

CREATIVE INDUSTRIES COUNCIL

Thursday 6th November

1 Victoria Street Conference Centre

Those attending:

CIC Members:

Nicola Mendelsohn	Facebook, Industry Co-Chair
Sajid Javid	Secretary of State for Culture, Media and Sport, Co-Chair
Dr Vince Cable	Secretary of State for Business, Innovation and Skills, Co-Chair
Ed Vaizey	Minister of State for Culture and the Digital Economy
John Leech	MP
Hasan Bakhshi	NESTA
Josh Berger	Warner Bros
Dinah Caine	Creative Skillset
Andy Heath	UK Music
Jason Kingsley	Tiga, Rebellion
David Kosse	Film 4
Paul Latham	Live Nation / Creative and Cultural Skills
Tim Lefroy	Advertising Association
John Mathers	Design Council
Richard Mollet	Publishers' Association
Eileen Naughton	Google
John Newbiggin	Creative England
Andy Payne	Ukie/Mastertronic
Harry Rich	RIBA
Jeremy Silver	Innovate UK

Guests:

Dawn Ashman (Arts Council England), Gillian Baker (UKTI), Ciaran Burke (Creative Skillset, Hiive), Tim Davie (BBC Worldwide), Jo Dipple (UK Music), Tom Gault (Advertising Association), Naomi Gummer (Google), Janet Hull (IPA), Lesley Smith (Amazon), David Wheeldon (BSkyB)

Sujan Kareer (DCMS, CIC Secretariat), Nick King (DCMS, Special Adviser), Clare Lehane (Reed Elsevier, CIC Industry Seconded), Helen Mainstone (BIS, CIC Secretariat), Gwyn Owens (DCMS, CIC Secretariat), Natalie Penge (DCMS, CIC Secretariat), Emily Walch (BIS Special Adviser)

Apologies:

Baroness Bonham Carter, Adam Crozier (ITV), Jeremy Darroch (BSkyB), Alan Davey (Arts Council England), Tony Hall (BBC), Alex Hope (Double Negative), Ian Livingstone (Playdemic), Katja Hall (CBI), Murdoch MacLennan (Telegraph Media Group), Patrick McKenna (Ingenious), John McVay (PACT), Amanda Nevill (BFI), Christopher North (Amazon), Charlie Redmayne (Harper Collins), Caroline Rush (BFC), Owen Sagness (Microsoft UK), Sir John Sorrell (Sorrell Foundation), David Sproxton (Aardman), Geoff Taylor (BPI), Stewart Till (Icon UK/Creative Skillset)

Main points raised:

Introductions and matters arising

1. Nicola Mendelsohn (NM) introduced David Kosse, Head of Film 4, as a new member of the CIC. She confirmed that, as suggested at the last CIC, she had been having discussions on the strategy with all political parties. She had also been engaging with John Kampfner in relation to the Creative Industries Federation. The Federation was supportive of the **CreateUK* strategy, and was keen to explore opportunities to collaborate on research projects and networking. It was agreed that John Kampfner should become a CIC Member [**Action: Secretariat**].

CIC Co-Chairs' and Sub-Group Chairs' updates

Co-Chairs' updates

2. Sajid Javid (SJ) and Vince Cable (VC) outlined some of the work undertaken by Government since the last CIC. As requested at the last CIC, HMT, the British Business Bank and DfE officials had begun engaging with the relevant CIC sub-groups. Government had contributed funding for an education campaign as part of Creative Content UK, and had also committed further funding for the City of London Police Intellectual Property Crime Unit (PIPCU). Tax relief had been introduced for theatre production, and in August the Government's superfast broadband programme had reached more than a million homes and businesses in the UK. A new Programme of Study for IT in schools had been introduced, and DCMS analysts had been working with NESTA on a cluster mapping exercise which would help inform the Technical Working Group and Infrastructure sub-group's work programmes.

3. Government had also announced £45 million of investment through the Employer Ownership Pilot for programmes of skills initiatives led by Channel 4/Creative Skillset, CISCO and the Next Gen Skills Academy. The IPO had set up a copyright advisory panel with representatives from the creative industries, and UKCES had funded the Hiive website project.

4. Ed Vaizey (EV) mentioned that he had opened the new Digital Catapult national centre in King's Cross earlier that week, which would house the Copyright Hub. He outlined the process around the consultation on the Digital Communications Strategy which had been undertaken over the Summer. DCMS had received nearly a hundred responses, including several from the creative industries sector. Respondents were broadly supportive of a role for Government and a more ambitious approach, with a vision to deliver superfast broadband within the next 10-15 years. Business and consumers were increasingly concerned with the quality of user experience as well as broadband speed. Government hoped to publish the final strategy in early 2015.

Sub-Group Chairs' updates

5. On behalf of Caroline Norbury, Clare Lehane (CL) outlined the work of the Access to Finance sub-group since the last CIC. An early priority for the sub-group had been data gathering on existing levels of public and private financing to creative businesses. The group had agreed not to pursue the strategy recommendation around the Patent Box, but was still interested in exploring the potential for R&D tax relief for creative businesses. Work was underway to undertake a UK roadshow, and it was planned to integrate the current access to finance website into:

www.thecreativeindustries.co.uk

6. Dinah Caine (DC) reported that the Education and Skills sub-group's early focus was on the schools and careers recommendations in the strategy. Creative Skillset had secured additional resources to help implement this workstream. The group had been gathering data on existing industry initiatives in the area of schools and careers information, advice and guidance. The group

was keen to build on DfE work to build links between industry and schools. SJ commented that he had recently held a roundtable with Nicky Morgan on strengthening links between industry and education.

