

# Public Document Pack



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PUBLIC

To: Members of D2 Joint Committee For Economic Prosperity

Friday, 30 September 2022

Dear Councillor,

Please attend a meeting of the **D2 Joint Committee For Economic Prosperity** to be held at **12.30 pm** on **Monday, 10 October 2022** in Council Chamber, County Hall, Matlock, DE4 3AG, the agenda for which is set out below.

Yours faithfully,

A handwritten signature in black ink that reads 'Helen E. Barrington'.

**Helen Barrington**  
**Director of Legal and Democratic Services**

## **A G E N D A**

### **PART I - NON-EXEMPT ITEMS**

1. Apologies for Absence  
To receive apologies for absence (if any)
  
2. Declarations of Interest  
To receive declarations of interest (if any)

3. Minutes (Pages 1 - 4)

To confirm the non-exempt minutes of the meeting of the Derby and Derbyshire Joint Committee for Economic Prosperity held on 25 July 2022.

4. State of the Nation (Pages 5 - 8)

5. Impact of Mini Budget on Derbyshire Businesses (Pages 9 - 12)

6. Review of Progress in Delivering COVID Recovery Strategy (Pages 13 - 22)

7. Review of Derbyshire Economic Partnership and High Level Recovery Board (Pages 23 - 26)

8. Festival of Business (Pages 27 - 68)

9. Date of Next Meeting

Thursday 17 November 2022.

10. Exclusion of the Public

To move “That under Regulation 21 (1)(b) of the Local Authorities (Executive Arrangements) (Access to Information) (England) Regulations 2000, the public be excluded from the meeting for the following items of business on the grounds that they involve the likely disclosure of exempt information as defined in Paragraph(s)... of Part 1 of Schedule 12A to the Local Government Act 1972”

**PART II - EXEMPT ITEMS**

11. Declarations of Interest

To receive declarations of interest (if any)

12. Minutes (Pages 69 - 70)

To confirm the exempt minutes of the meeting of the Derby and Derbyshire Joint Committee for Economic Prosperity held on 25 July 2022.

13. East Midlands Combined County Authority - Progress Update

PUBLIC

Agenda Item 3

**MINUTES** of a meeting of the **D2 JOINT COMMITTEE FOR ECONOMIC PROSPERITY** held on 25 July 2022 at County Hall, Matlock.

## **PRESENT**

Councillor B Lewis (Derbyshire County Council)  
(in the Chair)

<u><b>Amber Valley Borough Council</b></u>	<u><b>Erewash Borough Council</b></u>
Councillor K Buttery	Councillor C Hart
<u><b>Chesterfield Borough Council</b></u>	<u><b>High Peak Borough Council</b></u>
Councillor T Gilby	Councillor A McKeown
<u><b>Derby City Council</b></u>	<u><b>North East Derbyshire District Council</b></u>
Councillor C Poulter	Councillor A Dale
<u><b>Derbyshire Dales District Council</b></u>	
Councillor G Purdy	

Also in Attendance –

Amber Valley Borough Council – S Gladwin  
 Bolsover District Council – G Galloway  
 D2N2 LEP – W Morlidge  
 Derby City Council – T Bagshaw  
 Derbyshire County Council – Councillor T King  
 Derbyshire Dales District Council – P Wilson  
 Erewash Borough Council – G Smith  
 North East Derbyshire District Council – L Hickin

Apologies for absence were submitted on behalf of E Alexander (Derbyshire County Council), H Bowen (Chesterfield Borough Council), D Fletcher (Derby City Council), C Henning (Derbyshire County Council), F Horsley (D2N2 LEP), J Jaroszek (Erewash Borough Council), K Richards (South Derbyshire District Council), and P Simpson (Derby City Council).

**16/22**      **DECLARATIONS OF INTEREST** There were no declarations of interest.

**17/22**      **MINUTES**    **RESOLVED** that the Minutes of the meeting of the Committee held on 12 May 2022 be confirmed as a correct record.

**18/22**      **D2N2 LEP ROUND UP**      Will Morlidge attended the meeting and provided committee members with a presentation covering the following:

- i)      Local Carbon Growth Fund
- ii)     Capital Programme
- iii)    Careers Hubs
- iv)    Devolution and LEP Transition

**19/22**      **DRIVING SUSTAINABLE TRAVEL AND TRANSPORT**

A presentation was provided giving an update on policy context and current status and initiatives on walking and cycling, bus and rail. As well as the focus on electric vehicle charging and upcoming work, funding, and challenges.

Jim Seymour and Chris Hegarty provided the committee members with detail on the development of the integrated transport plan and pushed for EV charging from districts and emerging proposals on mobility hubs coming from the district LUF bids.

The presentation outlined the role of the Joint Committee and Individual Councils to: 1) agree to participate in review of a partnership/concession option utilising off-street parking; 2) agree in principle to incorporation in Town Deal, LUF proposals etc; and 3) integrate in land-use planning and business-as-usual asset management.

**20/22**      **SUPPORTING ENTREPRENEURSHIP AND INNOVATION CLLR T KING TO GREEN THE DERBYSHIRE ECONOMY**

Councillor King attended the meeting and provided a presentation to stimulate debate on how best to work together to support and encourage growth in the green economy – drawing on feedback from businesses and industrial innovations to identify opportunities for Derbyshire.

Councillor King finished on a number of questions to initiate debate.

**21/22**      **LUF AND SPF PROPOSALS**

All Leaders were invited and took the opportunity to provide an update on Levelling Up Fund and Shared Prosperity Fund Bids.

Bolsover District Council were on track to deliver and were engaging with Derbyshire County Council and partners.

Chesterfield Borough Council were making a submission and had a number of projects in the pipeline and were working closely with Derbyshire County Council and partners.

Derbyshire Dales District Council had a number of projects and had submitted a bid.

Erewash Borough Council had a number of projects and had submitted a bid.

High Peak Borough Council had a number of projects and were submitting a bid.

North East Derbyshire District Council had a number of projects and had submitted a bid.

There had been no update from South Derbyshire District Council.

All Leaders had shared how they would appreciate a letter of support from Derbyshire County Council.

**22/22      ANY OTHER BUSINESS**      It was with great sadness to announce the passing of Councillor Alan Griffiths, a County Councillor, and a lovely man who served the area of Erewash and worked hard for his community.

**23/22      EXCLUSION OF THE PUBLIC FROM THE MEETING RESOLVED**  
that under Regulation 4 (2)(b) of the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012, the public be excluded from the meeting for the following items of business on the grounds that in view of the nature of the items of business, that if members of the public were present, exempt information as defined in Paragraph 3 of Part 1 of Schedule 12A to the Local Government Act 1972 would be disclosed to them.

**SUMMARY OF PROCEEDINGS CONDUCTED AFTER THE PUBLIC HAD BEEN EXCLUDED FROM THE MEETING**

1. To receive declarations of interest (if any).
2. Freeport Update
3. Devolution Deal – Progress Update

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**DERBYSHIRE COUNTY COUNCIL**

**D2 JOINT COMMITTEE FOR ECONOMIC PROSPERITY**

**10 October 2022**

**State of the Nation: An Overview of Economic Conditions in  
Derby and Derbyshire**

**(1) Purpose of Report**

- 1.1 The purpose of this report is to outline the key economic conditions and issues that will be discussed at the meeting and to explore potential economic priorities going forward.

**(2) Discussion / Decision Required by the Derby and Derbyshire Joint Economic Prosperity Committee (D2JC)**

**2.1 The D2JC is requested to:**

- i) **Note the summary of economic conditions outlined below and consider the additional information presented at the Committee meeting**
- ii) **Identify potential economic priorities and interventions to help level up the D2 geography over the coming years, having regard to the opportunities presented by the proposed East Midlands mayoral county combined authority (EM MCCA)**

**(3) Background**

- 3.1 At the meeting on the 10<sup>th</sup> October, the Joint Committee is considering a separate item that confirms the outputs of a recent assessment on progress in delivering the Derbyshire COVID Recovery Strategy. In summary, the assessment demonstrates that strong progress has been made against many of the original priorities and interventions; as a result, consideration is being given to whether focus should be maintained on these issues going forward or whether other issues have emerged over recent months, notably the economic shocks resulting from the war in Ukraine and cost of living crisis.
- 3.2 To help set the context for these considerations, this report and accompanying presentation sets out the current economic conditions across the Derby and Derbyshire geography. This information is supported by a further item on the DJC agenda - an update from the East

Midlands Chamber on the impacts of the mini budget for local businesses.

3.3 In summary, the headline 'state of the nation' conditions are:

### **National context**

- UK gross domestic product (GDP) is estimated to have increased by 0.2% in quarter two of 2022. The latest monthly GDP figure (July 2022) was also 0.2%. This means that GDP is now estimated to be 0.2% below where it was pre-pandemic. The UK is the only G7 economy to not have yet recovered to pre-COVID 19 levels.
- UK inflation has risen by 9.9% over the last year. The Bank of England expects the annual increase to peak at 11.0% in October 2022, then remain around 10% for a few months before starting to come down.
- UK interest rates are currently 2.25% and expected to rise to 6.0% next year.
- The UK pound has fallen to its lowest level against the dollar in more than 35 years.

### **D2 picture**

- Prior to the pandemic the D2 economy was worth £24.7bn and had been performing relatively well with improving levels of economic output, productivity, higher value employment opportunities, skills and wages.
- In the five years coming into the pandemic, D2 economic output grew by 6.4%, although less than the 11.0% rise for England. The first year of the pandemic saw a fall of 9.7%, the same as that across England.
- Productivity (output per hour worked) in 2020 was £35.50 per hour worked in D2, 7.2% less than the £38.30 nationally.
- In the five years coming into the pandemic productivity grew by 9.1% across D2, less than the 14.6% nationally. However, the first year of the pandemic saw an above average increase in D2's productivity.
- There were 421,500 employees in D2 firms in 2020 (latest data). The first year of the pandemic saw this level fall by 3.5%, a more significant decline than the 1.9% across England.
- The employment rate in D2 stands at 75.8% (quarter one 2022). This is higher than that nationally (75.4%) although there has been a narrowing of the gap over the last few years.
- One of the major aspects of the D2's economy since the onset of the pandemic has been the increase in people leaving the labour market. This has been seen nationally too, but the increase of 8.1% across D2, equating to 8,100 people who don't want a job, is higher than that nationally (6.3%).



- In September 2022, monthly vacancies in the D2 economy had exceeded their pre-pandemic peak, although the growth was lower than that nationally, at 4.4% compared with 22.5%.

### 3.4 For Derby and Derbyshire, this means:

- It is a challenging time for the UK economy and although the most recent quarter (quarter two of 2022) has shown growth, albeit modest, the path of GDP over the rest of the year and beyond is not clear. This is likely to create uncertainty for D2's 37,500 businesses.
- UK manufacturing output has fallen in the last two quarters. Manufacturing is the biggest sector in D2 employing 74,000 people so this is a concern.
- The high levels of UK inflation are, and will, be creating significant financial stress for D2's residents and businesses with consumer demand for goods and services likely to decline.
- The falling pound puts upward pressure on import costs but for exporters there could be benefits. D2 is a significant exporter with the value of exports across the area in 2020 being £13.6bn.
- The full extent of the economic impact of COVID-19 is still not clear. Business data released over the Autumn 2022 may indicate the extent to which there has been any delayed impact to business numbers locally.
- However, the positive productivity response of the D2's economy to the pandemic offers some hope and a base to build from.
- Vacancies are running at high levels across the area and many firms are struggling to take on the people they need. The above average rise in economic inactivity is a key factor locally in this.

## 4. Recommendations

- 4.1 The D2 Joint Committee is asked to note the above summary and details provided in the accompanying presentation and consider the key economic priorities which may drive forward any future interventions and strategy development.

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**DERBYSHIRE COUNTY COUNCIL**

**D2 JOINT COMMITTEE FOR ECONOMIC PROSPERITY**

**10 October 2022**

**Impact of the Mini Budget on Local Businesses**

**(1) Purpose of Report**

- 1.1 The purpose of this report is to set the context for the discussion that will take place at the Committee meeting on 10<sup>th</sup> October.

**(2) Discussion / Decision Required by the Derby and Derbyshire Joint Economic Prosperity Committee (D2JC)**

**2.1 The D2JC is requested to:**

- i) **Note the contextual summary provided in this report and consider the information presented at the meeting by the Chief Executive of the East Midlands Chamber of Commerce as part of broader discussions that will inform economic objectives and priority setting going forward.**

**(3) Information and Assessment**

- 3.1 At its meeting on the 10<sup>th</sup> October, the Joint Committee is considering a separate item that sets out the 'State of the Nation' which will headline the current economic conditions across the Derby and Derbyshire geography. This information provides a helpful baseline on which to build more detailed understanding of the impact of current issues – not least the 'cost of living crisis', but also the feedback from local businesses following the Chancellor's mini budget announcements on 23<sup>rd</sup> September 2022.

