

## CREATIVE INDUSTRIES COUNCIL

Wednesday 2<sup>nd</sup> July

BIS Conference Centre, 1 Victoria Street, London

### People Attending:

#### CIC Members:

Nicola Mendelsohn	Facebook, Co-Chair
Sajid Javid	Secretary of State for Culture, Media and Sport, Co-Chair
Vince Cable	Secretary of State for Business, Innovation and Skills, Co-Chair
Ed Vaizey	Minister for Culture, Communications and Creative Industries
Hasan Bakhshi	NESTA
Josh Berger	Warner Bros
Dinah Caine	Creative Skillset
Andy Heath	UK Music
Paul Latham	Live Nation / Creative and Cultural Skills
Ian Livingstone	Playdemic
John McVay	PACT
Richard Mollet	Publishers' Association
Amanda Nevill	British Film Institute
John Newbiggin	Creative England
Andy Payne	Ukie/Mastertronic
Harry Rich	RIBA
Jeremy Silver	Technology Strategy Board (TSB)
Geoff Taylor	British Phonographic Industry (BPI)
Stewart Till	Icon UK/ Creative Skillset
Owen Sagness	Microsoft

#### Guests:

Sue Bishop (UKTI), Baroness Bonham Carter, Camilla Buchanan (Design Council), Paul Bristow (Arts Council England), Magnus Brooke (ITV), Tim Davie (BBC Worldwide), Jo Dipple (UK Music), Matthew Fell (CBI), Tom Gault (Advertising Association), Janet Hull (Institute of Practitioners in Advertising), Nick King (DCMS Special Adviser), John Leech (MP), Helen Mainstone (BIS, CIC Secretariat), Caroline Norbury (Creative England), Gwyn Owens (DCMS, CIC Secretariat), , Malcolm Scott (BIS), Leslie Smith (Amazon UK), Sarah Taylor (DCMS), Emily Walch (BIS Special Adviser).

#### Observers:

Joanna Huddleston (IPO), Natalie Penge (DCMS, CIC Secretariat), Martin Williams (BIS), observers from the British Irish Council's Creative Industries workstrand.

#### Apologies:

Adam Crozier (ITV), Jeremy Darroch (BSkyB), Alan Davey (Arts Council England), Katja Hall (CBI), Tony Hall (BBC), Jason Kingsley (Tiga, Rebellion), Tim Lefroy (Advertising Association), John Mathers (Design Council), Patrick McKenna (Ingenious), Eileen Naughton (Google), Charlie Redmayne (Harper Collins), Caroline Rush (British Fashion Council), Sir John Sorrell (Sorrell Foundation), David Sproxtton (Aardman).

## **Main Points Raised:**

1. Nicola Mendelsohn (NM) welcomed Sajid Javid, Secretary of State for Culture, Media and Sport, to the Council. She also welcomed visiting members of the British Irish Council's Creative Industries workstrand who would observe the meeting.

## **Creative Industries Strategy**

2. NM and the CIC looked forward to launching the Creative Industries Strategy that evening. Sajid Javid (SJ) thanked Nicola and her CIC colleagues for their work on the Strategy. Government recognised the importance of the creative industries as a driver for the UK economy, with employment in the sector growing five times faster than the economy as a whole. Creative industries employed 1.7 million people and contributed £71 billion gross value added (GVA). Government was supporting growth in the sector with action across many departments. The Strategy addressed important issues and was welcome. Where industry recommendations for Government would not be implemented there would be frank discussion. The CIC should deliver some early priorities.

3. Vince Cable (VC) congratulated Nicola Mendelsohn and colleagues on the Strategy. The sector was speaking with one voice, for the long term, within industrial strategy. He provided an update on BIS support for the sector. He would announce substantial funding from the Employer Ownership of Skills programme for creative industries following industry work led by Channel 4 and Dinah Caine (DC). The venture capital team in the British Business Bank wished to talk to the sector to explore potential for a fund. Work continued on enforcement of copyright, with an international summit in June, awareness raising, and sanctions for those infringing copyright. There had been creative industries trade missions, including to China. BIS and Tech City UK had research of relevance to CIC work to map industry clusters.

4. Ed Vaizey (EV) thanked Nicola Mendelsohn for her leadership of the Strategy.

5. NM then thanked CIC colleagues for their work, particularly the Strategy working group chairs; Caroline Norbury (CN), Dinah Caine (DC), Tim Lefroy (TL), Geoff Taylor (GT), Tim Davie (TD), as well as Janet Hull (JH) and Lucy Philippon. She distributed copies of the Strategy. The launch event at Facebook that evening would include industry exhibits, a short film showcasing the sector and a live music performance. NM noted that the DCMS Creative Industries Economic Estimates were important in highlighting the sector's contribution.

