

Derbyshire County Council

Meeting with Cabinet Member, Health and Communities

06 May 2014

Report of the Strategic Director, Health and Communities

CREATIVE DERBYSHIRE

1. Purpose of the report:

To inform the Cabinet Member: Health and Communities of the impact of the Creative Derbyshire programme of support for artists and arts businesses in the county.

2. Information and analysis:

2.1 Background:

Creative Derbyshire was a bespoke programme of support for local creative businesses and artists, running from September 2010 to December 2013. The programme sat under the umbrella of the Arts Derbyshire partnership, with major funding coming from Arts Council England, Derbyshire County Council and all eight district and borough councils. The programme was managed under contract to Derbyshire County Council by S4W Ltd, a local project management and economic development practice. There were three key strands of work under the programme:

- Supporting business development and providing access to a range of support
- Supporting young people to enter the industry and to stimulate new talent
- Stimulating innovation within the arts and creative sector

2.2 Key Successes:

Creative Derbyshire was very successful and considerably over-performed against its initial delivery plan, running a total of 39 business events and 11 events aimed at young people wanting to enter the industry. Key successes of the programme include:

- Enabling 191 artists and creative businesses to improve their business skills through 22 innovative and topic based workshops, demonstrating a clear improvement in business ability and confidence
- Giving opportunities to 189 local artists to meet directly with curators and gallery owners through two successful Meet the Curator events
- Engaging almost 1,000 young people, offering careers and development advice
- Supporting 48 artists and creatives with small marketing grants to help increase their exposure
- Directly supporting 8 work placements and a creative apprentice

2.3 Impacts of Creative Derbyshire:

2.3.1 These were the key outputs of the programme, as set out in the original delivery plan:

Output	Target	Achieved Dec 2013	% of Target Achieved
Businesses supported through roadshows	240 businesses 12 roadshows	335 businesses 13 roadshows	140 108
Artists supported through grant aid	10	48	530
Businesses supported through business development workshops	60 businesses 12 workshops	191 businesses 20 workshops	314 166
Attendance at other business support/innovation events	3 events	6 events 565 businesses	200
Creative Arts Careers events	2	5	250
Apprenticeship Place	1	1	100
Work Placements and Graduate Placements	7	8	114
Network events for Young Creatives	6 events 120 participants	6 events 376 participants	100 319
Website development	1	1	100

2.3.2 Quality

The whole business support programme was developed on the basis of consultation with businesses about their needs and that cycle of consultation continued throughout the four years, so that all topics for business development events were based on business need.

Feedback from all of the business development events has been excellent, with 82% as the average “value” score of Creative Derbyshire’s workshops. Evaluation of the business development events saw a measurable improvement in participants’ confidence and competence within the specific subject matter.

The programme had a philosophy of using well established and local practitioner businesses to deliver the workshop events, rather than other established trainers or mentors, so participants could learn from people who were currently working practically in the field. This approach worked well, with many of the workshop facilitators developing a customer relationship with participants and some subsequently going on to develop a training arm to their own activities.

2.3.3 Value for Money

Creative Derbyshire offered excellent value for money in terms of partner investment. The cost per business supported was £165, which was extremely low given the quality of delivery and the rural nature of Derbyshire. (The average cost for business support programmes for EMDA, with similar output definitions, was £2,000 - £4,000.)

2.4 **Next steps:**

Demand for Creative Derbyshire events continues to be high, and there is still a need for the programme to undertake the following tasks:

- Support the economic growth of the creative sector, through business development workshops and training
- Support and develop sustainable business models within arts and creative businesses within the County
- Support the development of a thriving arts and cultural offer within Derbyshire
- Support young people to enter employment and other opportunities within the arts and creative sector

Derbyshire County Council’s Arts Service and S4W Ltd, on behalf of Arts Derbyshire, are working on finding funding for the continuation of the programme, liaising with D2N2 and the Sheffield City Region LEP.

3. Other considerations:

In preparing this report the relevance of the following factors has been considered: financial, legal, prevention of crime and disorder, equality of opportunity, human resources, environmental, health, property and transport considerations.

4. Background papers:

Creative Derbyshire Cabinet, 26th September 2012

5. Key Decision:

No

6. Call-in:

Is it required that call-in be waived for any decision on this report?

No

7. Strategic Director's recommendation:

That the Cabinet Member, Health and Communities notes the report.

David Lowe
Strategic Director
Health and Communities