

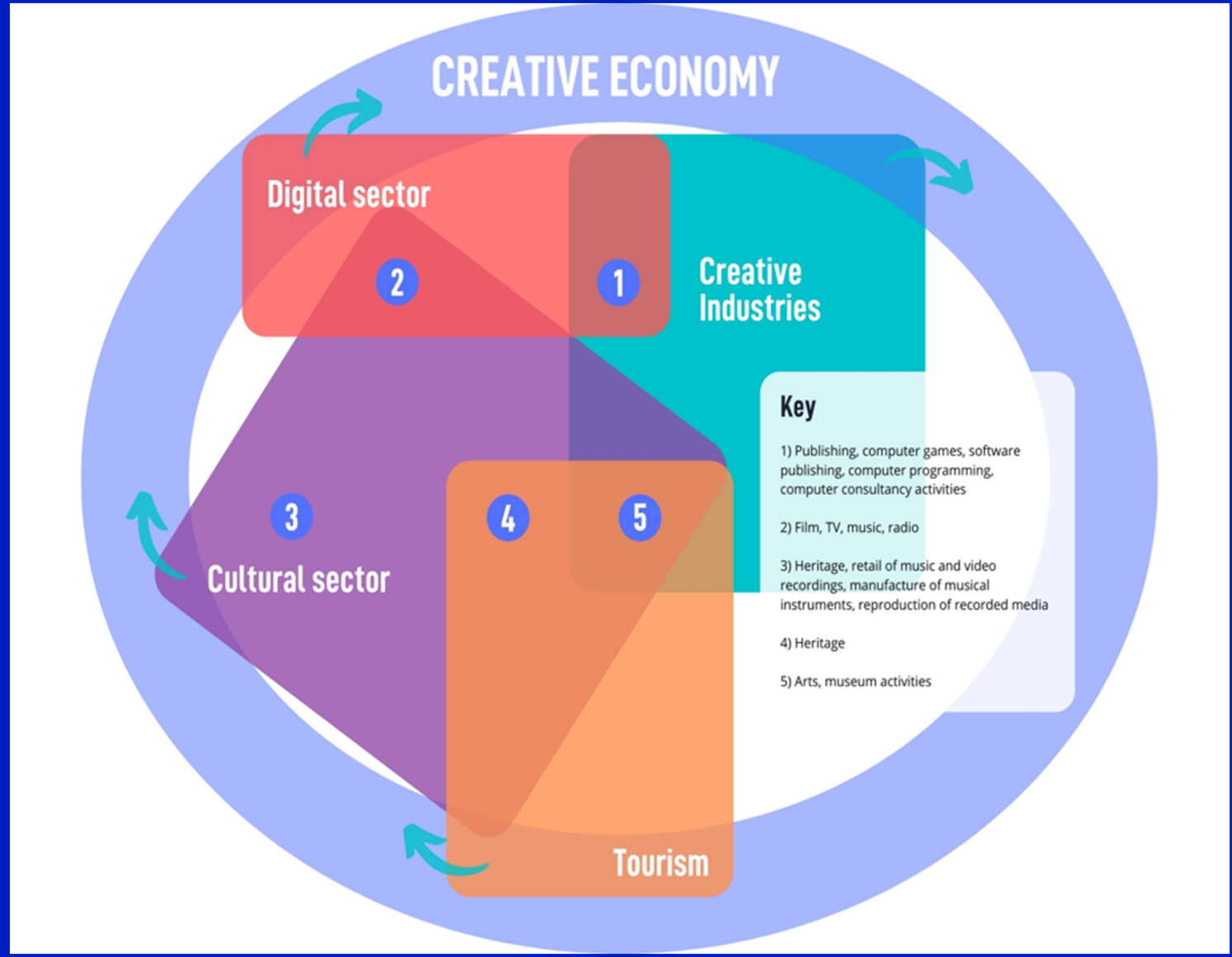
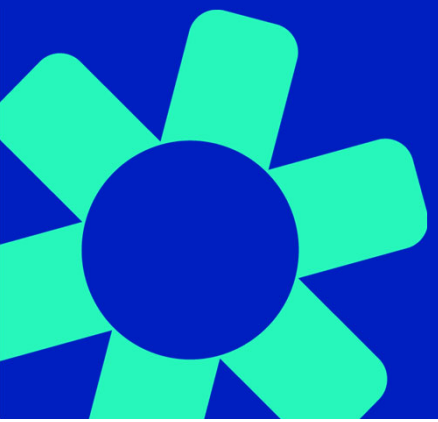


