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Creative Leicestershire



Creative Leicestershire Bursary Scheme Evaluation

Final Report

November 2009

FINAL REPORT

Creative Leicestershire Bursary Scheme Evaluation

November 2009

Client:

Creative Leicestershire
Room 500
County Hall
Glenfield
Leicester
LE3 8RA

Client Lead: Clare Hudson
Tel: (0116) 305 4117

Report Prepared By:

Focus Consultants (UK) Limited
101 Princess Road East
Leicester
LE1 7LA

Focus Lead: Hilary Sanders
Tel: (0116) 275 8315
Fax: (0116) 255 7960
Email: hilary.sanders@focus-consultants.com

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Authorised by: Hilary Sanders

Position: Senior Consultant

Signature: 

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EXECUTIVE SUMMARY

The Creative Leicestershire Bursary Scheme is a small grants Scheme for small arts, media and design businesses based in Leicestershire, Leicester and Rutland. The bursaries have been set up to provide consultancy and specialist support to creative industries over and above the Business Link Information Diagnostic and Brokerage (IDB) service. To be eligible for the fund businesses must employ up to three people, have been trading for at least a year and have plans to develop some aspect of the business.

Focus Consultants were appointed in September 2009 to undertake an evaluation of the Scheme. The focus of the evaluation has been to gather evidence on the impacts of the bursaries on the Bursary winners and if and how the Bursary winners have developed. The evaluation has been informed by an online survey of Bursary winners and qualitative case study interviews with six Bursary winners.

Since its inception in 2005, the Creative Leicestershire Bursary Scheme has received 280 applications from creative industries businesses in the sub-region. Of these the Scheme has supported 95 creative industry businesses in the sub region and awarded over £130,000 in bursaries, with each Bursary winner receiving up to a maximum of £2,000.

The demand for the Scheme outweighs the level of funding that is available, with only 33% of applicants being successful (although it is likely that some of these applicants were unsuccessful due to poor quality or ineligible submissions). The Scheme has significantly over achieved the *emda* output targets for 2008/2009 and so far for 2009/2010 by assisting 23 and 27 businesses to improve their performance respectively. The original target for each financial year was 15.

There have been Bursary winners from each of the Local Authority areas in the sub region with the largest proportion being located within Leicester City. However, few winners and applicants have been located in the Local Authority areas of North West Leicestershire, Oadby and Wigston and Rutland.

The majority of winners are either full time or part time freelancers or sole traders (reflecting the criteria), are relatively new businesses (having been trading for five years or less) and have a turnover of less than £25,000 a year. For these businesses a bursary of £2,000 represents a significant contribution.

Creative Leicestershire categorises creative industries businesses into 13 sectors. They then promote the Bursary Scheme to creative industry SMEs using the condensed five sectors (which combine a number of other sectors):

- Performing Arts (including music, dance, theatre)
- Visual arts (including crafts)
- Digital media (including video, film, photography, interactive)
- Writing (through any medium)
- Design (product, fashion, graphic, web)

The largest sectors that have been supported by the Bursary are Visual Arts followed by Performing Arts, which is on the whole reflective of the businesses on the Creative Leicestershire database. Whilst Writing initially appears to have had a low number of applicants and indeed winners when analysing the Scheme sectors, this was not the case when the Bursary winners were broken down into the 13 Creative Leicestershire sectors. The least represented sectors are in fact Furniture closely followed by: 3D Design; Film, video, radio and tv; and Sculpture.

The Scheme has been widely promoted and most winners have heard about the Bursary Scheme via word of mouth through Creative Leicestershire staff or previous winners/applicants. The Creative Leicestershire website and promotional material were also important elements in communicating the Scheme to winners.

There was a general pattern from the survey and case studies in the way in which the Bursary money was spent with many winners using it to build a website, design and print marketing materials and to purchase equipment such as computer software. Most winners spent their Bursary within the sub region or the East Midlands.

For many of the winners the decision to apply for the Bursary came from the want to expand and develop their business or a need to purchase new equipment and expand their marketing. Younger businesses felt that due to the stage they were at in their development the Bursary was essential in helping them to develop their ideas and their business. It was also felt by younger businesses that the Bursary would help increase their confidence in their ability to expand and create professional pieces of work.

The most significant impact of the Bursary is the way in which it has enabled the businesses to become more professional and productive. It has enabled businesses to create a better quality product, finished to higher quality standard, and providing the services that a more established business may possess e.g. a good quality website. Other impacts of the Bursary have been increases in publicity, greater opportunities and increased self-confidence and morale and in attracting new business. For some businesses the Bursary has also had a direct impact on increasing their turnover and profit and for some an increase in staff. The work carried out by some of the Bursary winners also contributes towards the wider regeneration of the sub-region through the provision of education, skills and training, and community cohesion. Furthermore, it is also important to note that additional impacts are likely to emerge in the long-term particularly for the winners in 2009.

As the businesses continue to grow they need to access various services to support them with this growth. Access to support grant/funding was stated by winners as a business support need for creative industries business both now and in the future. Other support needed by the creative industries includes marketing, networking opportunities, and workspace.

The Bursary has been highly rated by all those who participated in the evaluation. It has provided them with a bespoke service which is tailored to the needs of creative industries businesses in the sub-region. Without the Bursary Scheme it was felt that many creative businesses would not thrive and the injection of funding has in fact been essential in their growth and survival. Furthermore,

they rated the advice and guidance provided by Creative Leicestershire and the application process very highly.

Bursary winners had also accessed other Creative Leicestershire business support services, which overall was rated very highly. However, there could perhaps be some improvement on the networking opportunities. The majority of businesses also stated how important it was to them to have access to the sector specific business support provided by Creative Leicestershire. For many creative businesses, generic business support is not accessible or appropriate for creative industries.

The evaluation has highlighted a number of recommendations which Creative Leicestershire should consider for the final year of the *emda* funded Bursary Scheme and also for the future delivery of Creative Leicestershire. These are outlined in the full report.

1. INTRODUCTION

Creative Leicestershire appointed Focus Consultants in September 2009 to undertake an independent evaluation of the Creative Leicestershire Bursary Scheme. The focus of the evaluation has been to gather evidence on the impacts of the bursaries on the Bursary winners and if and how the Bursary winners have developed. Specifically, the evaluation aims to answer the following questions:

- Are the businesses still trading – if not why?
- Why did they apply and to what extent did the Bursary help?
- Where did they spend the Bursary (within the sub region or the East Midlands)?
- How has turnover and profit changed? Why?
- What other Creative Leicestershire support did/do they find useful?
- What other business support do they find useful?
- What other business support is currently not available?
- How did the age of the business affect its confidence and resilience?
- What else is required by the business currently?

This report presents the findings from the Creative Leicestershire Bursary Scheme Evaluation and has been informed through the following methodology:

- **Data Review:** a review of relevant project data to provide an understanding of the context of the Scheme and the profile of applicants.
- **Online Survey:** An online survey was distributed to all 95 Bursary winners and an excellent response rate of 70% was achieved – with 67 Bursary winners completing a survey.
- **Case Study Interviews:** Face to face interviews were carried out with a sample of six Bursary winners to gather more qualitative evidence of the impacts of the Bursary. These have been presented as case studies within the Report (see Appendix 2).

It is understood that this summative evaluation will inform a more formative evaluation of Creative Leicestershire which is anticipated to commence at the beginning of 2010.

The qualitative aspect of this report is necessarily based on the views of the Bursary winners interviewed as part of the evaluation. Focus has taken every care to conduct the study professionally, openly and thoroughly, to retain an objective stance, to balance the opinions expressed and explore the justification for the comments made.

Carrying out this evaluation has required the contributions of time and information from a number of people and their assistance is much appreciated.

2. CONTEXT

The Creative Industries

The Creative Industries sector comprises a range of sub-sectors including advertising, architecture, fashion, film and video, software and computer services, and television and radio. Though some aspects of Creative Leicestershire programme cover the full sector, it has a core focus on micro-businesses and freelancers working in performing arts, visual arts and crafts, digital media and writing.

The East Midlands Urban and Regional Creative Industries Data Study (BOP 2008) shows that in 2005 there were 14,400 creative industries employees in Leicestershire and Rutland and 3,100 creative industries businesses in the sub region. Creative Leicestershire has 1,928 creative industry businesses on its database, which is 62% of the total number of creative industry businesses in the sub region in 2005. This suggests that Creative Leicestershire has a good penetration of its target market. However, many creative industries businesses are sole traders and are not captured in the Annual Business Inquiry data (which is used as a source for the BOP data study) and therefore the number of creative industry businesses in the sub region is likely to be significantly higher than the data suggest. In fact, over 70% of businesses on the Creative Leicestershire database are sole traders.

Over the last five years *emda* has invested over £20 million in a number of cultural and creative arts projects across the region with the aim of maximising the contribution the cultural sector makes to the East Midlands. The result of this investment is a sector that has been completely revitalised with revolutionary new facilities and centres using innovative technologies that will enable the region's arts and creative industries to compete with the best in the country. Whilst *emda* does not prioritise particular cultural and creative industry sectors, it does see creativity and culture as being essential to innovation and business development, economically successful and sustainable communities and the visitor economy. *emda* is also currently commissioning a research project to help identify and prioritise cultural research and evidence for potential inclusion in the evidence base for the forthcoming integrated Regional Strategy (2010).

Furthermore, in July 2008 the Department for Culture, Media and Sport (DCMS) announced the findings of its review on regional infrastructure. For the first time, the DCMS' four key agencies in the regions – Arts Council England, Sport England, English Heritage and the Museums, Libraries and Archives Council – will have a duty to work together to jointly deliver a core set of shared priorities across the culture and sport agenda. This alliance, working with partners in Local Authorities, the Regional Development Agencies, and other partner organisations will agree top priorities and create joint plans of action for the culture and sport agendas for their region.

