

CREATIVE INDUSTRIES COUNCIL

Monday 30th March 2015

1 Victoria Street Conference Centre

Those attending:

CIC Members:

Nicola Mendelsohn	Facebook, Co-Chair
Sajid Javid	Secretary of State for Culture, Media and Sport, Co-Chair
Ed Vaizey	Minister of State for Culture and the Digital Economy, DCMS
Hasan Bakhshi	NESTA
Dinah Caine	Creative Skillset
Andy Heath	UK Music
Alex Hope	Double Negative
John Kampfner	Creative Industries Federation
David Kosse	Channel 4
Ian Livingstone	Playdemic Ltd
John Mathers	Design Council
John Newbigin	Creative England
Andy Payne	UKIE/Mastertronic
Caroline Rush	British Fashion Council
Owen Sagness	Microsoft
Lesley Smith	Amazon UK
Geoff Taylor	BPI
David Wheeldon	BSkyB

Guests:

Janet Archer	Creative Scotland
Dawn Ashman	Arts Council England (for Althea Efunshile)
Annabella Coldrick	Design Council
Tim Davie	BBC Worldwide
Jo Dipple	UK Music
Matthew Fell	CBI (for Katja Hall)
Iarla Flynn	Google (for Eileen Naughton)
Janet Hull	IPA
Catherine Large	Creative & Cultural Skills (for Paul Latham)
Caroline Norbury	Creative England
Laura Scanga	Knowledge Transfer Network
Gwyn Owens	DCMS, CIC Secretariat
Sujan Kareer	DCMS, CIC Secretariat
Helen Mainstone	BIS, CIC Secretariat

Apologies:

Dr Vince Cable	Secretary of State for Business, Innovation & Skills, Co-Chair
Jeremy Darroch	BSkyB
Althea Efunshile	Arts Council England
Katja Hall	CBI
Tony Hall	BBC
Jason Kingsley	Tiga/Rebellion
Paul Latham	Creative & Cultural Skills/Live Nation
Patrick McKenna	Ingenious
John McVay	PACT
Murdoch MacLennan	Telegraph Media Group
Richard Mollet	Publishers Association
Eileen Naughton	Google
Amanda Nevill	BFI
Charlie Redmayne	Harper Collins
Sir John Sorrell	Sorrell Foundation
David Sproxtton	Aardman Productions
Stewart Till	Creative Skillset

Observers:

Gillian Baker (UKTI), Michael Bartley (UKTI), Joanna Huddleston (IPO), Sara John (Creative Industries Federation), Nick King (DCMS Special Adviser), Ceri Morgan (DCMS), Salma Shah (DCMS Special Adviser)

Main points raised:

Introductions and matters arising & Co-Chairs updates

1. Nicola Mendelsohn (NM) welcomed John Kampfner to his first meeting as CIC member, and Janet Archer from Creative Scotland as an Observer. Sajid Javid explained that he was attending the meeting in his capacity as Secretary of State and Co-Chair. He praised the work of the Council in bringing together Government and industry to tackle barriers to growth, and highlighted the economic success of the sector. He mentioned the Budget announcement to extend Government co-investment in the Skills Investment Fund for a further two years, funding for the educational campaign to run alongside Creative Content UK, and the work of UKTI, singling out the recent successful trade mission to China, which included the GREAT Week of Creativity in Shanghai. He also mentioned the broadband investment programme, the publication of the Digital Communications Infrastructure Strategy, and the creative content tax reliefs.
2. Ed Vaizey (EV) thanked CIC Members for their contributions to the work of the CIC. He welcomed the fact that the Council was jointly Chaired by both DCMS and BIS, and that the publication and on-going implementation of **CreateUK* by industry members of the

Council had given it a clear sense of direction. NM thanked the Ministers for their commitment to the sector, and their work for the Council.

3. The minutes from the previous meeting were agreed. NM explained that she had decided not to pursue the idea of a single CIC funding pot for industry events, but that each sub-group should be responsible for identifying and meeting their own funding needs.

CIC Communications - feedback on 9th March Parliamentary event and Hiive launch

4. Laura Scanga (LS) introduced this agenda item. She explained that the intention of the Parliamentary event was to raise the profile of the Council and promote the launch of Hiive. The event had attracted a capacity attendance, with around 30 Parliamentarians present, and a great deal of interest from those present in finding out more about the sector. The infographics had been particularly well received. EV suggested that the Council be more ambitious by making this an annual event to maintain MP awareness of the importance of the sector. Following discussion, it was agreed that the CIC explore holding another event in the Autumn, although this did not necessarily have to be in Parliament (**Action CIC Comms sub-group**). Dinah Caine (DC) said that following the launch of Hiive, the website now had well over 12,000 users, with 1,266 companies signed up. She encouraged CIC members and their organisations to sign up.