**PLYMOUTH
CULTURE**

Powering Arts & Culture

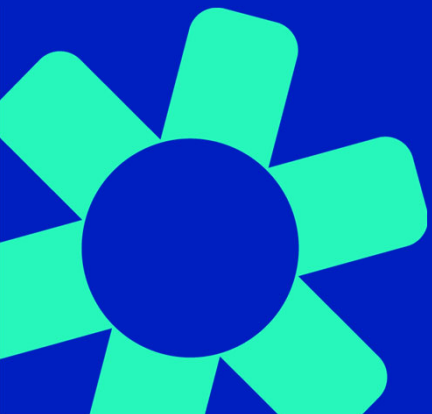
Creative
Industries Plan

Natural Infrastructure and Growth Scrutiny Panel, Feb 12th 2025
Hannah Harris



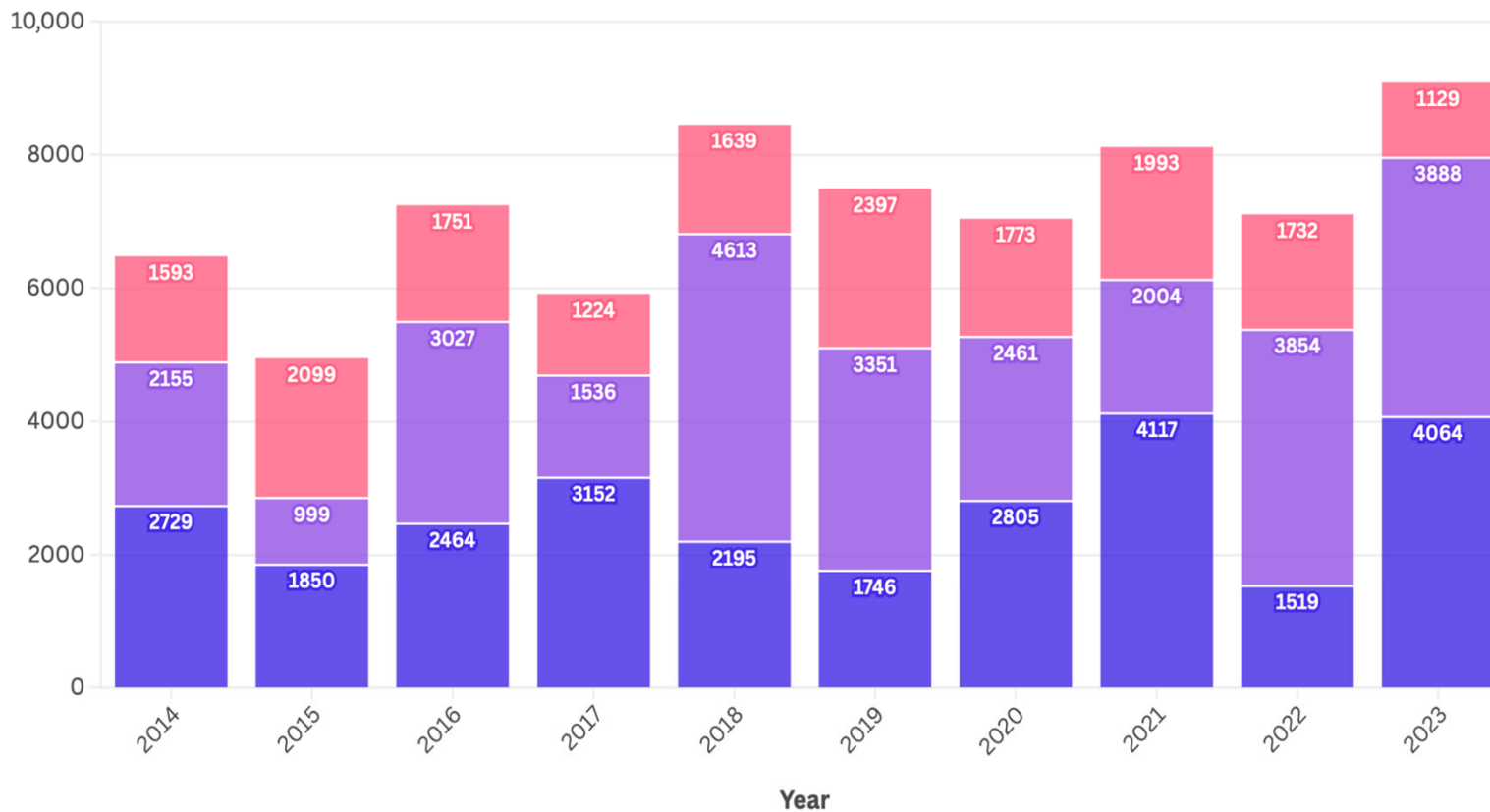
