

Thursday 27th February

12.15 Meet Peter Totterdill at Mercure Hotel

12.30 Working lunch in Lace Market House

13.15 Introductions

13.45 Lace Market / Creative Quarter Walking Tour

Nottingham City Centre and the Creative Quarter

- Key**
-  City Boundary
 -  City Centre Boundary
 -  NET
 -  Creative Quarter

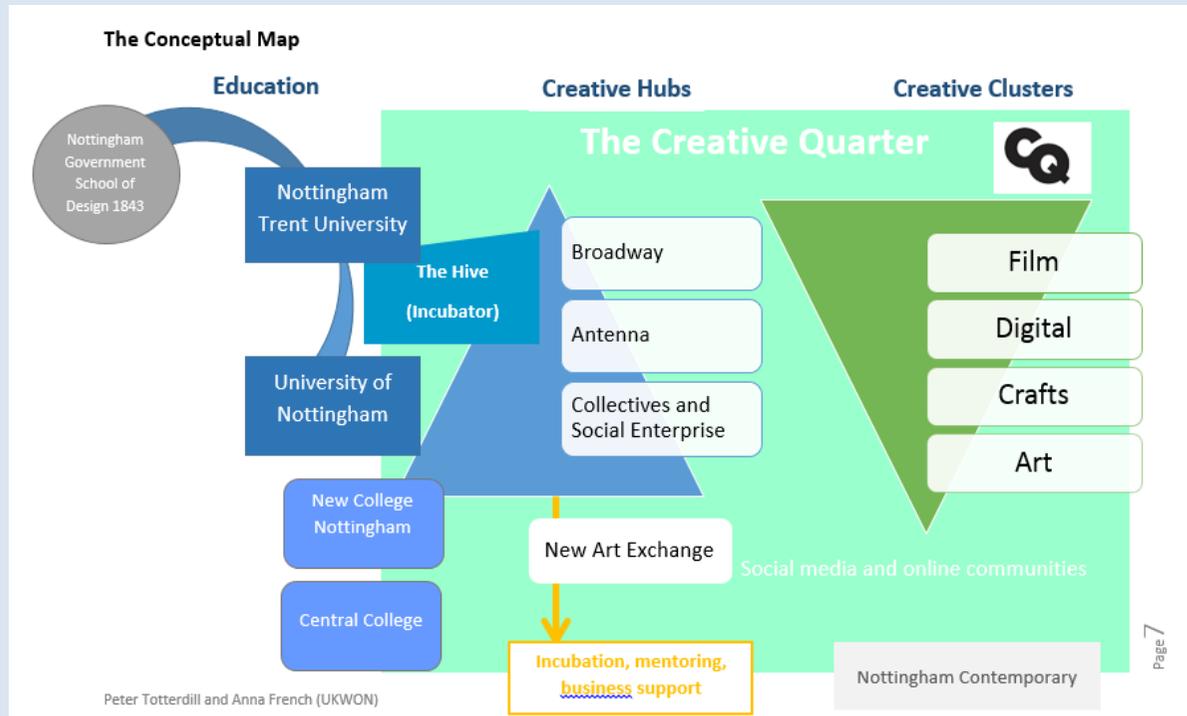
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14.45

Discussion: defining the conceptual map of the Lace Market & Creative Quarter (Lace Market House)



16.00

Tom Dick, New College Nottingham (Lace Market House)

The acquisition of the iconic Adams Building by New College Nottingham in the late 1990s led to the relocation of its arts, design, digital, media and other courses, bringing a large student population to the Lace Market by day as well as by night.



17.15 Visit to Debbie Bryan's studio and shop in the Lace Market. Refreshments and discussion with Debbie and Jayne Childs about Creative Twinning

Debbie Bryan – Studio and Shop

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Debbie Bryan, MA textiles graduate (Nottingham Trent) started her business in 2005 after taking part in the HeadStart programme delivered by The Hive. For the first two years Debbie based her business from a studio in Chaucer Court and sold her textile designs to independent shops and galleries. Then in 2008 as the down turn hit and orders dwindled she diversified and opened the Lace Market shop selling her own collections of knitted and felted scarves and resin brooches as well as other maker's ceramics, prints, lighting, home furnishings, jewellery and Nottingham Lace.

The appeal to be in the Lace Market was its nostalgia, the stillness, the architecture, the fact that no one else was there and its unloved rough around the edges qualities.

Debbie had researched the area thoroughly counting the footfall morning and afternoon even noting how people were dressed. She mapped out how many people lived and worked in the LM, researched the city's planning developments for the area and watched as Nottingham Contemporary neared completion.

Other positives were to be close to other popular cultural centres and more importantly being opposite New College, now her best customer and a frequent collaborative partner.

