

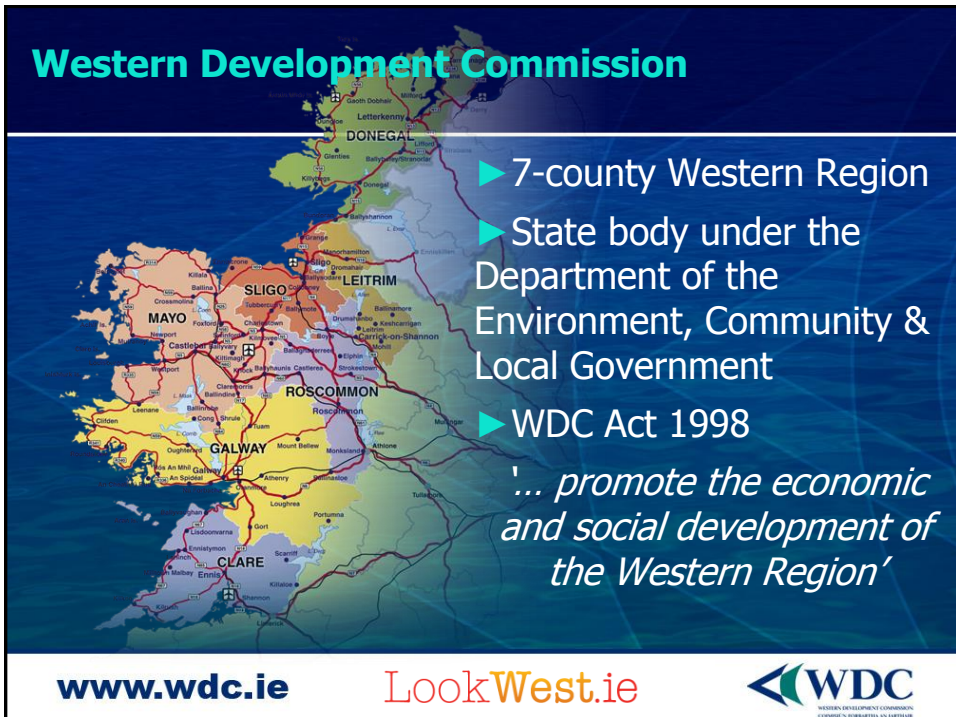


## Developing the Western Region's Creative & Cultural Sector

Douglas Hyde Conference 2015  
Pauline White, Policy Analyst, WDC



## Western Development Commission



## What we do

1. Inform **policy**-making through data analysis (e.g. labour market, infrastructure)
2. Support sustainable **development** based on region's resources (e.g. creative, renewable energy)
3. Promote benefits of living, working & doing business in Western Region – **LookWest.ie**
4. Provide risk capital & micro-loans through WDC Investment **Fund** & Micro-Loan Fund

[www.wdc.ie](http://www.wdc.ie)



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## CREATIVE & CULTURAL SECTOR

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## Creative sector – What is it?

- ▶ Advertising & Publishing
- ▶ Architecture
- ▶ Arts
- ▶ Crafts
- ▶ Design
- ▶ Digital Media
- ▶ Fashion & Jewellery
- ▶ Film & Video
- ▶ Music & Theatre
- ▶ Photography
- ▶ Software & Gaming
- ▶ TV & Radio



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## How important are creative industries in Ireland?

Economic Impact of Creative Industries in Ireland  
(Arts Council, 2011)

- ▶ €4,644 million Gross Value Added
- ▶ 2.8% of Irish GDP
- ▶ **48,000 direct jobs** + 29,000 indirect/induced jobs

Download: [http://www.artscouncil.ie/uploadedFiles/Indecon\\_Update\\_Report\\_fin.pdf](http://www.artscouncil.ie/uploadedFiles/Indecon_Update_Report_fin.pdf)

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## How important are creative industries in the Western Region?