Economy

Creative



■ Job and industry are both creative ■ Job creative but industry not creative ■ Industry creative but job not creative

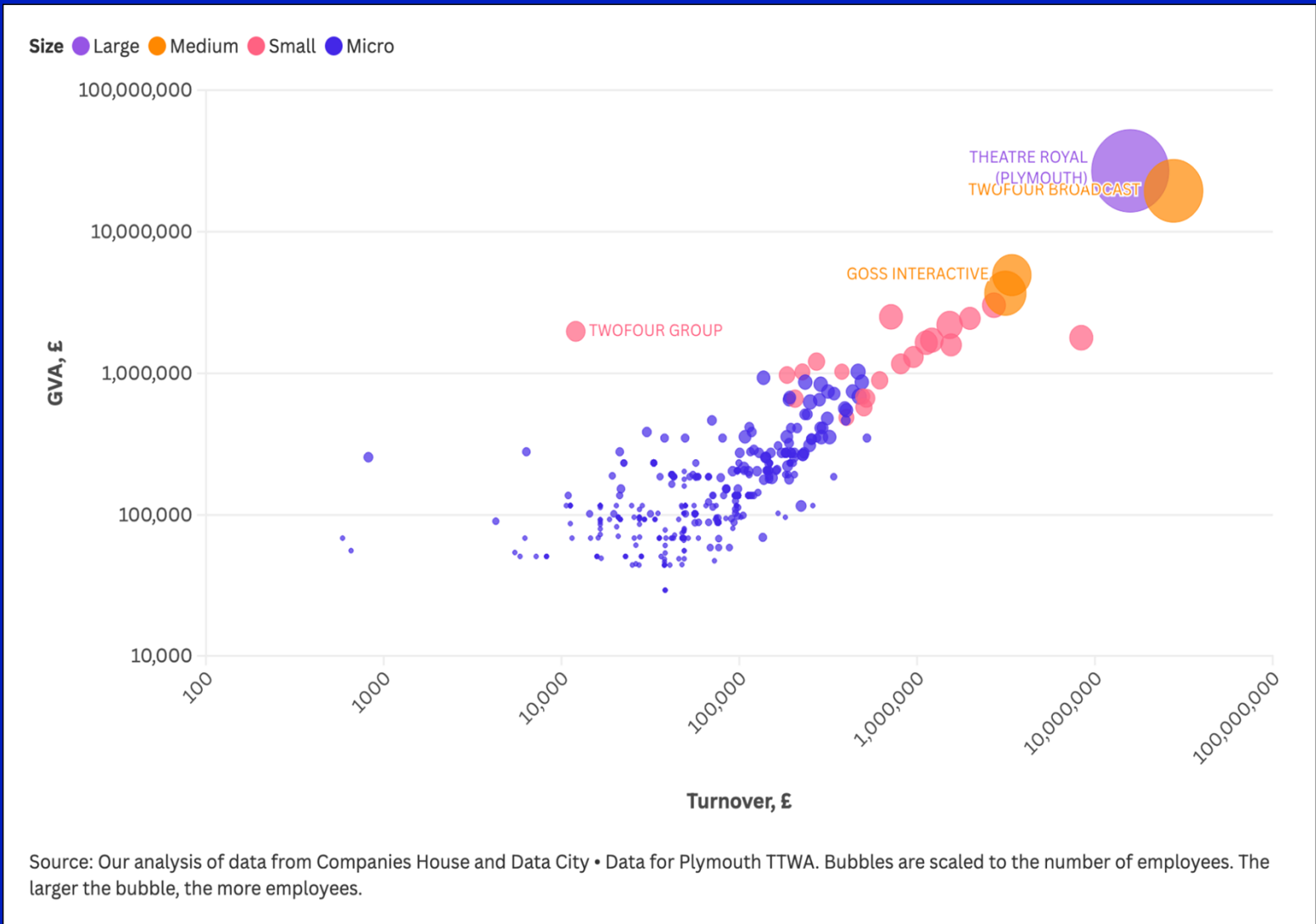
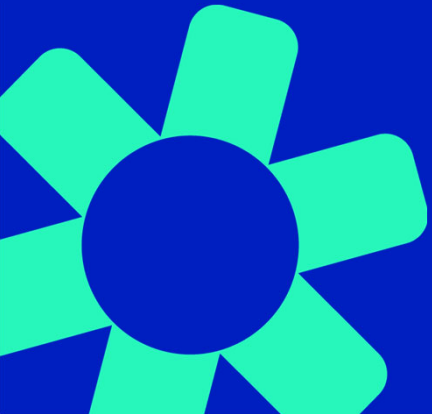
Number of jobs



