

The background is a solid red color. Overlaid on this are several thick white lines and circles. The lines are mostly horizontal, with some diagonal lines intersecting them. There are several circles of varying sizes, some of which are partially cut off by the edges of the frame. The overall effect is a complex, abstract geometric pattern.

**Creative
Lancashire**

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A Creative Lancashire

This report illustrates the economic success and impact of the creative economy across the Lancashire region.

Creativity is often viewed with suspicion and misunderstanding, it is ignored or not thought of at all. It is viewed as something that others do. Yet creativity is a talent that needs skill to bring it to life and good fortune to be able to recognise it and use it.

Those that do embrace it soon realise that it helps define the present and creates a future.

Everything we use has been created, designed or evolved using skill and intellectual property. Creativity helps companies grow.

It is not by accident that the courses on offer at the Royal College of Art range from Engineering to Fine Art because they all share that creative gene. The same gene that has helped shape so many of the businesses in this report.

Lancashire has a history of creativity which is still just as vibrant, if not more so than it was in the past.

Creative Lancashire has, over the last ten years, quietly and effectively helped, guided and influenced many successful projects, campaigns and collaborations across Lancashire. The gentle presence of Creative Lancashire in the background has contributed to successful outcomes promoting the businesses but not itself. Perhaps the only visible presence being a logo on the back page or in the bottom corner.

Creative Lancashire has the past, the present and a future.

It will continue to list and promote all of the creative companies in Lancashire; its definitive directory will become the ultimate source for all those needing creative services. It will continue its work with LCC, local authorities, higher education institutions, colleges and skills providers and all industry partners to ensure that the creative needs of industry and business are catered for at all levels.

It will ensure that all the creative programs carried out in the region are in a cohesive manner to maximise impact from initiatives promoted by national organisations such as the Arts Council, Design Council, Crafts Council, Creative England, Royal Society of the Arts, Creative Industries Federation, Creative & Cultural Skills and many more.

Creative Lancashire will continue to be the advocate and champion for creativity in all its guises so that we can truly prosper from its positive economic impact.

Chairman – Creative Lancashire
Charles Hadcock RCA, FRBS, DL
Holder of the Queens Award for Enterprise Promotion



Image by Kirsty Thompson,
Lancashire Life

Forward Lancashire!

The creative industries impact all our lives. Marketing and brand agencies help us tell the stories that define not only what we represent as a society through our consumer and lifestyle choices, but also the environments where we live, work and play. They also shape the way in which we are perceived by others around the world.

From fashion to architecture, publishing, craft & design, film & television, gaming, software, music, museums and the arts, Lancashire has a vibrant and growing creative sector, celebrated internationally through global brands such as Graham & Brown, Panaz, Realtime, Senator, Hope Technologies, Caradice, Tetrad, Plumbs, The Harris Museum and many others.

Lancashire already has a growth-driven Creative & Digital sector. A range of celebrated creative agencies are delivering successful projects for clients ranging from leading local organisations to national brands and campaigns.



Ed Matthews-Gentle

Lancashire's inclusion in the TechNation report revealed how a cluster of pioneering businesses including AMS Neve, JP74 and FDM Digital Solutions are helping to change perceptions of the post-industrial north, declaring Burnley as one of the UK's digital capitals.

The innovative approaches and applications explored through arts & crafts are translated into new applications and techniques in architecture, creative digital media, fashion, manufacturing, engineering and science.

We also have centres of excellence in learning and research at University of Central Lancashire (UCLan), Lancaster University, and Edge Hill, who are constantly developing ways to help regional economic growth by partnering with innovative local enterprises.

The creative industries is a major contributor, regionally and nationally employing 1.7 million people work in these industries and contributing £77 billion to the UK economy and growing at more than twice the pace of any other sector. It accounts for over 36,000 jobs in Lancashire.

Post Brexit the creative industries will have a crucial role in unlocking innovation and growth in other sectors.

The UK government has recently recognised that the creative industries are as relevant to economic success as automotive and energy. Creative Lancashire and other sector bodies are currently lobbying to include creativity and the arts within its Industrial Strategy.

John Kampfner, chief executive at the Creative Industries Federation stated that Brexit makes it "even more crucial that the government overhauls its approach to business to enable the creative industries – the fastest growing sector of the UK economy – to deliver more jobs, trade and exports."

The sector is constantly evolving, fuelled by a desire to conceive new products, approaches to problem solving and new sustainable models for business.

We explore this capacity of the sector to have broad and unexpected impacts at our National Festival of Making Conference and Business Innovation for Growth (BIG) presentations.

Creative practitioners are disruptive by nature.

Creative businesses were among the first organisations to understand the opportunity afforded to this generation to engage, build a relationship and sell products or services directly to clients. Artists, filmmakers and recording artists showed the rest of us how we could crowd source ideas and funding through Kickstarter, Indiegogo and other web-based platforms.

Other sectors are now adopting these strategies and venture capitalist investors are watching carefully to identify which new trends and business ideas have traction. The crowd may not always prove to be the answer to developing sustainable business models, but it's transformed the way that we all think about engaging directly with the end user or client.

Creative skills and expertise is also transformative in other sectors such as advance manufacturing, engineering and science. Technological advances and design thinking will help define what a future factory will look and feel like.

It will also play a major role in how we will find solutions to some of society's future challenges in health, well-being, place making and the environment, engaging new ideas and creative tools to tackle problems differently.

Lancashire County Council recognises the crucial role that creativity and innovation play in driving the economy.

Here at Creative Lancashire, we'll continue our work to raise the profile of creative talent. We are also here to strengthen existing businesses, support new enterprises, and raise the competitiveness and profile of this sector.

Through extensive consultation, review and research conducted on our behalf by Work Foundation, we now present some of the key findings as an up-to-date picture of the area's creative economy; a blueprint for creative enrichment, and to inform future projects, programmes interventions through identifying opportunities to develop growth and resilience in the creative economy.

This publication outlines through our own projects and work with others how creativity as a talent and powerful tool runs through all successful businesses, whether it is great design within manufacturing, excellent digital marketing or innovation of goods and services. It is the power of creative thinking that drives the economy, bringing about change, innovating industry and transforming people's lives.



Top – Conversations in Creativity at The Harris Museum & Art Gallery
Lower – Halima Cassell, Artist

One of the key differentiators between the creative & digital sector and the other high growth sectors is the crucial role that creativity and culture plays in developing the appeal of our towns and cities.