Western Region (WDC 2008)

- ▶ 4,700 businesses, €270m GVA, **11,000 directly employed**
- ▶ **39% sole traders** + 49% micro-enterprises
- ▶ Low export activity – 2/3 do not export
- ▶ NUI Galway research in 2013 on numbers in sector (excludes sole traders, only companies with 2 or more employed)



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## Creative Economy Mapping Tool NUI Galway

County	Creative Businesses	Festivals & Events	Spaces & Facilities
Donegal	407	48	94
Leitrim	97	20	33
Sligo	249	44	59
Mayo	200	65	82
<b>Roscommon</b>	<b>140</b>	<b>37</b>	<b>37</b>
Galway	1,018	83	164
Clare	355	48	72
<b>Western Region</b>	<b>2,466</b>	<b>348</b>	<b>541</b>

<http://mapping.creative-edge.eu/>

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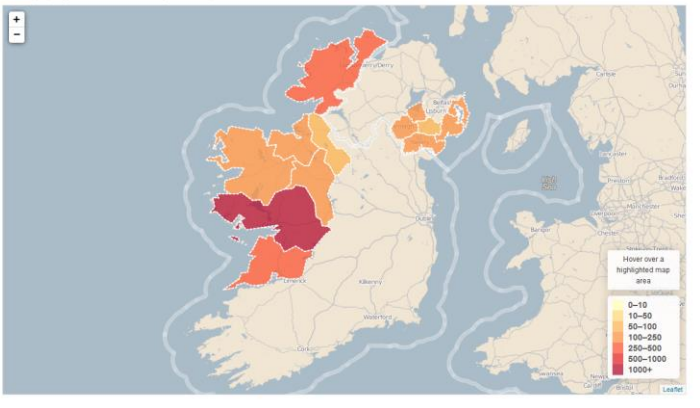
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# Creative Businesses

## MAPPING THE CREATIVE ECONOMY

The map displays the total number of organisations per area



<http://mapping.creative-edge.eu/business>

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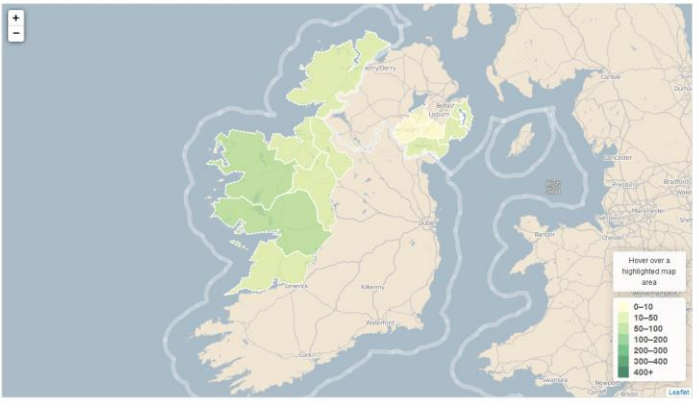
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# Festivals & Events

## MAPPING CREATIVE CULTURE

The map displays the total number of organisations per area



<http://mapping.creative-edge.eu/cultural>

[www.wdc.ie](http://www.wdc.ie)

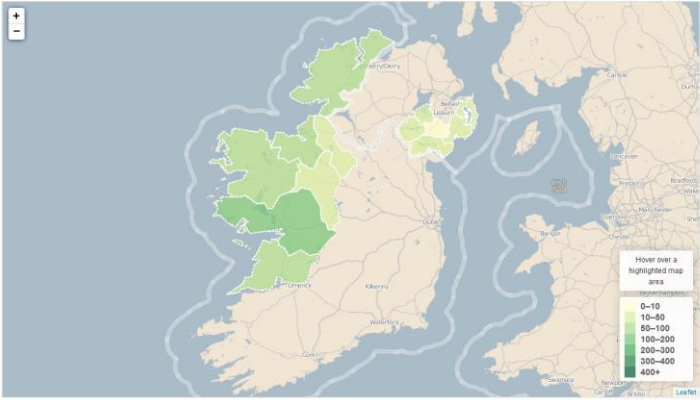
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# Creative Spaces & Facilities

