

MAKING THE SOUTH WEST AN INTERNATIONAL CENTRE OF EXCELLENCE FOR THE CREATIVE AND MEDIA INDUSTRIES

South West Screen towards 2010:
A changed landscape and a new approach





SOUTH WEST SCREEN TOWARDS 2010: A CHANGED LANDSCAPE AND A NEW APPROACH

Formed in 2001, South West Screen is firmly established as the strategic development agency for the media sector in the South West of England. Funded by the UK Film Council and the South West RDA and governed by an industry-led board, we are staffed by experienced industry professionals, with strong links to the regional and national industry and strategic partners.

In 2006/07 alone we leveraged £6.4 million into the creative and media industries in the region, creating 128 jobs, safeguarding a further 312 and making 193 awards and direct investments worth almost £1.2 million.

Today South West Screen is operating in a very different environment to that of seven years ago when we set up. The creative industries are now a priority sector within national and regional economic strategies and the convergence of traditional media production with new technologies and platforms has revolutionised the media industries. The notions of the 'old' world – professional 'v' amateur; consumer 'v' producer – are disappearing and with this comes a blurring at the edges of industrial definitions. Businesses that used to produce television now also produce radio, websites, interactive programming and design services; 'film' makers now use digital technologies to both produce and distribute their work and online social networking has changed the face of communication.

The people who look to us to champion their needs and open up opportunities now classify themselves within the broader definition of the creative industries rather than via a production format (film) or a platform (television). Accordingly we are formally broadening our own horizons.

This document gives a broad outline of our new approach and policy priorities over the next three years. For further information please visit www.swscreen.co.uk to read the full version of our business plan 2008-2010.

Thank you to the South West Regional Development Agency and the UK Film Council – whose support is so valuable to the industries we represent – and to the fantastic creative people and companies of the South West.



Caroline Norbury
Chief Executive

Role

South West Screen's role is to:

- Influence opinion to shape the decisions and policies which impact on the creative and media industries.
- Raise awareness of the importance of the creative and media industries to the cultural and economic life of the South West.
- Invest in creative people to enable professionals, newcomers and young people to expand their skills and horizons.
- Provide investment to support talent, encourage innovation and develop new ideas.
- Connect people, businesses and organisations; enabling effective training, networking and knowledge-sharing.





OUR APPROACH AND VALUES

We believe there is a synergy between cultural and economic values and that a programme of investment-led, capacity-building interventions is the best way to grow creative people and businesses. We achieve this through practical support and financial investment and by acting as an advocate for and voice of the industry, influencing public policy and economic strategy. We increase people's access to the moving image – as viewers, participants or producers – and address barriers that prevent involvement, whether cultural, economic, social or demographic.

Early in our development we established 'Cluster' groups around the region to allow the industry to meet and network. Five groups have grown from this initial intervention: Plymouth Media Partnership, Bristol Media, Cornwall Media Focus, Gloucestershire Media Group and Wessex Media Group with a sixth in development in Swindon. We continue to support the network which has grown to 4,000+ members, giving us our on-the-ground knowledge base and ensuring a needs-led approach.

South West Screen acts as a broker and connector; we influence and advocate rather than soak up resources and we conduct our business in an innovative manner underwritten by the values of openness, honesty and inclusivity.

THE SOUTH WEST IS HIGHLIGHTED AS A CREATIVE INDUSTRY NATIONAL EXEMPLAR IN THE GOVERNMENT'S CREATIVE BRITAIN STRATEGY



POLICY CONTEXT – GOVERNMENT AND STAKEHOLDERS

The creative industries are an important contributor to the UK's economy – generating 8% of the UK's GVA in 2003 and growing faster than GDP as a whole. The UK government has responded to this growth by initiating the Creative Economy Programme – the first step in making the UK a world leader for the creative industries. The South West is highlighted as a creative industry national exemplar in the Government's CEP strategy document Creative Britain, New Talents for a New Economy, published in February 2008. Watershed, The Pervasive Media Studios and Aardman all feature in the document which you can read at www.culture.gov.uk.