- 3.2 Dialogue between the Chamber of Commerce and local businesses is on-going and a more detailed update of the key issues, concerns – and opportunities – will be provided at the meeting. By way of background though, it is perhaps useful to summarise here the key announcements that were made by the Chancellor (correct at time of writing). The overarching principle of the budget statement is that Government had its sights set on 2.5% trend in the rate of growth and the key components to aid this included:

- Major tax reforms for business such as:

- Cancellation of the planned rise in corporation tax - keeping it at 19%
  - Reversing the 1.25 percentage point rise in National Insurance contributions
  - Making the Annual Investment Allowance £1 million permanently – and not returning to £200,000 in March 2023. (This provides 100% tax relief on plant and machinery investments up to £1 million).
  - A cut in the basic rate of income tax to 19% in April 2023 – one year earlier than planned
  - Abolishing the additional rate of tax – replaced by a single higher rate of income tax of 40%
  - A cut to Stamp Duty cuts – the ‘nil rate’ band will be doubled from £125,000 to £250,000 – estimated to benefit 200,000 homebuyers every year from paying the tax
  - No stamp duty for first time buyers up to £425,000, and the value of the property on which first time buyers can claim relief, as increased from £500,000 to £625,000
- Offer of sector specific support for pubs and hospitality, including freezing alcohol duty for another year
  - Creating new Investment Zones offering [targeted and time limited tax cuts for businesses and reduced planning requirements to release more land for housing and commercial development]. Derbyshire is identified as one of 38 areas with potential for an Investment Zone designation (subject to business case)
  - Proposals to accelerate new road, rail and energy projects by cutting barriers and restrictions, speed up the deployment of energy infrastructure and streamline environmental assessments and regulations
  - Increasing the disposal of surplus government land for house building
  - Introduction of Energy Price Guarantee supported by the Energy Bill Relief Scheme
  - Measures to unlock private investment e.g. changes to aid investment by pension funds into UK assets
  - Changes to Universal Credit Claimants - requirements to meet regularly with Work Coaches to access jobs

3.3 The response of local businesses to these, and any intervening announcements, will be shared verbally at the meeting as dialogue continues to take place.

#### **4. Recommendations**

- 4.1 The D2 Joint Committee is asked to note the above summary and consider the key issues and business feedback shared by the Chamber of Commerce at the meeting on 10 October.

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**DERBYSHIRE COUNTY COUNCIL**

**D2 JOINT COMMITTEE FOR ECONOMIC PROSPERITY**

**10 October 2022**

**Review of Progress Against the COVID Recovery Strategy  
and Next Steps**

**(1) Purpose of Report**

- 1.1 The purpose of this report is to set out the level of progress made against the approved Derbyshire COVID Recovery Strategy (assessment appendix to follow), identify areas of potential further intervention and confirm the economic priorities going forward which will help shape any future economic strategy, particularly having regard to the context of the emerging East Midlands Mayoral Combined County Authority.

**(2) Discussion/ Decision Required by the Derby and Derbyshire Joint Economic Prosperity Committee (D2JC)**

**2.1 The D2JC is requested to:**

- i) **Consider the assessment of progress made by partners against the COVID Recovery Strategy**
- ii) **Agree where sufficient progress has been made and which issues remain for potential further targeted activity**
- iii) **Identify any additional areas and potential partner priorities needed to support growth and aid levelling up in the future – not least within the context of the emerging East Midlands Mayoral Combined County Authority**
- iv) **Confirm what level/ type of progress reporting is required going forward**

**(3) Information and Assessment**

- 3.1 The D2 Joint Committee will recall that the Derbyshire Economic Partnership (DEP) led the development and subsequent delivery of the COVID Economic Recovery Strategy which was signed off in Autumn 2020. A copy of the Executive Summary of the Strategy is contained at Appendix 1 of this report, but to confirm the Strategy was split into two key strands: Economic Development and Employment & Skills.

- 3.2 The vision for the economic strand at the time was:

*COVID will be the catalyst for Derbyshire's economic renewal and we will balance protective and growth interventions to enable our economy to 'build back better'*

3.3 This was supported by five Priorities and related objective:

- **Place** – to enhance the resilience and diversity of urban centre, market towns and rural areas to put them on the front foot to capture post COVID opportunities
- **Industry** – to protect sectors that have social, economic and place making value and support SMES to diversify, grow and enhance productivity
- **Visitor Economy** – to lever unique assets to protect the visitor economy and build solid foundations for transformational growth
- **Enabling Infrastructure** – to future proof physical and digital infrastructure and lay the foundations for innovation and clean growth
- **Inward Investment** – to enhance inward investment offer for a changing world, highlighting Derbyshire's vibrant economy and unparalleled quality of life by promoting a variety of opportunities

3.4 The vision for the employment and skills strand at the time was:

*Derbyshire's economy of the future will be inclusive and resilient, able to withstand economic shocks and respond rapidly to changes in business and economic needs, ensuring success for both business and residents*

3.5 This was supported by four Priorities and related objective:

- **Young People** – to ensure young people can follow clear progression pathways to skills and employment and maximise their life chances
- **Adults: retraining and routes to employment** – to re-align labour market to meet demand through investment in skills and employability support to support progression to better and more rewarding jobs
- **Entrepreneurship** – to stimulate enterprise and business growth to provide new economic opportunities
- **Responding to future skill needs** – to facilitate a responsive skills system to maximise growth and opportunity

3.6 Derby City Council also approved a complementary Recovery Strategy, the delivery of which has been led by a Task Force, and which was built around the following three key areas:

1. Maintaining short-term confidence amongst local businesses and external investors



2. Diversifying the city centre and Derby's employment base
3. Decarbonising the city

3.7 Over the past two years, this D2 Joint Committee has received a number of update reports on progress against priorities and objectives. All partners have worked hard to implement the agreed interventions set out in both strategies and much joint work has taken place, facilitated by the D2 Recovery Cell and related workstreams to:

- Develop strategic approaches to work programmes and lock them into business as usual – for example, market town renewal which is now a core programme area in the County Council's Regeneration Pipeline
- Develop innovative business cases to attract government funding – for example through the Low Carbon Task Force and the joint ZEBRA bid to support hydrogen infrastructure and buses in the city and county areas (NB original bid was unsuccessful but future funding announcements are pending)
- Maximise opportunities to achieve economies of scale through joined up delivery – for example, the Vision Derbyshire Business Start Up scheme which involves and benefits all ten local authorities
- Maximise available core and external funding – e.g. through Transforming Cities Fund, Shared Prosperity Fund, Levelling Up Fund and Town Deals
- Maximise the efforts and contributions of delivery partners such as the Chamber of Commerce and Marketing Peak District and Derbyshire through Community Renewal Funding and projects such as Shopappy, business support grants and sector support.

3.8 Since late 2020, the economic context has shifted however, with recovery no longer being a driver for activity and the focus now being more around renewal, regeneration and growth. More recently, responding to the economic shocks caused by the war in Ukraine and cost of living crisis has, and is, providing a more pertinent economic context.

3.9 Led by workstream chairs, partners including district colleagues, further and higher education, the Chamber of Commerce, Marketing Peak District and Derbyshire (MPDD), transport providers etc have undertaken a review of the progress made against the original priorities, objectives and interventions of the Derbyshire Recovery Strategy. This assessment is provided at Appendix 2 of this report (to follow) and will be supported by a more detailed presentation at the Joint Committee meeting.

3.10 In summary, good progress has been in developing projects that support physical interventions such as market town renewal ambitions and low carbon infrastructure – not least as a result of Government capital

funding being made available through Town Deals, the round one Levelling Up fund and bespoke transport announcements such as the Capability Fund. More recently, Shared Prosperity Fund announcements and Levelling Up round 2 are providing opportunities to drive more revenue-focused activity such as business support, grant schemes and targeted 'community based' work.

- 3.11 However, planned activity that has relied on revenue funding such as skills and training, business grants or the buoyancy of the wider market (e.g. level of inward investment) has had limited success. Direct intervention from sources such as Derbyshire County Council's £15m COVID Recovery Fund has helped buck this trend to some degree but planned partnership work to interventions such as support graduate recruitment and retention, establishing a landlord commission etc has not fully progressed.
- 3.12 Discussion at the Committee meeting will review in more detail the level of progress that has been made (shown in Appendix 2 to follow) and, having regard to the economic conditions/ state of the nation issues identified in the early part of the agenda, will confirm potential areas for future work/ focus. This will help inform a revised evidence base and any new economic strategy that may emerge for the D2 or D2N2 geography in the future.

#### **4. Recommendations**

**It is recommended the Joint Committee:**

- a) **Considers the assessment of progress made by partners set out in the COVID Recovery Strategy**
- b) **Agrees where sufficient progress has been made and which issues remain for potential further targeted activity**
- c) **Identifies any additional areas needed to support growth and aid levelling up in the future**
- d) **Requests that officers in the City, County and district councils develop a revised evidence base to support economic reporting and priority setting going forward**

#### **5. Appendices**

Appendix 1: Executive Summary of Derbyshire COVID Recovery Strategy  
Appendix 2: Assessment of Progress (to follow)



# Derbyshire Economic Partnership

COVID-19 Recovery Strategies 2021-2025 –  
Executive Summary

**HATCH**

# Executive summary

## 01

**COVID-19 will fundamentally re-shape Derbyshire's economy over the next decade and beyond. The fallout from the pandemic will generate both unprecedented challenges and new opportunities for our county. The Derbyshire Economic Partnership Recovery Strategy will enable us to respond to a post-COVID world, establishing our priorities to protect and grow Derbyshire's economy.**

This strategy is underpinned by a robust evidence base which provides deep understanding of Derbyshire's economy and labour market. Our approach has combined historical evidence to understand our county's economic exposure to the effects of COVID-19, with live metrics to measure the impact of the pandemic on Derbyshire's people and places.

The evidence points to a compelling need for county-wide recovery coordination – detailing the challenges and opportunities brought to the fore by the pandemic.

### The case for intervention: the impact of COVID-19



#### Impact on our Economy:

The OBR estimates Derbyshire will experience a 14% loss of output in 2020 as a result of COVID-19, equating to a loss of £2.3bn.



#### Impact on our Places:

Regional cities have been significantly impacted. Whilst these areas may require protective action, market towns represent Derbyshire's post-Covid growth opportunity.



#### Impact on our Businesses:

Many of Derbyshire's key sectors, such as the Visitor Economy, have been significantly affected by lockdown and social distancing restrictions. However, businesses that have been able to adapt have thrived.



#### Impact on our Infrastructure:

Enhancing digital and public transport infrastructure will define the inclusiveness of Derbyshire's recovery - ensuring that everyone can benefit from post-COVID opportunities.



#### Impact on our Workforce:

Despite unprecedented government support compared to June 2019, the number of benefit claimants had risen by over 150% across the county in June 2020.



#### Impact on our Labour Market:

Job postings have been significantly reprofiled. We need to secure investment to enable us to be more agile and responsive in tailoring interventions to meet business need.



#### Impact on our Skills:

Apprenticeship postings and starts fell significantly over lockdown - limiting opportunities for Derbyshire's young people.



#### Our Recovery Opportunity:

Derbyshire has a unique offer to underpin our county's recovery, drive innovation and accelerate economic growth which can be delivered through this strategy.

Responding directly to the evidence presented within the Case for Intervention, our overarching Recovery Plan brings together two complementary recovery strategies which will guide our actions over the next five years. These strategies comprise a blend of short-term interventions to protect our economy, fused with longer-term actions enabling our county to re-orientate and grow to capitalise on new opportunities. Our vision for Derbyshire’s recovery is articulated below.

## Our vision for Derbyshire’s economy:

*“COVID will be the catalyst for Derbyshire’s economic renewal and we will balance protective and growth interventions to enable our economy to build back better”*



## Our vision for Derbyshire’s skills and labour market:

*“Derbyshire’s economy of the future will be inclusive and resilient, able to withstand economic shocks and respond rapidly to changes in business and economic needs, ensuring success for both business and residents”*



Realising this vision requires actions which DEP partners will lead and interventions that we will lobby for in order to deliver our recovery ambitions for Derbyshire. The Recovery Strategies will be delivered through nine thematic priorities, and the actions that we will prioritise to build back better are summarised overleaf.



## Derbyshire's Economic Recovery Strategy



## Derbyshire's Skills and Labour Market Recovery Strategy



# HATCH





**DERBYSHIRE COUNTY COUNCIL**

**D2 JOINT COMMITTEE FOR ECONOMIC PROSPERITY**

**10 October 2022**

**Review of Partnership Arrangements: Derbyshire Economic Partnership and High Level Recovery Board**

**(1) Purpose of Report**

- 1.1 The purpose of this report is to outline the proposed review of economic partnership arrangements across the geography, specifically the Derbyshire Economic Partnership (DEP) and the high level COVID Economic Recovery Board.

**(2) Discussion/ Decision Required by the Derby and Derbyshire Joint Economic Prosperity Committee (D2JC)**

**2.1 The D2JC is requested to:**

- i) **Note the planned review being undertaken by the Chair of DEP and consider the issues and proposals set out in this report and additional information provided at meeting.**
- ii) **Decide whether or how far the work of this D2 Joint Committee should be included within the scope of the review and request that recommendations on the way forward be shared at the next appropriate Committee meeting.**

**(3) Information and Assessment**

- 3.1 The economic delivery arrangements within the D2 geography are one of strong and embedded partnership working, with good engagement from representative organisations such as the East Midlands Chamber of Commerce (EMCC), Marketing Peak District and Derbyshire (MPDD), Federation of Small Businesses (FSB) and both further and higher education (FE and HE) establishments. Multi-disciplinary working groups set up to tackle key issues are commonplace and effective on the whole, for example, in tackling COVID recovery. However, the two-tier nature of the geography does add a layer of complexity that means oversight, resourcing and decision making is made more difficult than might be necessary – both for elected members and officers.
- 3.2 The Derbyshire Economic Partnership is a long-standing arrangement that has been in place for 10 years or more and covers the county area.

Work is funded jointly by the County Council and the eight district authorities and covers activity such as skills and employment, business support and inward investment. Relationships between DEP and similar partnerships based within Derby city are drawn in, primarily, through the Business and Economy Workstream (which is made up of senior officers from all ten authorities) but also this D2 Economic Prosperity Joint Committee.

