

**All good ideas
start with a
blank sheet**

Ideas.

They're what creativity thrives on...
Who knows where they come from.
But the good ones always tend
to start with a blank sheet of paper.

From fashion sketches to storyboards.
From blueprints to notes on a music sheet...
Ideas have to start somewhere.
And this is where we start recognising the
talent we have in Nottingham.

Creative People
Creative Places
Creative Businesses

Welcome to
Nottingham's Creative Industries

Intro

The UK creative industries outperform every other European State and in the 21st century they have moved to centre stage of the UK economy. It is vital to the whole economy that Government works with industry to create a framework in which these sectors can flourish.
The size of the creative industries is comparable to the financial services sector. They now make up 7.3 per cent of the economy and are growing at 5 percent per year. Including those working in related creative occupations, the creative economy employs 1.8 million people.

Tessa Jowell
The secretary of state for Culture Media and Sport
Staying Ahead: The Economic Performance of the UK's Creative Industries June 2007

Nottingham as a city has an excellent history in seeing creative ideas convert into successful businesses. Nottingham is the home of design guru Sir Paul Smith and Director Shane Meadows and the city boasts excellent creative facilities and cultural attractions such as the Broadway Media Centre, Nottingham Trent University and Lakeside Arts Centre as well as CCAN (Centre for Contemporary Arts Nottingham) opening in Autumn 2008. However, over recent years, the growth of the sector has become both more competitive between cities in the region and also more internationalised.

What are the Creative Industries?

Those industries which have their origin in individual creativity, skill and talent which have the potential for wealth and job creation through the generation and exploitation of intellectual property.

These are predominantly:

- * Advertising
- * Architecture
- * Arts and antiques markets
- * Crafts
- * Design
- * Designer fashion
- * Film and video
- * Interactive leisure software
- * Music
- * The performing arts
- * Publishing,
- * Software and computer services
- * Television and radio

Our Aims

The partners involved in developing this Growth Plan see the creative industries as a significant tool for economic development. This Growth Plan aims to ensure that the creative sector is contributing to wealth creation, urban regeneration, employment and skills development and the general repositioning of the Greater Nottingham economy. Our desire is to develop creative people, creative places and creative businesses.

Our Key Priority

Our overarching aim is to build on existing links and facilitate new routes for creative businesses to access national and international markets.
We will achieve this by moving away from a parochial view of the Creative Industries as a predominately local sector and look at national opportunities, wider networks and strong brands.

- * Nottingham City Council Economic Development Service
- * East Midlands Development Agency
- * Broadway Media Centre
- * Arts Council England
- * Nottingham City Council Leisure Services
- * Nottingham Trent University
- * Greater Nottingham Partnership
- * EM- Media
- * Private Sector

The Creative Industries Sector Growth Plan identifies a number of areas where further work need to be developed, time limited project partnerships need to be established and recommends areas of priority for the investment of local resources.

Our Partners

People

Key priority

* To soak up skilled and creative people from our universities into employment in local businesses and to support them in starting their own creative businesses.
To concentrate on workforce development and enterprise in schools within the creative sector.

Nottingham Trent University

Nottingham Trent University offers 124 full time and part time courses in the creative sector with approximately 4,500 students enrolled on these courses, 68% from outside the East Midlands. Alumni include Turner Prize winners, British Fashion Council Award winners and winners of national competitions in many aspects of art and design including photography, interior design, textiles, theatre design, furniture and graphics.
NTU is keen to demonstrate that Nottingham is a world-renowned laboratory for entrepreneurship in creative industry policy and developing business support for the sector.

One young MA Graduate from NTU, Susi Henson, has founded Eternal Spirits, a corsetry, lingerie, bridal gown and evening wear business tapping into the burlesque market, with a flagship boutique in the heart of Nottingham City Centre. With national and international clients she is now established as one of the UK's top corsetieres.

Eternal Spirits has also won local awards through Nottinghamshire Business Venture and Nottingham Evening Post.

Places

Broadway Media Centre was born out of a consortium of local media organisations, backed by the British Film Institute, East Midlands Arts, Nottingham City Council and Nottinghamshire County Council. The nineties witnessed a £2.8 million refurbishment of the existing facilities, including £500,000 from the European Regional Development Fund (ERDF). This phase, completed in 1997 has given the frontage a dramatic new look with a four floor glass section linking Broadway with its old administration block next door. The building now houses two cinemas and a café-bar as well as hosting a wide range of media organisations.

2005-6 saw another major development and building expansion that has created the region's largest independent media centre to date and one of the largest in the UK. The current facilities include 4 cinema screens (including 2 digital screens), an education suite, a café bar and provide production, exhibition and training facilities for film and digital media. The project has enabled Broadway to provide increased workspace and business incubation services to support people starting their own small media enterprises.

Key priorities

- * Place Marketing and Inward Investment: Develop a "Designed in Nottingham Brand"; Build upon the successes of GameCity as a tool for inward investment; Work with UKTI to develop opportunities for Creative Industries Ambassadors to visit overseas trade fairs and increase trade
- * Property - Define and promote a range of creative industries accommodation tailored to the needs of this diverse sector linked to accessing high growth markets.

Businesses

Key priorities

- * To understand and support Nottingham's Creative Industries in a way that is tailored to their needs and enables them to access opportunities for trade in a national and international marketplace.
- * Help businesses to link and collaborate with other businesses in our neighbouring cities.

Davenport Cabinetworks Ltd

Davenport Designers and Cabinetmakers established since 1978, create inspirational fine furniture, from kitchens, bedrooms and studies to one off individual pieces. Primarily operating within the East Midlands and London, they work with individual clients and developers alike, having created fantastic dynamic relationships with many of the countries most talented architects, interior and furniture designers.

Each element of a Davenport piece is one of a kind and works throughout the spectrum of styles from fine traditional to cutting edge contemporary - even concepts of the like never devised before. They put the secrets to their success down to creating a thorough two-way interchange with the outside world - local and international to allow constant inspiration and also to ensuring they are not limited in their abilities to design or create anything the market may require.

Davenport considers Nottingham at present to be one of the most exciting places to work and live - the rich fabric of our history complimenting perfectly 'now' - a time in which an incredible amount of talent within creativity exists. They are proud to be a leading element of the design revolution unleashing itself within Nottingham and are currently enjoying communicating the secrets they have learnt on their travels to others and helping to facilitate an exciting, innovative and powerful new movement in design throughout the creative sectors of Nottingham first - and then beyond!

This is just the start...

For a full version of this plan with actions, contact:
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