



TOWARDS A NATIONAL PROSPECTUS FOR
THE CREATIVE ECONOMY IN THE SOUTH EAST

Funded by South East LEP

“The UK’s creative industries are one of our biggest success stories and contribute £8.8m an hour to the UK economy. We need to make sure this continues and I look forward to the new initiatives to unlock the growth potential of the creative economy in the South East.”

Ed Vaizey MP, Minister of State for Culture and the Digital Economy



This prospectus sets out a portfolio of sector-led initiatives to build a more self-sustaining, creative and cultural infrastructure in the South East.

Led by the South East Creative Economy Network, it highlights the projects, programmes and partnerships that will make a difference. There is strong support for these initiatives and an excellent return on investment. Their impact will enable the South East to become a globally significant location for the creative sector and help to sustain the long-term success of the UK's creative economy.

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Why Capitalise on Potential for Growth Now?

Huge potential of the sector

The digital and creative industry is one of six sectors highlighted by the government as a priority for growth. The government's aim is for the UK to become a world leader in this area. However, economic projections drawn up in 2010, which predicted 31% growth in the gross value added contribution from the creative sector, did not occur. Suggestions for this slower growth rate include the lack of a strategic approach to investment in areas such as skills, R&D and innovation. Productivity per head in Britain also stands at 15% below its predicted output. This is around 30% lower than in rival countries such as the US, Germany and France.

Job resilience

Jobs in this industry are resilient and future proof in terms of risk of automation, with 87% of those employed considered at low to no risk. This compares with 35% of all occupations expected to be vulnerable to automation within the next two decades. This relates, in particular, to areas such as transport, logistics, manufacturing, production and construction.

Local growth, national impact

For the UK to remain globally competitive, it needs to increase productivity and help businesses to operate on an international scale. A key factor in this is the growth of the creative industries, beginning at a local level. There is strong evidence that a thriving local creative economy has a direct impact on generating employment and business growth in all sectors. Increasing the gross value added (GVA) contribution from the local economy, as a whole, will serve to attract high quality investment and development to an area and help to transform its profile and prospects.



Image credit: Caroline Shillabeer



Image credit: Hugo Glendinning



Image credit: Jessica Limbrick, Turner Contemporary



Image credit: Stephen White, Turner Contemporary



Image credit: James Fletcher



Image credit: Eduardo Garcia Gonzalez



Image credit: Creative Foundation and Matt Rowe

A Model for Creating Major Sector-led Initiatives

The South East Local Enterprise Partnership (SE LEP) is an organisation that was set up to drive economic growth across East Sussex, Essex, Kent, Medway, Southend-on-Sea and Thurrock. It is the largest LEP outside London. With a GVA contribution of £2.5 billion per annum, the creative economy of the SE LEP area contributes more to the UK economy than any other LEP area (outside London). As part of the strategic economic plan for the South East, SE LEP recognised that building a thriving creative economy is critical.

In response to this came the formation of the South East Creative Economy Network (SECEN). Working in partnership with local authorities from across the South East, SECEN aims to identify barriers to growth. It also aims to implement practical and scalable initiatives to overcome these barriers. By combining its efforts with local businesses and education bodies, SECEN is working to accelerate growth in the digital, creative and cultural sector. In particular, through collaboration with strategically positioned geographic hubs, as well as sharing knowledge and scaling-up network activity to add value on both a local and national scale.

The model at the centre of this prospectus for growth addresses the South East as a dynamic ecosystem, rather than a city or region with a primary urban centre. It takes into account the real economic geography of the area and works towards building strong interconnections across the South East and beyond.

The Value of the Creative Economy in the South East

The Creative Industries (CIs) are one of the UK's greatest economic success stories. Taking into account creative professionals working across all sectors:

- The industry accounts for around one-tenth of the whole economy and provides jobs for more than 2.5 million people - more than in financial services, advanced manufacturing or construction
- In the SE LEP area, CIs employ 30,000 people and generate £2.5 billion in GVA – the largest GVA contribution of any LEP outside of London
- Creative talent and innovation that originates in this sector has become indispensable to other areas such as health, IT and the services economy
- The talent pool in London, the world's leading centre for creative industries, continues to move eastward into the Thames Gateway and towards the coast.
- As there is limited headroom for growth within the capital itself, establishing a mutually beneficial talent pipeline relationship with London is paramount. One that also enables risk taking and R&D activity is essential for the sustainable growth of the sector.



Image credit: Benedict Johnson, Turner Contemporary



Image credit: James Fletcher

Creative Innovation is our Strongest Asset

Business leaders in the creative economy are natural innovators. Embracing and improving upon new technologies, they are constantly developing new business models. Almost exclusively SMEs and micro-businesses - 94% have fewer than 10 staff - many work on a collaborative, project-by-project basis. This flexibility and responsiveness to change avoids the threat of economic stagnation, consequently:

- In an average year, the number of CIs introducing a new product is around 20% compared with only 9% for non-creative sector firms
- The GVA contribution generated by a creative professional is almost double the average GVA contribution of an employee across the South East's wider economy
- In the South East, 55% of all workers are qualified to First degree level or above, compared with a UK average of 37%. This talent pool brings huge benefits to the wider economy
- 53% of creative professionals in the Greater South East now work in a creative capacity outside the CI sector
- Firms that spend double the average on creative industries inputs are 25% more likely to introduce products or services that are new to the firm or market.

The South East is poised to deliver essential expansion opportunity for the film, broadcast and entertainment industries.

Major studio facilities in the west of London are full, as demand for world class production facilities and technical skills increases, the area is well positioned to exploit this opportunity for growth. For example:

- Developers in Thurrock have taken their lead from the High House Production Park Creative Cluster to propose the development of a media village in Purfleet that will include 2,300 new homes and a 500,000 sq ft film and television studio complex to include sound stages, large water tanks for filming, back-lot facilities and post-production facilities.
- London Paramount is a proposed theme park and entertainment precinct in North Kent. The project was announced on 8 October 2012; construction could begin in autumn 2016 with the opening estimated for 2020 and will be twice the size of the Olympic Park in East London .
- Maidstone Studios is the UK's largest independent high definition TV studio facility, based just 45 minutes south east of London. An outstanding media hub able to fully manage all areas of television production: studio hire, dubbing facilities, edit suites with Avid Unity hire, camera hire and fully saturated lighting grid, high capacity fibre connectivity, full scenery construction and renovation department, office rental, hospitality and crewing.



