UK TRADE & INVESTMENT

South West RDA

Realising creative industries contribution in regional economic strategies

Chris Garcia

Head of Clusters

South West Regional Development Agency

UK TRADE & INVESTMENT

South West RDA

Creative industries in the South West of England

UK TRADE & INVESTMENT

- **Fastest growing creative and digital media sector in the UK with established supply chains and support networks**
- **Home to more silicon designers than anywhere outside the US and world class researchers alongside a big cluster of interactive media businesses.**
- **largest number of film workers and performers outside of London and South East.**
- **25% of the world's output of Natural History and Wildlife programming is made by Bristol Producers.**
- **Over 700hrs of network daytime TV (approx value of £17.5m) produced last year.**

Creative industries in the South West of England

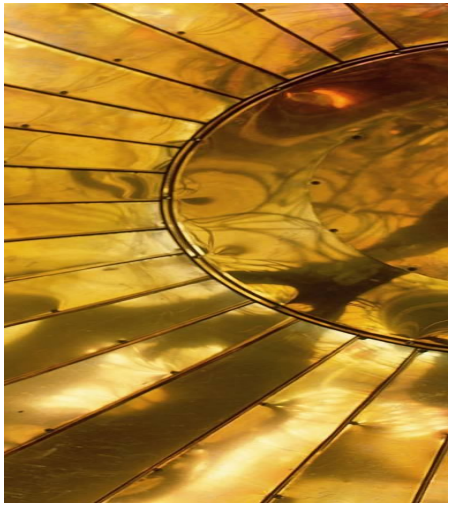
UK TRADE & INVESTMENT

Major Companies

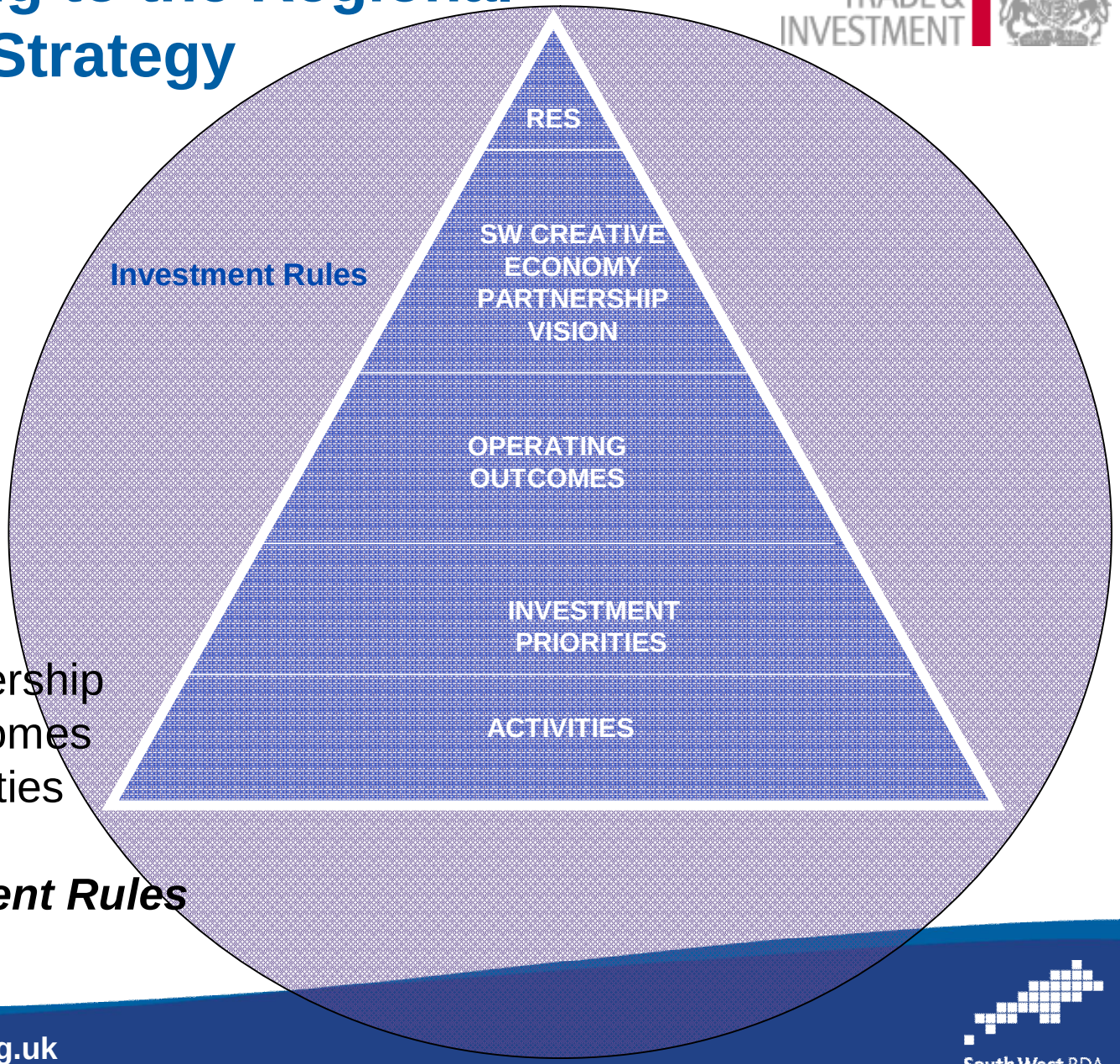
- Aardman
- Twofour Productions
- BBC
- HP Labs

