Competitiveness and Creativity: The Irish / Regional Context

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Theoretical grounding

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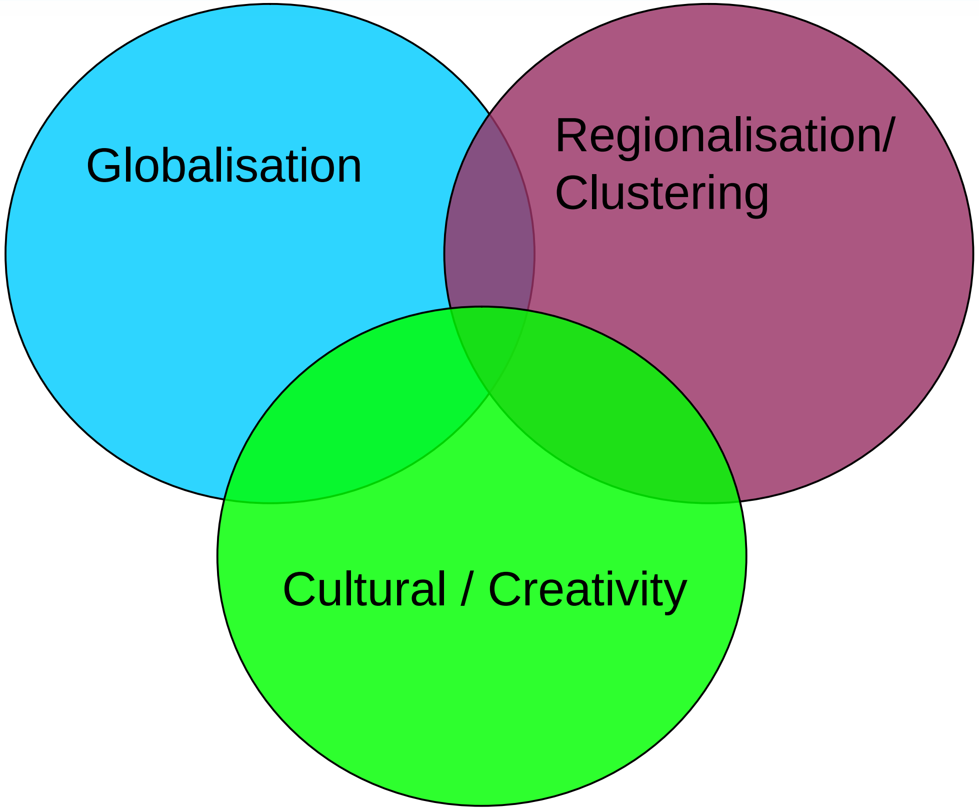


3.

Creative cluster in a rural region

Galway a Creative/Cultural City?

Globalisation

- Coinciding factors
- Technological advances
- Changes in organisational structures
- Policy changes

- The most globalized companies become key actors whose strategies will increasingly determine the possibilities for the development of certain regions
- “The meaning of place is becoming defined within the hyperspace of global corporate activity” (Amin, 2002).

Regionalisation and Clustering

- Regions as the places to convene and capitalise on Knowledge flows (Storper).
- Ireland's success over the Celtic tiger experience – Dublin's success?
- Contradiction? Medium and long term development of regional economic areas is dependent on a combination of regional and global ties.
- Silicon Valley remains Silicon Valley.

- From Marshall to Perroux to Porter.
- The testable hypothesis: If there is a close network between companies and institutions in a certain region, the competitiveness and economic development of this region will be promoted.

Culture and Creativity

- “Most people encounter Ireland today through culture: whether that is Irish dance and music, Irish film, Irish writing or an Irish play on Broadway” (Irish Taoiseach)
- Its about quality of life as much as anything else. Its vibrant and diverse, that will continue to attract people.
- The three ‘Gs’ – Guinness, Golf and Good craic.
- “We know everyone with Irish connections on the Board”. Diaspora.
- More tourists per cm of rainfall
- Tony, Academy, Golden Globes, Mann Booker
- Move towards appreciating Symbolic knowledge over the importing of analytic and synthetic

Creative Industries

- The creative industries have been cited as having economic and social benefits to local contexts (Fleming, 1999; Myerscough, 1988), as a significant source of export earnings (Griffiths and Williams, 1992), as often being used in locational marketing (Landry, 1995), and as a vital element of integrated urban and regional regeneration strategies (Evans, 2001; Florida, 2002; O'Connor and Wynne, 1996; Parkinson and Bianchini, 1996).