- 3.3 From time to time, more bespoke economic partnerships emerge within the geography; for example, the D2 high level COVID Recovery Board which is made up of the ten local authority leaders, plus major businesses such as Toyota, Longcliffe, Henry Boots, the FE and HE sectors and representative organisations. (It is noted here that the D2 Joint Committee has received a separate report for consideration today regarding progress of the COVID recovery work). Toyota City Partnership, the Culture Heritage, Arts and Tourism (CHAT) Board are other examples
- 3.4 Other governance constructs have emerged more recently around the East Midlands Freeport, the East Midlands Development Corporation and the County Council's Regeneration Pipeline Programme. The proposed East Midlands Mayoral Combined County Authority also provides a changing context for partnership delivery going forward.
- 3.5 In light of the above, the result now is that there are a number of formal boards and informal partnerships within the geography all working to provide oversight, direction – and often, decision making – on matters relating to economic development, growth, regeneration, skills and employment and inward investment. Meetings often involve the same people and the timing of items for discussion often overlaps, leading to duplication.
- 3.6 Due to the progress being made on current work programmes, the DEP and COVID Recovery Board specifically, are at a point where review and consolidation of the work would be timely.
- 3.7 Therefore, working with the Chair of DEP (Richard Horseley) and the Chair and Vice Chair of the COVID Recovery Board, (Cllr Lewis and Tony Walker, respectively) it is proposed that a root and branch review of the work of these two partnerships be undertaken and recommendations made on how best to streamline activity and ensure decision making is timely and focused. The review will also ensure that 'business as usual' activity is evaluated and that appropriate action is taken to prevent duplication in the work of the boards and free up officer and member resources.

- 3.8 It is important to note at this stage that all relevant partners will be engaged in the review process to ensure outputs and recommendations are fit for purpose and reflect the specific needs and challenges being faced collectively. For that reason, the headline proposals set out in this report will be supported by more detailed discussion at the D2 Joint Committee meeting, including the proposed scope of the review and timescales for delivery.

#### **4. Recommendations**

**4.1 It is recommended the D2 Joint Committee:**

- 1. notes the planned review being undertaken by the Chair of DEP and provides any comments in relation to the proposed scope, objectives and timescales.**
- 2. Specifically consider and agree whether, or how far, the work of this D2 Joint Committee should be included within the scope of the review.**
- 3. Requests that the outputs and recommendations on the way forward be shared at the next appropriate Committee meeting.**

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**DERBYSHIRE COUNTY COUNCIL**

**D2 JOINT COMMITTEE FOR ECONOMIC PROSPERITY**

**10 October 2022**

**PROPOSAL TO DEVELOP A FESTIVAL OF BUSINESS ON BEHALF OF  
VISION DERBYSHIRE**

**(1) Purpose of Report**

The purpose of this report is to seek approval to allocate £53,000 of the Retained Business rates funding to pay for a second Derbyshire Festival of Business ('DFoB') under the banner of Vision Derbyshire delivered through a partnership led by the University of Derby.

**(2) Discussion / Decision Required by the D2JC**

**Discussion to be held at Vision Derbyshire Joint Committee on 5 October 2022 to agree in principle the project proposal, the outputs of which will be verbally reported to the D2 Economic Prosperity Committee meeting.**

**The D2JC is recommended to agree the allocation of £53,000 from the Retained Business Rates Fund to develop and deliver DfoB in 2022/23 under the Vision Derbyshire banner.**

**(3) Information and Analysis**

Following the success of the previous DFoB in 2021/22, the University of Derby in partnership with East Midlands Chamber ('EMC') proposes to run a DFoB in 2022/23. DFoB in 2021 ran the following events:

<b>Component</b>	<b>Aim of the events</b>	<b>No. Events</b>
<b><i>Showcasing Derbyshire's Business Community</i></b>	To profile Derbyshire's businesses to potential customers/clients and future employees.	<b>14</b>
<b><i>Educational Engagement Programme</i></b>	To bridge the gap between Derbyshire's businesses and the next generation of employees. To inspire school/college and university students to consider Derbyshire based employment opportunities.	<b>11</b>

<b>Masterclasses</b>	To raise the profile of Derbyshire with numerous thought leaders within the UK business community and so raise the county's profile as a place with knowledge.	<b>43</b>
<b>Derbyshire Business Awards</b>	To showcase the business and enterprise talent within Derbyshire and help raise aspirations to succeed.	<b>2</b>
<b>The Derbyshire Business Expo</b>	To showcase Derbyshire's businesses to existing and future clients.	<b>7</b>
<b>Total</b>	Note: This is the proposed minimum of events, both with in categories and cumulatively.	<b>77</b>

The overarching aim of DFoB 2022/23 is to support the businesses in Derbyshire recover from the pandemic and forward the aims of the Vision Derbyshire project.

Following the recommendations from the DFoB 2021/22 Evaluation Report, which is provided in Appendix 1 below, and feedback from events in DFoB 2021/22, there will be much stronger marketing and connection of event to the themes. The breadth of disciplines that are covered within the themes will also be increased to reflect the diverse business in Derbyshire and the academic strengths across the University. This will further develop cross-theme issues such as emerging technologies, clean growth, health and well-being, innovation, community and civic engagement, and diversity and inclusion. The student body, as a key pipeline of future talent across the county, are also proposed to be more involved in the DFoB 2022/23. They will support the development and delivery of events providing relevant student experience opportunities, as well as attend the events to provide opportunities to network with local businesses. The University outreach team and academic schools is proposed to be actively involved in conjunction with local authority connections in order to engage and inspire the next generation to understand the breadth of career opportunities that are available to them in the county.

In working with the University of Derby and other partners, it is felt that this is a project that all parties can support, whilst benefiting the whole business community across Derbyshire. This will also facilitate delivery from locations across the County as well as virtually to increase accessibility to DFoB and to reach as wide an audience as possible.

### **Impact from DFoB 2021/22**

An Evaluation Report of DFoB 2021/22 is attached as Appendix 1 to this proposal. Key data from this report include 5,496 total attendees, attendees coming from 33 counties, over 1 million social media impression related to DFoB, and 88% of attendees that completed a survey saying they would

recommend DFoB to others. A sample of further comments from a recording of feedback from attendees is contained in Appendix 2 below, with further examples of feedback in the Evaluation Report at pages 15-18. There is also an [online archive](#) of video footage of some of the key events, which facilitates further impact for those who were either unable to attend or wish to revisit events.

The case study on MiniApertur Photography, which is detailed at page 18 of the Evaluation Report, provides an example of the positive impact the DFoB 2021/22 had on this business. Benefits detailed by the business are networking opportunities and generation of new LinkedIn contacts, a new client with a contract that is “worth quite a few months’ earnings”, personal development of the business owner to assist her confidence and business practice, and enhance knowledge of best practice of other SMEs at local and national levels.

It is proposed that further case studies will be created in the DFoB 2022/23 to continue to show the benefits and outcome from investment from running the DFoB. Where possible hard statistical data will complement anecdotal evidence that has been gathered to date. It should be noted that DFoB concluded only five months before submission of this approval. As such, hard statistical evidence on aspects such as increased revenue will be extremely limited at this stage. Many organisations may find such evidence to be commercially sensitive and as such may be loath to release this information. Furthermore, there would be cost attached to undertaking a full survey of all businesses that attended DFoB 2021/22. In the meantime, therefore, it is hoped the case study, statical analysis on engagement, and feedback/comments provide reassurance as to the success and value created in the DFoB 2021/22.

### **The Proposal for DFoB 2022/23**

In a similar vein to DFoB 2021/22, DFoB 2022/23 is proposed to run over several months. The intentional is to launch the DFoB at the launch event of the Derby Top 200 Business Event on November 15<sup>th</sup> 2022 and will run until March 2023. The overall aim remains to support Derbyshire’s business community to continue to bounce-back from the challenges caused by the pandemic and meet the emerging challenges of such as the cost-of-living crisis, wage inflation, energy costs, and supply chain issues.

These issues and support for developing business resilience will be covered by:

- identifying existing and future skills talent
- identifying new/emerging trends and hot industries
- exploring key business-related issues
- providing opportunities for collaboration and networking
- showcasing the best of Derbyshire’s businesses to existing and future clients/customers/investors and workforce
- a celebration of the European funded projects that local business have undertaken with the University and to discuss new ways of partnering post European funding

Following feedback from DFoB in 2021/22, the proposed DFoB in 2022/23 will have a number of clearly defined arcs of activity to tie events together. These will include the following:

### **3.1 Showcasing Derbyshire's Business Community**

The University of Derby to work in partnership with EMC, Federation of Small Business, the Confederation of British Industry, the Institute of Directors, as well as national, regional and locally based organisations such as Business Peak District, Destination Chesterfield, Marketing Derby, Marketing Derbyshire, Marketing Peak District and Erewash Partnership to organise a programme of community focused open day events that are geared to showcasing Derbyshire's businesses to Derbyshire's residents. EMC's signature events run at Derby, Chesterfield and Buxton, which received extremely positive feedback, will be updated and run again. A further event to also be delivered under EMC's Derbyshire Manufacturing Network badge. A third signature event to include a virtual business networking event with Chamber members in Cork in the Republic of Ireland.

The main aim of this strand will be to profile Derbyshire's businesses to potential customers/clients and future employees. However, there are opportunities to showcase organisations such as Derbyshire Police and the Business Crime Reduction Partnership in events, as part of their campaign to show the positives of living in Derbyshire and why people should move to Derby to work.

### **3.2 Educational Engagement Programme**

The University to work with the same employer facing organisations as referenced above, plus the local authorities and D2N2 Careers Hub to implement a co-ordinated programme of educational activities. This will include school/college/university visits to employers and employer visits to schools/colleges and the University of Derby to deliver careers related advice and guidance. Consideration to be given to the delivery of a hackathon, a series of live project briefs and a series of masterclasses on key business-related topics e.g. business resilience. This could be extended to include a programme of intensive 1 week-long work placements.

This will also link with the wider careers activity, creating additional opportunities for businesses to extend their reach through the local careers sites such as My Future, and STARTIN to potential young people in our schools, colleges and University.

The aim will be to showcase Derbyshire's businesses to the next generation of employees; to inspire school/college and university students to consider Derbyshire based employment opportunities.

### **3.3 Online and Face-to-Face Masterclasses**



This strand will be to deliver a suite of keynote business focused talks on key topics of relevance to Derbyshire businesses. Speakers to include leading professionals, academic and businesspeople in Derbyshire, with the keynote event being the delivery of a TEDx style of talk. The University of Derby to publish a written version of the presentations.

The main aim is to raise the profile of Derbyshire as a thought leader within the UK business community and so raise the county's profile as a place to do business.

### 3.4 Derbyshire Business & Enterprise Awards

The University to partner with EMC's own awards schedule and to work in connection with Generation Next to showcase Derbyshire's business and enterprise focused talent through a face-to-face awards ceremony.

This has the aim of showcasing the business and enterprise talent within Derbyshire and help raise aspirations to succeed.

### 3.5 The Derbyshire Business Expo

As with DFoB 2021/22, the proposed DFoB 2022/23 will continue to engage closely with key agencies and organisations representing Derbyshire's business community. In particular, it is proposed the University work with EMC to deliver three separate days of business expo across locations in Derby, Chesterfield and Buxton, organised by the University of Derby.

This showcase aims to promote Derbyshire's businesses to existing and future clients. EMC have confirmed support for DFoB 2022/23, with further events possibly being co-branded to encourage EMC members to attend.

## (4) Costs

Based upon DFoB 2021/2022, the costs of the project have been identified as follows:

£18,000	1.0 FTE Project Manager fixed term over 6 months (including on costs) – to coordinate the various activities linked to DFoB
£25,000	Marketing/promotional work needed to build demand for the Expos
£5,000	Brand development & broader social media campaign to promote DFoB
£5,000	Impact assessment/evaluation of DFoB
<b>£53,000 +VAT</b>	<b>TOTAL</b>

Whilst this amount was not spent last year due to the project manager resigning part way through, feedback has shown one of the areas of development is communication and linking of events, which are key aspects of the Project Manager role.

## **(5) Recommendations**

The D2JC is recommended to:

- i) Note the projects aims set out in this report,
- ii) Consider and agree the suggested project proposal, and
- iii) Agree the spend of £53,000 plus VAT from the Retain Business Rates Fund.

