
Brief	<p>Late payments, unpaid invoices and customer complaints are parts of everyday business life. This session is about how to avoid business debts and ways you can manage customer payments to protect your business and yourself. Some starting points you could add to to expand this session are: what should participants do when chasing late payments? What late fees can participants add to contracts to protect themselves? What should they do when customers refuse to pay and what does it mean to take somebody to a Small Claims Court?</p>

Opportunity	Tackling Your Tax Return
Delivery Format	<p>2.5 hour workshop</p> <p>Number of Delegates: up to 10</p> <p>We are looking for a highly engaging and interactive workshop where participants will have the opportunity to share ideas as well as practically apply their new skills and/or knowledge. Examples of tools utilised by RHWE in our workshops have included Jamboard, Padlet and Slido.</p> <p>Participants should also be provided with a workbook for the session which could be a pdf of your slides or something more interactive if you prefer. This should be shared with RHWE in advance of the delivery date to support participants to record their learning notes.</p> <p>We are planning delivery during July and September 2022 and are flexible with dates and timings.</p>
Price	£250 + VAT
Brief	<p>Help us de-mystify self-assessment by showing participants what to expect when filling in their annual tax return, reminding them of the important dates and sharing what participants need to prepare in advance to do their own returns.</p>

	From tax deadlines and payments on account, to recording your income expenses and making tax digital in 2024, this session will be a must-not-miss for startups.
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Opportunity	Finding The Right Price
Delivery Format	2.5 hour workshop Number of Delegates: up to 10 <p>We are looking for a highly engaging and interactive workshop where participants will have the opportunity to share ideas as well as practically apply their new skills and/or knowledge. Examples of tools utilised by RHWE in our workshops have included Jamboard, Padlet and Slido.</p> <p>Participants should also be provided with a workbook for the session which could be a pdf of your slides or something more interactive if you prefer. This should be shared with RHWE in advance of the delivery date to support participants to record their learning notes.</p> <p>We are planning delivery during July and September 2022 and are flexible with dates and timings.</p>
Price	£250 + VAT
Brief	<p>Pricing your products and services can feel like a real minefield for many business owners and this masterclass aims to help educate participants on how to find the right price for their business. The words 'profit margin' sound complicated to someone with no previous experience of running a business and 'breaking even' might be something they have no concept of.</p> <p>Added to that, many businesses we work with feel confused about registering for VAT and sometimes register without needing to. Can you help explain why, or why not, a new business owner would register for VAT and what it means for their business finances, admin and buying or selling goods?</p>

Business Planning Masterclasses

Opportunity	Reading The Fine Print
Delivery Format	2.5 hour workshop Number of Delegates: up to 10

	<p>We are looking for a highly engaging and interactive workshop where participants will have the opportunity to share ideas as well as practically apply their new skills and/or knowledge. Examples of tools utilised by RHWE in our workshops have included Jamboard, Padlet and Slido.</p> <p>Participants should also be provided with a workbook for the session which could be a pdf of your slides or something more interactive if you prefer. This should be shared with RHWE in advance of the delivery date to support participants to record their learning notes.</p> <p>We are planning delivery during July and September 2022 and are flexible with dates and timings.</p>
Price	£250 + VAT
Brief	<p>Starting from a blank canvas can be a scary place and for many businesses we work with, writing contracts for clients or new employees feels like a big obstacle. Can you help break this tricky topic down into easier to understand chunks and share examples of best practise, your top tips and what participants should be putting into contracts to protect themselves?</p> <p>Alongside whether to charge a deposit or not, many businesses we work with are unclear on what rights customers have when purchasing a product or asking for a refund and what can a small business do to make sure they protect themselves if things go wrong? We'd like you to share best practise tips, explain jargon found in terms and conditions documents and keep participants in the loop about UK trading laws that they need to adhere to.</p>

