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Invest in Cornwall

Smart Specialisation Sector Analysis
Creativetech

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Contents

1 Executive Summary

This report provides analysis of research conducted into the Creativetech sector in Cornwall and the Isles of Scilly (C&IoS). The findings are presented to allow Invest in Cornwall to develop and showcase Cornwall's offer to businesses both nationally and internationally, as well as highlighting key economic statistics to help 'sell' Cornwall as a business destination to potential inward investors.

Data was collected from the Office of National Statistics (ONS) and Nomis (official labour market statistics) and was supplemented by 51 interviews carried out with businesses operating within the Creativetech sector across Cornwall.

The both primary and secondary data were quantitatively and qualitatively analysed to draw out a set of results and conclusions highlighting the strength and growth within the Creativetech sector. Key and recurring themes were also identified and highlighted alongside key businesses in the sector and any important sector events that improve the offering of the Creativetech sector in Cornwall.

This report serves as the baseline for further research to be carried out in the future.

1.1 Key findings

Analysis has been conducted from national statistics and primary research data, to answer the objectives set in the research brief. Some of the objectives have been easier to answer than others and therefore the report remains in a state of work-in-progress, to be updated as further data becomes available. The headlines from the data to-date is as follows:

Sector Growth

The Creativetech sector in Cornwall has seen growth of **76% since 2010**, with the sector currently estimated to have a turnover of around **£172 million.**

Sector Business Count

Within the Creativetech sector in Cornwall there are around 935 active business in 2017, with 93% domestic owned. The number of businesses has risen by **57% since 2010.**

Sector GVA

The GVA of the Creativetech sector in Cornwall is estimated at around £94.5 million in 2017, compared to a national sector figure of £80.5 billion.

Employees in the Sector

In 2017 the Creativetech sector in Cornwall employed an estimated 3,283 people. Employment numbers have risen by **108% since 2010**.

2 Background

Invest in Cornwall is part of Cornwall Development Company (CDC), an arms-length economic development provision of Cornwall Council. Invest in Cornwall is funded by the European Regional Development Fund (ERDF) and Cornwall Council.

Invest in Cornwall has two main objectives. Firstly, to help and encourage companies and investors without a presence in Cornwall and the Isles of Scilly (C&IoS) to establish small and medium-sized enterprises (SMEs) within the region; providing relevant information, making introductions, and providing advice on the financial assistance available. Secondly, the aim is to promote C&IoS as a business destination of choice through raising the profile of Cornwall as a location for 'next generation' businesses – enhancing the national and international image of the region.

2.1 The Research Brief

This report presents the findings for research into the Creativetech sector in Cornwall.

This research is required to enable the Invest in Cornwall team to develop and showcase Cornwall's offer to businesses both nationally and internationally. Invest in Cornwall are looking to build upon the business proposition within the region, as well as highlight key economic statistics to help 'sell' Cornwall as a business destination to potential inward investors.

This research will also provide Invest in Cornwall with data to develop its marketing collateral and illustrate how the growth and investment in Cornwall's Creativetech sector sets the region apart from other competitive economic areas and help illustrate the 'business' offer within Cornwall to attract business investment and raise the existing business profile of Cornwall.

The key objectives for the research was to collect data illustrating:

a. The % growth of each of the sectors (over a ten year period)
b. Number of businesses in each sector (including the divide between domestic owned and foreign owned companies)
c. Key companies in each sector (high profile within their industry)
d. GDP per sector (and a comparable figure for the rest of the UK)
e. Number employed in each of the sectors
f. RD&I activity levels for each sector
g. Total value of export for each sector
h. Average Salary in each of the sectors

i. Employee retention rates within each sector (compared to the UK average employee retention rates)
j. Average growth rate of SME's per year (compared to the UK average)
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l. Skills retention in Cornwall (how many people are retained to work in Cornwall post Higher Education)
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n. Average operational costs per sector
o. Comparative operational costs per sector compared to other UK areas (relevant to each sector)
p. Number of people graduating in Cornwall relating to each of the sectors
q. Total amount invested in each sector (both European Funding and Local / National Government funding)

2.2 Defining the Creativetech Sector

The Creative Industries sector is one of the fastest growing sectors nationally[1] and creative technologies make up a large portion of this sector.