Image credit: Matt Allen

The Key Initiatives:

1. South East Creative Economy Network

Working in close proximity and networking with other similar organisations is important for creative businesses. The benefits include forging dynamic new partnerships and sharing innovative practices. It allows individual freelancers and micro businesses to increase their capacity, whilst at the same time, minimising risk.

One major challenge for the South East area is the wide dispersal of our creative businesses. Many operate in isolation and find it difficult to access finance or lack dedicated, affordable workspace. Business isolation creates a lack of awareness about local expertise. Being unable to collaborate with other businesses or share areas of good practice and expertise is a hindrance. This factor needs addressing when looking at the development of economies of scale.

Publicly funded cultural industries add particular value to the economy. They help to kick-start creativity and encourage innovation amongst other industries. By recognising this, business leaders from the creative sector across the SE area have begun to form a practical alliance with education authorities and local government. The aim is to focus efforts on developing a network of creative economy hubs. This will look to existing creative clusters to draw on the expertise and profile of their anchor institutions. Co-ordinating the delivery of bespoke programmes will strengthen the talent pipeline by meeting the skills, business support and R&D needs of creative businesses and start-ups.

Specialist industry hubs will form the South East Creative Economy Network in the following strategic locations:

- Hastings Bexhill-on-Sea (Bexhill)
- Margate
- Southend
- Thurrock
- Folkestone
- Colchester
- Chatham
- Eastbourne Lewes
- Tunbridge Wells
- Sittingbourne

Each of these locations has existing creative centres of excellence and the South East Creative Economy Network is working closely with sector leaders in each place. **Reaching out to creative businesses in their wider local areas, building peer-to-peer support, hosting training and business development activities and collaborating on network programmes, are all areas where sector leaders have committed to lending their support.** In addition, the South East Creative Economy Network intends to encourage investment bids that foster innovation to accelerate growth.



2. South East Creative Sector Business Support Programme

Building on experience from three similar (smaller) programmes, comes the South East Creative Sector Business Support Programme. This is the first ever area-wide, comprehensive programme owned and promoted by sector business leaders. The expert business support on offer calls upon a wide range of local experience, centred on the engagement of a sector that is traditionally hard to reach. The programme aims to coordinate peer-to-peer knowledge sharing and help business develop in terms of investment readiness for growth.

This programme will form a key part of the area's growth hubs, as the go-to resource for the creative sector. A wide range of specialist partners are involved including Creative United, the national creative industries business development and loan finance initiative and The Arts Marketing Association, a leading professional development body for the sector. Other partners are devising bespoke support for businesses in this sector, for example: ACAS will be offering 1:1 diagnostics to assess HR policy needs/gaps, this diagnostic will be used to direct the businesses to the most relevant HR training being offered through the programme. **University of Essex Institute for Analytics and Data Science is preparing a programme of support to enable creative businesses to be equipped to understand and apply data analytics to increase resilience and growth.**



Image credit: Essex University



Image credit: Simon Fowler



Image credit: Adam Scott, Resort Studios

3. South East Talent Accelerator

The South East is at the forefront of the creative and cultural skills agenda, the creative sector's National Skills Academy has relocated to Thurrock from London, this has resulted in a step change in ambition to open up new progression routes into the creative industries. A commitment to developing talent, skills training, apprenticeships and careers advice is important for the growth of the creative industries. In addition to helping young people acquire the skills they need for the sector, providing great experience of working in this environment is also important.

Our ambition for the South East is that many more children and young people will be offered opportunities to:

- gain access to high quality cultural education
- become a creative trainee/apprentice
- gain skills, work experience and training for digital, creative and cultural industries
- be able to start up and run a successful creative business.

In each of the geographic hubs, the South East Creative Economy Network will work with Local Cultural Education Partnerships.

The aim will be to grow capacity and encourage leadership, beginning with schools. A school-to-workplace programme, designed to grow a skilled workforce in the South East, will help to ensure there are clearly identified progression routes into the creative industries. This will come through provision of expert careers advice, traineeships, high quality work experience, apprenticeships and skills development programmes.

Education providers, schools, colleges and university outreach programmes will be encouraged to integrate industry-backed products. These new programmes will integrate the Arts Award qualification into the offer for children and young people. In addition, educational establishments will be encouraged to participate in the Arts Council's Artsmark programme. This will help ensure that the cultural education offered is of the highest quality and delivered in a coherent and co-ordinated manner.

Local Cultural Education Partnerships will organise existing good practice into a high quality, pre-vocational, universal offer. Scaled up to reach the entire area, this will link with existing university outreach programmes, such as Kent and Medway Collaborative Network <http://kentandmedway.org/about-us/>.



Image credit: Turner Contemporary



Image credit: P Fewster



Image credit: Turner Contemporary



Freelance Workers and Micro-Businesses

Freelancers and micro-businesses make up a significant proportion of the creative sector. Recent research by the RSA established that self-employment would overtake public sector employment by 2018; therefore it is important to understand this group when considering the overall growth of the sector. The research also highlights the need to create optimum conditions for sustainable freelance careers and to change the perception that self-employment is less secure. Investment in training and business support has been difficult to implement amongst this group. This is due in part to:

- The vast majority of creative businesses (94%) having neither an internal training budget nor any record of accessing external training funding (89%)
- Small businesses having less time and money to train staff and portfolio working, seasonal productions and contract-based work making it difficult to offer anything more than ad hoc, on-the-job training
- However, this represents only one of the barriers to growth facing freelance workers and micro-businesses. In response, **the South East Creative Economy Network will commission the UK's first Freelance Charter for Growth**, taking forward the findings from the RSA research.