## MAPPING CREATIVE CULTURE

The map displays the total number of organisations per area



<http://mapping.creative-edge.eu/cultural>

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MYCREATIVEEDGE.EU

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[www.mycreativeedge.eu](http://www.mycreativeedge.eu) is a website to:

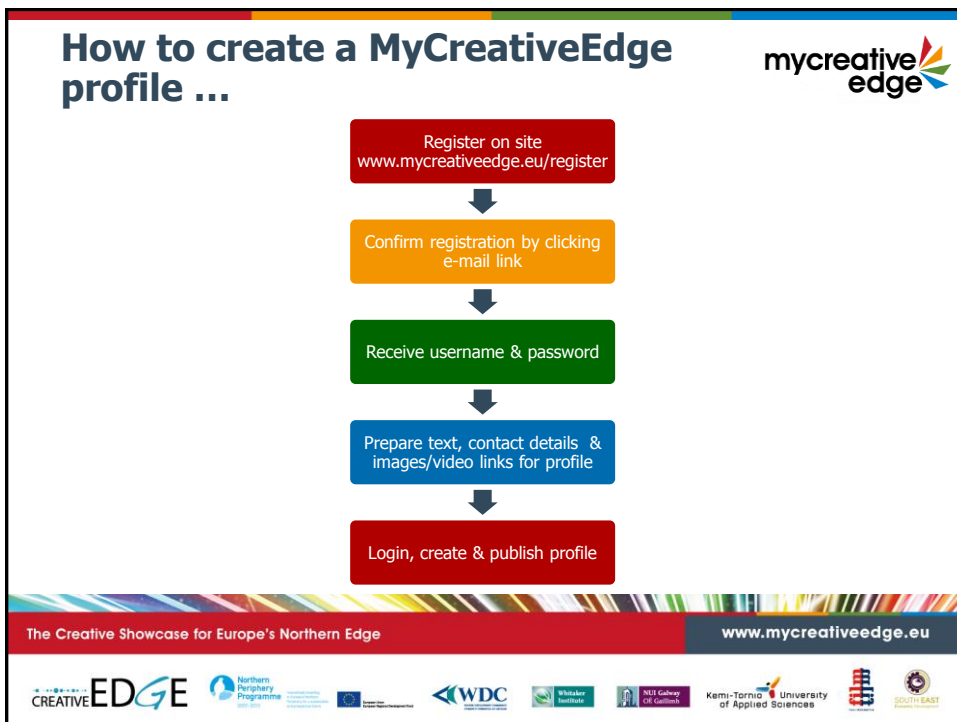
- ▶ **Showcase** the work of creative & cultural enterprises & freelancers based in regions on Europe's Northern Edge
- ▶ Improve the **job prospects** of new graduates
- ▶ Launched in **June 2013** (NPP-funded *Creative Edge* project)

***Any creative sector sole trader, micro-enterprise, SME, freelancer or recent graduate in the partner regions can create a free profile on MyCreativeEdge.eu***