The South West RDA's Regional Economic Strategy recognises the creative industries as a priority sector, publishing a strategy for the sector in February 2007. Rooted in their economic development agenda, the ethos of the strategy is to overcome barriers; connect to new supply chains, knowledge and technologies; be recognised as regional, national and global leaders and ensure appropriate information and intelligence to access new creative markets.

The UK Film Council has also published 'Film in a Digital Age' its strategic plan for 2007-2010. Visit www.ukfilmcouncil.org.uk to read the strategy.





MADE IN THE SOUTH WEST

Key facts on our creative and media industries

- The Creative Industries generate 7.3% of the UK's economy.
- 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).
- 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 feature 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. It is now the biggest selling HD disc in the US.
- There are more silicon designers based in the South West of England than anywhere else in the world outside the US.
- Based in Plymouth, the Twofour Group is the UK's largest regional independent production company.
- 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 film making 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 recently 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. Over one million DVDs were sold in the UK in the first four weeks of its release and it won the award for Best Comedy at the Empire Awards in March 2008.
- Shot in the South West: recent productions include: BAFTA nominated Channel 4/E4 hit series Skins; BBC series Cranford, Lark Rise to Candleford and Mistresses; and ITV series Doc Martin, Echo Beach and Moving Wallpaper. Working Title feature film The Boat that Rocked is filming in Dorset in May 2008.
- 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.
- The South West has one of the highest concentrations of design companies outside London, with award-winning agencies of all sizes and across all specialisms.
- The South West is a musical melting pot: we’re home to Goldfrapp, Portishead, Massive Attack, Roni Size and the Glastonbury Festival.



Our practice

Our practice has always been to add value rather than to duplicate services; to ensure that we intervene only when there is a clear market failure and no one else can fulfil the necessary role. Although we aim to operate on a broader canvas from 2008, these guiding principles will hold true.



MISSION, AIMS AND OBJECTIVES



Our Mission is:

TO MAKE THE SOUTH WEST OF ENGLAND AN INTERNATIONAL CENTRE OF EXCELLENCE FOR THE CREATIVE AND MEDIA INDUSTRIES.

Our Aims and Objectives are:

1. To build creative people and businesses by backing innovation and supporting the development of a dynamic and sustainable creative and media sector in the South West.
2. To influence the region's public policy and economic strategy, securing the conditions that allow the sector to grow and thrive.
3. To promote, champion and heighten the profile of the South West's creative and media sector.
4. To widen participation and connect people, ensuring that different communities in the region can access and enjoy opportunities as producers, consumers or contributors.





POLICY PRIORITIES

In fulfilling these aims our policy priorities are:

A. Advocacy and Sector Intelligence

- To listen and respond to need so that we are the authoritative voice for the creative and media sector in the region.
- To advocate for infrastructure developments that will support the growth of the creative and media sector in the South West.
- To undertake research and disseminate information through networks, iconic events and online.
- To champion the South West as the most exciting environment for creative people and businesses to live and work in.
- To champion and support the role of 'public architecture' in the region e.g. key film festivals, cultural venues and the vibrant spaces that make the South West a creative hub.



