Creative Industries: Full Evidence Slides

WEST MIDLANDS COMBINED AUTHORITY

Greater Birmingham & Solihull Local Enterprise Partnership

CWLEP Coventry & Warwickshire Local Enterprise Partnership

Black Country Consortium Economic Intelligence Unit

Creative Industries Sector

£4bn+ GVA for Creative Industries across WMCA region (estimated BCC)

9,975 Creatives Enterprises across WMCA region and **48,800 jobs** (2015), second only to Manchester

£224m GVA from West Midlands Games Industry – with over 80% from the 'core' of fifty firms clustered around Leamington Spa (BOP)

240% increase in design jobs (2010-2015) with 80% advertising, marketing & PR jobs outside creative industries

Creative Industries recognised as a **catalyst of cross-sectoral innovation** across *all* sectors
The region's strong **Digital & Tech** sector further strengthens the regions advantage in enabling the development of new products and services across a wide range of industries

Birmingham recognised as a **'Creative Challenger'** Cluster with strong collaborations, sector specialisms, a diverse ecosystem and on track to become a central node in the UK's creative geography (NESTA)

£4.1bn GVA for Creative Economy across GBSLEP (9% of total) which **employs 50,000** (5.6% of total)

£1.9bn, creative services value chain and **£1.4bn creative content value chain** across GBSLEP

WMCA targets adding **£3bn in GVA and 18,000 jobs** to the region's Creative & Digital sector by 2021 and **£7bn GVA, 29,000 jobs and 18,000 NVQ4+'s** by 2030. https://www.wmca.org.uk/what-we-do/strategy page 40/41

Cultural Industries are a part of the creative industries and have significant economic activity across the region**,** including in **Birmingham** - arguably the **most significant Cultural sector outside London** with a focus on performance, theatre, dance and music. **Stratford-Upon-Avon** – with the **Royal Shakespeare Company** (RSC). **Wolverhampton** – with a wide-ranging cultural offer and **Coventry – with City of Culture in 2021,** alongside huge opportunities across the creative sector and the visitor economy through the **Commonwealth Games 2022**

Super Strengths

Games Production
10% of UK games industry, significant major games companies in region, strong connections into digital manufacturing

Next Generation Content Creation
Strengths in **Innovative and Immersive Content Creation** amplified by our **Young, Digital and Diverse** population and BBC3 moving its youth programming to the region

Creative Collaboration
Identified strengths **in creative and cross-sectoral collaborations** are driving growth across all sectors

Design
Substantial **advertising and marketing sector** with strengths including **web, product and fashion design, PR** and **data analysis**

Designer-Makers
Largest **Jewellery, high-value 'designer maker' and crafts cluster** in UK, including hand crafting within automotive production

Creative: Industry Profile

Our Competitive Advantage

- Nationally significant **Games Cluster** centred on Leamington Spa, more than 10% of UK gaming jobs
- Substantial strengths around **Advertising & Marketing, Design ICT & Web-based services**
- Strengths in **Next Generation Content Creation** amplified by our **Young and Divers**e population as creators of **'content, experiences, services and originals'**
- Largest high-value **Designer-Maker, Jewellery** and **crafts cluster** in UK, includes hand-crafting for automotive
- Strengths in **Creative and Cross-sectoral Collaboration**, with new **creative specialisms** and a **diverse ecosystem,** will drive product development and growth (NESTA 2018)
- **5G Test Bed** give's first-mover advantages to region
- Strong **Digital & Tech** sector compliments our creatives
- **Digbeth** has one of the largest creative clusters in the UK
- Significant cultural cluster centred around **'Performance', theatre** and **dance**
- **Commonwealth Games** and **Coventry City of Culture** will drive our region's profile and investibility beyond 2022
- Start-ups and SMEs benefit from **attractive business costs, expert professional advice and access to centres** of academic excellence
- Emerging potential as a High-End Production Centre

