

# Warwick District Creative Framework

A collaborative strategy for creative sector growth

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- | Why does Warwick District need a Creative Framework?
- | Why Warwick District Council and why now?
- | An overview of the District's creative sector
- | The purpose of the Framework
- | The themes
- | How it will be delivered / next steps
- | Q&A

WHY?

**WHAT  
IS THE  
STORY?**



**Jonathan Todd**

Chief Economist

**BOP**

Consulting

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# Warwick District's Creative Sector

Analysis of Impact and Strategy for Growth

# About BOP Consulting

- An international consultancy specialising in culture and the creative economy
- Advises policy makers (UNESCO, DCMS, GLA, boroughs) + funders (Arts Council, HLF, BFI) + major cultural organisations (Royal Opera House, Museum of London) + major property developers (Battersea Power Station, Grosvenor London Estate)
- Convenor of the World Cities Culture Forum which brings together 30 of the most important cities in the world to discuss cultural policy and best practice
- Research partners to the Cultural Cities Enquiry on behalf of Core Cities UK, London Councils, Arts Council England, Arts Council Wales, Creative Scotland, Arts Council NI

GREATER  
**LONDON**  
AUTHORITY



  
Lambeth



THE  
NATIONAL  
GALLERY



# Defining the Creative Sector

*“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”*

- **Crafts**
- **Film, TV, Video, Radio and Photography**
- **Museums, Galleries and Libraries**
- **Music, Performing Arts and Visual Arts**
- **Advertising and Marketing**
- **Architecture**
- **Design: Product, Graphic and Fashion**
- **IT, Software and Services (including game design)**
- **Publishing**

# Warwick District's creative sector makes a significant contribution to the local economy

|   | 2017 employment | % employment change since 2015 | Location Quotient | GVA (£m, 2017) |
|---|-----------------|--------------------------------|-------------------|----------------|
| Advertising and marketing                       | 260             | -10.3                          | 0.6               | 14.8           |
| Architecture                                    | 300             | 20.0                           | 1.3               | 16.3           |
| Crafts  | 20              | 100.0                          | 1.4               | 1.1            |
| Design  | 175             | -30.0                          | 1.1               | 11.0           |
| <i>Film, TV, video, radio and photography</i>   | 245             | -12.5                          | 0.5               | 19.3           |
| IT, software, video games and computer services | 5825            | 10.4                           | 3.4               | 407.7          |
| Publishing                                      | 140             | 21.7                           | 0.4               | 12.6           |
| <i>Museums, galleries and libraries</i>         | 100             | 33.3                           | 0.4               | 4.1            |
| <i>Music and performing/visual arts</i>         | 210             | 31.3                           | 0.6               | 8.6            |
| Total   | 7275            | 8.5                            | 1.9               | 495.4          |

## Jobs in Warwick District

**Cultural sector:** 555 jobs – a subcomponent of the creative industries

**Creative industries:** 7275 jobs – defined in the government’s 2001 *Creative Industries Mapping Document* as “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”

**Creative economy:** 12975 jobs – the creative industries plus those working in creative occupations (as defined by the government) outside the creative industries.



Overall, on this broadest definition of the creative sector (the creative economy) an employment contribution is sustained in the District considerably larger than that provided in the same geography by, for example, Retail (6000), Accommodation & Food Services (7000) and Manufacturing (6000)

## Downstream benefits of Creative Sector in Warwick District

### Visitor Economy:

Tourism brings over 3.8 million people annually to the District each year with a combined spend of over £282.6m, sustaining 6.3% of local employment.

### Placemaking:

“The Creative Quarter will be a first-choice location for creative individuals to collaborate and will provide an environment that allows the creative economy to thrive.”

### Stronger creative sector will:

- encourage more culture-led tourism and inward investment
- provide the creative workers to make a success of Creative Quarter and raise productivity across local economy

### Inward Investment:

Mark Adams, Vitsoe: “When we outgrew the expense and congestion of London we were looking for both a creative and digital community but also excellent transport connections to the capital.”

### Productivity:

70% of those in creative occupations (DCMS definition) work outside the creative industries (DCMS definition). These workers bring creative insights, practices and processes to the wider economy of the District.

## The District's creative sector can achieve more

Sir Peter Bazalgette independent review of the creative industries in 2017 called for partnerships of councils, LEPs, higher education and business to build local creative clusters. With the 17th strongest creative cluster in the UK (NESTA, 2016), the District has the potential to benefit from a world class creative cluster. Yet has never pursued this through a growth strategy for its creative sector.

The District Council should now change this. In doing so, it should take inspiration from elsewhere.

For example, in 1999, the Mayor of Laval (in France) took a strategic decision to put all the city's central government innovation funding (from FrenchTech, akin to UK Research & Innovation) into establishing a hub for virtual and augmented reality - Laval Virtual (pictured). This decision has led to this relatively small, provincial city becoming a globally renowned centre of VR and AR.