B. Sector Development

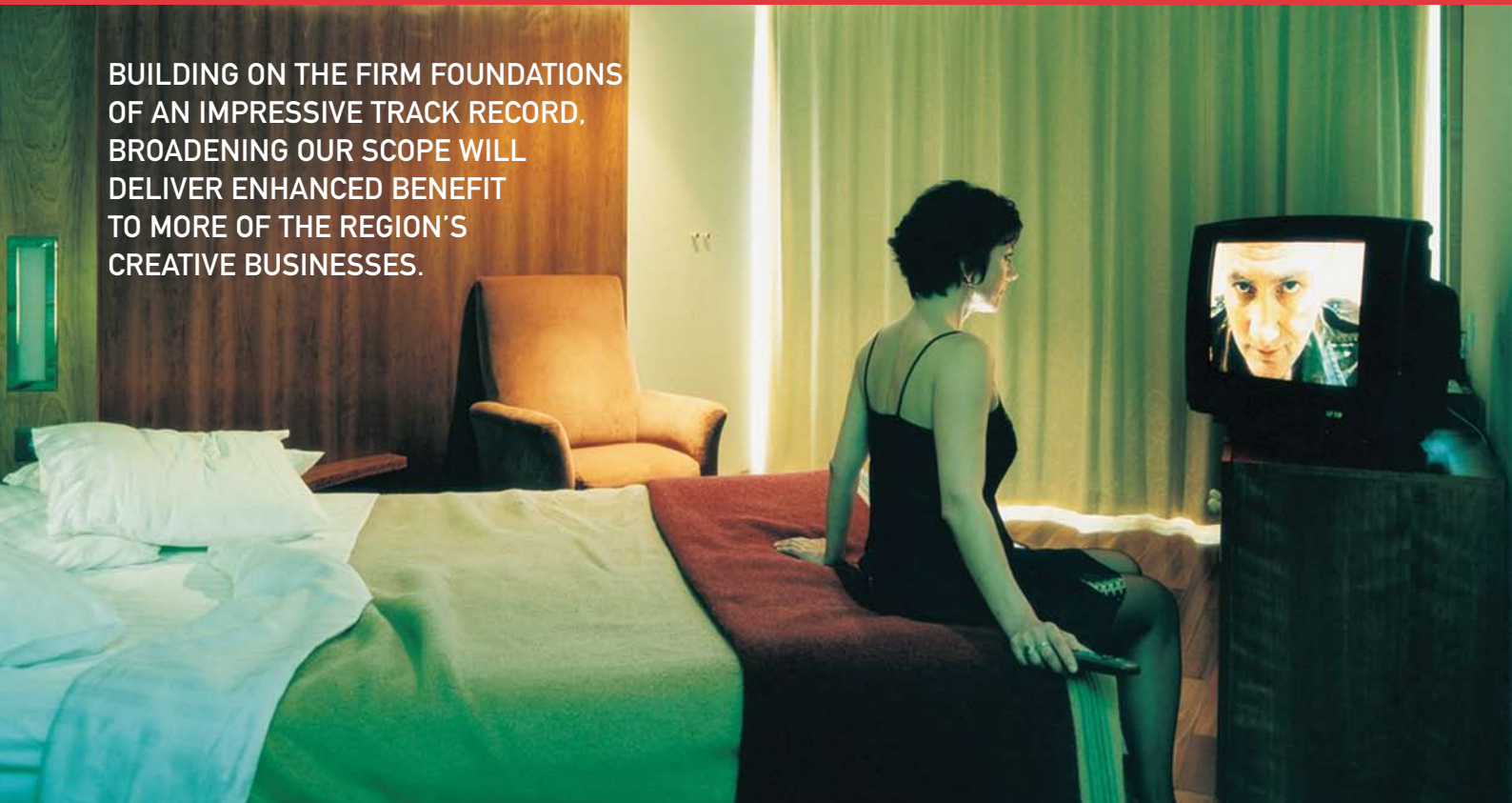
- To encourage innovation and build world-class businesses.
- To grow and support talent in the creative and media industries.
- To provide needs-led programmes of support and development to ensure businesses and individuals have the skills and capacity to grow and prosper.
- To deliver improved performance by developing the interaction between people, knowledge and experience.
- To encourage inward investment and support individuals and companies with the skills and opportunities to compete in the international market.
- To source investment for creative businesses and talent.

C. Widening Participation

- To develop and support the archive infrastructure, making more of the region's audio visual heritage accessible to the public.
- To broaden participation and support new practitioners, producers and consumers.
- To advocate the benefits of a media literate society and work with stakeholders in the region to improve levels of understanding, access and participation.

