

Milton Keynes South Midlands

growing through
culture and creativity



ARTS COUNCIL
ENGLAND

Creative MKSM- new talents for growth

Arts Council England recognise the value of the creative economy and the role that the artist can play within it. *‘Creative Britain - New Talents for the New Economy,’* was launched early in 2008 to provide a framework to ‘support more people to discover and develop their talents to build a dynamic and vibrant society, making it easier for creative people and businesses to build on their success.’

Full copy available at www.culture.gov.uk

The foreword by Prime Minister, Gordon Brown to *‘Creative Britain - New Talents for the New Economy’* states that;

‘In the global marketplace, our capacity to break new ground will be crucial to our future prosperity, and we need to act now to make Britain’s creative industries accessible to an even wider pool of talent and to support the creative economy to enable it to grow... The government can provide the framework, but we must rely on our country’s talent and the vision and commitment of all those working in the field if we are to build an even more Creative Britain.’

Between 2008 and 2011, Arts Council England will invest £1.6 billion of public money from the government and the National Lottery in supporting the arts. The Arts Council welcomes the opportunity to help take the Creative Britain vision forward to ensure that this investment benefits the Milton Keynes South Midlands economy.

Taking up these opportunities Arts Council England commissioned a study by nmp, to provide a detailed picture of the creative industries, looking at its potential for growth and the needs for specialist support provision. For more information about the consultants and their methodology go to www.nmp.bix/index.htm. The executive summary is available at www.artscouncil.org.uk/eastmidlands for the full study email tina.smith@artscouncil.org.uk

Key findings from the nmp study established that the creative sector is a major contributor to the economy of Milton Keynes South Midlands (MKSM) growth zone:

- Turnover for the creative industries in the researched 12 month period was approximately £1 billion
- Half of creative businesses in the growth zone have seen an increase in turnover in the past 12 months, compared with a third of all UK Small to Medium Enterprises in a similar period 2004-5 (the most recent comparable data available). This indicates that the sector is experiencing significant growth
- More than 30,000 staff are employed in the sector with around 50 per cent of the creative workforce being engaged as freelance or sole traders – this is much higher than the national average
- On average, each enterprise has a turnover approaching £250,000 with each full time employee worth more than £50,000 per year to the local economy

Data providing numbers of creative industries and the number of people employed within MKSM for 2005, 2006 and 2007 using DCMS commissioned Frontier Economics definitions is available at www.mksm.org.uk/mksm-culture-partnership

Other creative companies:

Big About Music
www.bigaboutmusic.org

Festive Road
www.festiveroad.org.uk

Interaction MK
www.inter-actionmk.org.uk

KiK Music
www.kikmusic.org.uk

MADCAP Trust Ltd
www.madcap.org.uk

Milton Keynes City Orchestra
www.mkco.org

MK Arts for Health
www.mkartsforhealth.org.uk

New Perspectives Rural Touring
www.northhantstouringarts.co.uk

Northants Arts Collective (NAC)
& Bliss festival
www.northamptonarts.org

Northants Dance
www.northantsartsdevelopment.co.uk

Open Spaces Open Places
www.osop.org

Oundle Festival
www.oundlefestival.org.uk

Salon
www.salonart.org.uk

Signdance Collective
www.signdancecollective.co.uk

The Castle, Wellingborough
www.thecastle.org.uk

The Hat Factory
www.thehatfactory.org.uk

Threshold Studios
www.thresholdstudios.tv

78 Derngate
www.78derngate.org.uk



Above: Threshold Studios.
Daventry Subway aerosol art.
Photo: Samantha Lindley.

Left: Artworks m-k.
Photo: Tracey Clarke.

Front page: The Black Remote.
A Royal & Derngate Youth
Theatre production.
Photo: Alex Soulsby.

supporting growth ambitions - the next steps

Developing the skills to increase opportunities for sales

The creative industries sector expects huge growth over the next five years. Currently, there is little targeted support for companies in the Milton Keynes South Midlands (MKSM) seeking to grow, expand and explore ways of reaching new customers. Support should be made available, especially to those accessing national and international markets.

Developing infrastructure across the growth zone

Survey results show growing demand for specific workspaces in the growth zone. This will be essential if MKSM is to grow indigenous businesses attracting inward investment. Without appropriate workspace there is a danger of these businesses leaving the area.

Green and sustainable

Creative and cultural industries are often linked to location, creating local jobs and peer support through networking groups. Sole traders and small enterprises raise fewer environmental concerns than those surrounding industrial developments. The creative industries in the MKSM can optimise on the current 'buy local' and 'sustainable products' trend.

Creativity and innovation are no longer useful additions but key drivers of the economy. The ability to produce and attract creative people and industries will be a vital component of economic competitiveness in the coming decades. The creative and cultural sector contribute to place making, building communities and attracting skilled staff to the area.

Currently there are already creative and cultural industries across MKSM who are contributing to economic and social agendas, including working with Local Strategic Partnerships and contributing to Local Area Agreements. Utilising their experience and further developing their skills and the projects and infrastructure in line with growth potential, will create prosperous and vibrant communities. With the government's focus on creative talent and the emphasis on a 2012 Cultural Olympiad, it is important to continue to support and invest in these organisations.

