

# CREATIVE INDUSTRIES COUNCIL

## Meeting Minutes

Monday 26 February 2018

BEIS Conference Centre

### Attendees:

#### **Council members and Industry sub-group leads**

Nicola Mendelsohn	VP EMEA, Facebook, Co-Chair
The Rt Hon Matt Hancock MP	Secretary of State DCMS, Co-Chair
The Rt Hon Greg Clark MP	Secretary of State BEIS, Co-Chair
Hasan Bakhshi	Nesta
Dinah Caine	Creative Skillset
Rosy Greenlees	Crafts Council
Darren Henley	Arts Council England
Ian Livingstone	Playdemic
Steven Lotinga	Publishers Association
John McVay	PACT
Caroline Norbury	Creative England
Amanda Nevill	BFI
Denise Proctor	NOISE Festival
Caroline Rush	British Fashion Council
Jeremy Silver	Digital Catapult
Jo Twist	UKIE
Geoff Taylor	BPI
Alan Vallance	RIBA
Stephen Woodford	Advertising Association
Tim Davie	BBC Worldwide
John Newbigin	Creative England
Andy Payne	AppyNation

## **Industry Guests**

Gail Caig	Creative England
Alina Dimofte	Google (for Ronan Harris)
Caroline Julian	Creative Industries Federation (for John Kampfner)
Tom Kiehl	UK Music (for Andy Heath)
Seetha Kumar	Creative Skillset
Christine Losecaat	Little Dipper
Mark Spilsbury	Spilsbury Research
Carys Taylor	BBC Worldwide
Nick Toon	Warner Bros (for Josh Berger)
Jon Zeff	Consultant to the CIC

## **Government**

Sue Bishop	Department for International Trade
Gareth Davis	Department for Business, Energy, and Industrial Strategy
Paul Kindred	Welsh Government
Ros Lynch	Intellectual Property Office
Abbie Lloyd	Department for Education
David McConnell	Northern Ireland Executive
Oliver Rooke	Department for Business, Energy and Industrial Strategy
Iain Waller	Scottish Government

## **DCMS & Secretariat**

Matthew Gould	Department for Digital, Culture, Media and Sport
Ruth Wye	Department for Digital, Culture, Media and Sport
Simon Blake	Department for Digital, Culture, Media and Sport

Jack Karet

Department for Digital, Culture, Media and Sport

Emily Rayner

Department for Digital, Culture, Media and Sport

**Apologies:**

Rt Hon Margot James MP (DCMS), Tony Hall (BBC), Riccardo Zacconi (King), John Kampfner (Creative Industries Federation), Ronan Harris (Google), Josh Berger (Warner Bros), Sarah Weir (Design Council), Andy Heath (UK Music).

**Item 1 - Welcome and introductions**

**Nicola Mendelsohn**

Welcomed all and thanked those who worked on the Sector Deal. She congratulated the Council on Sector Deal input.

**Secretary of State, BEIS**

Welcomed all and informed the Council of the current status of Sector Deal. Said he was pleased with progress on the early Sector Deal and continued great working relationship between the creative industries and government through the Creative Industries Council (CIC).

**Item 2 - Creative Nation Mapping overview and Skills Research update**

**Main Points:**

**Creative Nation Mapping (Hasan Bakhshi)**

- Creative industries are growing x2 faster than the rest of the economy at 11% compared to other sectors across the UK.
- Creative industries businesses shown to be more productive than comparative non-creative businesses.
- But businesses will need to scale up to have a greater impact on the UK economy.
- Areas close to successful business clusters will grow at a 1.38% higher rate than areas with no neighbouring clusters.
- This shows that coordinating policies with other organisations (eg Local Enterprise Partnerships) can lead to substantial growth in neighbouring areas.
- But, research demonstrated not all clusters grow in the same way.
- Data shows Creative Industry communities are becoming more connected to their localities.