## **(6) Appendices**

- (1) Evaluation report for DFoB 2021/22
- (2) Feedback comment from attendees of DFoB 2021/22
- (3) Examples of feedback collection from Planning for Growth event in the DFoB 2021/22, that are being used to shape the proposed DFoB 2022/23



# **Derbyshire Festival of Business Evaluation Report**

**Prof. Qile He**

**Dr Weiwei Yang**

**Dr Huan Yang**

**(On behalf of the UoD evaluation team)**

**27<sup>th</sup> July 2022**

## Contents

<b>1. Executive Summary</b>	4
<b>2. Introduction</b>	5
<b>3. Methodology</b>	5
<b>4. DFoB 2022</b>	5
4.1 Types of Events	5
4.2 Number of Events	6
4.3 Attendees	7
4.4 Registrations versus Attendance	8
4.5 Level of Repeat Attendances	9
4.6 Categories of Attendees	10
4.7 Number of Businesses Represented	11
4.8 Size of Businesses	13
<b>5. Impact of the Festival</b>	13
5.1 Reach of Events to the Public	13
5.2 Feedback from the Events	15
5.3 Expo Feedback	17
5.3.1 Feedback from Delegates	17
5.3.2 Feedback from Exhibitors	18
5.3.3 Lesson Learned from Expos	18
5.4 Focus Group Interviews	19
5.4.1 Awareness of the Festival & Promotion of the Events	19
5.4.2 Communication and Event Management	19
5.4.3 Expectations	19
5.4.4 Impact	20
5.5 Post Festival Case Study	20
5.5.1 Business Networking	20
5.5.2 Revenue Growth	20
5.5.3 Personal Development	20
5.5.4 Knowledge enhancement	20
<b>6. DFoB Budget Allocation &amp; Spend</b>	21
<b>7. Conclusion</b>	21
<b>Appendix</b>	23
A1 Derbyshire Festival of Business – List of Events Organized	23
A2 Derbyshire Festival of Business – Feedback form	26
A3 Derbyshire Festival of Business – Focus group Guidance	28

Table 1. DFoB Performance Against Target Outputs .....	4
Table 2. Types of Events in the Festival .....	6
Table 3. Number of Events Organized .....	6
Table 4. Number of Events by Organizations .....	7
Table 5. Attendees by Event Organizations .....	8
Table 6. Number of Registrations and Attendees by Event Organizations.....	8
Table 7. Attendees from Universities .....	10
Table 8. Stats on Social Media Campaign .....	14
Table 9. Overall satisfaction and intention to attend next event (based on 18 survey responses from attendees of 8 DFoB events) .....	15
Table 10. Feedback from 50 Delegates .....	17
Table 11. Feedback from 23 Exhibitors .....	18
Tabel 12. Budget versus Actual Expenditure .....	21
Figure 1. Engagement of the Attendees .....	10
Figure 2. Attendees Occupation .....	10
Figure 3. Distribution of the Region of the Businesses/Organizations (based on data from 20 of 63 DFoB events).....	11
Figure 4. Distribution of the Counties of the Businesses/Organizations (based on data from 20 of 63 DFoB events).....	12
Figure 5. The Distribution of the Business/Organization Sectors (based on data from 20 of 63 DFoB events) .....	12
Figure 6. Size of the Businesses (based on data from 20 of 63 DFoB events) .....	13
Figure 7. Web Traffic for the DFoB Webpages .....	14
Figure 8. Email Stats Promoting DFoB Events.....	15
Figure 9. Would you recommend to others that they attend future Derbyshire Festival of Business events? (based on 18 survey responses from attendees of 8 DFoB events) .....	15
Figure 10. Where did you hear about this event? .....	16

## 1. Executive Summary

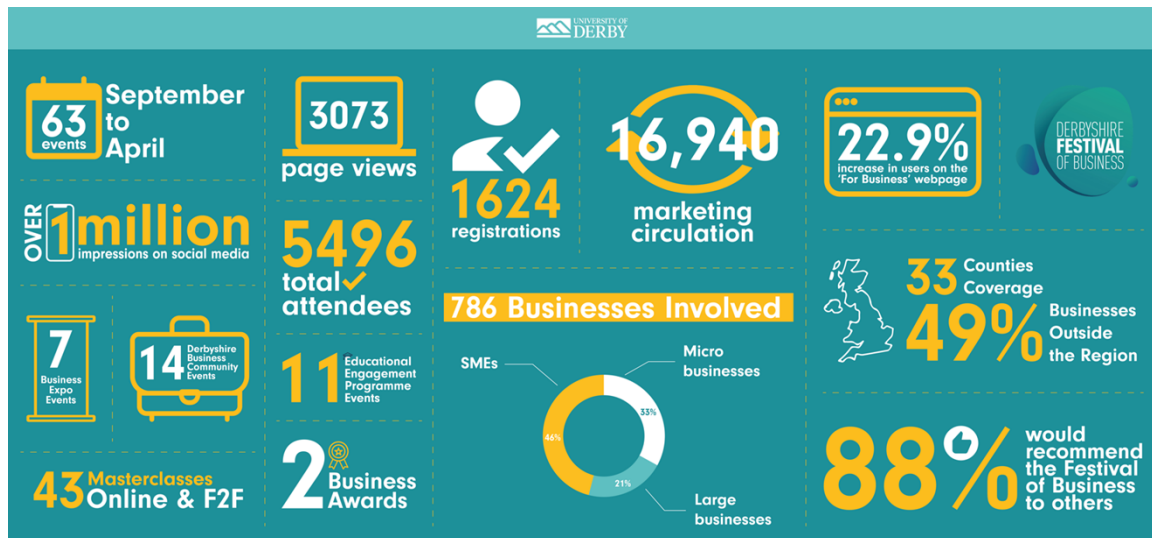
This report presents the evaluation of the Derbyshire Festival of Business (DFoB) on behalf of the University of Derby (UoD) project team and includes a performance evaluation and recommendations for the future.

The report shows the various methods undertaken for the evaluation. It presents the key findings of the outcomes of the Festival, as well as suggestions for future DFoBs.

The key information that has been used to devise this report includes:

- data about the attendees and businesses they represented obtained from event booking and registration forms
- data on the businesses and organizations collected from publicly available sources including the FAME database and GOV.UK Companies House website
- feedback data from attendees collected from post-event questionnaires
- Marketing and social media performance data collected by the marketing team for the Festival
- focus groups interviews conducted with event organisers, attendees and student participants, together with a case study from a representative business.

Evidence shows that the DFoB proved to be a very successful platform for business networking, knowledge sharing, business showcasing and recruitment and in so doing it supported the economic development of the county. Some key statistical highlights are shown below.



In terms of the KPIs set by Vision Derbyshire when the £43k of funding was allocated to the DFoB the outputs are as follows:

**Table 1. DFoB Performance Against Target Outputs**

KPI	Target	Delivered
Number of locally/regionally based organisations coming together to deliver the DFoB	10+	17
Number of businesses engaged	1000+	786*
Number of individual events delivered as part of the DFoB	50+	63
Cumulative number of attendees at events	2000+	5496*

*\*These both are under-estimates given shortcomings in the data collection process. Indeed, the number of businesses engaged data comes from just 12 events (refer to table 5).*

As shown in table 1, DFoB have met most of the KPIs set by Vision Derbyshire, except for the number of businesses engaged. However, the number 786 is underestimated and is calculated based on only 34 events in which we have the information. A lot of events (29 out of the 63 events) organized either did not collect such information or the organizer did not share the data with the evaluation team. Table 5 lists the availability of such information from event organizers. Another reason that could explain the failure to deliver against this target could be the circumstance of Covid. During the period of DFoB when all Covid restrictions have lifted, businesses have seen an increase in workload to reduce the backlog of work, which has been prioritised over attendance in DFoB events.

## 2. Introduction

This report is prepared for the evaluation of the Derbyshire Festival of Business (Festival) on behalf of the University of Derby (UoD) team for the performance evaluation of the Festival.

The aims of this report are to:

- Document the key activities of the DFoB;
- Help the funders and other stakeholders to understand the key achievements of the DFoB;
- Help the project team to reflect on the event programme and make necessary adjustments for the future.

## 3. Methodology

Data used in this evaluation report has been collected from event booking and registration information, a post-event survey, marketing and social media performance data, qualitative feedback from focus group interviews and case study interviews. Additional data on the businesses and organizations has been collected from publicly available sources including the FAME database and the GOV.UK Companies House. The data has been aggregated, compiled and analysed following the key expectation of the funders and stakeholders. Pie-charts, frequency tables, cross-tabulations and various other analytical procedures have been conducted to gain a better understanding of the performance of the DFoB.

The handling and processing of the data strictly followed the ethics and confidentiality standards and code of conduct of UoD. All personal information has been anonymized before processing. No sensitive information apart from those directly related to the project evaluation has been processed or analysed. Ethical approval was acquired from the University and the secure storage of data has been ensured following the University's Data Governance policies.

## 4. DFoB 2022

### 4.1 Types of Events

The Festival delivered a wide range of events that businesses, school/college and university students from the region and beyond could take part in. Table 2 summarizes key types of activities offered throughout the Festival. The list of events that took place for each component can be found in Appendix **A1**. Those activities were intended to give businesses the support and opportunities needed to develop, as well as showcase Derbyshire's extensive business capability to future clients, customers, partners, investors and employees.

**Table 2. Types of Events in the Festival**

<b>Component</b>	<b>Aim of the events</b>	<b>No. Events</b>
<b>Showcasing Derbyshire's Business Community</b>	To profile Derbyshire's businesses to potential customers/clients and future employees.	<b>14</b>
<b>Educational Engagement Programme</b>	To bridge the gap between Derbyshire's businesses and the next generation of employees. To inspire school/college and university students to consider Derbyshire based employment opportunities.	<b>11</b>
<b>Masterclasses</b>	To raise the profile of Derbyshire with numerous thought leaders within the UK business community and so raise the county's profile as a place with knowledge.	<b>43</b>
<b>Derbyshire Business Awards</b>	To showcase the business and enterprise talent within Derbyshire and help raise aspirations to succeed.	<b>2</b>
<b>The Derbyshire Business Expo</b>	To showcase Derbyshire's businesses to existing and future clients.	<b>7</b>
<b>Total</b>		<b>77*</b>

*\*The actual number of delivered events was 63, however 9 had more than one component e.g. "Made in Chesterfield" was organized both to showcase Derbyshire's business community and to inspire the next generation of employees. The list of events that took place for each component can be found in Appendix Table A1.*

## 4.2 Number of Events

**Table 3. Number of Events Organized**

<b>Organization</b>	<b>Number of the events</b>
<b>Events hosted by UoD</b>	34
<b>Events hosted by other organizations</b>	29
<b>Total</b>	63

From the 22<sup>nd</sup> of September 2021 to the close of the Festival on the 6<sup>th</sup> of April 2022, the Festival delivered a total of 63 events, among those, 34 events were delivered by the University of Derby, and 29 events were delivered by other organizations (e.g., Department for International Trade, Destination Chesterfield, D2N2 LEP - Futures for Business, East Midlands Chamber, and Marketing Peak District & Derbyshire). In particular, UoD's College of Business Law and Social Sciences (BLSS) hosted a quarter of the events (15 out of 63). East Midlands Chamber organized most events for the Festival among all the other organizations. Table 4 shows the details.



**Table 4. Number of Events by Organizations**

Organization	Number of the events
UoD	7
UoD - BLSS	15
UoD - BLSS - Encsite	4
UoD - Careers	3
UoD - MHPP	2
UoD - STEM	2
UoD - Banks Mill	1
Academy of Ideas	1
Business Peak District & EMC	1
Community Chesterfield	1
D2N2 LEP - Futures for Business	1
Department for International Trade	4
Derby City Council	1
Destination Chesterfield	3
East Midlands Chamber (Derbyshire, Nottinghamshire, Leicestershire)	7
Essential Print Services	1
Innovate 4 Rail/DE-Carbonise	1
Innovate UK	1
Marketing Peak District & Derbyshire	3
National Stone Centre	1
RSM UK	1
TecQuipment	1
The Institute for Aerospace Technology (IAT)	1
<b>Total</b>	<b>63</b>

### 4.3 Attendees

Out of the 63 events, the evaluation team obtained the data on either registration or attendees for 54 events (events without further data were largely organized by non-UoD organizations). Out of these 54 events, there were 5,496 attendees from 786 businesses/organizations. The East Midlands Chamber's events collectively attracted 1047 attendees, the Banks Mill Open Studios event attracted 959 attendees and the UoD-Career event attracted 957 attendees. The 3 Destination Chesterfield events collectively attracted representatives of 166 businesses/organizations. Table 5 shows the detailed statistics by event organizers.

**Table 5. Attendees by Event Organizations**

<b>Event Organization</b>	<b>No. of Attendees</b>	<b>No. of Businesses/ Organizations involved</b>
<b>Academy of Ideas</b>	297	NA
<b>Business Peak District &amp; EMC</b>	100	NA
<b>D2N2 IEP</b>	144	82
<b>Department for International Trade</b> (4 events in total)	301	NA
<b>Destination Chesterfield</b> (3 events in total)	575	166
<b>East Midlands Chamber</b> (7 events in total)	1047	14 <sup>1</sup>
<b>Essential Print Services</b>	37	15
<b>Innovate 4 Rail/DE-Carbonise</b>	12	7
<b>Innovate UK &amp; KTN</b>	185	NA
<b>Marketing Peak District &amp; Derbyshire</b> (2 events in total)	106	75
<b>National Stone Centre</b>	24	NA
<b>TecQuipment</b>	33	NA
<b>UoD</b> (6 events in total)	330	144
<b>UoD - Banks Mill</b>	959	48
<b>UoD - BLSS</b> (12 events in total)	166	92
<b>UoD - BLSS - Encsite</b> (4 events in total)	79	NA
<b>UoD – Careers</b> (3 events in total)	957	40
<b>UoD – MHPP</b> (2 events in total)	139	98
<b>UoD - STEM</b>	5	5
<b>Total</b>	5496	786

#### 4.4 Registrations versus Attendance

There are 24 events for which both the number of registrations and attendees were obtained, such that the turn-up rate for those events can be worked out (see Table 6). The average attendee turn-up rate is 57.1%, whilst the “Workplace Wellness” organized by UoD-BLSS had the highest turn-up rate of 111.1%.

**Table 6. Number of Registrations and Attendees by Event Organizations**

<b>Event</b>	<b>Organization</b>	<b>No. of Registrations</b>	<b>No. of Attendees</b>	<b>Turn-up Rate</b>
<b>Chesterfield Investment Summit</b>	Destination Chesterfield	150	130	86.7%
<b>Derby’s Climate Change Commission</b>	East Midlands Chamber	33	16	48.5%
<b>Digital Marketing Conference &amp; Exhibition</b>	East Midlands Chamber	245	116	47.3%

<sup>1</sup> This number is based on only 1 of the events (Derby’s Climate Change Commission on 25/11/2021), which provided the information on businesses attended.

