

iMAYFLOWER



Powering up the Creative Economy in Plymouth

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OUR JOURNEY SO FAR



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ARTS COUNCIL FUNDING



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THE PROJECT



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CITY COUNCIL



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FUNDING



- DCMS set up The Cultural Development Fund - Administered by Arts Council England
- Five projects selected from 100 submissions
- £6 million of funding in total



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PARTNERS & GOVERNANCE



- Creative England
- Crowdfunder
- Destination Plymouth/Mayflower
- Plymouth College of Art
- Real Ideas Organisation
- University of Plymouth



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PROJECT STRAND – PLACE SHAPING



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PROJECT STRAND – SKILLS AND LEARNING



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PROJECT STRAND – BUSINESS SUPPORT



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PROJECT STRAND – INNOVATIVE FINANCE



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 Department for
Digital, Culture,
Media & Sport

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CREATIVE INDUSTRIES



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IMMERSIVE TECHNOLOGIES



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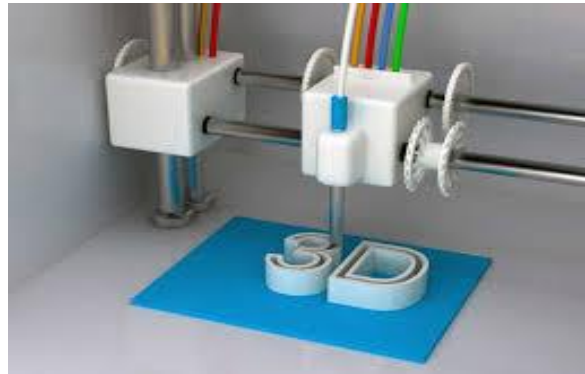


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DIGITAL FABRICATION



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OUTCOMES



- 218 Businesses Supported
- 35 Businesses receiving funding
- 159 Direct Jobs
- 191 Indirect Jobs (modelled)
- 1,340 Attending training with accreditation
- 3,020 Attendees at other learning events
- An audience of 1,414,000 people



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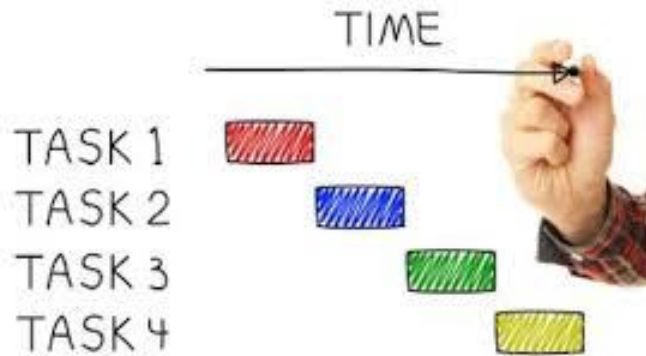
ALIGNMENT WITH OTHER INITIATIVES



- Mayflower 400 commemorations
- Market Hall Devonport
- Fab City
- Heart of the South West Productivity Strategy
- Local Economic Strategy, particularly the Digital Economy and Visitor Economy and Culture
- Plymouth and South West Devon Joint Local Plan 2014 – 2034
- Industrial Strategy Creative Industry Sector deal

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CURRENT STATUS



CONNECT | GROW | SUCCEED



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INFORMATION



Project Information

<https://www.visitplymouth.co.uk/invest/why-plymouth/imayflower>

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