

# Essex – Great for Creative Industries

## Sector Highlights in Essex

- » **A growing creative community with more than 3500 companies from small consultancies to global publishers**
- » **An established design and production infrastructure**
- » **Attractive filming locations close to the London film sector**
- » **Over 12,000 highly-skilled professionals**
- » **Lower sector labour costs than London, the East of England and the UK average**
- » **Supported by multimedia research at the University of Essex**
- » **Specialist professional training from universities and colleges**
- » **High-speed digital communications infrastructure**
- » **Transport links to London and global destinations**

Essex is an inspired choice for any business, offering a compelling mix of location, energetic business environment and quality of life. Essex has more than 70,000 businesses across a wide spectrum including large and small, successful start-ups, iconic brands, globally known names, and companies which have moved to Essex as a platform for growth, as well as having an outstanding record for technological innovation and manufacturing world-leading products.

Essex is a platform for doing business on a local, national or global scale. As well as being adjacent to the world financial city of London, Essex is

extremely well connected through its road and rail links to other parts of the UK and to continental Europe, as well as offering access to global markets via its international ports and airports.

### A great location for business

For **creative and media companies**, the county's skills, communications infrastructure and proximity to London and Europe make Essex an ideal location for a studio or office, opening up an agency or consultancy, starting a new business or relocating a growing company.

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Essex

*"We're fortunate that Essex has so many innovative, entrepreneurial companies. It gives us great growth potential as a consultancy and it's personally very satisfying to work alongside clients with exciting ideas"*

Adrian Barber, Creative Director, Barber Jackson



Essex County Council

# Business Environment

## Strengths of the Creative Industries sector in Essex

Essex is home to a rich network of freelance specialists and more than 3500 creative and media companies. It is a growing sector and one of the highest concentrations of creative ventures in the East of England or areas surrounding London.

A continually growing sector with companies involved in video, animation, audio-visual, publishing, advertising, design marketing and the arts, supported by an established supply chain and a super-fast digital communications infrastructure.

### Home to world-class companies:

**Pearson Education** – A global company and the world's leading educational publisher across a wide spectrum of subjects including business, technology, sciences, law and humanities. The company, which has offices in 30 countries is headquartered in Essex, is part of the global media and education group Pearson,

**Audio Network** – a leading production music and sound effects provider for industry offering a vast catalogue of original music covering every conceivable style and genre. Essex is home to its customer service operations.

**Coast Digital** – a full-service digital marketing agency working for global names like Swatch, Shell, Symantec and CapGemini, and currently ranked 11th among Britain's fastest-growing private technology companies.

**A wide range of creative companies who are leaders in their field are also based in Essex, including:**

**Royal Opera House & the High House Production Park** – the UK's first national centre of excellence for technical skills, crafts and production for the performing arts and live music

**WilsonMiller** – a leading technology marketing consultancy which developed the innovative Purchase Cycle Acceleration technique to improve marketing performance

**Oxygen Books** – a growing independent publisher of distinctive travel guides based on the work of great writers and artists associated with cities around the world.

**FirstSite** – creating an iconic building to provide a contemporary world-class facility for the visual arts.

# Skills and Labour Force

## Strengths of the Creative Industries sector in Essex

More than 12,000 people work in the sector, with highly-developed skills in design, writing, video, animation, audio-visual, advertising and marketing, digital media, publishing, arts production.

Although London has been the traditional centre for creative and media jobs, the county's super-fast digital

communications and rapid transport links to UK and international clients means that employment opportunities are no longer limited to the capital.

*"As we've grown, we've been able to attract talented people who share our ambitions and appreciate the benefits of living in Essex"*

James Frost, Managing Director, Coast Digital

### Labour Costs

The average salary for creative and media staff is approximately **41% lower** than the London average, **13% lower** than the East of England average and **32% lower** than the UK average for the sector

Coast Digital, Colchester



Pixelwork, Thurrock



# Research and Education

## Strengths of the Creative Industries sector in Essex

### University research

The University of Essex multimedia research laboratory has developed an international reputation for its research programme in film studies. The quality of research in the Department of Literature, Film, and Theatre Studies has been independently rated as 'internationally excellent' and 'internationally recognised'.

It's position as a leading university for research in the humanities was confirmed with history, art history and philosophy also achieving high rankings.

### Graduate and skills training

Students are graduating from the following courses qualified for roles in the Creative Industries sector

**University of Essex** – The Department of Literature, Film, and Theatre Studies offers degrees in literature, film, drama, and creative writing, either as specialised paths or in combination.

**East 15** – One of the UK's most innovative acting schools, East 15 provides professional training and study of performance for actors, directors and technical theatre specialists wishing to work in theatre, film, TV, radio and related fields. The School has a campus in Southend, part of the University of Essex development.

**Anglia Ruskin University** – offers courses in multimedia, gaming and animation at undergraduate and postgraduate level and an MSc in Audio and Video Technology to develop advanced skills and knowledge in the fields of audio and music technology, video production and digital media processing.

