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Executive Summary

Background

Commissioned by Derbyshire County Council with support from East Midlands Development Agency, Derbyshire Business Link and East Midlands Arts, the purpose of this paper is to provide a strategic report on the development of workspace and support infrastructure for the creative industries in Derbyshire. This paper will suggest appropriate development plans for improved networking, skills development, training, managed workspace, incubation and business support.

For the purpose of this report the creative industries are defined as “those industries which have their origin in individual creativity, skill and talent which have a potential for wealth and job creation through the generation and exploitation of intellectual property. This includes advertising, architecture, the art and antiques market, crafts, design, designer fashion, film, video, interactive leisure software, music, the performing arts, publishing, software and computer services, television and radio.”¹

The central position of the County means that 8.4 million people live within 20 miles of the County boundaries. This privileged location is an under-realised, although widely recognised asset.

It is projected that Derbyshire is set to increase its population by some 12,000 (1.7%) between 2001 and 2006. This compares to a 1.3% increase for England. Of the 12,000 it is estimated that 25% will be due to natural change (births and deaths) and the remainder to inward migration exceeding outward migration.² Derbyshire has traditionally attracted families migrating from Derby, Sheffield, Nottingham and Manchester. The quality of natural environment and access to major conurbations creates opportunities to attract high-value enterprises looking for improved living and working environments.

Manufacturing provides 28% of all employment in the County, almost twice the national rate. Conversely, jobs in the service sector, including the creative industries are under-represented (63% of employment as opposed to 78% nationally).

Objectives

The rationale for investing in support for the creative industries is:

- To improve the attraction of the County for inward migration, particularly those seeking to run small, high value enterprises.
- To provide an infrastructure which can support the development of start-up enterprises.
- To provide practical opportunities for those already unemployed or threatened with unemployment.
- To position Derbyshire as a destination location for living and working in the creative industries with an established network of larger businesses, services offices and studios, meeting facilities, networking and peer-support.

¹ Creative Industries Fact File DCMS (London) 2001

² *Derbyshire in Figures* Policy and Research Division December 2001

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- To significantly strengthen the connections between networks of fine artists and craftspeople with tourist and visitor destinations so that there is a much higher recognition of Derbyshire-based artists.
- To provide a broad range of social benefits including opportunities to improve core skills, aid learning processes, raise confidence and self-esteem, promote community cohesiveness and identity, increase inclusiveness, help reduce crime and deliver economic value.
- To adopt a “just-enough” approach to grant funding and support. Intervention to support key structures such as co-ordination and web-sites should be the priority.

Recommendations

The key actions detailed below specify a potential lead partner (listed first in bold) and other potential partners. This is not an exhaustive list of partners and other organisations may wish to be involved in particular elements of this programme of work. Derbyshire County Council is listed as lead partner for many actions, on the basis that a Creative Industries Co-ordinator is likely to be employed by the County Council.

Year 1

KEY ACTION	PARTNERS	OUTCOMES
<p>Create post of Creative Industries Network Co-ordinator Charged with the task of developing networks, liaison and co-ordinating the County action plan; a hands on development role</p>	<p>DCC Arts Council (EMA) EMDA SSPs</p>	<p>1 person employed, with an operational budget and mentor programme £50,000 per annum including on costs</p>
<p>Establish a Creative Industries Network for the County - Allow links to Derby, Sheffield, Nottingham, Leicester, Burton - Attract key players to be champions (e.g.David Mellor)</p>	<p>DCC Arts Council (EMA); B Link U. of Derby; EMDA Derby City District & Borough Councils</p>	<p>2 forum events, holding web-site and subscribe page for further information £1,500 per event excluding co-ordination costs</p>
<p>Creative Practitioners Database Create a county-wide database of creative practitioners who wish to receive information updates about support programmes, networking events, jobs, etc.</p>	<p>DCC District & Boroughs Derby City EMDA EMA</p>	<p>A managed resource of 1000 – 5000 entries £3,000 including some freelance support (data input); software; dedicated IT</p>
<p>Establish Training Events Programme for FE/HE and Adult Education Lecturers The county has a 200+ part time lectures, many of whom are established freelance practitioners, with business skills, networks and ideas. A training programme aimed at enhancing these skills would create a county-wide peer group resource which could contribute to the development of the sector, providing advice, mentoring and skills transfer opportunities. This initiative could offer an opportunity to cross market creative industries business support mechanisms.</p>	<p>DCC Adult Ed CIN B Link LLP U of Derby C'field Coll</p>	<p>2 events, 40 attendees £4,000 including freelance co-ordinating costs; transport</p>

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KEY ACTION	PARTNERS	OUTCOMES
Skills Retention and Employment Working Party Establish a small working party of interested parties to examine the need and development of a creative industries 'Employment/Vocational Skills' project.	LSC C'field Coll CAGs LLP Creative Employers DCC	3 meetings - Establishing Need - Partnership Dev'pment - Funding Plan - Funding Applications £200 per meeting
Workspace Network Develop a physical network of Derbyshire Creative Workspace – identify existing resources (e.g Rosliston Forestry Centre, Genesis Social Enterprise Centre, Heanor Town Hall, Chesterfield Innovation Centres, East Mill Belper, Sharpes Heritage and Resource Centre, Swadlincote, Ridgeway Craft Centre.	DCC B Links EMDA	Data base of 100+ workspace details Print, marketing and web costs £5,000

Years 2 - 3

KEY ACTIONS	PARTNERS	OUTCOMES
Derbyshire Creative Portal Develop a password accessed web-site purely targeted at the creative industries sector across Derbyshire. Develop database driven content including job opportunities, funding opportunities, what's on, directories of other artists, creative enterprises, training and professional development, mini-case studies, background data and information to assist with funding proposals and applications.	EMDA EMA DCC B Link Derby City CoC U of Derby Mack Coll C'field Coll District & Boroughs	A new website co-ordinated and maintained, acting as a one stop shop of creative reference for the county £5,000 - £20,000
Start Up and Growth Grants Modest grants programme aimed at encouraging the birth rate of new start-ups, assisting the sustainability & growth of established SMEs. These funds could facilitate new products, access to new premises, equipment or marketing initiatives.	LSPs B Link CoC EMDA Princes Trust U of Derby C'field Coll	Establish project and obtain funding 10 Start Ups assisted December 2004 30 SMEs assisted December 2004 £500 - £2,000 per business supported
Incubator Development and Support Support and enable further development in existing development projects (e.g. Cromford Mill, Belper Cultural Centre) which will lead to increased size of network. Strategic links to county-wide creative industries.	DCC EMDA B Link Princes Trust	Network of 30 entrepreneurs located around Derbyshire using shared venues, meeting rooms etc Marketing & mentor support £10,000
Create post of Festival Co-ordinator and Developer Festival co-ordination and development (links to tourism strategy) and networking and showcasing opportunities for arts and creative enterprises	DCC EMDA EMA	Increasing scale and profile of Derbyshire festivals £50,000 including small budget and on costs
Heritage, Skills & Markets Link training and skills development to marketing and product development – work with local retail outlets and heritage sites to improve market knowledge.	B Link EMDA EMA Princes Trust National Trust Eng Heritage Tourist Board DCC DTOG	Network of stately homes / venues established – increased value of Derbyshire for artists / craftspeople Meetings, branding and pilot projects £5,000

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Years 4 – 5

KEY ACTIONS	PARTNERS	OUTCOMES
<p>Review Creative Industries Networks Examining strategies that ensure current networks pass on and raise awareness of creative sector initiatives. Devising a county framework for the effective dissemination of information.</p>	<p>DCC LSPs DADG LLPs B Link CoC</p>	<p>Optimum awareness of all creative and cultural projects, events, educational initiatives, successes and news External evaluation £3,000</p>
<p>E Access and Telephony Links Provide facilities and identify opportunities for remote services such as an artists' telephone network providing reduced rate telephony, free 0870 numbers and discounted ADSL, ISDN and related services.</p>	<p>DCC B Link U of Derby EMDA</p>	<p>100 entrepreneurs access cost effective internet and telephony services £50,000 capital investment but with return on costs within 3 years</p>
<p>Co-ordinating Crafts, Heritage and Quality Establish a network of venues for Derbyshire artists' work including the key heritage and tourist destinations – establish peer-group led quality control / kite-marking to ensure highest standards are met and to counter some perception of poor quality crafts.</p>	<p>DCC EMDA National Trust EMA DADG</p>	<p>Improved profile of Derbyshire artists / crafts people £5,000 branding, marketing and co-ordination</p>

1.0 Introduction

Commissioned by Derbyshire County Council with support from East Midlands Development Agency, Derbyshire Business Link and East Midlands Arts, the purpose of this paper is to provide a strategic report on the development of workspace and support infrastructure for the creative industries in Derbyshire. This paper will suggest appropriate development plans for improved networking, skills development, training, managed workspace, incubation and business support.