<b>Manufacturing &amp; Engineering Conference 2022</b>	East Midlands Chamber	164	134	81.7%
<b>Small Business Saturday</b>	Essential Print Services	61	37	60.7%
<b>Circular Economy – What is it and why it is important</b>	Innovate 4 Rail/DE-Carbonise	22	12	54.5%
<b>Peak District &amp; Derbyshire Hospitality Charter launch</b>	Marketing Peak District & Derbyshire	124	81	65.3%
<b>Festival of Business launch</b>	UoD	130	81	62.3%
<b>Logistics and Supply Chain Conference</b>	UoD	192	45	23.4%
<b>Social marketing for small enterprises</b>	UoD	12	3	25.0%
<b>Planning for growth - Innovation Day</b>	UoD	95	51	53.7%
<b>Cash and Working Capital Management</b>	UoD - BLSS	12	2	16.7%
<b>How can industrial digitalisation help drive us to net-zero manufacturing?</b>	UoD - BLSS	33	21	63.6%
<b>Critical path analysis</b>	UoD - BLSS	10	6	60.0%
<b>Addressing global challenges through digital and resilient supply chains</b>	UoD - BLSS	48	41	85.4%
<b>Workplace wellness: quick wins for your business</b>	UoD - BLSS	9	10	111.1%
<b>Discover the new opportunities for collaboration offered by the pandemic</b>	UoD - BLSS	12	7	58.3%
<b>High street decline or evolution?</b>	UoD - BLSS	22	18	81.8%
<b>Preparing for Funding and Investment</b>	UoD - BLSS - Encsite	10	3	30.0%
<b>Getting the most out of your accountant and accounting software</b>	UoD - BLSS - Encsite	8	5	62.5%
<b>Growing tomorrow's leaders</b>	UoD - BLSS - Encsite	86	31	36.0%
<b>Leading people positively</b>	UoD - BLSS - Encsite	81	40	49.4%
<b>Mental Health &amp; Productivity - the business recovery catalyst</b>	UoD - MHPP	7	4	57.1%
<b>Getting to Grips with Data</b>	UoD - STEM	2	2	100.0%
<b>Total</b>		1568	896	57.1%

#### 4.5 Level of Repeat Attendances

Due to different booking systems that UoD and other organizations used, the evaluation team could only obtain data on the detailed registration/attendance list for the 17 UoD organized events (out of the total 63). Therefore, the following analysis are based on the attendees' information from those 17 events only.

Firstly, the information for 441 attendees from those 17 events were collected. 415 individuals attended only one event, and 26 individuals had attended more than one events during the Festival (see Figure 1).

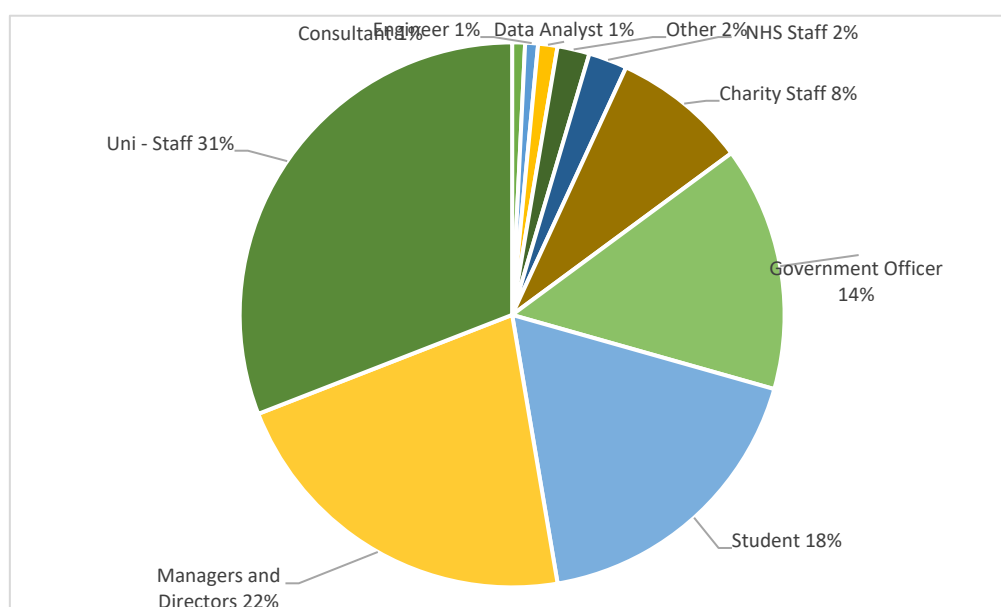
**Figure 1. Engagement of the Attendees**



#### 4.6 Categories of Attendees

Secondly, the job title of 262 attendees out of the 441 attendees were obtained. Based on the areas of their positions in the business/organization they represented, 10 job categories can be identified. Figure 2 shows the distribution of attendees across those job categories.

**Figure 2. Attendees Occupation**



Among all the attendees, university staff (31%), students (18%) and managers and directors (22%) account for 71% the attendees in total. In term of university staffs and students, there are not only attendees from UoD, but also attendees from other universities. Detailed breakdown is shown in Table 7 below.

**Table 7. Attendees from Universities**

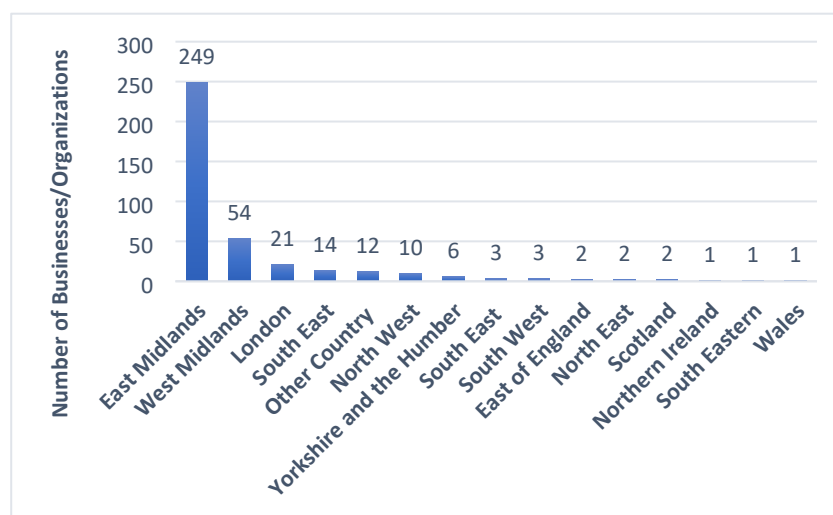
	Other organizations	UoD	Total
Student	4	43	47
Uni Staff	46	35	81
Total	50	78	128

#### 4.7 Number of Businesses Represented

In terms of the number of businesses, complete data for 20 events (out of the total of 63 events) was obtained on the name of the business/organizations where the attendees are from. This includes 15 events organized by UoD, and 5 events organized by D2N2 LEP, East Midlands Chamber, Essential Print Services, Innovate 4 Rail and Marketing Peak District & Derbyshire. Particularly, there were 386 business organizations and institutions reached in these 20 events.

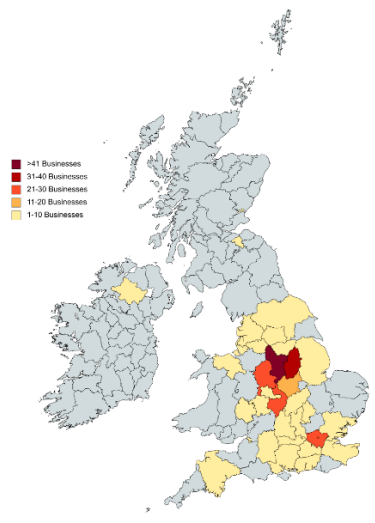
Figure 3 shows the distribution of counties of the Businesses/Organizations represented by the attendees, where East Midlands is the main area where attendees came from. However, there were also attendees from West Midlands, London and other regions. Apart from the businesses and organizations in the UK, the Festival also managed to reach 12 institutions from other countries, such as Italy, Malaysia and China.

**Figure 3. Distribution of the Region of the Businesses/Organizations (based on data from 20 of 63 DFoB events)**



As for the businesses and organizations reached within the UK, for these 20 events with at least the name of the businesses/institutions, the 3 digits of their address postcode were obtained either from the registration forms, or via the FAME database or the GOV.UK Companies House website. Figure 4 shows the distribution of the counties where those businesses and organizations are located, which shows that the Festival was able to attract attendees from 33 counties. Although most of the businesses are from Derbyshire (194 businesses), there are also many businesses and organizations from Nottinghamshire (31), London (24), Staffordshire (22), Warwickshire (21), and Leicestershire (12).

**Figure 4. Distribution of the Counties of the Businesses/Organizations (based on data from 20 of 63 DFoB events)**



Based on the names of the businesses and organizations, their sector information (Primary UK SIC 2007 code) was further collected from either the FAME database or the GOV.UK Companies House website. In total, the information for 382 businesses in the sample were obtained. Figure 5 shows the distribution of the sectors for the businesses/organizations covered by the Festival, which shows a broad range of sectors. Specifically, about 20% of business and organizations (77 out of 382) are in Education, 15% (56 out of 382) are in Professional, Scientific and Technical Activities, and 10% (38 out of 382) are in Accommodation, Food and Beverage Service sectors. There are also 33 government organizations including the local councils, government agencies and departments, and 6 NHS institutions.

**Figure 5. The Distribution of the Business/Organization Sectors (based on data from 20 of 63 DFoB events)**

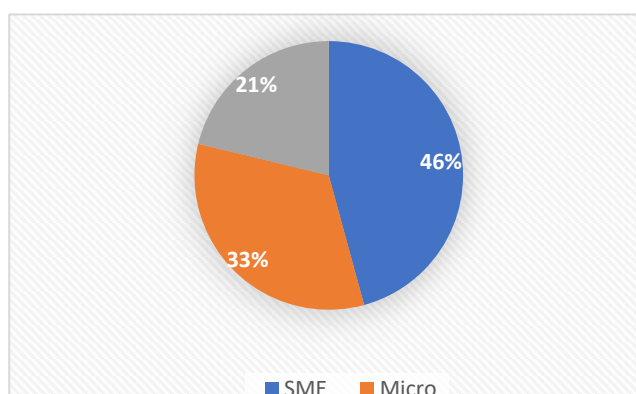


## 4.8 Size of Businesses

Apart from the sector information collected from either the FAME database or the GOV.UK Companies House website, the data on the size of the businesses were also analysed. In particular, the operation revenue (turnover) and the number of employees in 2020 or in the last available year were collected for 330 businesses. The evaluation team followed the UK government definition of SMEs, which encompasses micro (less than 10 employees and an annual turnover under €2 million), small (less than 50 employees and an annual turnover under €10 million) and medium-sized (less than 250 employees and an annual turnover under €50 million) businesses.

Figure 6 shows the distribution of the size for the businesses covered by the Festival. It indicates a relatively balanced coverage of different types of businesses in terms of business size. Particularly, there are 109 Micro, 151 SMEs and 70 Large firms that participated in the Festival.

**Figure 6. Size of the Businesses (based on data from 20 of 63 DFoB events)**



## 5. Impact of the Festival

### 5.1 Reach of Events to the Public

The Derbyshire Festival of Business marketing team developed several tools to promote the Festival to the public such as, official webpage, newsletters, and social media. In terms of social media, a LinkedIn group—"Derbyshire Festival of Business"—was created; a Twitter account—@DerbyUniBis—was managed; the marketing team also worked with @DerbyUniPress to share news and events surrounding the Festival. This includes regular organic social posts on Twitter and LinkedIn and paid or promoted posts on LinkedIn, Facebook and Google. In total, the number of people the Festival reached using the social media Campaign was 1,114,127<sup>2</sup> from September 2021 to April 2022. Table 8 shows the statistics on the public reach through social media by various platforms. Additionally, there is also a [Youtube video](#) promoting the launch event of the Festival posted through the UoD account, reaching 261 views up to date, as well as an [online archive](#) of video footage of some of the key events.

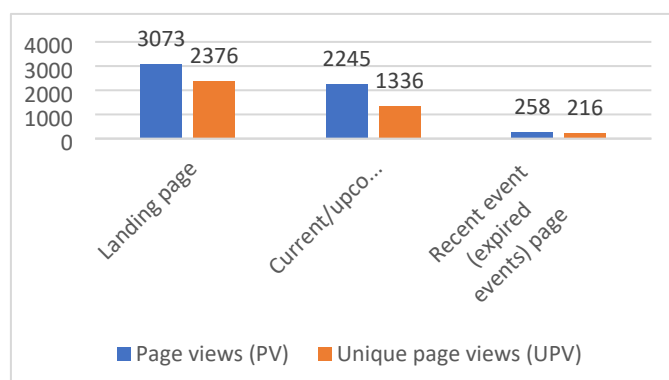
<sup>2</sup> Please note that this number does not mean the number of unique viewers. It is a simple sum of the reaches from all the posts.

**Table 8. Stats on Social Media Campaign**

<b>Social media Campaign</b>	<b>Statistics</b>
<b>Organic Twitter Posts</b>	Posts: 363 Likes: 554 Retweets/Shares: 252 Link Clicks: 179 Profile Clicks: 70 People Reached: 63,581
<b>Organic LinkedIn Posts</b>	Posts: 11 Shares: 39 Link Clicks: 1,178 People Reached: 27,764
<b>Paid Facebook advertisements</b>	Clicks: 9,202 People Reached: 956,628 Cost: £3,336.60
<b>Paid LinkedIn advertisements</b>	Clicks: 240 People Reached: 63,263 Cost: £2,237.33
<b>Google PPC</b>	Clicks: 187 People Reached: 2,891 Cost: £382.40

An [official webpage](#) was also created to promote and showcase the events during the Festival. Figure 7 shows the web traffic data for the Festival up to 22<sup>nd</sup> of April 2022. Specifically, the DFoB landing page reached 3,073 page views from 2,376 unique views.

