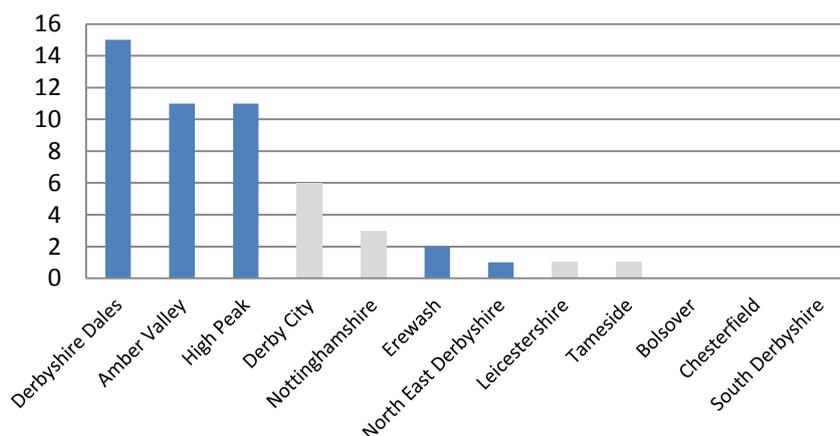


In 2011 there were four free 'Ignite Your Creativity' roadshows delivered across Derbyshire. These were Amber Valley (20<sup>th</sup> October), High Peak (4<sup>th</sup> November), Derbyshire Dales (14<sup>th</sup> November) and Erewash (24<sup>th</sup> November). The number of attendees (excluding exhibitors and partners) at these events was as follows:

Amber Valley (Belper Town Football Club)	21	(2010 – 27)
High Peak (Bradbury Community House, Glossop)	23	(2010 – 19)
Derbyshire Dales (Level Centre, Rowsley)	20	(did not happen)
Erewash (Ilkeston Town Football Club)	27	(2010 – 10)
<b>Total</b>	<b>91</b>	<b>(2010 – 97 across 5 roadshows)</b>

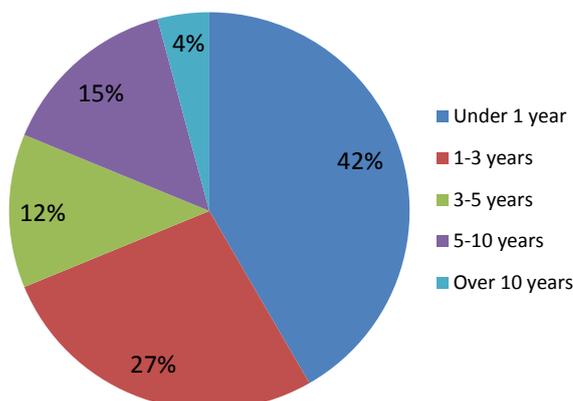
The total number of bookings via Eventbrite for these events was 116, which suggests a 78% attendance rate for individuals booked on to the sessions (although there were attendees who came and didn't book, and High Peak ran a separate manual booking system). A total of 50 feedback forms were received across all four of the events (Amber Valley 16 responses, High Peak 10 responses, Derbyshire Dales 17 responses, Erewash 7 responses).

**Location of visitors to Roadshows**



The chart above identifies the locations of respondents, with 78.5% of businesses being from within Derbyshire. The most common locations for non-Derbyshire businesses were Derby City and Nottinghamshire.

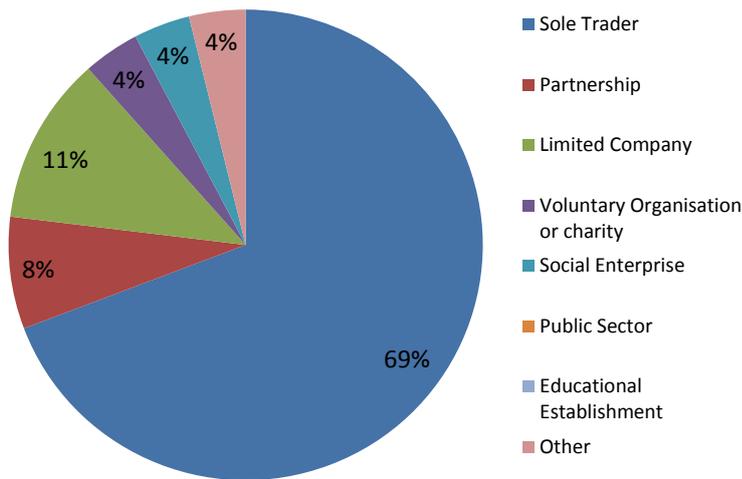
**Age of businesses attending Roadshows**



Attendees were asked how long their business had been trading. Around a third of businesses were well established and had been trading for over 3 years; a quarter had been trading for 1-3 years and 42% were new businesses, trading for under a year.

