



THE BIG
CREATIVE UK
SUMMIT

INVESTMENT IN CORNWALL & DEVON

SUMMIT PROGRAMME

UNIVERSITY OF
PLYMOUTH &
ARTS UNIVERSITY
PLYMOUTH



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WELCOME TO



INVESTMENT IN CORNWALL & DEVON

7 FEBRUARY 2025

Creative UK is excited to welcome you to the University of Plymouth and Arts University Plymouth for The Big Creative UK Summit, Devon and Cornwall. Highlighting the growth and investment potential of the Creative Industries, you can look forward to expos, pitches, panel discussions, and keynote speeches.

We invite you to take part in this landmark opportunity to exchange insights, square up to the challenges businesses face, and build partnerships that will shape the future of the creative sector in the region.

Today, Creative UK is bringing together investors, policymakers, industry leaders, and creative businesses from across the Southwest to explore opportunities for collaboration and growth. Join us as we celebrate the Creative Industry sector in Cornwall and Devon and facilitate important discussions that will foster growth and innovation within the industry.

TODAY'S OBJECTIVES

- Champion the growth and invest-ability of Devon & Cornwall, using the recent CI report as a framework and the CGP businesses as showcasing examples.
- Present the excellence and ambition of Devon & Cornwall using current successes and future thinking.
- Enable investment ready, commercially minded businesses to connect with investors, stakeholders and politicians to build visibility and initiate growth conversations.

Creative UK would like to say a big thank you to our delivery partners for helping to make today a reality.



WE ARE Creative UK

Creative UK is a not-for-profit organisation dedicated to championing, connecting, supporting, and investing in creative people and businesses throughout the UK. With a focus on diversity, inclusion, and the transformative power of creativity, Creative UK works to place the Creative Industries at the heart of the UK's culture, economy, and education system. In addition to the Create Growth Programme, Creative UK provides national screen business support, creative growth finance, and advocacy on policy issues that affect the wider creative sector.



Create Growth Programme

The Create Growth Programme, funded by DCMS and delivered by Creative UK with local partners, supports creative businesses in overcoming growth challenges and unlocking new opportunities for expansion. Since its inception, the programme has helped businesses in Cornwall and Devon secure £5.1 million in grants and £4.85 million in debt or equity finance. It has also fostered the creation of 54 new jobs and £2.3 million in profit across its first two cohorts. With over 80 businesses set to complete the programme in 2025, the Create Growth Programme is poised to continue driving transformative change in the region's creative sector.



AT THE UNIVERSITY OF PLYMOUTH: ROLAND LEVINSKY BUILDING (RLB) & THE HOUSE

- 09.30** **Arrivals & Expo**
11 Creative UK Growth Businesses
RLB - Cross Point
- 10.45** **Welcome**
Creative UK host - Yasmin Jones-Henry, Writer, Strategist, Co-Founder & Curator of The Lab E20
Misha Myers, Head of School of Art, Design and Architecture and Professor of Immersive and Interactive Arts, University of Plymouth
Professor Stephen Felmington, Arts University of Plymouth Professor
The House
- 11.00** **Keynote: Dawn Bébe**
The House
- 11.30** **Panel Discussion**
Driving Growth in the Creative Industries
(Devon & Cornwall Focus)
Chaired by Professor Emma Hunt, Vice Chancellor & Chief Executive, Falmouth University.
Panellists: Joanne Evans, Creative Industries Consultant and Investor
Edward Tellwright, British Business Bank
Lara Carmona, Director of Policy and Engagement Creative UK
The House
- 12.15** **Morning Session Ends**
Relocate to **Arts University Plymouth** for lunch
- 13.15 -** **Panel Discussion**
14:00 **Role of Anchor Businesses for Industry Success**
Chaired by John Brown, CEO Cornwall Chamber of Commerce
Panellists: Chris Weavill, Hertzian
Lindsey Hall, Real Ideas
Rob Davey, Silverstream
RLB - Jill Craigie Cinema

16.15

Innovation Investment Stories & Live Pitch Event

Host: Deborah Watson, Innovate UK

Keynote by Steph Hammil, Innovation Consultant

Pitching: MapYourEvent, Nautoguide, Bosena, Filmily, xigxag

Keynote by Rob Vickery, Angel Investor & Entrepreneur

The House

17.15 -
17.30

Closing Performances

'Creativity Follows the Inspired'

Speaker: Yasmin Jones-Henry, Writer, Strategist, Co-Founder & Curator of The Lab E20

Guest performers: Matthew Thomason, Sue Hill & Malaika Kegode

The House

17.30

Networking Drinks & Nibbles, and Live VJ / DJ

Set by Mrs Animation

RLB - Cross Point

17.30 -
18.30

Projection Mapping by Blackbeam Cinematics

from University of Plymouth across to The Box

AT THE ARTS UNIVERSITY PLYMOUTH (FROM 12.45PM)

12.45 **Opening of Second Expo Site**
AUP - Foyer

12.45 - **Lunch & Networking**
14.00 **AUP - Lower Floor**

14.00 **Expo of Creative UK Growth Businesses**
AUP - Lower Floor

14.15 - **Female Founder Investment Stories**
15.00 **& Live Pitch Event**
Host & Speaker: Jody Tableporter, Director, Nations and Regions
Investment Funds, British Business Bank
Keynote: Dr Vivienne Heyhoe, Wellspring Global
Pitches & Lighting Talk: Impossible Producing, Jam Up!, ASONE, Top
Stylista
AUP - Plymouth Arts Cinema

15.15 - **Panel Discussion**
16.00 **How the Screen Industry is Reframing Regional
Success**
Panel Chair: Mark Hewis, Aardman Animation & Academy
Lightning talk: Satya, Alucinari, MindFeast, Yellow Mouse, Engine House
Panel: Denzil Monk, Bosena
Will Higbee, Screen Devon & Exeter University
Laura Giles, Screen Cornwall
Katie Goode, Triangular Pixels & Cornwall Games
AUP - Plymouth Arts Cinema