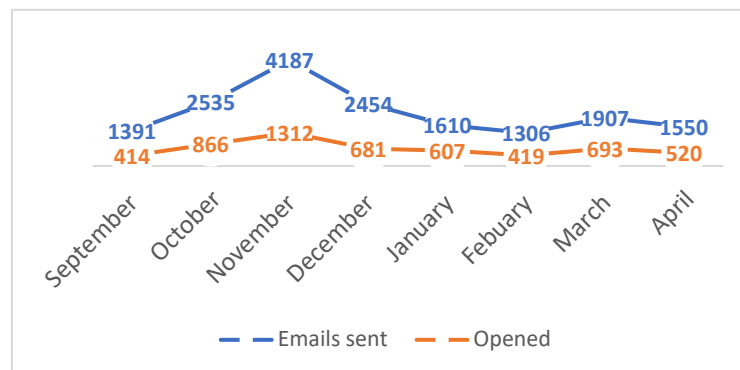
**Figure 7. Web Traffic for the DFoB Webpages**



Additionally, weekly emails with **University of Derby For Business Newsletter** were also sent to the newsletter subscribers to advertise the Festival and upcoming events (an example of the email that was sent out on 19<sup>th</sup> November 2021 can be found [here](#), and an example of the newsletter being circulated on 9<sup>th</sup> December 2021 can be found [here](#)). Figure 8 shows that 16,940 Festival related emails were issued in total for the period of the Festival, where 32.54% (5,512) were opened by the recipients.



**Figure 8. Email Stats Promoting DFoB Events**



## 5.2 Feedback from the Events

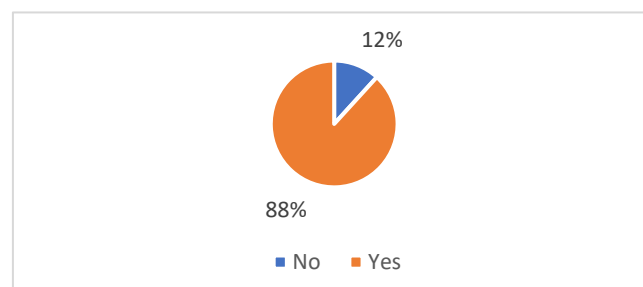
For some events organized by UoD-BLSS, a post event evaluation survey was developed and delivered to event attendees after each event. A copy of the survey can be found [here](#) and in Appendix **A2**. In total, 18 responses were received from attendees of 8 events. On average, the attendee rates 3.89 out of 5 for the event attended, indicating 77.8% satisfaction rate. Attendees are also 82.2% (4.11 out of 5) likely to attend other events of the Festival having attended the event.

**Table 9. Overall satisfaction and intention to attend next event (based on 18 survey responses from attendees of 8 DFoB events)**

	Average Rate
How would you rate this event overall? Rate from 1-5 where 1 is poor and 5 is excellent	3.89
Having attended this event, how likely are you to attend other Derbyshire Festival of Business events? Rate from 1-5 where 1 is extremely unlikely and 5 is extremely likely	4.11

In the survey, the attendees were also asked whether they would recommend to others that they attend future Derbyshire Festival of Business events. Figure 9 summarized the responses, and it shows that 88% of the attendees would recommend the events to others.

**Figure 9. Would you recommend to others that they attend future Derbyshire Festival of Business events? (based on 18 survey responses from attendees of 8 DFoB events)**

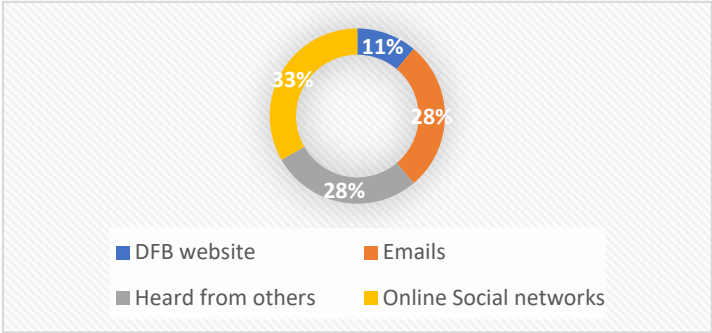


In addition, the open questions were used to get further feedback and comments for improvement in the future. Most of the 18 attendees to 8 UoD/BLSS organised events found the discussion and reflection in the workshop very valuable. A few mentioned the networking and the

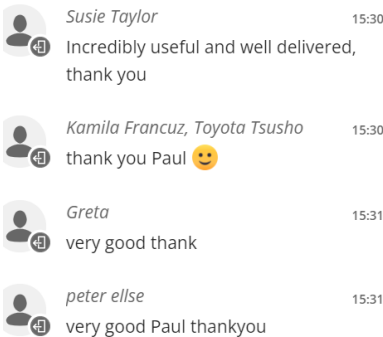
very engaging speaker and examples from local businesses to be of most value. Regarding future improvements, some suggested that the event organisers could work on the promotion and publicity to attract and ensure better attendance, and the workshop could introduce more real-world business examples or case studies to better explain the context. There were also a few comments on the delivery of the events, including difficulties of joining meetings online, preference for face-to-face events, having longer time slots and more speakers.

Figure 10 shows that online social networks are the main channels that participants heard about the events. This will help to better understand how to attract more participants in the future.

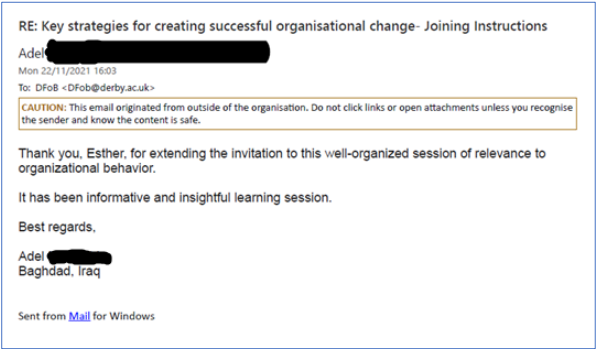
Figure 10. Where did you hear about this event?

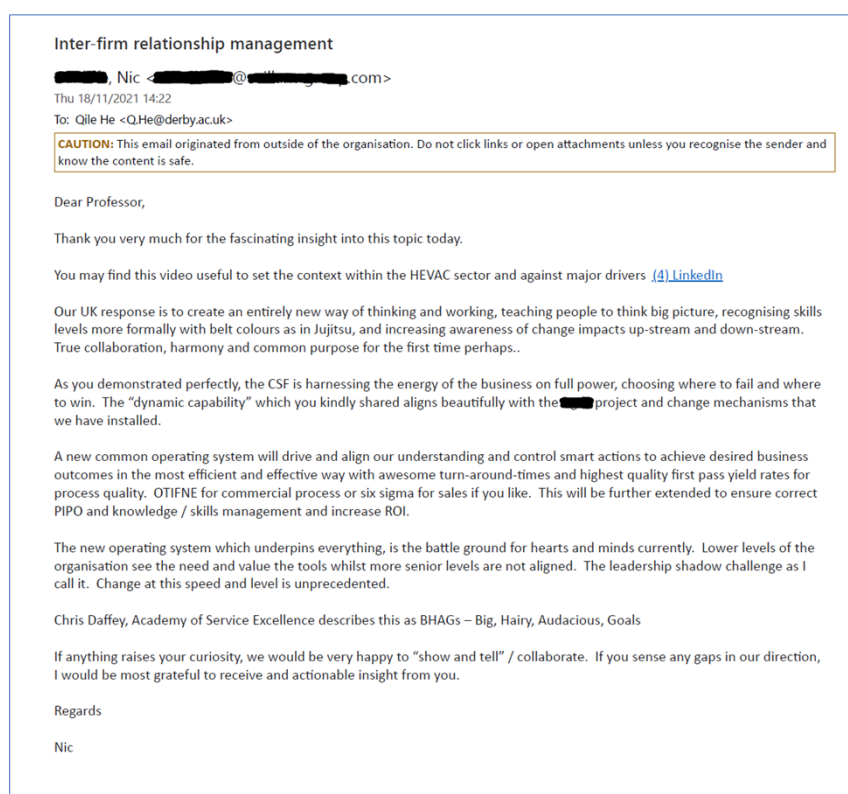


Apart from the feedback collected from the survey, some qualitative feedback was also received. For example, after a Masterclass (Critical Path Analysis) which was delivered online, attendees left very positive comments before leaving the session. Below is the screenshot from the chat.



Positive feedback was also received in the form of emails from business participants following some other Masterclasses. Below are the screenshots of some of the emails.





## 5.3 Expo Feedback

To support local businesses and showcase Derbyshire’s business capability and opportunities to local communities, clients, customers, partners and investors, 7 Expo events were organized, in which the performance data are the key for the understanding of the impact of the Expos and the whole Festival. The DFoB evaluation team designed data collection guidance for the Expo organizers to capture the performance data. Based on the guidance, 3 Expo events organized by East Midlands Chamber (the Digital Marketing Conference & Exhibition, the Manufacturing & Engineering Conference 2022 and the D2N2 Business Support Showcase) collected feedback from both delegates and exhibitors. Overall, there were 50 responses from delegates and 23 from exhibitors. In the following sections, the evaluation team analysed the feedback from delegates and exhibitors separately.

### 5.3.1 Feedback from Delegates

Table 10 shows the overall feedback from 50 delegates, which reveals a high level of satisfaction with the venues, the support provided by the events team and booking process, presentations, agenda and the overall quality of the event.

**Table 10. Feedback from 50 Delegates**

	Average Rate
Venue	4.42
Events team and booking process	4.74
Presentations in the Expo	4.47
Conference agenda	4.40
Overall quality of the Event	4.46

In addition, open questions were also used to get further feedback and comments for future improvements. Most attendees found the keynote talks/presentations to be inspirational, informative and engaging, with participants receiving plenty of useful and practical advice and tools to explore. Some advised that the more examples could have been provided so as to better illustrate the key concepts being covered in the masterclasses. In terms of the conference agenda, most of the delegates were happy with the range of topics covered, while some would have welcomed more time for Q&A and networking. A few delegates also suggested that speakers should have included members of the local small business community. As for the general feedback and comments, most of the delegates spoke highly of the overall quality but would have welcomed more opportunities for networking and visiting trade stands. A few also mentioned that an additional session could have been included to showcase different support opportunities available for local businesses.

### 5.3.2 Feedback from Exhibitors

There were similarly positive responses from the 23 event exhibitors in respect of the venues, the event teams and booking process, whilst they provided positive feedback in respect of the agenda and overall quality of the events. East Midlands Chamber also collected feedback and comments on the exhibition set up process, stand location, exhibition area layout/floorplan and footfall. Table 11 reveals lower levels of satisfaction with exhibition stand locations, area layout/floorplan and footfall. Additional comments provided on the exhibition stand location and area layout shows that some exhibitors were disadvantaged as their stand's location were set too far from the main conference room and food and refreshment tables, which gave attendees less incentive to pass by. This resulted in little footfall and limited opportunity for networking. Most of the exhibitors also shared the concern that there was not enough time for people to walk around the stands.

**Table 11. Feedback from 23 Exhibitors**

	Average Rate
<i>Venue</i>	<b>4.30</b>
<i>Events team and booking process</i>	<b>4.87</b>
<i>Exhibition set up process</i>	<b>4.43</b>
<i>Exhibition stand location</i>	<b>3.52</b>
<i>Exhibition area layout/floorplan</i>	<b>3.43</b>
<i>Exhibition area footfall</i>	<b>2.83</b>
<i>Conference agenda</i>	<b>4.22</b>
<i>Relevance of the event to your business</i>	<b>4.06</b>
<i>Overall quality of the Event</i>	<b>4.46</b>

### 5.3.3 Lesson Learned from Expos

Considering the feedback from both the delegates and exhibitors, the Expos seem to have been very well organized but with room for future improvement. Some common suggestions are:

- Encourage more opportunities for networking and communication between speakers, delegates and exhibitors;

- Effectively design area layout/floorplan could give exhibitor better/fair opportunity for natural footfall;
- Invite more SME representatives from local business community for talks;
- Get local business community on board when planning the event to serve the need of business community better;
- Effectively promote the event and set the aim and objectives clearly.

## 5.4 Focus Group Interviews

The evaluation team also organized three focus groups to collect feedback and comments from event organizers, business representatives and students. A total of 17 participants who either organized events for the Festival or attended the Festival events, or who were involved in both roles, were invited to the first and second focus groups. The third focus group involved 4 student participants. The interactive conversation from the focus group interviews helped the evaluation team to capture the overall performance of the Festival, as well as its impact.

A copy of the focus group guidance and questions can be found in Appendix A3, with the key findings being presented below:

### 5.4.1 Awareness of the Festival & Promotion of the Events

Most of the organizers and attendees learned about the Festival through personal connections, while students learned about the Festival through posters on campus. There were mixed outcomes in terms of the attendance numbers, where some events had good turn-up rate, while some had rather poor attendance. Although this might be due to the circumstance of COVID, more work needs to be done in the future in terms of event promotion and awareness raising.

**Suggestions:** Social media promotion worked well in terms of exposure of the Festival and the events, and it may be good to produce film clips to show what the potential benefit for people attending the events. Creating hashtag on social media platform would also be good to raise awareness of the Festival. Some advised that in the event promotion materials, the aim, purpose and potential outcomes from attending the events should be stated more clearly.

### 5.4.2 Communication and Event Management

There was mixed experience in terms of the communication with the DFoB team, partially due to the resignation of the first project manager.

**Suggestions:** Having one point of contact and frequent, consistent engagement with the DFoB are essential for the event organizers and participants.

### 5.4.3 Expectations

Attendees of the events, both business representatives and students shared that the event had met their expectations. Organizers, however, had mixed experiences in terms of meeting expectations, which was partly due to the multiple contact points in the project team as discussed above.

**Suggestions:** The aim, target of the Festival and potential outcome from organizing or attending the specific event should be set up clearly when planning the event, and stated clearly in the event promotion. Organizers should get a clearer description of the focus and target of the Festival, so it is possible for them to design the event in a more focused way. Additionally, the project team should also make it clearer about what to expect from the organizers, for example, constructive data collection guidance should be provided up front.