In particular, the report will attempt to reconcile the specific sectoral needs across urban, rural and semi-rural areas as opposed to the more common interventions in city centre based quarters such as in Sheffield (The Cultural Industries Quarter), Birmingham (The Custard Factory) or Huddersfield (The Media Centre).

The report does not provide a detailed context for the development of creative industries at either a national or regional level. For this information The Creative Industries Mapping Document (<http://www.culture.gov.uk/creative/index.html>) provides a comprehensive national overview. At a regional level, the report commissioned by East Midlands Development Agency (EMDA) from Comedia, Creative Industries Study Part 1 (2001), provides a preliminary baseline analysis of the sector with some sub-regional analysis of Derbyshire.

1.1 Methodology

Our approach has involved primary and secondary research. This involved interviewing 39 stakeholders including sole traders, SMEs, key agencies and departments with an interest in developing the sector (see Appendix ii). An analysis of existing studies, local trends, research papers and feasibility studies to determine the wider economic and social context; ambition and vision has also provided significant amounts of contextual data.

Our job has been to assimilate this information and recommend practical actions. Our objective has been to take on board the opinions and extensive experience and local knowledge of key people working across the County. This report reflects many of their ideas, informed comment and aspirations. The development of a support infrastructure for creative industries is a challenging and long-term process. It requires considerable tenacity, commitment and vision. We hope that this analysis provides a sound platform for continuing that process in Derbyshire.

1.2 Definition

For the purpose of this report the creative industries are defined as “those industries which have their origin in individual creativity, skill and talent which have a potential for wealth and job creation through the generation and exploitation of intellectual property. This includes advertising, architecture, the art and antiques market, crafts, design, designer fashion, film, video, interactive leisure software, music, the performing arts, publishing, software and computer services, television and radio.”³

³ Creative Industries Fact File DCMS (London) 2001

2.0 Background

The geography, demographics and economic history of Derbyshire are instrumental in determining interventions to develop the creative industries in Derbyshire. Key factors are:

- The central position of the County means that 8.4 million people live within 20 miles of the County boundaries. This privileged location is an under-realised, although widely recognised asset.
- The population of Derbyshire is 737,000 or just 1.5% of the population of England. The wide geographical spread of a comparatively small population with no major cities reflects the dispersed population – large scale creative industries initiatives have generally been implemented in cities or large metropolitan conurbations.
- Four major conurbations, Derby, Manchester, Nottingham, Sheffield are immediately adjacent to Derbyshire's borders while Leicester, Burton-on-Trent and Stoke-on-Trent are within a relatively short distance. The high proportion of day visits and positive balance of inward re-location and migration reflect the proximity to these towns.
- The County reflects stark contrasts between the rural west and urban east and between the upland North West and lowland south and east. Local communities look to towns and communities, often outside the county boundaries. The changing relationship between 'work' and 'home' may be a key factor for Derbyshire's approach to Creative Industries.
- The County has 8 towns with populations in excess of 20,000: Belper, Buxton, Chesterfield, Dronfield, Glossop, Ilkeston, Long Eaton, Swadlincote. These and smaller market towns are a key facet for economic development as reflected by EMDA's market towns strategy. Any Creative Industries strategy should reflect the importance that both EMDA and DCC place on regenerating market towns.
- The eastern side of the County, from Chesterfield down to Alfreton, Ripley, Heanor, Ilkeston and Long Eaton forms an almost continuous band of urban development.
- In contrast, 16% of Derbyshire's population live in sparsely populated rural areas with an average of less than 2 people per hectare.⁴ Ensuring opportunities for benefits in these areas is a key challenge.

2.1 Economic and social trends in relation to creative industries development

- It is projected that Derbyshire is set to increase its population by some 12,000 (1.7%) between 2001 and 2006. This compares to a 1.3% increase for England. Of the 12,000 it is estimated that 25% will be due to natural change (births and deaths) and the remainder to inward migration exceeding outward migration.⁵ Derbyshire has traditionally attracted

⁴ *Derbyshire in Figures* Policy and Research Division December 2001

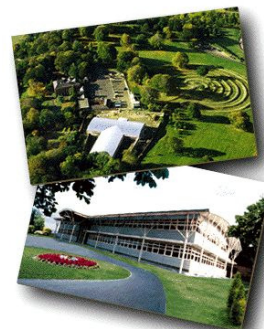
⁵ *Derbyshire in Figures* Policy and Research Division December 2001

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families migrating from Derby, Sheffield, Nottingham and Manchester. The quality of natural environment and access to major conurbations creates opportunities to attract high-value enterprises looking for improved living and working environments.

- Manufacturing provides 28% of all employment in the County, almost twice the national rate. Conversely, jobs in the service sector, including the creative industries are under-represented (63% of employment as opposed to 78% nationally).
- As across the whole of England, 80% of workplaces employ ten or less people and are therefore defined as Small Businesses. The creative industries are a high value part of the small business sector and offer significant opportunities for growth.
- Unemployment: 11,699 people unemployed in Derbyshire in May 2001 of whom 25% were women. This is slightly higher than the national UK average but considerably better than other areas where there is such a significant reliance on manufacturing for employment. Linking local creative industries initiatives to start-up and skills development schemes is relevant to address unemployment and where industrial change is occurring (down-sizing, increased automation, re-locations).
- In Derbyshire there are small clusters of web design and Internet service companies as well as small groupings of industries relating to glass, ceramics and tourism⁶. Utilising the beneficial geographic location, the quality of natural environment, and generally good value housing has enabled the sector to develop without any significant interventions. However, the development of two Innovation Centres in Chesterfield has demonstrated latent demand in the local economy for high quality, hi-tech managed office accommodation.



**Tapton Park
Innovation Centre**



**Dunston Innovation
Centre**

⁶ Business Clusters in the UK – A first assessment DTI (London)2001

3.0 Why intervene? A strategic rationale

3.1 A significant economic sector

- The creative industries are providing significant growth for the UK economy. In 2000 7.9% of Gross Domestic Product (GDP) was accounted for by the creative industries.
- The creative industries grew by an average of 9% between 1997 and 2000 compared to an average of 2.8% for the economy as a whole.
- Exports contributed £8.7 billion to the balance of trade in 2000, equating to 3.3% of all goods and services exported.
- UK creative industries enjoy a global reputation for excellence, creativity and innovation. British design, advertising, music and interactive leisure software companies are considered to be world class.⁷
- In Derbyshire a recent audit⁸ identified just less than 1,000 groups and individuals involved in arts activity.

3.2 Policy background

Strategies for implementing clusters of creative and media enterprises have largely been linked to cultural policy in terms of rationale, but implemented in practice with funds and partnerships driven by economic development agencies. Many of the strengths and weaknesses of this approach in the UK result from tension between notions of culturally-driven and economically sustainable interventions.

Policy-makers did not create the left bank or Montmartre in Paris; Bloomsbury Square; Harlem's jazz scene; the potters and artists who flourished in St Ives or Vallauris; the cluster of studios that became Hollywood or the software designers that inhabited Silicon Valley. Artists and creative entrepreneurs have historically established their own informal networks as a fundamental need to explore and cross-fertilise ideas and develop their own practice. The development of 'quarters' defined by a local proliferation of artistic and cultural production has occurred and been driven because of many and various influences: the quality of light; economic necessity; geographic communities of immigrants; the rapid development of artists collaborating; or systems of patronage that stimulated market demand. Certainly, there were institutionalised influences (religion or national government) but no one specifically set out to create these clusters to achieve some long term economic or cultural policy objective⁹.