**15.30 -
16.30**

**Tour & Panel Discussion
Peninsular Circular Economies in Design
& Manufacture**

Chair: Yasmin Jones-Henry, Raeburn E20 & Financial Times Fashion
Writer

Panel: Ben Mundy, Fab Labs South West

John Mathers, British Design Fund,

David Kirkland, Kirkland Fraser Moor Architects & DLab

Associate Professor Stephanie Owens, Arts University Plymouth

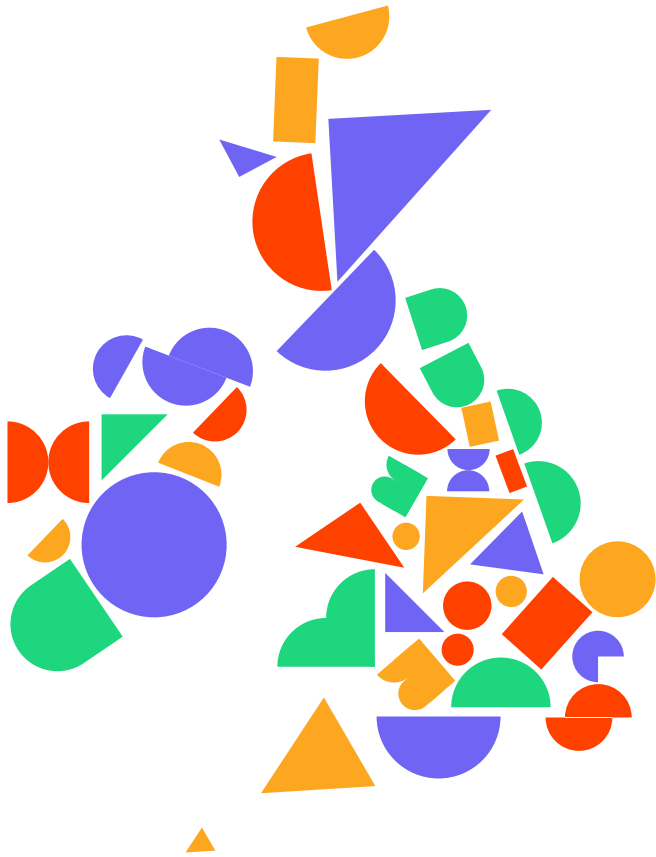
**Walking tour of Fab Lab South West
(Please muster in the AUP foyer at 15.15,
where we will walk you to the Fab Lab)
Fab Lab South West**

EVENT MAP



KEY

- WALKING ROUTE
- PEDESTRIAN CROSSING
- THE HOUSE
- ROLAND LEVINSKY BUILDING, AT UNIVERSITY OF PLYMOUTH (RLB AT UOP)
- JILL CRAIGIE CINEMA
- CROSS POINT
- THE BOX
- ARTS UNIVERSITY PLYMOUTH (AUP)
- PLYMOUTH ARTS CINEMA
- FAB LAB SOUTH WEST



MEET THE CREATIVE UK CORNWALL & DEVON TEAM



Suzie West

*Lead Programme Manager,
Cornwall & Devon.
suzie.west@wearecreative.uk*

As Lead Programme Manager for Devon & Cornwall, Suzie's role is to connect, support and champion creatives and creative businesses, working closely with stakeholders and delivery partners to increase the impact of the Create Growth Programme in the South West. Suzie's specialism is using co-creative and partnership pedagogy within cultural development, with a passion for connecting people and building new possibilities for creative talent. In recent years, she has made a cultural compact and strategy for Truro, produced a successful co-creation-led talent development programme for Barbican Theatre and delivered co-creation courses in UK and Denmark. Suzie is a people person and loves to find creative solutions.



Lucy Ward

*Programme Manager, Cornwall..
lucy.ward@wearecreative.uk*

Lucy lives by the beach in Newquay, Cornwall. She is working with the Create Growth Programme Teams in the southwest to support all aspects of the Devon and Cornwall operations. Main tasks include admin, comms, planning and events. Alongside her role at Creative UK she runs a not-for-profit community arts organisation called ALMA Artspace.



Sam Spake

Programme Manager, Devon.
sam.spake@wearecreative.uk

Sam is Programme Manager for the Create Growth Programme in Devon, supporting 54 creative businesses to engage in value-led development with mentoring, workshops, peer networks and strategic partnerships. With a background in running a design business, knowledge transfer, creative careers programmes and her own practice in music and visual arts, Sam specialises in brand and design innovation, creative solutions and systems thinking. She is passionate about environmentally sustainable design and collaborative working to build resilient and creative communities. She is a CIC Director for Sterts Arts & Environmental Centre and a Trustee for Lowender CIO.



Charlie Gray

Cornwall Create Growth Programme Manager.
charlie.gray@wearecreative.uk

Charlie is a Creative Producer and the Cornwall Programme Manager for Creative UK's Create Growth Programme. She is an experienced creative events, project producer & programme manager who has worked in the Creative Industries and heritage sector for over 26 years focusing primarily and passionately on Cornwall & Devon. As Programme Manager, Charlie is well-networked and works closely with local creative businesses connecting them with the national investment community and a host of experts to help them unlock growth and reach their full potential. Charlie advocates for collaboration and partnerships within and across sectors and considers herself an ambassador for the Creative Industries.

SPEAKER PROFILES



Meet our Host

Yasmin Jones-Henry

Writer, Strategist, Co-Founder & Curator of The Lab E20

Yasmin operates at the crossroads of fashion, finance, and culture. As a writer specialising in sustainability (ESG), design, and investment, she champions the role of culture and creative enterprises in fostering inclusive regeneration. A cultural placemaking strategist, Yasmin advocates for rethinking retail, scaling circular economy design, and diversifying talent pipelines in the fashion industry and built environment. She co-founded The Lab E20, a creative hub for circular economy-driven fashion start-ups, alongside design pioneer Christopher Raeburn, and serves as a trustee of the Crafts Council.



Meet our Keynote Speaker

Dawn Bébe

Founder and Director of Crowdfunder.co.uk

Dawn has worked in the Creative Industries for over 30 years, primarily as a journalist and media entrepreneur. Her CV includes Launch Director of UK Grazia, the world's biggest selling fashion magazine, publisher of Red Magazine and rookie reporter on Just Seventeen. As well as winning top industry awards like PPA Editor of The Year, Dawn has been featured in The Times, Daily Mail and FT. Dawn was also the Managing Director of the Hachette-Emap Joint Venture and advised Tony Blair's strategic communication unit.

As a communications consultant clients have included Creative UK, River Cottage, KEO Films, Visit Devon, Visit Plymouth, Visit Somerset, Drake Circus, Lost Gardens of Heligan, Pentillie Castle, Great Britain Wheelchair Rugby, Healthwave, SWAST, Trevethan Gin, Sharpham Estate and Urban Splash.



Professor Stephen Felmingham

*Pro-Vice-Chancellor (Academic),
Arts University Plymouth*

As a director of Crowdfunder, Dawn has been part of the senior team driving it towards becoming the #1 UK crowdfunding platform, raising > £400 million for projects across the UK, and responsible for helping it win global awards for the delivery of its mission to tackle society's challenges by making grass roots ideas happen.

