

Invest in Bournemouth, Christchurch and Poole

Creative Digital Sector



bcpcouncil.gov.uk



Reasons to invest in the UK



A globally competitive and transparent tax regime with a mature finance sector and funding markets

Unique mix of world-class expertise, skills and talent paired with flexible and liberal labour laws

First G7 country to set into law a target of reaching net zero emissions by 2050, supported by a £12bn Government commitment⁷

World-leading universities with 4 of the top 10 universities in the world (90 world class institutions)⁸

Ambitious expansion of global trade links whilst preserving zero tariff market access with its nearest neighbours in the EU

- Globally Competitive Tax Offer
- Business Friendly Environment
- Investment Finance
- Global Trade

- Open to Global Markets
- Talent
- Science, Technology & Innovation
- Clean Growth

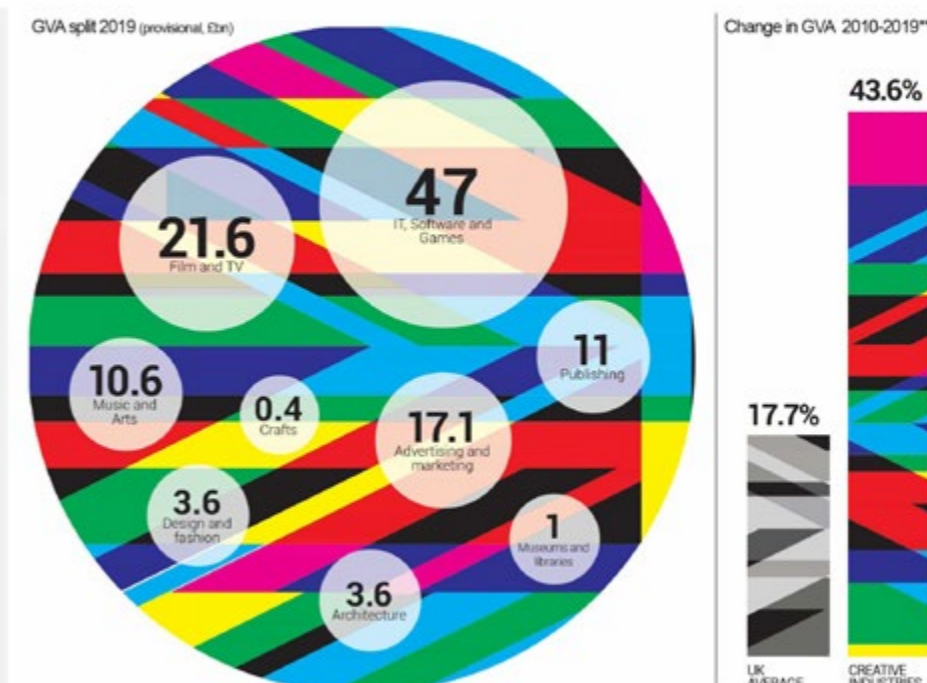
Source: Department of International Trade; Why UK? Global Britain's new story – issue 2, September 2021

The Creative Industries contribute significantly to the UK economy and continue to be a high growth sector.



Employing
2.2 million people

The UK Creative Industries 2019 **VALUE**



www.thecreativeindustries.co.uk

Source: DCMS, December 2020

UK Business Support includes

- Creative Industries Council
- Digital Catapult
- Creative UK
- British Business Bank

Sources: Gov.uk. CITIB International Strategy 2022 - 2025

Bournemouth, Christchurch and Poole

The towns of Bournemouth, Christchurch and Poole (BCP) within Dorset make up one of the leading growth areas on the South Coast.

It is a place where culture and heritage meet innovation and modernity, village meets town, country meets coast, creativity meets digital, businesses flourish and people thrive.

BCP Council is the tenth largest urban local authority in England and our communities are vibrant and diverse, with an outstanding quality of life, where everyone plays an active role - a globally-recognised coastline of opportunity, where people love to live, learn, work, explore, invest, relax and play.

There is a highly skilled talent pool: a unique blend of experienced professionals and exceptional new talent. In addition, a robust and efficient high-speed infrastructure and an exceptional location which combines outstanding natural beauty with cosmopolitan, cultured lifestyle, make Bournemouth, Christchurch and Poole a great place to do digital business.