Opportunity	Taking Care Of Business
Delivery Format	<p>2.5 hour workshop</p> <p>Number of Delegates: up to 10</p> <p>We are looking for a highly engaging and interactive workshop where participants will have the opportunity to share ideas as well as practically apply their new skills and/or knowledge. Examples of tools utilised by RHWE in our workshops have included Jamboard, Padlet and Slido.</p> <p>Participants should also be provided with a workbook for the session which could be a pdf of your slides or something more interactive if you prefer. This should be shared with RHWE in advance of the delivery date to support participants to record their learning notes.</p>

	We are planning delivery during July and September 2022 and are flexible with dates and timings.
Price	£250 + VAT
Brief	<p>Working from home and the 4 day week are fast becoming the new normal which can feel overwhelming for a small business owner to keep up, can you help them? This masterclass will give an overview of employment law, what they can and can't ask their staff to do and share best practise on creating an agile, motivated and happy team.</p> <p>Can you share some insight on the different types of employee a small business owner might employ – from traditional employees to freelancers, what types of contracts are appropriate, what insurances and health and safety requirements do participants need to consider? Handouts and templates would be a great addition to learners on this topic.</p>

Opportunity	Pitching Your Business and How To Network
Delivery Format	<p>2.5 hour workshop</p> <p>Number of Delegates: up to 10</p> <p>We are looking for a highly engaging and interactive workshop where participants will have the opportunity to share ideas as well as practically apply their new skills and/or knowledge. Examples of tools utilised by RHWE in our workshops have included Jamboard, Padlet and Slido.</p> <p>Participants should also be provided with a workbook for the session which could be a pdf of your slides or something more interactive if you prefer. This should be shared with RHWE in advance of the delivery date to support participants to record their learning notes.</p> <p>We are planning delivery during July and September 2022 and are flexible with dates and timings.</p>
Price	£250 + VAT
Brief	<p>Networking took a nosedive during the pandemic and many interactions with potential customers took place over Zoom. Now we're back to normal and can meet face-to-face, can you inspire participants to do the same? Finding the time to network can be tough when you run a small business, what events are worth going to and where are their target audience hanging out? When you do get there, what might you say to sell your business?</p>

Marketing Masterclasses

Opportunity	Enhance Your Marketing Strategy With Email Newsletters
Delivery Format	<p>2.5 hour workshop</p> <p>Number of Delegates: up to 10</p> <p>We are looking for a highly engaging and interactive workshop where participants will have the opportunity to share ideas as well as practically apply their new skills and/or knowledge. Examples of tools utilised by RHWE in our workshops have included Jamboard, Padlet and Slido.</p> <p>Participants should also be provided with a workbook for the session which could be a pdf of your slides or something more interactive if you prefer. This should be shared with RHWE in advance of the delivery date to support participants to record their learning notes.</p> <p>We are planning delivery during July and September 2022 and are flexible with dates and timings.</p>
Price	£250 + VAT
Brief	Email marketing gives small businesses the ability to reach customers easier than ever, so this is your chance to inspire participants to give email marketing a go. Show them how to create a strong email marketing strategy, share the different platforms on the market that they might like to use and take them through the act of creating a newsletter from planning content themes, to scheduling newsletters and understanding their return on investment. From abandoned cart emails, to birthday discounts, VIP lists and getting new subscribers, take participants on a tour of everything email marketing has to offer them.

Opportunity	Make Time For Marketing Research
Delivery Format	<p>2.5 hour workshop</p> <p>Number of Delegates: up to 10</p> <p>We are looking for a highly engaging and interactive workshop where participants will have the opportunity to share ideas as well as practically apply their new skills and/or knowledge. Examples of tools utilised by RHWE in our workshops have included Jamboard, Padlet</p>

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	<p>and Slido.</p> <p>Participants should also be provided with a workbook for the session which could be a pdf of your slides or something more interactive if you prefer. This should be shared with RHWE in advance of the delivery date to support participants to record their learning notes.</p> <p>We are planning delivery during July and September 2022 and are flexible with dates and timings.</p>
Price	£250 + VAT
Brief	<p>Market research is a huge part of any business plan and marketing strategy, but many business owners don't know where to begin with market research. In this session you'll share ideas to help get participants started, build their confidence and leave them feeling inspired to find out more about their target market so they can be sure they are on the right track.</p> <p>You might like to create an activity or two that gets the group talking, asking each other questions and collecting important feedback and data about their idea on the day so they know the right questions to ask and what constructive feedback looks and feels like.</p>