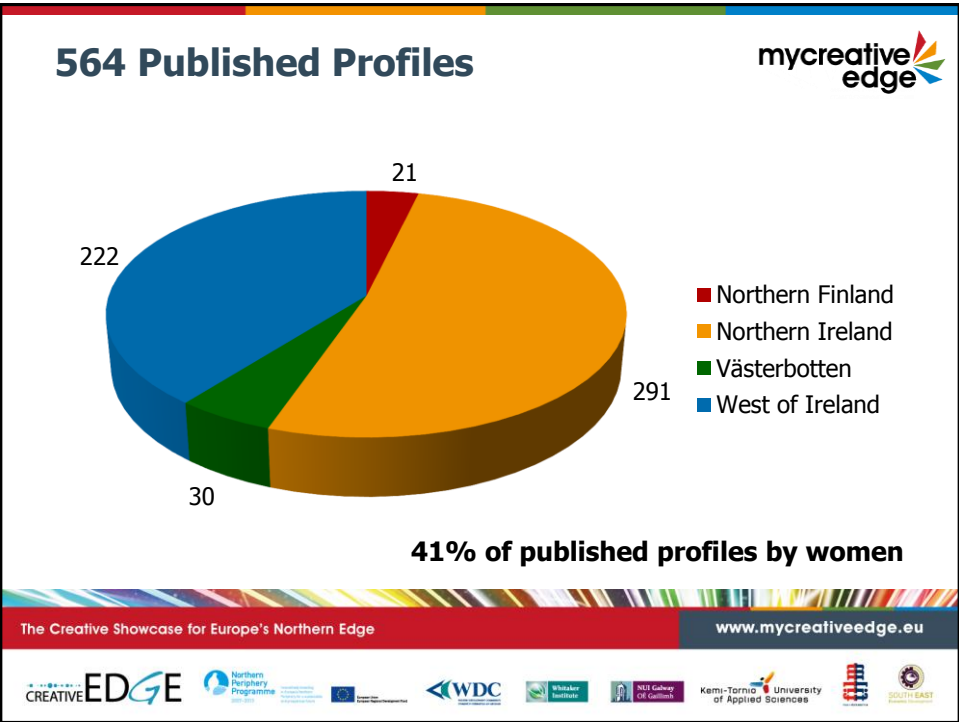
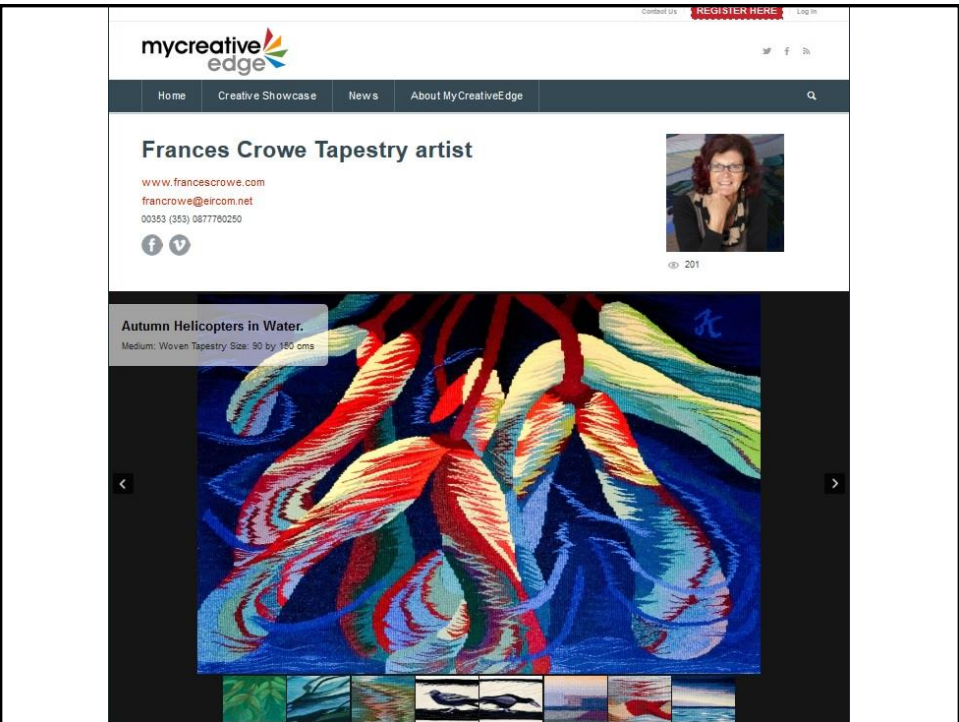
## Roscommon profiles on MyCreativeEdge.eu