Rye Studio School for the Creative Industries

Rye Studio School is a purpose-built teaching facility which partners traditional qualifications with industry experience. Creative talents are nurtured and aspirations are heightened with partners in the creative and business sectors who work with young people to challenge convention with innovation for the future. Chief executives from Europe mentor, coach and employ students as part of a unique programme to address employability skills and offer extended careers advice and guidance.

The rigorous, specialist curriculum focuses on the Visual, Performing and Production arts, including maths, English and business to allow students to progress into varied careers. Its focus mirrors the heritage of the local community, supporting its regeneration needs with a vocational provision that directly nurtures creative enterprise in Rye.

The Studio is well placed geographically in the South East corridor spanning Brighton to Margate offering students access to galleries, theatres, museums and festivals but also new expansions in the creative industries.

Its mission is to prepare young people for success in the 21st century global employment market with qualifications, confidence and creative, specialist skills.

4. London South East Creative Sector Workspace

Shared workspaces encourage businesses, freelancers and graduates to work alongside each other. This facilitates the sharing of ideas, collaboration and most importantly, sparks innovation in a way that virtual connections are unable to do. In London, the creative industries rely on the availability of affordable workspace. This is fundamental to the sustainable growth of London as a world leader in this area.

The South East can offer complementary workspace, given its proximity to the capital. The opportunity exists to promote the area as a prime location for quality, affordable space, with bespoke business support and connections. For example, a 40-minute direct train service to Stratford makes Colchester's access to East London more accessible than travelling from within other parts of the capital. However, to increase the creative economy growth potential, there is a need for a set of dedicated creative workspaces, as well as platforms for cross-sector working to connect with other knowledge-intensive sectors in order to spark innovation and growth.





Image credit: Adam Scott, Resort Studio

The South East Creative Economy Network proposes a new partnership between London and the South East LEP. The plan is to provide sustainable opportunities for creative sector affordable workspace. This could make use of housing and mixed-use developments that can link into the existing hub network.

These plans build on the model developed by the Creative Foundation: the Folkestone Creative Quarter. The Creative Quarter has transformed Folkestone, creating over 900 jobs and prompting the restoration of over 90 buildings.

There are also established, affordable workspace developments in other areas. These include Resort in Margate, 34 High Street in Sittingbourne, Monson Road in Tunbridge Wells, 15 Queen Street in Colchester, and Acme's High House Artists' Studios in Thurrock.

However, to accelerate growth also requires better developed partnerships between hubs and higher education institutions in order to drive convergence in terms of production, research and interdisciplinary practice.



Image credit: Creative Foundation

5. South East Place Making Innovation - from City to Sea

The South East coast offers sea, open countryside, heritage, and industrial landscapes complemented by world class cultural attractions which are all cited by artists and creative professionals as reasons why they choose to settle here. Distinctive and authentic places with a vibrant cultural offer attract and retain creative industries.

For business start-ups unable to afford London prices, and growing businesses looking to expand and offer the quality of life their employees demand, the south east coast is the obvious choice and our coastal towns are attracting an ever growing creative industries sector. Coastal towns, still seeking to repurpose themselves since the advent of the cheap package holiday offer affordable property, easy access to Europe and the capital, and with high speed rail links and rapidly improving superfast broadband they provide all the conditions necessary for creative businesses to thrive.

In order to build the profile of the SE and to increase its competitive advantage to attract more inward investment, developing a vibrant creative sector is key. This is particularly urgent along the Thames estuary and in coastal towns, where increasing the quality of physical development is critical to turning around the fortunes of the area.

In the last 10 years, culture-led regeneration, followed by economic diversification, has made a tangible difference. One such example is the Coastal Cultural Trail. It runs between the Towner Gallery in Eastbourne, the De La Warr Pavilion in Bexhill and the Jerwood Gallery in Hastings as a joint marketing effort by all three venues.

The trail offer is part of a short break experience and includes cycling, walking, overnight accommodation, food and drink. The approach to the marketing of this trail has promoted a united sense of place for this coastal strip and attracted national interest and editorial coverage. This culture-led, place making initiative has also helped to make the case for better transport links between each cultural destination and has driven demand for higher quality visitor accommodation and hospitality.



Inspired by the success and visibility of the Turner Contemporary Gallery, Margate is attracting creative practitioners, drawn to the town because of its growing cultural profile and proximity to London and Europe. In particular, Cliftonville, once considered one of the poorest corners of the South East, is attracting a new set of pioneers. The availability of affordable housing, good schools and the outstanding natural coastal location, makes the area an attractive prospect for business start-ups. Collaborations exist between the County Council and major players like Turner Contemporary and Dreamland. Together they have co-ordinated a Cultural Summer Festival that is attracting thousands of visitors. The success of this event has resulted in the increase of overnight stays to more than double the rate of previous years.

There is still much to do to consolidate and strengthen the existing creative economies of the coastal towns. Many places have still to unlock their creative potential, including, for example, places such as Clacton and Swale and similar areas where housing growth is among the largest in the UK.

However, achieving this is possible through planned collaboration between the creative, housing and development sectors, together with local authorities, these partners can generate imaginative solutions to place making.

The following pages set out new initiatives to be embedded in SE housing and infrastructure development strategy.



Image credit: Paul Tait



Image credit: Simon Fowler, Metal



Image credit: Simon Fowler, Metal

NetPark

NetPark is the first digital art park in the world. Developed by arts organisation Metal, it is a new visitor attraction for Southend and presents a collection of specially commissioned, site specific, digital artworks and stories for Chalkwell Park in Southend.

The works are engaging and playful, each taking visitors on a different journey around the park and providing a variety of experiences of the environment that are in turn surprising, funny, informative and thought-provoking. Designed for a variety of audiences, the range of works ensures that there is something to enchant all ages and allows for a shared experience or individual contemplation.

All the works are experienced through a smart device, either iPad, iPhone or Android. The inaugural collection has five artworks created by artists following an open call selection process, and five site-specific stories created by Southend school pupils working with writers and illustrators.

The project also includes an onsite digital studio at Metal Art School equipped with both hardware and software, enabling ongoing R&D by artists and a range of digital creative learning within the curriculum.

Partners include, R&D Digital Art Fund, ROH Bridge, Southend Borough Council, University of Brighton and software developers, Calvium.