DELIVERY OF AIMS AND OBJECTIVES

BUILDING ON THE FIRM FOUNDATIONS OF AN IMPRESSIVE TRACK RECORD, BROADENING OUR SCOPE WILL DELIVER ENHANCED BENEFIT TO MORE OF THE REGION'S CREATIVE BUSINESSES.



Objective 1

To build creative people and businesses by backing innovation and supporting the development of a dynamic and sustainable creative and media sector in the South West.

WE WILL ACHIEVE THIS OBJECTIVE BY:

- Delivering the Creative Industries Strategy for the South West region.
- Developing incubation space for new creative businesses in Bristol through the establishment of an innovation centre.
- Providing information, market intelligence and support services.
- Supporting creative businesses to access new global markets.
- Continuing to support networking and supply chain development through the cluster groups.
- Enhancing the sector's capacity to grow through flexible and targeted support measures.

- Supporting innovative approaches and business models through investment in R&D.
- In partnership with Skillset, enhancing the employability of the workforce – developing a route map approach to support capacity building and sustainable growth.
- Addressing skills gaps and ensuring needs-led provision of training.
- In partnership with others, securing the establishment of a centre of excellence for animation training in Bristol.
- Providing a support service to companies looking to re-locate to the South West.
- Continuing to improve the connectedness of local talent and facilities by expanding and improving our online databases of crew, locations and services.
- Supporting regional companies at important international festivals and markets.
- Building networks and dialogues with international agencies to encourage business inter-actions and co-productions.

Objective 2

To influence the region's public policy and economic strategy, securing the conditions that allow the sector to grow and thrive.

WE WILL ACHIEVE THIS OBJECTIVE BY:

- Working with regional partners to address infrastructure needs for creative and media businesses in the region, particularly the need for adequate media studio facilities.
- Extending partnerships with local authorities to embed services and facilities.
- Advocating the impact of the creative industries on community cohesion and regeneration activities and inputting into LAAs on behalf of the sector.
- Leading a debate about the importance of a creative and digitally media literate community in the South West.
- Leading the region's cultural agencies to establish a new fit for purpose home for the region's film archives.

Objective 3

To promote, champion and heighten the profile of the South West's creative and media sector.

WE WILL ACHIEVE THIS OBJECTIVE BY:

- Continuing to support the research programme for the creative industries and cultural sector via the regional observatory and Culture South West.
- Proactively marketing the South West to national and international film productions to attract inward investment.
- Articulating the economic impact that the creative, film and media industries bring to the region as secondary benefits in areas such as tourism.



Objective 4

To widen participation and connect people, ensuring that different communities in the region can access and enjoy opportunities as producers, consumers or contributors.

WE WILL ACHIEVE THIS OBJECTIVE BY:

- Creating scale from the community media production network across the South West and growing the capacity of the network to create aspiration and social engagement.
- Establishing a network of hubs across the region to deliver and coordinate film/media education activity.
- Building on existing initiatives to strengthen the network of film clubs and societies in the South West.
- Widening opportunities for those who want to work in the creative and media industries particularly those who face barriers to inclusion.
- Working with specialist teachers and schools to improve access to and understanding of media literacy.
- Expanding existing opportunities for the digital exhibition and distribution of new content through exemplar projects such as the Young People-led broadband channel Chew TV and local IPTV propositions.
- Ensuring access to a broad range of cultural content across the widest possible community in the region.
- Curating and supporting content packages for regional distribution via the Digital Screen Network.
- Strengthening the region's festivals as an access point for specialist film and a vibrant source of new ideas and influences.
- Strengthening key cultural venues that act as the meeting and connecting spaces for the public.