Using the government's definition of the creative industries group, we have identified the sectors within the group that use technology alongside creativity and design in their products and service offerings. These sectors that specialise in creative technologies make up the Creativetech sector as a whole.

For the purpose of this research the Creativetech sector may be defined as companies operating within the following sectors:

- Advertising and marketing
- Architecture
- Design: product and graphic
- IT, software and computer services
- Specialist video production and design services

Within these sectors we have identified the SIC (Standard Industrial Classification) codes that correspond to the business descriptions and allow us to identify companies operating within the Creativetech sector in Cornwall.

Further, outside of these sectors two other SIC codes were identified that are assigned to companies operating within the Creativetech sector. These are listed under 'Others' within Table 2.1 below.

[1] https://www.creativeindustriesfederation.com/ (Accessed 21st February 2018).

Table 2.1 – Creativetech SIC code list

SIC Sectors	Sic Code	Description
Advertising and marketing	7021	Public relations and communication activities
	7311	Advertising agencies
	7312	Media representation
Architecture	7111	Architectural activities
Design: product, graphic and fashion design	7410	Specialised design activities
IT, software and computer services	5821	Publishing of computer games
	5829	Other software publishing
	6201	Computer programming activities
	6202	Computer consultancy activities
Others	7490	Other professional, scientific and technical activities not elsewhere classified
	59	Video and sound production activities

2.2.1 Identifying Creativetech in Cornwall

Cornwall's Creativetech sector is filled with a diverse range of companies offering a variety of creative products and services utilising modern technologies. These services include but are not limited to:

- Software development
- Web design
- Creative consultancy
- Artificial intelligence
- Games development
- App development
- Product design
- Digital advertising and marketing
- Graphic design
- E-commerce solutions
- IT Infrastructure solutions

Previous research conducted by Amion Consulting on behalf of the CIOS LEP in 2016 defined Cornwall's digital technology sector[2]. For this Creativetech sector analysis

[2] https://www.cioslep.com/assets/file/Smart%20Specialisation%20Skills%20February%202016%20-%20with%20ex%20summary%20docx.pdf (Accessed 8th February 2018).

we apply a different sector definition encapsulating a greater number of SIC defined industries, given the greater emphasis required on the creative side of technology. Therefore our sector definition includes industries such as; graphic design, video editing and production services, digital marketing and video game production. These inclusions encompass the wide range of creative talent found within Cornwall's business environment.

In our consideration of defining the Creativetech sector, and identifying the SIC codes that contain the types of businesses associated with Creativetech, not all businesses within each SIC code will actually be in Creativetech. Therefore for some SIC codes a percentage 'weighting' has been attributed to analyses for those particular SICs.

By way of example, from an assessment of companies active within sector *7490 - Other professional, scientific and technical activities not elsewhere classified*, we estimate just 3% to be predominantly trading in the Creativetech sector. Therefore when applying data from this SIC code to the total analysis of the Creativetech sector, 3% of the values for SIC 7490 have been used.

3 Methodology

PFA Research conducted an initial sector scoping phase to identify the parameters that define the Creativetech sector. With the sector defined, secondary data was gathered from the Office for National Statistics (ONS) and Nomis in order to answer the key objectives of the research.

To supplement data from national statistics a series of telephone interviews was carried out with a sample Creativetech across Cornwall. In total 51 in-depth telephone interviews were conducted with companies selected by their SIC code and who also validated (self-identified) their main activity as constituent to the Creativetech sector.

3.1 Initial Sector Scoping

National and international definitions for the Creativetech sector were researched, many of which detailed specific industries involved within the Creativetech sector. Insights were then extracted from trade associations surrounding Creativetech companies in the UK – specifically those in the South West. With a broad selection of companies operating in the sector their industry SIC codes were documented to build up a quantifiably and repeatable picture of the types of businesses operating within the Creativetech sector.

The SIC codes as seen in Table 2.1 represent business classifications for businesses operating within the definition of Creativetech for this piece of research.

3.2 Data Collection

Data was collected from a range of sources including ONS and Nomis, which provided national figures and context for many of the research project objectives. Figures including business counts, working hours, average salary and company turnover were available for individual SIC code sectors at a national level over the past decade.

3.3 Industry Interviews

To augment the data collected from national statistics, 51 in-depth telephone interviews were conducted with companies active in the Creativetech sector within Cornwall. The data collected provides further quantitative support to answer the questions proposed in the project brief.