In February 2008 the Government produced Creative Britain: New Talents for the New Economy (DCMS, 2008). The strategy intends to help more people discover and develop their talents and use their talents to build a dynamic and vibrant society. The central aim of the strategy is *“to improve the quality of life for all through cultural and sporting activities, support the pursuit of excellence, and champion the tourism, creative and leisure industries.”* The vision is of a Britain in ten years' time

where the local economies in our biggest cities are driven by creativity, where there is a much expanded range of creative job opportunities in every region with clear routes into creative careers.

The journey mapped out in this plan covers the whole creative process from the grassroots to the global marketplace. It starts in schools, with a new commitment to culture in children's education. It links education and the world of work, and includes a major signal of the Government's intent by supporting the creative industries to expand significantly apprenticeships to 5,000 a year by 2013 right across the country. It continues into the workplace with actions to support businesses and it looks to the future with the promise of a ground-breaking international event for the world's leading creative businesses. Together this journey provides a coherent and comprehensive set of measures to make Britain the world's creative hub.

Creative Leicestershire Bursary Scheme

The Creative Leicestershire programme began in 2005 with an aim of supporting small arts, media and design businesses in Leicestershire, Leicester and Rutland. Creative Leicestershire is based on two beliefs:

- Artistic talent and entrepreneurship are both vital to a thriving creative economy
- The creative industries are vital to both the UK's economic and cultural development.

The Creative Leicestershire Programme has the following areas of work:

- Communication to and from the creative sector (e-bulletins)
- Showcasing work (our promotional directories)
- Funding (development bursaries & graduate start up awards)
- Training and skills
- Networks
- Profile of the creative sector with other agencies and sectors
- Premises and workspace for the creative sector.

Creative Leicestershire was funded between 2005-2008 by Arts Council England and the 10 Local Authorities in the sub-region. Since 2008 the Local Authority partners have continued to core fund the Programme, Arts Council have also funded the programme for a further three years and *emda* has awarded funding for the Bursary Scheme element until 2011. Creative Leicestershire has become a model of good practise nationally.

The Creative Leicestershire Bursary Scheme is a small grants Scheme for small arts, media and design businesses based in Leicestershire, Leicester and Rutland. The bursaries have been set up to provide consultancy and specialist support to creative industries over and above the Business Link Information Diagnostic and Brokerage (IDB) service. To be eligible for the fund businesses must employ up to three people, have been trading for at least a year and have plans to develop some aspect of the business.

3. THE BURSARY WINNERS

This section presents a profile of the Bursary Scheme applicants and winners since it began in 2005 and has been informed by Creative Leicestershire's monitoring data for the Scheme.

Bursary Applications and Winners

Since the Bursary Scheme began in 2005, Creative Leicestershire has awarded over £130,000 of bursaries to creative industries businesses. There have been a total of 280 applications to the Scheme and of these there have been 95 winners which have been awarded bursaries of up to £2,000. Therefore, only 33% of applicants have been awarded funding which suggests that the demand for the Bursary outweighs the funding that has been available, although it is likely that some of these applicants were unsuccessful due to poor quality or ineligible submissions.

Table 3.1 provides an overview of the numbers of Bursary applications each year and the number of successful applicants. It shows that the first three years had a set amount of winners due to the way in which Arts Council England funded the Scheme - each winner was given a Bursary of £2,000. However, in 2008 when the Scheme was funded by *emda*, applicants were given more flexibility in the amount that they applied for thus enabling more people to win a Bursary. The Bursary Scheme has significantly over achieved the *emda* output targets for 2008/2009 and so far for 2009/2010. The Scheme aimed to achieve 15 *businesses assisted to improve their performance* each financial year and in fact has assisted 23 businesses in 2008 and 27 businesses in 2009.

| Year | Applications | Winners |
|------|--------------|---------|
| 2005 | 39 | 15 |
| 2006 | 73 | 15 |
| 2007 | 50 | 15 |
| 2008 | 70 | 23 |
| 2009 | 48 | 27 |

Taking a closer look at the profile of the winners, it can be seen that there are winners from each Local Authority in the sub-region (see Table 3.2). However, a large proportion of the winners are based within Leicester City with few winners being located in North West Leicestershire, Rutland and Oadby and Wigston.

| District | 2005 | 2006 | 2007 | 2008 | 2009 | Total | % |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|
| Leicester City | 3 | 6 | 5 | 8 | 10 | 32 | 34 |
| Blaby | 1 | 1 | 1 | 1 | 3 | 7 | 7 |
| Charnwood | 4 | 3 | 1 | 4 | 3 | 15 | 16 |
| Harborough | 4 | 1 | 1 | 2 | 4 | 12 | 13 |
| Hinckley and Bosworth | 1 | 1 | 2 | 2 | 1 | 7 | 7 |
| Melton | 1 | 1 | 2 | 2 | 4 | 10 | 11 |
| North West Leicestershire | 0 | 1 | 1 | 2 | 1 | 5 | 5 |
| Oadby and Wigston | 0 | 1 | 0 | 1 | 0 | 2 | 2 |
| Rutland | 1 | 0 | 2 | 1 | 1 | 5 | 5 |
| Total | 15 | 15 | 15 | 23 | 27 | 95 | 100 |

Creative Leicestershire categorises the businesses on its database into the following sectors (these vary to the 13 categories identified by the DCMS):

- 3D Design
- 2D Design
- Writing
- Music
- Performing Arts
- Photography
- Film, video, radio, tv
- Sculpture
- Jewellery
- Textiles
- Furniture
- Ceramics and glass
- Visual art
- Other

Creative Leicestershire then promotes the Bursary Scheme to creative industry SMEs using the following sectors (which combines a number of above sectors):

- Performing Arts (including music, dance, theatre)
- Visual arts (including crafts)
- Digital media (including video, film, photography, interactive)
- Writing (through any medium)
- Design (product, fashion, graphic, web)

According to Table 3.3, businesses from each of the Scheme's five sectors have applied and won a Bursary from Creative Leicestershire with the most winners being from Visual Arts (including crafts) and the Performing Arts (music, dance, theatre) sectors. Some years have seen winners from all the areas, whilst in 2005 and 2006 there was no one from Design and in 2007 no one from Writing.

Overall, each of the Scheme's five sectors apart from Writing has seen a steady number of winners demonstrating that the Bursary is required by all the sectors. Whilst Writing appears to have had a low number of applicants and indeed winners this is probably associated with the fact that Writing has been identified as a sector on its own for the purposes of the Scheme whereas for example, Design includes a number of sectors. When the Bursary winners are broken down into the Creative Leicestershire sectors in Table 3.4 it is evident that Writing is not the least represented sector. The least represented sectors are in fact Furniture closely followed by: 3D Design; Film, video, radio and tv; and Sculpture. Visual arts and Performing arts remain the most represented sectors in terms of Bursary winners.

| Table 3.3: Bursary Winners by Scheme Sectors | | | | | | | |
|-----------------------------------------------------|-------------|-------------|-------------|-------------|-------------|--------------|------------|
| | 2005 | 2006 | 2007 | 2008 | 2009 | Total | % |
| Performing Arts | 3 | 5 | 5 | 4 | 5 | 22 | 23 |
| Visual Arts | 7 | 6 | 6 | 8 | 8 | 35 | 37 |
| Digital Media | 3 | 3 | 1 | 5 | 4 | 16 | 17 |
| Writing | 1 | 1 | 0 | 1 | 2 | 5 | 5 |
| Design | 0 | 0 | 3 | 5 | 8 | 16 | 17 |
| All | 1 | 0 | 0 | 0 | 0 | 1 | 1 |
| Total | 15 | 15 | 15 | 23 | 27 | 95 | 100 |

| Table 3.4: Bursary Winners by Creative Leicestershire Sectors | | | | | | | |
|----------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------------|
| | 2005 | 2006 | 2007 | 2008 | 2009 | Total | % |
| 3D Design | | 1 | 1 | | 1 | 3 | 3 |
| 2D Design | 2 | 1 | 1 | 1 | 3 | 8 | 8 |
| Writing | 1 | 1 | | 1 | 2 | 5 | 5 |
| Music | 1 | 1 | 3 | 2 | 4 | 11 | 12 |
| Performing Arts | 2 | 4 | 2 | 3 | 4 | 15 | 16 |
| Photography | | | | 3 | 2 | 5 | 5 |
| Film, video, radio, tv | | 1 | | 1 | 1 | 3 | 3 |
| Sculpture | | | 1 | 1 | 1 | 3 | 3 |
| Jewellery | 1 | 1 | | 2 | 2 | 6 | 6 |
| Textiles | 2 | | 2 | 2 | 1 | 7 | 7 |
| Furniture | | | 1 | | | 1 | 1 |
| Ceramics and glass | 1 | 1 | 2 | 3 | 2 | 9 | 9 |
| Visual art | 5 | 4 | 2 | 4 | 4 | 19 | 20 |
| Other | | | | | | 0 | 0 |
| Total | 15 | 15 | 15 | 23 | 27 | 95 | 100¹ |

Table 3.5 also provides an overview of the geographical locations of all businesses registered on the Creative Leicestershire mailing list and also the Creative Leicester sector in which they belong to. As of September 2009, the mailing list includes 1,928 businesses, of which at least 1,708 are eligible to apply for the Bursary (those being located in the sub region). Of these approximately 280 (16%) have applied to the scheme over the last five years. This means there is still a high number of businesses who may wish to apply for the Bursary and / or need more information on the scheme.

The pattern of the location of Bursary winners is representative of the mailing list, with the highest numbers of winners/applicants being located in Leicester City. Furthermore, Rutland and Oadby and Wigston are the areas with the lowest numbers on the mailing list – reflecting the low number of winners/applicants of the Bursary. Similarly, the proportion of businesses in each Creative Leicestershire sector on the mailing list is representative of the bursary winners whereby Furniture is least represented followed by Sculpture. The most represented sector on the database is Visual Art which again reflects the representation of Bursary winners. 2D Design is the second most represented sector on the database whereas for the Bursary winners Performing Arts is the second most represented.