Policy-makers commonly identify the following additional benefits when developing creative clusters:

- To add diversity to the local economy
- To create new employment opportunities
- To regenerate areas of physical decline and under-investment
- To differentiate your town, city or region from others

⁷ Creative Industries Fact File (London) 2001

⁸ Research Study into arts activity for Derbyshire County Council ABL Cultural Consulting March 2001

⁹ Yorkshire and Humberside Review *Making Clusters Work* Hyam, T YHUA (Leeds) 2002

- To provide a skills base for training and educational development
- To challenge the mainstream and nurture new ideas

Creating an environment for a cluster to grow is not simply an economic development issue, but requires a more complex process in which a mix of social and cultural factors are combined to stimulate a productive seed-bed that reduces business failure, stimulates new start-ups and generates mature enterprises rooted in the local economy.

Buildings and infrastructure provide a kernel around which small enterprises can operate but they are by no means the only way in which such clusters can develop. A number of 'soft' factors contribute to enabling clusters to develop. These are equally significant and require just as much thought and systematic planning.

Isolation is a key problem experienced by many artists and creative enterprises. This is certainly the experience of many artists, sole traders and micro enterprises in Derbyshire. Finding like-minded practitioners in your local area can be a haphazard process. Across Derbyshire there are examples of people travelling from Derby to Bakewell in order to network and make connections.

The role of arts and cultural festivals also offers significant opportunities to counter isolation and offer showcasing and exhibition opportunities across the County. In medium-sized towns such as Cheltenham, or small towns such as Ludlow, Hay-on-Wye and Marsden, festivals have had an enormous impact on the local economy and on external perceptions of the respective towns. In each case there has been a significant degree of professional co-ordination and this has accounted for the growth of the festivals from tentative annual events (first 3-5 years) to strongly established all year-round presences that have gradually impacted on tourism, restaurants; extended stays, retail business and extended press-coverage (6-10 years). Derbyshire's rich tradition of well dressings (over 60); its arts festivals in Wirksworth, Buxton, Ashbourne, Belper, and Bolsover could be more actively developed with more support from additional support and co-ordination.

Equally, working with district and borough Councils to improve the quality, scope and differentiation of festivals in other parts of the County is another approach that can build activity and economic and cultural value in areas where there are historically low levels of activity. In particular the opportunity for festivals to tackle social exclusion, education and involve elderly and young people, links to amateur and professional arts and the positive involvement of volunteers.



Case Study

Cheltenham has developed a series of specialist festivals over the last 12 years including specialist jazz, music and literature. Attracting over 200,000 people each year, the strategy is to develop new festivals to increase tourism visits and diversify the mix of activities and maximise the economic and social benefits.

In 2001 they launched their first Festival of Science, a five day event held in May. With overall attendance of 24,000 including sales of 11,700 tickets achieving 26 sell-out events. As well as leading scientists such as Simon Singh and Richard Dawkins the festival also included food, arts and sports themes.

The Local authority has a specialist festivals team including a press-officer and festival management team. The dedicated website with integrated ticketing and subscription to mailing lists and demonstrates the potential benefits of well co-ordinated and professional approach to support the development of festivals as a driver for economic and cultural benefits.

<http://www.cheltenhamfestivals.co.uk/>

See Appendix i 'Festivals Mean Business', British Arts Festivals Association.

In Edinburgh, one of the most successful UK festival cities, the City's Executive Council member for Leisure and Culture has also been appointed as a Festivals and Events Champion.

3.3 Networking

Interventions that find ways to connect people engaged in complementary activities can be equally as developmental as providing a high quality office or broadband internet access. Peripatetic education and training services, cultural venues and small local events can lead to networking opportunities, ideas sharing or just socialising. The strong relationships between the consumption and participation in artistic and cultural activity also provide a rich context for establishing connections between creative practitioners. Consequently, the dispersed and often make-do venues, particularly across the more rural areas, contribute to poor networking and limited opportunities for creative collaboration.

Interventions should utilise existing activity. They should create opportunities by linking isolated initiatives or networks. These can be packaged by linking separately devised projects or different groups into a branded network where everyone has a say and some ownership of the development. The principle is one of

critical mass, in which there are greater benefits for everyone by finding common areas where they can work together without compromising independence. This can occur on large public sector supported programmes

where larger organisations (such as local authorities) can deal with the cash-flow and programme management, freeing up smaller organisations to deliver effective projects close to the target groups.

"It is vital that any creative industries forum comes from within the sector and not be imposed by the established agencies. The agencies should merely facilitate their existence and outcomes."

Paul Tinsley, Economic Development Services, Derbyshire County Council

Creating connections can also lead to the development of effective supply chain relationships. Physical proximity certainly helps but it is the availability of complementary skills and opportunities across the network of enterprises that is of enormous value to small businesses. The ability to source talent and expertise quickly and locally provides small enterprises with competitive advantage that can assist them to compete for more ambitious contracts.

The Local Learning Partnerships network has nine separate groups containing representatives from education, community and commercial bodies. In a relatively short period of time they have made a significant impact with limited funds. They have supported research projects, awareness raising initiatives and small community developments. This established network could, with minor alterations and additional resources, aid the development of the creative industries throughout the county.

3.4 People and Skills

Despite over 20 years of policy interventions focussing on the creative industries in the UK from London to the highlands of Scotland, many graduates still find themselves in a very challenging environment in which to develop their creative

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practice. Research in the UK¹⁰ indicates that a large proportion of UK fine-arts graduates from universities and art colleges have worked in unskilled or semi-skilled sectors such as fast-food outlets, as a means of supporting themselves whilst attempting to continue or pursue their creative practice for up to two years after their course was completed.

Lack of business skills and lack of understanding by such courses of the realities of portfolio-working or of other industry requirements for artistic skills, mean that a high proportion of graduates were, and continue to be, relatively unprepared for matching their skills with the demand from employers. The starting point for many people in this industry is false starts; lack of peer-groups; isolated experiences, i.e in practice, it is a question of luck as to whether they make the connections with employers, peers or simply find others sympathetic to their work.

Connecting those new to employment in the sector with potential employers, with more experienced peers and with role models is another important reason for ensuring that effective networks of enterprises provide a point of connection for new entrants into the sector.

New initiatives such as Chesterfield's College's Centre of Vocational Excellence (CoVE) concentrating on art and design (one of only a handful in the UK) offers significant opportunities to link employers with further education and develop a tangible and practical network to link local business needs to young people.



Network House, Derby

Equally, the success of Banks Mill and Network House in Derby demonstrate that where a University provides resources that encourage graduates to be entrepreneurial and provides them with a supportive infrastructure, the results are effective and sustainable.



Banks Mill, Derby

The potential for the development of further facilities at the new Buxton Campus is being considered by the University of Derby. This represents an exciting opportunity to extend the network of incubator venues for the creative industries into the Peak District, whilst maintaining strong links to education and training.

The disparate nature of Derbyshire's population coupled with an underlying belief that some areas of the county have significant shortage in creative IT skills presents a challenge in terms of both access and delivery. The County Council has developed excellent internet and video conferencing facilities in many of its libraries including mobile facilities and has plans to extend these facilities to all libraries in the region. In addition, the Local Learning Partnership (LLP) has supported an outreach laptop facility which is proving invaluable in parts of the Amber Valley. The enhancement or expansion of similar facilities could act as a useful mechanism for developing IT skills across the county.

¹⁰ *Destinations and Reflections: Careers of British Art, Craft and Design Graduates*. Harvey L. & Blackwell A. Centre for Research into Quality 1999

3.5 Key Issues

The rationale for investing in support for the creative industries is:

- To improve the attraction of the County for inward migration, particularly those seeking to run small, high value enterprises.
- To provide an infrastructure which can support the development of start-up enterprises.
- To provide practical opportunities for those already unemployed or threatened with unemployment.
- To position Derbyshire as a destination location for living and working in the creative industries with an established network of larger businesses, services offices and studios, meeting facilities, networking and peer-support.
- To significantly strengthen the connections between networks of fine artists and craftspeople with tourist and visitor destinations so that there is a much higher recognition of Derbyshire-based artists.
- To provide a broad range of social benefits including opportunities to improve core skills, aid learning processes, raise confidence and self-esteem, promote community cohesiveness and identity, increase inclusiveness, help reduce crime and deliver economic value.
- To adopt a “just-enough” approach to grant funding and support. Intervention to support key structures such as festival co-ordination and web-sites should be the priority rather than raising expectations through unsustainable small-scale grant schemes.

