



# Cornwall



HM Government



**European Union**

European Regional  
Development Fund

## Executive Summary

The **Creative UK Cornwall Programme** funded by the **ERDF** was launched in 2021 with the aim of supporting screen-based businesses within Cornwall and the Isles of Scilly. Since its launch we have met with over **100 businesses** and provided support to over **70 eligible companies**, of which 42 (53.17%) are female led. We have seen **10 new products** and helped **6 new businesses** navigate their new business journey.

We have supported a range of creative business at various stages in their development, with a focus on the screen sector. We have hosted events in locations across the county from the Eden Project to the Carbis Bay and engaged mentors, leading experts in their field and national organisations such as the **BFI**, **UK Games fund** and the **BBC** to support and talk to our businesses.



In 2022 Dr Angus Finney led the **Selling and Telling** course which was well received by the cohort.



*"As we know, the film industry can be very tough...I think what Angus is teaching is invaluable to filmmakers...as without understanding the business of film, how can we aim to build a better film industry, in order to make the best films we can!"*

**Peter Cadwell - Actor, Filmmaker**

Alumni of Dr Finney's course such as Christine Cowin (**Golden Wild Production**) have gone on to receive a Creative Enterprise Business Planning Grant for a total value of £4920, and Lawrence and Natasha (**Swimming Head Productions**), were awarded the New Ideas Fund in 2022 for a total £3300 from Creative Enterprise. Over the course of the programme our companies have received almost **£30,000 of grants and loans** from Creative UK national schemes and have benefitted from almost 200 hours of additional support from other Creative UK workshops and accelerators.



From left to right: Brand Lab with Alison Norrington, Dr Angus Finney, Erica Wolfe Murray



In early 2023 we led our **Stand Out in Games** series investigating aspects of the games industry including bootstrap marketing, binaural sound, the Steam Matrix and diversification of your intellectual property, which enlisted a further 5 games companies onto the programme.

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*"It was very helpful getting an overview of what it takes to set up a successful indie games studio directly from industry veterans, while being able to drill down into some important specifics like Steam and marketing. Also, great chance to get detailed feedback by asking questions and get recordings of the sessions when I was unable to make it."*

**Thomas Skinner**



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AFTERNOONS  
THROUGHOUT JANUARY**





Since its launch the programme aligned itself with the ethos of sustainability and environmental awareness which has been championed by so many of the companies and experts we have worked with on the programme. Our event at **Eden Project** explored the links between culture and its role to play in sustainable change, and one of our final events was hosted at the Ugly Butterfly Restaurant in Carbis Bay – a sustainable restaurant. Both events were attended by over **60 businesses and practitioners**. At the Carbis Bay event, the first panel discussion, investigated financial and economic sustainability in business with panellists including Will Sheane (**Finisterre**), Christopher Raeburn (**Raeburn Design**), Yasmin Jones-Henry (**Financial Times**) and Richard Barham (**Seastar Games**). Both events were filmed and shown at Creative UK's online **Creative Coalition Festival** in 2022 and 2023, bringing Cornwall to the national and international stage.

In our efforts to support the expansion of equality and diversity in the area, we were proud to support **Black Voices Cornwall**, who were awarded almost £330,000 by the National Lottery Community Fund to deliver the Innovate, Elevate and Empower Cornwall (IEEC) Project over the next three to five years. Shallal has also received an Arts Council England Lottery project grant for £90,000 to help deliver an inclusive programme of creative participatory activity through dance, visual art and combined arts, growing inclusive practice skills and sharing their work with audiences.



'Culture and the Climate Emergency'  
Image by David Spink



'The Case for Creativity'  
Image by Toby Lowe

During the programme we worked very closely with partners such as **Screen Cornwall, Falmouth University, Cornwall Council, Hall for Cornwall, and Eden Project** to name a few.

Creative UK is now delivering the **DCMS funded Create Growth Programme** in the region and continues to work closely with these partners to deliver a further two years of support to Cornwall and the Isle of Scilly's Creative Businesses.

Thank you to all the experts and partners for their continued support throughout the programme and thank you to all our participants. We continue to advocate, amplify, and support the Creative Industries in Cornwall and are looking forward to building on the very strong foundations of the Cornwall ERDF programme over the next two years.

Creative UK Cornwall Team

