

digital peninsula network



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digital peninsula network

who are we?
what do we do?
achievements to date
what has worked?
lessons learnt
the future



Who are we?

started in Spring of 1999
by ICT and new media professionals
to overcome isolation
TODAY - 200 members

web developers, writers, technical experts, designers, trainers, programmers...

anyone for whom ICT is central to their business



What do we do?

Provide a framework of support by:

- listening to our members
- providing the services that they need
- representing their opinions



What do we do?

Provide hands-on services

networking events

website

ICT-scout

newsletter

training

member directory



The Resource Centre

Based in the heart of a busy market town

a place from where you can run your entire business

a place where you can drop in and learn new skills

a place where you can comfortably meet clients



Achievements to date

over **434** businesses have been a member of DPN since 2000

200 current members

safeguarded **55** jobs

provided **381** Learning Opportunities

generated **£7m** gross additional sales

created **61** new jobs

safeguarded **55** jobs



What has worked?

the network has helped micros that were previously invisible from one another to collaborate and win bigger contracts

DPN is the conduit to and from other business support organisations

DPN is a trusted source of support that is demand driven



Lessons Learnt

good staff / team essential
momentum
listening to members
communicating
staying flexible
creating strong partnerships



The Future

expanding our income streams
expanding our reach
providing services to other networks
still reliant on funding support
keeping the momentum going!



Ross-on-Wye, Herefordshire

live-work in rural market towns

John Passmore
Market Towns Officer
Ross-on-Wye



Identifying a Need

Ross

typical market town with typical issues:

out-migration of young people

declining traditional industries

impact of 'foot & mouth'

lack of quality employment – employment in declining & low-wage sectors



however ...

Herefordshire has very high incidence
of home-workers/self-employed
excellent communications (M50)
£500k MTI funding

SO...



Live-work Feasibility Study

currently undertaking a study to assess potential for live-work development in Ross

likely to include service hub for live-worker units and home-based businesses in the area



potential to act as strong economic driver for Ross area



Learning Lessons

benchmarking against other schemes
eg Huddersfield Media Centre/Creative Lofts;
Harewood Estate Live-work
assessing failed live-work schemes eg in
Herefordshire
using DPN experience to assess live-worker
needs and hub facility design

