



Creative Industries Fact Sheet

Plymouth has a diverse and exciting creative eco system that spans across design, advertising, marketing, crafts, TV, video, radio and photography, publishing, fashion, software services, museums, galleries and libraries, music and performing and visual arts.

Sector Overview

- 3,064 FTE jobs in the creative sector (2019)
- £130m GVA (2019)
- £44,050 GVA per FTE (2019)
- £25,800 advertised average salary (2021)
- 380 count of enterprises (2020)
- 7,715 students in Arts & Humanities Studies across the University of Plymouth, Plymouth College of Art and Plymouth Marjon University (2018/19)

Specialist Companies

- Arts Institute, University of Plymouth
- Barbican Theatre Plymouth
- CAMP
- Digital Plymouth
- Grassroots Music Alliance
- KARST
- Marjon Arts Centre
- Market Hall
- Ocean Studios
- Plymouth Arts Cinema
- Plymouth Design Forum
- The Box
- The Gallery, Plymouth College of Art
- Theatre Royal Plymouth
- Visual Arts Plymouth

Mayflower 400

Plymouth is leading the international commemorations for Mayflower 400, marking 400 years since the voyage of the Pilgrims to North America.

It will deliver a world-class series of events, public art and wider content that will commemorate this exceptional voyage and provide a major ongoing impact across the partnership, knitting together communities, inspiring creativity and culture, driving economic growth and promoting understanding and education.

An international partnership of 13 locations across three nations, UK, US and Holland.

(Many national Mayflower 400 events have been cancelled or postponed to 2021, due to COVID-19.)

To find out more visit www.mayflower400uk.org



The Box, Plymouth

The Box is Plymouth's major new museum, gallery and archive and the largest cultural and heritage space to open in the UK in 2020.

It has transformed the former museum and art gallery, central library and St Luke's Church into a cutting-edge visitor attraction, and has the leadership role as a regional centre of excellence for the visual arts.

The Box has nine permanent galleries that showcase the city's art, natural history, human history, film, photographic and archive collections, with additional spaces for high profile exhibitions, educational activities and research.

The Box will host the largest commemorative exhibition dedicated to the Mayflower 400 anniversary until September 2021. From November 2021 until February 2022, it will host British Art Show 9 – the UK's biggest touring exhibition of contemporary art.

To find out more visit theboxplymouth.com

Plymouth College of Art

One of the few remaining independent colleges of art and design in the UK with a history dating back to 1856.

Provides unrivalled specialist learning in a range of Undergraduate, Postgraduate and Pre-Degree study across art, design and digital media.

The college is a UK Advisory Council Member of the Creative Industries Federation, a Member of the Crafts Council Advisory Group and a Steering Group Member of the Cultural Learning Alliance. In 2019, Plymouth College of Art was granted Taught Degree-Awarding Powers, and conferred with International Baccalaureate World School status.



Fab Lab

Fab Lab Plymouth is a digital fabrication laboratory based at Plymouth College of Art, providing access to the latest in digital design technology including 3D printers, laser cutters and CNC milling machines.



University of Plymouth

The University is supporting the creative industries through The Bridge, which coordinates knowledge exchange initiatives for the Faculty of Arts, Humanities and Business. It does this by acting as the interface between the Faculty (and its resources such as the Digital Fabrication Laboratory) and the outside world. This includes helping businesses and organisations to develop new products, services and experiences and gain access to skills, talent and resources. The Bridge is home to the highly successful i-DAT (Institute of Digital Art and Technology) network, which has been delivering world-class cultural activities since 1998. I-DAT pushes the boundaries of digital arts and creative media practice.

The University also houses The Arts Institute, which provides world-leading research across, between and with arts and humanities disciplines. It also coordinates the wide-ranging public arts programme of the University and plays a pivotal role in building culture and art in the city and South West region. Supporting established, new and emerging artists from around the world, its programme includes exhibitions, dance, films, music, performance and lectures.

Formation Zone

Located on the University's campus, Formation Zone nurtures and develops new, high-value businesses. It provides a dynamic environment encompassing the knowledge, facilities and resources to inspire and enable successful business ideas.

Priority areas for business ideas include: creative industries, hi-tech, marine, environmental and advanced engineering.

Ocean Studios

Located in Plymouth's Royal William Yard, Ocean Studios is home to resident and visiting artists who regularly host workshops, exhibitions and events for Plymouth's creative community.