Delivering the plan

South West Screen's role can be divided into the following three functions:

- Sector Development
- Advocacy and Sector Intelligence
- Widening Participation

These functions all deliver in two key areas – economic impact and cultural impact. To deliver them we will offer:

1. ACCESS TO NEEDS-LED PROGRAMMES OF SUPPORT AND ADVICE

We will develop and deliver needs-led programmes which allow businesses to improve their capacity and increase their prosperity. Our aim is to build world class talent that can succeed in a global economy. We will achieve this by encouraging inward investment, supporting international trade missions and assisting those who are able to operate in the international market place.

2. ACCESS TO MARKET AND SECTOR INTELLIGENCE

We will listen and respond to business needs and ensure their views are fed through to policy makers. We will continue to invest in regional and sector research and disseminate market information and best practice. We will provide an interactive website service, an e-bulletin news and information service and practical real-time environments such as masterclasses and sector-specific events.

3. ACCESS TO INVESTMENT

We will invest in creative people, companies and products that meet our key policy aims and add value to the public. We will use our investment to catalyse the development of new products and services through schemes such as the Innovation Alliances, which have matched technology experts with new creative applications and Media Sandbox, which makes available new technology tools for creative exploitation.

We will continue to deliver on behalf of the UK Film Council in the region and therefore invest in film heritage and audio visual archives; film festivals and screening programmes; innovative approaches to distribution (which enable more films to reach more people), and supporting talent.

4. ACCESS TO NETWORKS

A key strength of the South West is its network culture and we will continue to advocate the importance of networks both as spaces for knowledge transfer – places where creative people can meet and spark off new ideas together – and as a key component within the supply chain of the creative industries. Networks encourage business to business activity and through this the creation of new products, new markets and new jobs.

The five media clusters will broaden to include other types of content-producing companies and those offering creative services. These business cluster groups are complemented by similar groupings in the community media and education services including: the Moving Image Hubs, which will form the delivery structure for some of South West Screen's widening participation activities and the UK's Film Education and Media Literacy strategies; the Regional Exhibitor's Forum and the Skillset Screen/Media Academy Network – which provides an important pillar in the skills infrastructure developed by the sector skills councils.

We will also seek to add value to existing networks in the area of design and music – recognising where synergies exist and identifying and addressing gaps and/or duplication.

CREATIVE INDUSTRIES DELIVERY

South West Screen will be one of the lead suppliers taking forward the South West of England Regional Development Agency's Creative Industries Framework Programme, leading the development of the Creative Industries Sector in the South West of England.

The board of South West Screen will be broadened to reflect its wider Creative Industries footprint.

CREATIVE ECONOMY PARTNERSHIP

South West Screen will work with a partnership group (which it also sits on) formed by other regional cultural agencies (Culture South West, Arts Council), SWRDA and representatives from local authorities in the region. This partnership group – the Creative Economy Partnership – advises SWRDA on the Creative Industries framework for the region and acts as a strategic steer, guiding infrastructure development and significant Creative Industry initiatives.

A FINAL WORD ON THE IMPORTANCE OF PARTNERSHIPS

Partnership working and networks are integral to South West Screen's mode of working and to the future success of the creative and media industries in the South West of England. We will continue to work in this way to ensure that the South West is deservedly recognised as an international centre of excellence for the creative and media industries.

IMAGE CREDITS

Front cover: 'Life in Cold Blood' © BBC NHU, 'Cyberia' by Wonky, 'Macbeth' Splice Productions, 'Shaun the Sheep' © Aardman Animations (2007), 'Moving Wallpaper' © ITV, 'Hot Fuzz' (2007), Working Title © Universal Pictures.

Page 1: 'Life in Cold Blood' © BBC NHU.

Page 2: Col 1: 'Conservation Island', WWF's Second Life presence, Enable Interactive.

Col 2: 'Mistresses' © BBC, 'Cockney Coppers' © Shufti.

Page 3: 'Elizabeth: The Golden Age' (2007). Photo Laurie Sparham © Universal Studios.

Page 4: Col 1: 'Small Talk Diaries' © Ammonite and Big Squid, Col 2: 't.o.m', Daniel Gray and Tom Brown (2006), 'Starter For Ten' (2006).