- Spatial agglomerations of creative industries are considered to be key elements in the movement from Fordism to post-Fordism, and were seen as central to the economic and symbolic competitiveness of national economies and city-regions and their ability to compete in a globalised `knowledge economy' (Florida, 2002; Scott, 2004).

Gross Value Added in the Creative Industries

Sector	€m
Film and video	71
Publishing	437
Advertising	406
Software	3,317
Radio and television	347
Other creative industries: of which	902
Library, archives, museums, and other cultural activities	75
Operation of arts facilities	60
Artistic and literary creation and interpretation	65
*Other creative industries**	701
Total Creative Industries	5,479

Source: Indecon analysis of CSO Annual Services Inquiry, Census of Industrial Production and Census of Population
** This includes music and the visual and performing arts, arts and antiques, advertising and fashion design but excludes crafts and design. It was calculated using a scaling method from the UK Creative Industries data.*

Employment in the Creative Industries – Total number of jobs

	Number of Jobs
Direct employment	60,855
Multiplier	1.6
Indirect and induced	34,794
Direct, Indirect and Induced employment	**95,649**

Source: Indecon analysis of CSO Annual Services Inquiry, Census of Industrial Production and Census of Population as well as internal Arts Council data

Creative West – WDC report (February 2009)

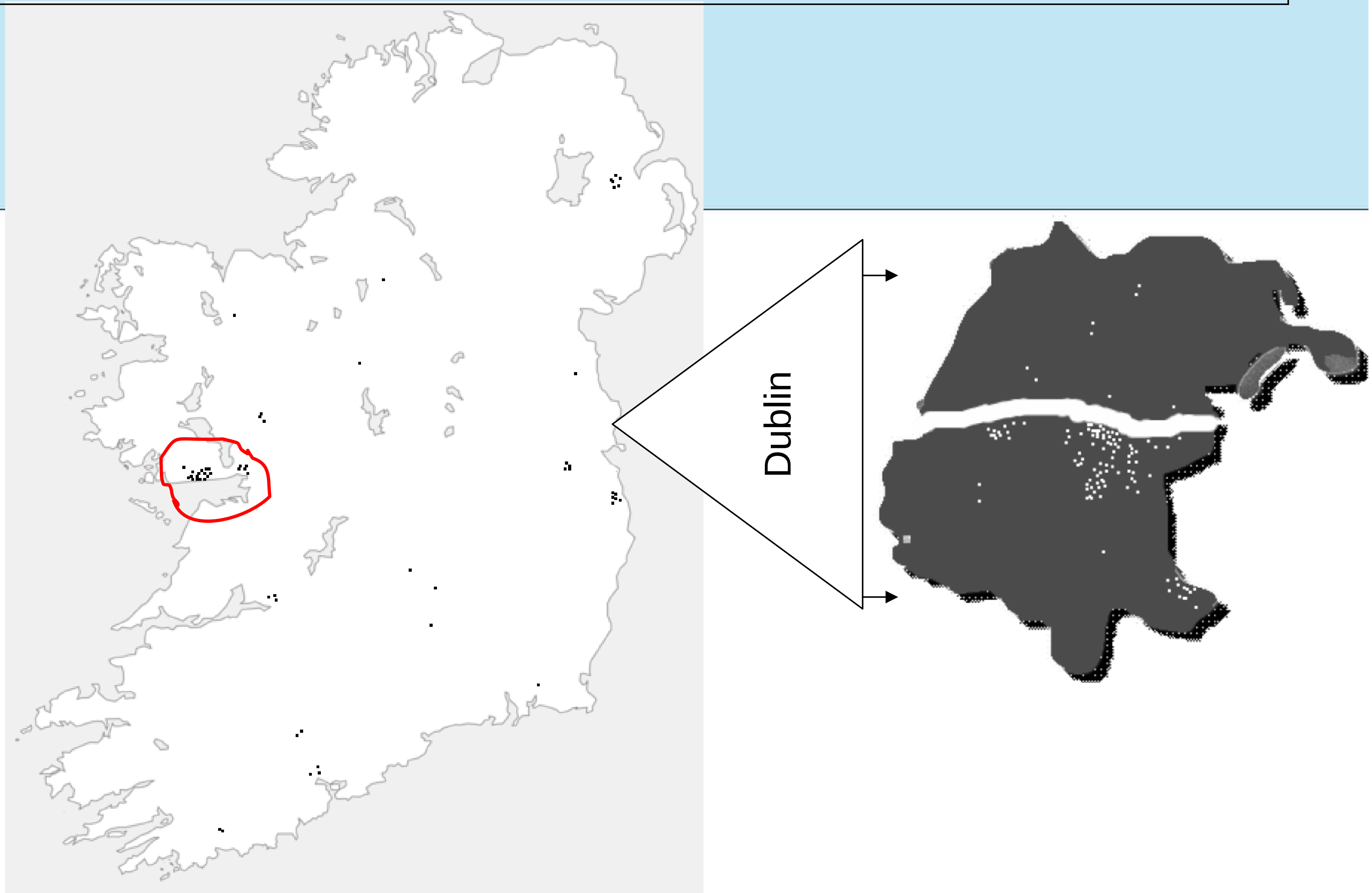
- 4,779 creative businesses
- Direct employment 11,000 (3%)
- Annual turnover = €535m
- Direct GVA = €270m
- Indirect employment = 3,800 (serv)
- Indirect GVA = €300m

