



INVEST GLASGOW


CREATIVE ECONOMY


KEY REASONS TO INVEST IN GLASGOW'S THRIVING CREATIVE ECONOMY


 **Glasgow is the UK's cultural and creative capital for 2019 (European Commission). The city is one of five UK creative capitals**, it is a great option for investment and offers significant potential for growth. The Foulis Academy of Art and Design was founded in 1752, which underlines the city's long-standing creative edge.

 **Glasgow is a creative leader in Europe.** It has been recognised as a UNESCO creative and cultural centre of European importance since 2008 and is the UK's first UNESCO City of Music (one of only 25 in the world).

 **As one of the most established creative economies in the UK**, the city offers a large concentration of creative businesses and professionals, one of the largest talent pools in creative graduates, a young and dynamic workforce, affordability, great transport connections, excellent quality of life and proximity to world-class universities.

 The city is a flourishing and vibrant centre for innovation and creativity and is **blazing an internationally acclaimed trail in contemporary art, TV and film production, design and music.**


 **Home to the world famous architect, Charles Rennie Mackintosh**, Glasgow is a source of world-class design and architecture talent.

 **It is the location of choice for local, national and international creatives** and is a natural home for industries such as film, TV and radio, advertising, publishing and design, web and digital media, animation, software and games development.


 **Home to TV production giants** – BBC, STV and Channel 4.


 **A growing business base** – Glasgow has 2,435 creative enterprises, the 5th highest amongst the UK core cities (2017). This has increased by 25.6% since 2013.

 Glasgow has **21,155 creative jobs**, this is the 3rd highest among the UK core cities (2017) **and a business turnover exceeding £1.45 billion.**

 **Access to a world class talent pool** – Glasgow is ranked 2nd highest amongst the UK's 10 core cities for creative graduates and 3rd for student numbers.

 **Wide range of cost-effective co-working space** – Glasgow's options on multi-occupancy technology and innovation hubs offer well located, cost-effective, quality space with vital access to high speed internet and collaborative/social spaces.

 Creative business relies on innovative ideas – Glasgow's **leading edge in the development of innovation districts** is bringing together ground-breaking technologies with world-class researchers, young ambitious and disruptive companies and investors.

 Glasgow is rising in the ranks as a **UK digital leader** as it undergoes a digital transformation, with full fibre digital infrastructure being rolled out across the city.



An International Strategic Location

Most European destinations are within two hours of Glasgow, offering short journey times and low cost travel.

Start-up and grow your business in the most enduringly creative city in the most entrepreneurial country in the world. We set up our design business in Glasgow almost 35 years ago, and we have now worked for clients and projects in over 40 countries from our Merchant City studio. Glasgow really is one of the great global epicentres of creativity in engineering, design and the arts and culture, and it just keeps getting better.

**Professor Janice Kirkpatrick OBE,
Director, Graven**

AN EVER INCREASING DYNAMIC MIX OF WORLD RENOWNED AND NEW CREATIVE COMPANIES INCLUDING:

4C	DigiCult	JM Architects	Savalas
999 Design	Digimania	KEO Films	Sigma Films
Argonon	Editworks Scotland	Kudos	Soluis Group
Axis Animation	Elder & Cannon	Lion Television	Stallan-Brand
Barry Crerar	Endermol UK	MadeBrave	STV
BBC Scotland	Filament	Matchlight	Synchronicity Films
Bees Nees TV	Film City Glasgow	Media Zoo	Tenement TV
Black Camel Pictures	Finestripe Productions	MTP	Tern TV
Blazing Griffin	Forest of Black	Natasha Marshall	The Comedy Unit
Bluebellgray	Graphical House	O Street	The Creative Cell
Caledonia TV	Graven	Page\Park	The Modern Institute
Capital FM	GSA School of Simulation	Partikular Films	Threesixty Architecture
Capricorn Film	& Visualisation	Pocapoc Creative	Timorous Beasties
Channel 4	Hopscotch	Production Attic	Touzie Tyke
Chunk	Inner Ear	Purple TV	Tsumanga Studios
Collective	ISO Design	Rage Music	Two Rivers Media
Cut Media	IWC Media	Raise the Roof Productions	Weber Shandwick Design
Cooper Cromar	Jamhot	Red Sky Productions	Winduna