A Thames Estuary Biennial

Having moved its HQ from London to Southend in 2007, Metal is leading an ambitious public-private partnership to commission an international festival. **The aim is to celebrate the outstanding cultural contribution of the 40-mile stretch of the iconic Thames Estuary. Wrapping around major development sites, the festival will reimagine undiscovered parts of the River.**

It will consist of:

- Large-scale, high profile visual arts commissions in key locations along the estuary
- Literature events – examining classic and contemporary writing in relation to the estuary
- Exhibitions – of existing works and commissioned new works in relations to the estuary
- Water and walking tours – historic/artistic/tourist – with accompanying talks by experts
- Music – gigs/talks/academia – looking at the so called sound of the ‘Thames Delta’
- Conference events - bringing together leading thinkers, archaeologists, historians, scientists, artists, politicians, business leaders.

Working with partners on both the North (Essex) and South (Kent) banks, the festival will occur bi-annually, with the first event due to take place in September 2016.

This festival links to the following key development aims:

1. To highlight the enormous cultural significance of the Thames Estuary as the gateway between the world and the UK
2. Place making – to create an image of the Estuary communities as vibrant, creative, innovative and exciting places to live, work, visit and invest in
3. To promote the leisure and health benefits of the Estuary landscape, by opening up access to the riverfront. The vision is to connect the City to Sea along the river frontage
4. To generate content, profile and audience for the planned new Museum of the Thames Estuary on the banks of the Estuary in Southend (planned for circa 2020).

Founded by Jude Kelly OBE, Metal is a national arts company that works to transform the potential of people and places through great art and inspiring ideas. Looking to nurture creative talent, Metal supports both established and emerging artists, as well as providing community hubs for all sectors.



Image credit: All photos above courtesy of Metal



Image credit: © Pete Jones

Hastings White Rock Masterplan

Hastings has a growing reputation as a cultural hotspot. Recent years have seen an increasing inward migration of creative professionals, particularly from London and Brighton. The Jerwood Gallery, opened in 2012, is an independent, not-for-profit organisation and has been a catalyst for culture-led regeneration. Designed to house the Jerwood Collection of Modern British Art alongside a complementary programme of exhibitions, the gallery has been an unprecedented success. In the three years since opening, the Jerwood has gained a reputation for its ambitious curatorial programming, increasing, not only its own profile, but also that of the town itself. Other plans include the rebuilding of Hastings Pier (due for completion in 2016) and opening of the White Rock Baths International BMX and Skateboard Centre. Visitor statistics for last year showed that over two-thirds (66%) of visitors travelled to Hastings just to see the gallery and around two fifths (42%) were first time visitors to the area. Seven out of ten (71%) visitors to the gallery thought that this venue raised the town's profile. There is a similar level of expectation around the Pier and White Rock Baths.

Unlocking further growth

Hastings Borough Council is now devising a masterplan for White Rock.

The expectation is that this area, strategically positioned between Hastings town centre and central St Leonards, will have a strong cultural lead. Already, a cluster of creative industries have either started up or relocated to the area and this is growing. The University of Brighton has its newest and fastest growing creative industries campus located nearby, specialising in digital and broadcast media, design and illustration, journalism and literature. Sussex Coast College's Art and Design school is also adjacent to Hastings station. Renovation projects in the White Rock area include Rock House, a mixed-use development offering workspace for creative businesses and incubation space for start-ups. In addition, the old Hastings Observer building, derelict for 30 years, has re-opened for temporary use. It currently houses a gallery, cinema and street food market. Local MPs, local authorities and Locate East Sussex is campaigning to bring HS1 to Hastings and Bexhill and to extend the duelling of the A27. The roll out of superfast broadband and the expansion of Gatwick are being supported, all of which will improve connectivity.

The White Rock development will be building on the momentum generated by all these initiatives to ensure maximisation of the economic and social benefits of this cultural renaissance.



Image credit: Hastings Borough Council



ROOT 1066 International Festival will take place in autumn 2016. This multi art-form festival will mark the 950th anniversary of the Battle of Hastings and launch a new phase of culture-led regeneration for the area. The festival will explore new ways for contemporary arts and heritage to work together. Its legacy will feed into an ambitious project for the development of Hastings Castle and a modern reinterpretation of the 1066 story. The aim is to breathe new life to this area and re-position it as a national and international visitor attraction.

Image credit: Alessandro Quisi, Rye Studio

Bexhill Culture Led regeneration

The De La Warr Pavilion is a Grade I listed building on the seafront of Bexhill. It is widely recognised as an icon of modernist buildings in Britain (one of 21 iconic structures recognised in the UK). Since its refurbishment in 2005, the Pavilion has gained an international reputation for innovative gallery and engagement programmes. These involve commissioning new work, delivering large-scale installations and challenging interdisciplinary programmes. A high quality live programme of events ensures engagement with a diverse range of audiences.

Benefits to the area as a direct effect of the De La Warr Pavilion include:

- Value to the region £16million per annum
 - The South East’s hospitality sector receives over £4.6 million from visitors living outside Rother. Of this, £2.9 million was retained within Rother district
 - The retail sector receives more than £2 million from DLWP visitors
 - Hotels, B&Bs, self-catering accommodation and campsites benefit from nearly £1.5 million, £900,000 of which was spent within Rother. That equates to almost 42,600 bed nights in Rother. In addition, 68,000 overnight stays were with friends and relatives
 - South East cultural attractions benefit from DLWP’s visitors by £1.4 million
 - Nearly £1.2 million is spent on transport, parking and fuel by DLWP visitors
- 390,000 visitors annually, which are increasing year-on-year
- 20% new visitors each year; 45% local; 53% regional and national, 2% International
- Over 45,000 tickets sold annually to over 120 auditorium events
- 100+ staff on the payroll, 97% live within Hastings and Bexhill
- An audience engagement programme particularly focused on children, young people and families; 5500 participants in engagement programmes
- Important partnerships with local, regional and national agencies, for the delivery of its programme and regeneration of the region
- A reputation as a valuable addition to the community, as recognised through a social capital research study, commissioned in partnership with East Sussex County Council.