¹ Total does not add up due to rounding

| Table 3.5: Creative Leicestershire Mailing List Database (September 2009) | | | | | | | | | | | | | | | | |
|---------------------------------------------------------------------------|-----------|------------|------------|------------|------------|-----------------|-------------|---------------------------|-----------|-----------|------------|-----------|---------------------|------------|------------------------|------------|
| | 3d design | Other | 2d design | Writing | Music | Performing Arts | Photography | Film, video, radio, tv | Sculpture | Jewellery | Textiles | Furniture | Ceramics & glass | Visual art | Total | % |
| Blaby | 2 | 10 | 7 | 6 | 7 | 3 | 6 | 3 | 1 | 2 | 11 | 0 | 4 | 23 | 85 | 4 |
| Charnwood | 5 | 31 | 37 | 16 | 14 | 17 | 13 | 17 | 8 | 11 | 22 | 1 | 8 | 67 | 267 | 14 |
| Harborough | 13 | 14 | 30 | 15 | 10 | 15 | 15 | 8 | 3 | 12 | 11 | 2 | 7 | 39 | 194 | 10 |
| Hinckley | 2 | 7 | 12 | 4 | 9 | 4 | 16 | 5 | 2 | 5 | 8 | 1 | 7 | 28 | 110 | 6 |
| Leicester | 26 | 97 | 115 | 30 | 85 | 92 | 42 | 39 | 3 | 13 | 31 | 1 | 11 | 116 | 701 | 36 |
| Melton | 0 | 9 | 12 | 8 | 5 | 16 | 4 | 5 | 2 | 6 | 2 | 2 | 7 | 34 | 112 | 6 |
| North West Leicestershire | 5 | 9 | 17 | 8 | 7 | 6 | 8 | 1 | 3 | 1 | 7 | 2 | 2 | 25 | 101 | 5 |
| Oadby and Wigston | 1 | 4 | 18 | 8 | 5 | 6 | 5 | 3 | 0 | 2 | 2 | 2 | 0 | 10 | 66 | 3 |
| Rutland | 2 | 5 | 5 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 2 | 2 | 26 | 72 | 4 |
| Outside area | 2 | 33 | 8 | 8 | 8 | 15 | 3 | 5 | 4 | 4 | 4 | 0 | 6 | 21 | 121 | 6 |
| Unknown | 0 | 45 | 9 | 5 | 11 | 6 | 0 | 3 | 0 | 0 | 2 | 0 | 1 | 17 | 99 | 6 |
| Totals | 58 | 264 | 270 | 110 | 165 | 183 | 116 | 93 | 30 | 60 | 105 | 13 | 55 | 406 | 1928 | 100 |
| % | 3 | 14 | 14 | 6 | 9 | 9 | 6 | 5 | 2 | 3 | 5 | 1 | 3 | 21 | 100² | |

² Total does not add up due to rounding

As stated earlier the first three years of the Creative Leicestershire Bursary Scheme saw 15 winners each winning a set amount of £2,000 which could be used for either capital or revenue support. The latter two years, and the following years in this *emda* funded Scheme, enable people to apply for any amount of money up to £2,000 – this allows more businesses to win money due to the varying amounts of money that are awarded. Some applicants who were awarded a Bursary did not receive the full amount applied rather they were awarded a proportion which could be spent on a specific item / service.

In 2008, the total amount of money awarded for revenue projects was £29,976 and a further £9,432 going towards capital costs. Bursaries ranged in value from £600 - £2000. In terms of what the Bursary was spent on by 2008 winners items include:

- New computers and relevant software
- Camera equipment
- Mentoring and business support
- PR support
- Websites, logos and other marketing material.

The 2009 winners have been awarded £37,499 in revenue costs and £10,000 in capital costs. The size of Bursaries won by applicants this year range from £425 - £2,000. Many of the winners are still to receive their Bursary as the winners have only just been announced but proposed spending includes:

- Website design and development
- Marketing including business cards, leaflets and e-flyers
- Legal consultations and copywriting
- Computers and equipment
- Training courses and photo shoots.

4. THE IMPACTS OF THE SCHEME

This section has been informed from an analysis of the online survey and case studies.

Creative Leicestershire Online Survey Results

The main part of the evaluation was carrying out extensive consultation with all the winners of the Bursary from the five years that the Scheme has been running. The survey was created by Focus in consultation with Creative Leicestershire and then published online to enable ease of access to all the Bursary winners. All 95 Bursary winners were emailed a link to the survey and asked to complete it.

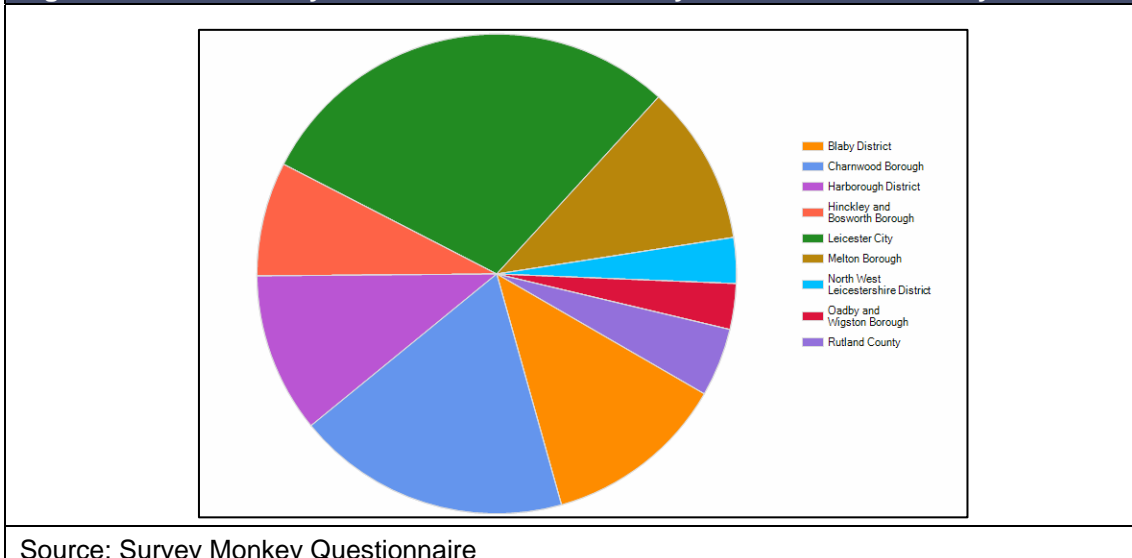
The survey was completed by 67 Bursary winners which is an excellent response rate of 70%. However, four emails to businesses were undeliverable and so taking this into account the response rate increases to 73%.

Analysis of the monitoring information section of the survey shows that of those who responded to the question 49 were of White ethnic origin. There were six respondents from black or minority ethnic groups including Indian, Asian Other and Mixed White and Black African. Four respondents stated they considered themselves to have a disability and in terms of gender 33 were female and 29 were male.

Business Information

The Bursary is available to any small business located within any of the Local Authority areas within the Leicestershire and Rutland sub-region. The chart in Figure 4.1 illustrates the locations of the Bursary winners who completed the survey. There have been Bursary winners from each Local Authority, with most winners being located in Leicester City. There have been few winners from North West Leicestershire, Oadby and Wigston and Rutland.

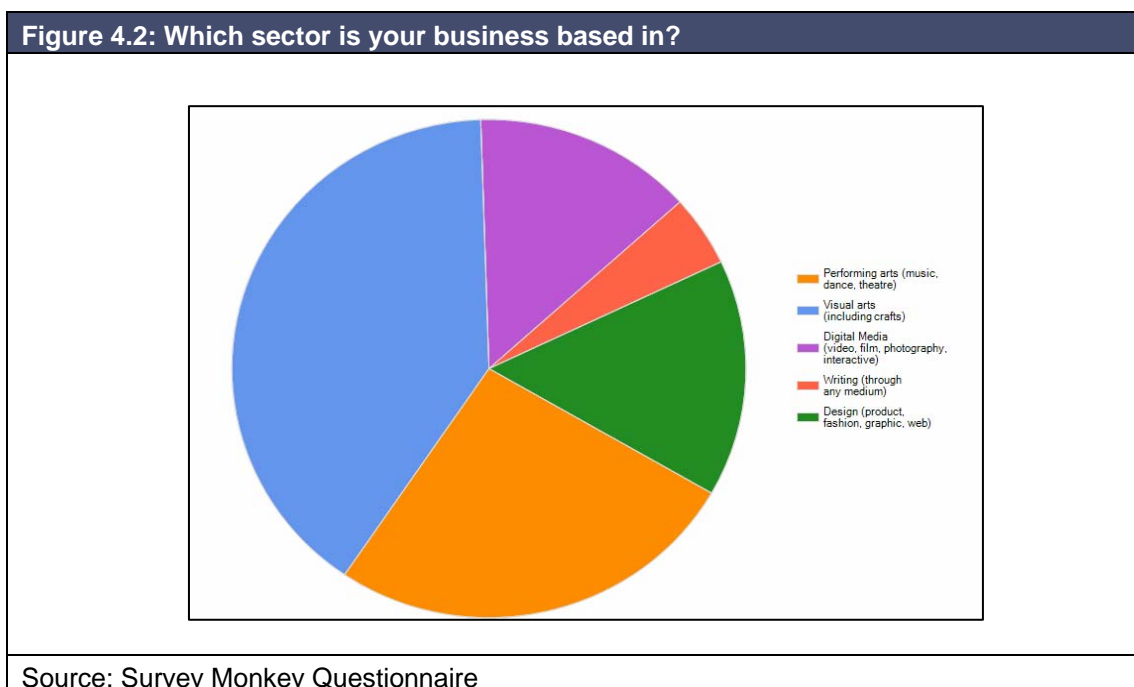
Figure 4.1: Where was your business located when you received the Bursary?