The in-depth interviews captured evidence of:

- Business longevity (date established), locations and ownership
- Employees (how many, full time/part time, skill level, salary, working hours, retention)
- Financials (turnover, growth)
- Innovations, Research & Development (IRD)

4 Analysis

Findings have been analysed and broken down into sections covering the key requirements as stipulated by Invest in Cornwall and detailed fully in section 2.1.

The SIC code classification assigned to the Creativetech sector act to illustrate the boundaries within which we believe Creativetech companies in Cornwall to be operating. The sector definition was refined following a final assessment of each interview conducted in the sector to make sure that the SIC codes selected contained Creativetech companies, and no major SIC codes were omitted.

4.1 Sector Size and operation

Sector Growth

Table 4.1 illustrates growth across the Creativetech sector.

Each value in the table represents the minimum turnover estimate for that SIC and year. Where values are very small, the attributable value may be zero when in fact there are companies active within that SIC. Therefore industries with a nominal turnover of '0' may still be contributing to the overall Creativetech sector total.

N.B. Accurate records of industry SIC code turnovers were only available from 2010.

Table 4.1 – Yearly SIC sector turnover estimates for Cornwall's Creativetech sector 2010-2017[3].

Industry by SIC code	Annual Turnover Estimates £1000's								7 year growth
	2010	2011	2012	2013	2014	2015	2016	2017	
7021 : Public relations and communication activities	875	875	1250	2250	3375	6750	7125	7500	757%
7311 : Advertising agencies	16375	10250	10750	11250	12250	12500	14250	11625	-29%
7312 : Media representation	500	500	500	2375	3125	3125	3125	3000	500%
7111 : Architectural activities	12500	13125	13625	13375	15000	15500	18750	18875	51%
5821 : Publishing of computer games	0	0	0	0	0	0	0	0	-
5829 : Other software publishing	500	875	125	125	125	1250	375	125	-75%
6201 : Computer programming activities	3000	3375	8250	8375	15000	8625	17125	30625	921%
6202 : Computer consultancy activities	22125	20375	18500	22625	32375	27375	30000	39625	79%

[3] All figures are rounded to avoid disclosure. Values may be rounded down to zero and so cells marked as zero does not necessarily mean there were zero companies active under that SIC for that year. Totals across tables may differ by minor amounts due to the disclosure methods used.

5911 : Motion picture, video and television programme production activities	4375	2375	2500	3000	5500	5250	6375	7625	74%
5912 : Motion picture, video and television programme post-production activities	875	0	0	0	0	500	125	125	-86%
5913 : Motion picture, video and television programme distribution activities	0	0	0	0	0	0	0	0	-
5920 : Sound recording and music publishing activities	1250	1375	500	500	500	500	1250	1250	0%
7410 : Specialised design activities	12000	14500	16750	16875	18250	20250	31500	22625	89%
7490 : Other professional, scientific and technical activities n.e.c.*	738.75	802.5	1170	1054	998	1586	1909	1751	137%
Total	**97,989**	**105,926**	**103,545**	**106,554**	**126,123**	**153,836**	**165,784**	**172,126**	**76%**

The Creativetech sector has seen average turnover growth of around 76% since 2010. *As mentioned in Section 2.2 above, for the SIC code sector 7490, 3% of the actual turnover figures has been used to represent the estimated contribution to the total of Creativetech industries from that individual SIC.

Number of Businesses

Table 4.2 details the number of companies active within the Creativetech sector in Cornwall. The sector is broken down by SIC to better illustrate the composition of the Creativetech sector and the areas within the sector with the greatest level of growth. Overall the sector has seen healthy growth in the number of business in the sector, rising by 57% over the last 7 years, from 595 businesses in 2010 to 935 in 2017.

The highest growth industry within the Creativetech sector is computer programming activities, which has seen a 300% increase in active companies since 2010.