ONS Local: custom data request 2381 • Data for local authority district and includes freelancers. Data from the Annual Population Survey, so not directly comparable with ONS BRES data or our own analysis.

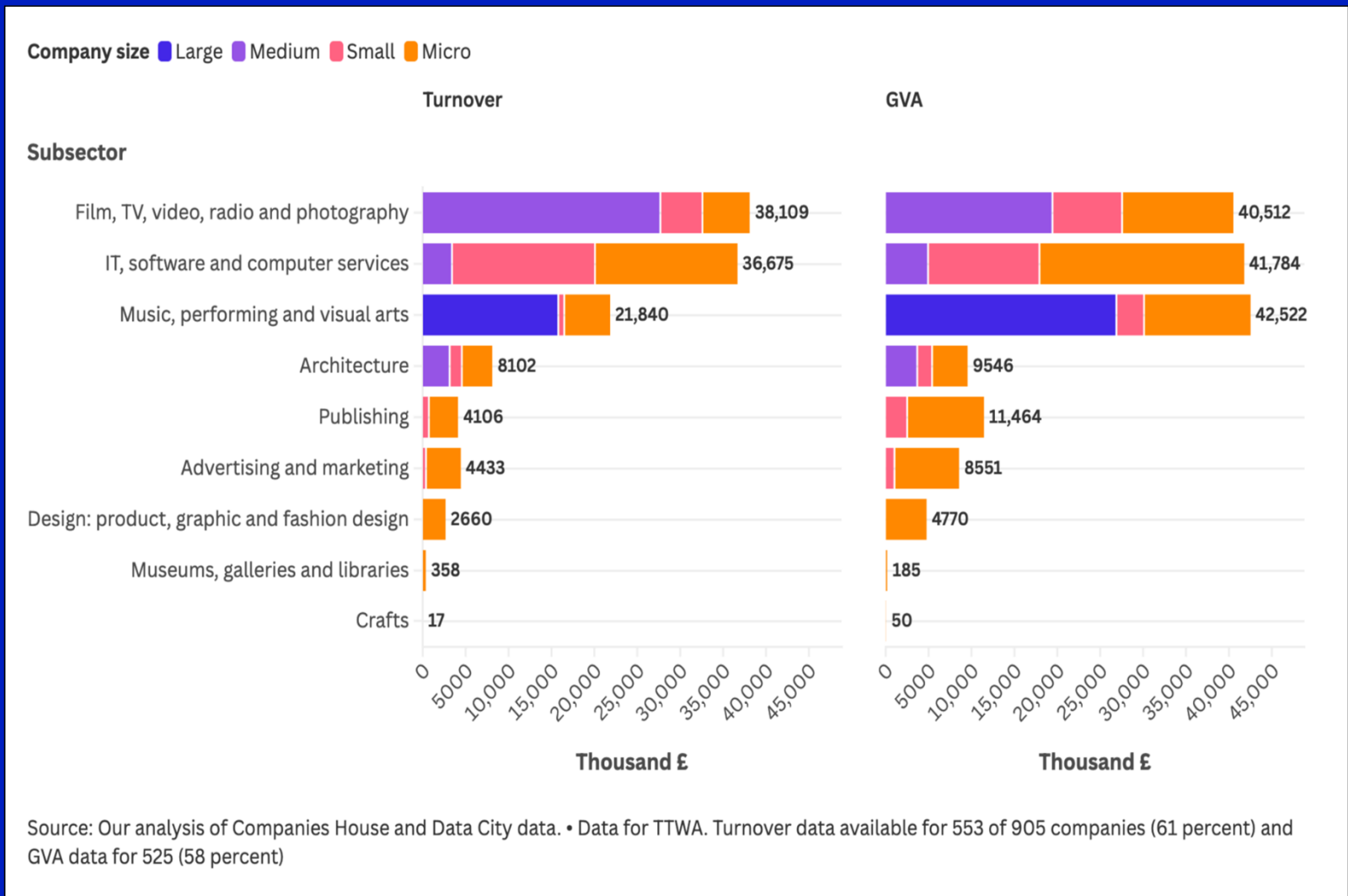
Profile

Sector



Profile

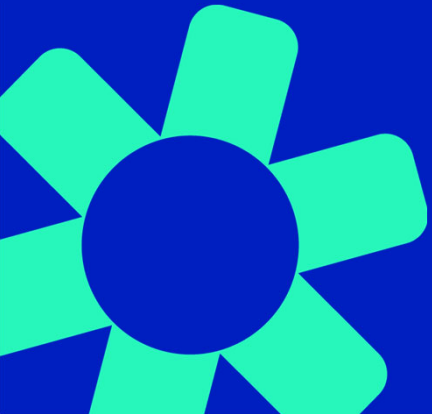
Sector



Profile

Sector

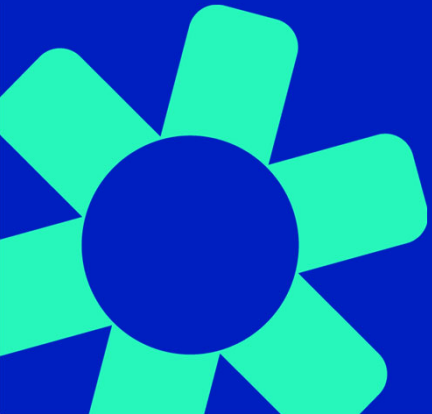
- Crafts: 2.69
- **Music, performing and visual arts: 1.01**
- Museums, galleries and libraries: 0.78
- Architecture: 0.61
- Film, TV, video, radio and photography:
0.53
- Publishing: 0.40
- Design: product, graphic and fashion
design: 0.37
- IT, software and computer services: 0.30
- Advertising and marketing: 0.25



Scale of Opportunity

If Plymouth's creative industries job share were boosted up to the British average, so the city was participating fully in the national and regional growth trend, we would gain:

- +3,000 high-skilled jobs
