

## Specialisation (TTWA)

Source: BRES (2011)

Specialisation	Employees	LQ
Sound recording and music publishing activities	100	1.9
Performing arts	200	1.6
Motion picture, video and television programme	400	1.4
Motion picture projection activities	100	1.3
Publishing of newspapers	300	1.1

NB Location Quotient (LQ) compares share of employment in Plymouth TTWA to the GB average. Figures above suggest specialisation in the local economy.

## Theatre Royal Plymouth

- › The Theatre Royal Plymouth is the largest and best attended regional producing theatre in the UK and the leading promoter of theatre in the South West
- › There are two distinctive performance spaces - Theatre Royal and the Drum Theatre
- › TR2 is the award winning production and education centre

## Specialist Companies

Bluestone 360	Twofour Group
Theatre Royal	Remode
Mutant Labs	BBC South West
Denham Productions	Barbican Theatre
Goss Interactive	Real Visual
South West Media Group	Radio Plymouth

## Plymouth College of Art

- › One of four independent colleges of art and design in the UK with a history dating back to 1856
- › Provides unrivalled specialist expertise across the Fine Arts, the Applied Arts, Spatial Design, 3D, Animation, Photography, Media and Entrepreneurship
- › BTEC Extended Diploma, Foundation Levels and Apprenticeships, through to a full spectrum of BA Honours Degree and a Master programme

## Peninsula Arts

- › Arts and culture public programming organisation for Plymouth University, within the Faculty of Arts
- › Provides access to a programme of wide-ranging high quality arts and cultural experiences, which is informed by the expertise, research and scholarship of the University and its partners, to the communities and visitors to the region



## ArtsMatrix

- › The South West Skills development agency for the Creative Industries
- › 2010 Plymouth College of Art took ownership of ArtsMatrix with a new remit: To be a creative catalyst supporting energising, ambitious and sustainable creative communities

## Plymouth Media Partnership

- › Part of the Media Innovation Network
- › Online research for people working in the creative industries looking to share knowledge and collaborate, access market intelligence, and develop skills by connecting with research centres and knowledge hubs

## Formation Zone

- › Nurtures and develops new, high-value businesses
- › 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

## 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

## The Culture Board

- › 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
- › The Vital Spark - Plymouth cultural strategy

## Ocean Studios

- › Community Interest Company whose aim is to provide 60 affordable studios for artists within the Royal William Yard, Plymouth
- › By creating specialist provision in the form of a unique managed workspace, Ocean Studios will boost creative enterprise in the city and engage local people with the arts
- › With a construction period of June 2013 to November 2014



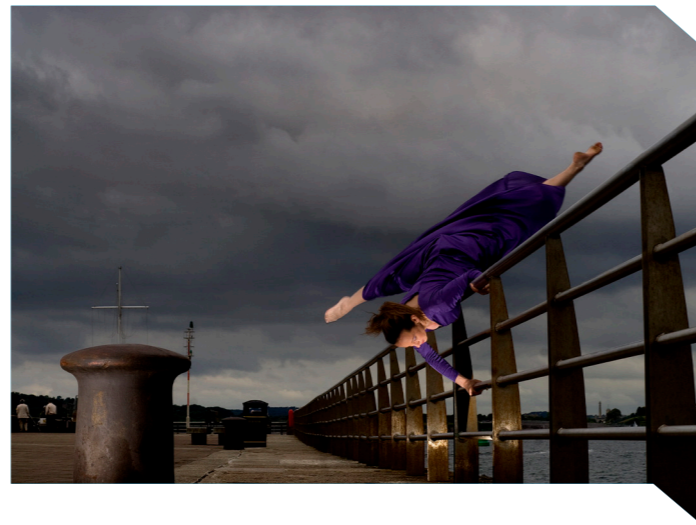


## iNets South West: Creative Industries

- › The iNet programme looks at all stages of the innovation cycle
- › Provides resources to help businesses overcome barriers through a series of programmes and projects
- › To connect business people to the relevant support, expertise or help they need

## 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



Plymouth is recognised as having a diverse and vibrant creative industries sector which includes creative and digital media, audio-visual, design, TV and film production and visual arts, music technology and software games development.

### Sector Overview

Advertising, architecture, the creative arts, design, photography, film and video, music and performing arts, publishing, TV and radio, and related software and IT activity.

#### Total employment (2011)

› Creative Industries: 2,000  
(2% of city total), 2,800 in TTWA

#### Economic contribution (2009)

› Approx. Creative Industries GVA: £76m  
(2% of economy)

### Plymouth Overview

- › Population (2011) 256,400
- › Employees (2011) 102,600 (139,100 TTWA)
- › Gross Value Added (2011) £4,327m
- › Businesses (2011) 5,870

### Median gross weekly wage (2012)

- › Plymouth £454.4
- › UK £505.9

## › Take Action

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

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