Strategy sub-group updates

5. Geoff Taylor (GT) said that they had selected an agency to work with on Creative Content UK, and were seeking to finalise a spec with ISPs for subscriber alerts. The toolkit for schools was being progressed, and the IPO's portal was due to be launched in September. He was pleased with the Government's commitment to continuing funding for PIPCU and for the IP research programme. He reported good results with industry's work to block access to infringing sites, although there was still work to do following the IP Minister's Roundtable on search engines. He welcomed the establishment of the IPO's copyright Advisory Panel. The biggest current issue, however, was the European Commission's paper on the Digital Single Market. Following the meeting it was agreed that the DCMS Secretary of State would chair a special meeting of the IP sub-group to discuss this issue [**Action: DCMS**].

6. Caroline Norbury (CN) reported that there was increasing engagement between the creative industries and the banking sector. Over a hundred companies had attended an access to finance event in London earlier in the month sponsored by the British Banking Association, with a similar event planned for MediaCity in Salford later in the year. The workshop format could be replicated around the country. The British Bankers Association's online resource, <http://www.betterbusinessfinance.co.uk/> would shortly be put on the *CreateUK website - <http://www.thecreativeindustries.co.uk/> . The sub-group was also working to improve its evidence base, and was carrying out some longitudinal research with SME Finance Monitor on around 4,000 creative businesses.

7. Dinah Caine (DC) mentioned the launch of *Hiive* earlier in the month, and highlighted the recent Warwick Commission Report on the Future of Cultural Value. She also welcomed the additional Government co-investment for the Skills Investment Fund announced in the Budget. The sub-group's current focus was on careers and schools activity.

8. Andy Payne (AP) spoke on behalf of the Infrastructure sub-group. The sub-group was now considering which issues it needed to focus on in future and whether it needed to review its membership. He mentioned the links between his sub-group and the Technical Working Group, led by Hasan Bakhshi (HB) from NESTA, and referenced NESTA's research on the geography of the UK's creative and high-tech economies, published in January (<http://www.nesta.org.uk/publications/geography-uks-creative-and-high-tech-economies>).

9. HB added that Creative England and NESTA were now carrying out some sub-sectoral analysis of clusters, and DCMS analysts were looking at whether data-sets could be time-lined. He was looking to CIC members to give him data to build up a realistic picture of the geographical distribution of creative clusters (**Action: CIC Members**).

10. Tim Davie (TD) reported that his sub-group had made good progress, particularly in developing sectoral targets within the strategy. Overall metrics were good, but he noted that sub-sectors needed to deliver 12% growth year on year to retain their international position. The GREAT Festival in Shanghai had been successful in terms of both impact and scale, largely due to the high level endorsement. CIC Members who had attended the event reported that it had led to some good business leads. The sub-group was now looking at focussing on Brazil as an emerging market. The HVO Taskforce was working well, and the sub-group was looking at developing a series of regional workshops to promote export opportunities.

Creative Industries in Europe

11. NM thanked John Mathers (JM) and Annabella Coldrick for carrying out a mapping exercise of existing engagement by UK creative industries in EU institutions. JM said that the exercise had shown that the UK's creative industries were already well represented at both programme and policy level within the EU structure, and were the second largest recipient of Creative Europe funding. He recommended that the CIC tap into these existing mechanisms rather than set up a new group to identify and exploit funding opportunities. More could be done by Government, public bodies and industry, however, to signpost businesses to these funding opportunities, and in discussion it was suggested that InnovateUK could have a role in promoting national contact points. It was also suggested that the importance of the UK and Europe's creative industries could be better promoted to the European Commission and European Parliament.

Creative Industries website - update

12. Janet Hull (JH) reported on the marketing and PR activity undertaken around the 9th March Parliamentary event to build interest in the sector, including advertising space and an article by the DCMS SoS in the *House* magazine. A four page handout with new

infographics was produced for the event, which was now available for CIC members to use. The creative industries website had been updated with new material on this event along with information and a blog on the GREAT Festival Shanghai. The website was gaining momentum with nearly 70,000 cumulative visits since its launch, and over three times as many unique visitors in March from a year ago. 28% of website visitors were from outside the UK, and there was a target of 100,000 visitors by the end of 2015.

Future of the Council

13. NM reflected on the CIC's achievements since its establishment, and said she was proud of the progress it had made. New Ministers after the Election would, however, need to decide how best to engage with industry at a strategic level, and if they wanted to continue with the CIC mechanism, whether they wanted to make any changes to its remit, structure, work areas and membership. She invited CIC to give their thoughts on the future of the CIC to feed into Ministerial considerations.

14. In discussion, Members thanked NM for her leadership and said they were keen for the Council to retain its focus on growth and as a mechanism for raising the visibility of the sector. The relationship with the Creative Industries Federation was discussed, with a read-across in terms of membership and the suggestion of possible joint work around regional roadshows and better communications, although the two bodies' distinctive rationales were noted. It was suggested that the Council would benefit from increased input from regional interests, as well as from Research Councils, to reflect the importance of R&D to the sector. It would be important to retain a joined-up Government approach to the CIC, and was suggested that DfE be invited to attend meetings due to the importance of education issues to the sector. Finally, the importance of an industry secondee to coordinate the industry's work programme was noted.

AOB

15. NM said that she hoped there would be an early meeting between the industry and new Ministers after the Election.

**CIC Secretariat
June 2015**