4.0 Demand : what is required?

From DCC Committee reports produced between 2001-2002, it is clear that many of the key weaknesses and lack of cohesion across the sector in Derbyshire have been identified and are understood. However, many of our interviewees focussed on what they felt was required and this provides further evidence for development strategies.

The following SWOT analysis reflects some of the key perspectives identified during face-to-face and telephone interviews.

4.1 SWOT analysis

STRENGTHS

- Superb natural environment with many areas of outstanding beauty
- Established groups and networks of artists, craftspeople, and writers already located in the County
- Attracting inward migration of families wishing to live in the county
- Success of neighbouring initiatives in Derby. E.g. Network House and Bank's Mill, Creative Industries Steering Group
- CoVE at Chesterfield, World Heritage Site for Derwent Valley, High Peak, White Peak tourist destinations
- Good links to University of Derby across the County (e.g. new campus at Buxton, National Stone Centre)
- Business Link have officers with a remit to undertake work in the creative sector
- Arts Officers in District and County Council providing high quality services and positive approach of DCC Members and Officers
- Strong Libraries & Heritage Dept. with network of video-conferencing
- Resourceful and active community arts groups delivering training and resources
- Several well developed and emerging festivals which link arts activity to tourism
- EMDA and EMA strongly support development of creative industries

Belper



WEAKNESSES

- Former coal mining areas and semi-rural areas gain little benefit from tourism
- Short average duration of tourist visits results in low spend per head despite volume of visitors
- Disjointed networks and isolation of sole traders and individual artists result in low morale and frustration
- The large number of sole traders and micro enterprises; the lack of a single agency or association makes it very hard for business support agencies to 'connect' with the sector and provide effective services
- Strong sense of isolation from small creative enterprises and sole traders
- Lack of detailed baseline information about creative industries employment across the region
- Extreme social and economic variation from Glossop to Swadlincote
- Low levels of business skills in sole trader community
- Key businesses such as Lynx Technology leaving the area to relocate to major cities
- Skills shortages in key areas e.g. adult education tutors, IT, technicians
- Perception that there is a lack of resources and support available for the sector
- Large swathes of county without access to ADSL (*see Appendix v for map of ADSL Services in Derbyshire*).

Entrance to TG Green
Factory Shop, Swadlincote



OPPORTUNITIES

Sharps Resource Centre, Swadlincote

- Link artists and creative enterprises to provide peer support
- Link visitors to locally produced high quality products
- Establish a strong marketing brand for Derbyshire as a location for creative enterprises
- Several capital projects in development, intending to include space for creative sector
- Derbyshire could gain pioneering reputation for rural and semi-rural creative industries development
- Mainstream creative industries into key countywide/regional initiatives (such as the market towns programme)
- Develop a county-wide network of co-ordinators / advisors.
- Development of cohesive skills strategy across the County linking to new initiatives
- Many attractive empty buildings which could have alternative uses
- Appointment of Christine Johnson, Creative Industries Business Advisor, Business Link
- World Heritage Status of Derwent Valley



THREATS

- Failure to deliver effective groups and delivery structures which can drive through change and improve opportunities and infrastructure across Derbyshire.
- A shortage of specific skills (e.g digital & multimedia, technical)
- Derby/ Sheffield/ Nottingham graduates re-locating to larger urban centres in search of work
- Fewer young people entering the sector with advanced skills
- Fewer technicians and well trained non-university graduates to service SMEs in design sector
- Larger firms leave County for cities (e.g. Lynx)
- County becomes commuter-belt and day-visitor destination: damaging extremes

Lynx Technology



4.2 Key Themes

“Creative Industries are the fastest growing sector of the economy....National, regional and local research has shown that it has very weak support mechanisms. In Derbyshire such support is particularly weak and although there are many artists and craftspeople in the county, their contribution to Derbyshire’s economy is often lost”.¹¹

From the research and consultation process the following key themes were identified as initiatives to stimulate the creative industries across Derbyshire. In this section these themes are summarised and in Section 5.0, the suggested actions are specifically linked to these themes.

In some cases these themes will overlap. For example the relationship between festivals as vehicles for tourism development and opportunities for networking and showcasing the work of local artists and creative producers is significant. In essence these themes will often be complementary and a key policy issue will be to ensure that the maximum value from these links is extracted when they are implemented.

Networking, communication and co-ordination

- Isolation: the need for regular professional contact was identified as key. The County boundaries don’t necessarily reflect natural networking links.
- Peripatetic roles such as curator: artists in rural areas such as Arts in the Peak felt that there were few venues or opportunities to exhibit work. This could be addressed with a flexible, mobile programme
- County wide arts magazine. The success of e-mail and local newsletters in District arts initiatives suggests that a County-wide approach would also contribute to creating a more coherent and self-confident sector.
- Setting up networking opportunities. Some interviewees commented on the lack of a ‘map’ of what was going on in the arts across the County. Wider awareness of other initiatives is the natural starting point for networking.
- Chesterfield Peak 107 is a significant asset, particularly to arts promotion to local communities across the Peak District.

“The recruitment of artists to work with young people appears to be from a continually shrinking pool of freelance artists – we don’t know where to find the talent, and they don’t know where to find the work”
Jacqui Gaskill, Arts Coordinator for Youth Services, Derbyshire County Council

¹¹ Derbyshire County Council Libraries & Heritage Department 2001

Business support

- Specialist advice and business support: a number of people discussed the need for business skills, peer-group support and appropriate professional development. Given the relatively high numbers of sole traders, as indicated in the Research Study into arts activity in Derbyshire County Council¹², it is essential that we enable this sector to improve opportunities for collaboration and professional development.
- More resources: some artists simply felt that there were not enough resources going to support projects or new work. However, better information and more linked working will counter risks of 'grant dependency'.
- Key delivery partnerships: the two key partnership bodies with a strategic overview for economic development particularly in relation to EMDA are likely to be i) the North Derbyshire and North Nottinghamshire Sub-regional Strategic Partnership and ii) the Derby and Derbyshire Partnership. The former was confirmed in October 2001 and the latter which is intended to become operational by April 2003. Both will focus on key priorities which specifically include enterprise and innovation and to which the creative industries sector can make a significant contribution. These two partnership bodies will require advice and development specifically related to creative industries to ensure that appropriate projects and initiatives are developed which can achieve the objectives of this plan.
- Social entrepreneurship, IT skills, innovation and well developed core skills are endemic in the creative industries sector as are the mechanisms by which a modern, diverse and expanding economy will thrive. The integration of these characteristics into sub-regional and local priorities is essential. Working closely with Derby City Council and with the Derbyshire Arts Group and the wider sector to ensure consistent representation and a collaborative approach to the development of sub-regional action plans as well as project development and delivery will help enable a high representation of creative industries initiatives in the sub-regional partnerships.

"In the past we have used the Chamber, and found them useful for the basics. However, the advice became less relevant the more specific our needs became".
**Esther Patterson, 'O B Design',
Wirksworth**

Case Study **CREATIVITY WORKS!**

The Creativity Works! programme is a creative sector business support programme being developed by three local authorities, Barnsley, Doncaster and Rotherham. The development and management of the programme combines the experience and knowledge of three separate Arts Officers, the Economic Development Services Departments and Barnsley Development Agency.

The programme will involve three local colleges, a range community groups and established agencies such as Business Link and the Princes Trust, with the following objectives:

Encouraging the economic potential of the creative industries
Diversifying the local economy
Encouraging entrepreneurship

Whilst an element of grant support is to be provided, the key to the programme is on going advice offered by a business advisor, linked to an action plan of development, with clear targets of achievement.

¹² Research Study into arts activity for Derbyshire County Council ABL Cultural Consulting March 2001

Skills Development & Retention

- Vocational Skills Development for FE/HE Graduates: Several interviewees maintained the view that there is a severe lack of opportunities for FE and HE graduates to gain 'work related', or vocational skills training. Whilst Derbyshire may not have an abundance of large creative employers it does raise a substantial number of creative SMEs who, with minimum support, could offer valuable vocational training opportunities.
- Employability Skills Training: The ability to communicate ideas, manage a portfolio and present work effectively are vital core skills for any creative looking to gain employment within the sector. It would appear from the study that the need for such a programme is substantial, possibly as a 'next step' progression from academic study.
- Graduate Migration: Significant numbers of interviewees stated that local graduates, are moving to urban centres outside the county to work. The lack of sector specific career guidance, information on employment opportunities, transport and 'start-up' support measures were all cited as reasons for this trend. Failure to address this issue would seriously undermine the sectors growth potential and further compound the skills shortages identified in other parts of this report.

