

---

[Skip to content](#)

---

# South West Regional Development Agency

Search



- [Home](#)
- [SWSIC](#)
- [About the region](#)
  - [Business sectors](#)
    - [Aerospace and Defence](#)
    - [Biomedical](#)
    - [Creative Industries](#)
      - [Support Organisations](#)
    - [Environmental Technologies](#)
    - [Marine](#)
    - [Microelectronics](#)
    - [Food and Agriculture](#)
  - [Regional expertise](#)
  - [Science City Bristol](#)
- [Solutions for business](#)
- [Events](#)
- [News centre](#)
- [Resources](#)
- [Contact](#)

---

top image

---

---

You are here: [Science South West](#) > [About the region](#) > [Business sectors](#) > Creative Industries

---

## Creative Industries

The Department for Culture, Media and Sport defines the creative industries as: 'Those industries that 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.'

They comprise the following sub-sectors: Advertising; Architecture; Art and antiques market; Crafts; Design; Designer Fashion; Film and video; Interactive leisure software; Music; Performing arts; Publishing; Software and computer services; Television and Radio.

The creative sector in the region has grown almost exponentially in the last decade and originating from Bristol, the South West now encompasses a rich eco-system of creative talent including design, music, animation, film, television, art, mobile content and illustration and has a spread of regional centres of creativity in Bournemouth, Cornwall, Plymouth as well as Bristol.

## **Business**

The Creative Industries sector is broad – some 89,000 people work directly in this sector with a further 55,000 working in creative occupations outside the 'pure' sector in the region. Nationally the whole sector contributed 8% of the UK's GVA and is growing faster than the rest of the economy.

The region has achieved international recognition as the UK's most prominent media centre outside London (including two South West based companies in the Top 100 Interactive Agencies in the UK – Sift and E3). In Broadcast Magazine's Nations and Regions survey, eleven of the top 50 regional independent production companies are based in the South West. Big hits produced in the region include Deal or no Deal (Endemol), Planet Earth (BBC NHU), Skins (Company Pictures), and Wallace and Gromit (Aardman).

Bristol is home to Europe's leading Animation business (Aardman) and 25% of the world's natural history output comes from businesses based in the city. The BBC has recently recognised Bristol as its national centre for factual programming. In addition to programming and entertainment, there is strong work

on advertising.

## Regional Expertise

The Creative Industries in the South West are acknowledged nationally as a regional strength, and more than a quarter of researchers in the South West are in the Arts and Humanities.

There are over 7,700 creative students at 13 colleges and universities, as well as several thousand students whose work covers technical areas of digital media - many of which are leaders in their respective fields and all of whom have developed strong and synergistic links with business.

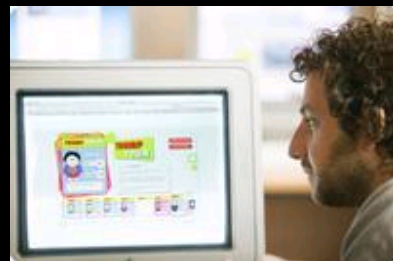
The National Centre for Computer Animation (NCCA) at Bournemouth University is the UK's leading animation research group (RAE 5 and nominated UK's top university for courses in animation by 3D World Magazine two years running). The NCCA sits within the BU Media School, the UK's only Centre for Excellence in Media Practice (as designated by HEFCE) and is also only one of two accredited skillset screen and media academies in the UK.

The UK's first Media centre, the [Watershed](#), opened here 25 years ago and the city now hosts the newly opened [Pervasive Media Studio](#), the first of its kind in the UK. The Pervasive Media Studio will develop new forms of media that are sensitive to where you are and what you are doing, meeting the demands of technologies that are rapidly changing the way we access information and entertainment.

extra

## Latest News ([more](#))

---



[First 2 centres set for launch](#)

[Two director posts advertised](#)

[Family firm Pipex](#)

[ERC Starting Grants](#)

[UK Space Agency](#)

---

[Copyright](#) | [Disclaimer](#) | [Privacy](#) | [Site Map](#) | [Accessibilty](#) | [Back to Graphics Mode](#)

© Science South West

---