**David Guilding**

Arts Manager



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# Warwick District Creative Framework

A collaborative strategy for creative sector growth  
2020 - 2025

# {SILICONSPA}

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WHERE  
THE STREETS  
ARE PAVED  
— <WITH> —  
C()DE

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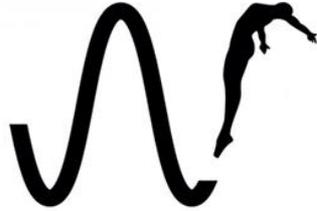
Leamington Spa has the same number of games companies as Birmingham (34)

The largest single economic contribution by the sector outside of London / Slough

Employs 907 (FT)



**CODEMASTERS**



*NATURALMOTION*



**UBISOFT**



**SONDER**

**fishinabottle**



Interactive Futures

# PERFORMING ARTS

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**spark**  
2020

Motionhouse

LIVE  
AUTUMN 2019  
WHAT'S ON

& LOCAL

WARWICKSHIRE

THEATRE • MUSIC • DANCE • FAMILY SHOWS



[liveandlocal.org.uk](http://liveandlocal.org.uk)

LIVE  
SPRING 2019  
WHAT'S ON

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spark  
2020

Live & Local



Armonico Consort

spark  
2020



Heartbreak Productions

spark  
2020



**spark**  
2020

Playbox Theatre



Warwick Folk Festival

**spark**  
2020



Leamington Music

spark  
2020

# VENUES

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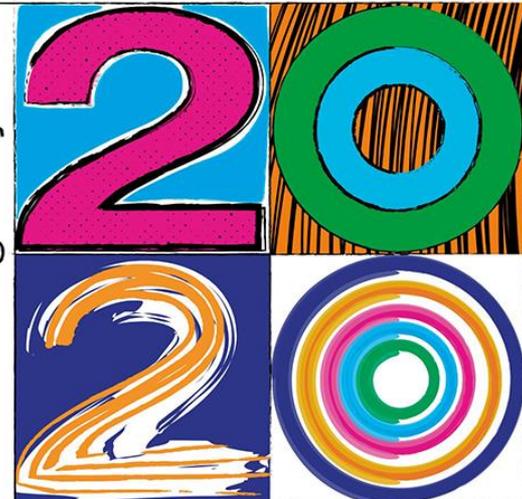
# VISUAL ARTS

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summer art weeks

celebrating 20 years



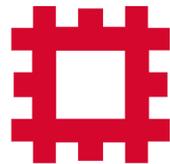
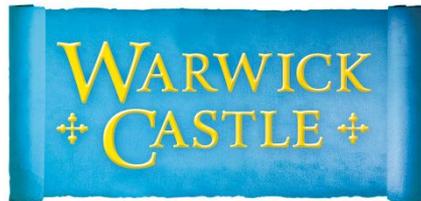
warwickshire open studios

**spark**  
2020

Leamington Studio Artists  
Warwickshire Open Studios

# HERITAGE

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ENGLISH  
HERITAGE



National  
Trust



# FESTIVALS

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Leamington Music  
championing music in our community



# NETWORKING

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INTERACTIVE  
FUTURES  
Games. Culture. Creativity



*PechaKucha Night*<sup>™</sup>  
20 X 20  
IMAGES SECONDS



# CHALLENGES

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- Sector not fulfilling its potential
- Suitable / affordable premises
- Talent & skills
- Specialist support / incubator space
- Interconnection / collaboration
- Communication / networking
- District's profile not as prominent as it should be

# AIMS

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- Strengthen the drivers of creative sector activity
- Grow the downstream benefits of the creative sector
- Seize the opportunities open to the creative sector
- Address the weaknesses of the creative sector
- Help the district be a creative place to live, work and visit

# THEMES

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**ENGAGEMENT**

**VOICE**

**PATHFINDING**

**PLACE MAKING**

**INNOVATION**

# ENGAGEMENT

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Improve the quality of life for all residents of Warwick District by diversifying the variety of cultural experiences and artistic programmes; to increase opportunities for people to participate in, and be inspired by, high quality creative activity.

# VOICE

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Raise the district's national and regional profile as a high quality 'creative cluster' and articulate the offer locally to residents, visitor's, investors and business - advocating how it contributes to health and wellbeing, society and the economy.

# PATHFINDING

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Improve co-ordination and awareness of opportunities by fostering a culture of collaboration and communication.

To support creative organisations to be sustainable and financially resilient and increase levels of inward investment.

To attract and nurture exceptional talent and to become a place where creative practitioners are welcomed and supported to build sustainable careers.

# PLACE MAKING

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Incorporate culture and creativity into the way we design and use our public spaces and use the creative sector to revitalise and enhance our town centres; to protect, preserve and grow our historic architecture, heritage and cultural venues.

# INNOVATION

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Attract innovative companies to the area and encourage existing innovators to use their skills and knowledge to introduce new ways of thinking and address challenges within the sector; to tangibly connect the 'digital' strength of the district with cultural organisations to create original ways of engaging with creativity.

# COMPACT

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- Strategic, visible leadership for the district's creative industries as a collective
- Representatives from across the creative sector, business, universities, local authorities, voluntary sector and CWLEP.
- Make things happen
- A shared interest in maximising the growth of the sector
- Champion the civic role of culture and creativity

# FORUM

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- Connect the various creative industries
- Steer and inform the Creative Framework
- Test ideas and new initiatives
- Identify opportunities and needs
- Listen

# QUESTIONS?