SPECIALIST SECTORS IN GLASGOW

- Advertising
- Architecture
- Contemporary Art
- Design
- Digital
- Animation
- Film
- TV and radio
- Games Development
- Music
- Publishing
- Software
- Web and digital media

LARGE CREATIVE CLUSTER

- Glasgow's growing business base has 2,435 enterprises, the 5th highest number of Creative Enterprises among the UK core cities in 2017. These enterprises generate **21,155 creative jobs and a business turnover exceeding £1.45 billion.**
- Glasgow's creative community extends across the whole city with clusters of activity in **the Glasgow City Innovation District, the Merchant City, Barras/Calton, City Centre, Finnieston, West End and Pacific Quay,** (Glasgow's creative media quarter). These clusters are supported by a healthy mix of private, public and academic organisations actively sharing knowledge and collaborating with each other to bring huge business benefits.
- As well as home to large corporates such as BBC Scotland, STV and Channel 4, Glasgow **supports the development of SMEs** through start-up grants and Enterprise Area status for qualifying businesses at Pacific Quay.
- The recent influx of creative agencies choosing the city as their home, has resulted in a wide range of new creative co-working spaces emerging to satisfy demand from small studios and **Glasgow's significant number of freelancers.**

CENTRES OF EXCELLENCE

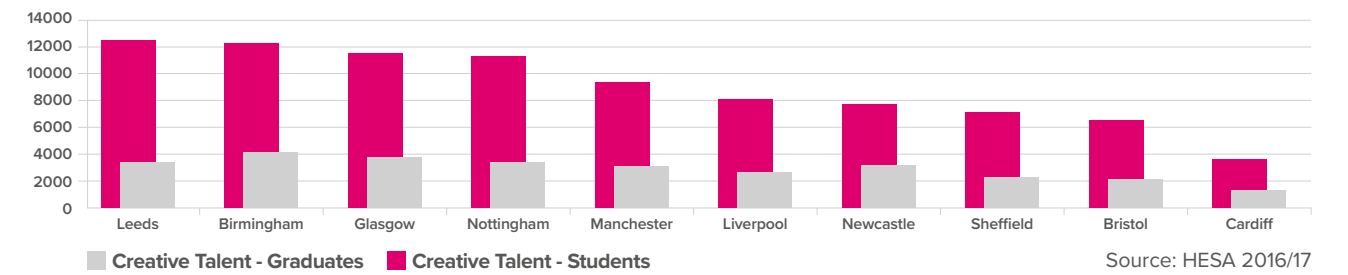
- **The Glasgow School of Art (GSA)** can trace its roots in the city to the 1750s and it continues to serve as a world-class centre of excellence for the visual creative disciplines. The school has produced a wide range of Scotland's leading contemporary artists, and since 2005, over 30% of Turner Prize nominees and eight recent Turner Prize winners, including the 2018 winner.
- **The Royal Conservatoire of Scotland (RCS)** is a national and international centre of excellence for performing arts education. Established in 1847 as a national academy of music, it is now one of the world's most multi-disciplinary conservatoires (ranked 5th in the world), offering specialised and intensive teaching in dance, drama, music, production and film. Currently, more than 1000 students are pursuing undergraduate and postgraduate degrees at RCS across all specialisms.
- The renowned **Film City Glasgow**, a film studio and state of the art post-production facility, is a close neighbour to the city's creative media quarter at Pacific Quay. Film City provides an invaluable production base for both indigenous and visiting productions. It

has also created a community and an environment that enables the whole production process to take place under one roof. It has Scotland's first Dolby theatre and is home to Sigma Films and Savalas Sound Studios to name but a few.