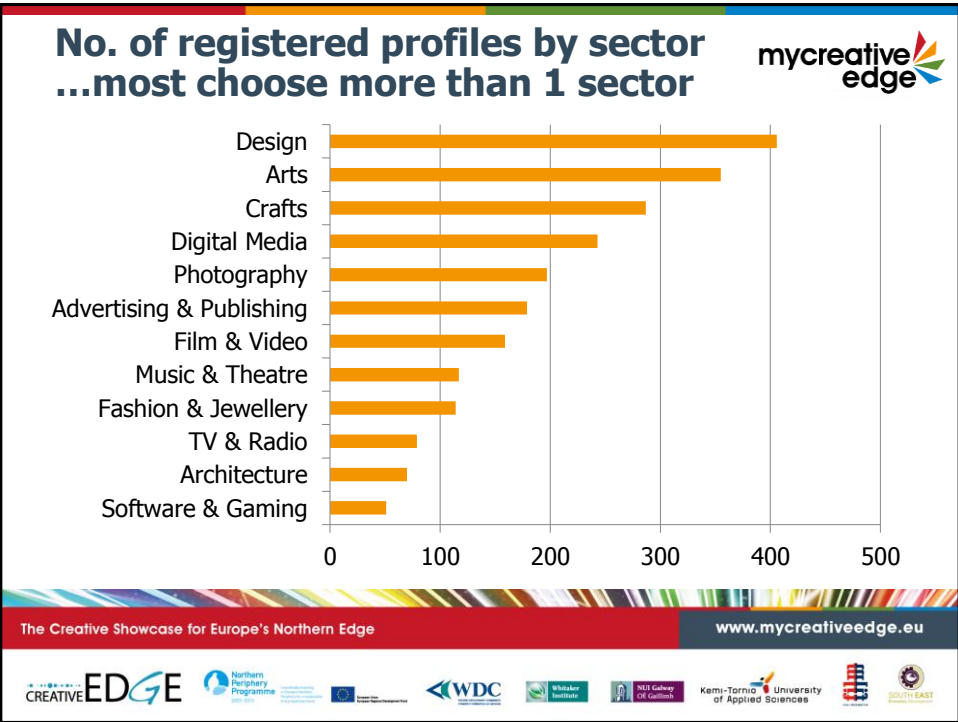
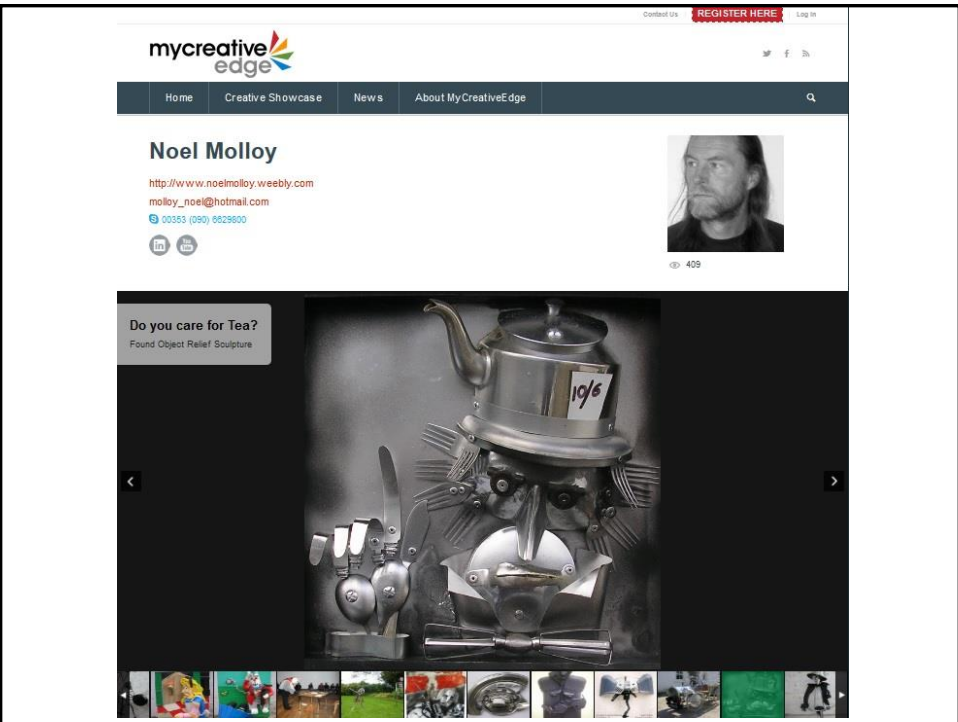
- |                                 |                                  |
|---------------------------------|----------------------------------|
| ▶ AirView                       | ▶ Mella O Brolchain Design       |
| ▶ Black Hole Studios            | ▶ michellemadethis               |
| ▶ Claypipe Centre               | ▶ Noel Molloy                    |
| ▶ Danika Casey                  | ▶ Seams Sew Simple               |
| ▶ David Knight Photography      | ▶ SIOBHAN COX-CARLOS             |
| ▶ Frances Crowe Tapestry artist | ▶ smyth knives                   |
| ▶ Irish Felt Fairy              | ▶ The Gasworks                   |
| ▶ John O'Dowd                   | ▶ Willow Design & Publishing Ltd |