Products , Services & Brands

- **DCA Design** one of the world's leading product design and development consultancies
- **Codemasters** one of the UK's most successful games developers with global success for **McCrae, F1** and **Forza**
- **SEGA Hardlight** –for all of SEGAs mobile game products
- **Ubisoft –** games developer, including the **DJ Hero** game
- **Virtual Reality (VR)** and **Augmented reality (AR)** Market Leaders - including **Holosphere** and **Daden**
- **BBC3** bases production of its youth channel in the region
- **Father Brown**, produced at **BBC Birmingham**, now sells to an extraordinary 220 territories worldwide
- Major Performance Organisations - including **Royal Shakespeare Company** and **Birmingham Royal Ballet**
- **Film Birmingham**, Studio facilities, Location Services for high-end production and a 700 strong freelance database

Centres of Excellence/Assets

University Centres:

- STEAMhouse (BCU, Birmingham)
- International Centre of Excellence Serious Games Institute Centre of Disruptive Media (Coventry)
- National Institute of Coding (Coventry)
- With many other centres with strong industry links…

Other Centres:

- BBC Academy
- Digbeth Creative Quarter: 350+ businesses in Birmingham
- Birmingham Jewellery 'designer maker' Quarter, largest in UK
- Creative Quarter, Leamington Spa (pipeline)
- Performance Cluster centred on Royal Shakespeare Company
- International Dance Cluster, centred on Birmingham Royal Ballet and International Dance Festival
- Birmingham Ormiston Academy – regional centre for digital, creative & performing arts
- Birmingham Metropolitan College: Digital & Creative Career College
- 26HT Business Incubator
- Well-coordinated and creatively driven propositions around skills, both formal and informal: Creative Alliance, BOA, BMet Digital & Creative Career College, Quickcode Labs.

Digital Infrastructure:

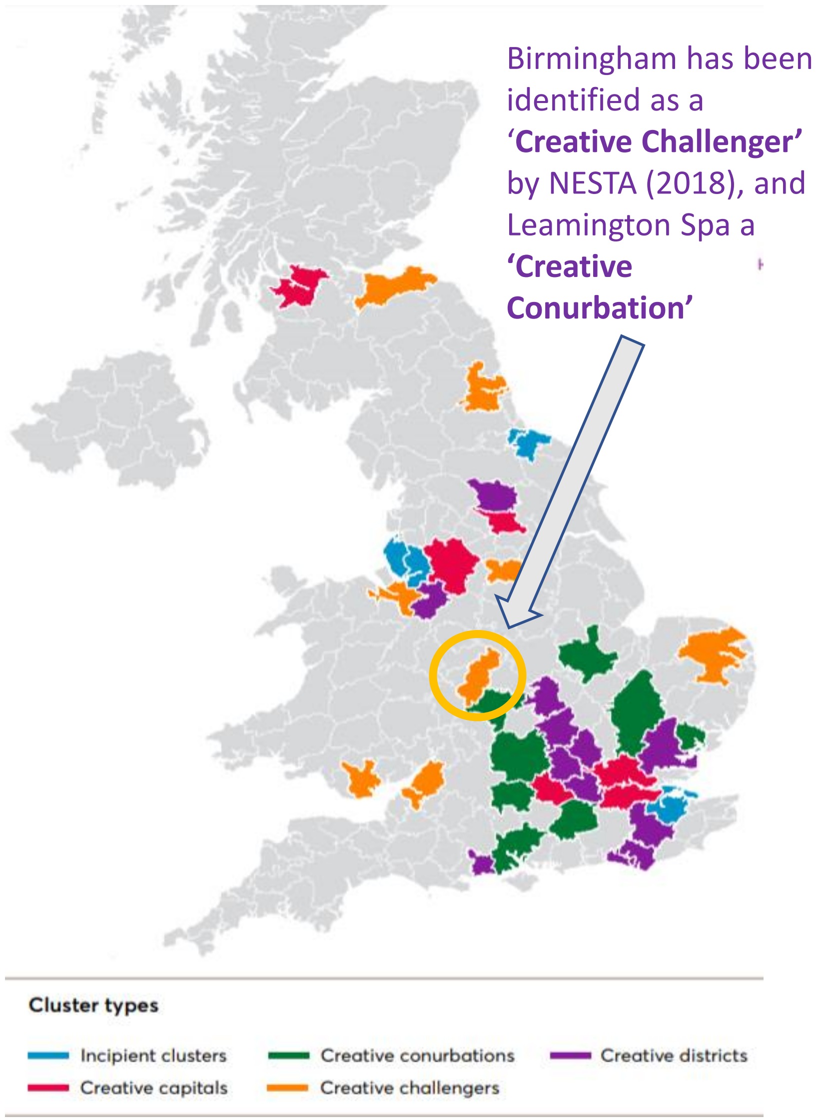
- Region-wide 5G Test Bed , 1-10Gb Fibre across parts of region