Dawn is a trustee of Theatre Royal Plymouth and was also a board director of The Plymouth Growth Board and Plymouth Culture Board.

Professor Stephen Felmingham is an artist and educator and has lectured extensively in drawing, painting, print and contemporary art practice on undergraduate and postgraduate programmes across the UK. He gained his doctorate from the University of Leeds in 2014 and was made Professor of Artistic Research in 2023. He has an active research interest in creative pedagogies, drawing and alternative art school models and he leads on projects that work in and for communities, through socially-engaged art and education. His research interests include work with refugee communities, co-founding Beyond the Now, a syndicated online platform working in locations across Europe, the MENA region and the Global South to open new creative, cultural and political affinities for a post-pandemic world.

As Pro-Vice-Chancellor (Academic) at Arts University Plymouth and a



Dr. Vivienne Heyhoe

Entrepreneur & Innovation Investor

member of the Vice-Chancellor's Executive, he has wide experience of building, mentoring and leading effective teams across the arts and education sector in varied settings. He has been instrumental in the leadership and governance of major national and regional multi-partner projects including British Art Show 9, Bloomberg New Contemporaries and Tate Exchange. He is also active in regional skills groups including the Plymouth Skills Board and the Devon & Somerset LSIP (Local Skills Improvement Plan).

Dr. Vivienne Heyhoe is a British medical doctor turned award-winning entrepreneur, investor, and innovator with over 20 years of experience bridging healthcare, technology, and finance. Her unique career spans roles as a doctor, as well as positions at JP Morgan Asset and Wealth Management, Publicis Sapient, and the Design Council, shaping her human-centered approach to innovation with a focus on care and impact.

As the Co-Founder and Partner of Wellspring Global, a U.S.-based search and acquisition firm specialising in small to medium-sized health and wellness businesses, Vivienne leverages her clinical insight and business acumen to scale impactful ventures. With a proven track record of driving strategic growth and operational excellence, she excels in transforming businesses into industry leaders.

Vivienne is passionate about empowering entrepreneurs and healthcare professionals to achieve holistic wealth through ownership and financial literacy, fostering a healthier and more sustainable future. Her work reflects a deep commitment to innovation and scaling businesses that improve lives while advancing the health and wellness sector.



Dr Deborah Watson

Innovate UK EDGE Manager

Panel Host: Investing in Imagination and Innovation

Dr Deborah Watson manages the Innovate UK Business Growth team in the Great South West. She has extensive experience managing University and business partnerships, and helping make our area the best place to live and work.

Deborah's career started with a Physics PhD, followed by research management, running Universities SW, and various NED and governance roles. She currently supports innovative SMEs; and runs her own company, Gradsouthwest, supporting graduates into employment.



Professor Emma Hunt

Vice-Chancellor and Chief Executive of Falmouth University

Professor Emma Hunt became Vice-Chancellor of Falmouth University in January 2022. She was previously Deputy Vice-Chancellor at Arts University Bournemouth and Dean of Art, Design, and Architecture at the University of Huddersfield. Emma has held roles at the University of Derby, UAL, and Winchester School of Art, and has spoken internationally on UK Higher Education in Art and Design. She holds a Doctorate in Higher Education Management from the University of Bath and is a Fellow of the Royal Society of Arts and the Higher Education Academy.

Emma's research focuses on design education, the creative economy, and innovation. She co-edited *The Sage Handbook on Graduate Employability (2023)*. Regionally, she chairs the Cornwall and Isles of Scilly Workforce and Skills Board and is Vice Chair of the Cornwall Economic Forum. Emma is also involved in national higher education policy, including as a former chair of the Council for Higher Education in Art and Design.



Mark Hewis

***Head of the Aardman Academy
Panel Host: How the Screen
Industry is Reframing Regional
Success***

Mark Hewis became Head of the Aardman Academy in 2020 after first joining Aardman 18 years ago as Pixillation Artist playing the body of the cult Aardman character “Angry Kid”. He subsequently spent 10 years in Aardman’s commercial department as a Director, Producer and 1st Assistant Director. Outside of Aardman. Mark made international award-winning films including *The Life Sized Zoetrope* (2008) made for Channel 4, Arts Council UK which was nominated for eight British Animation Awards and won the Grand Prix at the London International Animation Festival.



Rob Vickery

***Angel Investor
Speaker in: Investing in
Imagination & Innovation***

Rob’s mission is to empower others to build a brighter future for the next generation, and he believes bold entrepreneurialism is the key to unlocking that vision. An entrepreneur turned venture capitalist, Rob began his career in the British financial sector before moving to California, where he founded his first VC firm in 2012. By 2019, he launched his latest pre-seed/seed-stage fund in New Zealand, investing in 45 startups across the US, Latin America, Australia, New Zealand, and Israel—selected from over 20,000 pitches. With multiple exits and his first seed-funded unicorn under his belt, Rob’s investment focus spans machine learning, the convergence of media and gaming, and disruptive consumer products entering untapped markets.



Steph Hamill FRSA

*Positive Disruptor, Consultant,
MBA Faculty*

In 2024, Rob returned to the UK and settled in Truro, where he is on a mission to ignite Cornwall's entrepreneurial spirit. He envisions transforming Kernow into a vibrant hub of innovation, ambitious business ventures, and cultural celebration, all deeply rooted in the region's unique history. Alongside this, Rob is the creator of Dark Cornwall, which has grown explosively in the last three months, going from a personal hobby on Instagram to the world's largest platform celebrating Cornish folklore. With over 22,000 subscribers and more than 2 million views, Dark Cornwall is rapidly evolving into a multimedia studio, bringing Kernow's myths and legends to life through film, books, games, and more.

Steph Hamill helps to transform organisations seeking to enhance culture, sustainable growth, divergent and critical thinking, and human-centred leadership. A speaker for EY, Channel 4 and TikTok, Steph delivers actionable insights, inspiring audiences to unlock creativity, embrace change, and achieve extraordinary results.



Jody Tableporter

***Director, Nations and Regions
Investment Funds, British
Business Bank***

Jody Tableporter is a strategic and innovative leader with a proven track record of driving growth, investments, and economic development across a diverse range of sectors. With experience working for hedge funds, local government (notably with the London Mayor), and regional development agencies, Jody has consistently delivered impactful results and catalysed significant transformation.

As a former Chief Executive of a Urban Regeneration Company (URC), and now in a key role at the Business Business Bank, Jody excels at fostering multi-partner collaboration, setting frameworks for long-term success, and engaging at the Board level to ensure sustained delivery.

