

## Let's Make Waves - Changing the Landscape for the Solent's Film Industry

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**Abstract :** This research study aims to develop an evidential basis to inform strategic development of the film industry in the Solent (south central) region of the UK. The density of the creative industries around the region is driving the growth of jobs. Yet, film production in particular, appears to struggle with field configuration, lacks ecological cohesion, and suffers from underdeveloped ecosystems when compared to other areas bordering the region. Though thriving, a lack of coordinated leadership results in the continued reproduction of an ill-configured, constricted and socio-economically filtered workforce. One that struggles to seize strategic opportunities arising as a consequence of the ongoing investment in UK film production around the west of London. Taking a participatory approach, the study seeks to avoid the universalism of place marketing and focus on the situatedness of the region and its specific cultural, social, and economic contexts. The staging of a series of high profile networking events provided a much needed field configuring activity and enabled the capture of voices of those currently working in the sector. It will also provided the opportunity for an exploratory network mapping of the regional creative industries as a value exchange ecosystem. It is understood that a focus on production is not in itself a solution to the challenges faced in the region. There is a need to address issues of access as a counterbalance to skewed representation among the creative workforces thus the study also aims to report on opportunities for embedding diversity and inclusion in any strategic solutions.

**Keywords :** creative, industries, ecosystem, ecology

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