Strengths

Games Production, Next-Generation Content Creation, Creative Collaboration, Design, Designer-Makers

WMCA Creative Cluster

- **Creative GVA growth rate has been faster in WMCA than the UK** between 2013-2016 (16% growth)
- **Shared understanding amongst LEPs** and other partners that this sector plays a key role in **catalysing the aspiration of the region's 'young, diverse and digital' population**
- **BBC3 in region is** a magnet for young content makers across a variety of genres, including comedy and factual programming
- WMCA targets a **£7bn increase in Creative & Digital Sectors GVA** along with **29,000** more **creative jobs (2031)**
- Creative Industries recognised as a **catalyst of cross-sectoral innovation** across *all* sectors, e.g. AR and VR have many emerging applications, such as within advanced manufacturing. Within 10 years VR/AR will be a $100bn global industry
- Potential of **product and service innovation** across sectors is enhanced by being the **Largest Digital & Tech sector outside London**
- **86%** of **Creative jobs cannot be automated**, they also tend to be high-value, e.g., Advertising/Marketing Jobs achieve £112,600 GVA per worker, making the industry worth backing for the future



- Birmingham has a **nationally significant cluster of major arts organisations** – the strongest of any English core city outside London
- **Design and Design Thinking** is a key regional strength with **240% average growth of design jobs** across region (2010-2015), 80% in non-creative industries, represents unfulfilled cross-sectoral growth opportunities, e.g., in manufacturing
- The region has strengths around **'performance'** within the *creative experiences value chain*, especially in **theatre, dance and music**
- West Midlands is the **youngest region in Europe**, 40% of Birmingham's population is under 25 and 46% of Coventry's is under 30
- West Midlands is the region with **the most ethnically diverse population** outside the capital
- The region's **Diverse** population is a great enabler to be a **leader in new and innovative creative 'content, experiences, services and originals'**
- Birmingham City University (BCU) is the **largest provider of graduates in creative disciplines of any university** outside London and the South East
- Coventry is **the top ranked university nationally for Film Production** & Photography
- The WMCA offers m**uch lower business premises costs than other competitor creative cities**

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WMCA Creative Statistics

Definition of Creative Industries: *'Those **industries** which have their origin in individual **creativity**, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property'* (DCMS 2001). Intensity of creative occupations determines the included sub-sectors which are: Advertising & Marketing, Architecture, Crafts (Designer-Makers), Design & Designer Fashion, Film, TV, Video, Radio & Photography, IT software & computer services, Publishing, Museums, Galleries and libraries, Music, performing and visual arts. It includes a large part of the cultural industries.

Definition of Cultural Sector: *'Those industries with a cultural object at the centre of the industry'. (DCMS 2016) This includes the sub-sectors of: Arts (performing arts, artistic creation), Film, TV and Music, Radio, Photography, Crafts, Museums & Galleries, Libraries and Archives, Cultural Education and Heritage.*
DCMS also covers the Digital Sector, Gambling, Sport, Telecoms and Tourism
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/736270/DCMS_Sectors_Economic_Estimates_-_Methodology.pdf (p7,13,15)

