



Dear Colleague

Creative Industries are one of the UK's greatest assets and are vital to the economic, and cultural growth of the East of England. The East of England Development Agency (EEDA), Arts Council England, East (ACEE) and the Thames Gateway South Essex Partnership recognise the importance of the cultural and creative industries to the region, and to Thames Gateway South Essex in particular.

Thames Gateway South Essex is the sub-region of the East of England that includes the local councils of Thurrock, Castle Point, Southend-on-Sea, Basildon and Rochford. (We have included an outline map of the area at the back of the questionnaire.)

To help us establish better services for your sector, and to inform our investment decisions over the next five years, we want to understand the nature of the individuals and enterprises working in this region: your ambitions, your markets, your growth plans, your challenges and the advantages and limitations of running your enterprise here.

To give us a comprehensive picture it is important that we reach individual practitioners, artists, freelancers, small, medium and large companies, both commercial and not-for-profit. As you and your enterprise fall within our definition of cultural and creative industries, we would be grateful if you could take the time to complete the enclosed questionnaire. Even if you think that you are not part of the cultural and creative industries please complete the initial questions and return the questionnaire to us. This will ensure that we do not include you on the database for the sector.

Please return the completed questionnaire by **Friday 25th May 2007**. Please note that any information that we receive will be used only by the research company, EEDA and ACEE for analysis and to inform their future investment into the sector.

The survey is being issued both online and hard copy to maximise the response from the sector. If you would prefer to complete the survey online please go to: www.ibp.eu.com/thamesgatewaysouthessex

To help us broaden this survey, please inform other individual or business who you think are part of the cultural and creative industries in Thames Gateway South Essex and ask them to complete the online version. We are keen that as many individuals and organisations as possible are able to take part.

Many thanks in advance for taking the time to provide us with this information. Should you have any questions at all, or wish to check the credentials of the research company, then please contact Catherine Slack, Project Consultant at Thames Gateway South Essex on 01223 313100 or cs@prospectrow.co.uk.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Andy Lovatt', written over a horizontal line.

Andy Lovatt, on behalf of
Catherine Slack, Project Consultant
Thames Gateway South Essex