Table 4.2 – Total number of businesses in Cornwall's Creativetech sector 2010-2017

Industry by SIC code	Number of active businesses								7 year growth
	2010	2011	2012	2013	2014	2015	2016	2017	
7021 : Public relations and communication activities	10	10	15	15	25	25	25	25	150%
7311 : Advertising agencies	55	60	65	65	75	80	80	80	45%
7312 : Media representation	10	10	10	20	20	20	20	20	100%
7111 : Architectural activities	85	80	85	95	105	110	120	125	47%
5821 : Publishing of computer games	0	0	0	0	0	0	0	0	
5829 : Other software publishing	5	10	5	5	5	10	10	10	100%
6201 : Computer programming activities	35	40	80	90	105	105	125	140	300%
6202 : Computer consultancy activities	210	205	200	200	235	240	260	270	29%
5911 : Motion picture, video and television programme production activities	40	45	40	45	55	60	65	65	63%
5912 : Motion picture, video and television programme post-production activities	10	5	5	5	5	10	5	5	-50%
5913 : Motion picture, video and television programme distribution activities	0	0	5	5	0	0	0	0	
5920 : Sound recording and music publishing activities	15	15	15	15	15	15	15	15	0%
7410 : Specialised design activities	110	125	135	135	145	160	165	170	55%
7490 : Other professional, scientific and technical activities n.e.c.*	5	5	5	5	5	10	10	10	100%
Total	**595**	**605**	**660**	**695**	**795**	**850**	**905**	**935**	**57%**

From the Creativetech sector interviews, the considerable majority of companies (96%) are domestic owned, with just 4% foreign owned. Using this ratio to make an approximation of domestic owned companies, it is reasonable to estimate that in 2017 there were 898 domestic owned Creativetech businesses in Cornwall and 37 foreign owned.

GVA

GVA (Gross value added) provides a measure of a sector or an industry's economic activity. GVA is a better reflection of the productivity than GDP as it excludes the indirect taxes which could distort the production process, making it more suitable for this research.

Table 4.3 – Cornwall and National Creativetech sector GVA values for 2016.

Creativetech Sector	GVA
Cornwall	£94.5 Million
UK	£80.5 Billion

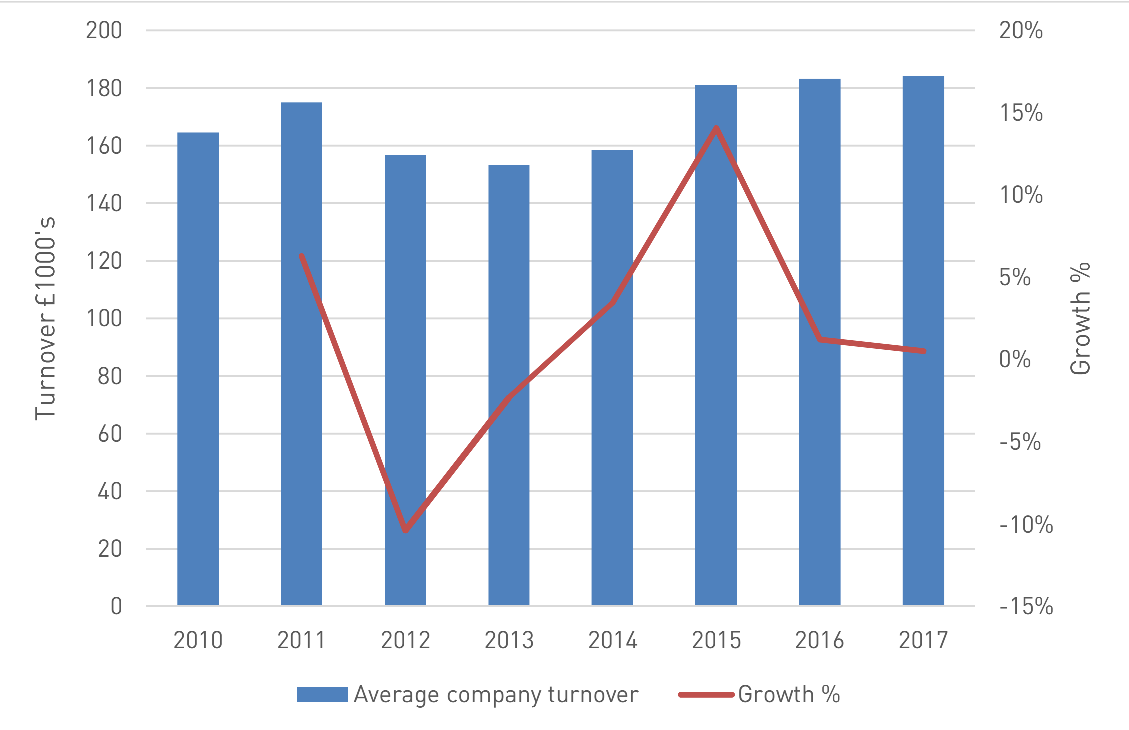
GVA for the Creativetech sector nationwide is £80.5 billion in 2016 compared to £94.5 million for Cornwall.