- **GSA's School of Simulation and Visualisation** has a large portfolio of projects with business and industry in Scotland, the UK and Europe, centred on expertise in real-time 3D visualisation, 3D sound, modelling, motion capture and animation. The School offers facilities which include one of Europe's largest laboratory spaces for virtual reality, immersive stereo visualisation and high resolution display facilities.
- The prestigious **National Film and Television School (NFTS)** has established a new Glasgow base, the first outside of the south-east of England. The NFTS offers postgraduate courses for film, television and the games industry for more than 400 people each year. NFTS alumni have won 11 Oscars and 138 BAFTAs and been nominated dozens of times for each.

WORLD-CLASS TALENT POOL

- Over 46% of the working age population are educated to **degree level or above.**
- Of the UK's 10 core cities, **Glasgow ranks 2nd highest**
- **for the number of creative graduates and 3rd highest for creative students.**
- **Graduate retention in Glasgow is the highest in**
- **Scotland** and 3rd highest amongst the UK core cities.
- Glasgow is able to **recruit and retain key staff from the highly-skilled workforce.**
- Glasgow has the highest density of higher education institutions offering courses in music, and the **largest population of music students in Scotland.**



WORLD-CLASS EDUCATIONAL INSTITUTIONS

In 2018, the **Royal Conservatoire Scotland (RCS)** was ranked 5th in the world for performing arts education by the QS World Rankings, this places the RCS in the excellent company of the likes of Juilliard in New York and London's Royal College.

The Glasgow School of Art is ranked 8th globally for Art and Design and is internationally recognised as one of Europe's leading

university-level institutions for the visual creative disciplines.

The University of Glasgow has risen 8 places to 80th in the 2018 Times Higher Education World University Rankings and is a leading research power, excelling in Film and Television Studies, Cultural Policy, Theatre, Music and Art History.

The University of Strathclyde has been named the UK

University of the Year for 2019 by the Times Higher Education Awards. It is a leading international technology university which particularly excels in tech incubators and supporting home-grown start-ups, ranking 7th in the UK for company spin-outs.

Glasgow Caledonian University's Centre for Creative Industries collaborates with design businesses, to assist

with strategies for long term growth. The university also has a presence in New York and in London's Spitalfields, offering postgraduate courses in fashion.

The University of West of Scotland's School of Creative and Cultural Industries is based in Film City Glasgow and has created a centre of excellence in media, culture, and society education, knowledge creation, exchange, and creative practice.

STATE-OF-THE-ART FACILITIES AND INFRASTRUCTURE

Glasgow's impressive infrastructure is an essential component to create the right environment for creative businesses to congregate, collaborate, thrive and grow.

- **Pacific Quay** is Glasgow's creative media quarter and home to **BBC Scotland's** headquarters which features one of Europe's most advanced broadcast studios and production facilities. **STV** has also based their state of the art facilities here producing many of Scotland's most popular programmes.
- **Incubator and co-working spaces** include The Tontine, The Hub, Glasgow Collective, Collabor8te, Think Tank, Rookie Oven, and Clockwise are highly valued by Glasgow's creatives.
- **Venues and studios** such as Barras Art and Design (BAAd), The Briggait, Trongate 103, South Block, The Gallery of Modern Art (GOMA), The Lighthouse, The Whisky Bond, The Glue Factory, CCA and SWG3 reinforce the city's position as a centre for cutting-edge art and creativity **and provide essential co-working space too.**
- Glasgow is undergoing a digital transformation, as CityFibre delivers gigabit-capable broadband to almost all of Glasgow's businesses. With modern, fit-for-purpose full fibre digital infrastructure at its foundation, **Glasgow is rising in the ranks as a UK digital leader;** promoting greater levels of innovation and productivity and making the city more investable.



