

Packing a Punch

- 2m people employed in the creative industries, both directly and in related businesses.



Packing a Punch

- They contribute more than 8%



Packing a Punch

- The financial services sector represents about the same proportion

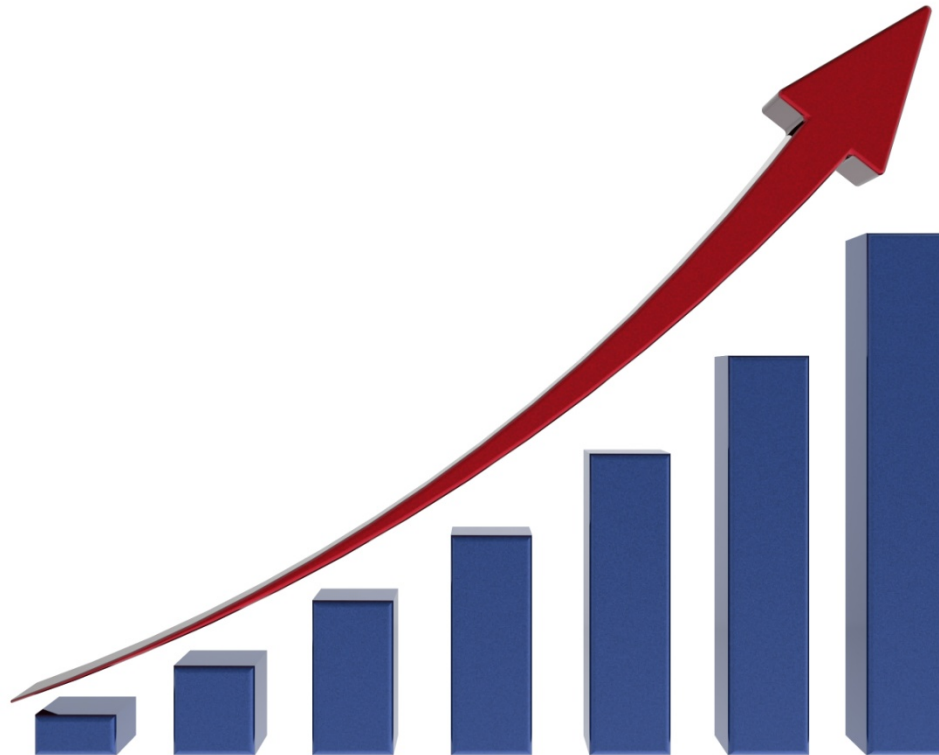


Creative Industries Growth

Research from NESTA



- Creative Industries will have grown at around 4% per cent 2009 and 2010.