Compared to last year's roadshows, there was a much broader balance of new and established businesses. In total 62% of attendees in 2010 were trading less than one year.

### Status of the business

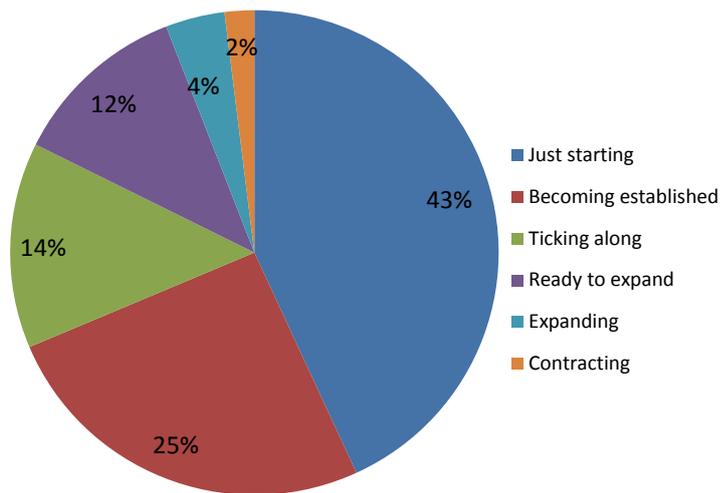


Almost 70% of businesses that completed monitoring forms were sole traders (similar to 2010), with 11% being limited companies and 8% being partnerships. Of the incorporated businesses, most were in the design and crafts sectors.

Attendees were asked if their creative business was their main source of income. 50% of all respondents said yes it was.

Creative businesses were also asked where they felt they were on their business cycle. In total 43% said they were just starting – this is lower than the 63% from 2010.

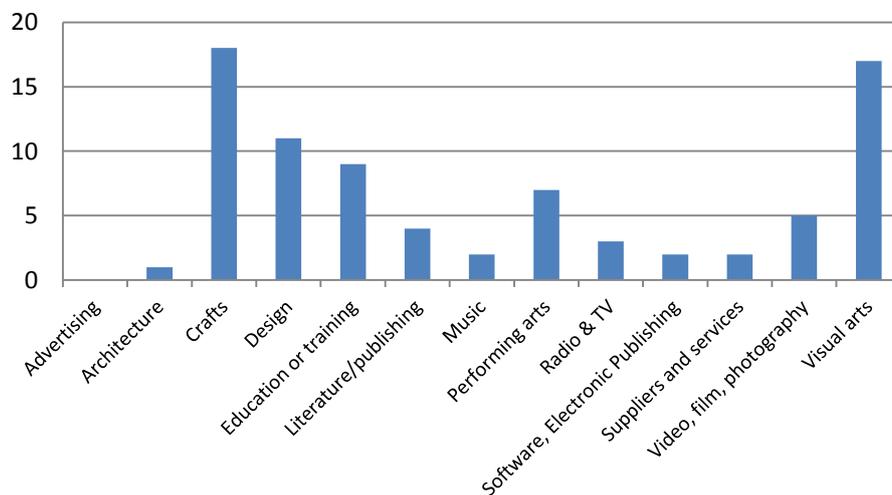
### Business Cycle



In total 16% said they were either expanding or ready to expand, with just 2% currently contracting. When the data from the roadshows is compared to the 2010 data, and to the results of the same question asked in the Creative Derbyshire Business Needs survey undertaken in March 2011, levels of activity, uncertainty and confidence appear to have fallen.

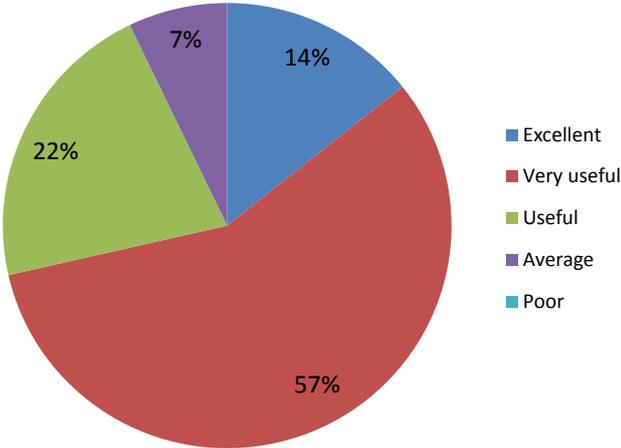
In that survey there were no businesses contracting, 12.3% said they were expanding and a further 18% said they were ready to expand. There is some margin for error given the higher proportion of new start businesses at the roadshows.

### Creative sectors represented at the roadshows



As identified in the previous table, most businesses were within the visual arts or craft sectors. In total 43% of businesses identified themselves with these sectors. This is a much more diverse group of businesses than attended the 2010 roadshows, when 82% of attendees were either from a craft or visual arts background. Other key sectors from 2011 include design, education and training and performing arts.