## Marketing & promoting MyCreativeEdge ...online & offline



The Creative Showcase for Europe's Northern Edge

www.mycreativeedge.eu



## Marketing & promoting MyCreativeEdge ...online & offline



- ▶ **Flyers** at venues, enterprise offices ... Stands at conferences, fairs ... Trade associations ...
- ▶ Online **banner Ads**
- ▶ **Facebook Ads** recruiting creatives
- ▶ Facebook Ads advertising to consumers
  - ▶ West of Ireland, Dublin, London, Manchester, Philadelphia, Boston, Chicago, Stockholm, Germany ...
- ▶ **Google AdWords** advertising to business buyers
  - ▶ West of Ireland, Dublin, London, Manchester, Philadelphia, Boston, Chicago, New York, Helsinki ...

Free Creative Portfolio  
mycreativeedge.eu



Reach new markets.  
Showcase your creative talent. Join EU-funded MyCreativeEdge now.

Irish Craft Gifts  
mycreativeedge.eu



Discover the best of crafts from the West of Ireland on the EU-funded MyCreativeEdge  
1,246 people like this.

Get your style on  
mycreativeedge.eu



Find some of the West of Ireland's best fashion & jewellery designers on MyCreativeEdge  
1,248 people like this.

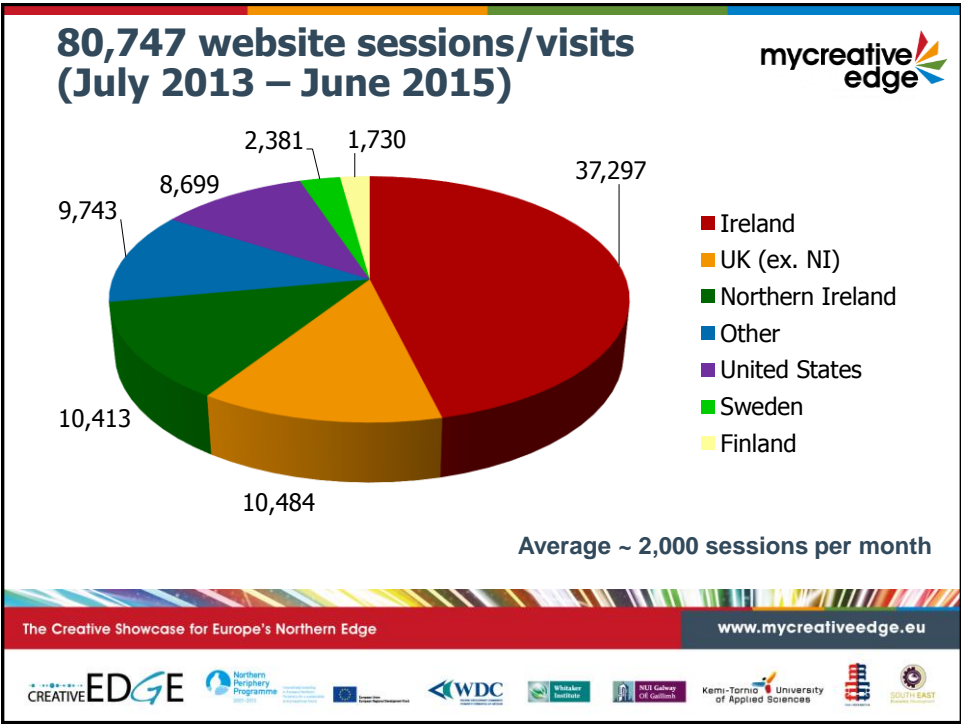
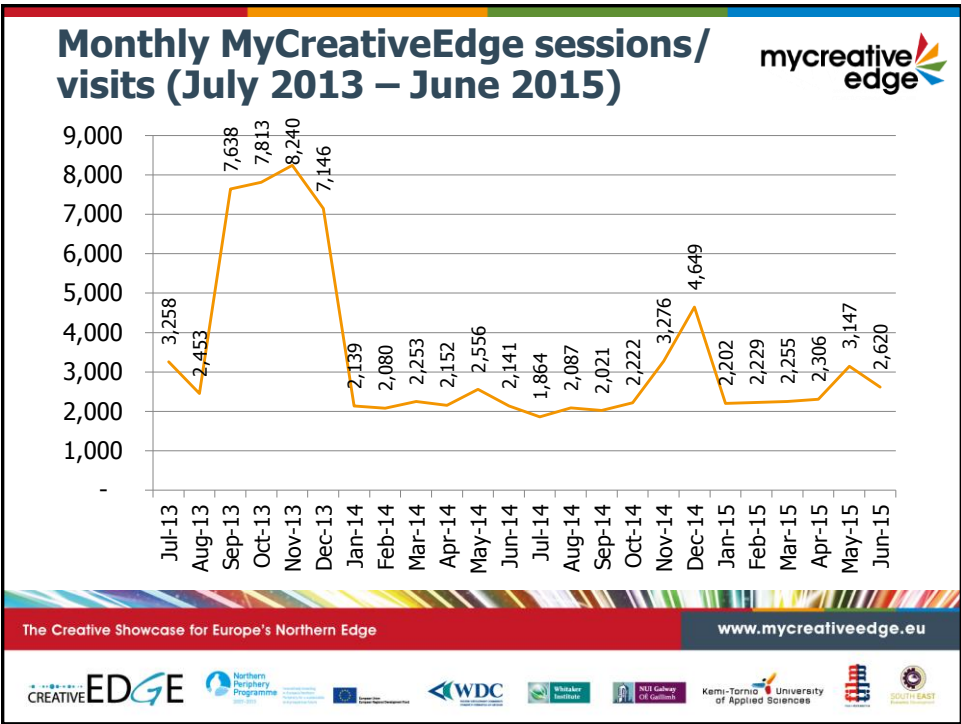
Looking for an artist?  
Find emerging artistic talent  
We showcase the North's new artists  
[MyCreativeEdge.eu/CreativeShowcase](http://MyCreativeEdge.eu/CreativeShowcase)

The Creative Showcase for Europe's Northern Edge

www.mycreativeedge.eu







# CREATIVE MOMENTUM

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## Creative Momentum

- ▶ New transnational EU co-funded project (Northern Periphery & Arctic Programme (NPA))
- ▶ **3 years:** May 2015 – May 2018
- ▶ **€1.9m budget**
- ▶ **Partners:**
  - ▶ Western Development Commission (WDC), Ireland
  - ▶ National University of Ireland, Galway (NUIG), Ireland
  - ▶ Cultural Council of North East Iceland, Iceland
  - ▶ Armagh City, Banbridge & Craigavon Borough Council, Northern Ireland
  - ▶ Technichus Mid-Sweden Ltd, Sweden
  - ▶ Lapland University of Applied Sciences, Finland

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## Creative Momentum's Approach



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## Creative Skills, Innovation & Business Development