Case Study

SHOWCASE

The 'Showcase' project, based in Kirklees, is a sector specific programme designed to encourage, support and improve recruitment into the creative industries. Funded via ESF, SRB and LSC it has now been operating for 3 years.

The project offers a range of interventions to beneficiaries that include bespoke training opportunities, a creative mentor, paid work placements, vocational training plan and a careers advisor.

The current phase of the project, a partnership of the Huddersfield Technical College (training & referrals), Artimedia – Huddersfield (creative IT training agency) and the Creative Industries Development Agency (career guidance & work placement brokerage) has helped create over 60 new jobs and assisted the growth of 30 new freelance/micro businesses.

Supported by an established brand image and a website offering on-line support, this initiative is a vital link in developing the supply chain which under-pins the growth of the creative industries in Kirklees.
<http://www.u-create.co.uk>

Buildings and Incubator Space

- Incubator units: not necessarily essential, especially to artists (e.g. Peak District Products) where people have incorporated workspace into their home. However, out of the National Park area it was seen as an important factor. In areas such as Chesterfield (Innovation Centre at Dunston Technology Park and Tupton Park) and Alfreton the recent take-up of serviced office accommodation suggested that there is latent demand for incubator and economical managed workspace.
- Integration into market towns initiative: The early indications from Belper are that linking arts and creative sector development into a market town programme offer significant opportunities to contribute to regeneration. Many people commented on the need for similar opportunities in other Derbyshire towns.
- Improving the use of business premises: From interviews, visits and ground research, it is clear that the county has a wealth and variety of potential

commercial premises that are currently not being used to their full economic value, ie small mills and farming out buildings. Whilst transport and e-communications improvements present strategic, longer term solutions which need to be addressed, more immediate, less costly interventions might encourage greater use in the short term. Relocation costs, minor building alterations or simply the creation of dry, warm spaces, were also cited as barriers to businesses wishing to move and expand.

"There appears to be a real shortage of flexible and affordable working space in the Amber Valley, for rehearsals and exhibitions."

Sarah Laman, Fleet Arts, Belper

Skills and training

- **Technical Skills Shortage:** Throughout the community arts and commercial sub-sectors there is consistent evidence to suggest that in certain parts of the county, High Peak, North East and the A6 Corridor, there is a shortage of creative technical skills across a range of disciplines. These include software skills in multi-media, design and audio/visual, as well as specialist hardware skills such as Apple Macintosh.
- 301 arts and craft tutors are listed on the arts and crafts tutor pool list for Adult Community Education.
- 24% tutors male, 76% female
- Derbyshire Arts Development Group Education Sub-committee: The DADG ed sub should develop a database of artists and teachers for access by the DADG partners and should develop schemes for professional development (marketing, professional skills, mentoring schemes).



Case Study

Books Connect Creating Partnerships for Libraries, Museums and the Arts

This pilot project, sponsored by East Midlands Arts, helped develop partnerships between the arts, libraries and museums whilst also engaging people in a wide variety of creative disciplines.

Using reference, fiction and poetry books as a basis for the 9 projects the partnerships planned, recruited, wrote, rehearsed and ultimately performed and delivered an end product. The project brought together libraries, museums, schools and community arts groups.

www.artsandlibraries.org.uk

Links to Tourism

- Professional co-ordination for festivals. Providing additional professional support and co-ordination for the County's arts festivals was seen by many as a priority. Several performance related companies said that this was important because festivals provided a great opportunity to develop and showcase their work as well as collaborate with other organisations and artists.
- Open studios scheme. Opportunities for visual and performance artists to exhibit work are much more limited in the most rural areas. Identifying a list of venues and opportunities would be very useful.
- Art trails
- Links to Heritage including existing venues, craft galleries and festivals could be linked to stately homes. There are opportunities for those involved in the visual arts as well as performing arts (e.g Babbling Vagabond's links to the National Trust during which they performed at 3 venues to over 1300 people).
- Develop promotional arts trails as part of arts based tourism initiatives to encourage cross-over audiences and longer stays in the area.

5.0 Proposed actions

This section of the report lists the proposed actions over the next five years. They address the key themes of the report and suggest potential delivery partners, external funding agencies and desired outcomes. Interventions to stimulate the creative industries are not 'quick-fix' initiatives and require a tenacious commitment to a long term vision. In Sheffield, Birmingham, Huddersfield and London, creative industries interventions have delivered significant results over periods of between five and fifteen years. Despite the encouraging levels of activity and the emerging networks in Derbyshire, similar tenacity and persistence will be required.

Many of the actions link or overlap and in practice, officers or partners will inevitably refine and use these proposals as a flexible resource which may vary according to economic conditions, emerging opportunities or the results of further research. However, they should provide a clear approach to delivering the vision for Derbyshire as a hub for creative industries development.

Each action specifies a potential lead partner (listed first in bold) and other potential partners. This is not an exhaustive list of partners and other organisations may wish to be involved in particular elements of this programme of work. Derbyshire County Council is listed as lead partner for many actions, on the basis that a Creative Industries Co-ordinator is likely to be employed by the County Council.

The timescale divisions are:

- Year 1
- Years 2-3
- Years 4-5

The key themes are:

- Networking, communication and co-ordination
- Business support
- Skills development and retention
- Buildings and incubator space
- Links to tourism

5.1 Proposed actions Year 1

Year 1				
KEY THEMES		KEY ACTIONS	PARTNERS	OUTCOMES
Networking, communication and co-ordination	1	Create post of Creative Industries Network Co-ordinator Charged with the task of developing networks, liaison and co-ordinating the County action plan; a hands on development role	DCC Arts Council (EMA) EMDA SSPs	1 person employed. With an operational budget and mentor programme £50k per annum including on costs
	2	Establish a Creative Industries Network for the County - Allow links to Derby, Sheffield, Nottingham, Leicester, Burton - Attract key players to be champions (e.g. David Mellor)	DCC Arts Council (EMA); B Link U of Derby; EMDA; Derby City; District & Borough Councils	2 forum events, holding web-site and subscribe page for further information £1,500 per event excluding co-ordination costs

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Year 1				
KEY THEMES		KEY ACTIONS	PARTNERS	OUTCOMES
Networking, communication and co-ordination	3	Creative Practitioners Database Create a county-wide database of creative practitioners who wish to receive information updates about support programmes, networking events, jobs, etc.	DCC District Boroughs Derby City EMDA EMA	A managed resource of 1000 – 5000 entries £3,000 including some freelance support (data input), software and dedicated IT
	4	Create a Derbyshire Creative Network Brand Identity Consideration of a brand identity for creative industries support as an easy means of practitioners identifying facilities and for external agencies to identify with practical initiatives and policy directions.	DCC DADG B Link	A clearly identified creative network established Preferably co-ordinated by stakeholders – no cost
Buildings and Incubator space	5	Workspace Network Develop a physical and branded network of Derbyshire Creative Workspace – identify existing resources (e.g Rosliston Forestry Centre, Genesis Social Enterprise Centre, Chesterfield Innovation Centres, North Mill Belper, Sharpes Heritage and Resource Centre, Swadlincote, Ridgeway Craft Centre, Pleasley Mill)	DCC B Links EMDA	Data base of 100+ workspace details Print, marketing and web costs £5,000
Business Support	6	Establish Training Events Programme for FE/HE and Adult Education Lecturers The county has a 200+ part time lectures, many of whom are established freelance practitioners, with business skills, networks and ideas. A training programme aimed at enhancing these skills would create a county-wide peer group resource which could contribute to the development of the sector, providing advice, mentoring and skills transfer opportunities. This initiative could offer an opportunity to cross market creative industries business support mechanisms.	DCC Adult Ed CIN B Link LLP U of Derby C'field Coll	2 events, 40 attendees £4,000 including some freelance co-ordinating costs, transport
	7	Begin Sector Research Programme Undertake an on going research programme (possibly in partnership with University of Derby and EMDA) to monitor key data about the sector and to use this data to refine and sharpen on-going interventions. This should build on the Comedia research soon to be published by EMDA.	EMDA U of Derby B Link Derby CC DCC District & Borough Councils	Key data on the performance of the sector including identified needs and barriers to growth £10,000 - £30,000 per year for 3 years
Skills Development and Retention	8	Skills Retention and Employment Working Party Establish a small working group of interested parties to examine the need and development of a creative industries 'Employment/Vocational Skills' project.	LSC C'field Coll CAGs LLP Creative Employers DCC LSC	3 meetings - Establishing Need - Partnership Dev'pment - Funding Plan - Funding Applications £200 per meeting
	9	'New Creatives' Mentor Programme Establish a database of 'Creative Mentors' with the aim of supporting new creative graduates, either in employment or freelance activities.	EMDA LSC (LIF) C'field Coll U of Derby CAGs; LSP Creative Employers DCC	50 Contacts on database 10 Graduates supported by December 2003 Mentoring fees £4,000