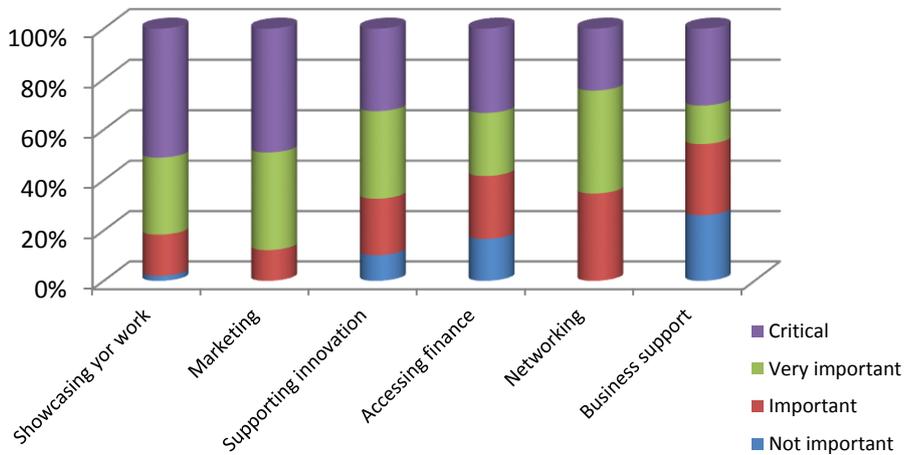
**How Businesses rated the Roadshow**



The chart above highlights how businesses rated the usefulness of the event to their own business circumstances. In total 71% found the events excellent or very useful, with no business stating they felt they were poor. In 2010 21% of businesses felt the roadshows were excellent, and 38% very good - a ratio of 59%. This indicates there has been an increase in value for these types of events in 2011. The same ratios for each individual roadshow in 2011 were Erewash 71%, Derbyshire Dales 68.8%, High Peak 66.7% and Amber Valley 76.9%.

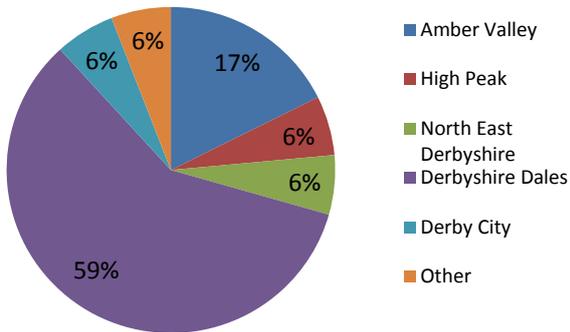
Attendees were also asked about their business support needs, with over 80% of businesses stating showcasing work and marketing were either very important or critical. Two thirds of businesses stated supporting innovation and networking were critical or very important, very similar to the findings of the Business Needs study undertaken in March 2011. These results further reinforces the type of activity the Creative Derbyshire programme should concentrate on.

### Business Support Needs

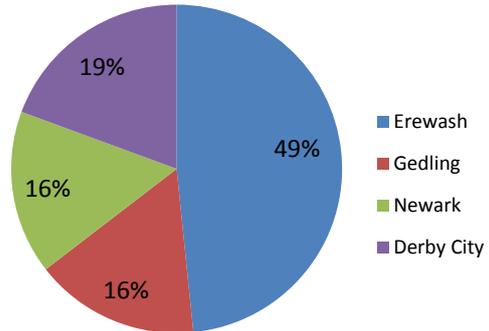


### Brief Analysis of Each Individual Road show

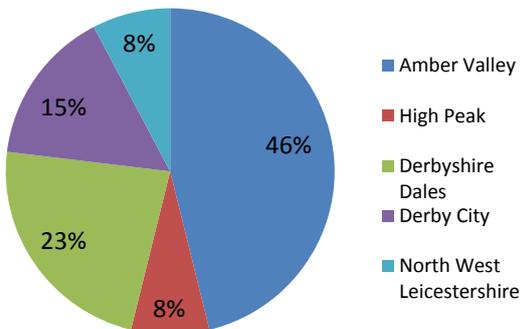
**Geographical breakdown of attendees for Derbyshire Dales**



**Geographical breakdown of attendees for Erewash**



**Geographical breakdown of attendees for Amber Valley**



For the Amber Valley, Erewash and Derbyshire Dales roadshows, about half of all attendees were local to that district. A chart has not been produced for High Peak as 90% of all business came from High Peak.

The number of bookings for each roadshow made on Eventbrite was generally fairly equitable across all four roadsows (note that High Peak also used a paper booking system in conjunction with Eventbrite).

**Number of Eventbrite bookings**

