

SuperConnected Derby

Project Overview, January 2014

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We are the UK's #1 high-tech city!

BUT....

The economic well-being of cities - and the people that live or work in them - is largely dependent on the strength of the SME base

"Small Business Outlook 2013", Centre for Cities

Cities with the highest number of business starts
tend to have the highest density of SMEs

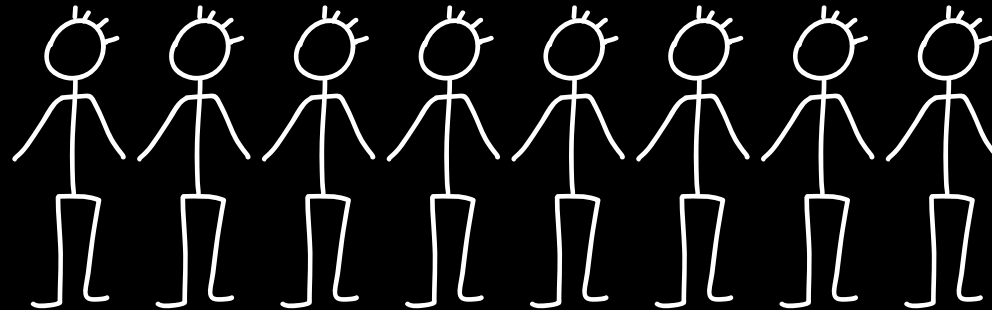
"Small Business Outlook 2013", Centre for Cities

We rank 26⁹ out of the 326 English districts for new business start-ups

"CO6 Economic Briefing - August 2013", Derby City Council

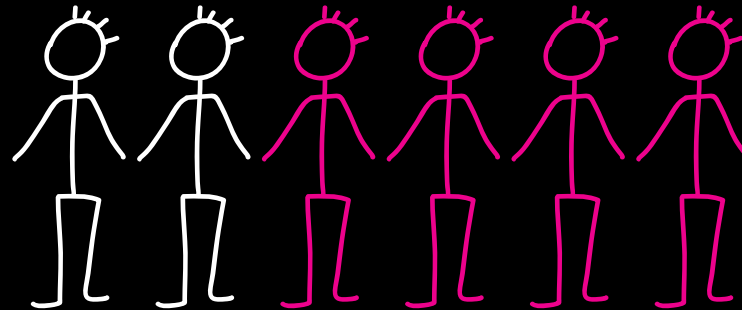
Why are SMEs so important?

Of the 4.8 million firms in the UK some 4.6 million are micro firms employing less than nine people



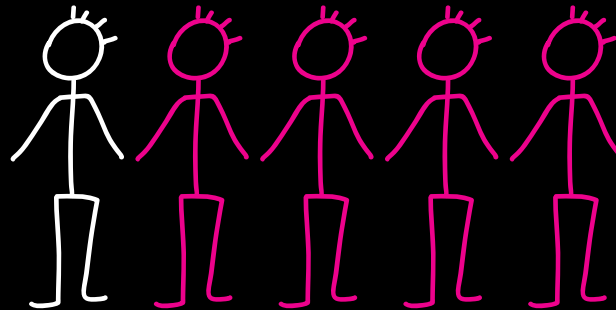
"Growing Your Business: a report on growing micro businesses" Department for Business Innovation & Skills

Nationally, small firms and start-ups created around two-thirds of new jobs each year between 1998 and 2010



"Job Creation and Destruction in the UK" Department for Business Innovation & Skills

The creative workforce has in recent years grown four times faster than the workforce as a whole



source NESTA A Manifesto for the Creative Economy

So, if we are going to intervene we have a pretty good idea where to spend our money

The "Digital City Programme" is intended to stimulate and support micro-businesses and SMEs in Derby

Encourage enterprise and innovation
Make the city more attractive to creative businesses
Improve access to "game-changing" technology



£1.3 million voucher scheme to help SMEs meet the costs associated with the installation of "super-fast broadband"

www.connectionvouchers.co.uk
www.derby.gov.uk/business/superconnected
[@HighSpeedHarris](https://twitter.com/HighSpeedHarris)



£833,000 investment in WiFi hotspots for Council owned or operated buildings

£217,000 investment in WiFi hotspots for key areas of the city centre

www.surfthecity.co.uk
@SurfDerby



£90,000 investment to deliver the first of four
coworking spaces

www.sparkderby.com
@SparkDerby