

# CREATIVE INDUSTRIES COUNCIL

Monday 6th July 2015

1 Victoria St Conference Centre

## 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
Josh Berger	Warner Bros
Andy Heath	UK Music
Alex Hope	Double Negative
Paul Latham	Live Nation/Creative and Cultural Skills
Ian Livingstone	Playdemic Ltd
John Mathers	Design Council
John McVay	PACT
Amanda Nevill	BFI
John Newbiggin	Creative England
Andy Payne	UKIE/Mastertronic
Harry Rich	RIBA
Geoff Taylor	BPI

### Guests

Dawn Ashman	ACE (for Darren Henley)
Magnus Brooke	ITV (for Adam Crozier)
Matt Brown	Innovate UK (for Jeremy Silver)
Tim Davie	BBC Worldwide (International sub-group lead)
Sue Eustace	Advertising Association (for Tim Lefroy)
Harriet Finney	Creative Industries Federation (for John Kampfner)
Leila Siddiqi	IPA
Caroline Norbury	Creative England (A2F sub-group lead)
Dan Perlet	Amazon UK (for Lesley Smith)
Emma Quinn	Knowledge Transfer Network (Industry secondee)
David Wheeldon	BSkyB (for Jeremy Darroch)
Susie Winter	Publishers Association (for Richard Mollet)
Tom Morrison-Bell	Blue Rubicon

## Apologies

Dinah Caine (Creative Skillset), Adam Crozier (ITV), Jeremy Darroch (BSkyB), Katja Hall (CBI), Tony Hall (BBC), Darren Henley (ACE), John Kampfner (Creative Industries Federation), Jason Kingsley (TIGA), David Kosse (Channel 4), Tim Lefroy (Advertising Association), Patrick McKenna (Ingenious), Murdoch MacLennan (Telegraph Media Group), Richard Mollet (Publishers Association) Eileen Naughton (Google), Charlie Redmayne (Harper Collins), Caroline Rush (British Fashion Council), Owen Sagness (Microsoft UK), Jeremy Silver (Innovate UK), Lesley Smith (Amazon UK), Sir John Sorrell (Sorrell Foundation), David Sproxton (Aardman Productions), Stewart Till (Creative Skillset)

## **Main points raised**

### Introductions and matters arising

1. Nicola Mendelsohn (NM) began the meeting by introducing the Rt Hon John Whittingdale MP, as the new Secretary of State for Culture, Media and Sport and Council Co-Chair, as well as welcoming back the Rt Hon Sajid Javid MP in his new role as Secretary of State for Business, Innovation and Skills. She invited them to say a few words on the new Government's priorities for the creative industries over the course of the Parliament.

### CIC Government Co-Chairs - priorities for the next five years

2. John Whittingdale (JW) said that he was keen to re-affirm his role as CIC Co-Chair, and that he appreciated the Council's work in developing a shared vision for the sector through the publication and implementation of the industry's *\*CreateUK* strategy, and the energy and enthusiasm of his fellow Co-Chair Nicola Mendelsohn in driving forward the Council's work programme. He highlighted the latest employment statistics published earlier in the month, showing employment growth in the sector double that of the economy as a whole, which he largely attributed to the efforts of the industry. He was keen to do more to break down barriers to growth in the sector and referenced the recent extensions around the creative content tax reliefs as contributing towards this goal.

3. On intellectual property, he said that the Government's role was to create a strong IP framework, with proper remuneration, and effective measures to block infringing websites, and letters issued to serial file sharers. He welcomed the Creative Content UK initiative, but recognised that IP protection would need to be an on-going activity, and recognised that the current copyright regime needed to be reformed. He supported the work of the BBC, but added that it needed to adapt to the new media and digital environment. A Green Paper would be published before Recess, and he welcomed a wide ranging debate on the BBC's future. Improving skills provision and increasing the numbers of apprenticeships would be a priority for the Government, as well as delivering against ambitious export targets.

4. Sajid Javid (SJ) began by congratulating Nicola Mendelsohn and Amanda Nevill on their recently announced Honours. Whilst his role had changed, he was keen to continue to help the sector. He said that there would be a new Government focus on productivity, with a

detailed productivity plan due to be published shortly. He noted that the creative industries was already one of the more productive sectors of the economy, although there was potential to improve performance further. On exports, he said that whilst export statistics had generally improved, a lot more could be done, and that there would be a new Government Taskforce to drive forward growth in this area. He welcomed industry's suggestions for improving export performance, and said that there would be an increase in the number of trade missions, with a particular focus on South East Asia and Africa. He noted that the UK's inward investment performance, which was the second highest in the world. He said that the Digital Single Market (DSM) would be a top priority for his Department, but assured Council members that any reforms would need to be based around clear evidence.

5. In discussion, it was agreed that there should be greater advance notice of forthcoming trade missions wherever possible, to strengthen industry representation. Tim Davie (TD) said that the recent sector export statistics were disappointing, and that the Sector Advisory Group would be doing a deep dive to analyse where to focus on improving performance. Concern was expressed that some of the European Commission's proposals around the DSM could have a detrimental effect on the UK's creative industries' e-commerce and export performance, and that the Government should consider them very carefully. It was also suggested that there needed to be a review of safe harbour/exemption from liability provisions, and there was a call for evidence based decision making more generally.