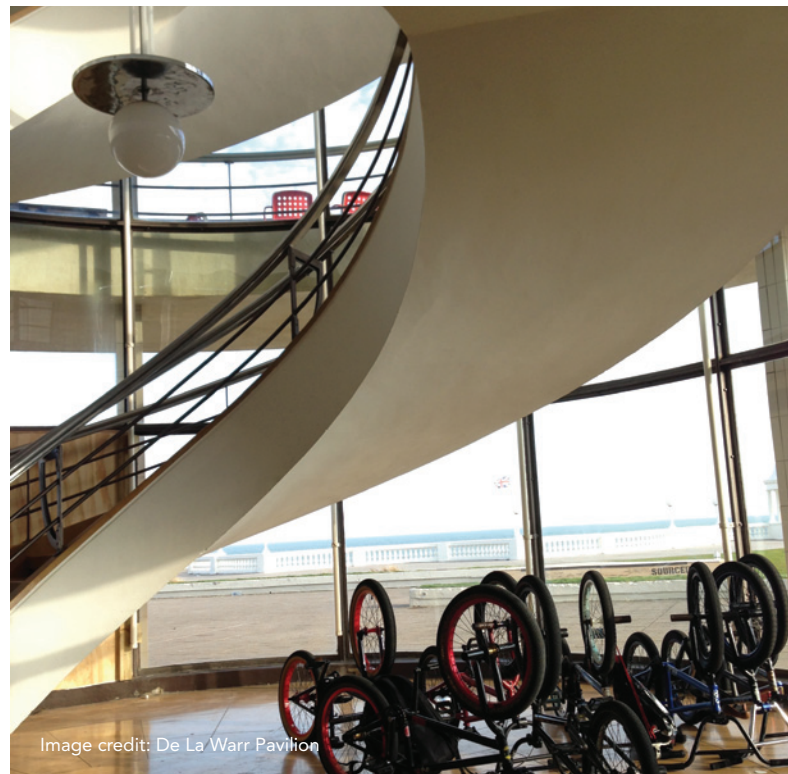


Image credit: De La Warr Pavilion



Image credit: De La Warr Pavilion

De La Warr Pavilion 80th Anniversary

During 2015/16, the De La Warr Pavilion will celebrate the 80th Anniversary of the building with a programme of events. In May 1935, as the Earl De La Warr laid the plaque that can still be seen in the floor of the Pavilion's foyer, he set out his vision for:

"A modernist building of world renown that will become a crucible for creating a new model of cultural provision in an English seaside town which is going to lead to the growth, prosperity and the greater culture of our town"

This anniversary is a prime opportunity to attract developers of a boutique hotel and to upgrade the seafront parade adjacent to the Pavilion.

Unlocking further growth Bexhill, led by the success of the De La Warr Pavilion, is delivering the second phase of a £6million revitalisation of the seafront. It is also lobbying for High speed rail services from Bexhill to London St Pancras which will be a game changer for the town. The expectation is for these developments to increase desirability of the area and there has already been interest from hotel providers now seeking to provide an offer in Bexhill

The De La Warr Pavilion is seeing record numbers of visits to its shows and exhibitions, which along with a successful events programme is driving visitor demand for additional good quality hotel provision located within the town centre. The town requires both a boutique style hotel and cheaper B & B accommodation to serve both ends of the visitor market. Currently, public transport arrangements mean Bexhill loses its guests early in the evening. Overnight facilities would allow Bexhill flourish, in particular by allowing it to extend the Pavilion's live programme.

In addition, the town would be in a better position to provide conference and venue hire for businesses and transform day visitors into an evening economy audience. Further to this, the town would also be able to develop its weekend offers, including cultural breaks, all of which play to Bexhill's strengths.

The second phase of the seafront improvement scheme, taking place to the east side, will have a strong heritage focus. The theme will centre on what Bexhill offered its visitors in the past, but reworked to integrate a modern twist. The wide-open spaces at East Parade lend themselves to numerous public realm options. Developing this area using an historical interpretation will keep visitors in the town for longer. The success of the De La Warr lawns and West Parade brought with it new improvements and resulted in the hosting of a number of significant festival events. It is important to continue this momentum, building on this revived seafront energy and taking it across the seasons and to other seafront locations.



Image credit: East Sussex County Council

6. Eastbourne and Lewes Digital Cluster

The Eastbourne and Lewes Creative Economy hub brings together creative businesses with local authorities and further and higher education institutions. This helps to align its efforts around a range of initiatives that will drive growth in both creative and visitor economies through cross sector innovation.

Unlocking further growth East Sussex County Council and Eastbourne Borough Council are working in partnership with leading Eastbourne companies to grow a digital cluster for capitalising on Brighton's digital talent pool.

These include, TechResort, TechMatch, Zoonou and Cyclr. TechResort is a Community Interest Company established to accelerate digital growth through expert business support to schools' coding clubs. It delivers TechMatch, which helps local businesses to build their digital capacity by creating live, brief digital projects for students to work on.

The partnership will facilitate co-location of these rapidly growing companies, as well as providing space for start-ups. Plans to refurbish a building close to Eastbourne railway station, will allow the partnership to offer co-working facilities, public exhibition space and a café.

Eastbourne's award winning gallery, Towner, has aligned its role with the emerging digital cluster by seeking out a new partnership with the Art Fund. The gallery hopes to establish a national collection of film and video works and further to this, plans to build a 100-seat luxury cinema. In addition, the Towner intends to offer courses in filmmaking, work with leading artists, editors and producers of this genre and show year round premieres of new works in the cinema. The Devonshire Park site, of which Towner is a part, is undergoing a £45m refurbishment. This will inform plans for growth of the visitor economy, by including public realm improvements, revitalisation of overnight accommodation and further investment in the seafront.

Lewes has the highest density of registered creative businesses in East Sussex, attributed to a spill over effect from Brighton and the influence of Glyndebourne. A recent economic impact assessment demonstrated that Glyndebourne generates £11m GVA. A highly specialised supply chain, Glyndebourne has a resident community of musicians and costume makers, as well as a significant visitor economy.