There is a well understood link between a strong cultural offer in any given place and increased economic value by making the region more desirable to study, work and live in due to an improved quality of life for citizens. https://ahrc.ukri.org/documents/project-reports-and-reviews/measuringeconomicvalue/ (p2-9)

Across WMCA:
9,975 Creatives Enterprises across WMCA region
(second only to Manchester in CA's across UK)

48,800 Creative Jobs *within* creative industries across WMCA (BOP) with a further **40,000** creative jobs in other industries (extrapolated)

£4bn+ GVA estimated for creative industries across the West Midlands (extrapolated, but considered an under-estimate)

£224m GVA for Games industry across the West Midlands (2015) – of which £188 million was from the 'core' of fifty firms clustered around Leamington, Southam and Warwick

Around **50%** of creative jobs our freelance

Across GBSLEP:
50,000 employed across Creative Economy, **27,500** employed across Creative Industries
£2.1bn GVA for Creative Industries, **£1.9bn** GVA, **18,400** employed in Creative Services
£1.4bn GVA, **16,850** in Creative Content Production, **6,150** Digital/Creative Businesses in 2015, **32,000** Across Advertising & Marketing & ICT, Software & Computer Services
Unfulfilled potential to add **3,965** new enterprises and **30,000** new jobs
(from **5.6% to 9%** of workforce)

Across CWLEP:
9.45% annual growth in Digital Creative Cluster enterprises (2012-2016) to 1138
https://warwick.ac.uk/about/cityofculture/whatson/digital_creative_sectors_in_coventry_report.pdf (p13)

Across BCLEP:
£944m Black Country visitor economy from 28 million visitors (2016)
a **4.5% increase from 2014**. It provided **9,700** jobs in 2015
https://www.the-blackcountry.com/upload/Annual%20Economic%20Review%202016/BCC_AER_2016.pdf

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Supporting Sector Evidence Base: Creative Industries

Ideas

Creative Industries: A Toolkit for Cities & Regions (CIC 2017)
Creative Nation Report (NESTA 2018)
GBSLEP Creative Industries Delivery Plan / CI Steering Group
West Midlands Screen Bureau (CA/BFI)
WMCA Creative, Culture & Tourism Group

People

Creative Skillset Reports on Creative Workers, Freelancers, job trends
British Film Industry 2022 – Strategy for the UK
Create Together: Creative Industries Council strategy for Cross Industry Collaboration (CIC 2014)
Skills & Employment Boards (GBSLEP/CWLEP/BCLEP)
WMCA Diversity
ESFA Data cube - FE provision data (inc. apprenticeships) across subjects/sectors
HESA data - HE provision data across subjects/sectors
NOMIS analysis - Jobs, qualifications, earning, business counts etc
Oxford Economic Model - Jobs by sub-sectors, occupations by sub-sectors & geographies

Infrastructure

Significant Maker & 3d Design Engineering Cluster in Jewellery Quarter
Significant Creative & Digital Cluster in Digbeth, Birmingham
Significant Games Cluster focused around Coventry & Leamington Spa
Arguably the leading cultural sector outside London
Birmingham emerging Challenger Creative Cluster (NESTA 2018)
5G Test Bed to be built across region

Business Environment

GBSLEP Creative Economy Mapping Study (BOP/GBSLEP)
Games Industry in Coventry & Warwickshire Report (CWLEP/UKIE)
WMCA Culture, Creative & Tourism Study (Tom Fleming/WMCA Creative Group)
Independent review of Creative Industries (Sector Deal/Sir Peter Bazalgette)
WMGC 'Deep Dive Reports (around Creative & Digital)
Creative England Reports on screen and tech
Creative Industry Federation Reports on many subjects, including brexit
Chamber Quarterly Economic Survey (QES)
- Local business confidence survey

Chamber export documents
Local Research (inc. Black Country LEP & BCC Ltd. EIU, West Midlands Growth Company, GBSLEP, Coventry & Warwickshire LEP etc.)

Places

Spatial analysis of companies and assets - Mapping of companies across sectors
Centres of Excellence, Strong Cultural Offer across Region