CommunityLedLocal Development

Community Led Local Development (CLLD)isallabout putting the power in local hands. Widely used across Scotland and the EU, this fundingapproach enables communities to lead the way in tackling social, economic and environmental challengesthrough creative, grassroots projects designed around local needs. CLLD provides accessible grantsupport helping local organisations turn great ideas into action through collaboration and innovation.Building on the strong legacy of the former LEADER programme, CLLD continues to championcommunity-driven change. Over the coming months, we'll be celebrating the impact of CLLD by sharingaseries of success stories. We're delighted to spotlight projects and organisations that have previouslyreceived funding, showcasing the inspiring work happening in communities andthepositive difference it continues to make.

TCHCr eative

TCH Creative is a ScottishBorders-basedvideoproduction business founded by videographer Tom Hamilton in 2021, with a passionforhelpingbusinesses,charities, and community organisations bring their storiestolifethroughengaging,high-quality video content.

What started as a one-personventurehasgrownintoatrusted creative partner for organisations across Scotland, providing professional,story-ledvideocontentthat helps clients connect with their audiences and showcase the worktheydo.Frompromotionalvideos and interviews to documentary-style storytelling, every projectisbuiltaroundthepeopleandvalues that make each organisation unique.

Tom established TCHCreativeafterrecognisingthatmany small businesses and community organisations have incrediblestoriestotellbutoftenlackthe time, resources, or confidence to create high-quality video contentthemselves.Byofferingafriendly, collaborative service and guiding clients through every stage of theprocess,TCHCreativemakesprofessional video production accessible and stress-free,regardlessofexperience or budget.

Since launching, the businesshassupportedagrowingrange of independent retailers, charities, and local organisations, helpingthemstrengthentheironlinepresence, reach new audiences, and raise the profile of the work they do.Alongsidevideoproductionservices, TCH Creative also delivers introductory workshops that encourageotherstobuildtheirconfidence and skills in digital storytelling.

At its heart, TCH Creativeisabouthelpingpeopletelltheir stories. By combining creativity with a personal approach, thebusinessenablesorganisations to communicate their message with authenticity, build strongerconnectionswiththeiraudiences, and make a lasting impact within their communitiesandbeyond.



Equipping TCH Creative for the Next Stage

The project focused on strengthening the business's editing and post-production capabilities through the purchase of a dedicated high-performance editing suite, including a Mac Studio workstation and Apple Studio Display. This investment provided the processing power, reliability, and colour accuracy needed to efficiently edit and produce high-resolution video content, ensuring projects could be completed to the highest professional standard.

The upgrade was needed because the increasingqualityandcomplexityofmodernvideo production placed significant demands on existingtechnology.WhileTCHCreative'sprevious equipment had supported the business's growth,itstruggledattimeswiththelargefilesizesand processing requirements associated with professional4Kvideoproduction.Thiscreated inefficiencies within the workflow, increased editingtimes,andlimitedthebusiness'scapacityto take on additionalprojects.

By investing in specialist editing equipment, TCHCreativestreamlineditsproductionprocess, improved reliability, and significantly reduced editingandexporttimes.Theenhancedsetupalso enabled greater precision in colour grading, soundediting,andoverallproductionquality,ensuring clients received polished, professional contentthatreflectedthequalityoftheirwork.

This project represented the final stage of a carefullyplannedprogrammeofreinvestmentaimedat supporting the sustainable growth of the business.Theinvestmentincreasedcapacity,allowing TCH Creative to undertake more projects each yearwhilecontinuingtosupportsmallbusinesses, charities, and community organisations in tellingtheirstoriesthroughengagingvideocontent.

As a result, the business was able to help moreorganisationsstrengthentheironlinepresence, reach new audiences, and showcase the value oftheworktheydo.Theprojectalsocontributedto thewider local economy by ensuring that organisationsacrosstheScottishBordersandbeyondhad access to high-quality, professional video productionservicesthatmightotherwisehavebeenoutof reach.

Impact of CLLD funding£4229.60

The CLLD funding has had a transformational impactonTCHCreative,enabling the business to make a significant investment in specialist editing equipmentthatwouldnototherwise have been possible at this sta geofitsgrowth.

The new editing suite has dramatically improved bothefficiencyandproduction quality, reducing editing and processing times by around 50% whileprovidingtheprofessional-grade tools needed to deliver even higher-quality videocontentforclients.

As a result, TCH Creative has been able to increaseitscapacity,takeonmore projects, and support a greater number of businesses, chari ties,andcommunityorganisations across the Scottish Borders and beyond. Clients now benefitfromfasterturnaroundtimes, enhanced production quality, and greater valuefromtheservicesprovided.

The investment has also strengthened the long-termsustainabilityofthebusiness, creating opportunities for future growth and helping ensure thatorganisationsinruralareas can continue to access professional creative services locally, withoutneedingtolookoutside the region.

The support received through CLLD funding has not onlyhelpedfuture-proofTCH Creative but has also enabled the business to make a greater contributiontothelocaleconomy by helping other organisations increase their visibility, tell their storiesmoreeffectively,andreach new audiences through high-quality digitalcontent.

https://tchcreative.com

