

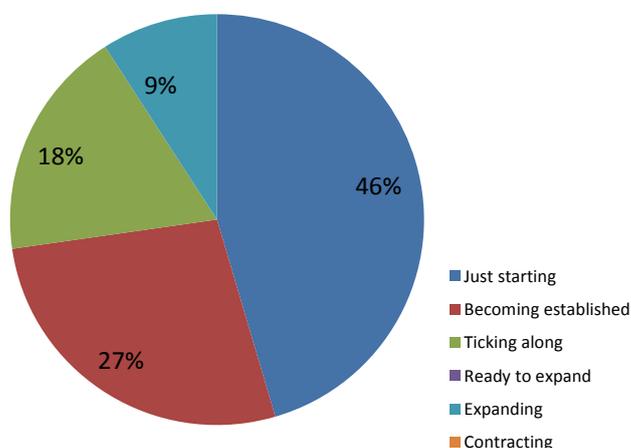
The Creative Derbyshire Innovation Expo took place on the 4th November 2011 at the B2Net Stadium in Chesterfield. The event was attended by 49 people and featured trade stands from the following organisations:

- University of Derby
- Creative Exchange
- Chesterfield College
- Learning Unlimited
- Arts Derbyshire
- Creative Derbyshire/S4W
- Destination Chesterfield
- Chesterfield Borough Council
- Tupton Innovation Centre
- Space4Work
- Social Myna
- Tingle Marketing
- Ben Haynes Music

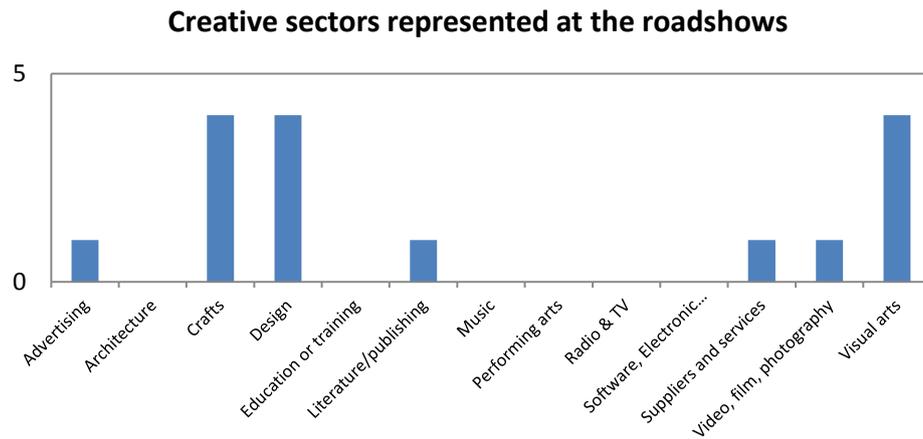
The event focused on the need for artists and creative businesses to be more innovative in their practice, showcasing how innovation can help businesses compete and grow and how it can open up opportunities to work with wider economic sectors. Alongside the trade fair there were presentations on Innovation from Arts Council England, NESTA and the University of Derby.

The total number of bookings via Eventbrite for these events was 51, with an overall delegate list of 64 attendees. We received a total of 11 feedback forms from the Innovation Expo. In total 64% of all attendees (who completed feedback forms) were from Chesterfield. Attendees were asked if their business was their main form of income, with just over half stating it was. Attendees were asked about how long their business had been trading. The highest proportion of businesses that attended the Expo (46%) were under one year old – this figure is largely similar to the ‘Ignite your Creativity’ roadshows. In total 82% of attendees were sole traders, higher than at the roadshows.

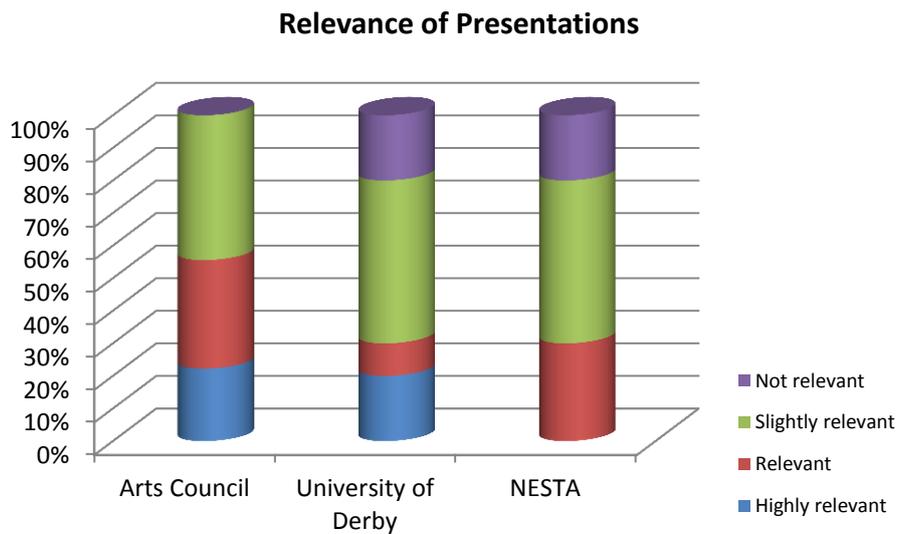
Business Cycle



In total 46% of businesses attending the EXPO were just starting, with 9% expanding – slightly higher than for the roadshows (but from a much smaller sample size). The first chart overleaf identifies which creative sectors EXPO attendees associated with. The most common sectors were design, visual arts and crafts. This is very similar to the types of businesses that attended the roadshows.



In total 73% of businesses found the Innovation Expo event useful or very useful, still reasonably high but lower than the 92% within the same categories for the roadshows. In terms of feedback on the presentations, the Arts Council one was seen as most relevant (this is unsurprising given the breakdown of attendees). For the other two presentations, less than 20% of a wide audience could not find any relevance to their own business practice.



Considering the profile and the quality of some of the keynote speakers, the EXPO did not catch the imagination of the Derbyshire creative sector as anticipated. This is despite innovation scoring highly in terms of importance to businesses within the Creative Derbyshire Business Needs survey undertaken in March 2011. Anecdotally all the participants said they benefitted from the chance to speak to the presenters and exhibitors, and made some good contacts for their business practice. Potential lessons in planning for a future event are a more intimate venue, better explanation of the purpose of the event/agenda and more of a focus on achieving practical outcomes. By the time of the second Innovation Expo, it is envisaged that the Creative Derbyshire programme will have delivered more within this field.