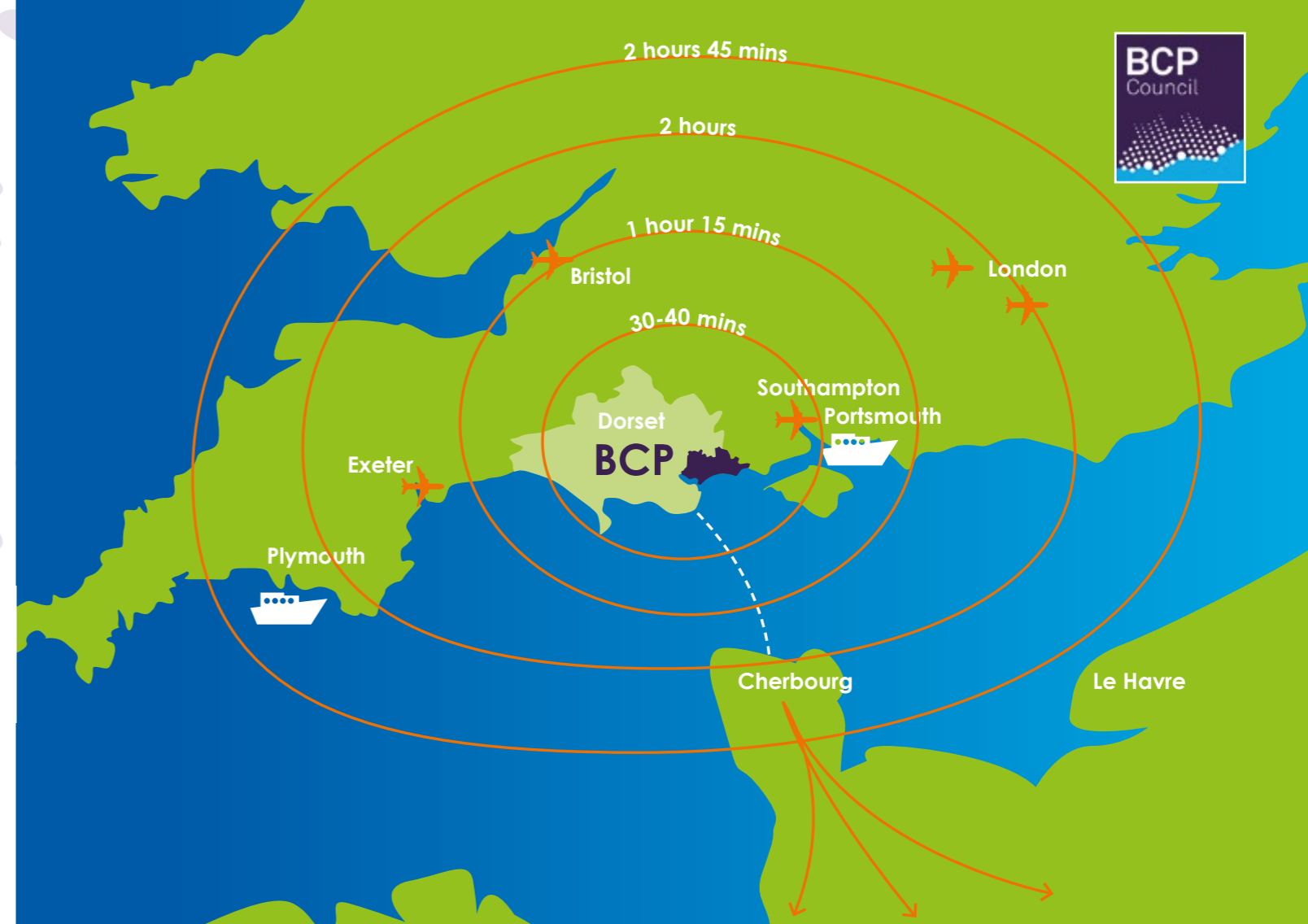
The ecosystem within Bournemouth, Christchurch and Poole offers an open interactive business environment with vibrant networking opportunities, including an extensive festival season. The proximity to leading organisations from other sectors, such as finance, advanced engineering & manufacturing, marine, sustainable technologies and healthcare, provide extensive cross-sector collaboration opportunities.



