

ARTS, CULTURE AND CREATIVE INDUSTRIES IN THE UK

Case Studies in the South Hampshire Sub-Region

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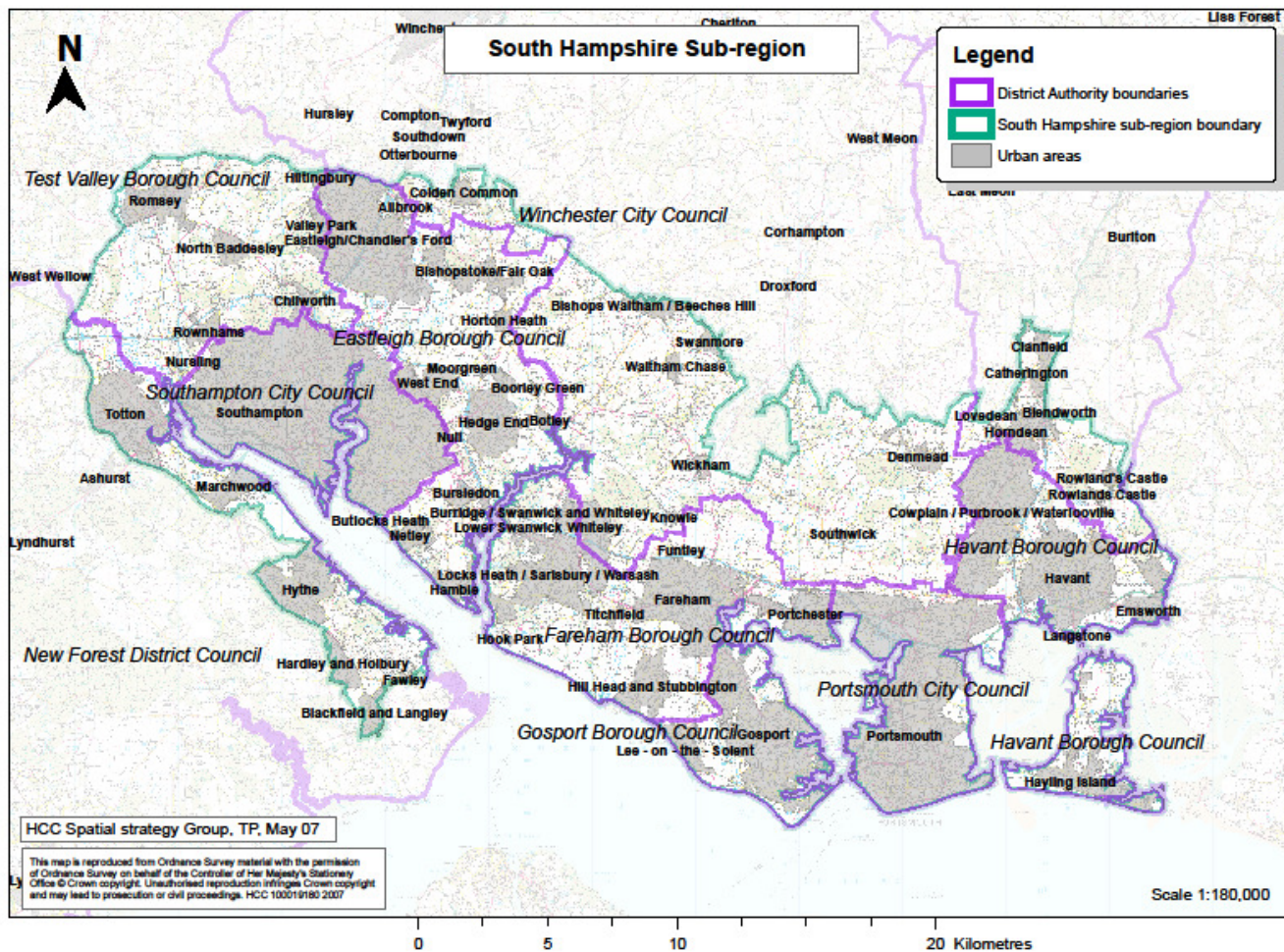
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Creative Industries Categories

Department for Culture, Media and Sport (DCMS)

- Advertising
- Architecture
- Arts and Antique Markets
- Crafts
- Design
- Designer Fashion
- Film, Video and Photography
- Software, Computer Games and Electronic Publishing
- Music, Visual and Performing Arts
- Publishing
- Television
- Radio

← Map of South Hampshire available from www.push.gov.uk

This research project will explore the development of creative industries in the South Hampshire sub-region which is fast becoming recognised as an emerging creative hub. It will provide a contribution to the limited knowledge available about innovative local strategies to support growth in the creative sector outside of the UK's major cities. It has been suggested that the creative industries could be significant in helping South Hampshire to develop economically and to raise the profile of the wider South East Region on a global platform (for example see DCLG 2006, SEEDA 2006, PUSH 2009, Tochtermann *et al* 2010).

Investment in the arts, the cultural infrastructure and support for early career companies are recognised as key priorities by some local authorities and cultural stakeholders working together in the sub-region. There are lots of creative people and every year there are over 7,000 new graduates from Hampshire's four universities in a variety of cultural and creative disciplines (Smith 2009). But it is still unclear as to exactly what initiatives best enable the retention of the creative community and what role the public sector and local initiatives can play in supporting it.

New Labour championed culture and the creative industries as major drivers for regeneration, economic development, social cohesion and cultural well-being (DCMS 1998, 2001). But with a new coalition government and a climate of cut backs and funding freezing it is even more important that regional development strategies that incorporate culture and creativity can be successful and that investment is worthwhile and delivers sustainable benefits.

The DCMS describe creative industries as 'those which have their origin in individual creativity, skill and talent which have a potential for job and wealth creation through the generation and exploitation of intellectual property' (DCMS, 2001).

References

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SEEDA (2006) *The Regional Economic Strategy: 2006-2016*. Guilford: South East England Development Agency
Smith, Mick (2009) *The Way Forward: Supporting the Creative Industries and New Artists in Southampton and the Wider PUSH Region*. Southampton: A Space
Tochtermann, L., Swinney, P. and Brown, H. (2010) *Growing South Hampshire's Economy*. London: Centre for Cities

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