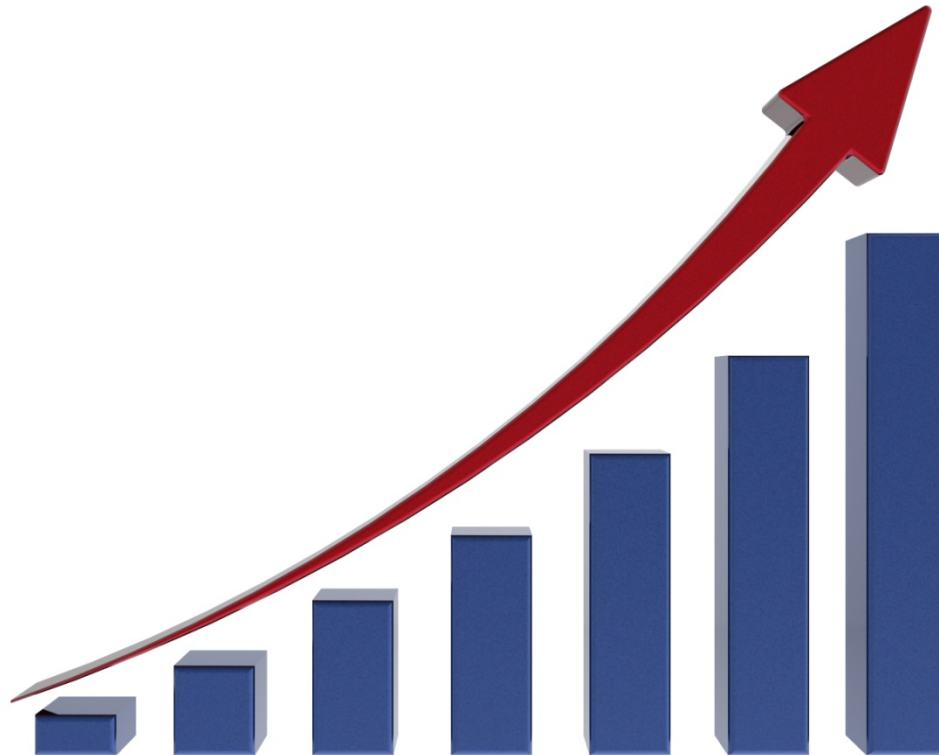


Creative Industries Growth

Research from NESTA



- Estimate will continue to grow at the same rate until 2013 – more than double the rate for the rest of the economy.

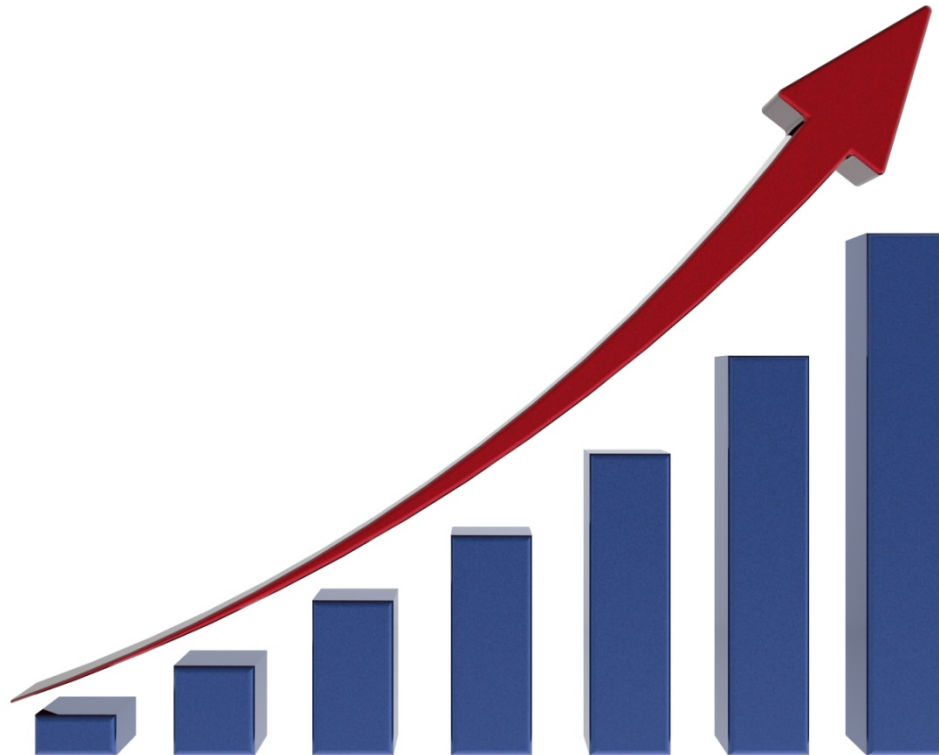


Creative Industries Growth

Research from NESTA



- By 2013, NESTA expects there to be around 180,000 creative businesses in the UK