Activity	
<b>Creative Steps 2.0</b>	Teams of creative students work to develop new product/service ideas for creative companies in other regions
<b>Mentoring in Internationalisation</b>	Mentoring for creative enterprises starting out in exporting
<b>Online Creative Knowledge Resource</b>	New information resources, online Q&A etc. on MyCreativeEdge
<b>Business Model Toolkit</b>	Guidance for creative businesses on developing their business

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## Physical & Virtual Connections

Activity	
<b>Network of shared creative spaces</b>	Network of shared creative working spaces across the regions to create business opportunities
<b>Creative Hotspots</b>	Support for creative enterprises to attend established creative industry events in other regions
<b>Creative Exchanges</b>	Information & networking events across the regions
<b>Virtual Connections through MyCreativeEdge</b>	Matching of venues/spaces with performers/artists & online networking

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## Routes to Domestic & Export Markets

Product/Service	
<b>Creative Trails</b>	New 'creative trails' for tourists & locals to visit workshops in NI & Iceland, promoting existing trails elsewhere
<b>Model for Accessing Overseas Trade Fairs</b>	50% (max. €2,500) support to attend a Trade Fair/Show/Festival in Europe
<b>Video Pitching Toolkit &amp; Demos</b>	Guidelines for a creative business making a 'pitch' video & support (50%, max. €1,500) for a number of enterprises to make a video
<b>Online Marketplace Development</b>	Further developing & advertising MyCreativeEdge

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## Intelligence & Influence

Activity	
<b>Creative Sector Index</b>	Index of how creative sector is performing in each region
<b>Economic Impact Assessment</b>	Measuring impact & value of the cultural & creative sector for the economy
<b>Supports Assessment</b>	Assessing support system in each region

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## For Creative Momentum Updates

- ▶ Official launch in October 2015
- ▶ Open Calls for support advertised from late 2015
- ▶ For updates:
  - ▶ **Sign up to MyCreativeEdge.eu newsletter**
  - ▶ [www.facebook.com/eucreative](http://www.facebook.com/eucreative)
  - ▶ [www.twitter.com/eucreative](http://www.twitter.com/eucreative)

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# YEATS2015

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## Yeats2015

- ▶ Yeats2015 – 150<sup>th</sup> anniversary of the birth of WB Yeats
- ▶ **WDC leading on implementation** with Department of Arts, Heritage & Gaeltacht / Environment, Community & Local Government / Foreign Affairs / Fáilte Ireland / Tourism Ireland & embassies worldwide
- ▶ Yeats2015 – local, national & international exhibitions, performances, educational events, festivals, concerts, readings, talks & screenings
- ▶ Events centred on Sligo, Galway, Dublin & London with diverse international programme

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 Share a Yeats Poem  
on Yeats Day  
#yeats2015

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## Yeats2015 Highlights

- ▶ **'Your Yeats'** – submit your own recording of a Yeats reading
- ▶ **Yeats Day** – Edna O'Brien & Joanna Lumley in Sligo; Poet Laureates
- ▶ **Yeats on the Underground**
- ▶ **Virtual Trad Orchestra** (Hawkswell) – record & upload your version of 'Down by the Salley Gardens' by 27 July

[www.Yeats2015.ie](http://www.Yeats2015.ie)

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# MICRO-LOAN FUND

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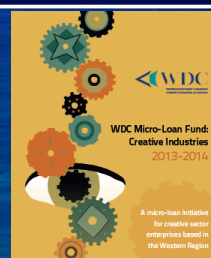
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## WDC Micro-Loan Fund

- ▶ *WDC Micro-Loan Fund* open to creative enterprises in the Western Region of Ireland
  - ▶ €1m fund over three years
  - ▶ **€5,000-€25,000**
  - ▶ Up to 5 years
  - ▶ EU Reference Rate for Ireland for unsecured lending fixed for term (no state aid)
- ▶ Launched June 2012 – quarterly calls – next deadline **30 Sept**
- ▶ 13 micro-loans to date

[www.wdc.ie/microfund](http://www.wdc.ie/microfund)



[www.wdc.ie](http://www.wdc.ie)

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## Thank You

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