**Creative Industries Council**

**15:00-16:30 27th October 2020**

**Via Google Meet video call**

**Attendees**

**Council Members**

Rt Hon Oliver Dowden Secretary of State, DCMS

Tim Davie (Industry Co-Chair) BBC Studios

Caroline Dinenage MP Minister of State for Digital and Culture

Paul Scully MP Minister for Small Business, Consumers

and Labour Markets

Alan Vallance RIBA

Alex Mahon Channel 4

Caroline Norbury Creative Nation

Caroline Rush BFC

Cat Drew Design Council

Debbie Bestwick Team 17

Dinah Caine Goldsmiths

Elizabeth Diaferia CITIB

Hasan Bakhshi PEC

Jaime Njoku-Goodman UK Music

Janet Hull IPA

Jeremy Silver Digital Catapult

John McVay PACT

Judith Rossler-Davies BFC

Kanya King MOBO

Lee Brooks Production Park

Neil Hatton Screen Alliance

Ronan Harris Google

Rosy Greenlees Crafts Council

Stephen Lotinga Publishers Association

Stephen Page Faber & Faber

Stephan Woodford Advertising Association

**Officials:**

Professor Andrew Thompson Industry Consultant

Professor Christpher Smith AHRC

Elizabeth Mitchell DCMS

Emily Franks DCMS

Heather Holmes Scottish Government

Ian Rimmington DCMS

Jo Wilson BEIS

Karoline Andrew DCMS

Keith Nichol DCMS

Lidia Gaisorek DCMS

Mark Griffin DCMS

Mike Crowhurst DCMS

Michael Bartley DIT

Nicola Petto BEIS

Pooja Lakhani DCMS

Robert Specterman-Green DCMS

Ros Lynch IPO

Rupert Daniels DIT

Samuel Young DCMS

**Guests:**

Gail Caig Industry Consultant

Helen Charles BBC Music

Jon Zeff Industry Consultant

**Apologies:**

Rt Hon Alok Sharma Secretary of State, BEIS

**AGENDA ITEM 1 - Introductions and Comments from Co-Chairs**

* The **Industry Chair** thanked attendees for their hard work during this difficult time. He noted that Creative Industries are a vital growth industry for the UK, alongside digital.
* The **Minister for Digital and Culture** thanked everyone and highlighted the critical support being provided by the government to help the sector through the pandemic. She committed to continuing to work with the sector on Covid recovery and encouraged members to identify further opportunities for support.

**AGENDA ITEM 2 - Growth and Place in the Creative Industries**

* The **BEIS Minister for Small Businesses, Consumers and Labour Markets** showed his appreciation for the sector’s resilience but also recognised some parts of the sector are falling through the cracks.
* He outlined his latest thinking around the Industrial Strategy (IS) and long-term economic growth, looking at the medium to long term prospects including levelling up and supporting high-potential sectoral clusters, good jobs, security and growth and green recovery. He added that an R&D roadmap will be delivered in 2021.

Levelling Up

* **CIC Members** highlighted the important role of the creative industries in meeting the government’s levelling up agenda. They noted creative businesses are incredibly effective at creating jobs, exporting globally and scaling up and there are opportunities to further develop clusters across the UK. They outlined a number of challenges and solutions including:
  + Businesses outside of London face challenges accessing advice, finance and building connections and current generic support is not reaching creative businesses.
  + Post-2008 there was a massive growth in the creative industries and there is a need to spread this distribution across the country.
  + Expanding the Creative Scale Up pilot programme and maintaining the level of support that European funds were providing are vital to growing businesses and the levelling up agenda.

R&D and Innovation

* **CIC Members** highlighted that the creative industries are highly innovative and there are significant opportunities to grow tech and the creative industries to create jobs and business growth. They outlined a number of challenges and solutions including:
  + The UK is known across the world for its creative skills and craftsmanship, but there is significant disruption of traditional business models by digitisation and technology. CIs are often developing and using cutting edge tech: further research is being done on “createch” which is a fast growing part of the sector.
  + The Covid crisis has accelerated innovation and digitisation such as in the music sector, where there has been a levelling up of access to live content and culture.
  + CIs are innovation intensive: developing digital and tech skills, promoting design and translating R&D, including in universities, into commercial applications are important to drive innovation and technology adoption (UKRI’s Audiences of the Future and Creative Clusters Programme are a good example of this where there has been successful).