7. Tim LeFroy (TLF) updated the CIC on the work of the Infrastructure sub-group. He reported that NESTA would be publishing the results of its cluster mapping exercise in December, and that the sub-group would then discuss how best to bring it together with other relevant research into a more detailed cluster map in 2015 to help inform work on physical infrastructure (including transport) and regulation. The group was keen to drive the pace of the Government's response around broadband and the digital communications infrastructure. Finally, its work on regulation would focus on competition policy, convergence and the AVMS.

8. Richard Mollet (RM) reported on the work of the IP sub-group, on behalf of Geoff Taylor. The group was grateful for the constructive engagement by the IPO in its work programme, and for the Government funding for the education campaign to run alongside Creative Content UK. The CIC agreed to endorse formally this campaign. The sub-group was looking to align industry positions on copyright as far as possible. Proposals had been received for developing an IP toolkit for schools. The IP sub-group was concerned at the initial signals from Europe on potential changes to copyright at a European level, but pleased with recent engagement from the IPO.

9. Tim Davie (TD) updated the CIC on the work of the International sub-group. It had focussed on China and potentially Brazil as the priority markets to benefit from a strategic alliance approach. The HVO workstrand was coming into fruition, with five projects in Hong Kong, Macau and the United Arab Emirates. The challenge was how best to disseminate information on these opportunities outside the HVO TaskForce. Work had started on refining metrics, but more needed to be done by both Government and industry to identify targets for each sector. The group was also pulling together an events calendar which would be tied in with the cultural calendar. In the medium term, the group would need to work with the infrastructure sub-group to identify UK Centres of Excellence, to inform the development of propositions for priority sub-sectors. Andy Heath (AH) noted that whilst there was an increase in small music businesses engaging with the Chinese market, this was not matched by the level of resulting business deals, and IP was still a big issue.

Strategy Communications Campaign

10. NM asked if there was an appetite to undertake a promotional communications campaign in March 2015 to engage the sector and wider industry and maintain public profile of the sector. This would mark 'one year on' from the CIC signing off the content of the *Create UK* strategy, and maintain public profile of the sector. In discussion it was suggested that the timing immediately prior to the General Election might make it difficult to get publicity around the campaign, and that it would be too late to influence parties' manifestos. Conversely, however, it was suggested that a campaign might reinforce any commitments around the creative industries made in manifestos. The importance of making a campaign UK-wide was noted. TD suggested that a hustings event be held as part of a campaign.

11. It was also suggested that the timing might be opportune to carry out a campaign in Brussels to engage with the European Commission and MEPs. AH noted that Ernst and Young would shortly be publishing research into the contribution of the creative industries to the French economy. It was also noted that not all Member States had the same understanding of the economic importance of the sector. EV suggested that the CIC set up a European sub-group to provide a focus on promoting the sector in Europe.

12. Summing up, NM endorsed the idea of a European communications campaign, and said that it was important for CIC members to engage with their European counterparts. John Mathers agreed to lead the proposed European sub-group, and Andy Heath and Richard Mollett both expressed interest in participating in it **[Action: JM, AH and RM]**. EV said that he strongly supported both a UK and European communications campaign in early 2015. It was agreed that, with support from DC and Jo Dipple, TD should explore holding a hustings event as part of the UK campaign **[Action: TD, DC and JD]**. Consideration needed to be given to setting up a group to coordinate the wider communications campaign **[Action: All]**.

Resourcing for CIC activities

13. NM said that the creative industries were good at providing funds 'in-kind' but stressed the importance of also giving cash contributions. Some of the strategy recommendations required funding from industry to be implemented, and there was a need to put the industry secondee post on a more sustainable footing. On the latter, Jeremy Silver (JS) suggested the Knowledge Transfer Network might be able to help **[Action: JS]**. In discussion, it was agreed that more work needed to be undertaken to identify the areas where industry funding was needed and clarify the level of funding required. In summing up, NM agreed to scope the funding requirement and explore potential funding sources before the next CIC meeting **[Action: NM]**. Government offered to assist in this work.

Creative Industries website – status update

14. Janet Hull (JH) gave an update on the status of the www.thecreativeindustries.co.uk website. Traffic to the website had surged around the launch of the *CreateUK website. New material was continually being added to the website, which now had 545 pages. She was keen to build in more city-related and international material, as well as undertake a quarterly poll of global investor sentiment. The website's target was to reach 100,000 visitors by the end of 2015. Funding for a third year of website activity was being secured, and longer term funding sources were being explored.

Autumn Statement

15. SJ reported that there were a number of interesting proposals coming through from the creative industries as part of the Autumn Statement process. NM said that she was keen for the CIC to coordinate proposals from the sector for future fiscal events.

Hiive demonstration

16. Ciaran Burke gave a demonstration of the Hiive website, developed by Creative Skillset, which had a beta version launch on 20th October – www.hiive.co.uk. The website was aimed at people over 18 years old working in, or seeking work in, the creative industries, creative businesses of all sizes, and relevant course providers. Amongst other functions, it enabled users to build profiles to showcase their talents, connect with industry peers, and explore collaborative opportunities and businesses to advertise vacancies. CIC members were enthusiastic about the website's potential and agreed to promote its use more widely within the sector **[Action: All]**

AOB and dates for next meeting

17. There were no items raised under AOB. The next meeting would take place on Monday 30th March, 2015.

CIC Secretariat
Xx February 2015