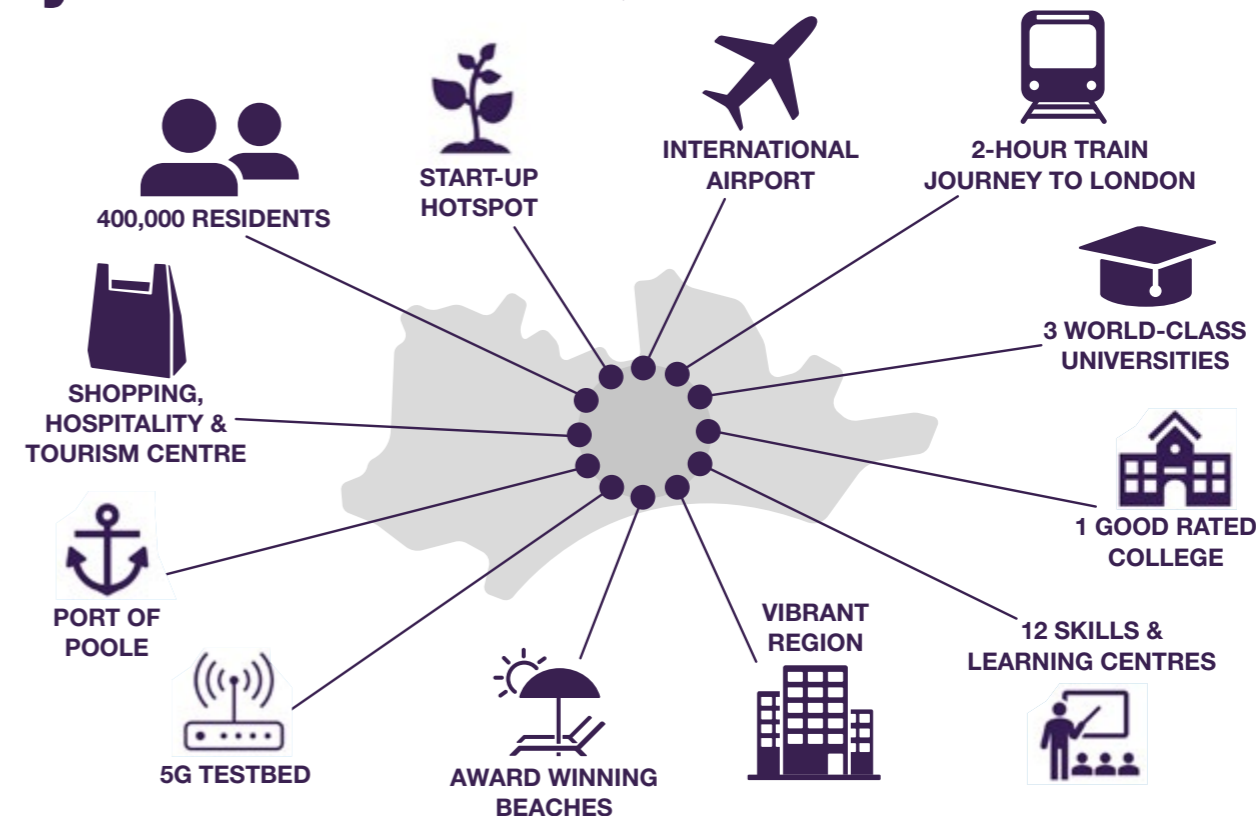
Bournemouth beach and promenade 18 - Credit BCP Tourism



DEMC Business Breakfast



Key features Bournemouth, Christchurch and Poole



Bournemouth, Christchurch and Poole

Bournemouth, Christchurch and Poole (BCP) has creativity and innovation at its heart. It is where back in the 1890s the father of the wireless communication Guglielmo Marconi set up his wireless station and in the 1970's the founder of the internet Sir Tim Berners-Lee started his career as an engineer for Plessey Telecom in Poole (which later amalgamated into Siemens Communications).