Major Festivals

- Glastonbury
- Brief Encounters Film Festival
- Wildscreen
- The Cornwall Film Festival
- The Purbeck Film festival,
- Viewfinder,
- The Bath Film Festival,

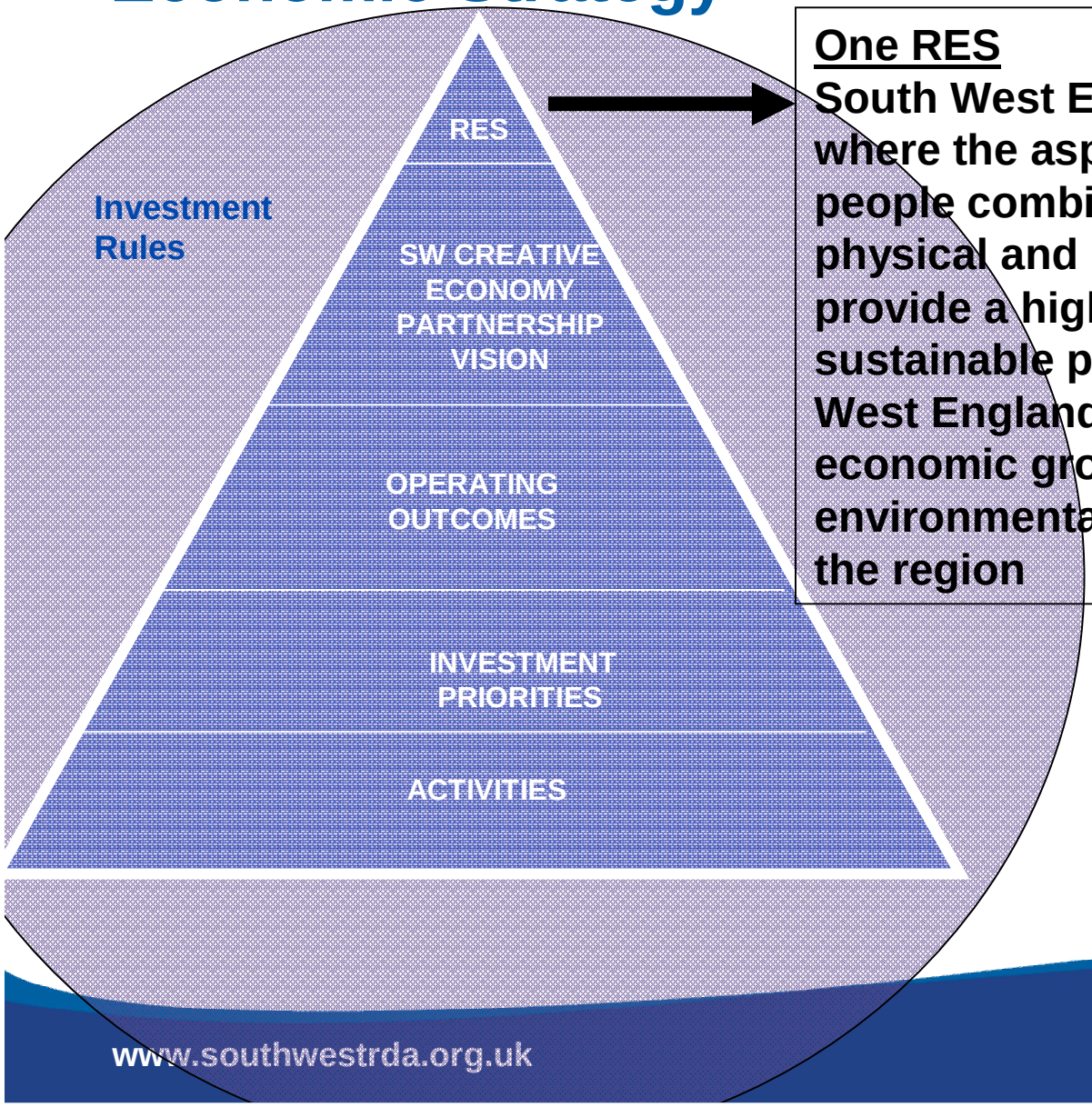


Contributing to the Regional Economic Strategy