## **Creative Industries Website**

6. JH circulated an update on the performance of the website [www.thecreativeindustries.co.uk](http://www.thecreativeindustries.co.uk). The site would be the first port of call for the Strategy. It showcased the sector to the world, for example with news, figures and an events calendar. Members were reminded to share information about upcoming events with the website team.

## **Strategy Implementation**

7. Publishing the Strategy was just the start. NM introduced Clare Lehane (CL), seconded to the CIC from Reed Elsevier, who would be helping to co-ordinate implementation.

8. CL had circulated an implementation plan. She suggested that to maintain momentum after launching the Strategy, the CIC could prioritise recommendations for early action, review membership of working groups, and deliver some of the early priorities by the time of the next CIC

meeting in November, when the CIC would take stock of progress. A further milestone was early March 2015, one year on from industry agreement of the Strategy content.

9. Chairs of working groups all wished to remain to lead implementation of relevant aspects of the Strategy. In addition, Hasan Bakhshi (HB) would lead some work on cluster mapping, with support from CIC members and others with an interest. It was agreed that, guided by the implementation plan and CL, working groups would review membership, agree priorities, meet and complete work as necessary to deliver outputs.

10. SJ encouraged industry to focus on priorities and to ensure that CIC working groups were representative of the sector. Government officials would meet CIC members and working groups to represent Government policies and views, provide updates on Government action and contribute to industry-led work. CIC members were keen to meet senior officials from the Department for Education and the Treasury to discuss Strategy recommendations and to increase the sector's engagement with these and other relevant departments.

### **Updates from CIC Working Groups**

11. Access to finance: CN noted that there were few representatives from large businesses or the banking and finance sector on the group. She would appreciate suggestions for new members and introductions. CBI offered help with the group's work. CN had recently met the Chair of the British Business Bank, the British Venture Capital Association and UK Business Angels, as well as the Intellectual Property Office (IPO) about action following Banking on IP Report.

12. International: TD reported the launch of the UKTI Creative Industries International Strategy, developed with industry, with ambitious targets on exports and inward investment for 2020. All creative industries would be challenged to export more. Work was underway to deliver the vision and strategy in the international section of the Creative Industries Strategy.

13. Education and Skills: DC welcomed VC's announcement of Employer Ownership of Skills funds for the sector which would help deliver the Strategy. In several creative industries corporation tax reliefs had helped secure investment in skills from industry. There had been developments with apprenticeships: projects included crafts, cinema and journalism. DC noted that skills policy was devolved: there was much in the Strategy of relevance to other UK administrations.

14. Infrastructure: Tom Gault (TG) reported that mapping industry clusters would be a priority.

15. Intellectual property: Richard Mollet reported that industry had reached agreement on a voluntary copyright alert programme. It was hoped that Government would contribute to a consumer education campaign. Industry was progressing work with and for schools, for example IP rights and the curriculum, tools and materials for educators. The Copyright Hub was another important industry commitment, now at "alpha" stage. Industry had held helpful meetings and conversations with Ros Lynch and her team at IPO about recommendations for Government in the Strategy. There remained issues to be addressed by Government.

### **Analysis and Evidence**

16. HB argued that Office of National Statistics Standard Industrial Classifications (SIC codes) were inadequate for several creative industries, for example music and games. Ian Livingstone agreed: the games industry, for example, had a distinct identity but was classified under software and computer services.

17. CIC members discussed the importance of a strong evidence base and argumentation for specific action for growth and how to achieve this across the CIC work programme. SJ encouraged industry to provide robust, comprehensive analysis of relevant evidence when seeking action from Government.

### **International Trade Visits**

18. VC highlighted opportunities for the sector in upcoming trade visits, for example to India. UKTI would share details with CIC members.

19. Sue Bishop, Director for Creative Industries and Global Sports Projects, UK Trade and Investment, circulated a list of upcoming international events for the sector. Information on events run by UKTI (HQ and international teams) and registration would soon be available online. UKTI had recently brought together and strengthened its creative industries trade and investment teams.

### **Other Business**

20. Industry CIC members discussed the role, membership and effectiveness of the Council, for example in representing the sector to Government and others such as trade bodies and political parties. They hoped the Strategy, developed by industry, had set a good direction. Industry could discuss it with all political parties.

21. It was suggested that there was scope to improve the sector's communications through a strong, over-arching narrative from the creative industries as a whole on the sector's value and matters of common importance. NM asked for volunteers to develop this.

22. NM encouraged all CIC members to contribute actively to the Council's work, for example by committing time and resources, contributing to working groups or analysis, and helping deliver the Strategy. Members were also reminded of the requirement to attend CIC meetings personally.

23. The next CIC meeting would take place on 6 November 2014.

Helen Mainstone  
CIC Secretariat  
8<sup>th</sup> July 2014