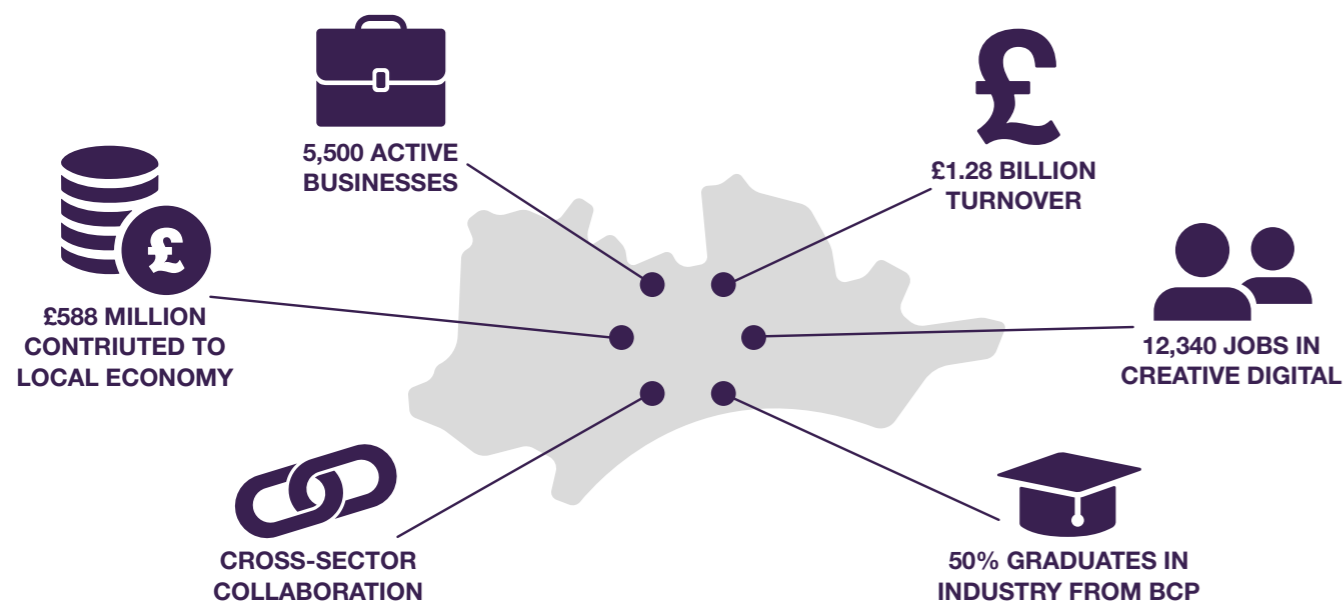
Today Bournemouth, Christchurch and Poole is a fast growing creative and digital tech hub and among the best destinations for innovators and digital entrepreneurs, bringing exciting opportunities across the economy. The area is a potential world-leader in tech, having ranked first in the UK for tech start-ups, representing 28% of the businesses created in 2019, far outperforming tech centres such as London's Camden (13%) and the national average (8%).¹

Areas of sector expertise include visual effects, gaming, animation, creative digital agencies, app

creation, digital product, and post-production. BCP also has the largest film school outside of London and is home of the National Centre for Computer Animation, The Centre for Digital Entertainment and the International VFX Hub. As well as Experimental Media Research Centre (EMERGE) a creative, practice-led research centre.

Bournemouth is a fast-growing cyber security hub with cyber specialists such as [ESET](#) and [LIMETOOLS](#) established here and Cyber and IoT labs at Bournemouth University.

BCP Creative Digital



Incubators & Co-working Spaces

Bournemouth, Christchurch and Poole 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. This is a small sample of available locations with further options available on request:

The Old School House - provides desk space and dedicated office space in Boscombe: toshspace.co.uk

The Factory Co-working Hub, Poole provides flexible work space and meeting rooms: dorsetlep.co.uk/the-factory