Only a small number of respondents have moved the location of their business since receiving the Bursary – two have remained in Leicestershire whilst a further three are now located outside of the East Midlands.

Respondents were asked to state which year they had received their Bursary – the results indicate that more people completed the survey who were recent winners opposed to those who won in the first two years of the Scheme. The majority of winners from 2008 and 2009 completed the survey.

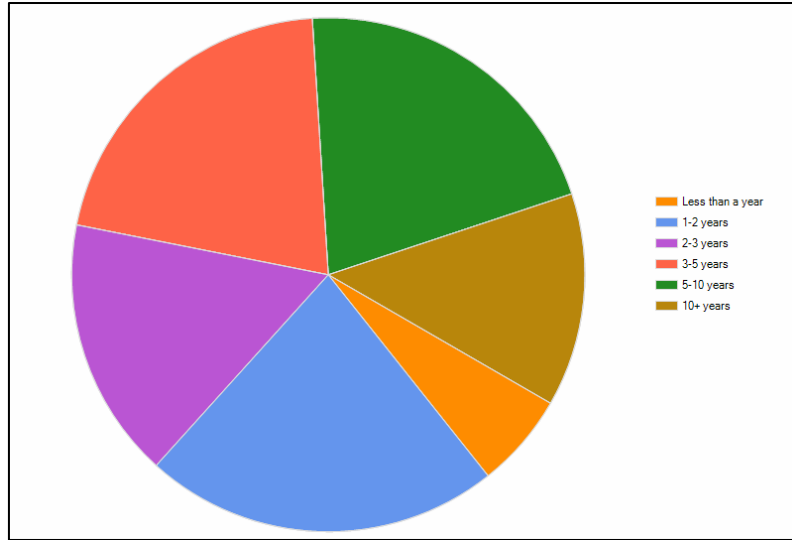
The creative industries sectors that the Bursary winning businesses came from are illustrated below in Figure 4.2. It can be seen that the biggest sector was Visual Arts (including crafts) followed by Performing Arts (music, dance, theatre). The lowest number of respondents was from the Writing sector which reflects the data in Table 3.3.



The majority of respondents to the survey with 29 (43%) were full-time freelancers or sole traders at the time of receiving their Bursary. A further 22 (32%) were part-time freelancers or sole traders and 16 (24%) were a small business employing three people or less.

To be eligible to apply for a Bursary from Creative Leicestershire the business had to be trading for a minimum of 12 months. This was only introduced two years ago and so those respondents who stated they had been trading for less than a year are likely to be those who received a grant before that time (see Figure 4.3). There was a relatively even spread of respondents for each of the categories but looking at the results overall the majority have been trading for five years or less. There were however nine businesses who had been operational now for 10 years or more.

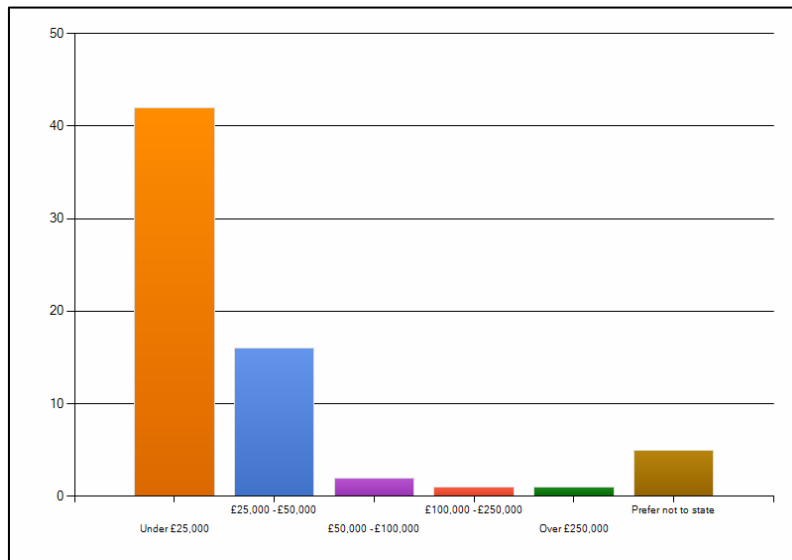
Figure 4.3: How long have you being trading for?



Source: Survey Monkey Questionnaire

The results for how much turnover the businesses are generating reflects the size of the businesses with 42 respondents (63%) indicating that their business turned over less than £25,000. Only two respondents stated they had a turnover of greater than £100,000 (see Figure 4.4).

Figure 4.4: What is the turnover of your business?

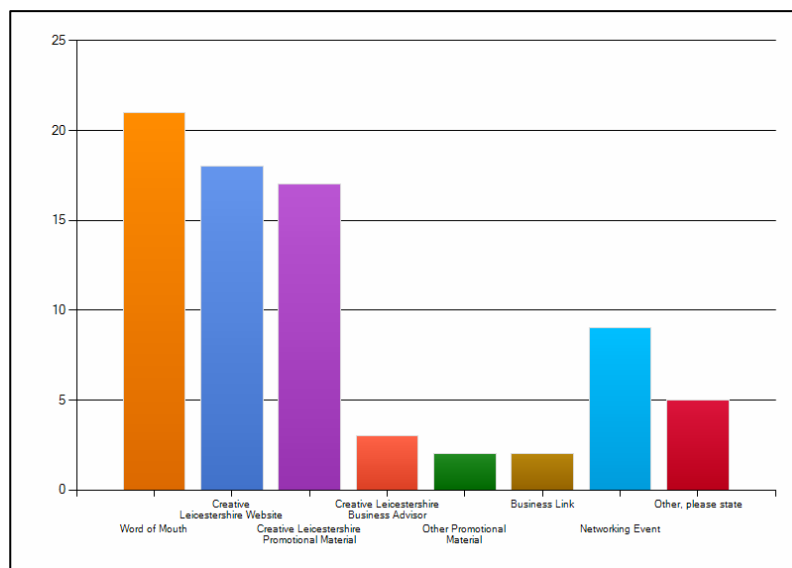


Source: Survey Monkey Questionnaire

Application Process

It was evident from the survey that the Bursary winners heard about the overall Scheme through a variety of methods, most notably word of mouth and via Creative Leicestershire either through their website or promotional material. In relation to the word of mouth responses, respondents had heard about the Scheme directly from Creative Leicestershire employees and previous winners of the Bursary (see Figure 4.5). This would suggest that the marketing of Creative Leicestershire is very effective. Although it is understood that Creative Leicestershire works with Business Link at a sub-regional level the number of referrals from Business Link to the Scheme is low with only two businesses hearing about the Scheme in this way.

Figure 4.5: How did you find out about the Creative Leicestershire Bursary Scheme?



Source: Survey Monkey Questionnaire

Respondents were asked to specify why they had decided to apply to Creative Leicestershire for a Bursary. A sample of responses are illustrated below.

| | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <p><i>"To help move the business on and to achieve development"</i></p> | <p><i>"I wanted to be able to reconnect with an area of my business that I felt had slipped during its progression."</i></p> | <p><i>"In order to fund activity that didn't normally fulfil usual criteria."</i></p> |
| <p><i>"To purchase a second set of computer software."</i></p> | <p><i>"To help develop a promising business a new website was needed."</i></p> | |
| <p><i>"I felt that the Bursary would enable me to fund significant marketing to reach new audiences and the endorsement of being a Bursary winner would also support my professional practice."</i></p> | | |

"We felt that the Bursary would help to pay for exhibition space that could be used to promote our company."

"To assist with post production of images and free time for other activities."

"It was the preferred option to taking out a business loan which if I hadn't received the Bursary is what I'd have to do."

"Overall, it literally seemed like the only way forward for me as an artist at the time. The only way for me to grow was to let people know about what I did in a good quality manner."

"It had been recommended to us by a friend and we needed money to buy new software."

"The Bursary would allow for my self development as an artist."

For the majority of respondents they received the Bursary on their first time of application. There were just nine who specified they had had to submit another application for reasons such as their initial application was too vague and there were too many applicants for the pot of money that was available – again suggesting the demand for the Scheme outweighs the funding available.

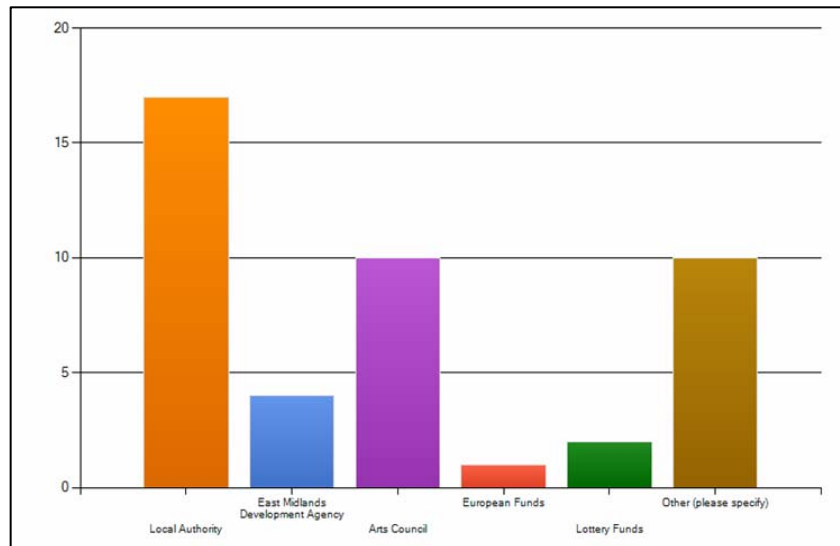
34 of the survey respondents felt that the age of their business had affected their decision to apply for the Bursary from Creative Leicestershire. This was predominantly from younger businesses who felt that due to their age they did not have the capital available to develop their ideas which in time would help in the growth of the business. The Bursary also helped to provide new businesses with the confidence that they could grow and provided them with support to tailor their growth in the right direction. A full list of the responses can be found in Appendix 1.