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Year 1				
KEY THEMES		KEY ACTIONS	PARTNERS	OUTCOMES
Links to Tourism	10	<p>Identify Strategic Opportunities for Creative Industries and Cultural Tourism</p> <p>Contribute to the development of a region wide strategy for arts and creative industries linking to cultural tourism. Focus on the benefits to local producers and crafts people (particularly in rural areas).</p>	<p>DCC EMDA EMA Peak District Products Heart of England Tourist Board DTOG</p>	<p>3 projects identified for implementation</p> <p>No immediate cost implications</p>

5.2 Proposed actions Years 2 – 3

Years 2-3				
KEY THEMES		KEY ACTIONS	PARTNERS	KEY OUTCOMES
Networking, communication and co-ordination	11	<p>Derbyshire Creative Conference</p> <p>Stage a county wide event to coincide with a particular milestone for the creative industries in Derbyshire, drawing together businesses, artists, craftspeople, agencies, educationalists, and community groups from across the county.</p>	<p>DCC Open to all</p>	<p>1 event per year for county wide networking</p> <p>£5,000 for speakers fees, transport, catering, print</p>
	12	<p>County and City Events</p> <p>Explore the opportunities for collaboration between Derby City Council and Derbyshire County Council on branding, information and networking to provide a co-ordinated and coherent approach for those working in the sector.</p>	<p>DCC Derby CC</p>	<p>2-4 cross-promotional initiatives and events</p> <p>£250 per event – coach hire, marketing, refreshments</p>
	13	<p>Consumer Led Creative Directory</p> <p>Create a directory / map of craft galleries, festivals, studios, selling spaces, opportunities for employment (Further or adult education tutors), opportunities for commissions.</p>	<p>DCC EMA; EMDA; B Link; U of Derby; LLPs; LSP; Derby City; C'field Coll; CAGs; District & Borough Councils</p>	<p>Digital content and cheaply produced hard copy</p> <p>Web and print design and production costs £4,000 - £15,000</p>
	14	<p>Establish a Digital / Creative Network</p> <p>The creative industries has a strong tradition of providing work to freelancers through informal connections but accessing these opportunities is often difficult for creative practitioners. A facilitated series of meetings where large blue chip companies from the 'Digital' sector meet creative content providers i.e. artists, photographers, writers or designers, with a view to working on collaborative projects. The practitioners meet people/businesses they would not normally have access to, the businesses have an opportunity to see new talent.</p>	<p>B Link Arts Council (EM) EMDA Derby City DCC District & Borough Councils</p>	<p>3 cross county meetings; 6 digital producers engaged; 12/15 visual practioners engaged; 2 collaborative projects started</p> <p>£350 per event</p>

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Years 2-3				
KEY THEMES		KEY ACTIONS	PARTNERS	KEY OUTCOMES
Networking, communication and co-ordination	15	<p>Derbyshire Creative Portal Develop a password accessed web-site purely targeted at the creative industries sector across Derbyshire. Develop database driven content including job opportunities, funding opportunities, what's on, directories of other artists, creative enterprises, training and professional development, mini-case studies, background data and information to assist with funding proposals and applications.</p>	<p>EMDA EMA DCC B Link Derby City CoC U of Derby Mack Coll C'field Coll; DCC; District & Borough Councils</p>	<p>A new website co-ordinated and maintained, acting as a one stop shop of creative reference for the county.</p> <p>£5,000 - £20,000</p>
Business Support	16	<p>Creative Industries in Market Towns Forthcoming health-check initiatives for Whaley Bridge, Glossop, Matlock, Wirksworth, Ashbourne, Heanor (Action Plan anticipated by end of 2003/04): an opportunity to integrate CI initiatives into new development programmes across the County.</p>	<p>EMDA EMA District & Borough Councils</p>	<p>Specified links to CI strategy and market towns development initiatives</p> <p>No immediate cost implications</p>
	17	<p>Start Up and Growth Grants Modest grants programme aimed at encouraging the birth rate of new start-ups, assisting the sustainability & growth of established SMEs. These funds could facilitate new products, access to new premises, equipment or marketing initiatives.</p>	<p>LSPs B Link CoC; EMDA Princes Trust U of Derby C'field Coll</p>	<p>Establish project and obtain funding</p> <p>10 Start Ups assisted December 2004</p> <p>30 SMEs assisted December 2004</p>
	18	<p>Creative Business Support Team Develop a Creative Business Support Team recruiting from a pool of established visual artists, designers, FE/HE/Ad. Ed. part time lecturers etc.</p> <p>Train a small core group to deliver business skills in a 'Creative Context' in a flexible, freelance basis. The support being a mixture of advice and mentoring.</p>	<p>B Link EMDA DCC Adult Ed C'field Coll U of Derby</p>	<p>Recruit and Train 10 Freelance Advisors</p> <p>£500 - £2,000 per business supported</p>
Skills Development and Retention	19	<p>Outreach ICT Training Facility Evaluate the development of an ICT outreach facility that will deliver multi-media skills to remote and deprived areas of the county covering web design, digital imagery, audio editing, hardware maintenance.</p>	<p>DCC LSC (LIF) EMDA LLPs C'field Coll U of Derby Mack Coll</p>	<p>Research project identifying potential demand and possible service providers</p>
	20	<p>Creative Placement Scheme Develop a pilot project that delivers paid work placements to FE/HE graduates, supported by mentor programme, portfolio advice and a vocational training plan.</p>	<p>LSC C'field Coll Job Centre Plus+ New Deal</p>	<p>Set up project, recruitment, marketing and facilities</p> <p>10 placements by December 2004</p> <p>£60,000</p>
Buildings and Incubator Space	21	<p>Incubator Development and Support Support and enable further development in existing development projects (e.g. Cromford Mill, Belper Cultural Centre,) which will lead to increased size of network. Strategic links to county-wide creative industries.</p>	<p>DCC EMDA B Link Princes Trust</p>	<p>Network of 30 entrepreneurs located around Derbyshire using shared venues, meeting rooms etc</p> <p>Marketing and mentor support £10,000</p>
	22	<p>Priorities for Provision Identify priority areas for gaps in provision and specify locations, e.g Ripley, Ilkeston, Bolsover, Chesterfield, South Derbyshire.</p>	<p>DCC EMA B Link</p>	<p>Report produced December 2005</p> <p>£2,500</p>

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Years 2-3				
KEY THEMES		KEY ACTIONS	PARTNERS	KEY OUTCOMES
Buildings and Incubator Space	23	Work Space Directory Brand the network and create directories of serviced office space, barns and rural buildings, stables/outhouses in stately homes offered by owners for residencies by artists. Identify varying types of accommodation (studio space, seasonal performance spaces/locations) and provide comprehensive directory.	DCC U of Derby B Link Princes Trust EMA	Digital and hard copy content available and distributed to the network £4,000
	24	Directory of Venues, Facilities and Rooms Enable network of meeting rooms accessible by members of Derbyshire's Creative Network – special price – all contact numbers in directory – list of equipment e.g. data projectors etc.	DCC U of Derby B Link Princes Trust EMA	Digital and hard copy content available and distributed to the network £4,000
	25	Current Use and Current Spaces Link to Town Halls (e.g. & Bakewell) and other public buildings – evaluate use of existing assets rather than invest in new capital development.	DCC District and Borough Councils EMDA; EMA	Identified new incubator or meeting space in existing public sector buildings Some minor capital cost £15,000
Links to Tourism	26	Create post of Festival Co-ordinator and Development Festival co-ordination and development (links to tourism strategy) and networking and showcasing opportunities for arts and creative enterprises.	DCC EMDA EMA	Increasing scale and profile of Derbyshire festivals £50,000 including small budget and on costs
	27	Arts Trail Extension Establish an arts trail to extend the spread and impact of day-visitors beyond the confines of the National Park.	DCC EMDA EMA DTOG	2 new trails to link festivals, studios and arts venues £8,000 per trail – marketing, web and branding
	28	Heritage, Skills & Markets Link training and skills development to marketing and product development – work with local retail outlets and heritage sites to improve market knowledge.	B Link EMDA; EMA Princes Trust National Trust Eng Heritage Heart of England Tourist Board DCC DTOG	Network of stately homes / venues established – increased value of Derbyshire for artists / craftspeople. Meetings, branding and pilot projects £5,000