Barclays Eagle Labs: labs.uk.barclays/locations/bournemouth

Evolve: evolvemembers.com/coworking-poole

Basepoint Bournemouth: basepoint.co.uk/locations/bournemouth

Bournespace: bournespace.com

Smartbase: smart-base.co.uk

Regus Co-working: regus.com

Office Space: regus.com

Venaspace: venaspace.com

Bizspace Poole: bizspace.co.uk/spaces/poole

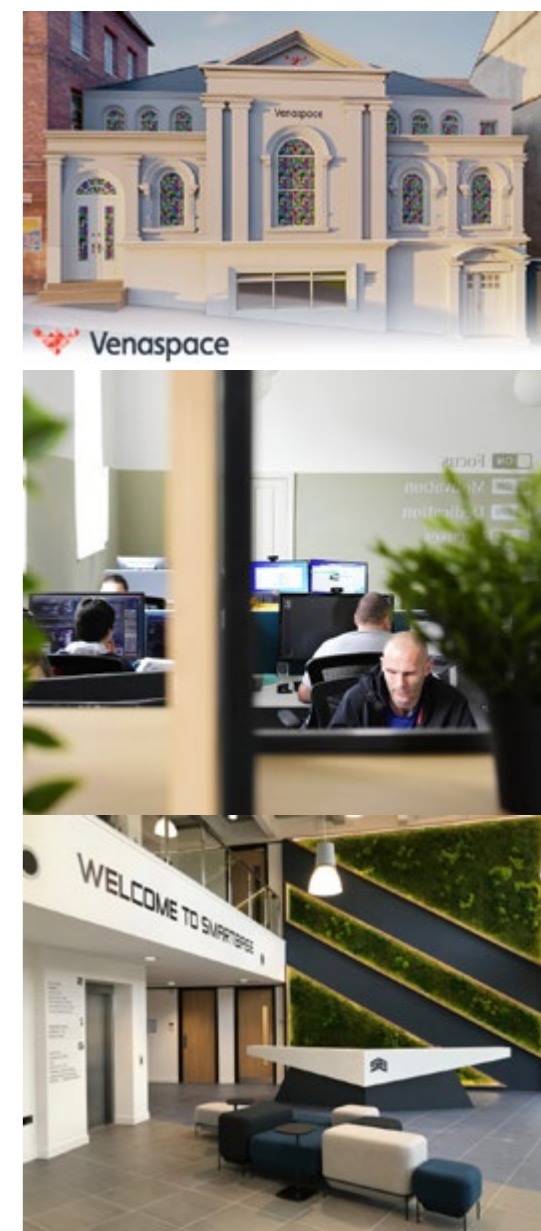
Bizspace Christchurch: bizspace.co.uk/spaces/christchurch

THIS Workspace: thiswork.space

Foundry Poole: foundryuk.com

Introductions to commercial property agents can be made by our Economic Development team.

Email: economicdevelopment@bpcouncil.gov.uk



A welcoming business community



The Silicon South Network champions the areas digital, creative and tech industry.

The sector is a major contributor to the regional economy and is considered a priority sector. It employs >12000 people in BCP alone. Silicon South, as a not-for-profit organisation, raises the recognition, ambition and capabilities of its people and companies.

It supports the industry by:

- Delivering a rolling campaign promoting the sector, nationally
- Building pathways for talent to enter the industry
- Boosting interest from prospective customers
- Enabling people to interact and network

siliconsouth.org.uk



You Are The Media (YATM) began in Poole in 2013. Today it is a supportive marketing learning community with a global audience. The focus for YATM is how small businesses can find their voice, build their audience and get the customers they always wanted. The initiative was started by Mark Masters and with a growing audience, he started in-person events in 2016 in Bournemouth. Today, You Are The Media consists of a weekly newsletter (every Thursday), podcast, learning events both online and offline, sea swims every Friday, YATM Creator Lab with Bournemouth & Poole College and the annual YATM Creator Day. With Dorset very much the heart of YATM, it is a community that brings people together in a sharing environment to learn, build friendships and a sense of belonging.

youarethedia.co.uk



BU helps digital and creative industries to thrive.

Bournemouth University has a long and well-established reputation in digital and creative industries. From the Oscar-winning alumni who graduate from the university's National Centre for Computer Animation, to cutting-edge research delivered by academics in fields as broad as visual effects, assistive technology and creative media, BU has the expertise to help these sectors thrive. The university is proud of its contribution to the region and links with businesses, with many students undertaking placements in creative industries, and graduates remaining in the area to work after studying.

BU offers courses in film and television, visual effects and animation, games design, and computing and informatics. Research is conducted in these fields to develop new technologies and embed digital and creative assets in all areas of life. Examples of BU research in creative and digital industries includes enhanced visual effects techniques; augmented reality and virtual reality applications in tourism, psychology and the arts; and computer graphics and visualisation in gaming.

Contact the university for more information about taking placement students, access to facilities or working with researchers.

bournemouth.ac.uk



PGB - green screen



Poole Gateway Building - Atrium Studio



Media Production students in TV studio



Media, 3D Animation for Film and Games and Esports

Bournemouth and Poole College introduce students to the world of Creative Digital Media, CGI and Esports, focusing on a wide set of technical skills. These include video production, sound design, photography, 2D animation, 3D modelling, website design as well as other essential transferable skills required for entering a range of roles within film, TV, content creation and web production.

Creative Digital Media and Computer-Generated Imagery staff have multiple links to current industry employers from small content creators to multi country production companies. Bournemouth & Poole College is proud to partner with Epic Games as an Unreal Academic Partner and we offer excellent studio-based facilities with the latest industry standard software, and all necessary resources, including a fully operational green screen studio.

