

Creative Industries Questionnaire

Please take 5 minutes to fill in this questionnaire.

The results will be used to support grant applications and investment in creative businesses in the county. Previous surveys have helped raise money and support for artists.

The questionnaire is anonymous and the results will be available in the new year - please contact your Arts Officer for more information.

If you would like help to understand this document, or would like it in another format or language, please call Andy Dawson on 01432 383064 or email adawson@herefordshire.gov.uk

These questions relate to your creative industries business only.

Q0 Reference Number:

Q0 Initials:

Q1 Is this business your main source of income? 55% Yes 45% No

Q2 Which of these best describes the status of your company?
 71% Sole trader 12% Partnership 10% Limited company 8% Other

Q3 How long has your business been established?
 3% Less than a year 4% 1 - 2 years 13% 3 - 5 years 17% 6 - 10 years
 15% 11 - 15 years 15% 16 - 20 years 32% over 20 years

Q4 Which best describes the current stage of development of your business?
 (please tick one box only)
 3% Just starting 18% Becoming established 46% Ticking along
 9% Ready to expand 13% Expanding 12% Declining

Q5 What is the location of your customers?
 (please tick all that apply)
 45% In this County 50% In this Region 17% London and SW
 54% UK wide 20% Overseas

Q6 How many permanent employees do you have? (if self employed / sole trader = 0 employees)
 82% 0 4% 1 11% 2 - 5
 1% 6 - 10 0% 10 - 15 2% 15+

Q7 Apart from any permanent staff, do you employ casual or freelance staff?

28% Yes

72% No

If YES, what is the average number of hours per week in TOTAL

Q8 What was your **TURNOVER** for your last financial year?

35% under £5,000

15% £5,001 - £10,000

18% £10,001 - £20,000

10% £20,001 - £30,000

3% £30,001 - £40,000

3% £40,001 - £50,000

3% £50,001 - £80,000

5% £80,001 - £150,000

8% over £150,000

Q9 What was your **PROFIT** for your last financial year?

58% under £5,000

17% £5,001 - £10,000

13% £10,001 - £20,000

6% £20,001 - £30,000

1% £30,001 - £40,000

5% over £40,000

Your Needs

Q10 How would you describe the level of business support needed?

(please tick one box only)

36% No support - quite happy with performance and potential of the business

36% Low level of support - to enable the business to become more stable and take another step

25% Medium level - support to enter new product areas and new selling opportunities

3% High level - significant training and business development, employment of new staff

Q11 In what areas do you require support?

(please tick up to FIVE boxes)

58% Marketing - participation in joint schemes and own marketing initiatives

14% Business support - advice and support on running a business

61% Showcasing - opportunity to show work

21% Community and education - increased opportunity to work with community groups, schools and colleges

47% Information - access to a range of information on opportunities and schemes

36% Access to finance - funding to develop entry into new selling areas

24% Networking - the chance to work with others within your sector

15% Skills training - additional technical and business management skills

30% IT skills for artists

25% Fine Art market information

8% Exporting - support and guidance

4% Start up - funding and advice

7% Additional staff - opportunity to employ additional staff

10% Other, please specify:

About you

Q12 Please indicate the areas which most appropriately describe your work
(tick as many as appropriate)

- | | |
|-----------------------------------------------------------|-----------------------------------------------------------------------|
| <input type="checkbox"/> 50% Crafts | <input type="checkbox"/> 21% Education (or workshop leader) |
| <input type="checkbox"/> 38% Visual Arts | <input type="checkbox"/> 6% Music |
| <input type="checkbox"/> 13% Theatre and Performance Arts | <input type="checkbox"/> 14% Designer (inc. graphic and illustration) |
| <input type="checkbox"/> 5% Literature | <input type="checkbox"/> 11% Suppliers and Services |
| <input type="checkbox"/> 11% Media (inc. photography) | |

Q13 How long have you been based in the county?

- | | | | |
|----------------------------------------------|--------------------------------------------|--------------------------------------------|-------------------------------------------|
| <input type="checkbox"/> 1% Less than a year | <input type="checkbox"/> 4% 1 - 2 years | <input type="checkbox"/> 5% 3 - 5 years | <input type="checkbox"/> 13% 6 - 10 years |
| <input type="checkbox"/> 18% 11 - 15 years | <input type="checkbox"/> 17% 16 - 20 years | <input type="checkbox"/> 43% over 20 years | |

Q14 What are / were your reasons for choosing the county as a base?

(tick as many as appropriate)

- | | |
|------------------------------------------------|----------------------------------------------------------------------|
| <input type="checkbox"/> 21% Always lived here | <input type="checkbox"/> 11% Lively arts / crafts scene |
| <input type="checkbox"/> 30% Family reasons | <input type="checkbox"/> 11% Employment commitments |
| <input type="checkbox"/> 13% Property prices | <input type="checkbox"/> 4% College or other educational opportunity |
| <input type="checkbox"/> 50% Lifestyle choice | <input type="checkbox"/> 7% Other, please specify: |

100%

Q15 Your gender:

- | | |
|-----------------------------------|-------------------------------------|
| <input type="checkbox"/> 41% Male | <input type="checkbox"/> 59% Female |
|-----------------------------------|-------------------------------------|

Q16 Your age:

- | | | | | |
|-----------------------------------------|-----------------------------------------|------------------------------------------|------------------------------------------|-----------------------------------------|
| <input type="checkbox"/> 0% 18 - 24 yrs | <input type="checkbox"/> 5% 25 - 34 yrs | <input type="checkbox"/> 14% 35 - 44 yrs | <input type="checkbox"/> 65% 45 - 64 yrs | <input type="checkbox"/> 15% 65 or over |
|-----------------------------------------|-----------------------------------------|------------------------------------------|------------------------------------------|-----------------------------------------|

Q17 Do you have a disability, long term limiting illness or health problem (12 months or more) which limits daily activities or the work you can do?

- | | |
|----------------------------------|---------------------------------|
| <input type="checkbox"/> 11% Yes | <input type="checkbox"/> 89% No |
|----------------------------------|---------------------------------|

Q18 If yes, please specify (please tick all appropriate boxes):

- | | |
|------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| <input type="checkbox"/> 31% Deaf / hard of hearing | <input type="checkbox"/> 6% Blind / partially sighted / sensitive to light |
| <input type="checkbox"/> 6% Learning disability or difficulty | <input type="checkbox"/> 6% Mental health |
| <input type="checkbox"/> 31% Progressive / chronic illness (e.g. MS, cancer) | <input type="checkbox"/> 31% Mobility difficulties |
| <input type="checkbox"/> 25% Other, please specify: | |

100%

Q19 How would you describe your national identity? (please tick one box only):

60% *British*

31% *English*

3% *Welsh*

1% *Scottish*

0% *Northern Irish*

1% *Irish*

4% *Other, please specify:*

100%

Q20 How would you describe your ethnic origin? (please tick one box only):

95% *White British/English/Welsh/Scottish/Northern Irish*

4% *Other White, please specify:*

1% *Any other ethnic group, please specify:*

100%

Q21 Any other comments?

100%

Thank you for completing this questionnaire.

This will help the Arts Service update its picture of creative activity in the county, and enable further support to be accurately targeted.

Please return by: Monday 16th November 2009

£25 prize draw - fill out prize draw slip to enter

Please return in the Freepost envelope provided.

If this has been mislaid, please post (no stamp required) to:

**Herefordshire Tourism
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