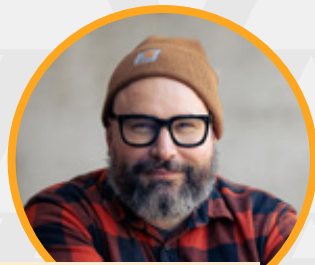
A highly skilled investor and project builder, Jody thrives in high-pressure environments, known for developing and leading teams, as well as implementing collaborative initiatives that drive meaningful economic impact. Jody's deep expertise and leadership abilities have made them a trusted figure in delivering projects that fuel both immediate and long-term success.



Misha Myers

Head of School of Art, Design and Architecture and Professor of Immersive and Interactive Arts, University of Plymouth

Misha's work is all about storying place and placing stories with mobile and digital technologies. Her work takes place across multiple platforms through live performances, games, installations, audio walks, radio broadcasts, or online artworks. It is often collaborative in process drawing together culturally diverse participants and teams with different disciplinary expertise to work towards bridging communities and solving challenging social problems through arts-based enquiry enabled by digital technologies.



John Brown

CEO of Cornwall Chamber of Commerce

John is a communications and branding consultant, keynote speaker and CEO of the Cornwall Chamber of Commerce. He has spent the last 15 years working with firms like Virgin, COOK, lululemon, Natura & Co, McAfee, B Lab UK and more. His focus is on creating fearlessness within brands through radical transparency, human personality and moments of mass engagement.

John, along with his wife and two children, is a proud resident of Cornwall. As the CEO of the Cornwall Chamber of Commerce, he fervently champions for Cornwall to emerge as a global leader in the regenerative economy. His relentless efforts aim to attract both private and public investment into the Duchy, while also shining a spotlight on the remarkable Cornish businesses.

He believes that to be a great writer, you need to be a great reader, so when he is not out in the Cornish landscape, failing miserably at skateboarding, he can usually be found buried in a book or research paper. John also holds a degree in environmental science.

INTRODUCING OUR PANEL DISCUSSIONS

Driving Growth in the Creative Industries: A Devon & Cornwall Perspective

11.30 - 12.15 The House, University of Plymouth

Chaired by Professor Emma Hunt, Vice Chancellor & Chief Executive,
Falmouth University

Panellists: Joanne Evans, Creative Industries Consultant and Investor
Edward Tellwright, British Business Bank

Lara Carmona, Director of Policy and Engagement Creative UK

Join us for an engaging discussion as our panel unveil compelling data that highlights the fastest growing region in the Creative Industries. This session, led by senior staff from Creative UK will offer invaluable insights into the sector's fast-paced evolution. Discover the latest trends, opportunities, and innovations driving growth.

The Role of Anchor Businesses for Industry Success

13.15 - 14.00 University of Plymouth, Jill Cragie Cinema

Chaired by John Brown, CEO Cornwall Chamber of Commerce

Panellists: Chris Weavill, Hertzian

Lindsey Hall, Real Ideas

Rob Davey, Silverstream

Celebrating the achievements of the Southwest's Creative Industries, this session explores how the sector is leveraging creativity, innovation, and collaboration to build a sustainable future. Highlighting insights from the recent SW Creative Industries report, the discussion will focus on the critical role anchor businesses play in strengthening the region's economy and resilience. With statistics showing that anchor businesses contribute significantly to local job creation, talent retention, and international relationships, the session will engage key figures from Devon and Cornwall's creative ecosystem. The panel will include perspectives from Rob Davey (Head of Production, Silverstream), Lindsey Hall (CEO, Real Ideas), Christopher Weavill (CEO, Hertzian).

Female Founder Investment Stories & Live Pitch Event

14.15 - 15.00 Arts University Plymouth, Plymouth Arts Cinema

Host & Speaker: Jody Tableporter, Director, Nations and Regions Investment Funds, British Business Bank

Keynote: Dr Vivienne Heyhoe, Wellspring Global

The Female Founder talk at the Big Creative UK Summit amplifies the voices and experiences of dynamic women who are shaping the future of the Creative Industries. Hosted by Jody Tableporter, Director, Nations and Regions Investment Funds, British Business Bank, with entrepreneur Dr Vivienne Heyhoe, the session brings together inspiring female entrepreneurs who have navigated the complex landscape of securing investment, offering unique insights into their journeys and the challenges they've faced. With a focus on fostering connections between female founders and investors, the panel aims to highlight the crucial need for increased financial support in this area. Engaging discussions will provide a deeper understanding of the current investment landscape, as well as share real-life successes and case studies that underscore the potential and value of female-led ventures in the UK. The session will include pitches from the following female-founded businesses:

- Cindy Dalgliesh, ASONE Studios
- Rachael Malthouse, Jam UP!
- Chantelle Znideric, Top Stylista
- Gabby Vaultier & Charlie Bunker, ImPossible Producing

How the Screen Industry is Reframing Regional Success

15.15 - 16.00 Plymouth Arts Cinema, Arts University Plymouth

Panel Chair: Mark Hewis, Aardman Animation & Academy

Lightning talk: Satya, Alucinari, MindFeast, Yellow Mouse, Engine House

Panel: Denzil Monk, Bosena

Will Higbee, Screen Devon

Laura Giles, Screen Cornwall

Katie Goode, Triangular Pixels

Chaired by Aardman Animation & Academy's Mark Hewis, expect a dynamic conversation on the opportunities that come with taking Southwest film to worldwide audiences, highlighting the interconnectedness of Celtic and Transatlantic creative markets. This will be followed by a lightning talk including five of our film-based cohort businesses:

- Satya
- Alucinari
- MindFeast
- Yellow Mouse
- Engine House

Peninsular Circular Economies in Design & Manufacture

15:30 – 16:30 Fab Lab South West

(please muster in the AUP foyer at 15.15 where you will be guided to the Fab Lab)

Chair: Yasmin Jones-Henry, Writer, Strategist, Co-Founder & Curator of The Lab E20

Panel: Ben Mundy, Fab Labs South West

John Mathers, British Design Fund

David Kirkland, Kirkland Fraser Moor Architects & DLab

Associate Professor Stephanie Owens, Arts University Plymouth

Tap into an insightful exploration of the intersection of creativity and sustainability, hosted by Yasmin Jones-Henry featuring a panel of industry and academic leaders. This discussion will identify both the challenges and opportunities that arise when integrating circular

practices into Creative Industries. From showcasing pioneering research and innovative projects that highlight the critical role of creativity in promoting sustainable practices, to inspiring actionable strategies for maximising impact and fostering collaboration across sectors in the pursuit of a more sustainable future, it's set to be a deep dive into the impact and possibilities that circular economies can present.