GVA figures were calculated by taking the national Creativetech turnover figures and comparing them to national GVA figures, resulting in GVA % contributions for each SIC code. These ratios were then applied to the Cornwall Creativetech turnover figures (see Table 4.1), resulting in a total GVA figure for the Creativetech sector in Cornwall. N.B. National GVA figures were only available up to 2016.

Average Growth Rate of SME's

Figure 4-1 shows the average growth rate for SME's in the Creativetech sector in Cornwall based on yearly average turnover.

Figure 4-1 – Average turnover growth rates for Creativetech sector 2010-2017



There is an observable peak in growth in 2015, likely in part as a result of a strengthening economy after the last economic decline from 2012 to 2014. Investment levels were higher as companies regained business confidence with their greater propensity to spend on creative and technological services which can often be seen as deferrable.

The outlook of future business also remains positive with 61% of businesses interviewed expecting company turnover to increase for the next financial year. 27% think it is likely to stay the same and just 2% are predicting a decrease in company turnover, with 10% unsure.

4.2 Employment

Company Size

Government figures provide an estimate for the number of jobs in the Creativetech sector nationwide at around 756,000. Estimates from this research put the number of jobs in the Cornish Creativetech sector at just under 3,300.

Table 4.4 shows employee figures for the Cornish Creativetech sector, broken down by SIC code classifications.

Table 4.4 – Employees numbers for the Cornish Creativetech sector 2010-2017

Industry by SIC code	Number of employees								7 year growth
	2010	2011	2012	2013	2014	2015	2016	2017	
7021 : Public relations and communication activities	20	55	20	55	40	75	145	75	275%
7311 : Advertising agencies	195	195	215	215	225	235	235	235	21%
7312 : Media representation	20	20	20	40	30	40	40	40	100%
7111 : Architectural activities	340	285	365	385	415	415	435	445	31%
5821 : Publishing of computer games	0	0	0	0	0	0	0	0	-
5829 : Other software publishing	10	20	10	10	10	55	20	10	0%
6201 : Computer programming activities	70	80	150	170	200	235	265	730	943%
6202 : Computer consultancy activities	460	530	475	510	755	765	655	675	47%
5911 : Motion picture, video and television programme production activities	80	80	70	90	100	110	130	120	50%
5912 : Motion picture, video and television programme post-production activities	20	10	10	10	10	20	10	10	-50%
5913 : Motion picture, video and television programme distribution activities	0	0	10	10	0	0	0	0	-
5920 : Sound recording and music publishing activities	30	30	30	30	20	30	30	20	-33%
7410 : Specialised design activities	260	360	355	345	400	480	465	475	83%
7490 : Other professional, scientific and technical activities n.e.c.*	16	13	16	13	20	27	27	33	106%
Total	**1576**	**1923**	**1966**	**2118**	**2865**	**2827**	**3172**	**3283**	**108%**

Employee numbers have risen by over 100% since 2010, showing the healthy growth and expansion of companies within the Creativetech sector in Cornwall, compared to a national employee growth of around 69% across the sector.

Table 4.5 illustrates how the sector is distributed in terms of business size based on employee numbers in 2010 and 2017. The sector is heavily weighted towards small companies operating with between 0 and 4 people, with just 15 companies operating in the sector with more than 20 employees in 2017. However, since 2010 there has been a rapid increase of companies operating in the sector and an increase of companies across all employee count bands.

Table 4.5 – Business composition of employee count for Creativetech sector in Cornwall 2010 and 2017.

Year	Business Employee Count Composition					
	0 to 4	5 to 9	10 to 19	20 to 49	50 to 99	100 to 249
2010	539	40	15	0	0	0
2017	835	66	30	10	5	0

Average Salary

Table 4.6 shows 2016 ONS figures of national mean yearly job salary within the Creativetech sector. These government estimates suggest the creative sector national average salary is around £40,401 per year with an annual growth rate of 3%. For some of the industry sectors within the creative tech sector this data was not available.