Opportunity	Building A Brand
Delivery Format	<p>2.5 hour workshop</p> <p>Number of Delegates: up to 10</p> <p>We are looking for a highly engaging and interactive workshop where participants will have the opportunity to share ideas as well as practically apply their new skills and/or knowledge. Examples of tools utilised by RHWE in our workshops have included Jamboard, Padlet and Slido.</p> <p>Participants should also be provided with a workbook for the session which could be a pdf of your slides or something more interactive if you prefer. This should be shared with RHWE in advance of the delivery date to support participants to record their learning notes.</p> <p>We are planning delivery during July and September 2022 and are flexible with dates and timings.</p>
Price	£250 + VAT
Brief	<p>What is a brand and why is it so important for new business owners to spend time on building one? We know a brand is more than just a logo, but for many participants, they don't yet understand what role a</p>

	<p>strong brand identity can play in finding new customers, building customer loyalty and connecting with their target audience.</p> <p>This masterclass is designed to show participants how and why a brand is important, explain what a brand is, and what it is not and explore the idea of brand touch points within their business. It could start with business names – what makes a good business name, how might you decide on yours and check if it's free to use?</p>
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Opportunity	Ways To Build A Website
Delivery Format	<p>2.5 hour workshop</p> <p>Number of Delegates: up to 10</p> <p>We are looking for a highly engaging and interactive workshop where participants will have the opportunity to share ideas as well as practically apply their new skills and/or knowledge. Examples of tools utilised by RHWE in our workshops have included Jamboard, Padlet and Slido.</p> <p>Participants should also be provided with a workbook for the session which could be a pdf of your slides or something more interactive if you prefer. This should be shared with RHWE in advance of the delivery date to support participants to record their learning notes.</p> <p>We are planning delivery during July and September 2022 and are flexible with dates and timings.</p>
Price	£250 + VAT
Brief	<p>For many small businesses budget is an issue. Start-ups simply don't have the money to pay for a website designer and need to make something themselves. Can you help guide them? Introduce participants to the different DIY websites on the market, from Shopify, Wix to Wordpress, what are the costs, pros and cons of these sites, what does SEO mean and what skills to participants need to be able to design their own website that can be found and ranked by search engines? Don't forget to let them know how and why they connect their new domain name to their website too!</p>

Opportunity	Try Something New Today: Podcasting
Delivery Format	<p>2.5 hour workshop</p> <p>Number of Delegates: up to 10</p> <p>We are looking for a highly engaging and interactive workshop where participants will have the opportunity to share ideas as well as</p>

	<p>practically apply their new skills and/or knowledge. Examples of tools utilised by RHWE in our workshops have included Jamboard, Padlet and Slido.</p> <p>Participants should also be provided with a workbook for the session which could be a pdf of your slides or something more interactive if you prefer. This should be shared with RHWE in advance of the delivery date to support participants to record their learning notes.</p> <p>We are planning delivery during July and September 2022 and are flexible with dates and timings.</p>
Price	£250 + VAT
Brief	<p>In this inspirational masterclass we want to inspire participants to leave their comfort zone behind and try something new. Podcasting has become a hugely popular way to educate, inspire and entertain millions of listeners at the touch of a button. In this session, take participants behind the scenes and share tips on how to actually create your own podcast, how to master the technical aspect of recording high quality sound, where to upload it and the benefits of doing a podcast for your business.</p> <p>Bonus points for recommending some great business podcasts they might like to listen to!</p>

If you have any queries about the masterclass series, the topic you are interested in delivering for us please call Bianca Rogers on 0191 226 7979.

If there are other parts of a subject you feel would be beneficial for participants, the brief for each session is only a guide based on participant feedback and therefore we would love to hear what other key areas you think would be important to help pre-start, recent start-ups and existing businesses in your field of expertise.

Please share this document with anyone else you think would like to submit a brief and be part of the delivery of another series of masterclasses for RHWE.