

## **Re:Create Programme - Freelance Project Manager Brief**

### **About this brief**

Creative United is seeking a Freelance Project or Programme Manager to lead on the management, delivery and wrap of the current iteration of the Re:Create business support programme.

The role involves: managing multiple stakeholders, such as funding partners, business mentors, programme participants (artists, makers, micro-creative enterprise owners/founders) and Creative United team members; organising and delivering networking events; tracking and recording programme outputs; and surveying programme participants to capture programme outcomes and impact. Please see Scope of Work details below for more information.

We envisage this would need an average of 25 hours a week during the 3-month period of January to March 2026. The budget for this project is £10,000 - £12,500 (excluding VAT).

Please respond to this brief by sending us your CV and a cover letter of no more than two pages detailing your relevant experience. Please also indicate in the cover letter your preferred working arrangements regarding days/hours per week over the project period and a breakdown of your fee.

Send your CV and cover letter to Sarah Thirtle, Director of Strategic Development – [sarah.thirtle@creativeunited.org.uk](mailto:sarah.thirtle@creativeunited.org.uk).

Deadline for receipt of proposals: midday, Friday 19 December 2025.

### **About Creative United**

Creative United is an entrepreneurial community interest company committed to supporting creative livelihoods. We work with partners across the public and private sectors to design and deliver programmes that enable economic growth and social impact.

Our vision is for artists, creative enterprises and cultural organisations to have access to the skills, advice and services they need to achieve their ambitions for growth and impact within their communities.

We are focused on helping the organisations and individuals that we work with to:

- Understand their business model and the market/s in which they are operating
- Reduce economic barriers to participation
- Broaden and diversify their customer base

- Grow their sales revenues, and increase their social impact

Creative United makes a unique contribution to the lives and opportunities of people across the UK. We believe that the arts, culture and creativity should be accessible to everyone, and an essential part of life that everyone should experience and enjoy in some shape or form. That's why we deliver programmes that increase public access to and engagement with the arts and creativity.

We want more people to discover the arts and creativity. And for artists and creative enterprises to flourish and grow.

[www.creativeunited.org.uk](http://www.creativeunited.org.uk)

[www.facebook.com/creativeuniteduk](https://www.facebook.com/creativeuniteduk)

[www.instagram.com/creativeuniteduk](https://www.instagram.com/creativeuniteduk)

## **About Re:Create**

Re:Create is our successful business support programme tailor-made for creatives by creative industry experts.

First piloted in the London Borough of Wandsworth in 2021, the programme has since supported 200+ creative businesses across the city, increasing income, skills and business confidence.

Delivered by Creative United in partnership with London borough councils and Creative Estuary, including funding from the UK Shared Prosperity Fund, Re:Create provides free one-to-one business mentoring, networking and training opportunities and access to an on-demand, e-learning toolkit.

The programme aims to empower creative businesses to:

- Increase business resilience and financial sustainability
- Build business confidence and skills to grow and succeed
- Develop networks in the participating boroughs, and beyond

This year, over 80 artists and creative freelancers and micro-entrepreneurs from across our three participating London boroughs (Richmond-upon-Thames, Wandsworth and Westminster) and Thurrock (Essex) are taking part in the programme. The cohorts represent our incredible creative diversity.

[www.creativeunited.org.uk/services/recreate/](http://www.creativeunited.org.uk/services/recreate/)

## Scope of Work

The Re:Create programme is already underway and being delivered in the locations listed above. The outputs and timelines are below, including business mentoring and event outputs delivered so far in ( ):

	<b>Wandsworth</b>	<b>Richmond</b>	<b>Westminster</b>	<b>Thurrock</b>
<b>Funding partner</b>	Wandsworth borough council	Richmond-upon-Thames borough council	Westminster borough council	Creative Estuary
<b>Launch event</b>	1 (joint with Richmond)	1 (joint with Wandsworth)	1	n/a
<b>No. of participants</b>	40	21	25	4
<b>No. of hours 1:1 business mentoring</b>	160 (45.8)	100 (25)	125 (48.5)	24 (16)
<b>No. of networking events</b>	1 (1)	1	2 (1)	n/a
<b>Business support activity completed</b>	End Feb 2026	End Feb 2026	23 Jan 2026	End Dec 2025
<b>Delivery of interim report with UKSPF outputs</b>	End March 2026	End March 2026	End Feb 2026	n/a
<b>Delivery of final evaluation report</b>	June 2026	June 2026	End Feb 2026	End Dec 2025 (survey data only)

The deliverables of this project by the Freelance Project/Programme Manager are:

- Ensure the smooth and timely delivery of the 1:1 business mentoring by regular communication with the team of business mentors to track hours delivered.
- Track engagement and use of the Re:Create Business skills e-learning toolkit.
- Organise and deliver the Network and Learn event scheduled to take place in January 2026 in the borough of Wandsworth. This includes -
  - Communicating event details and online registration information across the current and previous Re:Create cohorts and applicants

- Working closely with CU's marketing and communications team to create promotional assets, sharing these with relevant funding partners/stakeholders
  - Managing the event on the day, including greeting and checking in attendees, ensuring catering is in place and liaising with the venue representatives
  - Confirming a business mentor to provide a training element in the event content
- Be the first point of contact with the business mentor team, answering any questions in a timely manner and keeping track of invoices received.
- Be the first point of contact of programme participants, answering any questions in a timely manner and supporting them to take full advantage of their free 1:1 business mentoring, access to networking events and online learning.
- Be the first point of contact with funding partner stakeholders, answering any questions in a timely manner.
- Report to funding stakeholders regarding programme outputs and updates at regular project meetings (via Teams).
- Create evaluation surveys (based on previous programmes) for each cohort and encourage as many responses as possible in the timeframe
- Work closely with the programme director (Sarah Thirtle, Director of Strategic Development), to ensure a successful programme, hitting the output and outcome targets.
- Ad hoc administrative and project management tasks that may arise to contribute towards a successful programme.

## **Experience and Skills Needed**

- At least 3 years' experience delivering successful, multi-stakeholder projects or programmes in the arts, cultural or creative industries.
  - Experience of business support programme delivery in the creative industry a plus, but not essential.
- An understanding of the challenges facing those building a business in the arts and creative industries.
- Experience of setting up and distributing evaluation surveys and tracking responses.
- Confidence using Microsoft Office 365, particularly using Outlook, Teams, Excel, Word and PowerPoint.
- Excellent communication, time management and relationship management skills.