A more established business specified that for them the Bursary was important in order to increase their profile and move from the local level to the national through an increase in advertising and marketing that was unattainable without the support of Creative Leicestershire.

Since winning the Bursary from Creative Leicestershire 29 respondents stated that they had gone on to receive additional funding from other sources. Figure 4.6 shows where some of the additional funding was received from with the most frequent sources being Local Authorities and the Arts Council. Other sources of funding included:

- Princes Trust
- Train to Gain
- Leadership First
- Design Factory
- Science and Technology Facilities Council
- Cultural Olympiad 2012 Legacy Funding

Figure 4.6: Please state if you have received funding from any other source since you have received the Bursary.



Source: Survey Monkey Questionnaire

The funding from other sources has been used for a variety of projects, a number of which are highlighted below (see Figure 4.7).

Figure 4.7: If you have received additional funding, what has this been used for?

“The other funding we receive is to assist with undertaking costs of undertaking practical projects. This includes professional fees, publicity, hall hire and production costs.”

“I received funding from Melton Borough Council to cover the room hire for a street dance class that I run in Melton. This covered a six month period.”

“Match fund grant towards the cost of a high specification digital SLR camera.”

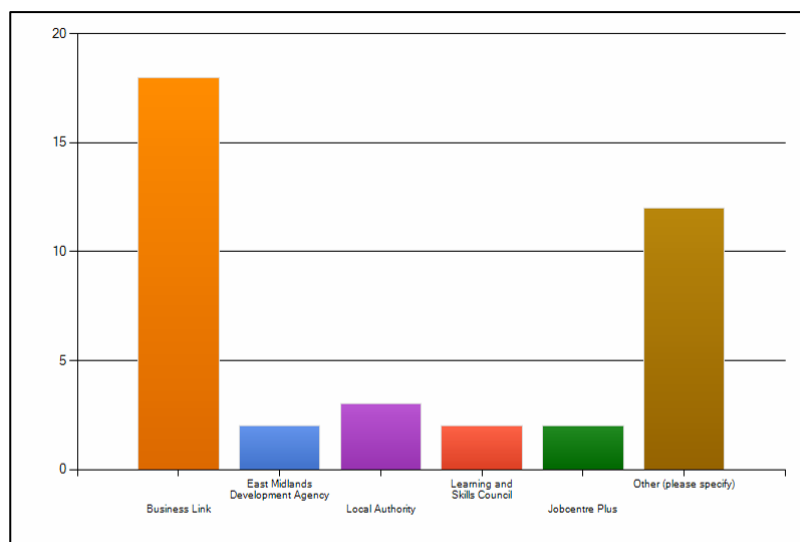
“To complete the new dance work I tried (and by and large failed, as it was not subsidised enough for theatres/public sector organisations to buy into) to promote during the period of my Bursary. This was connected to the Special Olympics in Leicester and sat at the heart of a comprehensive programme of contributions to the city in the form of education/community and performance work involving disabled people. The funding also helped us with promotional material, project management and time to build future partnerships. It is worth noting the website and promotional materials from the CL Bursary proved vital in both gaining our funding and continuing to exploit the opportunities it afforded me.”

“To create a performance for schools and colleges with a focus on science.”

Source: Survey Monkey Questionnaire

Business support is another element of support that can be accessed via Creative Leicestershire and whilst a number of applicants use this service, there were 27 respondents who have accessed outside business support throughout the lifetime of their business. The graph in Figure 4.8 illustrates where this support has been accessed and highlights that two thirds have accessed the national business support service, Business Link.

Figure 4.8: Please state if you have received business support from any other organisation.



Source: Survey Monkey Questionnaire

Other agencies that respondents had received business support from included De Montfort Innovation Centre, Independent Theatre Council, Welland Enterprise, Princes Trust and Charnwood Arts. The types of support that were received by respondents mainly involved generic start-up and business advice, grants and funding support, mentoring and trade assistance.

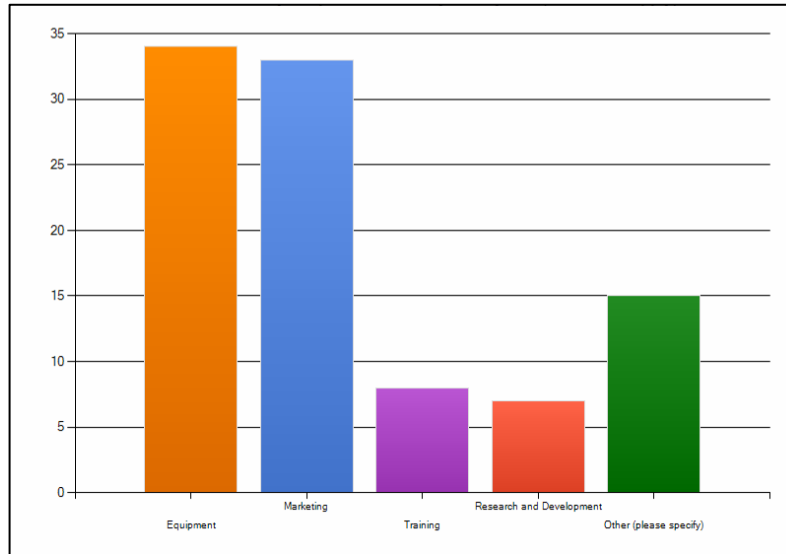
Impacts

This section of the survey was specifically focused on how the Creative Leicestershire Bursary was spent and how it has impacted upon the business since they received it. The 2009 winners were asked to only complete the initial questions of this section as many are still to receive the Bursary and will therefore not have experienced any impacts as yet.

As illustrated in Figure 4.9 the majority of Bursary winners have / will spend their Bursary on either equipment and / or marketing with 34 and 33 respondents respectively stating this. Other ways in which the money has / will be spent include:

- Websites
- Legal advice for contracts
- Insurance and accounting
- Planting equipment

Figure 4.9: What have / will you spend the Bursary on?



Source: Survey Monkey Questionnaire

More specific examples of how the money has been spent are shown below with full details of all the respondents illustrated within Appendix 1.

"I bought an IMAC to enable me to send large files of my work to my agent in the USA."

"I used to money to buy an industrial sewing machine, a bench saw, business cards and to develop a new website for the business."

"...several ways: printing, advertising and towards exhibitions."

"...funded five sessions with an art gallery mentor."

"I used the fund to design and administer an e-commerce site to be built."

"The Bursary will enable me to attend a weeks training being led by Arthur Hull in Scotland...I expect to come away from the course having been able to refine my current practice and developed a new set of skills."

"...to prototype two types of chair that looked at methods of using materials efficiently."

"I used it to produce more professional literature and materials to send out to potential commissioners and to be used when applying for various tenders."

Not all winners spent their Bursary within the sub-region. 18 respondents stated they spent the Bursary within the wider East Midlands, a further 19 spent it nationally and one spent the majority of their Bursary internationally.

The survey asked winners whether they felt their Bursary had impacted on turnover, profit and staffing of their business. The responses are summarised below.

Turnover

29 respondents stated that the turnover of their business had increased since receiving the Bursary. One stated it had decreased whilst a further 11 felt it had stayed the same. In relation to the level of turnover increase that had taken place, the majority felt that it had increased by at least 5%. There were five respondents who felt that their turnover had effectively doubled since they received the Bursary. Of those who stated an increase, 97% felt that the Bursary had contributed to this achievement.

Profit

There were 22 respondents who felt that the profit of their business had increased since they had received the Bursary. There were 16 who stated it had stayed the same and then 1 respondent whose profit had decreased. As with turnover, it was felt that increases had been by more than 5%, with 7 respondents specifying that profit had increased by over 25%. For the majority, 96% felt that the increase could be attributed to the winning of the Bursary.

Reasons attributed to turnover and profit increase include:

- The Bursary paid for services / equipment which enabled them to establish their business
- It allowed people to lever more grant money
- It enabled businesses to operate more professionally
- Improved exposure and marketing.

Staffing

The majority of respondents to this question (42) stated that since receiving the Bursary their staff numbers had stayed the same. A further 10 stated they had seen an increase in staff numbers, seven of which said staff numbers had increased by just one or two people. Only half the respondents believed the increase was due to the Bursary. Other reasons included an increase in client base and that the increase was temporary due to the numbers of people involved in their current project.

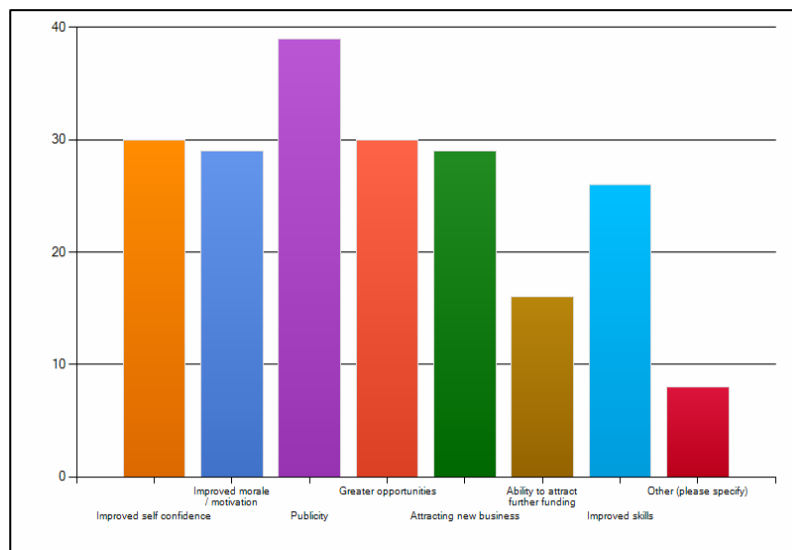
Wider Impacts

Overall, 40 respondents felt that the Bursary had been 'very important' to the growth and development of their business with a further 10 stating it had been 'important'.