Both Media, 3D Animation for Film and Games and Esports curricula are heavily focussed on the vocational allowing smooth transition into higher education or junior role industry employment. Students' progress to HE providers all over the country and focus their studies on many subjects from Animation to Visual effects and more in between. Some students have been selected

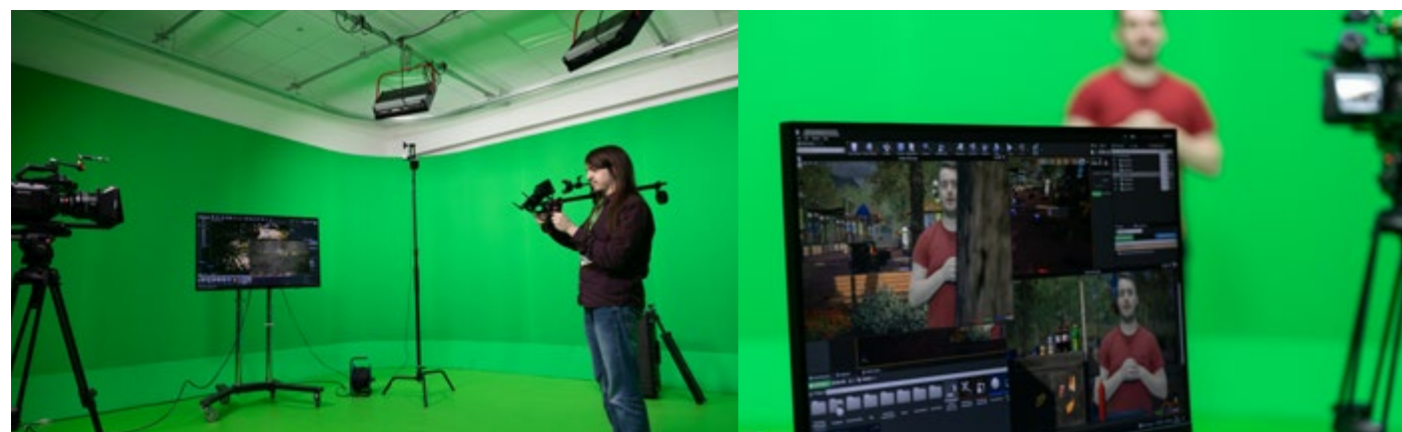
at course end to start work directly in the industry with companies such as Outpost, Treehouse and Disney.

Digital and Computing

Digital and Computing at Bournemouth and Poole College courses offer students a range of viable progression routes onto various pathways. These include pathways into Web Design and Graphics on the Everything Digital and IT or T Level Transition Programme and T Levels.

Computing courses offer exciting opportunity to gain a foundation in IT to further enhance digital skills which could help progression to our two Level 2 pathways. The Everything Digital and IT at Level 3 course provides students with the opportunity to develop IT skills and techniques to an advanced level that will be needed to operate in a variety of IT careers to meet the changing technological landscape. We offer the BTEC courses which provides a solid grounding in all aspects of IT, from building computer systems and programming through to digital animation, data modelling, cybersecurity, social media, web development and 3D modelling. Access to HE in Computing a popular nationally recognised course designed for students who are planning to continue with their career related studies into Higher Education in a wide range of IT, Computing and Business disciplines.

thecollege.co.uk



BSc 3D Animation students develop a Virtual Production workflow to combine live action camera footage with real-time CGI environments using Unreal Engine.

ARTS UNIVERSITY BOURNEMOUTH

Since 1885 Arts University Bournemouth has been a leading specialist art institution, providing students from around the world with the spaces and knowledge needed to take their place in the creative industries and succeed in today's changing economy. The university teaches in a way that encourages collaboration between courses, reflecting the nature of the wider creative industries and preparing their students for life after graduation. Their **foundation courses** provide an excellent transition between A-Level (or equivalent) and more specialised degree courses by allowing students to explore a wide range of disciplines and experiment before deciding on a specialism. They offer 23 **undergraduate degrees** in a wide range of creative subjects that reflect every aspect of the creative industries. New for 2022/23 students can study FdA Music and Sound Production, as part of a franchise collaboration between AUB and Bournemouth and Poole College. AUB also offers 16 **postgraduate courses**, including PhD and Research options as well as 3 that are delivered remotely under AUB Online.

