

Definitions

The Big House programme works with small and medium enterprises (SMEs) and entrepreneurs in creative and digital industries within Nottinghamshire and Derbyshire.

At Nottingham Trent University, the Elevator programme works with creative and digital SMEs, whilst The Hive supports start-ups looking to create a business in these sectors.

We define **creative and digital industries** as:

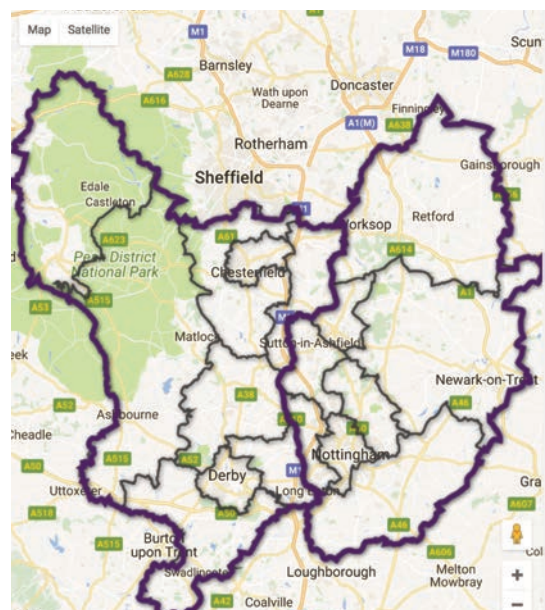
- advertising and marketing
- architecture
- crafts
- product, graphic and fashion design
- film, TV, video, radio and photography
- IT, software and computer services (including games and apps)
- publishing
- museums, galleries and libraries
- music, performing and visual arts.

Start-ups are entrepreneurs who are looking to – or are in the process of – starting a business.

SMEs stands for small-medium sized enterprises. An SME has:

- fewer than 250 employees
- no more than 25% of the enterprise owned by an organisation that is not itself an SME
- an annual turnover that does not exceed €50 million, or an annual balance sheet does not exceed €45 million.

The D2N2 area encompasses Derby city, Derbyshire, Nottingham city and Nottinghamshire.



This map is sourced from the D2N2 website.