7. Crafting the Future of Thurrock and Beyond

Thurrock is leading a major growth in infrastructure development, from highways to house building. One programme, in particular, involves an ambitious plan to build 23,000 new homes and 26,000 new jobs by 2021. The expectation is for this to meet the needs and aspirations of new and existing communities and businesses.

Unlocking further growth A new public-private partnership is underway between Thurrock Council, the Crafts Council, The Princes Trust, the Youth Construction Trust and High House Production Park. It will also include construction companies such as Wilmott Dixon. Together this partnership is devising a wide-reaching programme. The aim is to embed high quality craft skills in schools, offer vocational training and to provide new housing and highways. Overall, the partnership expects the programme to influence the design and treatment of the natural and built environment of the area.

In general, crafts skills are in short supply in London and the South East. There is unmet demand, not just within the construction industry, but also within film, broadcast, performing arts and live events.

This gives Thurrock and the wider South East area the opportunity to take a leading role in supporting an essential pipeline of talent.

In response to this, the Crafting the Future of Thurrock Partnership is working to help deploy craft skills. Bringing together professional crafts people, with local residents, developers and young people, the intention is to inspire a new generation of highly skilled makers. The partnership would also like to increase public expectations for high quality development. In order to do this, it will draw on the unique heritage of the local area and link this to contemporary craft disciplines, showing how they can apply to new buildings, refurbishments and the public realm.

The partnership has also devised a 'future makers' enrichment programme. This will enable young people undertaking work-based apprenticeships and traineeships to experience working with professional makers. By giving them an insight into craft skills and materials, the partnership hopes to build confidence and raise self-esteem. The enrichment programme will be the first step towards a new Craft Skills in Construction Apprenticeship scheme, supported by industry. Going forward, there are plans to apply this scheme across major developments in Thurrock and potentially across the wider South East area.



Image credit: Royal Opera House

8. UK Centre of Excellence for Creative Industries Craftsmanship

Launched in 2010, High House Production Park (HHPP) is located on the river Thames, 25 minutes from central London. This 14-acre site includes a number of renovated Grade II listed buildings and formal gardens and has attracted a cluster of leading industry players. All have a shared vision to support the growth of a new creative sector, as well as driving regeneration in the local area. The Park includes the Royal Opera House's set building workshop, costume centre and historic collection. It also houses Acme Artist Studios, The Backstage Centre sound stage and the National Skills Academy for Creative and Cultural. A unique public-private partnership, responsible for attracting investment to the site, has so far secured around £50m. These funds have allowed regeneration of the derelict site to produce a state-of-the-art industry production facility.

The value generated from this site includes:

- 100 sets built by Royal Opera House in Thurrock
- 20,000 hours of work experience for young people learning backstage skills
- 60,000 people participating in Royal Opera House public programmes
- 7,000 people engaging in tours of The Backstage Centre
- 4,000 apprenticeships created in the UK by Creative and Cultural Skills
- 40 new workspaces built by Acme Studios, their first studio complex outside London, now fully let and winner of 3 RIBA awards
- 22,000 Royal Opera House costumes to be stored in a brand new centre
- 6,000 items from ROH Historic Collection to be housed here
- A BA (Hons) degree in Costume Construction, to be offered, via a partnership between Royal Opera House, South Essex College and University of the Arts London
- HHPP partners devising and delivering the first creative sector business support programme, engaging with over 300 creative microbusinesses and SMEs in the last 12 months.



Image credit: Royal Opera House

Unlocking further growth HHPP is a strategic hub for creative industries. It intends to work with the business in this sector, along with its public/private partners. The aim is to cluster further specialist industry facilities for production, training and collection housing. This will allow the site to become a self-sustaining campus.

Plans for the site include:

- The first industry-led government backed National College for Creative and Cultural Industries (due in the next two years)
- A new Campus Centre to provide overnight accommodation, further industry workspaces, specialist production and training spaces
- To utilise the remaining plots to provide over 100 creative and cultural enterprises (by 2020)
- To provide a national collections centre for institutions wishing to move their specialist collections out of central London.

The intention is to address the skills gaps and to highlight the UK's particular strengths in craft and technical skills, as well as addressing the need of national cultural institutions. In doing so, this facilitates the provision of new opportunities for education, training and public engagement.

9. South East Cross Sector Innovation

Turner Contemporary, a world-renowned gallery, opened in 2011 with the intention to make art accessible and relevant for everyone. Housed in an iconic building designed by architect David Chipperfield, the gallery is a landmark on the seafront of Margate. There is a regular programme of exhibitions and educational opportunities hosted at Turner Contemporary. These aim to make intriguing connections between art from 1750 to the present day. They also celebrate the work of artist JMW Turner, who lived and worked in Margate. During his career, Turner was particularly influenced by the light and skyline afforded by the coastal location of his town. The programme of events has featured many famous contemporary artists, including exhibitions by Tracey Emin, Grayson Perry, Jeremy Deller, Alex Katz, Carl Andre, Rosa Barba and Hamish Fulton. In addition, it has played host to a number of large-scale themed exhibitions, such as 'Nothing in the World but Youth', 'Curiosity' and 'Mondrian and Colour'. There have also been several historical exhibitions, showing original works by Turner, Constable and Mondrian.



Turner Contemporary has made a significant impact on the regeneration of Margate within a relatively short space of time. The result is high levels of new visitors to Margate. The reputation of the gallery has also served to encourage over 30 new businesses to relocate to the area. The value generated includes:

- Over 1.7 million visits
- More than £40m of additional spend into the Kent economy, supporting an estimated 130 jobs and is responsible for an unprecedented 30% increase in rail passengers to Margate station
- 4% of visitors have never been to a gallery before and 92% have rated their visit as excellent or good
- Research shows that 50% of visitors come to Margate specifically to visit the gallery
- Over 100,000 people have engaged in the gallery's learning programme, activities and public events
- 30,000 pupils and teachers have taken part in school visits since opening and 1,500 teachers have taken part in learning evenings or training sessions
- The gallery was shortlisted as a 'national treasure' in a bid to find the best lottery funded project since the scheme started 20 years ago. It was identified as one of the top ten places to visit in the Rough Guide travel hotlist 2013 and is one of easyJet's best reasons to visit the UK
- Margate has become a must-see destination for visitors. The town has been praised by the Rough Guide, The Guardian, Lonely Planet and easyJet and is regularly featured in the media
- Since opening, the gallery has generated major national and regional press coverage which equates to more than £20 million worth of paid-for advertising with a circulation reach of over 4 million
- Turner Contemporary is a Visit England national pathfinder because of its innovative approaches to growing the visitor economy
- The gallery has welcomed Her Majesty the Queen and HRH The Duke of Edinburgh (November 2011), HRH The Duchess of Cambridge (March 2015) and Prime Minister David Cameron (July 2013), as well as other dignitaries and politicians.