One RES
One Regional Partnership
Four operating outcomes
Six investment priorities
Multiple activities
One set of Investment Rules

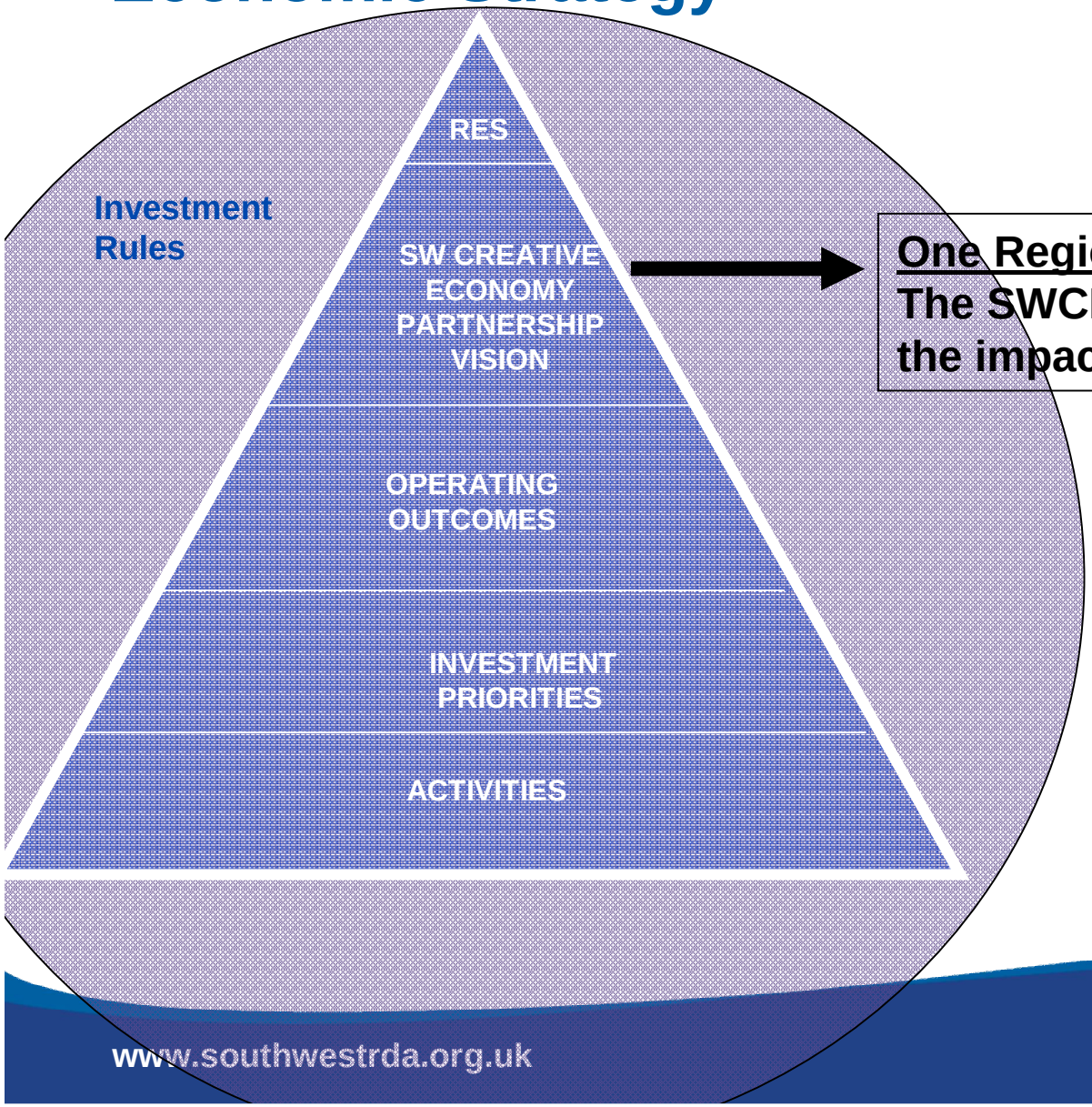
Contributing to the Regional Economic Strategy



