

Making connections: workspace and skills, hubs and clusters

Developing the creative industries in Derbyshire

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.

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.¹ 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.
- 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-

¹ *Derbyshire in Figures* Policy and Research Division December 2001

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>

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

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>