

## Aim

Creative Bath aims to promote and support the creative industries in Bath to ensure continued growth and development.

## Objectives

1. To bring together the disparate, inspiring, independent creative businesses of Bath and the surrounding area
2. To promote the economic and cultural importance of the creative industries to B&NES, GWE Business West, SWRDA and other key local and regional organisations
3. To audit the economic impact of Bath's creative businesses and thereby contribute to the City's jobs growth plan
4. To promote Bath as a great place for creative businesses in order to attract new creative businesses and employees for existing businesses
5. To provide a voice for the creative industries in the city and to articulate the needs of creative industries
6. To showcase Bath's outstanding creativity
7. To promote the image of Bath as a creative, cultural place
8. To support the festivals, museums and exhibitions of Bath
9. To provide a focus for the strategic development of the sector within the region
10. To strengthen communication and develop partnerships in the sector, both face-to-face and through the Creative Bath website [www.creativebath.org](http://www.creativebath.org)
11. To foster collaborations between the creative industries and educational organisations, particularly the Universities
12. To create a hub for school and university students seeking work placements, assignments and work experience
13. To link the region with relevant national (and even international) initiatives and organisations
14. To help secure project funding for the sector
15. To create a forum for collaboration, project work and recruitment
16. To support individual creative businesses in their aspirations to start, grow, develop and thrive within Bath and the surrounding areas
17. At some stage, to do something deeply creatively memorably wonderful in and for Bath.

## Membership and administration

- Creative Bath meets a minimum of six times a year - a combination of formal and informal meetings
- Membership is open to creative businesses (see definition) and individuals based in Bath and the surrounding areas
- It is administered via MediaClash, with oversight from a Steering Committee comprising individuals from independent businesses and organisations in addition to its Chair
- It is being supported at launch through grants from the B&NES and GWE Business West delivery partnership, in addition to the time and resources given by enthusiastic individuals
- Creative Bath aims to represent a wide range of creative disciplines and to draw representation from all creative sectors
- The home of Creative Bath is the Ustinov Studio, part of the Theatre Royal Bath.

## Affiliations

- Creative Bath actively seeks partnerships and associations with like-minded organisations locally and regionally, formally and informally
- It is non-profit making and is independent of political affiliations and trade associations.

---

## Creative Businesses: definition

The Department for Culture, Media and Sport defines the creative industries as 'those industries that have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property'. There are thirteen sub-sectors of the creative industries: Advertising, Architecture, Art and Antiques Market, Crafts, Design, Designer Fashion, Film and Video, Interactive Leisure Software, Music, Performing Arts, Publishing, Software and Computer Services and Television and Radio

---