<u>One RES</u>

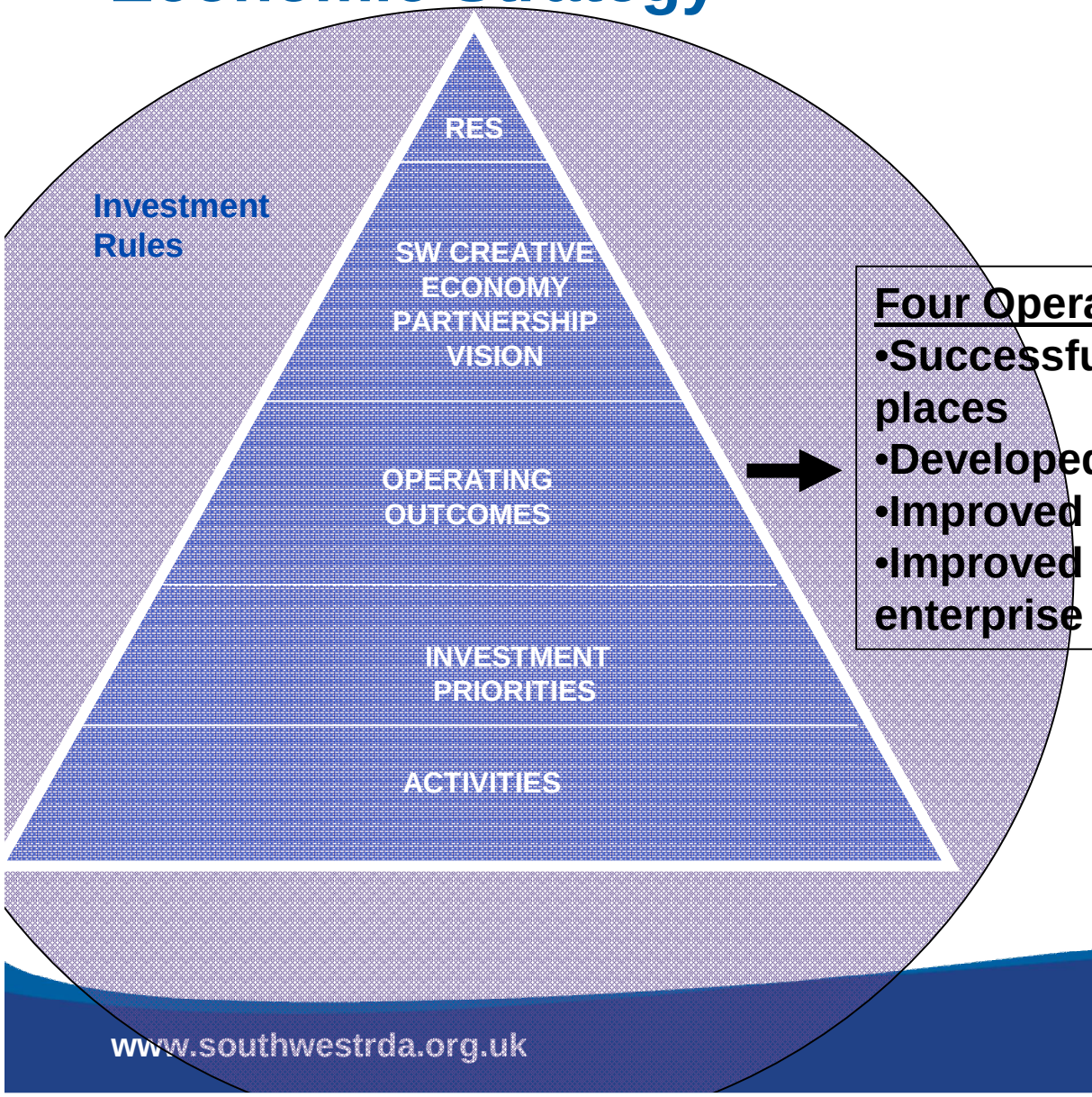
South West England will have an economy where the aspirations and skills of our people combine with the quality of our physical and cultural environment to provide a high quality of life and sustainable prosperity for everyone. South West England will demonstrate that economic growth can be secured within environmental limits to bring prosperity to the region