The gallery is a charity and receives public investment from Kent County Council and Arts Council England. In addition, the gallery generates income through its fundraising and commercial activities: retail, catering and venue hire.



Image credit: Benjamin Beker, Turner Contemporary

Unlocking further growth Turner Contemporary would like to apply its skills and experience to help increase innovation and productivity of the cultural tourism and hospitality industry in Margate.

This comes in response to national skills shortages and a need to improve training and progression in front-of-house and customer care. The gallery's outstanding record of accomplishment stems from an innovative approach to programming, building audiences, providing high quality learning programmes and a whole-organisation focus on high standards of customer service.

Plans include building a specialist training academy, which will use creativity to inspire and influence the development of national training standards to improve employability. Turner Contemporary Academy aims to raise ambition in the sector to keep pace with customer expectations. In doing so it hopes to strengthen the UK's visitor economy, a key growth sector.

As a direct result of its successes and an extraordinary high frequency of visitors, the gallery has outgrown all its spaces in its current building. A bespoke extension is planned to establish the training academy and to maximise opportunities to enhance visitor experience.

10. Jasmin Vardimon Dance Laboratory

Jasmin Vardimon Company (JVC), founded in London in 1997, is a significant company within the British dance theatre scene. The company dedicates its success to the choreography of Artistic Director Jasmin Vardimon, an Associate Artist of Sadler's Wells since 2006.

Renowned for her uniquely theatrical choreographic and directorial style, Jasmin Vardimon accentuates her work with an acute observation of human behaviour. JVC combines physical theatre, quirky characterisation, innovative technologies, text and dance. The company's works are widely accessible through their exposure of human experience, social relevance, high quality, passion, skill and commitment. Touring nationally and internationally, JVC perform at high profile theatres throughout the UK, across Europe, Asia, the Middle East and the USA.

In January 2012, JVC relocated to The Stour Centre, a mixed-use centre for sport and physical activity in the Borough of Ashford, Kent. The accommodation currently comprises offices, converted from a former café and a creation space within what was once a large gymnasium.

Upon arrival, the company quickly identified a growing demand for new services. These include everything from public health and well-being courses to its internationally acclaimed training course JV2.

Unlocking further growth JVC now plans to expand into new building spaces. This will enable the business to meet the growing demands for its services. The result will be The Jasmin Vardimon Dance Lab, a multi-disciplinary training and research centre. The Lab will provide the vocational skills necessary for entry into the industry and progression routes for dancers who cannot actively perform after the age of 35 due the physical nature of the industry. The Jasmin Vardimon Lab also plans to use its specialist expertise to increase innovation in community-based public health programmes.

The Lab will provide much needed incubation space for creative industry start-ups, production and performance facilities. This includes hireable space for other dance companies, allowing them to rehearse and preview work before London premieres and tours. The space will also be equipped to enable dance for film. The company is already working with Rose Bruford College, where technical theatre and costume design students work with the company to deliver shows with their graduate programme, JV2. Sadler's Wells, Soho Theatre and BBC have also expressed interest in working with the Lab.



11. Digital and Creative Colchester Cluster

Colchester is the oldest recorded town in Britain and as such, has a wealth of heritage. Its unique cultural assets provide a vibrant and cultural offering to both visitors and residents alike. Firstsite contemporary arts gallery, Mercury Theatre, Colchester Arts Centre and the recently renovated Colchester Castle and Museums have also proved a draw for creative businesses. This has allowed Colchester to emerge as an important sector hub. Indeed, the town has the largest concentration of creative businesses in Essex and the Haven Gateway, with over 3,500 people employed in this sector across more than 600 companies. The total turnover of the creative and digital industries in Colchester was £290million in 2012, with a GVA of £165million.

Unlocking further growth **With the emergence of creative and digital centres such as Tech City, Shoreditch and recently Stratford (40mins by train), London is moving Eastward.**

In light of this, Colchester would like to develop stronger connections with London, including the generation of a strong, local digital and creative economy for jobs-led growth. The increasingly high rents in East London can prove prohibitive for small businesses and this, along with the excellent transport connections from Colchester, makes it an appealing option.

Recognising the need for co-ordinated effort and vision, a Creative Colchester Partnership has brought together key sector business leaders, local authorities and education providers. Their aim is to align resources and acumen in order to accelerate growth. Recently the partnership held its first Digital and Creative Colchester networking event, involving a wide range of local employers, freelancers and creative professionals. Feedback from this highlighted that current initiatives need to focus on support for business and digital skills for the creative sector, alongside the provision and operation of shared workspace and specialist facilities.

Essex County Council and the University of Essex, working through the Essex Employment and Skills Board, have developed the Skills Evidence Base. Working in partnership to promote this to schools and training providers, the aim is to align with local employers' needs for skills in the creative and digital sector and develop placement and internship opportunities for students. Plans are underway for the University of Essex Business and Law Clinics to extend their existing services to small businesses in the Creative Business Centre.