6. JW said that there were elements of the Commission's DSM proposals that the Government could agree to, for example around portability, but that this shouldn't be at the expense of licensing on a territorial basis, and any measures should not undermine the UK's creative industries. He agreed with SJ that any measures introduced should only be based around evidence. SJ said that the Government would seek to give more prior notice on trade missions in future. The Government wanted to make changes to how the EU operates, and he urged industry to work with their European partners to promote change in this area.

#### CIC - proposed changes and strategy refresh

7. NM said that the CIC had achieved a lot since its establishment, but that it could do more. DCMS and BIS officials had been developing options for reviewing the Council's remit, structure, governance and membership, informed by discussion at the last CIC, which had been presented to the Council Co-Chairs. It had been agreed that the Council should remain England-only, given that policy on the creative industries was largely devolved, but that officials from the Devolved Administrations would be invited to attend CIC meetings as Observers. Co-Chairs were also keen to increase engagement by the sector outside London in the Council's work programme. On this point, Ed Vaizey (EV) suggested that the CIC hold a meeting in Manchester, which was supported by Members [**Action: CIC Secretariat**].

8. On membership, JW said that he was keen to see a smaller, more strategic main Council, which at the same time was as reflective of the nature of the sector across the UK as possible, and brought on board additional interests not currently represented. That would

mean, unfortunately, that some current Members would be asked to stand down from the main Council, although this should not be seen as a reflection on their contribution to the Council and their work for the sector more generally, and he hoped that their organisations would continue to play a role in the Council's activities through its sub-groups.

9. NM said that she was keen to expand this review to cover the Council's sub-groups, and that 'one year on' from the publication of *\*CreateUK*, the time was right to look again at refreshing the industry's strategy. She tasked sub-group leads with reviewing the role, focus, and membership of their groups as well as looking at whether their sections of the *\*CreateUK* strategy needed to be refreshed [**Action: CIC Sub-group leads**]. She was keen to see a greater focus on the regions and clusters, given the Government's focus on the Northern Powerhouse and devolution. She also wanted to see more work on embedding the creative industries in education policy, and in doing more to improve diversity in the sector. Finally, she wanted to see a greater focus on improving the sector's export performance. She introduced Emma Quinn as the new industry secondee, who would be coordinating the work on the strategy refresh.

10. In discussion, it was suggested that DfE should have a greater role in the CIC's work in future, and that more work needed to be done to engage with the Higher Education sector, and to build a more systematic relationship with the LEPs. The role of the creative industries in other sectors should also be acknowledged. It was noted that there was already a lot of cluster mapping projects underway, but more work needed to be done to bring them in to CIC discussions. It was suggested that there should be a CIC representative in the LGA and LEP networks. It was also noted that the DSM raised broader issues than solely IP protection, and that a sub-group should be focussing on these broader issues as part of its work programme.

#### Sub-group updates

11. Caroline Norbury highlighted the SME Finance Monitor research funded by the British Bankers Association and Creative England to capture trends for creative businesses in accessing finance. She suggested that there should be greater coordination of research undertaken by CIC sub-groups, and that her sub-group might usefully look at how to increase business representation in its work as part of the strategy refresh.

12. Alex Hope updated the Council on behalf of Dinah Caine. He said that the Education and Skills sub-group had been undertaking an audit of existing education and careers activity by creative organisations. He outlined a proposal for a nationwide 'Open Doors to the Creative Industries' week to coordinate employer activities, and invited Council members to feed in their views [**Action: CIC Members**].

13. Sue Eustace updated the Council on behalf of Tim Lefroy. The infrastructure group would be carrying out a stocktaking exercise, to review whether it should be continuing in its current form or whether its existing workstrands might better be taken forward through other CIC structures.

14. Geoff Taylor highlighted the success of PIPCU, but noted that more needed to be done around prosecutions. He welcomed the Ministerial roundtable on search, and noted the judicial review outcome on the private copying exception. Industry was close to launching the Creative Content UK campaign, and urged CIC to support the initiative. NM suggested that the Advertising Association could use their Members' network to promote the campaign [**Action: Advertising Association**].

15. TD said that the SAG was now looking at sector planning, and welcomed the inward investment statistics. He noted that there was a lot of planning around the Chinese State Visit, and that industry was looking at clear deliverables rather than generic promotion.

16. Hasan Bakhshi said that the Technical Working Group was looking at how best to capture the work of freelancers in Economic Estimates, and was looking to work with DCMS analysts on developing productivity estimates.

#### hClub100 Awards and CI website update

17. Leila Siddiqui introduced this item on behalf of Janet Hull. She reported that there had been an increase in the number of webpages on the [www.thecreativeindustries.co.uk](http://www.thecreativeindustries.co.uk) website since February, and a 500% increase in the number of unique visitors to the site since June 2014. She also said that a group of industry members of the CIC had agreed to become sponsors of the annual Hospital Club's h100 Awards, with the website becoming an official marketing and media partner. There would be a new CIC award for cross industry collaboration.

#### **CIC Secretariat**