



Creative Industries Fact Sheet

Plymouth has a diverse and exciting creative eco system that spans across design, advertising, marketing, crafts, TV, video, radio and photography, publishing, fashion, software services, museums, galleries and libraries, music and performing and visual arts.

Sector Overview

- 3,126 FTE jobs in the creative sector (2021)
- £133m GVA (2021)
- £42,625 GVA per FTE (2021)

Specialist Companies and Organisations

- Barbican Theatre Plymouth
- CAMP
- Digital Plymouth
- Grassroots Music Alliance
- KARST
- Marjon Arts Centre
- Market Hall
- Ocean Studios
- Plymouth Arts Cinema
- Plymouth Design Forum
- The Arts Institute, University of Plymouth
- The Box
- The Gallery, Plymouth College of Art
- Theatre Royal Plymouth
- Visual Arts Plymouth

Organisations

Plymouth Culture

Plymouth Culture is an independent charity working strategically with the creative industries to place culture at the heart of Plymouth's development into one of Europe's finest, most vibrant waterfront cities.

It leverages investment into the sector and ensures that culture is a driving force for shaping positive economic and social impact across the city. Unity between businesses, stakeholders and city leaders and artists has led to the development of the Plymouth Culture Plan which sets out how culture can give Plymouth the economic and creative support it needs to truly prosper.

Theatre Royal Plymouth

Theatre Royal, Plymouth, is a theatre venue in Plymouth, Devon. It consists of a 1,300-seat main auditorium, The Lyric, which regularly hosts large-scale musicals, opera and ballet; a 200-seat studio, The Drum; and a 50-seat studio, The Lab. On a separate site, Theatre Royal Plymouth also has a production and learning centre, TR2, featuring rehearsal studios and workshops for the production of set and costumes.

Real Ideas Organisation (RIO)

From supporting young people to find work and develop skills to helping start-ups and enterprises thrive, RIO works to solve problems and create positive and lasting social change. RIO has supported thousands of individuals, communities, organisations and projects to think differently and make more difference. The Real Ideas Campus includes The Market Hall, Ocean Studios and Devonport Guildhall.

Plymouth Design Forum

Plymouth Design Forum (PDF) is an independent, representative voice and a meeting place for the design business community in Plymouth. PDF promotes design's value and impact with a vision to transform the city into a respected and dynamic creative hub, attracting investment, commercial opportunities, whilst growing and retaining the best talent.

Plymouth Music Zone

The Plymouth Music Zone is a dynamic community music organisation increasingly recognised as a model of excellence both locally and nationally. It is a community music charity who believe passionately

in the power of music to reach out and bring people together, harnessing the power of music to reach out and help transform the lives of some of the most at risk children, young people and adults across Plymouth and beyond.

Plymouth Arts Cinema

Plymouth Arts Cinema is Plymouth's only independent cinema. It enjoys a national and international reputation as a champion for gender equality in the film industry and is an avid supporter of showcasing local filmmaking skills and expertise by hosting the Plymouth Film Festival.

Skills

Arts University Plymouth

Arts University Plymouth was awarded University title in 2022, and voted Winner of the Whatuni 2022 Award for Best Small or Specialist University, and voted the Top Arts University in the UK for student satisfaction in the 2022 National Student Survey.

The 13,000 square metres of studios and workshops across four city-centre sites are filled with professional workspaces, studios and state-of-the-art facilities. Currently home to over 1,500 students but with ambitions to grow, its vibrant community is a thriving creative hub of collaboration and innovation, thinking and making.

University of Plymouth

The University of Plymouth's Faculty of Arts, Humanities and Business is a key player in supporting the growth, productivity, and resilience of the creative industries in Plymouth and beyond. With a distinctive focus on 'people and place', the Faculty is a melting pot for collaborative and impactful research, education and Knowledge Exchange, with strengths in areas such as Heritage, Culture and Digital Innovations; Health, Communities and Well-Being; Environment and Sustainability; and the UK in a Changing World.

The Faculty is home to The Arts Institute, which creates inspirational cultural experiences that celebrate creativity and have the power to transform lives, and The Bridge - a gateway service which supports businesses to unlock the Faculty's knowledge and expertise, access the facilities and connect with emerging talent.

Home to a range of cutting-edge technology, the Faculty has the ability to help organisations develop

new products and services, solve R&D problems and find new efficient ways of working. The facilities include the Digital Fabrication and Immersive Media Lab which houses virtual and augmented reality, robotics, 3D scanning and printing, and motion capture; and the state-of-the-art performing arts centre, The House.

For those looking to recruit, The Bridge also provides access to emerging talent from across the diverse community of highly-skilled students and graduates and can advise on the best ways to recruit graduates and students for jobs, placements and internships.