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5.3 Proposed actions Years 4 – 5

Years 4-5				
KEY THEMES		KEY ACTIONS	PARTNERS	KEY OUTCOMES
Networking, communication and co-ordination	29	Creative Helpline Linked to and supporting the creative industries website set up a helpline, offering on-line advice and guidance, referrals and information.	DCC EMDA B Link LSC	4000 enquires per year £25,000 including freelance costs
	30	Review Creative Industries Networks Examining strategies that ensure current networks pass on and raise awareness of creative sector initiatives. Devising a county framework for the effective dissemination of information.	DCC LSPs DADG LLPs B Link CoC	Optimum awareness of all creative and cultural projects, events, educational initiatives, successes and news External evaluation £3,000
	31	Establish an Exporting Network Facilitated networking and training opportunities aimed at the full range of disciplines within the sector.	B Link TPUK EMDA CoC	2 Cross-county meetings; 20 Creative SMEs and micro-businesses attending; 2 Businesses engage in export activity i.e. trade fairs £10,000
Business Support	32	Co-ordinating Crafts, Heritage and Quality Establish a network of venues for Derbyshire artists' work including the key heritage and tourist destinations – establish peer-group led quality control / kite-marking to ensure highest standards are met and to counter some perception of poor quality crafts.	DCC EMDA National Trust EMA DADG	Improved profile of Derbyshire artists / crafts people. £5,000 branding, marketing and co-ordination
Buildings and Incubator Space	33	E Access and Telephony Links Provide facilities and identify opportunities for remote services such as an artists' telephone network providing reduced rate telephony, free 0870 numbers and discounted ADSL, ISDN and related services.	DCC B Link U of Derby EMDA	100 entrepreneurs access cost effective internet and telephony services £50,000 capital investment with return on costs within 3 years
Skills Development and Retention	34	Graduate Start-Up Tool Kit A cohesive package that offers graduates an integrated programme of support whilst still allowing them the time to create and sell. <ul style="list-style-type: none"> • CD learning package similar to ECDL • Workshops • Theme based seminars 	DCC EMDA U of Derby B Link	30 recruits December 2007 £5,000 per graduate

6.0 Conclusion

A County of Natural Talent and Opportunity

The actions proposed to implement a creative industries strategy across Derbyshire should be considered a flexible resource. Inevitably new resource opportunities will present themselves, and more importantly, closer contact and communication with a pro-active and articulate network of creative enterprises will sharpen the understanding of what is required.

Equally, many of the proposed actions will be dependent on one other in order to make progress and achieve change. The role of a Derbyshire Creative Industries Network Co-ordinator is an essential first step. In our view this should not be a 'policy-making' role but a practical and hands-on co-ordinator able to manage the development of the database, organise and deliver network meetings and forum events and become a contact point for the development of the sector. In addition, they would be able to make effective links with Derby City Council, Nottingham and Sheffield where there are clearly benefits from linked initiatives and cross-over events.

The recently completed research by Comedia for EMDA will provide further baseline data for the County and will provide the most accurate picture of Creative Industries SMEs trading within the County. However, as previous studies have observed, and has been self-evident from our own work, there is a comparatively high proportion of sole-traders and micro-enterprises in Derbyshire. It is from this sub-sector that it is hardest to gather accurate data and the first two years of Creative Industries Development will need to be assiduous in attracting these individuals to network events, training and business support activities in order to integrate them into the County-wide database and resource network. Many of these individuals represent the future growth of the sector and providing the opportunity for them to collaborate and communicate as they might in an urban context, such as Sheffield's Cultural Industries Quarter, is one of the most important challenges to be undertaken.

Whilst EMDA's recognition of the sector's importance in economic growth and social improvement will aid a creative industries development process it requires the support of the Sub-regional Strategic Partnerships to ensure funds are provided to actions which will deliver this development process.

The creation of a 'Creative Industries Network Co-ordinator' will give the whole county a central focus for information. This development would put Derbyshire County Council at the forefront of change, acting as the lynch pin for a county-wide creative industries forum, working with the City, District and Borough Councils, to co-ordinate bids into the SSPs. This approach would help ensure that separate development projects complimented one another by acknowledging individual areas of need or expertise, building partnerships and avoiding duplication of work.

It is our view that the strategic development of Creative Industries in Derbyshire requires a fresh and bold approach. Whilst many of the actions we have proposed are characteristic of other interventions made in urban creative industries initiatives, we believe that with a carefully measured strategy it will be possible to establish a strong and effective network that will stimulate the growth of the sector and attract new creative enterprises to start-up and thrive in the County.

Within five years the County can expect to see significant and measured growth in the sector and, in particular, will make a major contribution to the realisation of the

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Derbyshire Local Cultural Strategy 2002-07. It will contribute to securing “the growth of new economy businesses in the County by facilitating connectivity and networks, enabling the County to capitalise in the attraction of its high quality environment for creative enterprises...” and to “achieve sustainable tourism in the countyand to raise the level of spending and its benefit to the local economy”¹³.

If Derbyshire is to achieve the aspirations expressed by 2010 and in particular to ensure that culture and the creative industries will make a substantial contribution to a thriving regional economy”, it is essential that the local authority commences a series of interventions as soon as possible so that the County can fulfil the potential identified in this report. It is our view that this ambition is deliverable and one which will reflect the demographic trends predicted for the next 8 years but also one that will set Derbyshire apart as innovative, dynamic and progressive: qualities reflected by many of the people we have encountered during the development of this report.

¹³ Derbyshire Local Cultural Strategy Derbyshire County Council 2002

Appendix i

New Research Shows that Festivals Mean Business, BAFA (British Arts Festival Association) London Press Release March 2001

New research published by British Arts Festivals Association confirms the measurable contribution made by arts festivals to the cultural and economic wealth of the nation.

Tim Joss, Chair of BAFA and Director of the Bath Festivals Trust said today:

It's time for many people — in the arts, in national and local government, and elsewhere — to change their attitude to festivals. The old view that festivals are flashes in the pan contributing nothing to long-term development must go. This valuable research paints a very different picture. It makes an impressive case for arts festivals as flexible, efficient, contemporary enterprises rooted in their local communities. And thanks to their special freedom to collaborate with artists, venues, and artistic and other partners, they are proving themselves valuable catalysts for cultural, social and economic development.

We will use this study as a baseline from which to continue to measure the contribution of arts festivals to the cultural and economic life of the country.

This is the first nationwide study of festivals since Heather Rolfe's report for the Policy Studies Institute in 1992 and, as far as BAFA is aware, the first attempt to consider the cultural social and economic impact of arts festivals in the UK. The survey of 137 festivals, undertaken by Phyllida Shaw and Keith Allen and relating to the financial year 1998/99 found that

Festival productivity and economic contribution

- 137 arts festivals provide well over 5,000 events per year over 1,730 days of programming
- 101 festivals spent £37.4m, resulting in spending elsewhere in the economy in excess of £90m.
- **137 festivals employed 3,387 staff, excluding the thousands of self-employed artists and technicians who deliver the programme.**

Festival audiences

- In 1998/99, 4.2m people attended events or took part in activities organised by 95 British arts festivals. A recent MORI poll for the Arts Council of England found that 21% of the adult population had attended or participated in a festival or carnival in the previous 12 months.

Festivals cultural contribution

- 48% of festivals' expenditure was on artists' fees
- Festivals are pioneers in innovative programming: site-specific commissions, large-scale community events, international, culturally diverse work and street art are regular features of arts festivals.
- 69% of festivals commission artists to make new work. The larger a festival's budget the more likely it is to commission.

Festivals community contribution

- 74% of festivals run education and community programmes.

