

CREATIVE INDUSTRIES COUNCIL

Monday 8 February 2016

Old Ikon Room, Fazeley Studios, 191 Fazeley Street, Birmingham, B5 5SE

Those attending:

Council Members

Nicola Mendelsohn	Industry co-Chair
The Rt Hon John Whittingdale MP	SoS DCMS, co-Chair
The Rt Hon Sajid Javid MP	SoS BIS, co-Chair
Ed Vaizey MP	Minister of State for Culture & the Digital Economy
Hasan Bakhshi	NESTA
Dinah Caine	Creative Skillset
Ian Livingstone	Playdemic Ltd
Stephen Lotinga	Publishers Association
John Mathers	Design Council
Amanda Nevill	BFI
Caroline Norbury	Creative England
Denise Proctor	NOISE
Caroline Rush	British Fashion Council
Jeremy Silver	Innovate UK
Geoff Taylor	BPI
Jo Twist	UKIE

Guests

Dawn Ashman	ACE (for Darren Henley)
Mike Bartley	UKTI (for Sue Bishop)
Lea Beckerleg	Welsh Government
Michelle Campbell	Scottish Government
Rachel Cooper	ImaginationLancaster
Sue Eustace	Advertising Association (for Tim Lefroy)
Harriet Finney	Creative Industries Federation (for John Kampfner)
Lucan Gray	Fazeley Studios/Custard Factory
Janet Hull	IPA
John Newbiggin	Creative England
Andy Payne	AppyNation
Lucy Philippson	BBC Worldwide (for Tim Davie)
Emma Quinn	Knowledge Transfer Network (Industry secondee)
Jonnie Turpie	Maverick TV

Apologies

Josh Berger (Warner Bros), Tony Hall (BBC), Andy Heath (UK Music), Darren Henley (ACE), John Kampfner (Creative Industries Federation), Tim Lefroy (Advertising Association), Alan Vallance (RIBA).

Item 1 - introductions and matters arising

1. Nicola Mendelsohn (NM) acknowledged the first CIC meeting to be held outside London, said it would not be the last and stressed the importance of considering the regions in the strategy refresh. She referenced the latest statistics as showing the strength of the creative industries (including 70% of CI jobs being outside London). She thanked everyone for their work on the strategy refresh. New members were introduced. There were no matters arising and the minutes of the last meeting were agreed.

Item 2 - Chair updates

2. John Whittingdale (JW) stated it was great to be in Birmingham and a good idea to get out of London for a meeting. He said that the SR outcome was very positive for the CIs. He pointed out that subsidised arts were crucial for the CIs, generating wealth and jobs. He also referenced the latest statistics - in 2014 CIs contributed over £84bn to the UK economy.
3. JW informed the group about the UK-Republic of Korea creative industries forum in March at the BFI and thanked Caroline for her contribution to the fashion showcase.
4. JW talked about the BBC charter review consultation, including an analysis of 192,000 responses. He mentioned the roundtables with Armando Iannucci, set up to discuss the BBC's creative strength and what more the BBC can do - governance is critical. The White Paper was due to be published in May, after the local elections.
5. Sajid Javid (SJ) talked about the SR outcome and how areas of most importance to CI sector had been protected - eg spending on further education and skills (including apprenticeships) will increase by 30% in real terms by 2020. He said the apprenticeship levy is the big change and BIS was working closely with the creative industries, to take into account their concerns in the design of the scheme.
6. SJ highlighted that the GREAT campaign budget was set for the next 5 years and funding had increased and that exports would be a big focus going forward.

Item 3 - Introduction from host and manager of Fazeley Studios/Custard Factory

7. Lucan Gray (LG) gave the group a brief history and background to Fazeley Studios. He said that CIs could spur a regeneration of UK cities. He said that while the Digbeth creative community (Fazeley & Custard Factory) was characterised by small start up businesses, they were also looking to attract some larger, more established businesses - the current working population in the cluster is around 2,000, but the aim is to increase this to 5,000. He said that what was happening in the area would have been unimaginable 5 years ago, but lower costs coupled with better transport links to London made it an attractive proposition for companies to relocate.