Jobs

* **CIC Members** outlined the importance of the creative industries to future jobs growth. They outlined a number of challenges and solutions including:
  + There are clear skills gaps in the creative industries particularly related to new technologies and the sector also has a high proportion of freelancers in relation to other sectors who have specific support needs.
  + A package of measures to promote jobs is needed, which could include support for training the workforce to utilise new technologies in the future, more flexibility for apprenticeships, and a continuation of the Creative Careers Programme. Recent research on education by the Policy and Evidence Centre also highlights the need to look at how we collect data on employment.

International Growth

* **CIC Members** explained why the creative industries are key to the government’s Global Britain agenda, highlighting that they are incredibly international with significant opportunities for export growth. They outlined a number of challenges and solutions including:
  + CI’s are major exporters £46bn annually (pre-Covid) and there are opportunities to push this further to support the recovery of economic growth post-Covid. The current estimate is that half of the businesses in CIs do not export. At the same time, areas such as Createch are attracting attention globally and there are opportunities to demonstrate the UK’s leadership. The Creative Industries Trade and Investment Board is working with DIT to help businesses with exporting opportunities. Solutions that could drive exports in the future include export accelerators, ensuring creative businesses can access the Internationalisation Fund, and ensuring future trade deals support the sector and include high standards of intellectual property protection.
  + Supporting sales and showcasing abroad is also important, and it is concerning that the Treasury has blocked the Department of International Trade from using funding earmarked for physical shows for virtual events.

Closing Remarks

* The **Secretary of State for Digital, Culture, Media and Sport** thanked CIC members for their remarks. He highlighted the critical Covid support including the Cultural Recovery Fund, welcomed the Council’s work on future spending priorities, while noting that this year’s Spending Review was reduced to a 1 year settlement and would prioritise response to Covid and he invited nominations for the position of Deputy Chair of the Creative Industries Council.
* The **Minister for Small Business, Consumers and Labour Markets** thanked members and explained the importance of feeding the CIC’s thinking into government. He explained that he wants to maintain behaviour change beyond the pandemic, to promote skills, education and apprenticeships and to support the green recovery.

Diversity and Inclusion

* The **Chair of the Diversity Working Group** gave an update on the CIC’s work on diversity, drawing attention to the report on current work across the CIs which had been published in July. Work was being commissioned from Glasgow University on workforce diversity analysis, towards a framework for measuring progress across the sector, enabling a clearer understanding of what works and what does not work. He added that diversity and inclusion should underpin all CIC workstreams, there are lessons to learn from the pandemic, and the sector needs to take responsibility to implement the terms of the CIC’s Diversity Charter.
* The **Industry Chair** added that diversity initiatives should not be seen as a secondary priority and it is important that we have clear metrics to measure progress. **DCMS** added that it is exploring diversity roundtables with ministers and there is progress on the apprenticeship levy.
* **CIC Members** added that technology can be used to accelerate inclusiveness, supply chains should be assessed, and peer to peer support and mentoring for underrepresented groups can be effective.

**AGENDA ITEM 4** -Sector Deal update

* **DCMS** provided an update on the Sector Deal, highlighting progress on the Cultural Development Fund, the Creative Scale-Up pilot programme, the R&D working group and Intellectual Property Roundtables. **Jon Zeff** added that most elements have been delivered and are well advanced and he highlighted the Industrial Strategy Council’s recent paper entitled *“Effective Policy Approaches to Sectoral Issues”* which sets out the case for sectoral interventions and features the Creative Industries Sector Deal as a case study.

**AGENDA ITEM 5** - AOB

* The **Industry Co-Chair** asked members to please contribute to elements of the CIC meetings with agenda items etc.

**[Meeting closed]**