Innovation Investment Stories & Live Pitch Event

16.15 - 17.00 The House, University of Plymouth

Host: Deborah Watson, Innovate UK

Keynote by Steph Hammil, Innovation Consultant

Keynote by Rob Vickery, Angel Investor & Entrepreneur

Exploring the growing role of innovation in the Creative Industries, this session looks at its potential to drive growth across other sectors.

Hosted by Deborah Watson from Innovate UK, the discussion will

feature insights from Innovation Strategist Steph Hamill on the

investment landscape and the benefits of creative sector innovation.

Five founders will then pitch their businesses, showcasing investable

opportunities from Devon & Cornwall, before the session concludes

with Rob Vickery presenting the RAFTs model, discussing the future of

innovation investment in the Southwest

Pitching businesses include:

- Kellie Fairbrother, xigxag
- Denzil Monk, Bosena
- Dave Barter, Geovey
- Andy Doyle, Filmily
- Andrew Marshall, Map Your Event

Discover Cornwall's Creative Industries

By Joanne Evans - Lead Investment Mentor

Cornwall and the Isles of Scilly have developed a flourishing creative sector that plays a key role in the economy. Take a deeper look at how it's thriving.

With over 2200 Creative Industries businesses, contributing £368 million GVA to Cornwall's economy, Cornwall and the Isles of Scilly boast a flourishing Creative Industries sector that plays a key role in the economy. Half of these businesses are found in vibrant clusters, such as Falmouth, the largest, St Austell, Penzance, Truro, and Newquay¹. Including freelancers, almost 13,400 people work in the sector in Cornwall, which makes up almost 5% of all jobs. Cornwall punches above its weight in film, TV, video, radio and photography, with relatively higher than average number of film and TV jobs than the rest of the region². Growth has been catalysed by Screen Cornwall, which has scored major strategic successes for film and TV. These include the facilitation of £16.2 million of production spend in Cornwall in 2023-2024 and recognition of Cornish as a minority language in the 2024 Media Bill, presenting a unique opportunity for Cornish production companies.

The potential of film and TV, as well as the creative 7 industries more widely in Cornwall was recognised by

the Cornwall and Isles of Scilly Investment Fund which invested in three businesses in arts, entertainment and leisure, and 13 in digital. Cornwall is also strong in music, performing and visual arts. It has unique heritage in outdoor theatre and growing music festivals.

Cornwall's product, graphic and fashion design sector is also relatively large. Major fashion brands such as Finisterre do not feature in Creative Industries data for Cornwall because they are registered as retailers but are significant design companies³.

Support for Creative Industries from Cornwall Council, Falmouth University and Creative UK are really paying off for businesses in Cornwall. Of £1.7 million Innovate UK grant funding to Creative Industries businesses in 2022-23 in the region, 41 percent, almost £700,000 – went to ten businesses in Cornwall.

1 Joanne Evans and Miriam Quick: The Creative Industries in the Great South West: Leading from the Edge. Creative Industries companies registered at Companies House in GSW Local Authority Districts in July 2024

2 ONS Local: Overview of creative jobs and Creative Industries for the Great South West over the years 2014 to 2023 using Annual Population Survey and Business Counts Survey. Custom data request reference 2381, released 27 September 2024.

3 Screen Cornwall: Impact Report 2023-24



Discover Devon's Creative Industries

By Joanne Evans - Lead Investment Mentor

Emerging as a vibrant hub, Devon's spectrum of creative businesses significantly contributes to the local economy and workforce.

Almost 4,500 creative businesses are found in Devon, together contributing at least £934 million in GVA to Devon's economy⁴. An estimated 31,038 people, including freelancers work in the sector across the county, 5.5% of all jobs⁵.

Almost 60% of Devon's creative businesses are found in clusters. The largest of these are centred around Exeter and Exmouth, and in Plymouth. There are also notable clusters in North Devon, Torbay, Newton Abbot and Totnes. Devon has more jobs than the national average in architecture, as well as being strong in advertising and marketing, one of the fastest growing subsectors in the region. Bray Leino, based near Barnstaple, has been a top five ranked UK B2B marketing agency for over 10 years and is AIM listed as part of the multiagency Mission Group. Devon also has considerable strengths in music, performing and visual arts.

Its largest Creative Industries business and employer is Theatre Royal Plymouth, which is not only one of the UK's leading 9 producing theatres – The Devil

Wears Prada is a recent huge success in the West End – but it also builds sets for productions around the world at its TR2 production centre on the Plymouth waterfront. As well as subsectors, where it is already strong, Devon has the potential to grow immersive businesses, leveraging some unique immersive assets, including the Market Hall Dome, and cross-sectoral collaborations in health, marine and defence.

The South West Investment Fund has seized ‘immersive’s’ potential with an investment in Exeter-based VR training company Cineon to bring its VR medical therapies to market. Devon also joined the CGP in March 2024, which has helped 13 businesses accross the country to win grant funding from the Innovate/DCMS Create Growth competition in 2024.

4 Joanne Evans and Miriam Quick: The Creative Industries in the Great South West: Leading from the Edge. Creative Industries companies registered at Companies House in GSW Local Authority Districts in July 2024.

5 ONS Local: Overview of creative jobs and Creative Industries for the Great South West over the years 2014 to 2023 using Annual Population Survey and Business Counts Survey. Custom data request reference 2381, released 27 September 2024.



UNIVERSITY OF PLYMOUTH

Focusing on science, engineering, business, health, humanities, and the arts, Plymouth University provides students with a diverse range of undergraduate, postgraduate, and research programs. With a passionate focus on innovation and sustainability, the university leads in groundbreaking research, especially in marine sciences and environmental studies, all within a modern campus that boasts state-of-the-art facilities. Strong connections with industry and a dedication to employability ensure that graduates leave with practical skills and real-world experience. Coupled with a vibrant community, University of Plymouth plays an important part in the cultural tapestry the city.



ARTS UNIVERSITY PLYMOUTH

Run by artists and designers for artists and designers, Arts University Plymouth is an independent, specialist institution enhancing the creative landscape of the Southwest and beyond. Offering a range of undergraduate, postgraduate and pre-degree study, Arts University Plymouth builds the next generation of creatives, designers, crafters and digital media pros, with around 1,500 UK and international students. The university is host to Fab Lab South West, which is part of an international network of over 1,000 official [Fab Labs worldwide](#), each filled with the latest in digital design technology. Fab Labs are innovation and research spaces encouraging investigation and material exploration.