Visitors can learn new skills, relax in the café with a coffee, or make use of the flexible co-work space, ideal for artists, makers, entrepreneurs and businesses and accessible via the Real Ideas Membership.

Plymouth Marjon University

Marjon Arts Centre: The creative hub for the north of the city boasting a 250 seater theatre and black box studio providing facilities for touring companies, exhibitions, an arts centre cafe and open mic venue. The cinema and theatre spaces support programmes across the performing arts.

The Workshop, based at the BBC campus provides excellent industry standard radio and television broadcasting studios. It links the journalism programmes to the BBC and provides digital opportunities for students and commercial ventures.

Plymouth Music Zone

A dynamic community music organisation increasingly recognised as a model of excellence both locally and nationally.

We use the power of music to reach out and help transform the lives of some of the most at risk children, young people and adults across Plymouth and beyond.

Plymouth Design Forum

Plymouth Design Forum (PDF) is an independent, representative voice and a meeting place for the design business community in Plymouth. PDF promotes design's value and impact with a vision to transform the city into a respected and dynamic creative hub, attracting investment, commercial opportunities, whilst growing and retaining the best talent. To find out more visit www.plymouthdesignforum.co.uk

Fab City

Plymouth was the UK's first city to join the Fab City network and is also the world's first twin Fab City, twinned with Brest, France. Plymouth College of Art, Plymouth City Council, University of Plymouth and the Real Ideas Organisation worked jointly on the Fab City commitment to produce everything the city consumes by 2054.

Plymouth Culture

Plymouth Culture is an independent charity working strategically with the creative industries to place culture at the heart of Plymouth's development into one of Europe's finest, most vibrant waterfront cities.

It leverages investment into the sector and ensures that culture is a driving force for shaping positive economic and social impact across the city.

iMayflower

iMayflower is a £6m Cultural Development Fund project that is developing the use of immersive and digital technologies to drive growth in the local economy and pride in the city. It aims to support digital creative makers and doers, unlocking innovation and supporting a positive change in every sector whilst showcasing Plymouth as a leading light in all things creative.

The Art of the Possible

'The Art of the Possible' has secured £700,000 of National Lottery funding as part of a wider £2.2m investment in Mayflower-themed cultural activity, including:

- Wampum: Stories from the Shells of Native America: a travelling exhibition curated by the Box, uniting contemporary US-based indigenous artists and educators with UK museums through the creation of a new wampum belt
- This Land: In April 2021 Theatre Royal Plymouth will stage its first-ever international community production, created and performed by representatives of Plymouth, UK and the Wampanoag nation
- The Hatchling: join as us an extraordinary visitor roams through Plymouth in summer 2021. Produced by the award-winning creative team at Trigger

Market Hall

The refurbished Market Hall is a world-class space for digital, situated in the heart of historic Devonport.

Building on Devonport's incredible heritage of innovation and exploration, the Market Hall is home to an awe-inspiring immersive dome as well as providing space for people to learn, work, develop new ideas and have fun!

The 15m diameter immersive dome – the first of its kind in western Europe – allows you to explore a virtual world, without the need for a VR headset, opening up a world of immersive experiences.

The project is led by local social enterprise, Real Ideas Organisation, in partnership with Plymouth City Council, the Institute of Digital Arts and Technology (i-DAT at Plymouth University), City College Plymouth and Devonport High School for Boys.

In addition to providing work space, lab and teaching spaces for the partners, the Market Hall offers space for events and meetings, a range of education programmes and a digital arts visitor centre.

To find out more visit www.realideas.org/market-hall

Creative England

Creative England believes that talent is everywhere, but opportunity is not. It builds programmes that create opportunities for talent to access the best support and reach the next stage in their creative entrepreneurial journey.

Creative England is working to build the right environment for the future of the creative industries by helping creative businesses raise their ambition, create jobs, grow turnover and build the confidence and networks they need to be truly innovative. They invest, connect, mentor, advocate and collaborate at all levels of the industry, from individuals and small independents to large internationals, creating the right conditions for success.

To find out more visit www.creativeengland.co.uk

Take Action

To find out more about what Plymouth offers the creative industries sector; or to discuss how our business support service can help meet your business needs, please contact:

Enterprise and Inward Investment Team

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