Item 4 - Regional priorities

8. John Newbigin (JN) talked to his paper on regional priorities. He said that the first regions and clusters sub-group meeting had a broad ranging and comprehensive regional representation, including from the higher education sector. He explained that the purpose of the group was not for members to lobby for their own regions but to:
 - look and comment on national policy which will impact on regions
 - crossover with local and regional initiatives
 - work to make creative economy thinking more holistic and inclusive
9. He said that the group should feed into CIC and government thinking - first action proposed was a letter to new mayors and new devolved authorities, setting out steps they can take to help the CIs thrive.
10. JN introduced Jonnie Turpie (JT) who gave a brief overview of the work done in greater Birmingham including the establishment of Birmingham Creative City Partnership (BCCP) to put culture & CIs on regional growth agenda. The BCCP worked with national agencies (eg ACE, BFI, BBC, Creative England & Creative Skillset) to develop city region plans for the sector. It has made good progress since its establishment in developing the cultural offer and attracting new businesses and inward investment.
11. JT said that BCCP had been asked for a shortlist of priorities for the next phase of growth and talked about some of the public/private sector projects underway.
12. He said it was important to retain creative talent in the region and that more needed to be done on diversity. Although there are signs that some young people from diverse backgrounds are following entrepreneurial ambitions, continued pressure should be encouraged through broadcasting, CI, skills and regional cluster policies.
13. Rachel Cooper (RC) from ImaginationLancaster at Lancaster University talked about the 4 creative exchange research centres funded by AHRC to work with the CIs:
 - React (Bristol, Cardiff and south west)
 - Creative Works (Queen Mary University, London)
 - Design Works (Scotland)
 - Creative Exchange (Lancaster University, Newcastle University and the Royal College of Art)
14. Much of the research centres' work was with micro businesses, and there was a focus on getting academics out into the 'real world' so they could give students a real understanding of the sectors they were looking to work in. She saw universities as R&D hubs in the regions, and stressed their role as a civic 'pull' in the regions
15. SJ welcomed RC's presentation. Regional devolution was a priority for the Government, and universities had an important role to play in coordinating support for the creative industries in the regions. Central government was very receptive to ideas from the local level. He noted that the first regional export trade mission to China had recently taken place, with a focus on the Northern Powerhouse, with a future one planned for the Midlands
16. JW welcomed JN's work, and highlighted support for CIs outside London including ACE, Hull City of Culture and BBC's move to Salford.

Item 5 - Strategy refresh - strategy presentations and discussion

17. Emma Quinn (EQ) talked to the papers circulated before the meeting, setting out the revised strategy's vision, terms of reference and publication schedule. Members were invited to send in any further thoughts on the draft strategy **[Action: CIC members]**.
18. NM said position of industry co-chair should also be reviewed on a regular basis and asked CIC members their thoughts. **[ACTION: CIC members]**. NM also requested that CIC members' organisations tie in any upcoming announcements to coincide with strategy launch proposed for June.
19. Caroline Norbury (CN) presented the Access to Finance & Growth draft chapter. Main points were: the establishment of the British Business Bank venture capital trust CI fund; crowdfunding for CIs getting more coverage; increased & improved investment in IP; still difficult to get finance for new businesses at early stage; investment-led readiness; helping CI businesses to scale; access to finance outside London.
20. Andy Payne (AP) presented the Digital Infrastructure draft chapter. Main points were: digital infrastructure vital to UK business and economy; looking forward to Ofcom 10-yearly review; clustering essential - giving access to markets; the group had set out a 2 year plan to include:
 - research into business clusters
 - opening up competition investment into so-called black spots
 - educating and understanding businesses
 - cities & towns competing for business driving market for digital infrastructure
 - Ofcom comparison table
21. Dinah Caine (DC) presented the Education and Skills draft chapter. Main points were: MBA in CIs launched; the importance of a lifelong education and skills agenda, ensuring the apprenticeship levy delivered for the creative industries, and engagement at a senior level with DfE on the careers and schools agenda (linking in with the work of the regional sub-group).
22. Geoff Taylor (GT) presented the IP draft chapter. Main points were: portability; copyright exception; sharing value beyond market; enforcement; education & awareness; design rights; tax reliefs; of top 10 global selling music artists, 5 are British.
23. Lucy Philippon (LP) presented the International draft chapter. Main points were: data metrics, SMEs & communications; increased focus on priority markets (China, Brazil, USA and EU); inward investment - looking out of London & creating narrative for city hubs.
24. Sue Eustace (SE) presented the Regulation draft chapter. Main points were: the importance of ministers expressing support or the CIs to ensure stability and reduce uncertainty; industry should be better at telling positive story re regulation; working better with government; smarter procurement; more joined up advisory services for start-ups at market entry.

Item 6 - Working group updates

25. Janet Hull (JH) updated the group on marketing and communications. She stressed the importance of CIC members' on-going funding and content support for the CI website, and for the strategy refresh launch event She talked about the developing relationship with the Hospital Club for the CI awards scheme and the ambition to work more closely with the GREAT campaign.

26. Hasan Bakhshi (HB) provided an update on the Technical Working Group. Main points were: UK first country to produce official estimates for GVA from the creative economy; illustrative estimates suggest CIs punching slightly below weight on productivity - about 10% lower than productivity of economy as a whole, though this varies across sub-sectors; CIC vision will need metrics to evaluate CIs performance.

Item 7 - AOB

27. There was no other business. NM thanked everyone and closed the meeting.

Tracey Heyworth
CIC Secretariat