

**CREATIVE INDUSTRIES COUNCIL**  
**09.30-11.00, Monday 29 October**  
**The Department for Digital, Culture, Media & Sport**  
**100 Parliament Street, London SW1A 2BQ**

**Attendees:**

**Council Members**

Tim Davie	BBC Studios, Industry co-Chair
The Rt Hon Jeremy Wright QC MP	SoS DCMS, co-Chair
The Rt Hon Greg Clark MP	SoS BEIS, co-Chair
Margot James MP	Minister for Digital & Creative Industries DCMS
Hasan Bakhshi	Nesta
Alan Bishop	Creative Industries Federation
Dinah Caine	Goldsmiths
Rosy Greenlees	Crafts Council
Darren Henley	Arts Council England
Ian Livingstone	Sumo Digital
Stephen Lotinga	Publishers Association
John McVay	PACT
Amanda Nevill	BFI
Caroline Norbury	Creative England
Caroline Rush	British Fashion Council
Jeremy Silver	Digital Catapult
Geoff Taylor	BPI
Alan Vallance	RIBA
Sarah Weir	Design Council
Stephen Woodford	Advertising Association

**Sub-group leads**

Janet Hull	IPA
John Newbiggin	Creative England

**Guests**

Gail Caig	Creative England
Naomi Gummer	Google (for Ronan Harris)
Caroline Julian	Creative Industries Federation
Tom Kiehl	UK Music (for Andy Heath)
Seetha Kumar	Screen Skills
Judith Rosser-Davies	British Fashion Council
Carys Taylor	BBC Studios
Andrew Thompson	AHRC
Graham Hitchen	AHRC
Nick Toon	Warner Media (for Josh Berger)
Jon Zeff	Independent Consultant to the CIC

## **Officials**

Simon Blake	DCMS
Ruth Wye	DCMS
Jack Karet	DCMS
Tracey Heyworth	DCMS (secretariat)
Lynne Kilpatrick	DCMS
Harriet White	DCMS
Lucy Noakes	Spad - DCMS
Sue Bishop	DIT
Seymour Pearman	DfE
Heather Holmes	Scottish Government
Paul Kindred	Welsh Government

## **Apologies**

Josh Berger (Warner Bros), Andrew Chitty (AHRC), Gareth Davies (BEIS), Paul Gamble (Northern Ireland Government), Ronan Harris (Google) Tony Hall (BBC), Andy Heath (UK Music), Ros Lynch (IPO), Andy Payne (AppyNation), Denise Proctor (Noise), Jo Twist (UKIE), Riccardo Zacconi (King).

## **Actions**

- Request for part-time secondees to support Sector Deal delivery. Anyone with capacity to offer resource is asked to contact Jon Zeff (All CIC Members)
- Map Sector Deal's impact and investments across country for next meeting (DCMS)

## **Item 1 Welcome from Co-chairs**

1. In his first meeting as industry Chair, Tim Davie (TD) welcomed Ministers and members, inviting reflections from Ministers in attendance. In their opening remarks:
  - SoS BEIS referenced that the key to the continuing success of the creative industries is in implementing the Sector Deal, and maintaining and building on HMT support by clearly evidencing the value and importance of the creative industries to the country as a whole
  - SoS DCMS set out that the current big issues were the Budget [this took place on 29th October], the forthcoming Spending Review and Brexit and it would be useful to take the opportunity to reflect on those
  - He highlighted the upcoming Immigration White Paper and stressed the importance of the creative industries ensuring they were feeding into that discussion
  - He also said the CIC and Sector Deal were important for demonstrating to the public how significant the creative industries were - and not purely for economic reasons
  - The Minister for Digital and the Creative Industries (MDCI) stated her view on the importance of the growing interface between the tech and digital sectors and the creative industries - this was important for the Council to consider in making ongoing connections going forwards

## Item 2 - Creative Industries Sector Deal, Delivery Update

2. TD thanked all those involved for their hard work and Arts Council England (ACE) for the funding that has made progress possible. He was clear that Sector Deal implementation was not about the Council becoming a delivery body in and of itself, but rather its role is to ensure implementation of the Sector Deal is flawless.
3. He informed the Council that Annette King had been appointed as Chair of the new Trade Board.
4. John McVay (JM) provided an implementation update including:
  - Creative Careers programme should be launched shortly
  - Cultural Development Fund (CDF) was open for business and had received a good range of bids with strong creative industries links
  - The investment readiness programme was being shaped
  - Intellectual Property roundtables were meeting and making progress
  - Creative Kickstart plans were in development
  - Arts and Humanities Research Council (AHRC) clusters up and running
5. Jon Zeff (JZ) gave an update on the administration and infrastructure including:
  - CI Implementation Ltd has been set up to manage funds
  - He also issued a request for part-time secondees from within the sectors to deliver some Sector Deal work - some funding is available for this
  - All those who think they may have potential candidates to suggest had been asked to contact JZ [**ACTION ALL CI MEMBERS**].
6. Ruth Wye (RW) informed the Council that on the Government side, good progress is being made across key Sector Deal elements including
  - As referenced by John McVay above, progress implementing the government commitments included:
    - IP Roundtables
    - Audiences of the Future programme
    - AHRC Clusters Fund
    - Cultural Development Fund
7. RW went on to say that work on the DCMS funded elements were also going well including the Creative Careers Programme and Access to Finance investment readiness work.
8. RW said that to take maximum advantage, DCMS wanted to map the Sector Deal's impact and investments across the country and proposed this was brought to the next meeting [**ACTION DCMS CI TEAM with JZ**]. This means continuing to work in partnership with industry to maximise the impact of that funding, but also to identify where the gaps might be in the future.