AUB actively encourages entrepreneurial behaviours so their students can take on the leadership roles of tomorrow. That's why in 2021 they officially opened the Innovation Studio, a unique resource for Dorset. The **Innovation Studio** operates as a lab for creative technologies, a nucleus for start-ups and regional enterprises, and a hub for industry engagement, with a focus on collaboration, high-skills development, entrepreneurship, research, and prototyping. Set in AUB's award-winning and state-of-the-art campus, the studio combines flexible workspaces with access to the latest industry-standard digital and physical manufacturing equipment, as well as the expertise and wealth of knowledge from AUB's students, technical staff, and academic practitioners. Local businesses can sign up to the **6-month Associate Programme**, to test prototypes and develop concepts, and we also offer a **7-month Residency Programme** to support start-ups.

aub.ac.uk



Drawing Studio



North Building



Innovation Studio

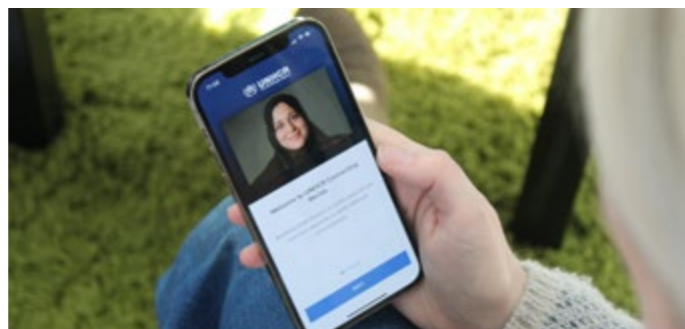
Case Study

3 Sided Cube is an app development and digital product company with a focus on building tech for good. 3 Sided Cube has worked with numerous global organisations, including The American Red Cross, UNHCR and The World Resources Institute, reaching communities in over 87 countries, and 100+ million global downloads.

Connecting Worlds

3 Sided Cube was approached by UNHCR (The UN Refugee Agency) as they wanted to develop new innovative technology solutions that improved the wellbeing of refugees and encouraged more private-sector donations.

The solution, a react native app, consists of multi-language content targeted at multi-countries. The app is focused on security, with the safety of refugees being paramount for UNHCR, with an intermediary API to



ensure the content adheres to the UNHCR Community standards and that communication is translated accurately.

As well as integrations with Google and Azure APIs the app utilises the ZenDesk support platform to ensure users can communicate seamlessly with UNHCR directly to raise any issues or review FAQs.

3sidedcube.com

Case Study

Global create inspirational design with strategic substance, that drives our customers' success. Founded in 1999, Global Brand Communications are a full service, fully integrated creative agency, located by the sea in Boscombe. Driven by a passion for compelling design, innovation and strategy, we build brand value by creating engaging customer experiences at every touch point. Our in-house design, digital, motion and print production capabilities will take your project from inception through to launch, with seamless brand consistency and great storytelling.



Attracting young talent from Apprenticeships, Kickstarter scheme and Graduates from AUB and BU are a crucial part of the growth of our immensely creative studio. In the last two years we have employed three young developers and creatives from various Government schemes.

discoverglobal.co.uk

Case Study

CHS is a proudly independent, integrated creative agency, based in Christchurch. With their 50th birthday round the corner, they've spent the last five decades honing their expertise in advertising, marketing and content creation. Whilst keeping roots firmly in Dorset, they get to work with some of the most-loved brands in the UK (as well as further afield).

Now a team of over 70 talented experts, CHS is the biggest it has ever been. And, despite the last few tough years, have successfully grown to its current size and be a lead creative agency for the likes of Lakeland, Petplan and HSBC UK.

As well as a dedication to creating amazing campaign work, CHS have set their sights on three key initiatives. Championing diversity and inclusion across the team,



and the agency are proud to have more women than men in senior roles. Working towards carbon neutral, which included adopting several beehives into the CHS garden. And helping the next generation into the industry, with live projects and workshops run every year with Bournemouth University and Arts University Bournemouth.

chs.agency

Case Study

outpost



Headquartered in Bournemouth, Outpost VFX creates high-end visual effects for film and episodic productions such as The Lord of the Rings: The Rings of Power, House of the Dragon, and Thor: Love and Thunder. Outpost VFX also has offices in Montreal, Los Angeles, London, and Mumbai, where their talented team of artists bring content creators' vivid ideas to life. Recent projects include titles for: Netflix, Amazon, Universal and HBO.

Outpost VFX is now considered one of the premium visual effects providers globally, and has doubled in size in the year to September 2022. The team enjoys regular collaborations with local educators including Bournemouth University & Arts University Bournemouth, and has provided career pathways to their graduates, keeping many of them in the region.

outpost-vfx.com/en

Case Study



Talewind is an award winning studio and publisher building games and experiences for the open metaverse, starting with Roblox. With a team of 25 developers, artists & designers based all over the UK, they are on a quest to better the metaverse with games that are fresh, fun, and full of adventure! Founded in early 2021 by two Bournemouth locals, the studio’s mission is to turn all the limitless creativity and social play on Roblox into professional and accessible games. To date, they have raised \$4.2m in funding from top investors and have clocked up over 2.5 million monthly users online.