📍 STRATEGIC INTERNATIONAL LOCATION

- Scotland's largest city is the natural home for media, technology and creatively-minded businesses and, in recent years, has seen **an influx of creatives make the city their home.**
- **Strong investment environment** – Glasgow is one of the top performing cities for attracting FDI, ranked no. 6 in the UK for 2018 (outside London).
- **Glasgow is the only metropolitan area in Scotland.** The population of the greater Glasgow conurbation is around 2.3 million, accounting for 43% of the country's entire population. It also has a young population with 70.5% of working age and 24% aged 16-29 (2017). The population is steadily rising with the metropolitan population forecast to grow by 175,000 by 2035.
- 19,000 companies make their home in Glasgow generating a combined **annual turnover of £38 billion.**
- An economic powerhouse, Glasgow city region generated **£41.4 billion gross value added (GVA) for Scotland's economy in 2017.**
- As Scotland's 'business capital', the city's connected eco-system allows companies **rapid growth opportunities.** The city's existing creative clusters drive competition and accelerate innovation.
- **A cultural powerhouse,** Glasgow is home to more than 100 cultural organisations including Scotland's national orchestra, theatre, opera and ballet companies.
- Glasgow is **Scotland's main transport hub,** with excellent road, rail, shipping and air services. The city is easily accessible from 3 airports serving over 150 worldwide destinations with Glasgow Airport only 15 minutes away from the city centre.
- As a designated Assisted Area, Glasgow qualifies for **Regional Selective Assistance,** a discretionary grant towards capital and/or revenue costs of new business projects in Scotland – usually between 20-30% of total costs.

🍷 COST-EFFECTIVE WITH A EXCELLENT QUALITY OF LIFE

- Out of 20 major cities across the UK, Glasgow offers young professionals the **highest level of disposable income** (CV Library 2018).
- **Significant labour and property costs savings** compared to London, Birmingham and Manchester and other parts of Europe.
- **Multi-cultural with a large international population.**
- Glasgow is the **19th most millennial friendly city in the world, and 3rd in the UK.**
- Glasgow is the **12th most 'Hipster' city in Europe.**
- Glasgow now ranks in the **top 25% of cities globally for social cohesion, well ahead of established world cities such as London and Paris.**
- Great natural beauty – the archipelago of the Clyde Coast and Islands and the Highlands' stunning scenery is on the city's doorstep, just 45 minutes away.
- The fDi Intelligence Quality of Life **ranks Glasgow higher than Los Angeles and Rome.**
- The Finnieston area of Glasgow was named one of the top ten places to live in Scotland in 2018 and the hippest place to live in Britain in 2016 (Sunday Times).

🍷 COST OF LIVING COMPARISONS WITH MAJOR CREATIVE CITIES:

Cost of Living is more expensive than Glasgow by:

(Source: Expatistan (Nov 2018))

70%
New York



45%
Dublin



43%
Copenhagen



32%
Amsterdam



7%
Berlin



📈 STRONG ECOSYSTEM OF BUSINESS INCENTIVES AND SUPPORT

- Investment incentives (Regional Selective Assistance, Venture Capital Fund and Equity Funding).
- Creative Scotland is the development body that supports the arts, screen and creative industries and distributes funding from the Scottish Government and National Lottery.
- Screen Scotland is a new, dedicated partnership delivering enhanced support for all aspects of this sector in Scotland.
- Glasgow Film Office, the city's film commission, offers a free service to all productions including feature films, television, commercials, music videos and more.
- Pacific Quay has Enterprise Area status until 2020 which offers a wide range of creative businesses up to 100% business rates relief, and customised skills and training support.
- For all UK film and high end TV, tax relief applies to qualifying productions based in Glasgow.
- R&D and innovation grants.
- Lowest corporation tax rate of the G20 countries.
- Location and property advice.
- Access to partners and networks.
- Business development support.
- Staffing and recruitment support and subsidies.
- Dedicated aftercare and account management.

Glasgow City Council's Inward Investment Team provides one point of contact for all companies interested in Glasgow's creative economy sector. For more information, please contact:



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Invest Glasgow

PEOPLE
MAKE
GLASGOW



INVEST
GLASGOW