

Case Study

Audit and Mapping of the Creative Industries 2008

Client: Redcar and Cleveland Borough Council



Outcomes and value

As part of the Local Enterprise Growth Initiative (LEGI) programme, Redcar and Cleveland Borough Council sought a detailed review of its creative industries to generate an understanding of sector potential to help contribute to wider local economic growth.

TBR raised awareness of the sector, developed understanding of the issues and challenges currently faced and assessed the sector's overall contribution to the local economy.

The assimilated intelligence enabled the client to use and develop action points as a strategic planning tool for growth and to plan for the implementation of appropriate business support, training structures and programmes.



The report is enabled our client to:

1. Understand the creative industries at a local level. For example, where there are strength and where there are gaps.
2. Support the council in creating a successful LEGI bid.
3. Access an evidence base that helped to secure a mixture of local, regional and European funding for the development of a 'Creative Hub' which will provide exciting new base for up-and-coming firms to flourish and was a recommendation of TBR's study.
4. Launch the 'Creative Hub' through the valuable evidence that the research provided at feasibility and development stage.

Adrian Watson, Regeneration Projects Manager, Redcar & Cleveland Borough Council said:

"This was the first time we had worked with TBR and we found them to be extremely professional, offering a high quality service. They understood the needs of the project and delivered beyond expectations providing us with crucial evidence to progress the development of the creative sector within the borough. They displayed a high level of flexibility in responding to our needs and were very easy to manage. We would certainly recommend TBR to others and would look to work them again in the future".

Our solution

TBR employed a variety of research techniques including desk research, database creation, mapping, analysis and in depth consultation. This led to quantitative and qualitative insight into emerging issues and challenges supported by the perspectives of identified local creative businesses.



A key preliminary activity was to identify the range of data sources to be explored (including our unique database of UK businesses, TCR) that would comprehensively identify individual local creative businesses. This would not be possible through standard publicly available information sources.

The approach enabled an accurate and detailed assessment of the sector and compilation of a local creative business database, an essential tool for the client's continuous development of the sector. An analysis of the sector was undertaken providing robust estimates of firms, employment and turnover. Here TBR could add significant value by providing analysis of the sector based on the identified data resources.

TBR delivered a valuable project which mapped the creative businesses in Redcar & Cleveland and provided a number of related outputs, including a comprehensive database of these businesses, analysis of their size and contribution to the local economy, evidence of business development issues and patterns of business support take-up, and a range of recommendations for practical action that the Council and partners can deliver.

tbr knows... **economics, creative, skills, environment**

To find out more contact: Fiona Dodd, Head of Research, Tel: 0191 279 09 05 Email: fiona.dodd@tbr.co.uk