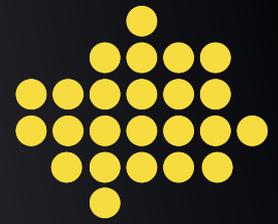


# INWARD INVESTMENT OPPORTUNITY

in Dorset



## VISUAL EFFECTS (VFX)

### VFX in Dorset

Dorset is a growing centre of excellence for visual effects and a major contributor to the UK's world-renowned VFX capability. Bournemouth and Poole are the UK's top areas for high growth digital businesses<sup>1</sup>. Several film studios are based here as is the National Centre for Computer Animation (NCCA). Bournemouth University and Arts University Bournemouth offer world-class VFX and animation technology degree courses producing a high-skilled workforce; several film directors as well as Oscar and BAFTA nominees for VFX are local university graduates. It has an extensive cultural, film and arts programme and a strong business support service for inward investors.

Dorset is also at the forefront of 5G wireless communications technology plans and is spearheading the development of a Smart Place ecosystem – a major pull for technology-based companies, particularly app developers. It is leading the development of new technologies, exploring ways artificial intelligence, for example, can be used creatively in gaming. Local companies such as Cudo Ventures are heavily involved with block chain, mostly for the benefit of the charitable sector.



### The opportunity

With the total annual value of VFX to the UK economy estimated at over £1 billion, and the global VFX market predicted to grow 12.78%<sup>2</sup> p.a, the creative industry is booming. In the South West, the creative industries generate £8.7 billion per year and employ 347,000 people – 7.9% of the UK's creative industry jobs<sup>3</sup>. Dorset's two main towns, Bournemouth and Poole have been identified as the country's top areas for high growth digital businesses.

With a generous film tax relief system, supportive government and world-class VFX talent pool the region is well-placed to take advantage of the ongoing growth in VFX driven film and television projects.

Bournemouth University and Arts University Bournemouth produce around 800 world-class multi-discipline media graduates every year, enabling employers to draw on an enviable VFX, animation and post-production talent pool.



## Support for Dorset's VFX economy

### Bournemouth University (BU):

- The Faculty of Media and Communication at BU is home to the National Centre for Computer Animation (NCCA). Established in 1989, its alumni form the backbone of the UK's VFX industry. NCCA graduates have won Oscars and BAFTAs for their work on movies including Interstellar, Inception and Ex-Machina
- The NCCA's Research Group along with researchers from BU's Faculty of Science and Technology work collaboratively with local, national and international partners across a diverse range of projects, including medical and healthcare, cyber security, facial recognition and engineering. Developing technologies which blur the boundaries between art, science and media has been prioritised by the group and is at the core of many current collaborations including:
  - › Artificial Intelligence based augmented, virtual and mixed reality
  - › Location-based experiential gaming using the Unreal Engine and 5G connectivity
- BU also delivers undergraduate and postgraduate degree courses in VFX games, TV production, scriptwriting, cinematography, digital media and journalism

### VFX Hub:

- Based in the NCCA at BU, the VFX Hub was created to raise the profile of the region as a centre of excellence for VFX and computer animation. It provides commercial outlets and links to industry for students, graduates and academic staff as well as running the BFX Festival each year

### Arts University Bournemouth (AUB)

- AUB is globally recognised for its outstanding programme of art, animation, VFX and filmmaking courses. Internationally successful directors such as Edgar Wright are amongst its alumni
- AUB also delivers a range of undergraduate and postgraduate degree courses including photography, illustration, model making, make-up and costume and set design



## Film/TV studios headquartered in Bournemouth:

### • Lovelove Films

- › Founded by BU graduates
- › Work includes Martin Clunes: Riding Therapy, Williams and easyJet: Inside the Cockpit and music videos for Joss Stone and DMC

### • Outpost

- › Disney, Fox and MPAA certified
- › State of the art facility with 150-seat capacity across 10,000 square feet, featuring two 4K cinema suites
- › Work includes Jurassic World: Fallen Kingdom, 47 Metres Down, 22 July, Jason Bourne, Superfly, iBoy, The Mercy, Jack Ryan

### • White Lantern Film

- › Founded by BU graduates
- › Work includes A Patriot, K-Shop, Drying for Freedom, Emulsion, Silent Things

### Other creative industries in the area include:

- Games studio, Amuzo
- Digital agencies
  - › Adido, Base, Bright Blue Day, Crowd, Greenwood Campbell, Redweb, Treehouse, 3 Sided Cube

## BUSINESS SUPPORT

**DORSET  
GATEWAY**

[Dorset Gateway – dorsetlep.co.uk](http://dorsetlep.co.uk)

Dorset LEP's business support service

**SILICON  
SOUTH™**

[Silicon South – siliconsouth.org.uk](http://siliconsouth.org.uk)

Accelerating Dorset's digital economy

## Regional cultural events:

### • BOMO Festival

- › An annual collaboration of creative events hosted by Bournemouth
- › Brings together a series of thought leadership conferences in technology and creativity alongside a rich mix of film, theatre, visual arts, literature and music events

### • BFX

- › The UK's largest visual effects, computer games and animation festival held annually in Bournemouth
- › Regularly hosts presentations from world's leading studios, including Disney, Framestore, D Neg, ILM, MPC, Blue Zoo and EA Games

### • Digital Wave

- › Designed to inspire students to consider careers in digital creative industries
- › TED Talk style presentations from local and national thought leaders

### • Short Sounds Film Festival

- › The world's first dedicated celebration of cinematic sound and music
- › Features film screenings accompanied by talks, panel discussions, networking, awards and sounds

### • Arts by the Sea (funded by the Arts Council)

- › Focuses on new technology based creative expression
- › Simultaneous events include Virgin Start Up, One World by the Sea, B Reel, Meet Draw

### • Re-Develop

- › Conference for coders and web developers run by We are Base



## Endorsements

"Bournemouth is an excellent business location for Outpost. We are able to draw on an incredible talent pool of graduates from Bournemouth University and Arts University Bournemouth who come armed with superb VFX skills, and we're also able to attract world-class talent out of London to join us here. The area has great infrastructure and all the facilities you need for operating and expanding a business as well as being an inspiring and energetic place to live and work."

