



pervasive media studio



Made in the South West

Key facts on our creative and media industries

- The Creative Industries generate 7.9% of the UK's economy (source: DCMS).
- The South West is highlighted as a Creative Industries National Exemplar in the Government's 'Creative Britain' strategy, published in February 2008.
- There are more than 1,800 digital media companies in the South West creating cutting-edge solutions for blue chip clients.
- The South West generates £153m of television production each year (source: Ofcom PACT census).
- The region's HE institutions offer some of the UK's most well regarded media courses. We are home to the only Skillset Screen Academy in England outside London (Bournemouth) and three Skillset Media Academies (Gloucestershire and Wiltshire, Cornwall and Bournemouth).
- 700 hours of daytime TV are made each year in the South West.
- 11 production companies from the South West featured in Broadcast Magazine's 2007 'top 50 by turnover' survey; more than any other region.
- The South West has over 60 film societies and more community cinemas than anywhere else in the UK (source: UK Film Council and BFFS).
- Bristol, the largest city in the region has a critical mass of production companies including: Oscar and Bafta winning Aardman; Endemol West (makers of Deal or No Deal); Icon Films; Tigress; Quickfire Media; Testimony Films and RDF Television West.
- PACT's 2007 Independent Production Census singled out the South West: 'In one particular region, the South West, growth has been reported across a significantly broad base of independent production companies, far in excess of the industry average'.
- The Pervasive Media Studio in Bristol – opened by Chancellor Alistair Darling in February 2008 – explores how new technologies can be developed to make media a more accessible part of our daily lives.
- Planet Earth from the BBC's Bristol based Natural History Unit was the first series filmed entirely in HD and became the biggest selling HD disc in the US.

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- There are more silicon designers based in the South West of England than anywhere else in the world outside the US.
- Enable Interactive was ranked as the top agency/supplier in Revolution Magazine's 2007 survey. The agency also topped the tables for new technology, its ability to act technically and account management.
- Based in Plymouth, the Twofour Group is one of the UK's largest regional independent production companies, producing over 200 hours of programming per year.
- Hewlett Packard's largest research facility outside the US – HP Labs – is based in the region.
- Bristol is the world centre of the Natural History film industry, with more than 1,500 people employed in wildlife filmmaking and 25% of the world's output coming from the city.
- Watershed, the UK's first media centre, was established in Bristol in 1982. As recognised by the Government's 'Creative Britain' strategy, the centre is a model of excellence and 'reflects the city's reputation as a media capital' according to The Guardian.
- The region is home to world class festivals including Encounters – the UK's leading short film festival; The International Screenwriters' Festival; and Wildscreen – the world's largest wildlife film festival.
- Productions shooting in the region bring £40 million to the South West every year.
- Shot in Wells, Somerset, Hot Fuzz grossed \$80 million worldwide from its cinema release. The Boat That Rocked was also shot in the South West recently, as were scenes from Alice, Young Victoria and Never Let Me Go.
- The South West is also home to television productions including: BAFTA award winning Channel 4/E4 series Skins; BBC series Cranford, Lark Rise to Candleford, Being Human and Mistresses; and ITV series Doc Martin, Echo Beach and Moving Wallpaper.
- Germany's FFP New Media, films its adaptations of the Rosamunde Pilcher novels in the South West. The productions bring over £1 million annually into the region and have boosted tourist numbers from Germany.
- Bristol's Aardman have won Baffa and Oscar awards with their Wallace & Gromit films. The Wrong Trousers is one of the most successful animated films ever made.

SOUTH WEST SCREEN

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