#### 5.4.4 Impact

Most of the participants shared examples of how the DFoB had made some positive impact on their businesses or study. For example, business representatives mentioned that involvement in the DFoB had helped them to build new business connections, enhanced their knowledge of the certain concept, whilst they had benefited from information on the support opportunities in the local community to help them grow and level up. A few said that the DFoB may change their business practice in the future. As for the student group, they shared that attending the event helped with their study programmes. They gained new knowledge and information and built connections with people from the local business community. One student also shared that she was able to build connections with a local company, which could well lead to an employment opportunity.

**Suggestions:** Almost all the participants in the focus group suggested that the DFoB should provide even more opportunities for networking and building a supportive and collaborative community.

#### 5.5 Post Festival Case Study

In order to further investigate the impact of the Festival on the local businesses, a case study was conducted with a representative local business, MiniApertur Photography. It is a micro company based in Derby that provides B2B photographic services for businesses. The founder attended the “Small Business Saturday” on 4<sup>th</sup> December.

Generally, the founder stated that attending the event has made a great impact on her business in terms of business networking, revenue growth, personal development, and knowledge enhancement. She is also keen to attend more events as part of future Derbyshire Festivals of Business, which she believes will help in supporting the development and growth of the local business community. The key findings from the discussion with the founder of MiniApertur Photography are presented below.

##### 5.5.1 Business Networking

The DFoB presented a great opportunity to talk to other local businesses in person and build business connections to promote the service the company provides. The event was such a success that it has exceeded expectation, which is evidenced by lots of new LinkedIn contacts.

##### 5.5.2 Revenue Growth

Among all the new business connections, the founder managed to get a new client with a contract that is “worth quite a few months’ earnings”. Such new revenue generated has made a great impact on her business operation.

##### 5.5.3 Personal Development

Apart from the monetary value generated from attending the event, the founder also talked about the positive impact on her personal development. She said that having a start-up business, she lacked confidence when talking to other people and promoting her business services. However, having attended the event with the welcoming atmosphere, appropriate size and supporting environment, she was encouraged to speak up and had built a lot of self-confidence. This has further positively affected her business practice.

##### 5.5.4 Knowledge enhancement

In addition to providing opportunity for business networking in the local region, the event also had online streaming activity, which showcased other SMEs at a national level. The founder of MiniApertur Photography said that this provided a great learning opportunity to enhance her

knowledge of the sector at local and national levels, as well as business best practices of other SMEs.

## 6. DFoB Budget Allocation & Spend

As indicated in Table 12, there was a significant underspend in respect of the Project Manager post, which arose as a consequence of challenges in recruiting a suitable candidate into the position, at a time when many organisations were experiencing similar labour market challenges i.e. as the economy emerged from the pandemic. The solution came in December when a University of Derby member of staff was seconded into the role, however the lack of consistent PM support between August and December meant that some important work, notably in respect of the evaluation mechanisms, did not take place early enough. This meant that when compiling the evaluation report there were gaps in available data that could not be retrospectively addressed.

The budget breakdown also indicates an overspend on marketing and promotional activities linked to the expos and this can be attributed to the work needed to encourage attendance at face-to-face events in the aftermath of pandemic related lockdowns.

However, as far as value for money is concerned, the DFoB should be considered a significant success in that the paid staff time was leveraged against over 650 hours of University of Derby staff time, together with time allocated by key partners such as East Midlands Chamber and Destination Chesterfield.

**Table 122. Budget versus Actual Expenditure**

	Budget	Actual Expenditure
Project Manager 1.0 FTE fixed term over 6 months (including on costs) to coordinate the various activities linked to the DFoB	£18,000	£8,655.36
Marketing/promotional work needed to build demand for the expos	£15,000	£21,270.89
Brand development & broader social media campaign to promote the Festival	£5,000	£7,573.80
Impact assessment/evaluation of the Festival	£5,000	£5,000
Total	£43,000 + VAT	£42,500.05 + VAT

## 7. Conclusion

The evaluation team concludes that the DFoB was successfully implemented, with recorded data serving to show that 3 of the 4 performance metrics were exceeded, whilst recorded data shows that 786 businesses were engaged by just 12 of the 63 events. Shortcomings in the data recording tools meant that other data was not collected, however it is safe to assume that the 4<sup>th</sup> KPI was delivered with well over 1000 businesses being engaged by the Festival. Participant and organiser feedback was in the main very positive, with the Festival proving to be a very successful platform for business networking, knowledge sharing, business showcasing and recruitment. All this will support business growth across Derbyshire.

However, given that this is the first Derbyshire Festival of Business, there are also lessons to be learned. Some suggestions for future DFoB can be found below:

- **Theme focused:** Rather than having broad aims and objectives, it might be better to have a particular theme for the Festival, which will show the purpose of the festival clearer. For example, considering the struggles and challenges faced by businesses post Covid-19, the theme could be “Level-up” or “Growth”.
- **Time range:** There were concerns that the Festival lagged a bit too long across almost 6 months, which might not fit the idea of a “Festival” and diluted the interests from the participants. Suggestion is that the Festival could be a just for a month or a few weeks, which would make the “Festival” more focused and special. Another alternative is that the Festival could run every couple of years, if each Festival is to last longer than a few months, to make it more ceremonial and celebrative.
- **Build bridge between academics and business community:** Although most of participants valued and benefitted from the presentations and talks from the academics, some mentioned a closer connection between the theoretical concepts and business practices should be developed. Participants would also welcome more opportunities for people from different institutions to network and work together and to create a closer supportive local community.
- **Linkage between different events and components:** When planning and designing the events for the Festival, there should be some links between different events organized rather than just putting all the events together (e.g., through focused themes). There could also be opportunities to get event organizers all together at the early planning stage to share ideas and work together. Such discussion among the team and event organizers could be organized before the Festival launch, during the Festival and after the closing of the Festival.
- **Consistent communication and support from the DFoB team:** The communication between the event organizers and DFoB team could be more transparent and consistent. It might be better to include representatives from organizers, attendees and students to form Festival committees when planning future DFoBs, which would ensure better communication and consistent planning effort. There could also be clearer guidance for individual event organizers. The support team should also make sure there are consistent communications from the start till the end, and then follow up in the post-event period.
- **Systematic approach to data collection and analysis:** In order to effectively evaluate the performance and impact of DFoB, a coherent data collection and analysis tool should be developed and communicated to all would-be event organisers. The data collection and analysis process could also be monitored and managed alongside the delivery of the Festival in a more systematic fashion.
- **Event promotion:** Social media served as an effective vehicle for event promotion, but more tools could be developed and used to promote the Festival, such as alternative social media platforms, video clips, working with other local community/institutions. The aim and purposes of the Festival and potential outcomes from attending the specific event should be stated more clearly in the event promotion.



## Appendix

### A1 Derbyshire Festival of Business – List of Events Organized

**Table A1 Types of Events in the Festival**

<b>Component</b>		<b>Aim of the events</b>	<b>List of Events organized</b>
<b>Showcasing Derbyshire's Business Community</b>		To profile Derbyshire's businesses to potential customers/clients and future employees	<p><b>14 Events organized to address this component:</b></p> <p><a href="#">Made in Chesterfield</a> (Various throughout November)</p> <p><a href="#">Chesterfield Investment Summit</a> on 24<sup>th</sup> Nov</p> <p><a href="#">Banks Mill Open Studios</a> on 26<sup>th</sup>-28<sup>th</sup> Nov</p> <p><a href="#">Small Business Saturday</a> on 4<sup>th</sup> Dec</p> <p><a href="#">Culture Derby – Transforming the city through Culture and the Visitor Economy</a> on 11<sup>th</sup> Jan</p> <p><a href="#">Peak District &amp; Derbyshire Hospitality Charter launch</a> on 8<sup>th</sup> Feb</p> <p><a href="#">National Apprenticeship Week 2022</a> on 7<sup>th</sup>-13<sup>th</sup> Feb</p> <p><a href="#">Planning for growth - Innovation Day (Open Day for Business Services and launch of Observatory)</a> on 16<sup>th</sup> Feb</p> <p><a href="#">Peak District &amp; Derbyshire Towns and Business Forum at Thornbridge</a> on 9<sup>th</sup> Mar</p> <p><a href="#">Derby Talent Fair 2022</a> on 10<sup>th</sup> Mar</p> <p><a href="#">BPD Annual Conference &amp; Derbyshire Accelerator Showcase</a> on 29<sup>th</sup> Mar</p> <p><a href="#">Going Green Market Place</a> on 30<sup>th</sup> Mar</p> <p><a href="#">Derby Impact, Collaboration and Engagement (DICE) network launch event</a> on 31<sup>st</sup> Mar</p> <p><a href="#">D2N2 Business Support Showcase</a> on 6<sup>th</sup> April</p>
<b>Educational Programme</b>	<b>Engagement</b>	To showcase Derbyshire's businesses to the next generation of employees. To inspire school/college and university students to consider Derbyshire based employment opportunities.	<p><b>11 Events organized to address this component:</b></p> <p><a href="#">Help us Build a Strong Stone Centre</a> on 1<sup>st</sup> Oct</p> <p><a href="#">Buxton Battle of Ideas Festival - Academy of Ideas</a> on 30<sup>th</sup> Oct</p> <p><a href="#">Made in Chesterfield</a> (Various throughout November)</p> <p><a href="#">South Derbyshire Careers Hub Launch event</a> on 30<sup>th</sup> Nov</p> <p><a href="#">KTP National Practitioners Conference</a> on 3<sup>rd</sup> Dec-4<sup>th</sup> Dec</p> <p><a href="#">National Apprenticeship Week 2022</a> on 7<sup>th</sup>-13<sup>th</sup> Feb</p> <p><a href="#">Get on board with Apprenticeships!</a> on 8<sup>th</sup> Feb</p> <p><a href="#">Planning for growth - Innovation Day (Open Day for Business Services and launch of Observatory)</a> on 16<sup>th</sup> Feb</p> <p><a href="#">Derby Talent Fair 2022</a> on 10<sup>th</sup> Mar</p> <p><a href="#">Space Technology Live: 1</a></p> <p><a href="#">Engineering Jobs in Space and Tech Spotlight</a> on 16<sup>th</sup> Mar</p> <p><a href="#">Higher education ESG roundtable</a> on 23<sup>rd</sup> Mar</p>
<b>Masterclasses</b>		To raise the profile of Derbyshire as a thought	<p><b>43 Events organized to address this component:</b></p> <p><a href="#">Export Live - DIT</a> on 10<sup>th</sup> Sep-29<sup>th</sup> Oct</p> <p><a href="#">Growing Tomorrow's Leaders</a> on 14<sup>th</sup> Sep-2<sup>nd</sup> Nov</p>

leader within the UK business community and so raise the county's profile as a place to do business

[Leading people positively](#) on 21<sup>st</sup> Sep-26<sup>th</sup> Oct  
[Using Digital Tools to Attract Future Employees](#) on 24<sup>th</sup> Sep  
[Cash and Working Capital Management](#) on 27<sup>th</sup> Sep  
[Bridge the Gap, Start a Chat](#) on 28<sup>th</sup> Sep  
[Export Academy](#) on 4<sup>th</sup> Oct- 3<sup>rd</sup> Nov  
[Aerospace UP Sustainable Supply Chains Workshop](#) on 12<sup>th</sup> Oct-13<sup>th</sup> Nov  
[How can industrial digitalisation help drive us to net-zero manufacturing?](#) on 20<sup>th</sup> Oct  
[Procurement and the Race to Zero Carbon](#) on 21<sup>st</sup> Oct  
[Preparing for Funding and Investment](#) on 1<sup>st</sup> Nov  
[Critical Path Analysis](#) on 1<sup>st</sup> Nov  
[Addressing global challenges through digital and resilient supply chains](#) on 3<sup>rd</sup> Nov  
[Workplace wellness: quick wins for your business](#) on 4<sup>th</sup> Nov  
[Understanding the Benefits and Barriers of Export](#) on 16<sup>th</sup> -17<sup>th</sup> Nov  
[Discover the new opportunities for collaboration offered by the pandemic](#) on 18<sup>th</sup> Nov  
[Key strategies for creating successful organisational change](#) on 22<sup>nd</sup> Nov  
[Derby's Climate Change Commission – Industry and Business Roundtable](#) on 25<sup>th</sup> Nov  
[Introducing the SME Pathway to Zero Carbon](#) on 1<sup>st</sup> Dec  
[Getting the most out of your accountant and accounting software](#) on 6<sup>th</sup> Dec  
[Mock Tribunal](#) on 9<sup>th</sup> Dec  
[How to become an influencer](#) on 10<sup>th</sup> Dec  
[STEM Workshop](#) on 10<sup>th</sup> Dec  
[Innovate Local](#) on 15<sup>th</sup> Dec  
[Help to Grow: Management Programme](#) on 16<sup>th</sup> Dec – 22<sup>nd</sup> Mar  
[Culture Derby – Transforming the city through Culture and the Visitor Economy](#) on 11<sup>th</sup> Jan  
[How can small business make a big impact in the race to Net-Zero?](#) on 13<sup>th</sup> Jan  
[The Student Legal Advice Centre: support for small businesses and entrepreneurs](#) on 19<sup>th</sup> Jan  
[High street decline or evolution? Creating a sense of place through community-based retail experiences](#) on 25<sup>th</sup> Jan  
[The visitor economy in a post Brexit, post pandemic era](#) on 27<sup>th</sup> Jan  
[Peak District & Derbyshire Hospitality Charter launch](#) on 8<sup>th</sup> Feb  
[Get on board with Apprenticeships!](#) on 8<sup>th</sup> Feb  
[Circular Economy – What is it and why it is important](#) on 10<sup>th</sup> Feb  
[Evaluation - what, why, how and when? Q & A Session and Planning Workshop](#) on 15<sup>th</sup> Feb