Our noisy neighbours in the North West provide us with great examples of how creativity can change people's perceptions of a place, helping to build a strong brand awareness which in turn helps to attract inward investment.

Research by the British Council and Nesta has shown the significance of culture in shaping the UK's place in the world, what makes it attractive to others, and how it supports trade and tourism. These are all important initiatives which the report's findings seek to support. There is momentum and a live opportunity to amplify and grow Britain's cultural and creative strengths.

An effective creative ecosystem generates stronger cultural wellbeing as well as economic growth and opportunity for all citizens and communities.

Lancashire is already embracing this and will continue to do so in the future.

Ed Matthews-Gentle, Creative Lancashire

Crystalline Lighting
by Claire Norcross

Being Creative

For many the service has become the first port of call for creative business leaders who need help or advice. Generic business support can often appear complex or less relevant to a creative business who has growth ambitions but may define success differently to a manufacturing or engineering business. Creative Lancashire translates business support to help creatives understand it and access it more effectively.

Creative businesses tend to be small, micro or in some case sole traders. They frequently rely on the Creative Lancashire service to access sector specific support, connect with like-minded businesses and peer network opportunities. Connecting business people with each other is one of our key roles, our events programme including Conversations in Creativity talks and regular POWWOW creative social happenings have been valuable to businesses.



Phil Jones,
CEO Brother UK

'Business needs specificity. Specific skills, specific advice, specific input and specific networking, the creative sector in particular. One voice, one stop, one knowledge base.'

Creative Lancashire provides that platform and is an invaluable partner for the regions fast growth businesses to accelerate.'

Phil Jones,
CEO Brother UK



Blackpool Visitor Centre
Refurbishment by Beverley
Wood Design Limited



Chris Harper,
UCLan Design
Studio at SoundBytes

Nick Park,
Aardman at
Conversations
in Creativity



'When our call for collaborators went out on the Creative Lancashire newsletter we were amazed by the quality of responses. The contacts made have extended our business networks and we would recommend to others to do the same.'

Bev Wood,
Beverley Wood Design Ltd,
Lytham, Lancashire

'Creative Lancashire were the first organisation that I approached after deciding to take Hivehaus from a prototype concept into a fully-fledged business. The professional advice, business support and network opportunities they provided us with have been essential. I strongly believe that the support, guidance and mentoring is fundamental in the creation of new employment opportunities and strong business growth in the region.'

Barry Jackson,
Managing Director, Hivehaus Ltd, Dalton, Lancashire



Hivehaus

Growing the local economy

We champion the role of creativity in the economy, and the value understood in strategic planning. We were set up to establish a dialogue with the Creative & Digital industries to help assist growth within the sector, to facilitate the creation of wealth and employment.

Employment within the UK Creative Economy continues to grow at a higher rate than for the UK economy as a whole. The digital economy is growing exponentially. The digital revolution is taking place within the whole economy, technology is expanding into all our lives, redefining the way we work, consume and create.

This digital revolution provides us with the economic opportunity of the age, opening up global markets and creating new business models. Digital technology offers us new ways to understand consumers, to market, distribute and create new revenue streams.

There is recognition that creativity is a cross cutting theme. Creativity is a talent that runs through all successful businesses, whether it is great design within manufacturing, excellent digital marketing or innovation of goods and services. It is the power of creative thinking that drives the economy, bringing about change, innovating industry and transforming people's lives.

The Creative & Digital sector is important to the whole of the UK. Last year the sector contributed £134 billion in GVA to the UK economy. The sector employs 2.5 million and it's estimated that it will need another 1.2m people to meet the demand for creative skills by 2022.

Lancashire County Council recognizes the crucial role that creativity and innovation play in driving the economy and LEP, strategic planning.

The sector's relationship with new technologies and ideas has a key role in helping other sectors to innovate and bring about change. This can be transformative - delivering projects capable of unlocking growth in high value sectors such as aerospace, advanced manufacturing and energy.

'Estimates show that helping every small business understand digital would contribute £18 billion to the economy.'

Baroness Martha Lane-Fox CBE, Government Digital Service

Creative skills and companies will play a key role in the growth of all the key sectors to unlock commercial potential, aiding the development of new products, services and markets. Looking ahead every sector will increasingly be fuelled by Creative & Digital skills, helping to define what factories will be like in the future.

Lancashire needs to grow and retain creative talent, especially from higher education, to help realise the sector's potential.



'Creativity in business is not only misunderstood, but it is usually implemented in a way that is mismanaged and often not measured. Like any other management process creativity must be understood and placed into the context of the business as other disciplines such as finance and sales.'

It is not good enough for a company to wait for that eureka moment for new service, HR and product initiatives, because reliance on that eureka moment will usually result in failure.

Successful companies understand this and harness creativity and innovation in all aspects of the business culture in order to grow their business and retain and attract customers on a global basis.'

Tony Attard OBE - Group Chief Executive Panaz Holdings, Burnley, Lancashire



Design Council at BIG 2014

'Creative Lancashire play a crucial part of ensuring that the benefits of a national programme like ours is channelled to the right businesses. Through the specialist knowledge of its diverse client base, its advisers continue to play an important role in making sure our support reaches those where it can be most effectively translated into tangible economic benefit.'

Helen Lazarus, Head of Design Support Programmes at the Design Council

We also need to ensure that other sectors have the expertise and tools to compete (e.g. for cyber security skills for data protection, cloud computing for increasing convergence of IT (Internet of Things), and communications technologies, as well as technical and media skills to produce content across multiple platforms.

We were one of 3 organisations in the UK who were invited to become a regional partner of the Design Council, to represent the North West and to help promote the national 'Design Leadership Programme'. With 10 years of successful delivery this national programme is recognised and supported by the Department for Business, Innovation and Skills (BIS).

'After 18 successful years in business, RealtimeUK was ready to launch itself into the next phase of growth...Creative Lancashire helped connect us with The Design Council who helped guide us through every step of the process. The project resulted in a powerful set of new marketing assets and a brand we're proud of.'

Tony Prosser, MD of RealtimeUK, Westby, Lancashire

Entrepreneurs are inherently creative, never satisfied with what we have now, but always thinking about what could be.

Creative & Digital businesses are the early adopters of new technologies, therefore in a strong position to lead more traditional sectors in bringing about change.

New products, services and markets come from new ideas, new thinking. Creative business people are experts at finding creative solutions to problems, searching for new and improved ways of providing the things we need.

