



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

- £51.5million GVA
- 3,800 jobs in the creative sector
- £30,500 average advertised salary
- 43 registered arts organisations
- Over 5,500 students enrolled in Arts and Humanities across the University of Plymouth and the Plymouth College of Art
- Over 360 University graduates in 2014/15 from Creative Arts and Design courses

Specialist Companies

- Barbican Theatre
- BBC South West
- Bluestone360
- Denham Productions
- Goss Interactive
- Mutant Labs
- Radio Plymouth
- South West Media Group
- Theatre Royal
- Twofour Group

Plymouth College of Art

- History dating back to 1856, the College provides unrivalled specialist expertise across the Fine Arts, the Applied Arts, Spatial Design, 3D, Animation, Photography, Media and Entrepreneurship
- The College offers BTEC Extended Diploma, Foundation Levels and Apprenticeships, through to a full spectrum of BA Honours Degree and a Masters programme

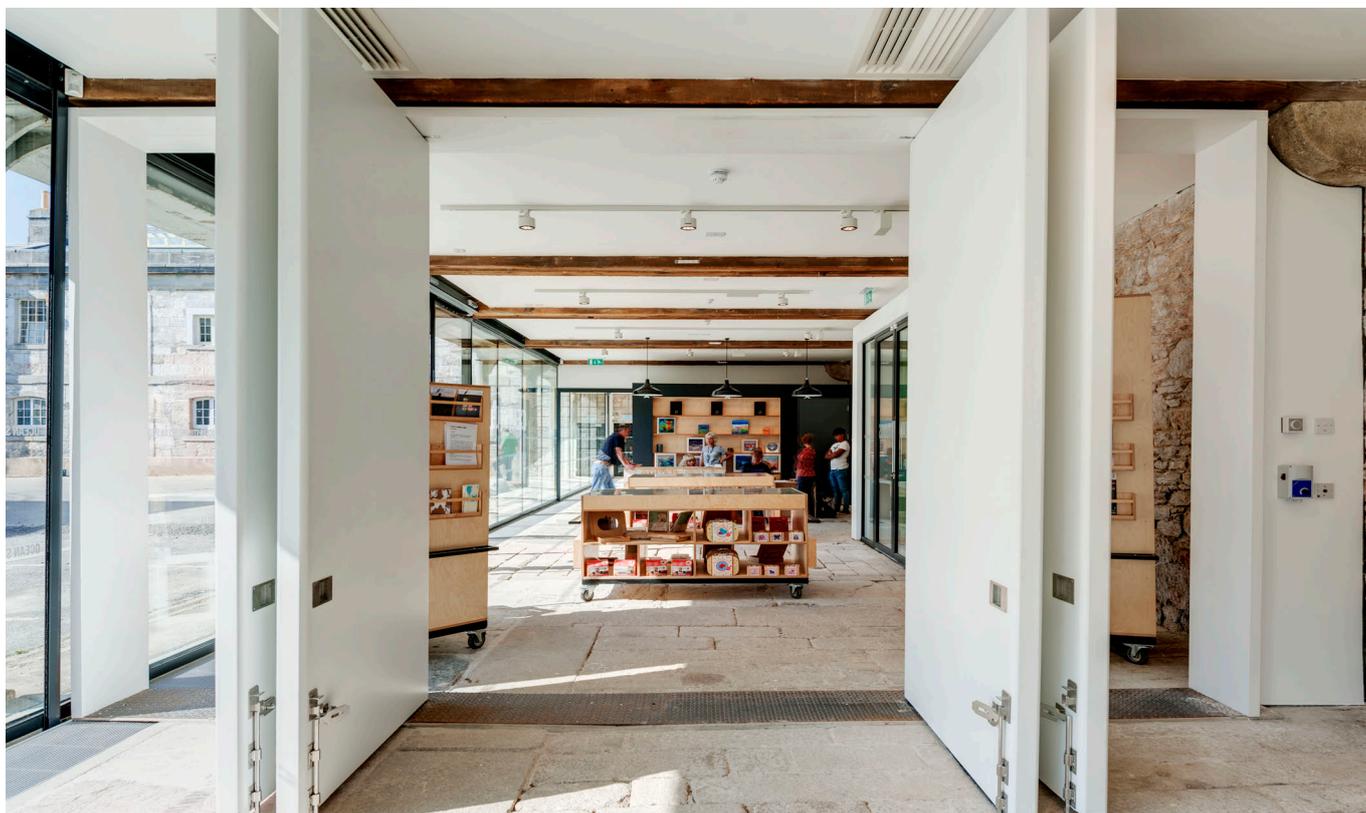
Plymouth University

- The University 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 / creative media practice
- The Arts Institute provides world-leading research across, between and with arts and humanities disciplines
- Creative Summer Studio offers a range of collaborative services specifically designed to help businesses solve creative challenges

Peninsula Arts

- Peninsula Arts is 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
- It supports established, new and emerging artists from around the world
- The programme includes exhibitions, dance, films, music, performance and talks





Plymouth Culture

- Plymouth Culture aims to place culture at the heart of Plymouth's development into one of Europe's finest, most vibrant waterfront cities, where an outstanding quality of life is enjoyed by everyone
- Plymouth's creative industries generate an estimated turnover in excess of £250 million, with 11 million day visitors a year coming to Plymouth

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 the heart of the historic Royal William Yard, the multi-million pound arts and creative hub brings affordable studios and workshop facilities to the next generation of creatives, as well as accessible art to local people

Plymouth Music Zone

- A dynamic community music organisation increasingly recognised as a model of excellence both locally and nationally
- Part of a network of Youth Music Action Zones set up in areas of social and economic need by national charity Youth Music

Mayflower 400

- Plymouth is leading the international commemorations for Mayflower 400 in 2020, to mark the 400th anniversary of the voyage of the Pilgrim Fathers
- 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

The Box Plymouth

- The Box (previously referred to as Plymouth History Centre) is a major £37 million scheme in the heart of Plymouth, which will open as the flagship building for the Mayflower 400 commemorations in 2020
- It will transform the current museum into a cutting-edge cultural centre, and takes a major leadership role as a national centre of excellence for the Visual Arts



Market Hall

- Award winning CIC, RIO are transforming the derelict Grade II listed Market Hall into a £7million cutting-edge space for digital skills, research, learning and entertainment
- It will incorporate an impressive 15m 'heads up' immersive dome theatre, the first of its kind in Europe

PAC Home

- An initiative by Plymouth Arts Centre, aiming to support and foster a strong visual arts sector
- A membership network for artists, curators and writers, who live and work in Plymouth, Devon and Cornwall

Creative England

- Supports, develops and champions the creative industries outside London through talent and audience development, supporting businesses, facilitating production, funding and advocacy
- Launched in October 2011, with a mission to develop the film, games, digital and creative sectors in the English regions

Case Study

Twofour Global HQ is located in Plymouth. It includes a successful post production facility with around 30 edit suites and is a great case study for the fact that television production doesn't need to be in London. Producing Channel 4's 'The Jump' and hit Emmy Award-winning series Educating... as well as programmes for their other channels including 'The Vote' for More4.

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

+44 (0)1752 304820

invest@plymouth.gov.uk

investplymouth.co.uk



Invest in the creative industries