- +£165-£230 million GVA
- 1.9 additional jobs in leisure and retail generated by each creative job



Scale of Opportunity

Great South West had the joint fastest creative industries jobs growth of any British region between 2019 and 2022 period at 4.1%.

Plymouth could be the urban capital for the creative industries in the Devon & Cornwall.

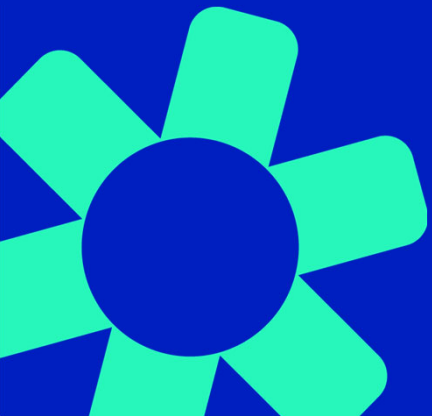
Plymouth advantage:

- Anchor institutions within the cultural sector
- High proportion of young people aged 18-34
- Affordable house prices
- Higher proportion of people in further education and skills
- Good digital connectivity



Recommendations

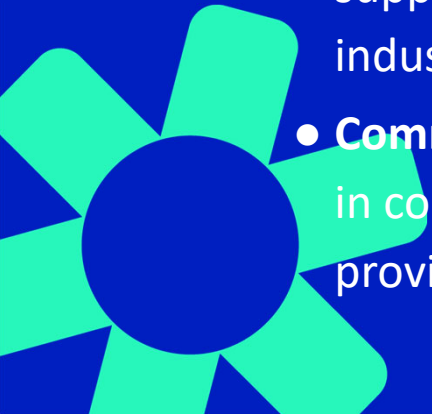
Overarching recommendation is to ***embed the creative industries in all council policy areas*** - from skills, planning, and health through to tourism and the night-time economy – so the plan for its growth can be joined up with other priority themes in Plymouth.