Entrepreneurs are inherently creative, never satisfied with what we have now, but always thinking about what could be.

'Researching, identifying and analysing future trends is at the core of what we do; bringing insight and intelligence to future-proof your brand and inspire innovation in products, services and experiences.'

Chris Sanderson, The Future Laboratory and presenter, Channel 4 TV's Home of the Future

Beautiful app by Lotta

Chris Sanderson at BIG 2014

BIG





Rachel Kelly, Interactive Wallpaper at Hothouse



Vintage By The Sea, Morecambe



Ezra Furman at Cloudspotting Festival



Pooch Parade at Vintage

SOCIO LANCASHIRE

A great place to live and work!

'Where does great design come from? Good design comes from understanding people. Good design comes from understanding places. Great design comes from understanding how the two work in harmony.'

Colin Mustoe – Chairman, Senator International, Accrington, Lancashire



Dave Haslam in conversation with Pete Fowler

'We need to encourage the production of arts and culture in towns and cities, not just the consumption of culture. We should nurture and celebrate the poets, the painters, the designers, the film-makers, the actors... they will be ones that rejuvenate culture.'

A place that stimulates artistic activity that offers limitless opportunities for creativity to thrive, for ideas to come alive, that enriches rather than alienates.'

Dave Haslam – author of 'Life After Dark: A History of British Nightclubs & Music Venues'



Jeanette Winterson

Creativity is not however just for entrepreneurs to build a strong economy and create jobs. One of its key differentiators is the crucial role that creativity and culture play in developing the appeal of our towns and cities. It's about improving the quality of life for residents and making Lancashire an attractive place to live and work. Creating stimulating spaces and experiences that attract inward investment, creating vibrancy in our towns and cities for residents and visitors is a strategy being employed in other major northern cities and around the world.

Manchester and Liverpool demonstrate to great effect how creativity, when taken seriously, can facilitate a step change in peoples' perceptions of place, helping to build a strong brand awareness which they translate as part of the proposition to attract inward investment.

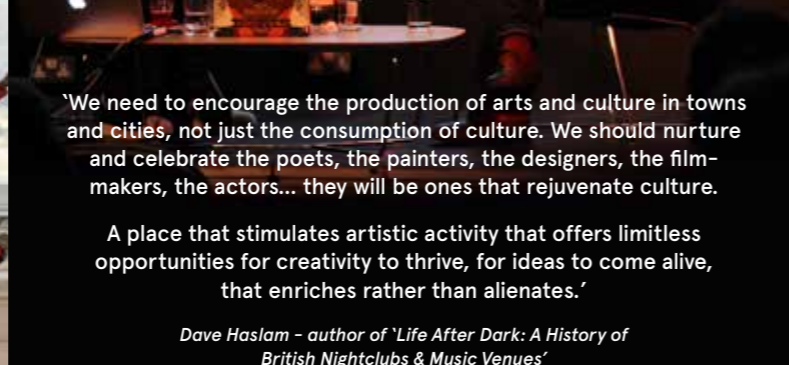
Creative festivals, exhibitions, conferences and events help us to communicate more effectively, communally celebrate life, and better understand the human condition. Culture helps cement our communities and is an important part of the health and wellbeing agenda.



Lemn Sissay, Poet



BLAZE Project



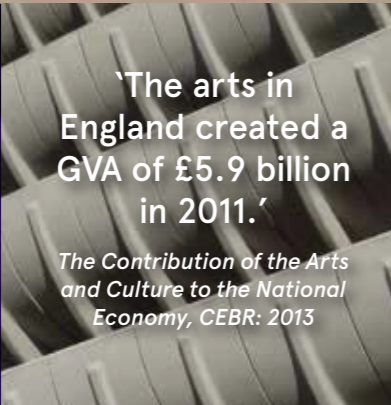
Mr. Wilsons Second Liners at Vintage



Sacilege by Jeremy Deller at Guild Festival



Bill Orrick at SoundBytes



'The arts in England created a GVA of £5.9 billion in 2011.'

The Contribution of the Arts and Culture to the National Economy, CEBR: 2013



Donna Wilson in conversation at Harris Museum

Conversation in Creativity Explorations Inspiration



King William St, Blackburn

'The Creative Economy and those who work in the sector are one of the UK's unsung success stories. Deeply rooted in our national history, creative people and practitioners are inherently innovative, tenacious, skilled at problem solving, and discover ways to bring places to life and often can achieve this in a thrifty way.'

The creative community and practitioners have been integral to the transformation of cities and districts across the world. Take Williamsburg in New York, Mitte in Berlin, and nearer to home; Hackney in London and Margate as examples of once down at heel places that are now walking with swagger and becoming increasingly economically positive.'

Wayne Hemingway MBE, MD Hemingway Design



Wayne Hemingway



Hothouse exhibitors at Best of Britannia



SoundBytes Conference



A UNIQUE LANCASHIRE BRAND

Join the Conversation

We are a unique Lancashire brand positioned at the heart of the digital and creative conversation.

We are proud of our engagement and 'buy-in' from the creative sector, not just the 10,000 followers on twitter or the 4000 individuals representing 2,700 companies and organisations who sign up for our monthly newsletter and bulletins, or the 12,000 individuals who made 20,000 visits to our website and viewed over 60,000 pages.

We have strived to build excellent service relationships and reputation, and acted as a benchmark for other similar organisations, being invited to share our model with our colleagues in Scotland as an exemplar of good practice.

CREATIVE LANCASHIRE IN NUMBERS

780

individuals attended our workshops, surgeries, conferences and events in 2014

Average 10 events a year

10K

followers on twitter

'Creative Lancashire are effective partners in helping us get a message to market regarding the business support and collaborative activity we provide. We recently expanded our collaboration to research projects where Creative Lancashire can offer great value in terms of market knowledge, insight and accessibility.'

Nick King, Business Development Manager at InfoLab21, Lancaster University

Asa Calow, Mad Lab & panel at BIG 2014



Daniel Charney

3ManFactory at BIG

'Making is the most powerful way that we solve problems, express ideas and shape our world. What and how we make defines who we are, and communicates who we want to be... Those whose craft and ingenuity reaches the very highest levels can create amazing things.'

