

CREATIVE INDUSTRIES COUNCIL (CIC)

Meeting 2.00pm to 3.30pm, Wednesday 27th November 2013

Venue: BIS Conference Centre, London SW1H 0ET

MEETING SUMMARY

Attendees:

CIC Members

Nicola Mendelsohn	Facebook, Co-Chair
Maria Miller	Secretary of State for Culture, Media and Sport, Co-Chair
Dr Vince Cable	Secretary of State for Business, Innovation and Skills, Co-Chair
Hasan Bakhshi	NESTA
Baroness Bonham Carter of Yarnbury	
Dinah Caine	Creative Skillset
Dan Copley	Google
Katja Hall	Confederation of British Industry (CBI)
Andy Heath	UK Music
Alex Hope	Double Negative
Jason Kingsley	Tiga / Rebellion
Paul Latham	Live Nation/Creative and Cultural Skills
Tim Lefroy	Advertising Association
Ian Livingstone	UKIE / Eidos
John McVay	Producers Alliance for Cinema & Television (PACT)
John Newbiggin	Creative England
Andy Payne	UKIE/Mastertronic
Owen Sagness	Microsoft UK
Jeremy Silver	Technology Strategy Board (TSB)
Sir John Sorrell	Sorrell Foundation
Geoff Taylor	British Phonographic Industry (BPI)
Stewart Till	Icon UK/ Creative Skillset
Ed Vaizey	Minister for Culture, Communications and Creative Industries

Guests

Paul Bristow (Arts Council England), Magnus Brooke (ITV), Tim Cagney (British Film Institute), Tim Davie (BBC Worldwide), Madeline Denmead (Design Council), Jo Dipple (UK Music), Janet Hull (Institute of Practitioners in Advertising), Nick King (DCMS), Helen Mainstone (CIC Secretariat, BIS), Murdoch MacLennan (Telegraph Media Group), Caroline Norbury (Creative England), Gwyn Owens (CIC Secretariat, DCMS), Lucy Philippon (BBC Worldwide, seconded to CIC), Malcolm Scott (BIS), Sarah Taylor (DCMS), Nick Toon (Warner Brothers), Emily Walch (BIS), David Wheeldon (BSkyB)

Apologies

Josh Berger (Warner Brothers), Adam Crozier (ITV), Jeremy Darroch (BSkyB), Alan Davey (ACE), Tony Hall (BBC), John Mathers (Design Council), Patrick McKenna (Ingenious), Richard Mollet (Publishers Association), Amanda Nevill (BFI), Christopher North (Amazon UK), Harry Rich (Royal Institute of British Architects), Caroline Rush (British Fashion Council), David Sproxtton (Aardman).

1. Actions from Previous Meeting

1.1 Actions from the previous meeting on 5 June 2013 had been completed or would be covered during the meeting.

1.2 Nicola Mendelsohn (NM) reminded members to provide information on future CI events, including for the new website. A list was circulated.

2. Creative Industries Strategy

2.1 Members had received a paper by Lucy Philippson (LP) proposing development of an industry-led strategy for creative industries for the next five to seven years. LP had been seconded from BBC Worldwide to the CIC from September 2013 to March 2014. NM thanked LP, and also Tim Davie (TD) for volunteering a secondee. Other offers of industry secondees would be welcome.

2.2 NM noted that this was the beginning of a conversation on the strategy. Vince Cable highlighted the value of thinking long-term and working collaboratively. He provided context on Government's industrial strategy. When Government support was needed, the CIC was a good mechanism to secure this. Maria Miller emphasised Government support for this vital sector and for the strategy: action already taken was a good starting point. CIC members had received a summary table of action by Government for the sector.

Creative Industries Narrative

2.3 Following discussion at the previous meeting, a group of CIC members and wider contributors had produced a draft narrative for the UK creative industries to talk about the sector with one voice, for use in communications. It could also be used with Government, MPs, decision-makers and the media. LP briefly summarised the narrative. Members made suggestions and asked for an additional, short document with four or five key messages.

Action - LP to circulate a short narrative for use in CIC members' communications.

Priorities

2.4 Members agreed the following priorities for the strategy: education and skills; access to finance; international trade and investment; intellectual property; infrastructure and clusters. It was suggested that it could be useful to prepare a simple, consolidated list of what industry was doing in each of these areas.

Audience

2.5 Four key audiences for the strategy were identified: businesses in the CI sector and sub-sectors; other UK sectors; interested parties in the UK (including the media and the general public); and international audiences.

Vision

2.6 It was agreed that the strategy should outline a vision for the sector in five to seven years. LP would organise a session to develop the vision: members would be invited to participate.

Process and Timing

2.7 NM set the challenge of having a draft strategy ready in four months' time, for approval at the next CIC meeting on 26 March 2014. This would require active engagement from members and quick work, but should be possible, building on work the CIC had already done. The strategy could be presented and marketed in an exciting way, drawing on the expertise of Council members and their colleagues.