Recommendations

Designate culture and creative clusters (CCCs)

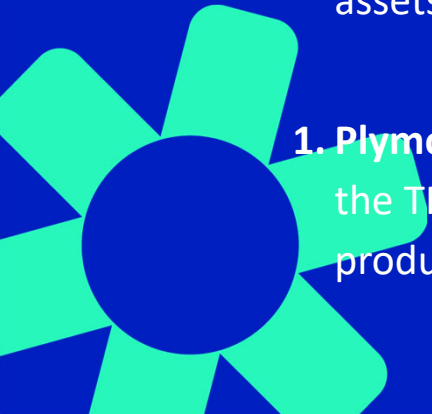
- **Policy:** the development and delivery of proactive policy approaches that support artists and creatives in local plans, housing and business rates policies
- **Space:** creating flexible, affordable, creative workspace and live-work spaces at below-market rents and ensuring no loss of space. When planning work spaces and live-work spaces for the creative sector, it is worth noting that creative businesses generally do not like bland office space. Nor do they require unaffordable luxury.
- **Skills and business support:** building entrepreneurial skills and offering business support, developing career pathways and opportunities for progression into the creative industries and supporting sectors
- **Community engagement and socially inclusive places:** embedding creative production in communities, creating socially inclusive places and strong links with education providers.



Recommendations

Designate culture and creative clusters (CCCs)

- 1. The Culture Cluster-** around The Box and universities (University of Plymouth and Arts University Plymouth), to develop the Tavistock Square site earmarked for demolition with live-work spaces.
- 1. The Performance Cluster-** a music and performance zone in Royal Parade and Union Street that links the Guildhall, TRP, the Millennium building, the Reel and the Athenaeum.
- 1. The Createch Cluster-** around the Market Hall in Devonport to attract IT, software, computer services and screen companies, enabling defence, marine, energy and healthcare companies to use immersive assets and screen technologies to train staff for work in high-risk environments.
- 1. Plymouth Production Park (cluster) -** in Cattedown to increase TR2's production capacity by building the TR2 extension and developing its skills and supply chain to support industrial craft and new live production businesses.

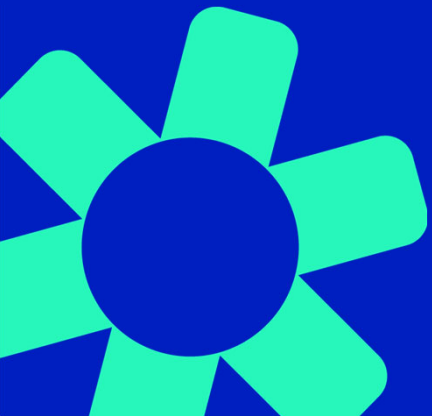


Recommendations

Nurture partnerships to attract investment and deliver business support

Build a business pipeline by providing support at each stage of business growth

Stimulate the tech sector



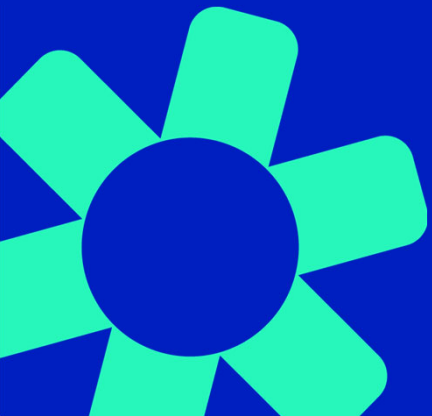
Implementation

Action plan development

Sector Led with the formation of a creative partnership

Council supported and enabled through policy and pipeline development

External collaboration opportunities





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Any
Questions?



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