Contributing to the Regional Economic Strategy



<u>One Regional Partnership</u>
The SWCEP's vision is to maximise the impact of the creative economy

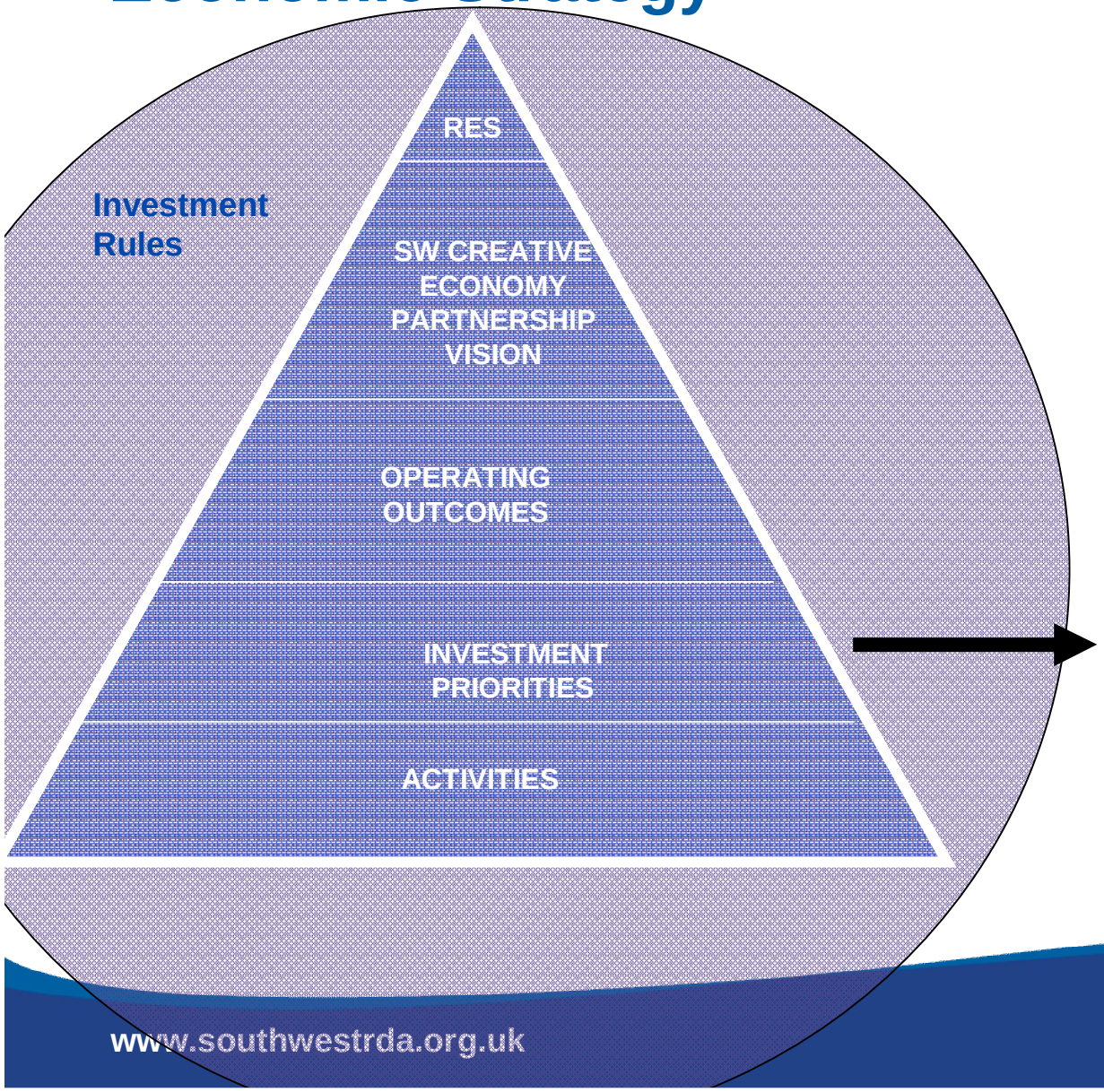
Contributing to the Regional Economic Strategy