For further information visit www.mksm.org.uk

Arts Council England

East Midlands: tina.smith@artscouncil.org.uk

East: caroline.lawson@artscouncil.org.uk

South East: helena.joyce@artscouncil.org.uk

www.artscouncil.org.uk T: 0845 300 6200

Artist's impression of Corby Cube.
Architects: HawkinsBrown.



➔ Corby Cube

Currently being built the £32.6m Civic Hub and arts centre, Corby Cube will be a striking building to symbolise the regeneration of Corby. The arts centre due to open in 2010, includes a theatre seating 445 with state of the art equipment, a studio and supporting amenities. It will provide a wide-ranging programme for the current and growing population.

www.corby.gov.uk

Design Action Manager

Arts Council England, East Midlands, CABE and North Northants Development Company (NNDC) are jointly supporting a new post to add capacity to the planning process. The Design Action Manager is part of CABE's Regional Pilot Programme and will ensure that new developments across North Northants offer sufficient opportunities for culture and connect with arts organisations and venues as part of the sustainable communities agenda.

www.nnjpu.org.uk

➔ The Stables

The Stables is a state-of-the-art venue in Milton Keynes presenting 300 concerts and 250 education sessions each year. Founded by world-renowned musicians Dame Cleo Laine and Sir John Dankworth, the venue has an education programme for people of all ages, abilities and backgrounds to engage with music.

www.stables.org



Gabriella Cilmi. Photo by Tracy Simpson June 2008.

Royal & Derngate Theatres.
Photo Martine Hamilton Knight.



➔ Royal & Derngate

Attracting annual audiences and participants of 320,000 people, the recently refurbished Royal & Derngate is a key driver in the regeneration and forward growth of Northamptonshire. The economic benefit to both the town and county helped attract £21m last year. The theatre has an annual turnover of more than £8m, employs 146 permanent paid staff with a further 216 contractual appointments.

www.royalandderngate.co.uk

Katherine Pearce Designs



➔ Portfolio

The Portfolio Innovation Centre, based at the University of Northampton has supported more than 25 creative businesses. Thanks to additional funding of £3.5 million, Portfolio will host up to 45 businesses by 2009. The centre offers young companies a stimulating and supportive environment. It nurtures talent and innovation and provides creative entrepreneurs with the tools, advice and resources they need to achieve and exceed their business potential.

www.northampton.ac.uk/portfolio

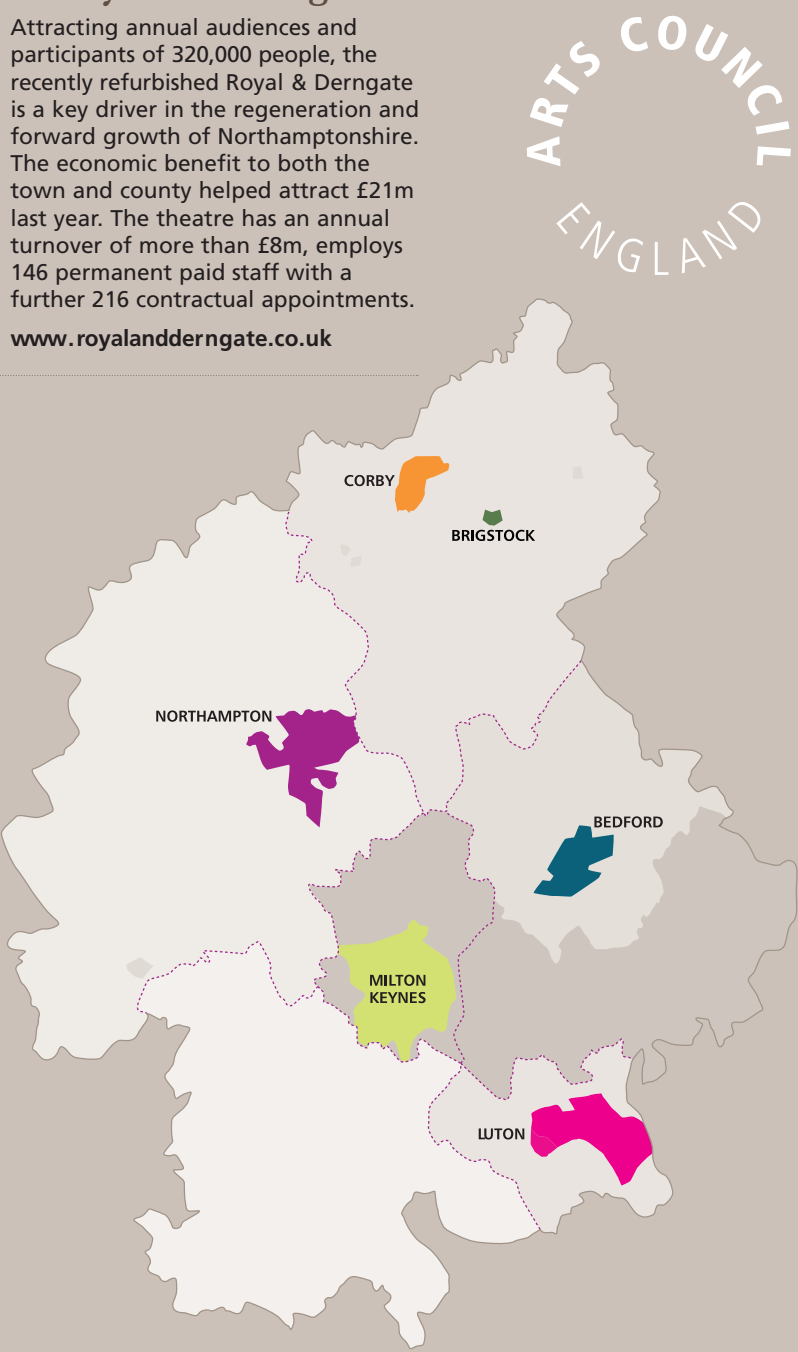
Young people's summer workshop programme.
Photo Tracey Clarke.