PITCHING BUSINESSES

BUSINESSES TAKING PART IN FEMALE FOUNDER PITCH

ASONE

ASONE Community Interest Company (CIC) is set to be a vibrant hub supporting the growth and infrastructure of the Creative Industries in the region, particularly for film, production, live events, and music education. ASONE CIC plans to offer subsidised workspaces for emerging businesses and a state-of-the-art live broadcasting suite. Its proposed Visitor Hub features a research centre, film resource centre, archive, family centre, and training rooms, engaging both professionals and the community.

Beyond this, its proposed Live-Work Village and Hotel will provide accommodation for touring crews, giving them purpose-built space while on production in the area. ASONE will also support the crews of outdoor events and large-scale cultural productions with sustainable infrastructure. Plans for its Performance Village include advanced studios and VR technologies, while its Heritage Aviation Hub will promote traditional skills and UAV innovation.

Since, 2022, ASONE has also led the Music Hub in Cornwall, collaborating with local organisations to enhance musical education for young people. This initiative ensures accessible and diverse music opportunities, fostering the next generation of musicians and creative expression.

SPECTRUM TAILORED TECHNOLOGIES (JAM UP!)

Empowering autistic children to complete everyday tasks using gamified digital play, Spectrum Tailored Technologies, with its single-task app Jam Up!, is helping individuals and their families gain more independence.

Spectrum Tailored Technologies, heading to market in September 2024 with its application JamUp!, has been focused on building its community technology development model. Placing a significant emphasis on a co-production approach, collaborating with autistic children and their parents/carers, they're creating technology that hones in on real-time use, to genuinely make a difference.

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IMPOSSIBLE PRODUCING

Empowering the Southwest in its quest to become a leading rural creative economy, imPOSSIBLE is an ambitious production ensemble, creating impactful theatre, events and festivals. Led by experienced producers, Gabby Vautier (who's worked previously with Young Vic, Barbican, MIF, and Punchdrunk), and Charlie Bunker whose CV includes projects with WildWorks and Arts Council England, the pair have enjoyed a whirlwind year of growth. Pushing

imPOSSIBLE's national visibility and commercial touring aspect of their business, they co-produced *A Child of Science* with the Bristol Old Vic, earning 4 and 5-star reviews, as well as a nomination for Best New Play at the UK Theatre Awards. Their adaptation of Tom Fletcher's children's book *The Creakers*, co-produced with Theatre Royal Plymouth, premiered in Plymouth, before heading to crowds in the South Bank, London for Christmas. imPOSSIBLE is driven to put artists and big thinkers in the driving seat to create pioneering projects that lead to ideas, conversations and change.

TOPSTYLISTA

Channelling her clients' authentic selves through personal style, award-winning personal stylist Chantelle Znideric specialises in helping ambitious women feel good, embrace their individuality and look the part.

Recognising that high-powered females often don't have the time in their demanding schedules to focus on their own image, Chantelle works closely with each of her clients to develop their unique style and authentic brand by giving them the confidence to grow and shine in every aspect of their life.

Established in 2007, Chantelle holds a deep-set belief that the way we dress and present ourselves is a superpower when developing a personal brand. Her creative vision and clever approach to styling have helped shape the look of female entrepreneurs, CEOs, and founders from around the world.

Whether it's face-to-face or virtually, Chantelle provides personal styling, branding, wardrobe management, and personal shopping services that can revolutionise not only her client's outward appearance but shift their inward perspectives for the better.

Her expertise has earned her recognition in major global press, consulting opportunities with lifestyle brands and corporations, and appearances on radio and television.

BUSINESSES TAKING PART IN INNOVATION PITCH

Bosena

Weaving the essence of Cornwall into every frame, Bosena is an independent film and TV production company creating Cornish-made, ecosophically-minded motion pictures with global reach. Founded by filmmaker and producer Denzil Monk, Bosena is making waves in the industry, attracting world-class talent through high-quality screen content that garners international acclaim.

Filmily

Leveraging fan bases to create impactful fan-eye-view content, Filmily is a crowd engagement company harnessing the possibilities of AI and UGC. Through its clever video content platform, Filmily captures and repackages content made by loyal, passionate, obsessed fans to share with the world. From sporting events to live music, Filmily's services can be adapted to suit any crowd base, enabling teams and sponsors to produce limitless and highly personalised video stories that fans can share, relive, and treasure. Content is automatically sourced and stitched together by AI to create targeted and impactful branded films. Their portfolio includes hundreds of thousands of stories from fans in over 130 countries around the world, including curations from Manchester City, Chelsea FC, Coke Cola and The Brit Awards.

MAP YOUR EVENT

Revolutionising the way organisers plan and manage their events, Map Your Event is a forward-thinking, all-in-one app designed to help grassroots events of all types succeed. Offering innovative tools, real-time solutions, and a commitment to social impact, Map Your Event's app is a real game-changer in the festival industry. For event organisers, Map Your Event's web application allows users to easily create events and add details, maps, guides, event times, and more in one convenient location, which can then be pushed to the mobile app. For event goers, the Find Your Event™ mobile app lets them see all the important event details in one place, create their own personalised schedule, and share the excitement with their friends on social media. Previously, this kind of comprehensive service was only accessible to large festivals and events, with tens of thousands of pounds at their disposal for software development. Now, Map Your Event is leading the way in providing a cost-effective solution open to all.

NAUTOGUIDE (GEOVEY)

Bonafide cartophiles, Nautoguide is a team of map lovers set on exploring, exhibiting, exchanging, and ultimately transforming how people engage with information. Born from the talented team's ability to create attractive, intuitive, and ever-so-slightly subversive mapping software, blending AI, data and gaming experiences, Nautoguide is bringing new layers to the way people use and engage with locations.

From storytelling to location finding, Nautoguide has developed intelligent, creative ways for people to discover family histories, to flag up issues with cycle lanes, keep streets clean and even help visitors navigate their way around historical buildings. Hosted by a location-sensitive, interactive digital canvas, Nautoguide can translate, capture, manage and publish complex data in simple and effective ways. The Nautoguide team is at the forefront of helping establish a high-tech presence in Brixham, using new technologies to promote local industry and grow the travel economy.

XIGXAG

Stepping up to revolutionise the way we consume books, Co-Founders Kelli Fairbrother and Mark Chaplin built the xigxag app in 2019, offering users the first ever fully-integrated listen-and-read experience without a subscription. Proud to be the only B Corp-certified audiobook app in the UK, xigxag has created a sophisticated content platform made up of a digital book app and audio library, complete with the first-ever community social platform – all complemented by an ecosystem of tech that enhances the reading experience for all. The Cornish and American Co-Founders bring transatlantic networks, screen and creaTech expertise to the fore, setting out on a mission to spearhead a generational shift in book consumption. They aim to keep young people engaged in literature, make books more accessible for the neurodiverse, and break down barriers for everyone to enjoy the written and spoken word.

