

Derbyshire County Council

Cabinet

26 September 2012

Report of the Strategic Director of Cultural and Community Services

CREATIVE DERBYSHIRE (Leadership and Culture)

1. Purpose of the Report:

To inform Cabinet of the Creative Derbyshire programme of support for artists and arts businesses in the county.

2. Information and Analysis:

2.1 *Background:*

2.1.1 Creative Derbyshire is a bespoke programme of support for local creative businesses and artists, running from 2010 to December 2013. The programme sits under the umbrella of the Arts Derbyshire organisation, with major funding coming from Arts Council England, Derbyshire County Council and all eight district and borough councils. The programme is managed under contract to Derbyshire County Council by S4W Ltd, a local project management and economic development practice. There are 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

2.1.2 The key outcomes of the programme include:

- To support 144 creative businesses across 12 development programmes
- To provide advice and networking opportunities across 5 'Ignite Your Creativity' Roadshows
- To support 20 artists with micro grants
- To celebrate innovation by running a Creative Innovation Award
- To run 2 Creative Careers Summits and 4 young people's creative networks

- To host 4 postgraduate placements and one Creative Apprenticeship
- To work with businesses and organisations to provide career paths for young people
- To provide a web-based information portal for businesses and those interested in the creative sector

2.1.3 This paper highlights the key achievements of the programme to date, some of the future challenges the programme faces and a review of where the programme is currently positioned. The aim is to try and ensure that some elements of the programme can continue after December 2013.

2.2 ***Key Achievements to date:***

Key Outcomes	Delivered to date
To support 144 creative businesses across 12 development programmes	71 businesses supported on Training and Development sessions 99 businesses attending Meet the Curator 49 businesses attending the Innovation Expo
To deliver five 'Ignite Your Creativity' networking roadshows	10 roadshows have been delivered in South Derbyshire, Chesterfield, Erewash, High Peak, Derbyshire Dales and Amber Valley – attended cumulatively by 215 businesses
To support 20 artists with micro-grants	32 artists supported with micro-grants
Running a Creative Innovation award	The 'Creative Innovation' award will form part of the 2012 Derbyshire Times Business Awards, which is now open for applications
Delivering 2 creative careers summits and 4 networking events aimed at young people	The first careers summit was delivered in June 2012 in partnership with Chesterfield College. Over 170 young people attended the event. One is planned for 2013. Two career-focused young people's networking events have now taken place, attended by 80 people.
Running a creative apprenticeship and hosting 4 postgraduate placements	1 Creative Apprenticeship and 6 postgraduate placements have been completed. 2 more postgraduate placements are planned for the next academic year.

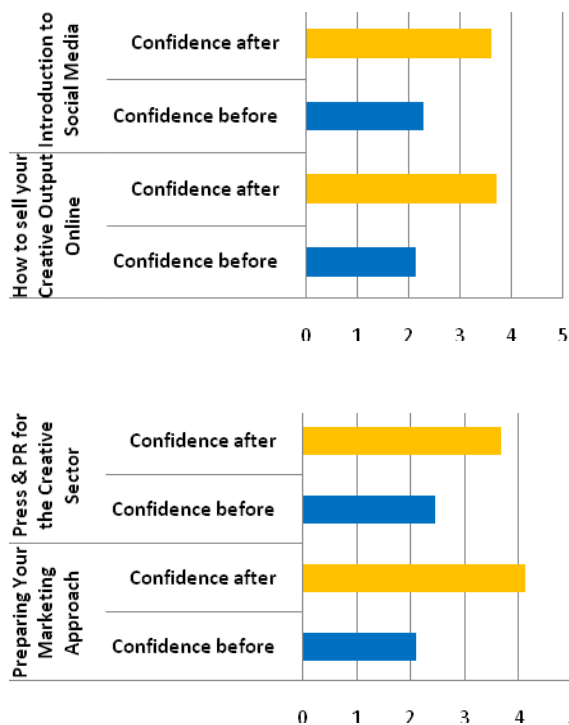
	Creative Derbyshire is exploring options for placing apprentices/work placements in creative SMEs.
Web-based information portal and information dissemination	Web-portal live and constantly updated. Over 1,200 Twitter followers and 120 Facebook 'likes'