They are a remote studio with kindness at their heart, hiring diverse talent to work on games like Breezy Bay. Most recently, the studio hired a student from Eastleigh College on a summer placement in their developer team as they prepared their latest game for launch. The work included developing in-game features and tools as well as supporting our development team in the soft launch of Breezy Bay.

talewind.co.uk



Case Study



LoveLove Films is an independent production company and animation studio based in Bournemouth. The studio was founded in 2010 by Producer/MD Georgina Hurcombe. Over the past 12 years, the LoveLove Team has created an array of stunning, award-winning content across a variety of platforms, including Channel 4, BBC Films, ITV, Sky and more. LoveLove Films has also worked with a range of noteworthy brands, including TRESemmé (Unilever), Liverpool Victoria, CISCO, just to name a few.

The studio created TV graphics for Channel 4’s SAS: Who Dares Wins, Channel 5’s VICE-studios documentary The Murder of Charlene Downes, as well as easyJet: Inside the Cockpit. Additionally, LoveLove Films produced Riding Therapy, a documentary featuring Doc Martin and Men Behaving Badly star Martin Clunes. On top of all this, the LoveLove Team develop original children’s TV series to add to their growing development slate, including 2D series Sprongles, the teen time-travel series Ergle & Anne’s Unplanned Land, and sustainability focused series Bottle Island, which was developed in association with the United Nations.

Love Love Films has produced 52, 11 minute episodes of the 3D animated preschool series Pop Paper City a 3D craft series... with adventure!

lovelovefilms.com



Case Study

Out of their ‘Treehouse Studios’ location, based in Poole on the South Dorset coast, the Treehouse team are delivering world class Realtime Animation and Virtual Production for Film and Television. Considered leaders in their field, the team have contributed to numerous titles from the likes of Netflix, Amazon Studios, Sky Cinema, Warner Brothers and HBO, to name a few and the company continues to grow from strength to strength successfully claiming its spot in the industry.

There’s a good reason they chose to base themselves in Poole too and it’s not just for the beautiful location and beaches! Bournemouth and Poole have a huge amount to offer with their melting pots of talent and artists in the areas of Film and Television.



Treehouse enjoy long standing relationships and a collaborative history with the Universities and Colleges alike (BU, AUB, Bournemouth & Poole College) providing opportunities and partnerships whilst continually banging the creative drum for the area.

treehousedigital.com

Case Study

Crowd is an independent marketing agency with a global network of offices that specialises in the creation and delivery of environmentally sustainable product and service promotions. They proudly amplify demand for new and established brands with a conscience.

They provide local, regional and international promotional expertise to organisations, governments, corporations and businesses of all sizes. With an experienced in-house team and direct access to a skilled global network of proven marketing professionals, they can build the right crowd to exceed clients’ marketing goals and amplify demand. Taking a strategic approach based on data and research, their marketing solutions aim to transform clients’ businesses in a cost-effective and efficient way. They also contribute to the Dorset community e.g. via coding workshops for pupils.



A good case study is their branding and strategic marketing campaign for Dubai: thisiscrowd.com/our-work/delivering-the-dubai-advantage/

thisiscrowd.com

Local Support Packages

Whether you are thinking about starting a new business, expanding your UK operations, relocating, or seeking a UK base for your operations, the economic development team at BCP Council can help you explore what the region has to offer and ensure you get all the support you need to be successful here.

- Location advice, property viewing and familiarisation visits
- Introductions to legal, financial, commercial property specialists and their services
- Employment support - including introductions to recruitment and training partners
- International trade advice
- Information regarding Trading Standards
- A tailored introduction service to Bournemouth, Christchurch and Poole is offered to help meet the requirements and relocation of staff and families
- Advice on funding and assistance available within Bournemouth, Christchurch and Poole including innovation, growth and exporting
- Business advice and networking

The team are dedicated to helping companies and will provide information tailored to your needs, make introductions, help find suitable premises and advise on financial assistance available.

Please contact [***economicdevelopment@bcpcouncil.gov.uk***](mailto:economicdevelopment@bcpcouncil.gov.uk)



[**bcpcouncil.gov.uk**](http://bcpcouncil.gov.uk)



July 2023