

DCRC to collaborate in new multi-million-pound creative hub for the South West



DCRC researchers will join a new creative media powerhouse called *MyWorld* which is set to create more than 700 jobs and further the South West as an international trailblazer in screen-based media, thanks to £46 million funding.

Led by Professor David Bull at the University of Bristol, the initiative will develop major new research and development (R&D) facilities and partnerships connecting regional, national and international creative industry and technology partners. Together they will pioneer new digital formats and technologies, creating innovative experiences across fiction, documentary, games, and live performance.

The *MyWorld* creative hub has been awarded £30m from the UK Research and Innovation's (UKRI) Strength in Places Fund (SIPF) with a further £16m coming from an alliance of more than 30 industry and academic partners joining forces in the five-year scheme due to start by the end of the year.

DCRC's Mandy Rose will lead the UWE Bristol team in *MyWorld*, working with Simon Moreton and Jon Dovey. The UWE Bristol academics will contribute expertise in immersive media production, and draw on a significant body of research into creative industry ecosystems to understand the impact of the *MyWorld* project in the city region. Their contribution will build on insights and experience developed within a number of UWE

Bristol-led creative R & D projects, including the REACT Hub, South West Creative Technology Network and Bristol & Bath Creative R & D.

The BBC, Aardman Animations, bdh, Digital Catapult, and Bristol Old Vic are among the creative companies and sector organisations collaborating in the cross-sector consortium. It will forge dynamic collaborations between world-leading academic institutions and creative industries to progress technological innovation, creative excellence, inclusive cultures, and knowledge sharing.

In collaboration also with the University of Bath, and Bath Spa University, *MyWorld* will provide advanced training programmes and talent development feeding into an extensive knowledge exchange network. Accessible facilities are also planned, with Bristol's Temple Quarter Enterprise Campus, The Bottle Yard Studios, and Bath Spa University as key focal points.

The initiative is among seven projects nationally selected to share £186m government funding as part of the UKRI's SIPF. The successful projects have all been under development with UKRI pilot funding since last year.

David Sweeney, Research England's Executive Chair, who leads the Strength in Places Fund, said: "UK Research and Innovation's flagship Strength in Places Fund is distinctive in specifically targeting investment to foster the local research and innovation ecosystems that can support sustained growth.

"All of these projects have the potential to deliver research and innovation that will transform activity within their target industries, in a way that is deeply rooted in local strengths and well linked to wider local economic plans."

Photo - Creative Producers International Residential Lab at the Watershed, Bristol.

Photo credit: Shamphat Productions