

## Invest in Dorset Ambassadors Briefing Note

# Creative and Digital

**Dorset has a strong, growing creative and digital sector. It boasts strengths in:**

- Design and marketing
- App development
- Tech startup
- Animation, Games and VFX
- Applied Digital (e.g. cross-sector development)

**The sector employs around 18,000 people and account for 9% of all Dorset businesses**

The sector is typified by a number of world-class, medium-sized companies and a large number of micro and small companies. Some leading companies include:

- Redweb
- Amuzo
- Kortext
- Sideshow Group
- Bright Blue Day
- Crowd
- Greenwood Campbell
- 3-Sided Cube

**There are also a number of large companies which boast strengths in or are heavily reliant on their digital, technical and design capabilities. Examples include:**

- JPMorgan
- RNLI
- LV=
- Sunseeker
- Amigo Loans
- And increasing many more across all other sectors

## Support for the Sector:

- The 700+ digital companies are supported by Silicon South (SiSo) a cluster organisation dedicated to growing the digital economy in Bournemouth, Poole and Dorset. SiSo delivers a wide range of business growth initiatives including talent development workshops, mentoring, startup/scale up support, seed investment/grants and masterclasses.
- The cluster also features dedicated network groups such as Hack Bournemouth; Go Lean; Mobile Bournemouth; Startup Grind; Blockchain Meetup; UX Bournemouth
- Bournemouth also boasts a number of high profile conferences and support events including: Silicon Beach; BFX; Digital Wave; RE:Develop; She who Dares; Once Upon a time

## Talent pipeline

- Dorset has a highly skilled talent pool thanks to two universities based in Dorset, which both specialise in delivering world-class creative and digital courses. Arts University Bournemouth and Bournemouth University supply a very good proportion of graduates working in the film and visual effects industries in the UK. Bournemouth and Poole College features a strong media faculty and delivers a very competitive apprenticeship programme.
- SiSo delivers the schools-focused Digital Horizons programme, which promotes career options in tech and digital to, mainly, post-16 students. The programme features workshops, events and direct links to industry to develop knowledge and interest - leading to placements and apprenticeships.

## Digital Marketing

- Digital marketing business make up the largest percentage of businesses in the digital sector. The industry is built on very strong design skills and the progressive exploitation of innovative technologies. Specialisms include brand; web design; app development; Social Media; SEO; media planning/buying.
- The industry serves local, national and international brands including:
- Redweb - comprehensive service offering layering immersive customer experiences over cloud-based marketing platforms – clients include: Cancer Research; HM Government
- Bright Blue Day - full service Agency offering strategy, creative and tech – clients include: Visa; RNLI
- 3-Sided Cube - Specialist App Developer – Client include: American Red Cross; Lloyds Bank; NHS
- Crowd – an international agency with offices in 6 countries – clients include: Dubai Airports; Kenwood
- Thinking Juice – part of the Sideshow Group - offer Branding; Digital; Integrated; Video – clients include: John Lewis; Vans; Barbour
- Greenwood Campbell - full service multidisciplinary digital agency – clients include: LV=; Visit Scotland
- Aylesworth Fleming – offer Branding; Digital; Integrated; Video; 3d & Animation – clients include Princess Yachts and Weird Fish

## Film, Video, TV and animation

- The video industry has a strong base in delivering transformational message for corporate clients. From this core, the talent pool has evolved to deliver award-winning film and animation. Local companies include:
- White Lantern - produced the multi-award-winning feature horror film K-Shop
- Treehouse Digital – are the creators of the Oscar-longlisted short movie - Litterbugs
- Danny Stack – screenwriter of Thunderbirds are Go and Who Killed Nelson Nutmeg - also co-founded the Red Planet prize
- Love Love Films - are prolific producers of commercials, corporate video, pop videos and TV programmes
- Small Fry animation - develop their own programme alongside corporate messages

## Tech Businesses, and Startups

- In 2015 Bournemouth and Poole was identified as the fastest growing startup tech hub in the UK. The region has a healthy combination of established businesses and emerging startups.
- Kortext - is the leading digital textbook platform in the UK
- Wizzle – is a growing online destination for a faster, easier, and fairer way to sell a car
- Nourish Care - creates smart digital tools for people and organisations who provide care
- Hive Wire - HiveWire is a pioneering primary and social care network which allows care providers to post shift vacancies to their entire staff ban
- Curamicus – is developing massively scalable assistive technology to reduce anxiety and suffering for Elders and vulnerable people
- Support Network – the startup economy is supported by the digital accelerator programmes delivered by silicon South which has strong links with the Dorset Business Angels
- Virgin Startup – provides loans backed by personal guarantee to young companies

## Games, Visual Effects (VFX) and virtual reality

Dorset has world class companies in this area, with a strong international client base.

- Framestore – is one of the top 4 VFX studio in the world, producing the effects for Oscar winning movies such as 'Gravity'
- Amuzo – is a game company responsible for producing Lego's mobile games – such as Lego Star Wars
- Outpost VFX - produces visual effects for Hollywood blockbusters such as Jason Bourne alongside commercials work e.g. for Unilever
- Vitae VR - is a leading Virtual Reality company working with entities such as King's College Hospital, to develop a VR tool that can test for early indicators of Dementia

## Incubator and co-working spaces

The Region has a number of 'plug and play' co-working spaces alongside longer term shared and dedicated office space. They each boast fast connectivity and a wide range of business support services including access to mentoring. This is a small number of available spaces:

- THIS Workspace – based in the Bournemouth Echo Building, it provides freelance desk hire and dedicated offices
- Box 44 – based in Bournemouth provides freelance and dedicated desk hire
- Chocolate Box – also in Bournemouth, has a range of dedicated office space and supports a variety of industry events
- The Little Keep in Dorchester provides desk space and dedicated office space
- The Old School House - provides desk space and dedicated office space in Boscombe
- The Factory Co-working hub - in Poole provides flexible work space and meeting rooms

[www.dorsetlep.co.uk](http://www.dorsetlep.co.uk)