Table 4.6 – National average salary for the Creativetech sector 2016

Sector Description	4 Digit SIC Code	Mean Yearly Salary (£)	Annual Percentage Change %
Public relations and communication activities	7021	x	x
Advertising agencies	7311	41,847	4.9%
Media representation	7312	44,471	3.2%
Architectural activities	7111	40,585	6.5%
Specialised design activities	7410	34,142	6.7%
Publishing of computer games	5821	x	x
Other software publishing	5829	45,494	-3.7%
Computer programming activities	6201	46,841	4.6%
Computer consultancy activities	6202	43,154	0.7%
Other professional, scientific and technical activities n.e.c.	7490	33,291	4.1%
Motion picture, video and television programme production activities	5911	40,046	-4.0%
Specialised design activities	7410	34,142	6.7%
Total		**40,401**	**3%**

From the Creativetech industry interviews the majority of companies considered their salaries to be higher than average for Cornwall, but lower than the national industry average. This is largely down to the high wages paid in London for jobs in the Creativetech sector.

Average Daily Working Hours

Table 4.7 shows 2016 government figures for nationwide mean weekly and daily working hours within the Creativetech sector. These government estimates suggest the sector national average daily working hours are around 7.1.

Table 4.7 – National average for daily and weekly work hours in the Creativetech sector

Sector Description	4 Digit SIC Code	Mean Daily Working Hours	Mean Weekly Working Hours	Annual Percentage Change %
Public relations and communication activities	7021	7.3	36.6	1.5
Advertising agencies	7311	7.0	34.9	-0.6
Media representation	7312	7.4	36.8	3.2
Architectural activities	7111	7.1	35.5	0.2
Specialised design activities	7410	7.2	36.2	1.1
Publishing of computer games	5821	7.6	38.0	-0.8
Other software publishing	5829	7.2	35.9	-3.0
Computer programming activities	6201	7.2	36.2	-2.0
Computer consultancy activities	6202	7.1	35.4	-0.3
Other professional, scientific and technical activities n.e.c.	7490	6.3	31.5	-2.9
Motion picture, video and television programme production activities	5911	7.0	35.2	-1.5
Specialised design activities*	7410	7.2	36.2	1.1
Total		**7.1**	**35.7**	**-0.3**

According to survey data, work hours in the Creativetech sector in Cornwall are fairly typical of the industry as a whole. Creative jobs in London will have much higher average daily working hours, but nationally daily hours for the sector are very close to 7 hours per day, which is standard across many sectors.

However

many of the Cornish businesses highlighted the flexibility of working hours within the sector in Cornwall, with many employees free to work the schedule that suits them as long as core hours are observed. This seemed fairly common practice for many businesses and highlights Cornwall's attitude towards promoting positive and flexible working to aid a strong work/life balance.

"…we do offer flexible working. It's about out-put not about hours."

"We are running a flexi time scheme."

"Fairly typical is that we have flexible working hours and locations."

"Flexible hours, working from home, but try to stick to standard office hours."

"We actively encourage flexitime. I travel a lot. We use all the modern ways of working."

Many of the owners of the companies interviewed worked considerably more hours, especially smaller companies with small workforces, where longer work days are common to meet workloads. Some owners quoted that they sometimes work up to 100 hours per week. However, this does not seem unusual for SMEs across the UK with information going back to 2016 pointing to the fact that small business owners work on average approx. 50 hours a week.[4]

Employee Hiring

The UK average employee turnover rate is approximately **15% a year**, although this varies between industries.

A third (33%) of companies interviewed felt that the staff retention rate in their industry was better than compared to the national average and 4% thought it was about the same. 16% thought it was worse and 47% were unable to say either way.

Cornwall as a place for business offers a range of benefits to employees, many of which were highlighted during interviews with the Creativetech businesses. Being

[4] http://www.thisismoney.co.uk/money/smallbusiness/article-3727129/Long-hours-toll-small-business-owners-health.html (accessed 19th April 2018)
https://startups.co.uk/business-reality-entrepreneurs-work-an-average-50-5-hours-a-week/ (accessed 19th April 2018)

able to attract and retain staff was not a problem, with 41% of interviewed companies attracting skilled workers from the wider South West (20%) or the wider UK (24%) and even from Europe or internationally (8% each). For example, one company director said that, "The quality of life here, the environment" is one of the main factors helping their retention of staff. This feeling was shared by several other employers who pointed to Cornwall's lifestyle as a pull for employees.