**Mark Spilsbury**

Mark presented early research findings from the CIC Employer Survey which show:

- 42% employers affected by skills issues.
- 22% creative industries employ at least 1 non-uk worker.
- 18% of creative industries businesses employ overseas workers from the EU
- Jobs impacted by skills issues and migration are primarily higher level occupations
- Jobs of particular concern post brexit include creative ICT, architecture and product, clothing and graphic design.
- 29% of businesses felt their EU migrant workers had skills they had not been able to recruit from the UK.
- 10% of CI employers had employed a freelance EU worker in the last 12 months.
- 55% of those employing EU citizens worried about recruitment post brexit.
- 52% worried Brexit will impact on skill-levels in their companies.

**ACTION:** John McVay to circulate the final report to the Technical Working Group

### **Item 3 - Createch 2018 update**

**Christine Losecaat**

**Main Points:**

- Video of Createch 2017 event was shown.
- Information on the upcoming 2018 event was shared.

**ACTION:** CIC members to nominate companies for involvement Createch 2018 open house events.

### **Item 4 - CIC Marketing and Communications update**

**Janet Hull**

**Main Points:**

- Updated on website progress and website data collection.
- British Fashion Council and The GREAT Campaign expected to launch reports at the Createch 2018.
- CIC comms group now producing regular newsletter.

### **Item 5 - Update from DFE**

**Abbie Lloyd**

**Main Points:**

- Reaffirmed delivery of 3 million quality apprenticeships by 2020 through apprenticeship scheme.
- Thanked CIC for support and committed to continue attending meetings.

- Highlighted the value of having a Creative Industry employer representative to sit on Department for Education (DfE) apprenticeships stakeholder board.
- DfE continuing to develop new apprenticeships standards. DfE are keeping apprenticeships policy under review and working with employers to understand impact.
- From April 18 transfers will allow employers who pay the levy to transfer funds to other companies - up to 10% of value of funds in their account.
- She urged CIC members to promote following message to their sectors:
  - Smaller employers can have 90% of training costs covered by government.
  - If employers have less than 50 employees 100% of training costs funded by government for 16-18 year olds.
  - DfE keen for input from SMEs into development of new standards and Institute for Apprenticeships will cover travel expenses where required.

The Council requested a single strategic contact point in DfE, to enable continued discussion of the range of key skills issues affecting the Creative Industries.

The Council noted that the Creative Industries are trailblazers for 21st century employment patterns and could therefore be used as a pathfinder for policy developments on apprenticeships and any further schemes.

### **Secretary of State, BEIS**

Highlighted Creative Industries are more dependant than other sectors on talent and skills and Creative Industries need to show themselves as a good test case for policy. He is looking to implement recommendations from 'the Taylor review of modern working practices' to be better able to deal with new economy. He questioned existing evidence base in; local talent pools, choice of entry into the arts, consequences for later Creative Industry choices in education and evidence of arts GCSE on employment success.

### **Item 6 - The Sector Deal**

#### **Main points:**

#### **Secretary of State, BEIS**

Expressed how pleased he was with the Sector Deal work and emphasised that he expected to see further iterations of the deal in the future. Highlighted importance of intellectual property (IP) regarding it as an important source of exports and reputational impact overseas. He spoke of how any further Sector Deal will have to take this Sector Deal further with potential for tailored Creative Industry apprenticeships and making them more accessible.

#### **John McVay**

Thanked the Council, it's consultants and those who funded data commissioning.

**Secretary of State, DCMS**

Updated the Council on final iteration of Sector Deal, that launch and delivery is now being finalised. Highlighted the Sector Deal as an ongoing process and a continuing discussion. Regarding IP, the enforcement work needs to be maintained and Government would look to promote their high standards of IP protection abroad.

**Item 7 - AOB****Nicola Mendelsohn**

Reminded the Council of the meeting dates for the rest of the year, 11 June and 29 October.

**John Newbiggin**

Proposed AHRC programme be discussed at the next meeting.

**Caroline Norbury**

Highlighted importance of holding CIC meetings outside of London.

Following discussion, the CIC approved the overall shape of the Sector Deal. It was agreed that Nicola Mendelsohn, John McVay and Jon Zeff should work with Government and Working Group leads to finalise the details, and that NM and JM should approve the final deal on behalf of the industry.