Other impacts on the respondent and / or their business that had been achieved since the receipt of the Bursary are illustrated below in Figure 4.10. There were 39 respondents who felt that the Bursary had had impact on their business in terms of the publicity they received – this was reiterated in the case studies. ‘Greater opportunities’ was stated by 30 respondents as being an impact of receiving the Bursary. This is linked to the increased publicity which will have increased the profile of the business but also by the improved performance of the business helped by the equipment / services purchased with the Bursary. ‘Improved self confidence’ is also a significant impact for bursary winners.

Other impacts stated included access to new markets, confirmation of mission statement, promotion as a brand against competitors, and the security of new work.

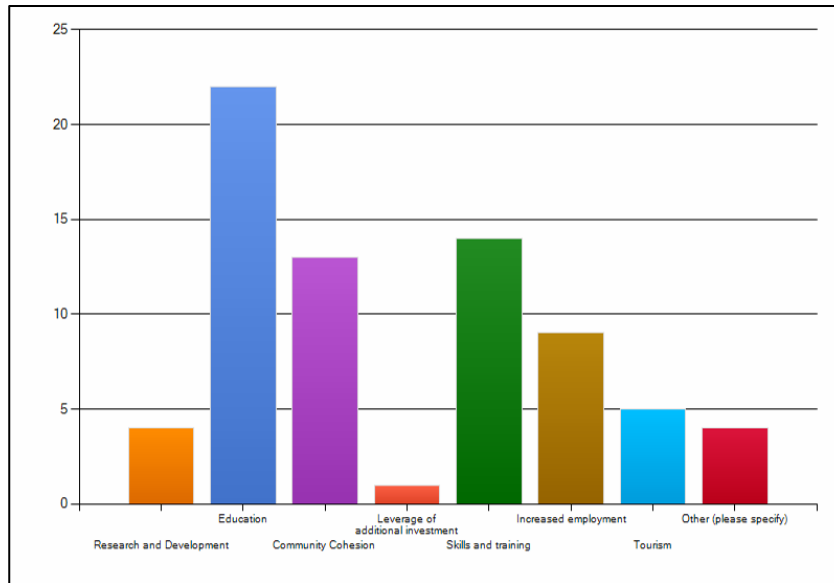
Figure 4.10: What other impacts has the Bursary had on yourself and / or the business?



Source: Survey Monkey Questionnaire

For a number of respondents the work that their business carries out contributes to wider governmental agendas such as education (22 respondents), skills and training (14 respondents) and community cohesion (13 respondents) therefore contributing to the wider regeneration of the sub-region. The governmental agendas that businesses contribute to are highlighted in Figure 4.11. Furthermore 2Funky Arts and Lunchbox Films case studies in Appendix 2 demonstrate how the Bursary Scheme has supported businesses which in turn have positively contributed to the wider regeneration of the Leicestershire and Rutland sub-region.

Figure 4.11: Does your work contribute to any other governmental agendas?



Source: Survey Monkey Questionnaire

A selection of the ways in which these businesses contribute to the above agendas is shown in Figure 4.12 below. The complete range of responses is shown in Appendix 1.

Figure 4.12: Please explain how the project has achieved this.

“The classes that I run through the company provide the general public with an increased access to dance activity. I also run sessions in schools and colleges within the borough.”

“The creation of the postcard book has become a model that has been developed for educational purposes - i.e. a means of representing the collective work of a class / school. The publication focussed on travel and tourism and is used to support projects in schools that wish to explore inward-tourism / local tourism - the local community etc.”

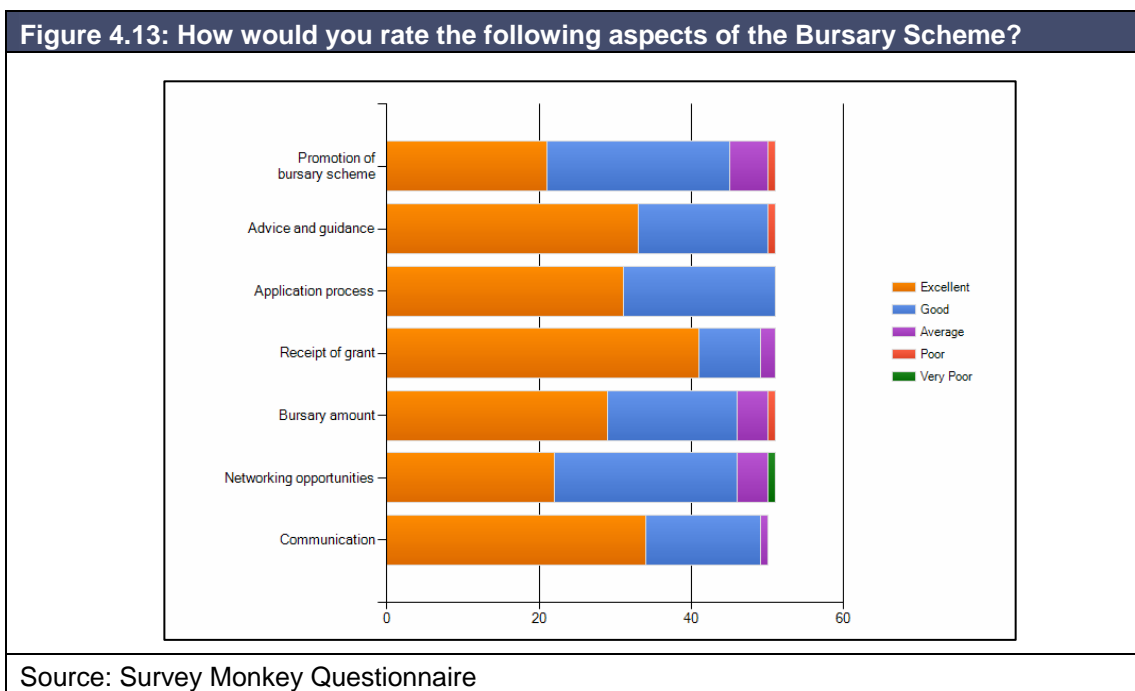
“My work is using the arts within regeneration contexts, so it impacts on education and community cohesion, attracts funding to areas of regeneration for my projects and where I undertake action research projects it also contributes towards research.”

“Involved in creating comics for campaigns educating young people about safe sex for the local council, as well as other charitable campaigns promoting anti-smoking and teaching people about mental health problems.”

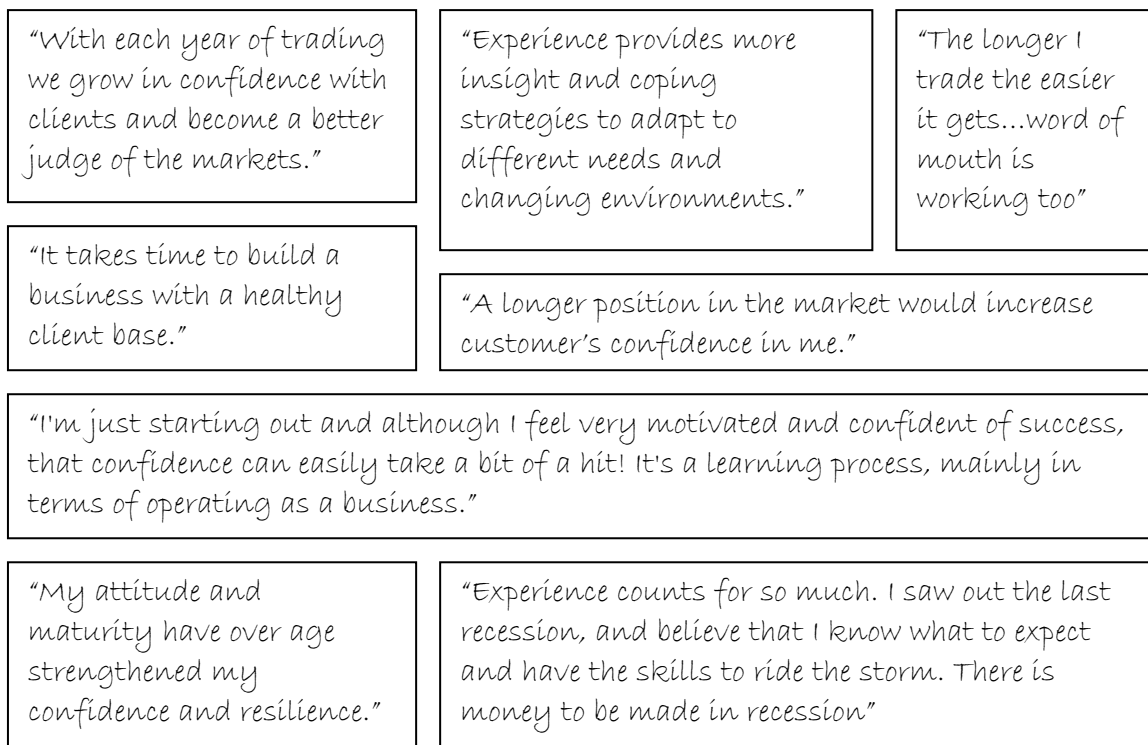
Source: Survey Monkey Questionnaire

Respondents were asked to rate various aspects of the Bursary Scheme including its promotion, the advice and guidance received, the application process and the networking opportunities it provided. As shown in Figure 4.13 they were very positive about all aspects of the Scheme with all categories scoring a high level of 'excellent' responses.

The highest scoring aspects were receipt of grant, communication and advice and guidance achieving 41, 34 and 33 respondents rating them 'excellent' respectively. The lowest scoring aspects included promotion of the Bursary and networking opportunities which was the only category to receive a 'very poor' rating. However, this contradicts slightly the findings in Figure 4.5 which suggested that most winners heard about the Bursary by word of mouth and via Creative Leicestershire either through their website or promotional material.



It is often assumed that the older a business the more confident and resilient it will be. We asked the Bursary winners if they felt the age of their business did indeed affect this and 31 respondents agreed. A selection of the reasons given for this are detailed below.