*Anglia Ruskin University, Chelmsford*



# Logistics and Communications

## Strengths of the Creative Industries sector in Essex

### Links to national motorway network

Essex has over 7500 km of roads, with major trunk routes linking all parts of the county to the M11 and M25 motorways. The M11 gives fast access to London, Cambridge, the midlands and the north, while the M25, London's orbital motorway, gives access to the national motorway network that reaches out to all parts of the UK, and across to Europe and the wider world. All essential in reaching clientele.

### London Stansted Airport

London Stansted is the third busiest airport in the UK, with more than 29 scheduled and charter airlines serving 140 destinations across 30 countries, more scheduled European destinations than any other airport in the world. It is also the UK's second largest airfreight terminal.

### High speed rail services

Essex has fast mainline rail links to London and the rest of the UK. Stratford International Station, adjacent to the London 2012 Olympic Village, opened in 2009 as part of the Channel Tunnel Rail Link, providing high-speed rail services to France and Belgium.

### Super-fast broadband

Essex is benefitting from the roll out of "Super-Fast" broadband providing businesses with greater flexibility in how they use the internet. Advantages include new services and more sophisticated communications, such as high-quality videoconferencing.

*"The county has excellent transport links by road, rail, sea and air for companies who relocate here, and it is very close to London which is an important and recognisable destination for overseas companies"*

Lee Callaghan, Managing Director, Pepagon

*Eurostar providing high-speed rail services to Europe*



# Property

## Strengths of the Creative Industries sector in Essex

### Wide choice of properties and locations

Essex has a wide choice of sites and accommodation for companies in the Creative Industries sector from modern well equipped properties on easily accessible business parks, to industrial facilities, to small serviced offices.

Visit our property portal at [www.investessex.co.uk](http://www.investessex.co.uk)

### Examples of key sites across the county

**The High House Production Park** in **Purfleet** is a major hub for the creative industries and acts as a focus and catalyst for the skills that it hosts by providing training, education, business and community spaces for the local area. It houses the set and scenery construction workshops for the **Royal Opera House** and will also be the home of the flagship building for the National Skills Academy for Creative and Cultural Skills, offering training opportunities for 16 to 19-year-olds and professionals seeking a recognised qualification in offstage and backstage technical skills.

**Metal** are a **creative laboratory** pioneering thought leadership on artistic investigation and the development of innovative ideas provide innovative. It provides a multi-disciplinary residency space in **Southend** for artists from the UK and overseas in Southend.

**Colchester – firstsite** is an exciting new destination where art meets commerce in one of the largest art venues in the UK. As well as galleries the iconic building comprises artists' spaces for project work and artists-in-residence and a 200-seat auditorium with full conference facilities.



High House Production Park, Purfleet



The Tower, Pixelwork, Thurrock



Coast Digital, Colchester

*"We have a much lower cost base than competitors who are based in London, which is perceived as the traditional home for digital agencies. That means we can offer a quality service for much lower fees, with savings of as much as 25%"*

James Frost, Managing Director, Coast Digital

# Location

## Strengths of the Creative Industries sector in Essex

Essex is superbly positioned for business. The county is strategically located in the south-east of England close to other vibrant economies such as London, one of the world's great financial centres, Cambridge, an international centre of research, and the dynamic growth markets of Europe.

Essex is a great place to live and work, with a huge choice of quality homes at reasonable prices, excellent schools and universities, first-class leisure facilities and an environment that gives the right work-life balance.

Essex has an excellent education system, with a number of outstanding schools regularly featuring in the top ten English state schools.

The quality of life in Essex is superb. The close proximity of central London, means you can enjoy the benefits of being close to a world-famous capital city while living and working in a county with fantastic leisure facilities and huge areas of unspoilt countryside.



Mercury Theatre, Colchester



Clement Park Housing, Brentwood

*"The traditional location for agencies like ours has been London, but our team appreciates the quality and lower cost of life away from the city. Many of our staff have worked in London already and value the 'Essex difference' "*

Andrew Miller, Director, Wilson Miller

# Support

## Maximise your competitive advantage

Essex could be the perfect place for your next move. We can help you get your business off to the best possible start, maximise your potential and take advantage of all the opportunities Essex can offer.

We can provide help to find you the right site and put you in touch with professionals and suppliers who can help you establish and grow your business.

### **Access to local knowledge and expertise**

We have experience of working with businesses of all sizes and have helped many companies to relocate to Essex. You can draw on our extensive local knowledge of the Essex business environment, markets and supply chain as well as our established contacts with all the regional and national bodies who support inward investment.

Our property database makes it easy to find the ideal location in offices, business parks, industrial units or retail centres.

We are committed to your success and we look forward to welcoming your business to Essex.

**INVEST Essex** is Essex County Council's Inward Investment Service, providing confidential advice and practical support to companies wanting to establish a presence or expand in the UK.

We promote Essex as an outstanding business destination and help existing and potential investors make the most of our strategic location, thriving business environment and quality of life.

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