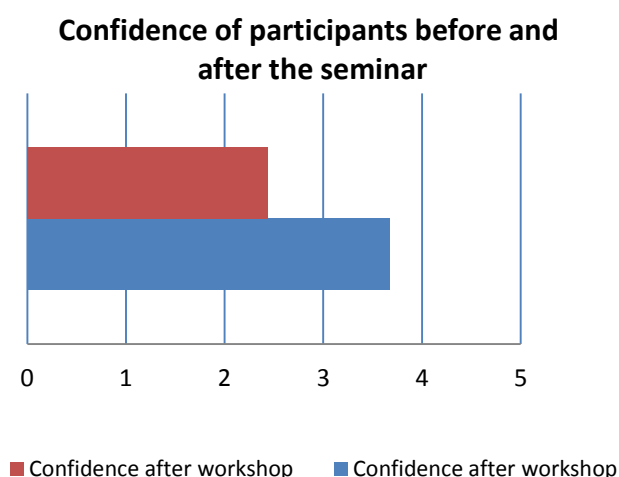


During 2012 'Press and PR for the Creative Sector' workshops were delivered on behalf of Creative Derbyshire by Culture Business. Workshops took place in Chesterfield Library (27<sup>th</sup> March) and Ilkeston Library (11<sup>th</sup> May). In total there were 23 attendees across both events and all attendees were based within Derbyshire. This analysis below is based on replies to 9 feedback forms received.

All of the participants said they had enjoyed the course, it represented value for money and all said they would recommend the course to a colleague. The most effective form of advertising was through direct email invites from the Creative Derbyshire mailing list.

In terms of quality of delivery, participants were asked to rate out of five how valuable they felt the workshop has been. The average score for this element was 4 out of 5. They were also asked to rate the delivery of the workshop – and it scored 4.56 out of 5.



Participants were asked about their levels of confidence in Press and PR (out of 5) before the training and then after. The average points score increased by 1.3 as a result of the training.

With regards to the starting level of participants, 22% said their confidence level was 1, 33 said their confidence level was 2 and 22% stated it was 3. By the end of the workshop 67% said their confidence was now at level 4.

Participants were also asked to rate the quality of the venues used (Chesterfield and Ilkeston Libraries) out of 5, with the average score being 4 and with the score for accessibility of the venues being 3.89.

Working with Fiona-Mitchell Innes – she is looking to develop further courses on the back of the work for Creative Derbyshire – developing much more in-depth support for creative businesses and artists wanting to expand their coverage in the press (which is one of the key aims of the development programme – to leave a legacy of affordable private sector provision). We will look to hold additional dates after the summer for this popular session.