Marjon Arts Centre

Marjon Arts Centre is the cultural and creative hub of North Plymouth. It is home to The Actor's Wheel theatre company, weekly drama workshops for children and performances from leading stand-up comedians. It boasts a 250 seater theatre and black box studio providing facilities for touring companies, exhibitions, an arts centre cafe and open mic venue. The cinema and theatre spaces support programmes across the performing arts. The Workshop, based at the BBC campus provides excellent industry standard radio and television broadcasting studios.

City College Plymouth

City College has several courses that are designed for those hoping to pursue a career in art either through gaining a place to study art at university, or providing them with the necessary skills to enter the world of work. Courses including, art, design and media, and film and photography are offered at a variety of levels and include both short and long styles of learning.



Places

The Box

The Box, Plymouth's award-winning museum, gallery and archive was the result of a £47m regeneration project that has been transformed into a cutting-edge visitor attraction and regional centre of excellence for the visual arts. With an exhibition and events programme that combines the best of contemporary art with significant art, natural history, human history, film, photographic and archive collections, plus permanent galleries, social, retail, education and research spaces, The Box is a fantastic resource for the city and the South West.

Market Hall

Plymouth's magnificent Market Hall is a world-class space for digital and creative industries, situated in the heart of historic Devonport. Building on Devonport's incredible heritage of innovation and exploration, the Market Hall is home to an awe-inspiring immersive dome as well as providing space for people to learn, work and develop new ideas. The 15m diameter immersive dome – the first of its kind in Western Europe – allows you to explore a virtual world, without the need for a VR headset, opening up a world of immersive experiences. In addition to providing work space, lab and teaching spaces for the partners, the Market Hall offers space for events and meetings, a range of education programmes and a digital arts visitor centre.

Oceans Studios

Ocean Studios is located at Royal William Yard and is a hub where artists create, it is home to resident and visiting artists who regularly host workshops, exhibitions and events for Plymouth's creative community. Visitors can learn new skills and make use of the flexible co-work space, which is ideal for artists, makers, entrepreneurs and businesses. Ocean Studios includes print studios, pottery studios, jewellery making facilities, drawing space, photography studios, creative co-work room and large event space.

Alma Yard

Nestled in the heart of the East End of Plymouth, Alma Yard is home to a community of creatives, retailers, vendors and practitioners drawn to Plymouth's burgeoning arts scene and holistic view of life. The Alma Yard site is steeped in local history, and has been carefully developed to offer an inspiring environment

where professionals can enterprise and create. Just a short walk from Plymouth's city centre and located on an iconic coastal rise, Alma Yard is a thriving hub of creativity.

Makers HQ

Makers HQ is a Community Interest Company whose mission is to reignite fashion and textiles manufacturing in the city. It creates jobs and provides work opportunities through its sampling studio, working with high-end, new and emerging fashion designers from all over the UK bringing new creations to life with pattern cutting and sampling machinist skills. All profits from this are reinvested into the provision of their training and education programmes, which focus on engaging and up-skilling the local community to support progression into education and employment within the fashion and textiles sector.

Leadworks

Leadworks is an exciting and innovative social enterprise that thinks outside the box. Created in 2019 when the need for more creative, flexible and accessible spaces for grassroots arts and community organisations was realised, Leadworks is focussed on community connection and transformation. The first project saw the community renovation of a disused lead paint warehouse which gave it its name. It houses a cafe and bar, public living room and library, affordable artists' studios, a makers area, a music and performance stage, meeting and workshop rooms, a cinema space, and two dynamic exhibition spaces.

FabLab

Fab Lab Plymouth is an open-access space based at Arts University Plymouth. It provides a fully-kitted workshop that provides the opportunity to turn ideas and concepts into reality. Businesses, students and the public have access to the very latest in digital technology to unlock the power of making today. Situated next to the college's £8m craft and design workshop complex, Fab Lab Plymouth creates a unique and perfect setting for traditional crafts and

new technologies to merge. The facility is a part of Fab Foundation, the international Fab Lab network which includes over 1,200 Labs across more than 30 countries.

Initiatives

Tap-In Plymouth

For You, For Us, For Plymouth. Tap-In Plymouth is a pilot which first came to fruition in October 2022. It works with 12 key partners in the city and is a direct solution to a very real challenge within the Creative Sector; one that specifically looks at the migration and collation of data within the sector. Tap-In Plymouth is a simple QR-Code that enables local people to show their support for all kinds of entertainment, arts, creativity and cultural opportunities. It is based on the science of micro-interactions, whereby small interactions repeated over time can unlock huge value; with data and insights that show the sector both support and demand.



Take Action

To find out more about what Plymouth offers the creative industries sector, or to discuss how our business support service can help meet your business needs, please contact:

Enterprise and Inward Investment Team

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