Page 5: Col 1: 'Peter and the Wolf' at Animated Exeter (2007) © Mike Alford, 'A Short Collection of Hilary Flamingo's Dream Vocations' by Harriet Fleuriot.

Page 6: 'Lark Rise to Candleford' © BBC, 'A Short Collection of Hilary Flamingo's Dream Vocations' by Harriet Fleuriot.

Page 7: 'Macbeth', Splice Productions.

Page 8: Col 1: 'Shaun the Sheep' © Aardman Animations (2007), Col 2: 'Moving Wallpaper' © ITV.

Page 9: 'Life in Cold Blood' © BBC NHU.

Page 10: Col 1: 'Hot Fuzz' (2007), Working Title © Universal Pictures.

Col 2: 'Shadowed' by Martin Kiszko, Richard Higgs and The Soundbeam Project.



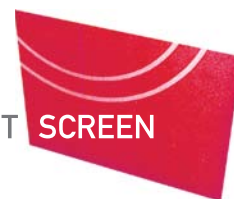
THANKS TO ALL OUR PARTNERS:

SWRDA, UK Film Council, Arts Council England South West, Cornwall Enterprise, Creative Skills, Culture South West, European Social Fund, European Regional Development Fund, LSC, Skillset, Bristol City Council, Cheltenham Borough Council, Cornwall County Council, Exeter City Council, Devon County Council, East Devon District Council, Plymouth City Council, South Gloucestershire District Council, Swindon Borough Council, Taunton Deane Borough Council, Torbay Council, West Dorset District Council, Weymouth and Portland Borough Council, Bath Film Office, Bristol Film Office, Business West, Gloucestershire First, Government Office South West, UKTI, Aardman, Available Light, BAFTA, BBC, Big Squid, bolexbrothers, Calling the Shots, Channel 4, Cornwall Film, E3, Endemol West, The Engine Room, Exeter Phoenix, Film London, Films@59, Firstborn Creatives, HP Labs, Icon Films, Independent Cinema Office, ITV West, ITV West Country, Knowle West Media Centre, Osborne Clarke, PVA, Rubberductions, Somerset Film and Video, Suited and Booted, SWAVA, SWMLAC, Touch Productions, Twofour, Watershed Media Centre, University of Bath, Bath Spa University College, Bournemouth University, Arts Institute Bournemouth, University of Bristol, Cirencester College, Exeter University, Falmouth University College, University of Gloucestershire, Plymouth College of Art and Design, Royal Agricultural College, College of St Mark and St John, University of the West of England, ished, The Pervasive Media Studio, Arts Matrix, Rio, Futurelab, Pivotal Games, BFI, South West Tourism, MLA South West, Pact, Demos, British Council, Grace Productions, Encounters Film Festival, International Screenwriters' Festival, Wildscreen Festival, Cornwall Film Festival, Animated Exeter, Bath Film Festival, Purbeck Film Festival, BERR, Shufti, Testimony Films, Halo Films, Wonky, Enable Interactive, Spider Eye, Create Studios, Creative Dorset, Chew TV, HMC Interactive, Licorice, Channel 4, Electric Picture House, Greenlit Media, Bristol Media, GMG, PM-P, WMG, Cornwall Media Focus, Mobile Pie, Business Link and many more... If we've forgotten you, we're sorry!

To keep up to date with developments across the creative and media industries in the South West, subscribe to our e-bulletin and have fortnightly news delivered direct to your inbox. Send an email to info@swscreen.co.uk with 'Subscribe' in the subject box and please include your full name.

Visit our website www.swscreen.co.uk for further information about South West Screen.

SOUTH WEST SCREEN



SOUTH WEST SCREEN
St Bartholomews Court,
Lewins Mead, Bristol, BS1 5BT
Tel: +44 (0)117 952 9977
Email: info@swscreen.co.uk
www.swscreen.co.uk

Designed and produced by Qube Design Associates: www.qubedesign.com