Country	Top ten movers	Change in HCI index
This table shows the ten regions in which the human capital index increased most between 2000 and 2007		
IE	Border, Midland and Western	30
IE	Southern and Eastern	26
ES	Galicia	22
ES	Aragón	20
ES	La Rioja	19
PT	Região Autónoma da Madeira	19
ES	País Vasco	18
EL	Kriti	17
EL	Dytiki Ellada	17
ES	Castilla-La-Mancha	17

Country	Top ten movers	Change in HCI index
This table shows the ten regions in which the HCI index for women increased most between 2000 and 2007		
IE	Border, Midland and Western	31
IE	Southern and Eastern	28
ES	Galicia	22
ES	Aragón	21
ES	Castilla-La Mancha	18
ES	País Vasco	18
EL	Thessalia	18
EL	Kriti	18
ES	Cantabria	17
FR	Nord - Pas-de-Calais	17

- 1 in 33 jobs compares: London, 1 in 7; NZ 1 in28
- West: 1 in 20 in public admin; 1 in 15 in hotels and restaurants

Geographic Distribution of **TV and Film** Production Companies in Ireland (SPI)



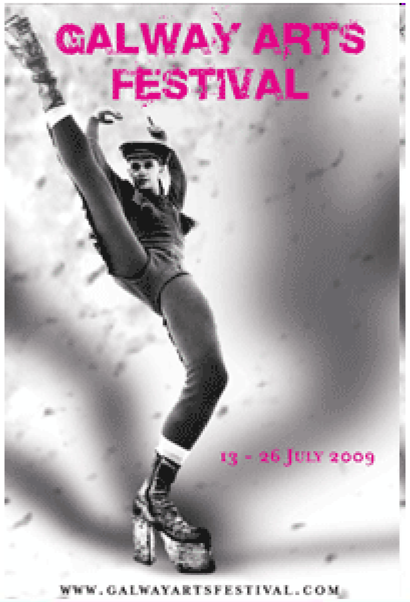
Indreabhán Cluster

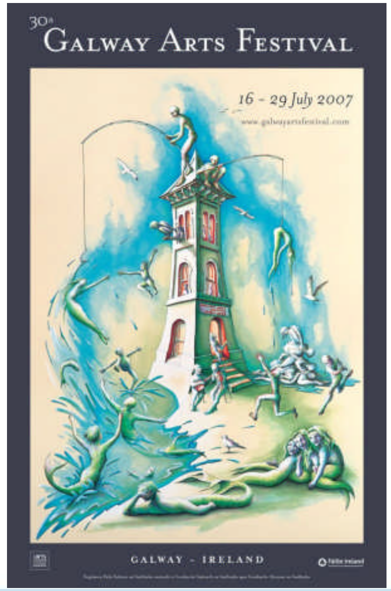
- N = 28
- Employing 300 fulltime and up to 400 part time (Main employer of the micro region)
- Larger and older than national average
- Different focus – Documentary making and Animation are the main focus (also dubbing)
- International recognition.
- Nearly two thirds are selling their product internationally – showing a change from dependence on TG4 Over half of companies had staff training in past 2 years.