From Power of Making by Daniel Charney

Business Innovation for Growth

Since 2012 we have presented our annual Business Innovation for Growth (BIG) Conference attracting over 200 business leaders and strategists from across the sectors to discuss how design thinking and creativity can add value to all businesses bringing leading figures from industry and the creative industries together in the region. The most recent edition of the conference took place at Edge Hill University and formed part of the official International Festival of Business (IFB 2014) programme.

BIG is presented in association with our partners at Design Council and our stellar list of innovative creative strategists and contributors over the years include; Chris Sanderson (Founder of The Future Laboratories and presenter of Chanel 4's Home of the Future), Daniel Charney (Creative Director at From Now On, Prof of Design at Kingston University and curator of the Power of Making exhibition at the V&A), Wayne Hemingway MBE & global brands including Coca Cola, LEGO, Graham & Brown, Senator and CISCO to name a few.

Craft & the Power of Making

The UK is a world leader in craft. Craft generates £3.4bn for the economy. 150,000 people are employed in businesses driven by craft skills. Craft enriches our society and economy in many ways, from master goldsmiths to makers who build film sets and props, from the small batch production of designer makers to one-off ceramic masterpieces, and from centuries-old traditions to cutting edge digital making. Makers contribute to sectors as diverse as engineering, medicine, technology, architecture, fashion and design.

Making skills are as valued in other industries as they are essential to craft businesses. Makers are highly entrepreneurial. With high levels of micro-enterprises and self-employment, craft is at the vanguard of wider employment and business trends.

Makers pioneer successful new business models in commercial and social enterprise, and increasingly craft is adding value to high-end British exports.

Source: Crafts Council - Future of Making Manifesto

The Creative Economy in Lancashire

Creative Lancashire have commissioned Lancaster University's Work Foundation to map the creative economy across the Lancashire (LEP) area. The study provides an up-to-date picture of the area's creative economy to inform strategic priorities; and to identify opportunities to develop growth and resilience in the creative economy.

The study builds a quantitative picture of the creative economy in Lancashire. It distinguishes between "creative industries" as activity in sectors such as advertising, design, film, computing etc.; from the "creative economy" which also includes those in creative occupations across all sectors. This report is part-financed by the European Union, through the European Social Fund (ESF) in England.

Current Strategic Opportunities

The case for investment in the sector is clear. Nationally growing faster than any other sector and faster than the overall economy, the Creative and Digital sector is now estimated to be worth £77 billion to the UK economy and continues to demonstrate steady year on year growth. To establish the size, scale and growth trajectory of the sector in Lancashire we commissioned a Creative and Digital mapping report with The Work Foundation. The report provides a robust evidence base and reliable statistics about the creative economy in Lancashire.

Defining the sector:

The Creative Economy definition is that used by DCMS, built from standard industrial and occupational classifications used by the Office of National Statistics (ONS) and structured in terms of: Creative Economy – The contribution of those employed in Creative Industries, plus those that are employed in creative occupations outside of the creative industries. This includes, for example, those working in occupations such as public relations professionals and architects, across all industrial activities.

IT, software and computer services was the largest Creative Economy group in the UK, with employment of 791 thousand in 2012 (31% of employment in the Creative Economy).

Employment within the Creative Economy grew by 143 thousand (6.0%) between 2011 and 2012, a higher rate than for the UK Economy as a whole (0.7%).

The National Picture

The Creative Economy in the UK:

- Employs 2.8M people (1 in 11 jobs) in 2014
- Grew by just under 14% since 2011 (growth rate exceeds economy as a whole)
- Driven by technological change and digitisation

Fastest Growing:

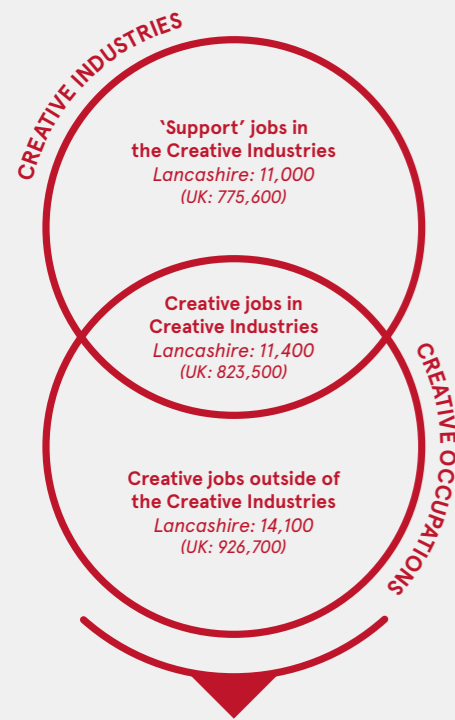
- IT, software and computer services (+160,000; +22.6%)
- Music, performing and visual arts (+71,000; +25.8%)
- Design & related sub-sector (+51,000; +33.6%)

Regionally:

- Largest proportion if jobs in London and South East
- Relative growth higher outside London

The UK Creative Economy - Challenges of Growth:

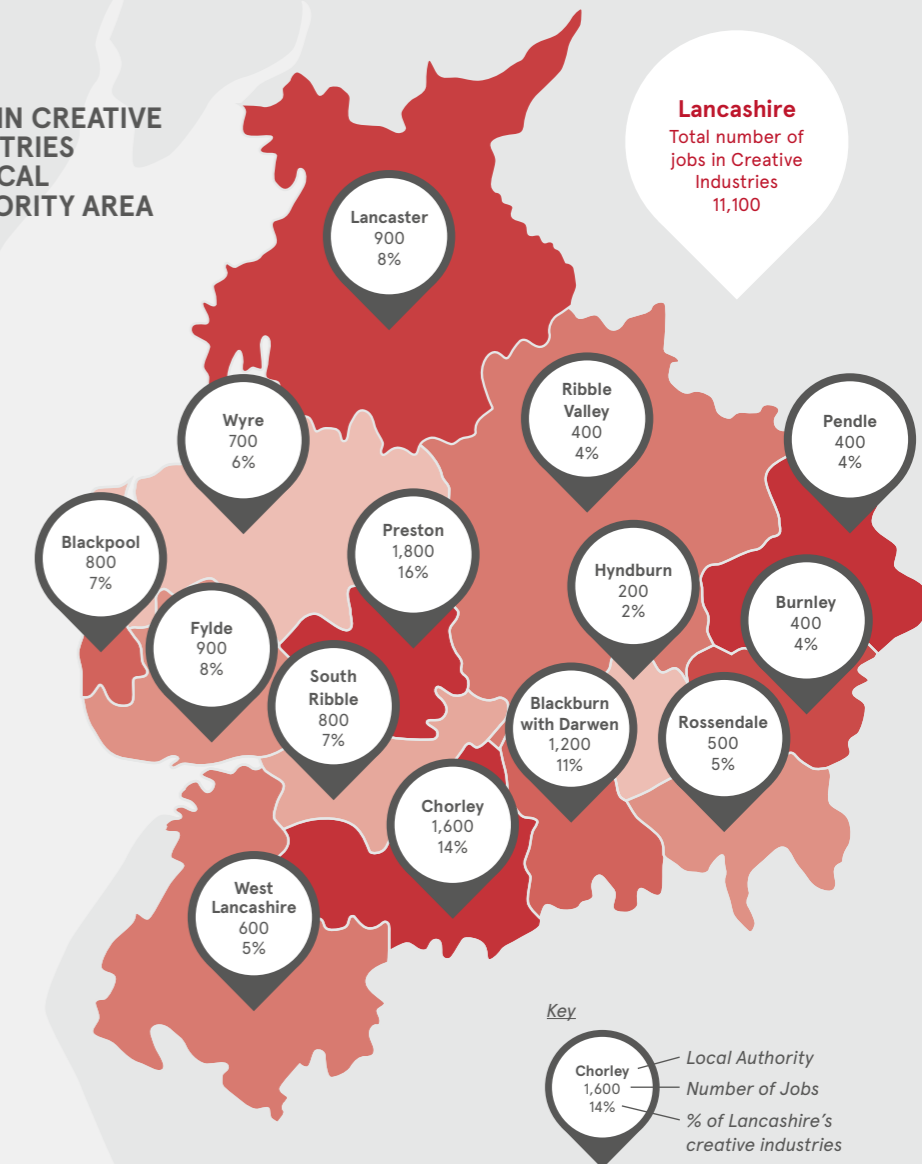
- 37% employers highlighted advanced IT and software skills gaps
- Digital firms: 72% highlighted technical skills gaps (high value digital, cyber, analysts and technical skills)
- Skills shortages were impacting on business – delaying the introduction of new products and services.
- High demand for graduate labour and high graduate recruitment



Employment in the creative economy
Lancashire: 36,500 (5.7%) UK: 2,525,700 (8.6%)

Source: DCMS (2014) Creative Industries Economic Estimates January 2014

JOBS IN CREATIVE INDUSTRIES BY LOCAL AUTHORITY AREA



CREATIVE CLUSTERS

Creative Lancashire has always understood the importance of clustering to economic development and inward investment, attracting new companies to an area. Local branding and marketing recognises the challenge of putting creativity "on the map" in areas such as Lancashire.

This reflects the concept of 'clusters' with co-location of similar creative enterprises to establish the identity of an area.

Small and developing businesses from the creative sector can benefit from being located near universities, competitors and related industries as it gives them opportunities to collaborate and increase their profile through association. It can aid faster growth, recognition and status.

LANCASHIRE'S CREATIVE ECONOMY IN NUMBERS
36,000 employed

'IT, software and computer services' the largest sub-sector

Up to **22,000** in creative industries / 14,000 in creative occupations across other sectors