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- 60% of festivals play a year-round role in their communities, running education and community activities, promoting one-off events, supporting local authority arts programmes and running box office and marketing services for other organisations.
- As well as employing 3,387 staff, festivals provide opportunities for thousands of volunteers. The average arts festival employs 52 volunteers.
- Half of all festivals provide a platform for amateur artists.

The report ***Festivals Mean Business*** is available from

BAFA,
3rd Floor,
The Library,
77 Whitechapel High St,
London E1 7QX.

bafa@netcomuk.co.uk.

www.artsfestivals.co.uk

Tel 020 7247 4667.
Fax 020 7247 5010.

Appendix ii**Stakeholders consulted**

Alizart, Suzanne	East Midlands Media	Nottingham
Asquith, Jeremy	Chesterfield College	Chesterfield
Bates, Ann	Peak District Products	Cromford
Batten, Julie	People Express	Swadlincote
Brittain, Mike	Principal Research & Regeneration Officer	County Hall, Matlock
Brookes, Vic	Derbyshire Learning Partnership	Ripley
Brumwell, Jaci	Deputy Director, Libraries & Heritage Department	County Hall, Matlock
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Appendix iii

Glossary of Abbreviations

Ad Ed	Adult Education
ADSL	Asymmetric Digital Subscriber Line (<i>a form of broadband internet access</i>)
B Link	Business Link
BAFA	British Arts Festival Association
CAG	Community Arts Group
C'field Coll	Chesterfield College
CI	Creative Industries
CIN	Creative Industries Network
CoC	Chamber of Commerce
CoVE	Centre of Vocational Excellence, Chesterfield College
CPD	Continual Professional Development
DADG	Derbyshire Arts Development Group
DCC	Derbyshire County Council
DCMS	Department of Culture, Media and Sport
Derby CC	Derby City Council
DTOG	Derbyshire Tourism Officers Group
EDS	Economic Development Services
EMA	East Midlands Arts Council
EMDA	East Midlands Development Agency
Eng Heritage	English Heritage
ERDF	European Regional Development Fund
GDP	Gross Domestic Product
LIF	Learning Initiative Fund (Learning & Skills Council)
LLP	Local Learning Partnership
LSC	Learning and Skills Council
Mack Coll	Mackworth College
RALP	Regional Arts Lottery Programme
SME	Small and medium sized enterprise
SRB	Social Regeneration Budget
SSP	Sub-regional Strategic Partnership
LSP	Local Strategic Partnership
SWOT	Strengths, weaknesses, opportunities, threats
TPUK	Trade Partners UK
U of Derby	University of Derby

Appendix iv

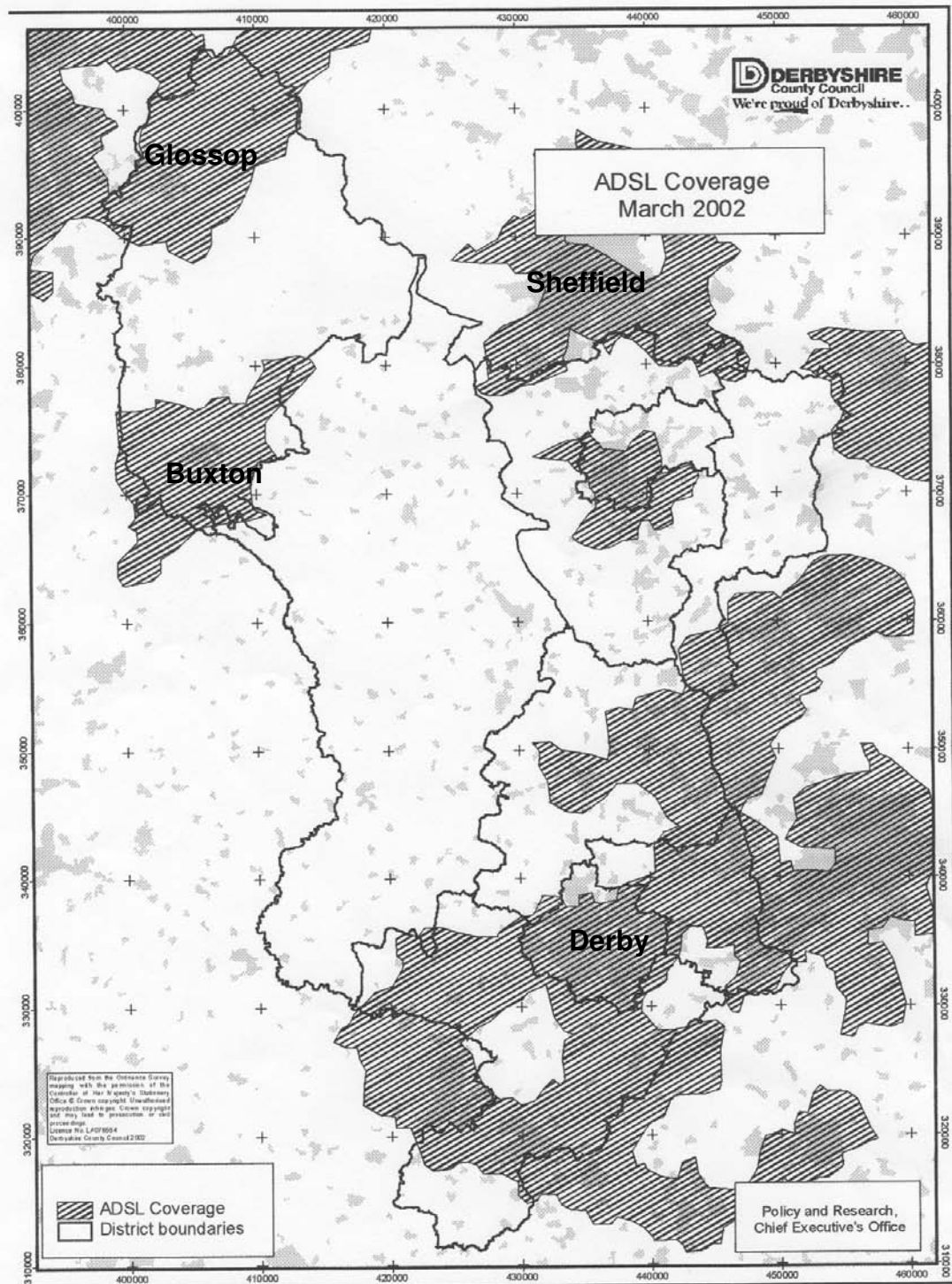
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Appendix v

ADSL Map of Derbyshire

MAP 1



Appendix vi

Summary of funding sources

- Assisted areas: North East Derbyshire: targeted at larger companies, little potential for creative industries development.
- Enterprise Grant areas: Dales, North East and South Derbyshire: Some limited potential (15% contribution to capital costs up to £75,000).
- Objective 2 ERDF Derbyshire Dales and part of High Peak: funding potential for CI initiatives.
- Coal Field Alliance SRB 5 Programme: Specific wards in North East of County (Bolsover, Shirebrook, Clay Cross etc) 1999-2004. Potential for CI initiatives although limited geographic scope.
- North Derbyshire and North Nottinghamshire Sub-regional Strategic Partnership and the Derby and Derbyshire Partnership
- SRB 6 2000-2005 Buxton and Derbyshire Dales: potential for CI initiatives.
- Rural Priority Area and Rural Coalfield (Peak & North-East) Some potential for CI initiatives.
- Coalfield and Pit Village wards (North East and South Derbyshire: Start-up grants). Potential for CI initiatives.
- EMDA: Market Towns Initiative, Single Pot investment
- EMDA: Social Enterprise Fund Supports enterprises that have their roots within the community and promote the growth of social entrepreneurship.
- EMA/Arts Council of England / Capital Lottery / RALP
- Heritage Lottery: e.g Sharpe's Resource Centre, Cromford Mill
- East Midlands Business Angels Network www.bestmatch.co.uk
- Small firms Loan Guarantee Scheme www.sbs.gov.uk/sflgs
- Regional Venture Capital Funds (East Midlands) 0115 988 6025 mike@catapult-vm.co.uk
- Learning and Skills Council, Learning Initiative Fund (LIF) designed to fund innovative learning / skills initiatives.
- Lottery Commission: Community Fund aimed at supporting projects that assist the most disadvantaged in society

Appendix vii

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