

# Creative Services Sector in Wales

Wales is driving a creative revolution in Europe. We are already working with major Bollywood and Hollywood studios, the BBC, and new government investment in film production facilities and shoot locations to make Wales a global creative focal point.

Wales is home to established and emerging creative talent, particularly in digital media and animation, whose work has been recognised by Oscar and Emmy judges. We are also nurturing tomorrow's creatives with specialist academic disciplines and up-to-the-minute facilities.



## Why Wales?

- International quality production at lower cost - at the heart of the UK film industry
- Diverse shoot locations - for Bollywood, Hollywood and TV filming
- Multi-platform digital media and animation talent with internationally acclaimed production firms
- Skilled creative graduates in creative, music and other specialist disciplines
- Knowledge sharing between creative academia, established links with Asian Academy of Film and Television



# Fast Facts

Overview	Companies	People	Funding	Property
<p>Film locations alone were worth £33 million to the Welsh economy in 2006, up from £18.2 million in 2004-5.</p> <p>In 2007 the Wales Screen Commission handled 500 production enquiries and approximately 80 television and film productions.</p> <p>Due to open in 2008, the £330 million Valleywood Film Studios will offer 12 studios up to 300,000 feet on a 760-acre site.</p>	<p>Wales has established successful working partnerships with the Asian Academy of Film and Television besides Bollywood names such as Satyaashwami Entertainment, and production houses including Disney, BBC Worldwide and Sony Entertainment.</p>	<p>Wales offers a rich pool of creative talent, particularly in animation, new media and film production. We are also nurturing tomorrow's creative talent through pioneering academic courses such as the UK's first Foundation Degree for the Creative Industries, and the Foundation Degree in Popular Music Technology, which is sponsored by Roland.</p> <p>Wales is also home to state-of-the-art creative and media facilities, including the new Cardiff ATRIUM building for art, design, media and communication, drama and music, which welcomes industry participation and support.</p> <p>Creative students in Wales and India are forging closer bonds. For example, Creative Business Wales and the AAFT arranged a summer exchange in 2007, enabling students from both countries to share filmmaking ideas and experience.</p>	<p>The Creative IP fund is a £7m investment fund to provide top-up funding for TV, film, music and new media. Anyone, whether from inside or outside of Wales, can apply for IP funding which is typically £200,000 to £300,000 per production.</p>	<p>The dramatic landscape of Wales provides many perfect settings for film and TV production, ranging from ancient castles, through rolling countryside and coastline, to urban backdrops. Many productions have used Wales as a location, including Tomb Raider, Dr Who, and Narishma Enterprises' 'It Happened, Level.</p>

Wales has already been the location for seven Bollywood films