Forecasts of growth by **8,000 jobs** over the next ten years in the LEP area

24% employed in Film, tv; advertising and marketing

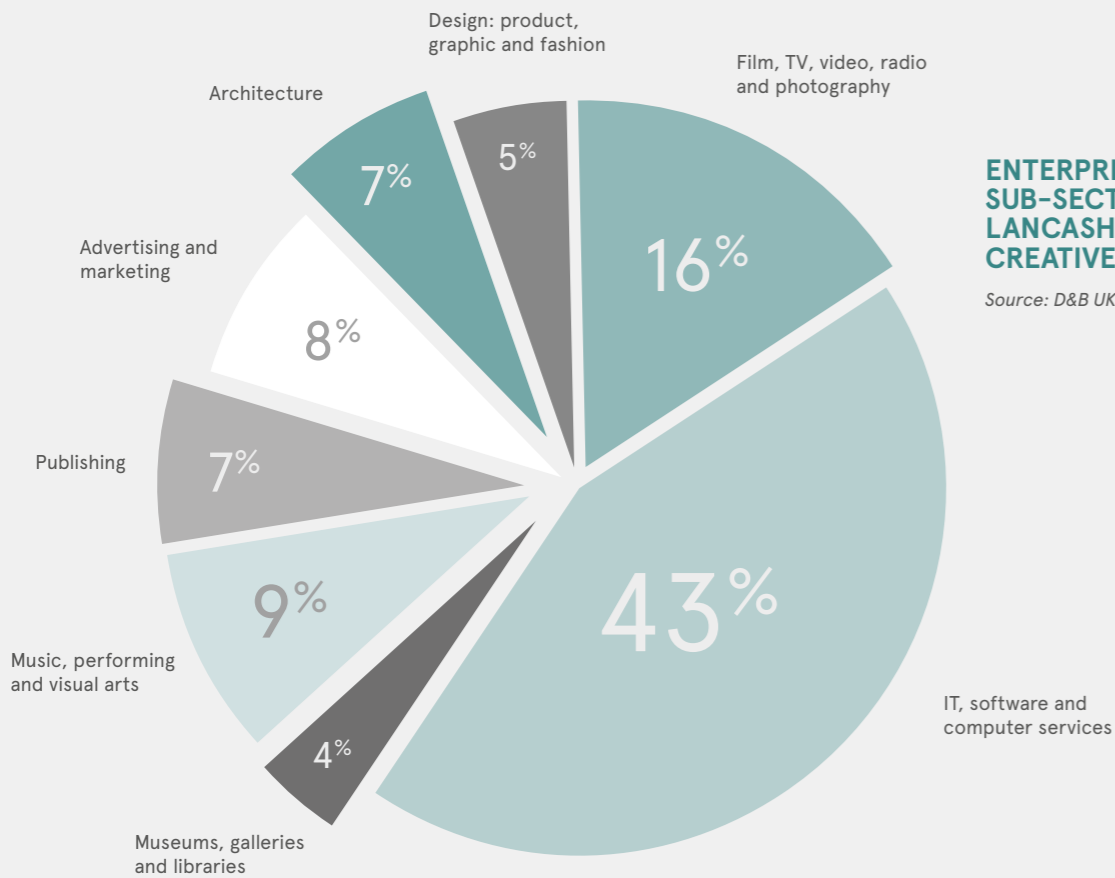
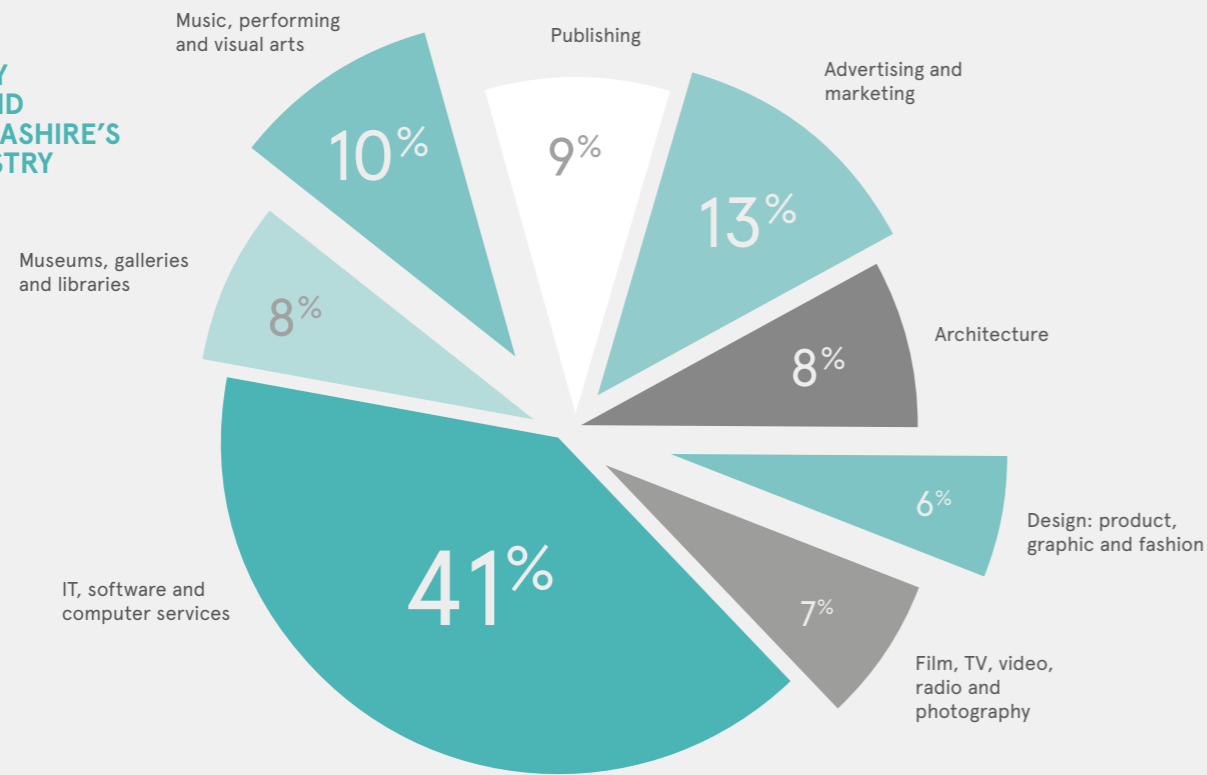
Only **15%** of Lancashire residents who work in the creative economy usually travel to work outside of the area

Nearly **1/3** of businesses have been created in the last four years

Source: ONS Business Register & Employment Survey (2013)

EMPLOYMENT BY SUB-SECTOR AND SHARE OF LANCASHIRE'S CREATIVE INDUSTRY

Source: Annual Population Survey 2009-2014



ENTERPRISES BY SUB-SECTOR IN LANCASHIRE'S CREATIVE INDUSTRIES

Source: D&B UK

CREATIVE EMPLOYMENT IN LANCASHIRE

The Work Foundation estimates that the total employment in the creative economy in Lancashire suggests over 36,000 jobs. This is 5.7% of total jobs in Lancashire, with estimated GVA of £1.3 billion.

Up to 22,000 of these jobs are in creative industries and 14,000 in creative occupations across other sectors. The jobs in Lancashire's creative industries are concentrated in IT, software, and computer services.

There are over 4,500 enterprises in Lancashire's creative industries – almost 90% of these are micro businesses with fewer than 10 employees.

Recent change indicates that Lancashire's creative industries have not had jobs growth over 2009 to 2013.

The creative industries in Lancashire are largely concentrated within a few urban centres. Preston, Chorley, and Blackburn with Darwen are local authorities with 40% of Lancashire's employees in these industries.

'Networks are critical to the sector. Creativity thrives through the convergence of different people and industries, so competitive advantage is far more likely to be secured by encouraging businesses and other organisations to cluster together, either physically or virtually.'

Creative Industries Council, 2014

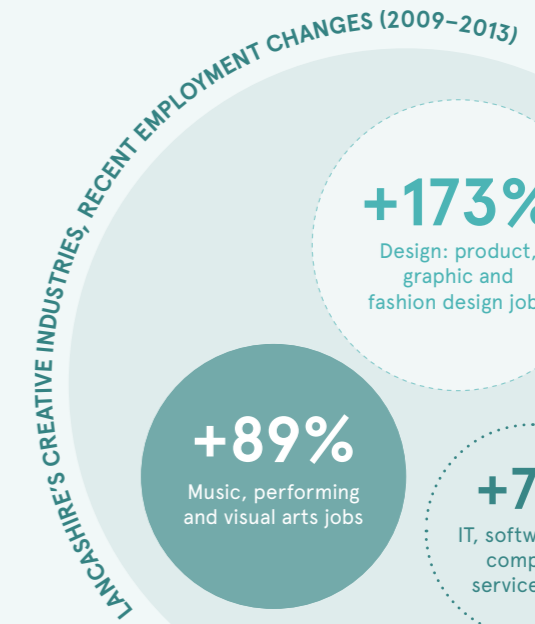
LANCASHIRE'S CREATIVE INDUSTRY BUSINESSES BY SIZE BAND

Business Size	Number of Employees	Business Units
No Employees	0	400
Micro	1-9	4,000
Small	10-49	160
Medium	49-250	40
Large	250+	6
Total		4,606

Source: D&B UK (2014)

ESTIMATED GVA OF THE CREATIVE ECONOMY IN LANCASHIRE

Assumption	Assessment
GVA for Creative Industries in the UK	£76.9bn 4.7% of the UK economy
Lancashire share of UK creative industry jobs	£1.08bn
Creative industries from Lancashire GVA	£892m





Top – Creative Lancashire Board.
 Middle – Wayne Hemmingway, Kayleigh Davis (LEGO) and Richard Scholey (The Chase) at BIG 2014.
 Lower – BIG, Edge Hill University.

