










## Results for: Creative Derbyshire 'Access to Support'

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1) Within which Local Authority district is your business located?

		Percentage	Responses
Amber Valley		19.0	23
Bolsover		1.7	2
Erewash		15.7	19
High Peak		9.1	11
Chesterfield		9.1	11
North East Derbyshire		1.7	2
South Derbyshire		10.7	13
Derbyshire Dales		16.5	20
Other		16.5	20
		<b>Total responses:</b>	<b>121</b>

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
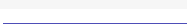



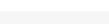
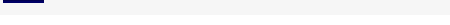

2) Please tell us about the nature of your business; Which of the following best describes you? (tick those that apply)

	Percentage	Responses
Sole Trader/Individual	71.9	87
Partnership	6.6	8
Limited Company (public or private)	8.3	10
Voluntary Organisation or Charity	6.6	8
Social Enterprise	1.7	2
Public Sector	0.0	0
Educational Establishment	0.0	0
Other	5.0	6
<b>Total responses:</b>		<b>121</b>

3) Which one of these descriptions best describes your business?

	Percentage	Responses
Just Starting	18.9	23
Becoming Established	27.0	33
Ticking Along	23.8	29
Ready to Expand	18.0	22
Expanding	12.3	15
Contracting	0.0	0

4) Which business area most effectively describes your business? Please tick those that apply

		Percentage Responses	
Advertising		1.3	3
Architecture		0.4	1
Crafts		19.9	45
Design (including fashion design)		8.4	19
Education or Training		12.8	29
Literature (including publishing)		4.4	10
Music		4.4	10
Performing Arts		9.7	22
Radio & TV		0.4	1
Software, Computer Games & Electronic Publishing		1.8	4
Suppliers & Services		2.2	5
Video, Film & Photography		5.3	12
Visual Arts		22.6	51
Other		6.2	14

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5) Of the following areas of support the programme can offer, please score each issue as to its importance to your business's future

	<b>Not Important</b>	<b>Important</b>	<b>Very Important</b>	<b>Critical</b>	<b>Responses</b>	<b>Average Score</b>
Marketing	3 (2.48%)	25 (20.66%)	41 (33.88%)	<b>52 (42.98%)</b>	121	3.17 / 4 (79.25%)
Showcasing your work	5 (4.13%)	25 (20.66%)	44 (36.36%)	<b>47 (38.84%)</b>	121	3.10 / 4 (77.50%)
Accessing finance	31 (25.62%)	<b>36 (29.75%)</b>	27 (22.31%)	27 (22.31%)	121	2.41 / 4 (60.25%)
Networking	2 (1.65%)	<b>50 (41.32%)</b>	49 (40.50%)	20 (16.53%)	121	2.72 / 4 (68.00%)
Business start up advice	<b>63 (52.07%)</b>	32 (26.45%)	18 (14.88%)	8 (6.61%)	121	1.76 / 4 (44.00%)
Innovation	20 (16.53%)	<b>51 (42.15%)</b>	39 (32.23%)	11 (9.09%)	121	2.34 / 4 (58.50%)
						<b>2.58 / 4 (64.58%)</b>

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6) **Marketing**








Which of the following do you most need support with? Please choose all that apply.

		Percentage Responses	
Audience development		15.1	59
Branding		6.4	25
Developing a Marketing Plan		11.7	46
Market Research and Data		8.9	35
Copywriting skills		5.1	20
Press & PR		16.3	64
Website Development and Content		11.7	46
Online Selling		11.5	45
Digital Campaigns & Social Media Support		10.7	42
I do not need support with marketing		1.0	4
Other		1.5	6

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## 7) Showcasing Work

Which of the following do you most need support with? Please choose all that apply.

		Percentage	Responses
Using online resources		17.2	41
How to generate new customers through Festivals		22.3	53
Creating a portfolio		10.5	25
How to promote your creative output		35.7	85
How to plan and manage an event		7.6	18
I do not need support showcasing work		5.0	12
Other		1.7	4








## 8) Accessing Finance

Which of the following do you most need support with? Please choose all that apply.

		Percentage	Responses
Writing funding bids		14.0	50
Approaching venues		10.4	37
Writing a proposal		9.6	34
Selling your work		19.4	69
Researching opportunities		15.2	54
Securing commissions		14.9	53
Getting a sponsor		12.1	43
I do not need support with accessing finance		3.7	13
Other		0.8	3











9) **Networking**

Which of the following do you most need support with? Please choose all that apply.






		Percentage	Responses
Effective networking		28.0	68
Online networking		16.0	39
Developing partnerships		16.0	39
Rural networking opportunities		17.3	42
Understanding Economic Development and Regeneration		14.4	35
I do not need support with networking		6.6	16
Other		1.6	4

10) **Business Start-Up Advice**







Which of the following do you most need support with? Please choose all that apply.

		Percentage	Responses
Developing a business plan		0.8	1
Protecting your intellectual property		5.1	6
Identifying your values & writing a mission statement		1.7	2
Spotting opportunities and preventing problems		7.6	9
Legalities: company status; insurance		0.8	1
Costing & pricing your work		16.9	20
Finance: business banking; accounting; tax		6.8	8
How to innovate within your business		14.4	17
I do not need support with start-up advice		39.0	46
Other		6.8	8

11) Which do you think would be the best format for delivering support under these topics?

		Percentage	Responses
A series of evening seminar sessions		23.7	28
An all day event/course		28.8	34
Virtual/e-learning with 1:1 support & personalised feedback		16.1	19
Develop a group project with other artists, with support & guidance		16.9	20
Other		14.4	17
		<b>Total responses:</b>	<b>118</b>

12) In order to ensure our budget is used most effectively, we want to test your preparedness to pay for these events. Which of the following statements do you agree with.

		Percentage	Responses
The seminars/courses should be free, even if this means there are less sessions available.		4.1	5
The seminars/courses should be free to Derbyshire businesses, with a charge to non-local businesses.		27.3	33
I would be prepared to pay a small cover charge to attend the seminars/courses, within the region of £10-£20.		46.3	56
I would be prepared to pay a small cover charge to attend the seminars/courses, within the region of £20-£40.		14.9	18
I would be prepared to pay nearer to the market rate for these seminars/courses and the resources would be better spend on other areas of the programme.		0.8	1
Other		6.6	8