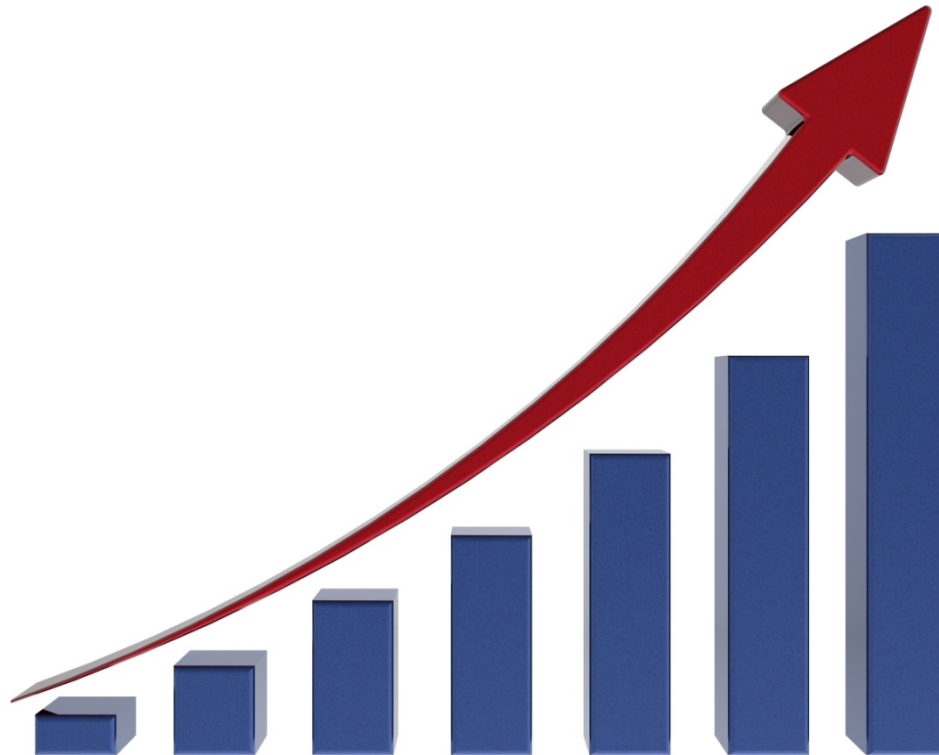


Creative Industries Growth

Research from NESTA



- Contributing £85bn of added value to the economy – and 150,000 new jobs.



Creative Industries in the West of England



- Employs approximately 17,980 employees



Creative Industries in the West of England



- Publishing is the largest proportion, followed by audio, video and digital/creative services.



Creative Industries in the West of England



- Important CI employers in the region include BBC, Future Publishing and Aardman



Creative Industries in the West of England



- However, sector is generally dominated by small and micro enterprises



Creative Industries in the West of England



- Many are self-employed and work on a freelance basis – therefore under the radar of government stats collection



What is distinctive about the Creative Industries?



- Many of the challenges CI businesses face are the same as any other – tax; competition policy; legislation; skills; infrastructure



Unique challenges to the CI



- Growth of the digital environment
- Disruptive technology
- The way in which creative industries products are consumed, shaped and shared
- Co-creation
- Self-distribution and self-publishing
- Massive and exciting opportunities – lots of threats.

Unique challenges to the CI



Specifically:

IP protection

Piracy

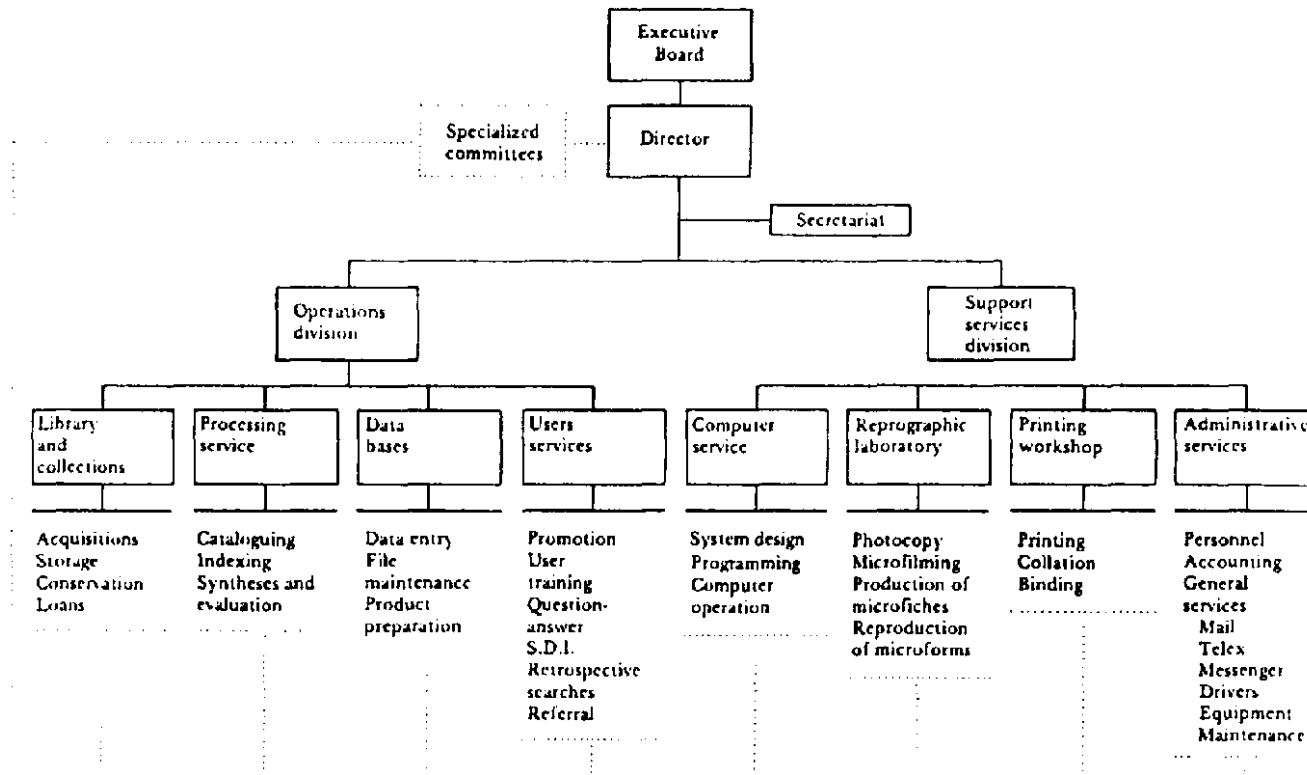
Lack of “proven” products – hard to secure investment

Higher levels of risk and lower levels of understanding and experience of the sector

In addition many pressures



- Structural Change



In addition many pressures

- Cyclical downturn



In addition many pressures

- New business models



West of England LEP Focus



Specific or General?



West of England LEP Focus



Specific or General?

i.e. Should it the LEP focus on getting the right infrastructure that will benefit creative industry companies as well as companies in other sectors e.g. Fast rail-link to London; improved access to the airport; faster, fatter, cheaper broadband?

West of England LEP Focus



Specific or General?

i.e. Should it the LEP focus on getting the right infrastructure that will benefit creative industry companies as well as companies in other sectors e.g. Fast rail-link to London; improved access to the airport; faster, fatter, cheaper broadband?

Or

Should there be a focus the more particular and specific challenges faced by its key sectors?

Let's hear from you.



- We want to hear people's experiences, their ideas and suggestions to shape the establishment of the LEP and its priorities going forward.



In particular we want to know from this list of LEP priorities what would they prioritise and why?



- Inward investment
- Marketing the region
- European / international strategy
- Relationship management/advocacy at government level
- Major transport schemes
- New housing and community infrastructure
- Digital infrastructure/broadband coverage
- Low carbon economic growth
- Skills and employment training/Talent retention
- Business support programmes