CREATIVE SKILLS DEVELOPMENT & RETENTION

Our interviews brought out the following challenges that businesses in the sector face in terms of the development of skills:

Barriers to growth – Workforce skills

- ‘Scaling up’
- Recruitment and retention of staff & skills – Particular Digital
- Development of leadership team
- Manchester’s gravitational pull

Key Skills needed to facilitate Growth of Lancashire’s Creative Economy

- Technical skills
- Marketing and Sales Expertise
- Management, Leadership and Business Skills

Key Skills Challenges in the Creative Economy in Lancashire

- Revamp apprenticeships to be better aligned with employer demand
- Address diversity issues – especially women entrants
- Build improved links with Universities and colleges: e.g. Internships & work experience
- Workforce training such as Skills investment funds

‘Applying creative and lateral thought in engineering technology design is a pre-requisite in any new development. Creative Lancashire plays a key role in this area by complementing the region’s digital sector through bringing together ‘creatives’ and technologists with the common aim of inspiring and improving innovative design.’

Peter J Melling CEng MIET, Director Supanetics Ltd, Preston, Lancashire

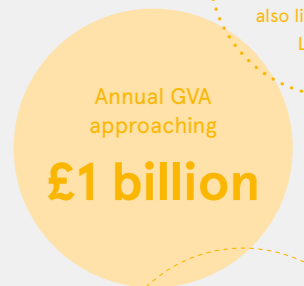
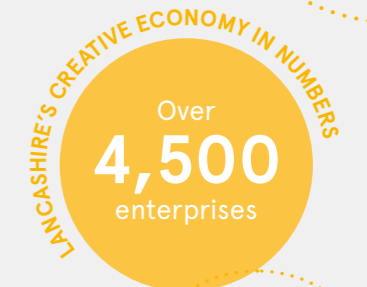
UNIVERSITIES STUDENTS IN LANCASHIRE

Broad code	The University of Central Lancashire	Ede Hill University	Lancaster University	Total
Computer science	575	430	490	1,495
Engineering & technology	5	0	0	5
Architecture, building & planning	790	0	0	790
Marketing	195	195	545	935
Mass communication & documentation	940	495	155	1,590
Creative arts & design	2,700	960	390	4,050
Total	5,205	2,080	1,580	8,865

‘Creative Lancashire has been a vital resource, enabling us to identify partnerships with creative businesses to help them develop and grow by using our academic expertise... providing a ‘one stop shop’ for industry insight and contacts.’

Emma Speed – UCLan Partnership Development Manager

The full Work Foundation Report is available for download via our website: creativelancashire.org
 To request a copy email: emg@creativelancashire.org or tel: 01772 536648



WHAT WE DO

Our Programmes & Projects

Creative Employment Programme – ACE/Creative Cultural Skills

We lead the Lancashire Cultural Consortium (Burnley, Blackburn, Blackpool Council, Curious Minds and LCC Employment Services). The programme provides ACE subsidy for apprentices and interns across the county, targeting hard to reach and NEET young people and moving them into employment and training.

creative
employment
programme

Crafts Council – Hothouse

Creative Lancashire is partners with & UCLan for Hothouse, a prestigious programme of support from the Crafts Council for emerging makers. Hothouse provides 40 emerging makers each year with a six month programme of business and creative development, complemented with 1:1 support.



Design Council – Spark

Facilitate and support projects with Design Council to provide structured, practical support to increase the capability of businesses to use and manage design effectively and profitably.

Design Council Spark is a support and funding programme designed to help you turn your brilliant idea into a commercially successful product.



SoundBytes

SoundBytes brings together leading figures in music industry management and professionals with those aspiring to develop their own careers in the industry. The annual SoundBytes: Un-Convention Conference has grown since its launch in 2010 into one of the region's top events for music industry practitioners - attended by over 200 delegates. We work closely with strategic partners including Musicians Union, PRS, BBC, UKTI and ACE to deliver the package of events, workshops, seminars and surgeries to develop sustainable careers in music.

SoundBytes

Conversations in Creativity

A network and series of events where creative's from across the crafts, trades and disciplines explore how inspiration from around the world informs process. Previous events have featured Hemingway Design, Gary Aspden (Adidas), Pete Fowler (Animator & Artist), Donna Wilson (Designer), Cherry Ghost, I am Kloot and a series of events during the Guild Festival with Nick Park (Aardman), Lemn Sissay (Poet) and Jeanette Winterson (Author) hosted by Dave Haslam & John Robb.



Festival of Making

An event dedicated to the art of making - from 3D printing to making music, from culinary treats to creating digital art, this unique event will celebrate the wealth of talented creatives in and around Blackburn. Built on the wealth of industrial entrepreneurs and makers of the Victorian age, today it boasts a wealth of making talent from individual crafts people to world class businesses like Graham & Brown.



Screen Opps

The programme aims to support careers in screen and film by developing the knowledge and understanding of the business, how to access support and collaborate globally. Screen Opps provides opportunities for new and experienced would-be filmmakers to come and meet professionals working in, making and funding onscreen content including Creative England, BFI, and BBC North.



POWWOW

Regular creative social networking - bringing together agencies, businesses, freelancers and students to encourage collaboration and knowledge transfer between businesses, and establish links between businesses and future employees.

★POWWOW★

Digital Lancashire CIC

Digital Lancashire has recently been formed with support from Creative Lancashire as a membership based community interest company (CIC) to help drive digital sector skills and excellence within the Lancashire region.

Digital
Lancashire/

Creative Business Directory: directory.creativelancashire.org

Our free online directory enables creative businesses and practitioners to showcase their expertise to potential clients.

As businesses are increasingly reliant on creative talent to further their business we have launched the Creative Lancashire online directory to help organisations from all sectors find the creative skills, services and expertise they need. Users can search by specific service types of business, and location to also find businesses in their area.

From architecture to web development and design, the value of this directory will increase as more businesses sign up to it.

'My studio recently won its 'first' client via the new Creative Lancashire site. We were one of the first studios to post a profile on the site, so it's especially rewarding to hear that established businesses in Lancashire are using the site as a directory.'