➔ Artworks-mk

Artworks-mk is a leading independent visual art and craft charity operating from three specialist centres across the MKSM growth zone. They promote participation, exploration and learning through high quality arts programme, exhibitions, projects and events. They aim to nurture creative talent and encourage artists and makers to share skills with one another.

www.artworks-mk.co.uk



➔ Milton Keynes Theatre and Gallery

Milton Keynes Theatre and Gallery opened in 1999 and is the UK's most successful regional presenting theatre attracting high quality performing arts programme, large audiences and offering extensive education activities. The gallery has developed a national reputation and provides free access to high quality, innovative and thought-provoking international contemporary art from around the world. Its programme has been recognised twice by the Turner Prize, arguably the world's most famous art prize, with the recent Phil Collins and Cathy Wilkes exhibitions. www.mk-g.org



Richard Woods: Flora & Fauna exhibition. Photo: Derek Wales.
© Milton Keynes Gallery.

Louise Marchal Play I> Pause II.
Reproduced courtesy of Phil Sharp.



➔ Fishmarket

The recently transformed 1930s market space has become the Fishmarket Gallery in Northampton, and is the flagship project of the Northampton Arts Collective (NAC). It is the largest gallery space outside a city in the UK and attracts national audiences. The gallery is a hub for creative activity, has a programme of live events and provides work space and trading units for around 15 local artists and makers. The venue regularly attracts national and international press, including coverage in The Guardian and recently The Saatchi gallery magazine - in Autumn 08 the article stated "the fishmarket feels like a ... New York underground venue for trendy happenings."

www.fishmarketgallery.co.uk

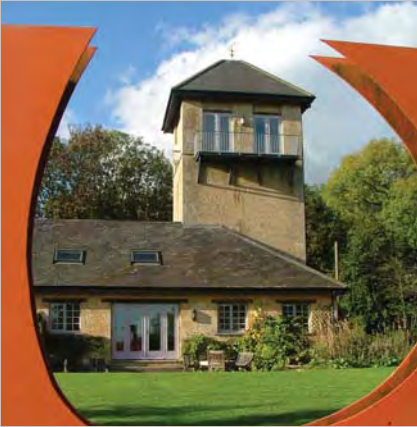
Luton Carnival 2008. Photo: Pete Huggins.



➔ UK Centre for Carnival Arts (UKCCA)

Luton has the largest one-day carnival in the country attracting over 150,000 people each year, generating £3m additional spend in the city. UKCCA will be the first dedicated centre for carnival, the unique £7 million building is due to open in Spring 2009. The new centre will attract significant numbers of national and international visitors from carnival artists, schools, course and conference attendees, creative industry start-ups and archive users. In addition to delivering groundbreaking education, social inclusion and creative industries enterprise programmes, it is estimated that each year the UKCCA will attract a further £500,000 additional investment into Luton. www.carnivalnet.org.uk

Fermynwoods Contemporary Art.
Reproduced courtesy of Fermynwoods.



➔ Fermynwoods

Fermynwoods specialises in contemporary visual arts and is located in the heart of rural Northamptonshire. It shows work from artists of national and international profile and works with other venues and organisations to deliver projects such as Adrenaline Alley in Corby and educational activity with the Forestry Commission. Reaching out to the wider environment, community and society, with projects ranging from audio walks in the local countryside, to international projects making the experience of engaging with art accessible to all.

www.fermynwoods.co.uk

➔ Bedford Creative Arts (BCA)

Bedford Creative Arts (BCA) is an educational charity that promotes contemporary visual arts aiming to reach the widest possible audience, including those who may experience barriers to other creative opportunities. BCA specialises in work including an element of film, photography or animation and runs a popular and critically acclaimed programme of exhibitions at the new gallery and education space on Bedford's High Street. BCA is actively engaged in community outreach programmes delivering innovative creative activities and training within the local community.

www.bedfordcreativearts.org.uk

Image reproduced courtesy of Bedford Creative Arts.

