



# Creative Industries

“

We can do things in the West Midlands that would be very difficult to do in most other places – we have input into programmes from high-end academics through to all kinds of productions skills.”

*Jonnie Turpie, Founder and Director, Maverick TV*

## Key Messages

Next generation content creation is a key strength, amplified by the West Midlands’ diverse population and BBC Three’s youth programming base in Birmingham.

The West Midlands is home to a substantial advertising, marketing and design sector, including businesses specialising in web, product, fashion design, PR and data analysis.

Birmingham has the largest jewellery, crafts and designer maker cluster outside London, with a focus on high-value goods and hand-crafting for automotive production.

NESTA has identified the region as a “Creative Challenger” cluster, with strong collaborations, sector specialisms and a diverse ecosystem.

## University Specialisms

Universities in the West Midlands:

- Nurture and develop the best creative talent
- Ensure that our region’s creative industries have ready access to the next generation of technical specialists
- Provide exceptional training for the musicians, actors, stage managers and performers of the future
- Maintain close links with creative businesses and arts organisations across the region, the UK and worldwide
- Advance our understanding of the impact on society of new media and new forms of media consumption
- Support young creative businesses, providing access to talent, facilities and expert advice.

- 3** Thriving Cities  
Birmingham, Coventry and Wolverhampton
- £92bn** A £92bn Economy
- 12,000** Creative Enterprises
- 59,000** Jobs  
Plus 40,000 further creative jobs in non-creative industries
- 40** Gaming Companies  
In Silicon Spa
- Art & Design** **9,000**  
9,000 students studying creative arts and design each year
- 2,000** Media  
2,000 students studying media-related subjects
- 6,000** CS  
Computer science students in the West Midlands

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# Key University Facilities/Projects



## Aston University

### Systems Analytics Research Institute

- Experts in SARI support the sector across a range of areas, including user experience evaluation, 3D modelling, motion capture and audience augmentation.



## Birmingham City University

### Royal Birmingham Conservatoire

- A world class institution providing exceptional training for the performers and stage managers of the future.

### STEAMhouse

- A unique new space for innovation through interdisciplinary collaboration. Free workshops and events allow organisations to share and develop ideas with experts from many different backgrounds and access co-working and co-making spaces, equipment and grants.
- STEAMlabs workshops are led by industry talent, focusing on product development, collaborative making and meeting societal challenges. Partnerships to date include Balfour Beatty Vinci, the National Health Service, Mayor's Office, ExtraCare Retirement Village and Beatfreeks.

### Centre for Design and Creative Industries

- An interdisciplinary research centre that encompasses a broad range of creative design practices, innovation and external engagement.

### Birmingham City School of Jewellery

- Founded in 1890, the School is the largest school of jewellery in Europe. Located in Birmingham's famous Jewellery quarter, it maintains close links with local businesses and international companies.

### Birmingham School of Media

- A UK centre of excellence in providing media education.
- Delivering a skilled workforce to the sector in the West Midlands, equipped with the key skills and recognised qualifications that are in demand across industry, from marketing and PR to communications, new media and journalism.



## Coventry University

### Centre for Dance Research

- Using breakthrough technologies, including advanced motion capture systems and life-size holograms, the Centre is transforming dance learning and documenting dance heritage.

### Centre for Post-Digital Cultures

- Explores cross-disciplinary and creative approaches to open and disruptive media, the posthuman, the posthumanities, the Anthropocene and the Capitalocene to help society respond to challenges in relation to 'the digital' at a global, national and local level.

## Your Contact:

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### The Hyper-studio

- A radical and innovative approach to trans-disciplinary projects in the Arts and Creative industries - linking traditional practice, emergent media technologies, creative practitioners, scientists and industry in the delivery of a programme of challenge-based projects.

### School of Art & Design

- National and international research projects looking at health, lifestyle and leading the conversations about the arts.
- Largest and longest established automotive & transport design programme in the UK - collaborations with most major International automotive manufacturers.

### School of Media and Performing Arts

- Nurturing talent and honing professional skills in all areas of media and performing arts, the School maintains close links with artistic employers and organisations in the West Midlands, nationally and internationally.



## University of Birmingham

### Shakespeare Institute

- The Institute has been a beacon for international scholarship since its foundation in 1951. It collaborates closely with the Royal Shakespeare Company's artists and practitioners.



## University of Warwick

### Centre for Cultural and Media Policy Studies

- Extending and defining the field of cultural policy and cultural research in areas such as evaluation and impact studies, creative industries policy, heritage projects, implicit cultural policy, memory, media and creativity.



## University of Wolverhampton

### University of Wolverhampton Science Park

- A creative industries centre housing a cluster of companies from the creative and digital media sectors within vibrant office accommodation with social spaces and café.
- Home to the SPARK business incubation centre which supports the launch and nurturing of new or young businesses in the creative sector with a structured programme of support and a subsidised start-up package.

### Wolverhampton School of Art and Media

- The School has a heritage that stretches back to the Great Exhibition of 1851. It maintains close links with the creative industries sector and with practicing artists and makers across the West Midlands.