Luigi Carnovale, Creative Director at Design LSC

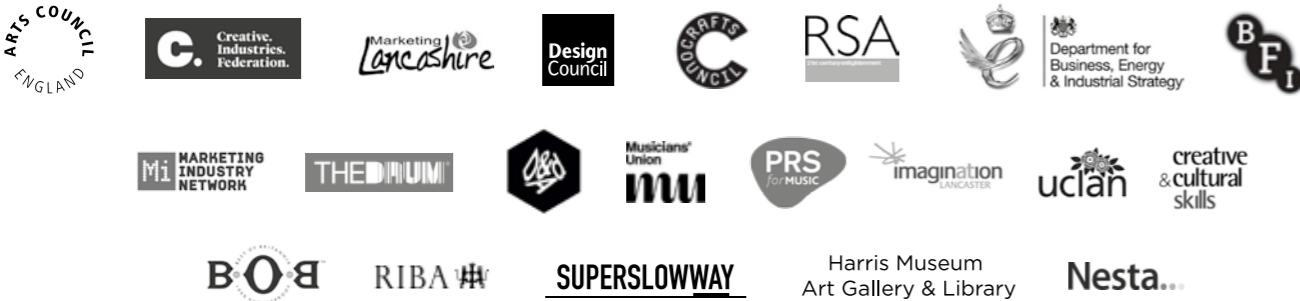


Connected Lancashire

Lancashire businesses also appreciate the national connections the service can bring.

Whether it be from strategic alliances, national connections, collaborations or joint ventures our partners over the years have included:

Our national connections include:



Regionally and nationally we also collaborate with:

Creative England, BMI, Knowledge Transfer Network, The SPACE (BBC), The Design Business Association, The Legacy Trust Manufacturing and Commerce The Royal College of Art, North West Aerospace Alliance, North West Automotive, TexNet, Manchester Digital, Pro-Manchester, The Alliance Project, Liverpool Vision, International Festival of Business, Un-Convention, They Eat Culture, 3ManFactory, JP74, Manchester Design Festival, Great Northern Contemporary Craft, Preston Guild, Blackpool Council, Blackburn with Darwen Council, Edge Hill University, Blackburn College University Centre, Preston's College, University of Central Lancashire, Lancaster University, The Chambers of Commerce, Curious Minds North West and Liverpool Sound City.

With thanks to Work Foundation, Ruth Raban, Jonathan Ball & Lesley Gulliver (Design Council).

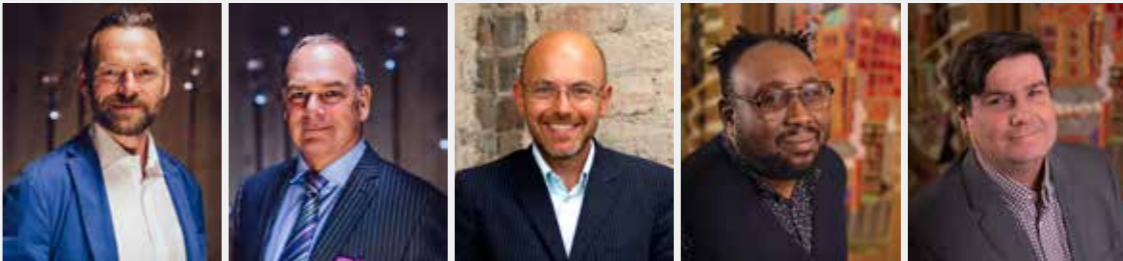
Creative Lancashire is a service provided by Lancashire County Council through its economic development company Lancashire County Developments Ltd.



ESF is investing in jobs and skills, with a focus on people who need support the most - helping them fulfil their potential, and contributing to policies to increase employment and develop a skilled, adaptable workforce.

OUR BOARD

The members of the Creative Lancashire board are drawn from established and successful businesses, national strategic partners and institutions. They all share a passion for the creative process and the potential that can be unlocked through its application.



Charles Hadcock
RCA. FRBS, DL
Chairman
Creative Lancashire

Tony Attard OBE
Vice Chair
Creative Lancashire

Wayne Hemingway MBE
Champion
Creative Lancashire

Ed Matthews-Gentle
Senior Projects Officer
Creative Lancashire

Andy Walker
Lancashire County Council



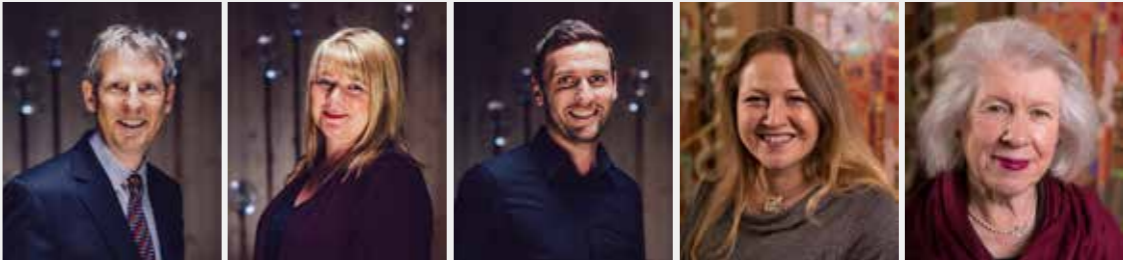
Jonathan Ball
Design Council

Susanna Boccaccio
Brilliant Trees Media

Cllr Niki Penney
Lancashire County Council

Peter Mileham DL
Deputy Lieutenant of Lancashire

Cllr Marcus Johnstone
Lancashire County Council



Dr. Phil Holfield
University of Central Lancashire

Ruth Connor
Marketing Lancashire

Neil Harris
Arts Council England

Beverly Wood
Beverly Wood Design

Ann Jordan NXD
Banetimo. TIE UK



Tony Prosser
RealTimeUK

Michael Gibson
Miralis

Glenda Brindle
Independent

Michael Conlon
Conlon Construction

Mike Damms MBE
Lancashire LEP

*Event photography by Scott Cross & Steve Richardson.
Board portraits by Luke Richards & Richard Tymon Photography.*

Creative Lancashire has provided a connected service between brokerage and delivery.

At Creative Lancashire the process is simple, we consult with the sector to determine their needs and priorities and then where possible we work to influence delivery. This process has resulted in direct support to hundreds of creative businesses from start-ups to multi million pound companies.

A fit for purpose business support service.

creativelancashire.org