

## WHERE WE START...

In Spring 2020 - the Digital, Creative & Tech (DCT) sector lost clients, lost revenues and furloughed staff.

Trading conditions have never been worse and there's little chance of normality returning before 2021. Until then, every business has to survive, adjust, plan, innovate - and do what's necessary.

## WHERE NEXT?

There is hope - and plenty of it. Many businesses are settling down already. Initial shock is subsiding, with new opportunities to explore. But the future's still foggy and there's bound to be more upheaval.

Silicon South has pledged to support the sector - so, in Spring 2021, Dorset companies are on top, making the best of the situation and ready to thrive.

## HOW TO GET THERE?

Co-designed with other industry leaders, we've launched the 'Mission '21' programme - for Support; Collaboration and Promotion - But we can't do it alone.

This Mission needs you! We want to build a healthy Network - to collaborate, help each other and generate PR. We've set out the plans below and, amazingly, we've just won some ERDF\* funding to subsidise it.

# MISSION '21



## THE PLAN

### DIRECT SUPPORT FOR BUSINESS AND LEADERS

To help you adjust, plan, innovate and be ready:

- **Grants**  
£1000 - £5000 match-funded business growth grants
- **Access to Specialists and mentors**  
To help you address challenges and opportunities
- **Director Discussions**  
Intimate regular meetups for closely-matched peers
- **Topic-relevant Workshops**  
To interrogate core themes of your business strategy
- **Shared Research**  
Summaries of industry trends, and in-depth insight reports
- **Meet the buyer**  
Sit down with decision makers from prospect clients

### AN EXTENSIVE NETWORK

The Silicon South Network is now totally free for every Dorset DCT company to join, until October 2020 at least. With 100s of companies registered this provides:

- **Map and database**  
Discover the DCT companies in the region
- **Add articles, videos, stories & events to the website**
- **Search for specialists and project partners**
- **Monthly meetups**  
A chance for all staff to network amongst the sector (on Zoom)

### SKILLS, TALENT & LOBBYING

Keep up the confidence, skills and abilities of your staff. And let's not forget preparing the next generation for their first jobs.

- **Skills Development Groups**  
Facilitated, discussion groups - to learn from your peers
- **Nurturing new talent**  
Silicon South - A central channel to Universities & Colleges
- **Pathway for Placement, Apprenticeship and employment**
- **Lobbying & pitching for funding**

## STRONGER TOGETHER

Sitting in the middle, Silicon South sees amazing talent all around. We're happy to provide support as usual, but right now there's a unique opportunity for the sector to come together, support each other, and ride out the stormy economic climate - to emerge stronger, fitter and ready to take on the world - whatever it looks like!