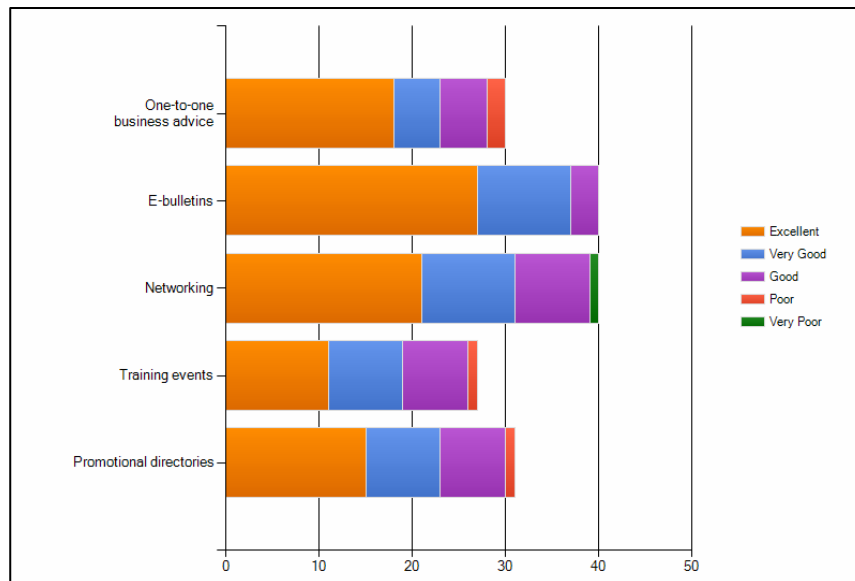
The Future

Positively, all respondents to the survey and those businesses who formed the case studies stated they would recommend Creative Leicestershire's Bursary Scheme to other people working within the creative industries.

Alongside winning the Bursary 49 respondents stated they had also used other services provided by Creative Leicestershire. The most frequently used services were networking and the e-bulletin with 36 and 32 respondents respectively stating that they had used them. Other services that had been accessed included one-to-one business advice, training events and the promotional directories.

Those respondents who had accessed these other services were asked to rate them (see Figure 4.14). Overall, the majority of respondents stated that the services were 'excellent' or 'very good'. However, as with Figure 4.13, the networking opportunities were again the only service which received a 'very poor' rating.

Figure 4.14: How do you rate the above services?



Source: Survey Monkey Questionnaire

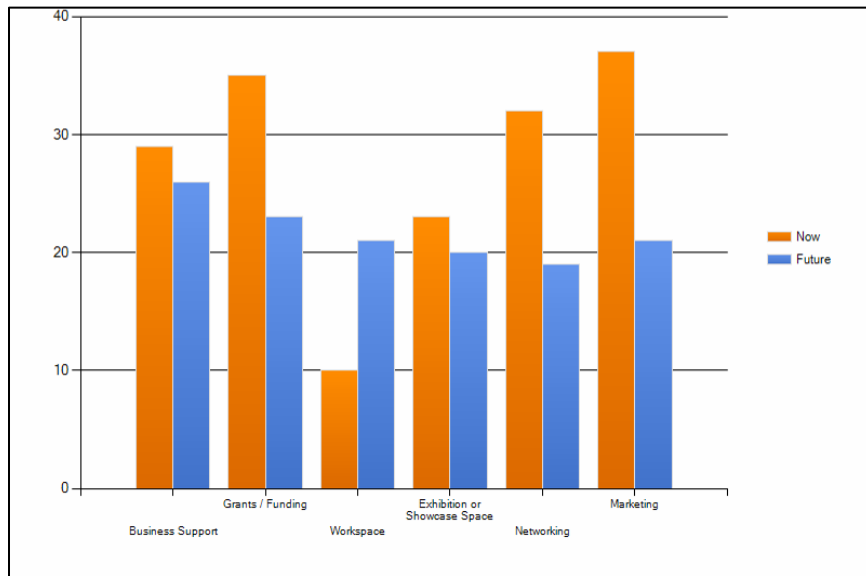
A number of the case studies felt that generic business support was not always accessible and appropriate to the creative industries. This opinion was reiterated by the Bursary winners who completed the survey with 45 stating that sector specific business support and advice was 'very important' and a further 13 stating it was 'important'.

It was felt important to gauge what other support was needed by the creative industries to ensure all business needs were met either by Creative Leicestershire or other business support organisation. There were 20 respondents who made suggestions, a selection of which included:

- Specialist creative industries advisors
- Mentoring, particularly within the first year
- Increased funding support
- Networking to enable the collaboration of ideas on how various sector specific issues have been dealt with
- Legal advice / support
- Motivational speakers
- Outlets for art and craft

As the businesses who have won the Bursary continue to grow they need to access various services to support them with their growth. The winners were asked what services they felt they required at the present time and which they envisage themselves to need in the future. As shown in Figure 4.15, at the current time the most frequently required services were marketing, grants / funding and networking opportunities. In the future, respondents felt they may require business support, grants/ funding, workspace and marketing support.

Figure 4.15: What other services are needed by your business at the current time and in the future?



Source: Survey Monkey Questionnaire

The Creative Leicestershire Bursary Scheme was deemed to be ‘very important’ or ‘important’ to the creative industries by a significant majority of 62 respondents. Some of the reasons given for this are detailed in Figure 4.16 with the full list of responses in Appendix 1.

Figure 4.16: How important do you think this type of Bursary Scheme is for businesses within the creative industries?

“Creative businesses tend to have slower growth and are not managed by people with business heads.”

“...all small businesses struggle to grow due to cash flow – Scheme gives the chance to grow, develop and move on.”

“It raised my company profile and encouraged me to apply for other funds.”

“Matched passion with much needed investment.”

“The emphasis of the Bursary is on the business. In order to be successful in gaining the Bursary the artist has to formulate creative and entrepreneurial possibilities. This ‘focussing’ was important for me as it galvanised a creative business strategy.”

“It is the catalyst to go on to greater things. It signals that you are taking your business seriously.”

Source: Survey Monkey Questionnaire

The final three questions of the survey were open ended and set out to establish what the impact would be on the creative industries if the Bursary was no longer available, suggestions for improvements to the Bursary Scheme and the chance to make any further comment.

Without the Bursary Scheme, it was felt by the majority of respondents that there would be a great impact on businesses in terms of many people being unable to set up their business and indeed grow their business. Some of the responses are shown below in Figure 4.17 with the rest shown in Appendix 1.

Figure 4.17: If this Bursary Scheme was no longer available, what do you think the impact would be on the creative industries sector in Leicestershire?

“There would be a huge decrease in graduates sustaining a self employed route to employment. There is a varied community of creatives within Leicestershire, without these support Schemes less people would survive following their talents and potential.”

“I think the creative industries would suffer and become more insular should the Bursary not be available. It's really important to know that there are people out there who can support and assist you through the advice service, networking structure and financially. It definitely boosts morale and keeps people achieving bigger goals.”

“I think, without the Bursary Scheme, creative industries in Leicestershire would be made up of isolated sole traders. Both the financial backing and networking opportunities opened up by the Bursary and other Schemes creates the potential for practitioners to pool resources (both skills and finances). Essential for creation of a sustained industry!”

“A lot of small business would not be able to start or continue without this type of help.”

“The Bursary Scheme enriches the sector and ensures Leicester keeps producing and growing its unique creative industries, it helps us to reach our potential, without it businesses would struggle and probably less would survive. It's so valuable and such a user friendly Scheme it needs to keep elevating new businesses for years to come!”

Source: Survey Monkey Questionnaire

It became evident from respondents to the survey that there was a great deal of satisfaction with the Creative Leicestershire Bursary Scheme with many stating that they felt no improvements could be made to the Scheme. There were however some recommendations for the future of which a selection are shown in Figure 4.18 with the rest in Appendix 1.

Figure 4.18: Do you have any recommendations to improve the Bursary Scheme?

“Make clear to applicants that they will have to make payments first and then submit receipts. Cash flow is often so tight in small and tiny businesses that people need to be able to think ahead and make provision for this.”

“More guidance from business advisors, I found this aspect very disappointing. Apart from the initial meeting there were little or no contact or guidance and the advisor unavailable or did not follow up on agreed actions.”

“Some sort of networking between those businesses who were awarded Bursary's would be very good but which is low maintenance but easy to access. If there were, for example, a Facebook page that only Bursary winners can join or are invited, where they could keep each other informed of what they're up to easily and be a point of contact.”

“Different layers of grants (2 or 3) for businesses of differing ages - a small pot for first timers e.g. a graphic artist needing a first good computer; a medium pot like the Bursary is now; something bigger for the odd very special business which also really contributes to the creative industries/region to aspire to. In fact if this was a prestigious prize or award it might publicise the region and CL.”

“Perhaps the Bursary Scheme needs to revisit the Bursary winners after 'x' years of trading to see what additional funding & advice can be given, in the form of a second Bursary award. I would imagine that this could really help these businesses to really grow, thus having a knock-on effect to employment etc in the area.”

Source: Survey Monkey Questionnaire

Furthermore, when asked to make any other comments about Creative Leicestershire or the business support needs of creative industries there was an overwhelming amount of praise for both the staff at Creative Leicestershire and the Bursary Scheme itself. A selection of these comments can be seen in Figure 4.19 with the full list of responses available in Appendix 1.

Figure 4.19: Any other comments

“Creative Leicestershire is a vital support organisation for the arts. As a sole trader it can be a particularly lonely job but having an organisation like Creative Leicestershire to talk to and receive advice from is an essential resource.”

“Creative Leicestershire has been a very valuable organisation in the area. Its welcoming approach has made many feel welcome. I think I began working freelance around the same time as it arrived on the scene so it's an organisation I associate very much with my own journey and has always been there if there was something I needed or just so I could keep up with the current arts news. I value the organisation very highly and I hope it continues for a long time for other people to benefit from.”