Andrew Morley, head of VFX, Outpost VFX

"Amuzo, founded by Bournemouth University graduates, has become one of the world's best video game developers with projects underway for gold-star international publishers including Square-Enix, Zeptolab and TabTale. Drawing from the creative talent pool provided by Bournemouth University and shaping an environment where digital magic can take shape, Amuzo is making incredible interactive digital experiences for audiences around the world."

Rich Holdsworth, Strategic Partnerships Director, Amuzo



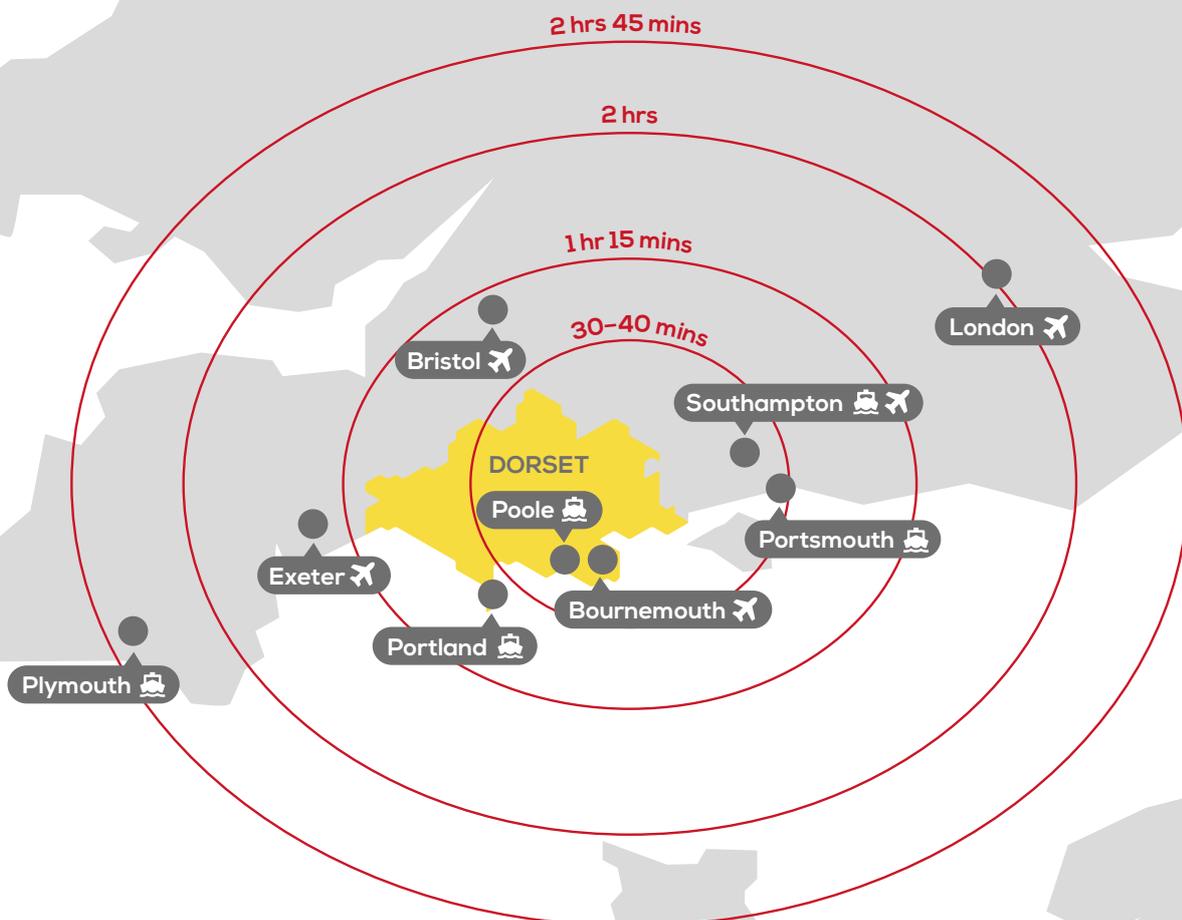
## Connectivity

Dorset is situated centrally on the UK's South Coast and is exceptionally well-connected locally, regionally and globally.

- Bournemouth Airport offers domestic and international flights to major cities within the UK, Europe and worldwide
- Direct train services to London Waterloo
- 90 minutes' drive to the M25 and London's Heathrow Airport
- Good access to the West via the A31 and to the East via the M27 and M3 south coast motorway network
- Ports at Poole and Portland

## DORSET – A HIGHLY DESIRABLE AND DYNAMIC PLACE TO LIVE AND WORK

- Thriving economy – £17 billion GVA
- Growing population – 795,000+
- 47,000+ businesses
  - » Low churn and high survival rates compared with the rest of the UK
- City region encompassing Bournemouth, Christchurch and Poole
- Third largest financial sector in the UK after London and Edinburgh
- Second largest international education sector outside of London
- High levels of skills, qualifications and disposable incomes
- Low unemployment
- Outstanding coastline and countryside
- A superb quality of life – acting as a magnet for skilled people



### For further information:

DorsetLEP@bournemouth.ac.uk | +44 1202 965868 | dorsetlep.co.uk | @Dorsetlep