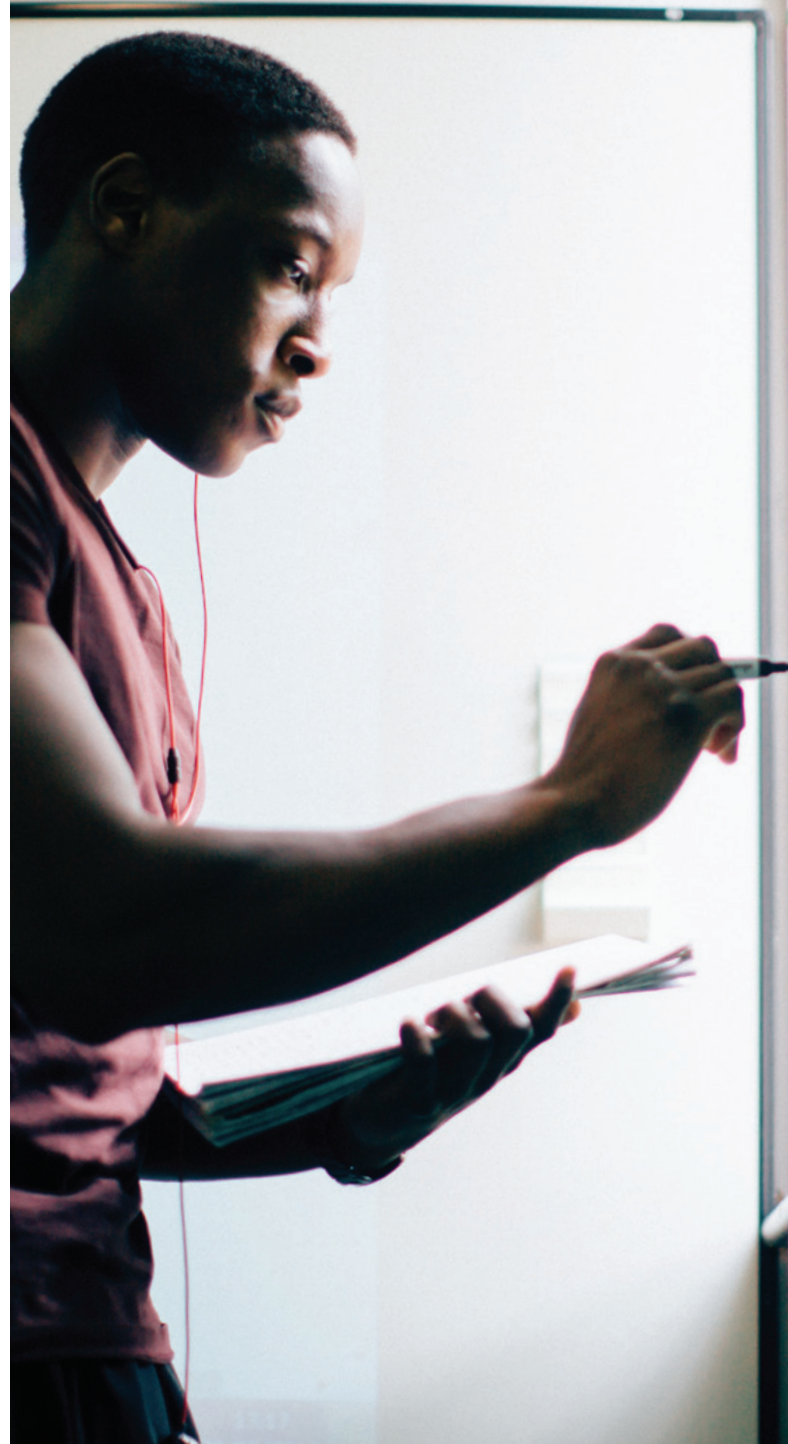




Image credit: Essex University

This would offer free initial advice on contract, employment, landlord and tenant issues, intellectual property and media law issues, as well as support for marketing, social media, project management and growing and internationalising a business.

The University of Essex's Knowledge Gateway is located within the Colchester campus. It is home to digital companies such as the Eastern Enterprise Hub's 'Gaming Hub' and the Institute for Analytics and Data Science (IADS). This Gateway will become a partner with the South East Creative Industries Business Support Programme, providing on-site support. This will include the 'Colchester Entrepreneurs' programme, delivering enterprise advice, support and expertise to start-ups, such as face-to-face workshops, webinars and online resources. Participation in these programmes offers valuable networking opportunities for start-ups, as well as connecting them to the innovation community. IADS will deliver bespoke support to enable small creative companies to use powerful analytical tools that will provide them with valuable competitive advantage.

In addition, the refurbishment of a former police station to become a Creative Business Centre will provide work, meeting and presentation space for the area. In particular, phase one, due in May 2016, will bring with it 26 studio spaces and the provision of over 90 new jobs, as well as extensive support, learning and networking opportunities. With a capital investment of around £65m, the Creative Business Centre is part of a wider regeneration programme in the eastern end of Colchester's town centre. Plans to develop a cultural quarter in this area also include the St Botolph's Quarter. This will ultimately comprise of Firstsite, a Curzon Cinema, three hotels, restaurants and residential housing. There are also aspirations for a 'Wonder House' digital collections' centre and museum learning space.



Image credit: Essex University

Together, the Creative Business Centre and Knowledge Gateway of Colchester will offer an integrated facilities and support package to cover all areas of the business evolutionary cycle, including start-ups. It will provide grow-on space, as well as access to innovation and business development expertise for new and established digital and creative micro-businesses. Interaction with the University's international campus community, including language programmes and cultural information, will help to support businesses planning to expand internationally.

This prospectus highlights the shared ambition of the South East, to waste no time in driving forward the growth of a nationally important creative economy, in ways that will transform the prospects of its local communities. The South East Creative Economy Network is drawing up a set of metrics to measure the impact of investment in the portfolio of initiatives set out here. The information will be used to support business cases for public and private funding and as part of future growth deals.





“The whole UK, including the South East, holds the potential for great growth in the creative industries. We are world leading in this sector - but need to capitalise on potential now by continuing to invest. This prospectus sensibly sets out a powerful regional examination of the South East’s creative economy and how further growth might be encouraged.”

John Kampfner, Chief Executive of the Creative Industries Federation.

For further information please contact:

High House Production Park
Vellacott Close
Thurrock
Essex
RM19 1RJ

www.hhpp.org.uk
Andrea.Stark@highhouse.org.uk
+44(0)20 3668 5753



Twitter @southeastlep