Immediately she moved to St Mary's Gate existing businesses like the Lace Market Theatre, Lace Market Hotel, St Mary's Church and the Keanes Head became her security blanket offering advice and support and recommending their customers to visit the shop.

Advice also came from other craft retailers (outside of Nottm) like Dee Barnes of Midas Gallery and Julia Groundsell of Made Gallery, in particular they helped with staffing issues and cash flow.

Lynn Oxborrow from Nottingham Trent is an ongoing support to the business, a long term mentor and friend who Debbie talks to on a regular basis about the business and a person she feels safe enough to reveal her "vulnerable side".

Debbie never wrote a business plan, "I visualise in 3D how I want the business to look and how I want the customers to feel" she then maps out in her own way what steps she needs to take to make all that happen.

All improvements to the building (owned by NCC) were done by herself and her partner. Debbie says, "I'm very thrifty have no debt and don't borrow."

At busy seasonal times Debbie employs up to two full time workers plus herself to work in the shop. She is currently applying to the Nottingham Jobs Fund so that she can take on a permanent member of staff. Other services like photography and social media marketing are outsourced.

The community aspect of the business is crucial and runs parallel to the retail side. Debbie has collaborated with the poet Alison Knox and been part of the Festival of Words. Many customers only turn up for the freebies but Debbie calls them her secret army, they're loyal and spread the DB message by word of mouth constantly bringing in new customers to the events and workshops.

An unexpected side of the business says Debbie is how well you get to know the minutiae of people's lives.

	<p>Great attention is put into the front of house ambience like the music, lighting and giving an attentive service. Debbie is always trying to create a sense of escapism for her customers.</p> <p>Now that there is a massive spotlight on the area because of the CQ she thinks it will make it (business) easier still being the only shop in the Lace Market.</p> <p>Future ambitions:</p> <p>Increase turnover. Develop own branded goods and add products like lighting.</p> <p>Introduce the work of other international artists to the shop guaranteeing that the work on sale won't have been seen in Nottingham.</p>
18.30	Working dinner at Adams Restaurant, New College Nottingham
20.00	Drinks
Friday 28th February	
08.30	Meet Peter Totterdill at IBIS Hotel
08.45	Meet Peter Totterdill at Mercure Hotel
9.00	<p>Tour of Antenna</p> <p>In 2009 Antenna opened as a digital media hub in the City Council's former fashion industry resource centre building. Antenna provides workspace units, virtual tenancy, specialist services, training and meeting spaces for the digital media sector, but it also instigates and supports a series of collaborative innovations within the Creative Quarter's wider network.</p> <p>Roundtable with digital & media entrepreneurs based in Antenna:</p> <ul style="list-style-type: none"> Ewan Lamont <i>Legendary Games</i> (video games) Steve & Annie Haley <i>Multipie</i> (app developers) Anne Whitley <i>Bottletop</i> (animation / video / motion graphics) Uzma Johal <i>Threshold</i> (creative media) Simon Rudkin <i>Northern Soul</i> (web design)
11.30	<p>Cobden Chambers Tour with entrepreneurs Liam Woodgates & Beccy Evers</p> <p>Cobden Chambers is planned as an ambitious initiative including studios and workspaces with shared services, together with a collective "department store" for local creative producers.</p>



12.45	Working lunch in Lace Market House
13.50	<p>Loxley House, Nottingham City Council: Councillor Nick McDonald; Kathy McArdle (Creative Quarter)</p>  <p>The Lace Market lies at the heart of Nottingham’s newly designated <u>Creative Quarter</u>, a public policy construct which seems intentionally ambiguous, sometimes firmly delineated as a discrete district on the urban map (see below) and at other times as a metaphor for creative enterprise across the entire City.</p> <p>Co-operative partnerships between the key institutional actors include the City Council, Universities, Colleges, Antenna and Broadway. A fluid set of partnerships between these actors has been successful in securing the EU Structural Funds and other resources required to deliver a succession of programmes for new and established businesses including training, mentoring and network building.</p>
16.15	<p>Tour of Broadway Cinema Roundtable with film/media entrepreneurs and Elly Fletcher, New Art Exchange</p>  <p>The <u>Broadway Cinema</u>, long established as the anchor for the Lace Market’s creative sector, combines many of these facets, a triple helix of enterprise incubation, cultural consumption and (through its café/bar) networking. In its immediate vicinity an increasingly diverse range of cafés, bars, restaurants and clubs have emerged, further adding to the Lace Market’s importance as a destination for citizens and visitors as well as entrepreneurs.</p>
	<p>LIGHT NIGHT http://www.leftlion.co.uk/articles.cfm/title/light-night-2013/id/5679</p>
20.00	Working dinner at Larder, 16-22 Goosegate
Saturday 1st March	
09.00	<p>Developing the conceptual model Planning the next steps Autumn 2014 meeting Review of the visit</p>
13.00	Lunch and Finish