

## Warwick District Council Announces Plans for Development of New Creative Strategy for the Area

Warwick District Council has announced the formation of a 5-year plan to support the development of a world-class creative cluster in the District. Creative organisations and residents will be invited to input into the creation of **WARWICK DISTRICT CREATIVE FRAMEWORK: A strategy for creative sector growth** from early November 2019.

Earlier this year, the Council commissioned BOP Consulting, an international consultancy specialising in culture and the creative economy, to explore the scale and impact of the cultural and creative sector in Warwick District – including Film, TV, Radio and Photography, Museums, Galleries and Libraries, Music, Performing Arts and Visual Arts, Advertising and Marketing, Architecture, Design and Software design.

BOP Consulting partnered with Warwick Business School to carry out the study and consulted widely with the District's cultural and creative organisations.

The resulting report, **Warwick District's Creative Sector: Analysis of Impact and Strategy for Growth** shows that the creative industries contributed nearly half a billion pounds to the economy of Warwick District in 2017. The District's creative sector also supports an estimated 12,975 jobs which is considerably larger than the District's retail, accommodation and food services, and manufacturing sectors.

The Council's own cultural facilities form a major part of the district's offer including the Royal Pump Rooms, Royal Spa Centre and Leamington Town Hall, attracting approximately 565,000 annual attendances to a programme of over 1,000 arts events.

As well as strengths in performing arts and visual arts, the District has a strong games cluster and 59% of creative sector enterprises in the District operate in the gaming sector.

**Creative organisations, freelancers and residents are encouraged to register their interest to find out more about the Creative Framework and consultation process by visiting <http://www.warwickdc.gov.uk/wdcreativeframework>.**

Warwick District Council aim to launch the new creative strategy in March 2020

**Councillor Moira-Ann Grainger, Deputy Leader of Warwick District Council and Portfolio Holder for Culture said:**

*"We are thrilled to have had the opportunity to work with BOP on this exciting impact assessment of the District's thriving creative sector. Their work has informed our understanding of our extraordinary cultural strengths and the local economy. We look forward to working with creative organisations in the area so we can continue to build on our successes – and ensure Warwick District continues to be a great place to work, live and visit."*

**Councillor Andrew Day, Leader of Warwick District Council said:**

*"I am delighted by the findings of this report and much encouraged by its recommendations. In some ways it simply highlights what we already knew – that Warwick District has a rich, vibrant creative community to be proud of. From festivals, art galleries, theatres and museums through to digital marketing agencies and games design. It is a wonderfully exciting time for the region, with a number of unique opportunities offered by Coventry City of Culture in 2021 and Commonwealth Games in 2022. The Council is committed to using the outcomes of this report to help us collaborate with this important sector to provide a platform to champion our creative community and make the most of those opportunities."*

To read the full report and to input into the formation of the new creative strategy visit Warwick District Council's website: <http://www.warwickdc.gov.uk/wdcreativeframework>

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