		<a href="#">Planning for growth - Innovation Day (Open Day for Business Services and launch of Observatory)</a> on 16 <sup>th</sup> Feb <a href="#">Becoming more sustainable as a business</a> on 9 <sup>th</sup> Mar <a href="#">Can we trust our data</a> on 18 <sup>th</sup> Mar Social marketing for small enterprises on 22 <sup>nd</sup> Mar <a href="#">Higher education ESG roundtable</a> on 23 <sup>rd</sup> Mar Mental Health & Productivity - the business recovery catalyst on 23 <sup>rd</sup> Mar <a href="#">BPD Annual Conference &amp; Derbyshire Accelerator Showcase</a> on 29 <sup>th</sup> Mar <a href="#">Derby Impact, Collaboration and Engagement (DICE) network launch event</a> on 31 <sup>st</sup> Mar <a href="#">D2N2 Business Support Showcase</a> on 6 <sup>th</sup> April
<b><i>Derbyshire Business Awards</i></b>	To showcase the business and enterprise talent within Derbyshire and help raise aspirations to succeed	<b>2 Events organized to address this component:</b> <a href="#">Love Chesterfield Awards</a> on 20 <sup>th</sup> Oct <a href="#">Derbyshire Business Awards</a> on 12 <sup>th</sup> Nov
<b><i>The Derbyshire Business Expo</i></b>	To showcase Derbyshire's businesses to existing and future clients	<b>7 Events organized to address this component:</b> <a href="#">Peak District &amp; Derbyshire Towns and Business Forum at Thornbridge</a> on 9 <sup>th</sup> Mar <a href="#">Digital Marketing Conference &amp; Exhibition</a> on 9 <sup>th</sup> Mar <a href="#">Manufacturing &amp; Engineering Conference 2022</a> on 16 <sup>th</sup> Mar <a href="#">Derbyshire Festival of Business at Celebrate Chesterfield</a> on 23 <sup>rd</sup> Mar <a href="#">Logistics and Supply Chain Week 2022</a> on 28 <sup>th</sup> Mar-1 <sup>st</sup> April <a href="#">Logistics and Supply Chain Conference</a> on 31 <sup>st</sup> Mar



## Derbyshire Festival of Business - feedback form

Thank you for attending this event. To help us to optimise the quality of future events we would like you to provide responses to the following questions. The data collected from this survey will be used to build improvements into future events and it will be referenced within an evaluation report for the Festival. Please refer to the privacy notice at the end of the survey about how we will handle your response data.

Name and date of event attended

How would you rate this event overall? Please rate from 1-5 where 1 is poor and 5 is excellent

Select an Option 

Which part of the event did you find most useful and valuable?

What could have been done to have improved the event?

Having attended this event, how likely are you to attend other Derbyshire Festival of Business events? Please rate from 1-5 where 1 is extremely unlikely and 5 is extremely likely

Select an Option 

Have you attended previous events of Derbyshire Festival of Business?

Select an Option 

Would you recommend to others that they attend future Derbyshire Festival of Business events?

Select an Option 

If you wouldn't recommend the Derbyshire Festival of Business Events why not?

Where did you hear about this event?

What is your job title in your company?

This survey is anonymous, but if you would like to be identified and acknowledged, please leave your name and/or company name here:

Any other comments?

Unique Identifier Number (last 4 digits of your mobile phone) to withdraw

## Privacy Notice

The information that you supply on this form will be held and processed in line with the Data Protection Act 2018, GDPR and subsequent legislation.

Information will be used by the University of Derby (as Data Controller) to make contact regarding your enquiry.

We retain this data for up to 2 years, after such time it will be securely destroyed.

Our lawful basis for processing this data is consent.

As a data subject you can request withdrawal of consent at any time by contacting [gdpr@derby.ac.uk](mailto:gdpr@derby.ac.uk) (mailto:gdpr@derby.ac.uk).

The DPO for the University can be contacted via [gdpr@derby.ac.uk](mailto:gdpr@derby.ac.uk) (mailto:gdpr@derby.ac.uk). Further information on how we handle your information and details of our DPO can be found in our privacy policy (<https://www.derby.ac.uk/services/its/data-governance/privacy-notices/>).

I give my explicit consent for my responses to be used as stipulated

- ☐ Yes  
☐ No



### Focus group 1 --- Organizers

#### Opening --- Isabela & Weiwei (10-15 Minutes)

##### Isabela:

- At the beginning of the meeting, welcome everyone and thank them for their participation.
- Introduce the evaluation team, main facilitator --- Weiwei, Co-facilitator --- Horace, and note keeper --- Huan.
- Make everyone aware that the meeting will be recorded but the recording won't be shared publicly, it is only used by the evaluation team for research purposes and will be destroyed after the use for the research.
- Start the recording.

##### Weiwei:

- Briefly introduce the purpose of this meeting
- Ask all the participants have a quick round of intro (their names, organizations they are from, which event/s they organised in the Festival).

#### Run the session --- Weiwei & Horace (60 – 75 Minutes)

\*Be aware, if some participants dominate the discussion, try to make sure every participant get chance to express their views.

##### Questions (If running out of time, the main focus should be on the highlighted ones):

1. How did you come to learn about the DFoB?
2. Was the event you were involved in organising and/or delivering scheduled to happen **irrespective** of the Festival, or was the event devised **specifically** with the Festival in mind?
  - 2.a If the event was to happen **irrespective** of the Festival, then ask  
“Why do you want the event to be included? What were the **key outcomes from the event**, and did they deliver against the objectives that you had in mind when planning the event?”
  - 2.b If the event was **specifically** organised for the Festival, then ask  
“What were the **key outcomes from the event**, and did they deliver against the objectives that you had in mind when planning the event?”
3. What was your experience of **engaging with the DFoB team**? Were they proactive in their engagement with you and what are your views on the process for getting an event included as part of the Festival?

Sensitivity: Internal

4. Do you believe that the event was effectively **promoted** by the DFoB team? Please explain the reasons for your response.
5. Did the level of demand for the event meet or even exceed your **expectations**? Please explain the reasons for your response.
6. Do you see the **continuation** of the Festival as important? Would you still be supportive of a DFoB next year by organizing/delivering an event?
  - 6a. If YES, why and what lessons can be learnt from this year's event?
  - 6b. If NOT, why and what holds you back of organizing/delivering the event?
7. What could be improved, or any new/different features should be included in any future DFoB? Or any other suggestions?

**Close the session** --- Weiwei

Conclude the meeting, thank for everybody's time and contribution. We will share our evaluation report once it is completed.

**Follow up after the meeting** --- Isabela

- Email all the participants to thank for their time and contribution.
- Attach the focus questions in case they have some additional thoughts/insights to add.

## Focus group 2 --- Prominent business representatives from across Derbyshire:

**Opening** --- Isabela (TBC) & Weiwei (10-15 Minutes)

### Isabela:

- At the beginning of the meeting, welcome everyone and thank them for their participation.
- Introduce the evaluation team, main facilitator --- Weiwei, Co-facilitator --- Horace, and note keeper --- Huan.
- Make everyone aware that the meeting will be recorded but the recording won't be shared publicly, it is only used by the evaluation team for research purposes and will be destroyed after the use for the research.
- Start the recording.

### Weiwei:

- Briefly introduce the purpose of this meeting
- Ask all the participants have a quick round of intro (their names, organizations they are from, which event/s they attended in the Festival).

Note: the participants for focus group 2 should have attended at least one event that was part of DFOB.

**Run the session** --- Weiwei & Horace (60 – 75 Minutes)

\*Be aware, if some participants dominate the discussion, try to make sure every participant get chance to express their views.

**Questions (If running out of time, the main focus should be on the highlighted ones):**

1. Were you **aware** of the DFOB and if so when and how were you made aware of the Festival?
2. What do you believe the **aims** of Festival of Business ought to be and if you have knowledge or experience of the DFOB, do you believe it fulfilled such aims?
3. What is your **general experience** of the event/s? (i.e. event promotion, registration and attending the event)
4. In your view, what are the **main benefits** you expect to gain from the event/s? Did the event meet your expectations? Please explain the reasons for your response.
5. From attending/organizing the event(s), did you build any **new business connection**?  
6a. If YES, could you give us some examples please?

Sensitivity: Internal



6b. If NOT, what do you think might be the reason?

6. Did attending the event(s) help you **enhance knowledge of certain area or get new information** (for example, business management, practice etc.)? If so, could you give us some examples please?
7. Did attending the event(s) **change your business practice, process or strategy**?  
7a. If YES, did you observe benefit from such change or do you expect positive growth of your business due to such change? Any examples?
8. Do you see the **continuation** of the Festival as important? Would you be interested in engaging with the Festival in the future (either in organising one or more events, promoting one or more events, or attending one or more events)? Please explain the reasons for your response.
9. What could be improved in any future DFoB? Or what new/different features should be included in any future DFoB?

**Close the session** --- Weiwei

Conclude the meeting, thank for everybody's time and contribution. We will share our evaluation report once it is completed.

**Follow up after the meeting** --- Isabela

- Email all the participants to thank for their time and contribution.
- Attach the focus questions in case they have some additional thoughts/insights to add.

### Focus group 3 --- Students:

(Students are selected from two events: Digital Marketing Conference & Manufacturing and Engineering Conference)

**Opening** --- Isabela (TBC) & Weiwei (10-15 Minutes)

#### Isabela:

- At the beginning of the meeting, welcome everyone and thank them for their participation.
- Introduce the evaluation team, main facilitator --- Weiwei, Co-facilitator --- Horace, and note keeper --- Huan.
- Make everyone aware that the meeting will be recorded but the recording won't be shared publicly, it is only used by the evaluation team for research purposes and will be destroyed after the use for the research.
- Start the recording.

#### Weiwei:

- Briefly introduce the purpose of this meeting
- Ask all the participants have a quick round of intro (their names, Year & Programme studying).

Note: the participants for focus group 2 should have attended at least one event that was part of DFoB.

**Run the session** --- Weiwei & Horace (60 – 75 Minutes)

\*Be aware, if some participants dominate the discussion, try to make sure every participant get chance to express their views.

**Questions (If running out of time, the main focus should be on the highlighted ones):**

1. Were you **aware** of the DFoB and if so when and how were you made aware of the Festival?
2. What is your **general experience** of the event/s? (i.e. event promotion, registration and attending the event)
3. What are the **main benefits you expect to gain** from the event/s? Did the event meet your expectations? Please explain the reasons for your response.
4. Did attending the event(s) help you **enhance knowledge about the digital marketing/ Manufacturing and Engineering** or get **new information** (for example, future challenges and

Sensitivity: Internal

opportunities in the sector etc.)? Or does this help you study? If so, could you give us some examples please?

5. From attending the event(s), would you consider **Derbyshire based employment opportunities** in the future?
  - 5a. If YES, why and could you give us some examples please?
  - 6b. If NOT, why?
6. From attending the event(s), did you manage to build any **connections with people from the local businesses** (potential future employees)?
  - 6a. If YES, could you give us some examples please?
  - 6b. If NOT, what do you think might be the reason?
7. Did attending the event(s) **change your future view of the industry/sector**? Could you elaborate please?
8. Would you be interested in attending such events in the future? Please explain the reasons for your response.

**Close the session** --- Weiwei

Conclude the meeting, thank for everybody's time and contribution. We will share our evaluation report once it is completed.

**Follow up after the meeting** --- Isabela

- Email all the participants to thank for their time and contribution.
- Attach the focus questions in case they have some additional thoughts/insights to add.

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“We used the Derbyshire Festival of Business to reach an audience that is unreachable to us. We are quite niche, so we have a limited target audience.” – Zoe, Tech Equipment

“We had events already in the pipeline but decided to add them into the Festival of Business schedule. We decided to do this for extra exposure as well as supporting collaboration with other businesses in Derbyshire.” – Dom, Destination Chesterfield

“It has given us more exposure and delegate numbers. The festival element of the event helped to increase exposure. As a business, I was able to draw on the expertise of colleagues at the University of Derby, especially with the marketing side of things.” – Kayleigh, East Midlands Chamber

“Small businesses are after face-to-face networking. They don’t just want to listen to a presentation. They want to meet other businesses and get involved with the event, which the Festival of Business allowed them to do.” – Professor Mark Gilman

“Businesses are wanting to network. They are after that personal networking element as networking can help their business and identify problems. The Festival of Business has helped them to identify elements of expertise that they may be able to use, help them to grow their business or develop new products and services.” – Professor Mark Gilman

“I would definitely consider working or setting up a business in Derbyshire after I graduate. At first, I saw Derby as just a place for construction, engineering and manufacturing, but the Festival of Business has introduced me to other businesses and industries available within Derbyshire such as Macmartin, a Marketing Agency and Bloc Digital etc. It’s finding them other industries and avenues that appeal to me, and I do believe Derbyshire festival of Business helped me to do that” – Jess (University of Derby Marketing Student)

“I think the main thing that Derbyshire Festival of Business has helped me with is my job within the University of Derby. A lot of what we do is write and create content on these companies. When I went to these DFOB events, I got to see the employers of the businesses we work with, and it helped me to put a face to the name. It also helped me to do my job a bit better because I can see them in person and know what they are about and what their needs are.” - Tom (Videographer and University of Derby, Graduate)

“The events have told me that there is a lot of support networks in place for businesses in Derby which I didn’t know about before having this job. I only graduated a year ago and it does make me think a bit more about businesses or potentially running one someday and how Derby is actually a pretty good place for doing that because of the amount of support available. It has helped me to think differently about employment prospects here because I’ve been able to see more of them thanks to the Festival of Business.” - Ellis (University of Derby Student and Marketing Intern)

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By virtue of paragraph(s) 3 of Part 1 of Schedule 12A  
of the Local Government Act 1972.

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