"Interesting and challenging work. Company culture and work/life balance."

"Understanding the lifestyle choices here and creating a nurturing environment."

Interviewees also mentioned several reasons relating directly to the Creativetech sector as an industry for the positive staff retention rates they have experienced. One mentioned that the sector offers, "interesting and challenging work" and another talked about the "environment/lifestyle and salary and variety of work" which helps them to keep hold of skilled employees. Also frequently mentioned was that "being flexible" was really important to them to maintain good morale and working environments.

These internal and external factors combine to provide the Creativetech sector in Cornwall with a healthy ability to retain high quality staff.

Job Creation Rates

From the survey data, no Creativetech sector companies felt that they would have to reduce employee numbers in the coming 12 months, suggesting strong trading conditions at present and healthy levels of job security. 41% said they would be increasing their staff numbers over the next 12 months, with 51% keeping numbers stable. Over the last 12 months 31% of companies had increased their workforce and not one company said they have had to reduce staff numbers.

Estimates of employee numbers suggest growth of around 3.5% in 2017. However, based on the interviews from the sector and our conservative employee number estimates this growth figure is also likely to be on the lower end.

4.3 Funding, Development and Investment

RD&I Activity Levels

63% of interviewed businesses in the Creativetech sector are currently investing in some form of internal research and development of services, 65% are investing in training and 61% in the development of new products.

Creativetech companies that invest in any form of RD&I on average invest around 23% of their turnover. The highest level of turnover investment for companies in the sector is in investment in new products, with those investing on average 20% of their turnover on the creation and development of new products.

Total value of Export

Based on interview data, Creativetech businesses in Cornwall earn an average of 20% of their annual turnover from exported services. However many of the companies interviewed (51%) do not export. Several companies working in the games and software industries report close to 100% of their turnover comes from exports, which had a strong weighting on the overall sector average. Other companies with strong export links can be found in the design industry as well as the software development sector.

A 2016 government report on the UK creative industry [5] valued the sector at around £84.1 billion in 2016, with exports in the industry valued at £21.2bn in 2015, illustrating that approximately 25% of the industry value is accounted for by exports.

4.4 Innovation in the Sector

Innovators

Companies surveyed were asked what other companies they thought were leading the way in the sector. The following companies were recognised and by their peers as flying the flag for the Creativetech sector in Cornwall.

Headforwards

Headforwards is a software outsourcing company based in the Pool Innovation Centre. They currently work with over 80 staff across 19 nationalities to offer an agile approach to software development, creating bespoke software solutions to an international client base.

Bluefruit

Bluefruit are a Cornish software development company based in Redruth that specialise in embedded software development for a wide range of industries including the Healthtech and Aerospace smart specialisation sectors. Bluefruit has been going through a period of rapid growth and has started 2018 by hiring a number of new recruits.

5 https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/528175/Creative_Industries_2016_Focus_on_Exports_of_Services.pdf (accessed online 4th April 2018).

Events

The Creativetech sector in Cornwall not only has an increasing number of businesses but also a greater number of specialist events and networking opportunities which help to link creative companies together and demonstrate the depth of talent in the Creativetech sector across Cornwall.

Agile on the Beach - Is a 2 day conference with over 50 speakers exploring the latest thinking, methods and practices within the agile community. Founded in 2011 with support from EU Convergence programmes and local business, Agile on the Beach has continued to grow and thrive amongst Cornwall's growing Creativetech sector and is attracting speakers and an audience from around the world.

GoodFest Cornwall – Is an annual creative festival that combines talks and workshops for local, national and international thought leaders amongst the creative sector.

Education

Cornwall is home to Falmouth University, regarded as offering some of the best creative courses in the country. The university currently has 44 undergraduate and 11 postgraduate courses and in 2018 there will be 1,742 graduates leaving the University. The wealth of creative talent coming through Falmouth University means there is a large pool of graduates looking to seek work in Cornwall's Creativetech sector.

The Future

When interviewing companies within the Creativetech sector several areas in the industry were identified as exciting prospects for potential future growth.

Amongst the software developers, several pointed to VR (virtual reality) and AR (augmented reality) technologies as areas of growth in the coming years, with some software companies in Cornwall already working with the technologies.

For creative design and marketing companies, digital billboards and signage is a potential area of future growth, leading to opportunities for advertising and innovation.