- 2.2.1 To date the programme has been very successful in utilising the networks of Arts Derbyshire to provide a range of support to creative businesses and arts-based businesses/practitioners. In total 71 Derbyshire based businesses have received a minimum of 2 hours support (the threshold for a Regional Development Agency business support output) through training and developing workshops. The emphasis has been on providing creative businesses and artists with the skills to compete for wider markets, pick up new business and make their businesses more innovative through use of ICT. Sessions have included use of social media, how to sell creative output online, how to approach and sell to galleries and the specifics of press and public relations. All the programmes have been specifically geared to the creative sector and delivered where possible by local expert businesses. Overall 337 businesses have engaged on the Creative Derbyshire business development programme.
- 2.2.2 The programme has also run other major events including a range of business networking events across the county. For example, an Innovation Expo in partnership with the University of Derby, Arts Council England and NESTA, and a 'Meet the Curator' event at which around 100 local artists and creatives had the chance to meet face to face with a broad range of major regional art galleries, venues and festivals.
- 2.2.3 Alongside the careers-focused events, Creative Derbyshire has been working with Derbyshire Education Business Partnership to encourage more creative businesses to become STEM Ambassadors and volunteer in local secondary schools. A major Careers Fair for the creative industries was delivered in partnership with Chesterfield College (June 2012) as well as a series of events to support young people entering specific sub-sectors. Alongside Creative Derbyshire's own apprenticeship programme, avenues are being explored to place more apprentices and work placements in creative businesses across the County.
- 2.2.4 A broad-based web portal has been launched and the programme now has a significant presence on social media. The programme has also generated a considerable body of valuable intelligence about the cultural and creative sector within the County.

2.3 *Impacts of the programme:*

2.3.1 Quality and Value for Money

Feedback from all of the business development events has been excellent, with all of Creative Derbyshire's events receiving a minimum of 75% of attendees rating them as very good or excellent. Evaluations of some of the business development events have seen a measurable improvement in participants' confidence and competence within the specific subject matter – which has been demonstrated in the charts below.



To date the programme has offered excellent value for money in terms of partners' investment. Current investment in the programme has been £46,016, which has managed the programme infrastructure, seen 337 businesses assisted (at a cost of only £136 per business) and 250 young people attending careers and networking events. The business development workshops have largely been cost neutral, with participants themselves covering the delivery costs.

2.3.2 Evidence Generation

An important aspect of the programme has been the generation of evidence about the sector within Derbyshire, the role it is playing within the local economy and the structure of the sector. A considerable number of surveys have been undertaken amongst creative businesses and artists on a range of subject areas.

- As a representation of the creative sector, around 70% of businesses engaged on the programme are sole traders (but this compares to about 55-60% of sole trading businesses in the wider economy). Across the timespan of the programme (in unstable economic conditions) over 30% of businesses were expanding or ready to expand.
- Across the programme over half of businesses were active in business to business markets, not just the business to consumer markets that are most expected of the arts and creative sector. The most common sectors included education, leisure and tourism, health and social care, media, product design and manufacturing. Creative businesses were also asked about where they spend their turnover, with 43% of expenditure being retained and re-circulated within the County's economy.
- The biggest areas of support needs that creative businesses have reported include marketing, networking and increasing sales – these areas have been the core focus of the programme to date.
- The programme has also highlighted the strengths of the creative sector within the local economy, most notably the changing employment patterns of creative individuals and the development of portfolio careers. This pattern is now being widely mimicked across the wider economy. The sector is also strong on the adoption and adaptation of new technology, the ability to engage with young people and the relatively low barriers to entry into the sector.

2.4 ***Future Plans:***

- 2.4.1 At this stage in the Creative Derbyshire programme, now there is a considerable track record of success and a solid penetration within the county's creative community, it is important to further raise awareness of the programme amongst key partners and potential investors.
- 2.4.2 Whilst there is still 18 months of the programme remaining, it is important to begin discussions about how to take Creative Derbyshire forward after 2013. Although the programme represents excellent value for money and could run on a reduced budget, it will still need a level of resources that Derbyshire County Council Cultural and Community Services alone cannot support. Equally there is also scope to increase the programme should resources become available. Discussions have started with Derbyshire County Council's Economic Development service over support, but it is unlikely any contribution to the programme would be financial.
- 2.4.3 It would also be helpful to ensure strong linkages between Creative Derbyshire and D2N2, the Local Enterprise Partnership. In particular, the business skills workshops that Creative Derbyshire delivers

contribute to D2N2's Business Skills priority; and many of the businesses in the Creative Derbyshire programme are essential to the Innovation strategic priority. The creative industries are also a vital part of the Visitor Economy area of focus.

- 2.4.4 The programme needs to be in a position whereby organisations that are bidding competitively for resources to support economic development or business support include Creative Derbyshire as the local delivery agent for the creative sector.

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; and environmental, health, human resources, property and transport considerations.

4. Background Papers:

Creative Industries Strategy, November 2007, Cabinet Member – Cultural Services

Creative Derbyshire, February 2010, Cabinet Member – Leadership and Culture

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 Recommendations:

- i) That Cabinet notes the report.
- ii) That Creative Derbyshire is considered as a delivery partner in any future funding applications to support the creative economy of the county.

Martin Molloy
Strategic Director
Cultural and Community Services