2.8 LP would project-manage the strategy. Members were content with the priorities and approach outlined in LP's paper: she would circulate terms of reference and a plan of action.

2.9 Established CIC working groups would lead on three priority areas: education and skills, international, and access to finance, perhaps with adjustments in membership for the duration of work on the strategy. Additional working groups would be needed to lead work for the strategy on intellectual property (IP) and infrastructure. All working groups would engage widely with the sector.

2.10 NM asked for volunteers. Geoff Taylor, John McVay and Tim Cagney volunteered for the IP group. Tim Lefroy offered to lead the infrastructure group, which Katja Hall, Caroline Norbury and Andy Payne volunteered to join. CIC members offered to put the finance working group in touch with organisations that might be able to contribute, including the UK Crowdfunding Association, British Business Bank and CBI. Jason Kingsley volunteered to join. Caroline Norbury hoped to engage the financial services sector.

2.11 It was suggested that the CIC should engage with Tech City, perhaps through the infrastructure group.

2.12 Katja Hall reported that CBI was planning a publication on creative industries in January 2014.

Action – LP to circulate terms of reference and a plan of action for the strategy.

Action - CIC volunteers for strategy working groups or the vision session, or with ideas about other parties with possible interest in contributing, to contact LP.

Action - Working groups to deliver their contributions, as set out in the plan of action.

3. CIC Working Groups

Access to Finance

3.1 Caroline Norbury had circulated an update and initial suggestions for the strategy. Information for CI businesses on sources of finance had been published online¹. Creative England had organised a series of workshops for businesses, the first of which had taken place at Google the previous week. There were plans for meetings with Government to discuss how specific initiatives could work better for the sector.

¹ <http://creativefinancenetwork.co.uk/>

3.2 Initial suggestions for the strategy included: further improving information for CI businesses, including non-traditional sources of finance; boosting their “investment-readiness”; stimulating dialogue with investors and the finance sector. As well as start-ups and SMEs, the strategy could address the needs of growing UK businesses. Jason Kingsley highlighted the appeal of crowd sourcing to games businesses. Vince Cable highlighted Funding Circle and Zopa, which had won public investment.

Education and Skills

3.3 Dinah Caine had circulated an update and initial suggestions for the strategy. She highlighted public and private investment; possible Government policy change in relation to apprenticeships and national insurance; and work with local enterprise partnerships (LEPs). In the summer, the Group had begun work to refresh its strategy. Areas of focus for the strategy might include technology and digital skills, management and leadership.

3.4 Maria Miller noted that skills matters had been raised during her recent visit to the film industry on the west coast of the USA. It was important that good information was available for potential investors in the UK.

UKTI Sector Advisory Group

3.5 The Group, co-chaired by Ed Vaizey and Tim Davie, had met for the first time in November. TD had circulated a paper: the strategy would be likely to focus on the GREAT campaign, high value opportunities (UKTI would launch a new taskforce to help around 100 CI businesses target major projects overseas), maximising the impact of CI tax reliefs, digital hub partnerships and high value inward investment.

3.6 LP had circulated a paper on action by governments for CIs in different countries. TD noted that a number of governments had strong focus on and ambitions for the sector.

Creative and Digital Funders Group

3.7 Jeremy Silver and John Newbigin had circulated a paper highlighting strategic matters including the interests of different sized organisations in the sector, public procurement, and the role of the subsidised arts and culture sector.

3.8 Andy Heath suggested an assessment of the impact for the sector of public money spent on and by publicly-funded organisations. John McVay suggested that such organisations should be informed by, rather than contribute to, the strategy.

DCMS Consultation on the Classification and Measurement of Creative Industries

3.9 Hasan Bakshi had circulated an update from the CIC data and measurement technical working group.

3.10 DCMS was asked to provide an update on its consultation on classifying and measuring the creative industries: revised economic estimates were needed for the CI website and the upcoming strategy. EV reported that the consultation outcome and estimates would soon be published. Software would be included.

4. Creative Industries Website

4.1 Janet Hull (JH) gave an update on development of a website to promote the creative industries. The site had been tested and would be launched in January 2014: members would be invited to attend. A new editor had been appointed: Carlos Grande. JH reminded members to share information for the site's events calendar. Additional funding would be needed to maintain and enhance the site.

Action – CIC members to share information on future events with Janet Hull and the CIC Secretariat.

5. Any Other Business

5.1 There were opportunities for CI participation in trade visits: UKTI could provide details.

5.2 The next CIC meeting would take place on 26 March 2014. Offers to host this or a future meeting would be appreciated (venues within 8 mins walk of Parliament preferred). Owen Sagness offered a meeting room at Microsoft (July 2014 meeting).

**CIC Secretariat
10 December 2013**