

CREATIVE INDUSTRIES



Cardiff has become the hub of Wales' creative industries sector, with particular strengths in broadcasting and TV and film production. A significant concentration of creative companies are attracted to Cardiff due to the presence of major broadcasters such as the BBC, S4C, ITV and because of its academic excellence. In 2015 Pinewood Studios Wales developed a base in Cardiff, estimated to bring in around £90 million to the economy, will add to the city's already established studios including the BBC Drama Village.

The BBC Drama Village, located in Porth Teigr, Cardiff Bay, is a 170,000 square foot facility, including nine studios and equivalent in length to three football pitches, is now the permanent, purpose-built home of four flagship BBC dramas - Casualty, Pobol y Cwm, Doctor Who and Wizards vs Aliens. The studio's aim is to be a hub for creative sustainability, bringing talent together and allowing knowledge and expertise to be shared.

In 2019, BBC Wales will move into their new regional headquarters at Central Square. Designed by internationally renowned architects Sir Norman Foster and Partners, the statement building will form the centrepiece of a new destination for the creative sector in the heart of the city centre.

The city is also supported by a wide variety of incubation space for the creative industries, from the newly developed Gloworks creative industries centre in the heart of Porth Teigr, Cardiff Bay, as well as space in the city's established Cardiff Business Technology Centre.

As well as being a prime location for major players in the creative sector, Cardiff is also home to a growing creative start-up community that has been growing in size and confidence. One example of the city's thriving start up community in creative and digital sectors is Cardiff Start, a group of entrepreneurs, start-up founders, creatives, students, and investors who believe that Cardiff is a brilliant place to work and live, and are uniting the digital scene in our city.

- Around a third of all Welsh creative industry jobs are based in Cardiff
- Home to triple Emmy Award production Sherlock as well as leading BBC prime time productions Dr Who and Casualty
- Employs over 6,000 people
- 1,600 Creative Businesses in Cardiff
- Best penetration of superfast broadband of UK Core Cities, boosted by a New Internet Exchange in the heart of the City
- The Lumen Prize, based in Cardiff, is the world's biggest digital arts prize
- The Creative industry sector is the fastest growing sector in Wales with employment in the sector increasing 58% between 2005 and 2013
- A renowned university system with nearly 5,000 creative industries graduates each year, in subjects such as animation, visual effects, and digital and mobile technology development
- Gross Values Added (GVA) for the sector in Wales was £787 million for 2012