SHOWCASING BUSINESSES

Meet a selection of Cornwall and Devon-based businesses currently enrolled, or recently graduated from the Create Growth Programme.

Barbican Theatre Plymouth

is a vibrant cultural hub, offering a range of performances and community events.

Dulcie Fenton

dulcie@barbicantheatre.co.uk

barbicantheatre.co.uk

Blackbeam Cinematic

specialise in outdoor cinema and large-scale audio-visual experiences. An example of which can be seen projected onto The Box.

Alastair Leslie

info@blackbeam.co.uk

blackbeam.co.uk

Cscape

is a dynamic dance company producing inspiring, high-energy performances and educational workshops.

Sally Knight

sally@cscope.org.uk

cscope.org.uk

Different View

is a fully comprehensive media production team and specialists in drone, video production, photography, CGI and graphic design.

Oliver Dickinson

info@differentviewphotography.co.uk

differentviewphotography.co.uk

Engine House

is a creative studio specialising in 2D and 3D animation, across the entertainment, education, and advertising industries.

Michael Richter

mike@engine-house.co.uk

engine-house.co.uk

GENERA LABS

is an innovative and award-winning software startup, reinventing the digital clothing design workflow with its cloud-based, user-friendly 3D engine.

Lili Eva, Bartha

lili@gn3ra.io

generalabs.app

Lightbear Lane

is a creative collective producing site-specific creative programmes for communities.

Sarah Spencer

info@lightbearlane.org

lightbearlane.start.page

Minycled

is a forward-thinking fashion house with a strong focus on sustainability, transparency and longevity.

Karen Anderson

karen_anderson@minycled.co.uk

minycled.co.uk

Mrs Animation

creates eye catching, colour exploding VJ sets for leading DJs and festivals and 'on the wall' VIP disco artworks for collectors.

Sarah Lee-Pettifer

info@mrsanimation.co.uk

mrsanimation.co.uk

Music in Devon Initiative

supports, promotes, and develops the music scene in Devon, providing resources and opportunities.

Nick Hall

nick@musicindevon.org

musicindevon.org

MYE Enterprises

has created an all-in-one mobile app that effortlessly manages your events, maps, schedules, guides.

Andrew Marshall

andrew@mapyourevent.co.uk

mapyourevent.co.uk

Nautoguide (Geovey)

Geovey by Nautoguide is an innovative mapping solution powered by AI, providing personalised mapping and location data tailored for users and applications.

Dave Barter

dave@nautoguide.com

nautoguide.com

Pushed

is a trailblazing animation agency, transforming complex ideas into engaging visual narratives.

Dave Meadows

dave@pushed.co.uk

pushed.co.uk

Real Ideas

is a social enterprise tackling social challenges through impactful projects and collaborative ventures.

Madeline Hall

madeline.hall@realideas.org

realideas.org

Redruth Former Library (The Ladder)

is a new arts and culture hub in Redruth encompassing co-working, community events and workshops.

Felix, Mortimer

felix@riftexcursions.com

theladderredruth.com

Sound Communities

is creatively empowering youth voices through radio, music and creative media production.

Kate Rudman

kate@soundcommunities.co.uk

soundcommunities.co.uk

Spectrum Tailored Technologies (Jam Up!)

has developed a multi-task gamified app that promotes health and autonomy for autistic children called JamUp!

Rachael Malthouse

rachael.malthouse@jamup.io

jamup.io

SpiderEye

is an award-winning animation company producing 2D traditional, digital and CGI animation for TV and film.

Morgan Francis

morgan@spider-eye.com

spider-eye.com

Stagely

is a dynamic event management app designed to simplify the planning, promotion, and ticketing of live events.

Daniel Lennox

daniel@stagely.app

stagely.app

Stitches and Cream Falmouth

is a Falmouth-based knitting studio, shop and online community offering a creative space to appreciate the craft of contemporary needlework.

Jane Abraham

jane@stitchesandcream.co.uk

stitchesandcream.co.uk

SZABOTAGE

is a creative agency specialising in disruptive marketing, brand strategy, and design.

Hannah Smith

dearszabotage@gmail.com

szabotage.co.uk

TopStylista

offers personalised styling and image consultancy services to help individuals elevate their personal and professional appearance.

Chantelle Znideric

chantelle@personal-stylist.co.uk

personal-stylist.co.uk

WonderZoo

is a CIC producing immersive, educational, and engaging experiences that celebrate the arts and local talent.

Slain McGough Davey

wonderzooarts@gmail.com

wonderzoo.org

xigxag

offers a unique, interactive e-book experience, enabling readers to engage with content through customisable features and seamless integration across devices.

Kelli Fairbrother

kelli@xigxag.co.uk

xigxag.co.uk

Yellow Mouse

is an award-winning team of creative animators that work in all 2D, motion graphics, 3D and stop motion. animation.