- “You guys are closer to us that XXXX in Burbank (Hollywood)” Decentralisation
- “You ask people, and they will tell you the real Digital Hub is 15 miles west of Galway”. Emergence of a cluster of significance and competence in Documentary making and Animation. Clustering
- “Culture is important to the people of Galway, the language is important to these guys, its and us versus them (Dublin) scenario a lot of the time. We aren’t going anywhere” Rise of the creative class - embeddedness

Galway a Creative City?

- Young, well educated, diverse, services oriented, vibrant arts scene etc.

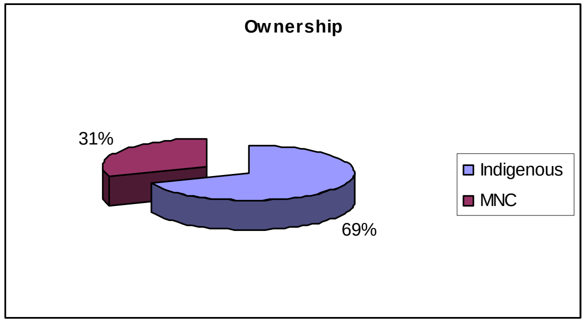


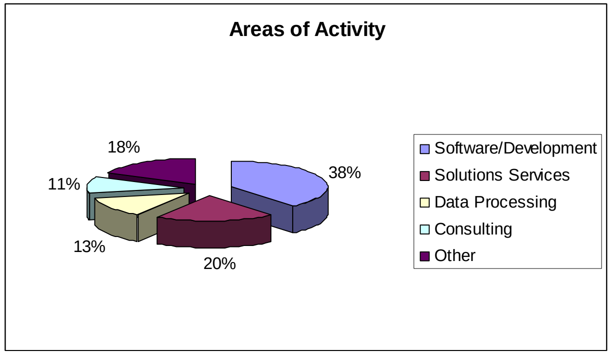


Carefully constructed image…

Harmonious Mix

- 100+ 'Hi-tech' Companies in a city of 80,000
- Activities ranging from wireless solutions to web design to data-processing
- Though not available at a city level, companies involved in R&D are at or above the national average





All facets cited by business leaders in Galway

- “The city has a quality of life second to none, when our CEO asked how we would be able to maintain a workforce of 500 from such a small city we persuaded him that we would have no problem attracting people here from the whole western seaboard with a population of over 500,000. When he came here to open the plant, he agreed” (Company Representative US-owned MNC - Interview September 2008).

Contested ownership

- “You pick up the paper and there are jobs advertised by them [large multinational based in Galway] and half of their ad is a picture of our work, so you see our work being used by them to market themselves, yet we see no money for that”
- “Oh to be sure it’s a cultural capital… so long as you are here for the right three weeks of the year!”
- 1.5% of city re-development allocated to creative spaces
- Contested ‘ownership of culture’. Lack of coherency in the city’s cultural development.

NUI Galway
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Buyer Beware!

- Creative city strategies are predicated on, and designed for, a neoliberal terrain. We are repackaging urban cultural artefacts are competitive assets (valued in terms of economic utility!).
- Enabling the commodification of space (Latin Quarter) and the endless rehashing of urban vistas along ‘successful’ lines (‘guggenheiming’).
- Ease of adoption of the Creative Industries mantra - panacea
- Potentially we could be uncovering something that Ireland has a competitive and comparative advantage in.
- A new indigenous innovation model combining the unique strengths of Irishness.
- Space transcendence – we could be looking at more spatially diffuse development.
- Global and the local mix in right proportions.
- Place of Policy?

- Thank you
- P.Collins@nuigalway.ie
- http://www.nuigalway.ie/cisc/people/pcollins.html
- www.nuigalway.ie/cisc Working Paper series.

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