“I am the classic example of an artist who had to be dragged kicking and screaming into the idea that what I did was a business. Part of this was also fear that a business was too complex for my poor brain and that business people were cold hearted and thought the arts were not a real job option. Creative Leicestershire allays all of these fears and stereotypes from your first encounter! They are human, supportive, understanding and straightforward. Small enough to remember you as an individual, big enough to run Schemes and make links with real clout. I encourage all artists I know to seek them out if they are from this area and to look for their equivalent if they are not. You can pick up the phone to CL anytime and get a pleasant useful response. In the often lonely crazy life of a freelance creative I need nothing more urgently and can give no higher praise!”

“I think CL do a great job, we have worked with them since the beginning of our company setup and they have been a great help through their financial help, e-bulletins and the general help they provide. I have also recommended them to various people / companies over the years.”

“I think creative people are not recognised enough as being astute business people too. I would like to see some sort of project to highlight what a fantastic amount of revenue creative industries contribute to the UK economy.”

Source: Survey Monkey Questionnaire

5. KEY ISSUES

This section presents a summary of the key issues facing creative industries businesses in either their success or in some cases failure. These key findings have been taken from the survey of Bursary winners and case studies.

Age of the Businesses

The majority of businesses are freelancers or sole traders and have been trading for five years or less and have a turnover of under £25,000 a year.

34 of the survey respondents felt that the age of their business had affected their decision to apply for the Creative Leicestershire Bursary. Younger businesses predominantly felt that due to their age they did not have the funding available to develop their ideas and in turn support the growth of their business. The Bursary provided that necessary injection of funding to support businesses do exactly that - develop their ideas and grow their business. For example, one business states that *"The Bursary from Creative Leicestershire is a big chunk of money for any business, particularly new start businesses. For us, it enabled us to purchase a number of services earlier than we would have been able to, and it has helped the business to grow and succeed."*

For younger businesses, the Bursary also helped to provide them with the confidence that they could grow and also provided them with appropriate support to tailor their growth in the right direction.

More established businesses felt that for them the Bursary was important in supporting them to raise their profile and making the step from a local profile to a more national profile. The Bursary helped them to increase their investments in advertising and marketing that would otherwise have been unattainable without the support of Creative Leicestershire.

It is often assumed that the older a business the more confident and resilient it will be. We asked the Bursary winners if they felt the age of their business did indeed affect this and 31 respondents agreed.

Business Support

The majority of businesses, with 45, stated that they believe sector specific business support and advice was 'very important'. A further 13 stated it was 'important'. This view was re-iterated also by a number of the case studies who felt that generic business support was not always accessible and appropriate to the creative industries.

Alongside winning the Bursary 49 respondents stated they had also used other services provided by Creative Leicestershire. The most frequently used services were networking and the e-bulletin. Other services that had been accessed included one-to-one business advice, training events and the promotional directories. Overall, the majority of respondents that used these services rated them as either 'excellent' or 'very good'. However, the networking opportunities was the only service that received a 'very poor' rating.

Businesses no longer Trading

There were around four emails that were not delivered to winners because email addresses no longer existed. This could indicate that these businesses are no longer trading. Furthermore, of those businesses that did complete a survey, there were three which stated they have ceased trading altogether since having received their Bursary – 4% of all respondents. One respondent who had had to close down her business stated that *'due to the economic recession I could not build up enough viable sales to continue trading'*. However, the other two businesses are positive that though they are not currently trading they hope to re-establish their businesses in the near future.

The Future

As the businesses who have won the Bursary continue to grow they need to access various services to support them with this growth. The winners were asked what services they felt they required at the present time and which they envisage themselves to need in the future. At the current time the most frequently required services were marketing, grants / funding and networking opportunities. In the future, respondents felt they may require business support, grants/ funding, workspace and marketing support. Grant/ funding being a common need for creative industries business both now and in the future.

Summary

The Bursary has been highly rated by all those who participated in the survey and the case studies and would be recommended to other creative businesses. For many of the winners the decision to apply for the Bursary came from the want to develop and grow their business and to become more professional. The Bursary provided creative industry businesses with the necessary injection of funding which enabled them to, for example, purchase new equipment, upgrade outdated equipment, expand/enhance their offer or improve or extend their marketing. Without the Bursary Scheme it was felt that many creative businesses would perhaps not have taken off.

6. SUMMARY AND RECOMMENDATIONS

Summary

The Bursary Scheme clearly aligns with Creative Leicestershire's two beliefs and with the key vision for the Government's Creative Britain: New Talents for the New Economy (DCMS, 2008).

Since its inception in 2005, the Creative Leicestershire Bursary Scheme has received 280 applications. Of these the Scheme has supported 95 creative industry businesses in the sub region and awarded over £130,000 in bursaries, with each Bursary winner receiving up to a maximum of £2,000.

The demand for the Scheme outweighs the level of funding that is available, with only 33% of applicants being successful (although it is likely that some of these applicants were unsuccessful due to poor quality or ineligible submissions). The Scheme has significantly over achieved the *emda* output targets for 2008/2009 and so far for 2009/2010 by assisting 23 and 27 businesses to improve their performance respectively. The original target for each financial year was 15.

There have been Bursary winners from each of the Local Authority areas in the sub region with the largest proportion being located within Leicester City. However, few winners and applicants have been located in the Local Authority areas of North West Leicestershire, Oadby and Wigston and Rutland.

The majority of winners are either full time or part time freelancers or sole traders (reflecting the criteria), are relatively new businesses (having been trading for five years or less) and have a turnover of less than £25,000 a year. For these businesses a bursary of £2,000 represents a significant contribution.

The largest creative industry sectors that have been supported by the Bursary are Visual Arts followed by Performing Arts, which is on the whole reflective of the businesses on the Creative Leicestershire database. Whilst Writing initially appeared to have had a low number of applicants and indeed winners this was not the case when the Bursary winners were broken down into the Creative Leicestershire sectors. In fact the least represented sectors are Furniture closely followed by: 3D Design; Film, video, radio and tv; and Sculpture.

The Scheme has been widely promoted and most winners have heard about the Bursary Scheme via word of mouth through Creative Leicestershire staff or previous winners/applicants. The Creative Leicestershire website and promotional material were also important elements in communicating the Scheme to winners.

There was a general pattern from the survey and case studies in the way in which the Bursary money was spent with many winners using it to build a website, design and print marketing materials and to purchase equipment such as computer software. Most winners spent their Bursary within the sub region or the East Midlands.

For many of the winners the decision to apply for the Bursary came from the want to expand and develop their business or a need to purchase new equipment and expand their marketing. Younger businesses felt that due to the stage they were at in their development the Bursary was essential in helping them to develop their ideas and their business. It was also felt by younger businesses that the Bursary would help increase their confidence in their ability to expand and create professional pieces of work.

The most significant impact of the Bursary is the way in which it has enabled the businesses to become more professional and productive. It has enabled businesses to create a better quality product, finished to higher quality standard, and providing the services that a more established business may possess e.g. a good quality website. Other impacts of the Bursary have been increases in publicity, greater opportunities and increased self-confidence and morale and in attracting new business. For some businesses the Bursary has also had a direct impact on increasing their turnover and profit and for some an increase in staff. The work carried out by some of the Bursary winners also contributes towards the wider regeneration of the sub-region through the provision of education, skills and training, and community cohesion. Furthermore, it is also important to note that additional impacts are likely to emerge in the long-term particularly for the winners in 2009.

As the businesses continue to grow they need to access various services to support them with this growth. Access to support grant/funding was stated by winners as a business support need for creative industries business both now and in the future. Other support needed by the creative industries includes marketing, networking opportunities, and workspace.

The Bursary has been highly rated by all those who participated in the evaluation. It has provided them with a bespoke service which is tailored to the needs of creative industries businesses in the sub-region. Without the Bursary Scheme it was felt that many creative businesses would not thrive and the injection of funding has in fact been essential in their growth and survival. Furthermore, they rated the advice and guidance provided by Creative Leicestershire and the application process very highly.

Bursary winners had also accessed other Creative Leicestershire business support services, which overall was rated very highly. However, there could perhaps be some improvement on the networking opportunities. The majority of businesses also stated how important it was to them to have access to the sector specific business support provided by Creative Leicestershire. For many creative businesses, generic business support is not accessible or appropriate for creative industries.

The evaluation has highlighted a number of recommendations which Creative Leicestershire should consider for the final year of the *emda* funded Bursary Scheme and also for the future delivery of Creative Leicestershire.

Recommendations

- Explore the issues surrounding the low number of applicants from North West Leicestershire, Oadby and Wigston and Rutland and identify appropriate measures to ensure that each of the Local Authority funding partners are getting value for money in terms of the businesses supported in their area. This may include working more closely with key Local Authority representatives where possible.
- Consider changing the sectors for the Bursary Scheme to reflect those of Creative Leicestershire as a whole. This would allow for more accurate monitoring of the sectoral pattern of Bursary winners.
- Explore the issues surrounding the low number of applicants from the Furniture sector and also 3D Design, Film, video, radio and tv, and Sculpture and identify appropriate measures to ensure that all creative industries sectors are supported.
- Review the current delivery of networking opportunities (both for the Bursary scheme winners and creative industries businesses accessing wider support from Creative Leicestershire) and identify areas for improvement. This may require further consultation with creative industries businesses.
- Consider options for sustaining the existing model of the Bursary Scheme post *emda* funding as part of the core offer from Creative Leicestershire using the existing application process which was highly rated by applicants.
- Consider options for sustaining the bespoke sector specific support provided by Creative Leicestershire for the creative industries (ensuring there is no duplication with mainstream business support provision). Particularly those support services needed by creative businesses both now and in the future e.g. access to support with grant/funding, marketing, networking opportunities, and workspace.

Appendix 1

Survey Findings

Appendix 2

Case Studies of Bursary Winners