Dan Willers

info@yellowmousestudios.co.uk

yellowmousestudios.co.uk

LIST OF DELEGATES

COHORT BUSINESSES ATTENDING

Cindy Dagleish, **AsOne**

Adrian Fisk, **Alucinari**

Barbara Santi, **Awen**

Simon Beer, **Big Wave**

Karen Bedford, **Alastair Leslie & Tim Lay, Blackbeam Cinematic**

Denzil Monk, **Bosena**

Emilie Fontaine, **Cobo Creative**

Alister O'Loughlin & Miranda Henderson, **Creation Works**

Sally Knight, **CScape**

Drew Graves & Oliver Dickinson, **Different View**

Mike Richter, **Engine House**

Andy Doyle, **Filmily**

Matthew Pontin, **Fotonow**

Lili Eva Bartha, **GENERA LABS**

Gabby Vautier & Charlie Bunker, **imPossible Producing**

Fin Irwin, **IntoBodmin**

Simon Thomason, **LEAP**

Judith Morgane & Sarah Spencer, **LightBear Lane**

Andrew Marshall, **MapYourEvent**

Nick Hall & Drea Paizs, **MIDI**

Shaz Yousaf, **Mindfeast Games**

Karen Anderson, **Minycled**

Sarah Lee-Pettifer, **Mrs Animation**

Dave Barter & David Whitewood, **Nautoguide (GEOVEY)**

Justin Watts & Jo Carr, **OCR Architecture**

Anna Navas, **Plymouth Arts Cinema**

Kevin Cowell & Hannah Leadbetter, **Print 2 Wall**

Dave and Karen Meadows, **Pushed**

Olin Quigley, **Quigley Tutorials**

Gary Fatcher, **Real Ideas**

Sky Neale, **Satya**

Kate Rudman, **Sound Communities**

Rachael Malthouse, **Spectrum Tailored Technologies (Jam UP!)**

Morgan Francis, **SpiderEye**

Lucy Donald, **Sterts**

Jane Abraham, **Stitches & Cream**

Hilary Kolinsky, **Studio Skein**

Gustav Szabo & Hannah Smith, **Szabotage**

Teija Eilola, **TEIJA**

Josh Nawras, **The Ladder**

Chantelle Znideric, **Top Sylista**

Laura Hetherington, **Troubadour**

Amerie Rose & Slain McGough Davey, **Wonderzoo**

Kellie Fairbrother & Sophie Bailey, **xigxag**

Dan Willers & Katie Stewart, **Yellow Mouse**

PARKING AND ACCESS

UNIVERSITY OF PLYMOUTH

Address: Drake Circus, Plymouth PL4 8AA

Guidance on getting to Plymouth and the University of Plymouth campus can be found [here](#).

Park and ride is a good option for getting into the city centre if you're travelling by car. Services run Monday to Saturday from three locations around the city.

Access guides for the campus and buildings are available on AccessAble. If you have any questions, please get in touch with their Disability Inclusion Services team.

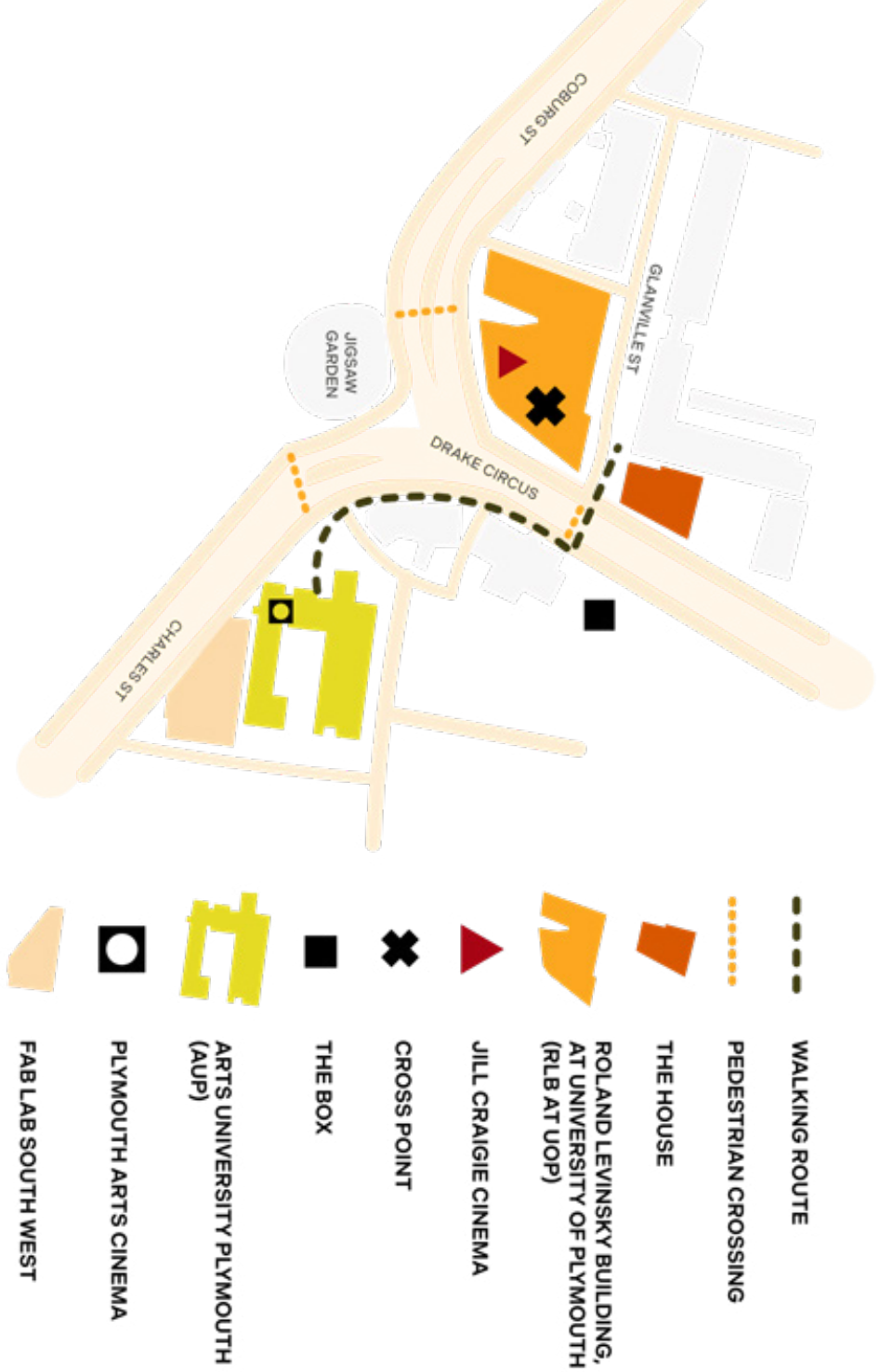
Find somewhere to park in Plymouth.

ARTS UNIVERSITY PLYMOUTH

Address: Tavistock Place, Plymouth PL4 8AT

If you are travelling via car, the postcode PL4 8BA , which will lead to Regent Street Public Car Park, just next door to our Tavistock Place campus. Alternatively, parking is available at the Drake Circus Shopping Centre just across the road, or the Barcode just off Bretonside. There is also a limited amount of on-street parking on Regent Street.

There's limited parking for disabled access only at Tavistock Place. For more information about parking, visit the Plymouth City Council website at plymouth.gov.uk/parking, or plymouth.gov.uk/parkandride.





NATIONAL SUMMIT



INVESTMENT FOR GROWTH

4TH MARCH

The Big Creative UK Summit: Investment for Growth is a landmark event, showcasing the extraordinary power of the UK's creative sector to supercharge economic growth through gaming, film, TV, media, fashion, design, publishing, CreaTech, heritage, culture and more.

It will be the coming-together of investors, creatives, entrepreneurs and policy makers, from all across the country, for a day of bold conversations, dynamic pitching, and insightful networking.

Secure your space at
investment.wearecreative.uk