Four Operating Outcomes

- Successful and connected creative places
- Developed talent and skills
- Improved access to new markets
- Improved support for business and enterprise

Contributing to the Regional Economic Strategy

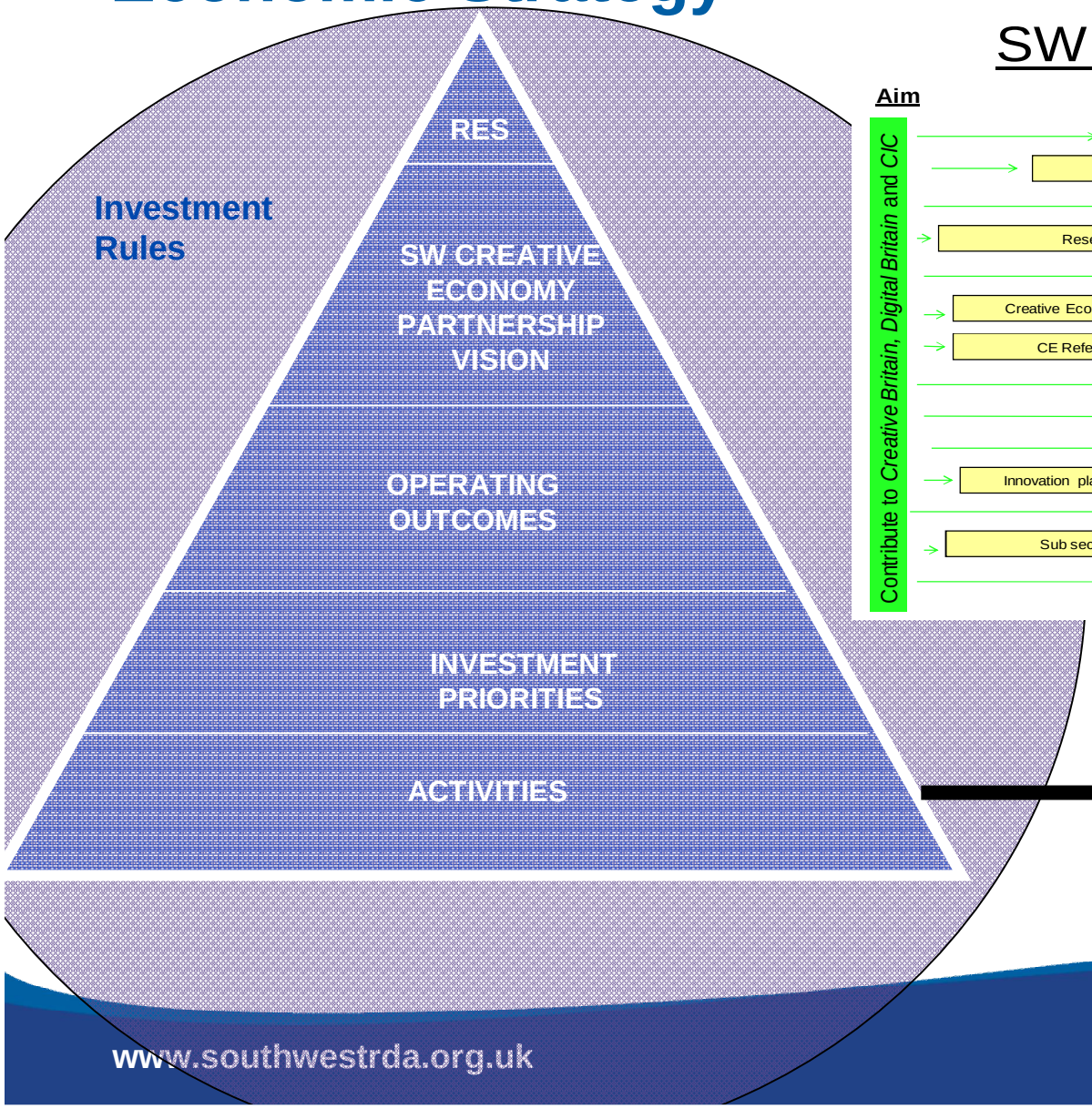


Six investment priorities

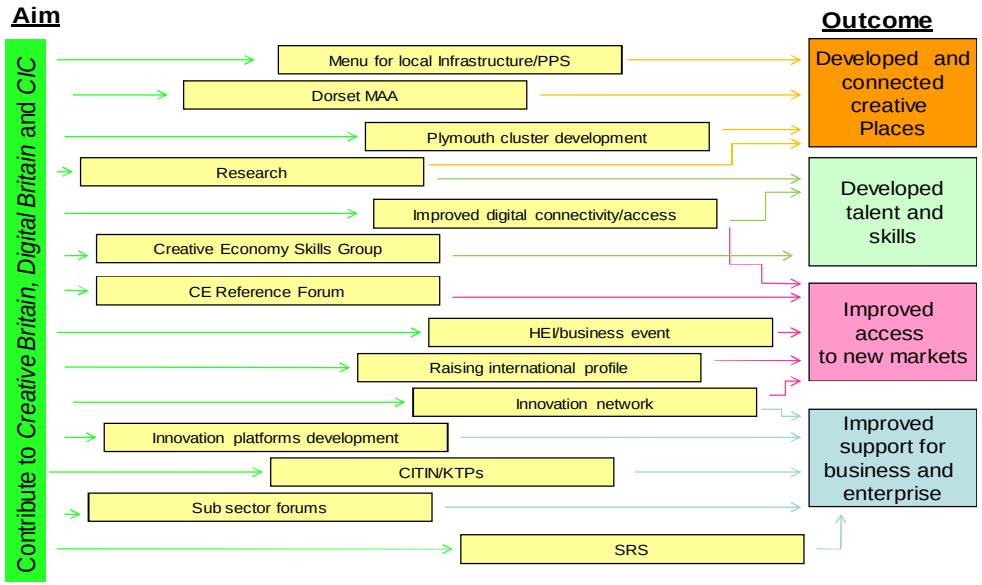
- Sub regional visions
- Physical capital
- Intellectual capital
- Human Capital
- Social Capital
- Global profile

South West RDA

Contributing to the Regional Economic Strategy



SW Framework strategy



South West RDA

Sample of activities - to benefit business

UK TRADE & INVESTMENT

- **Mapping exemplar projects and develop partner activity plans**
- **Work with Local Authorities on LAA and MAA**
- **Develop Skills Alliance with strong dissemination networks**
- **Innovation and collaborative network platform**
- **Build global profile for businesses**
- **Improve links to national support organisations**

Investment rules – still work in progress

cgarcia@southwestrda.org.uk

UK TRADE & INVESTMENT

South West RDA