9. TD said that the work is getting done, but more proven case studies are needed to unlock further funding both public and private. He went on to say that industry needs to be very clear what it is contributing to these initiatives.
10. Darren Henley (DH) was invited to update on ACE's work on the CDF. He said the scale of interest had been enormous and 20 of 90 applications had been put through to the next stage (bids worth £90m total) and that recommendations would go to Ministers by the end of the year with final decisions announced in the new year.
11. SoS DCMS pointed out that announcing the CDF winners would provide a good opportunity to demonstrate the on the ground impact of this funding and show real progress.
12. TD asked Geoff Taylor (GT) for a quick update on the intellectual property (IP) work. GT told the group there was lots of progress identifying issues in common through the IP roundtables but as yet, there was no specific commitment on codes of practice. However, the rightsholders were working to set out potential solutions to agree with each platform - if this worked it would create a much better foundation for online copyright protection in the UK.
13. TD then invited comments from the Council. Points raised included:
  - Careers piece interfaces strongly with schools piece - this would need to be set more in context of innovation and creativity - not just for the creative industries, but for the whole economy
  - Important to get combined authorities involved to help get messages out
  - Regional coordination needed to be better
  - At least 12-20 LEP's were enthusiastic about the creative industries, but they were not really digging in to the detail yet
  - Previous tool-kit designed by the regional sub-group could be utilised to get LAs involved
  - In some areas, small money can make a big difference - shouldn't just focus on top tier authorities
  - For the creative careers work, creative companies should nominate tier of key leaders who are willing to go out and talk to schools

### Item 3 - AHRC Creative Clusters Update

14. Andrew Thompson provided an update. Key points were:
  - From 46 full bids, there were 9 winners across the UK
  - Each would receive circa £4.5m grant and raise match funding of £2.5m-£6m over 5 years
  - The successful Clusters bids were:
    - Createch & screen (Belfast/Northern Ireland)
    - TV production and news (Clwstwr Creadigiol)
    - Games/enterprise (Abertay/Dundee)

- Creative informatics: data/tech, design & advertising (Edinburgh University, Codebase, RBS, Edinburgh Festivals, National Museums Scotland)
  - Creative media labs, film, music, TV, tech (York)
  - Future fashion factory (Leeds University, Burberry, WT Johnson, Wooltex, BFC and Holition)
  - Fashion, business, textiles and tech (Stratford, East London)
  - StoryFutures (M40/M4 corridor, RHUL, Brunel, NFTS, Pinewood, Endemol Shine, Double Negative, Heathrow)
  - Immersive, 5G performance (Bristol and Bath)
- The new Creative Industries Policy and Evidence Centre would be led by Nesta working with a consortium of universities across the UK, and would be an important new source of evidence and strategic thinking for the sector
  - The Clusters programme would be formally launched at the AHRC's Beyond Conference on 13 November
  - The Audience of the Future programme was also underway, with further announcements expected in the next month

#### Item 4 - CIC Priorities - Forward look

15. TD referred to the six priorities that had been provisionally identified in the circulated paper as future Creative Industries Council priorities as:
- Sector Deal implementation
  - Clusters: building creative industry hubs around the UK
  - Education: securing the future talent pipeline
  - IP: attracting investment in UK IP and IP-rich businesses
  - Diversity: making industry representative of the population
  - Securing sustained growth in international trade and investment
16. TD said in his view that six was the maximum number of priorities we could manage - he asked the group for views on the proposed priorities, , if any didn't need to be there or if there was anything missing.
17. Key points raised were:
- R&D and innovation incredibly important for creative industries - particularly around AI machine learning
  - Effective intervention is bringing together tech companies with platform capabilities but lacking data and creative companies with data - this could be combined with 5G work
  - Good work going on already on talent pipeline, but important to build up strong case studies as good evidence
  - Important for skills agenda to link up with AHRC clusters and successful CDF bids and schools in those areas

- Creativity was being recognised across many sectors, not just creative industries - eg financial sector CEOs recognising value of combining creative and academic skills
- Welcome reference to inward investment in international trade, although immediate priority remains clarity on future relationship with EU
- Some of the proposed areas are already closely linked - eg, talent pipeline and diversity
- While this is partly about bringing in talent from outside UK, also about nurturing talent within UK
- Creative industries need to operate clearly and visibly around the UK and demonstrate clearly and visibly there is a place for greater diversity

TD noted that the overall priorities were endorsed, and emphasised the need, in the next stage of work, to focus on concrete action in each area.

#### Item 5 - Review of the Creative Industries Council

18. SoS said the Sector Deal changes the way the CIC needs to operate. He highlighted the need to ensure involvement of the maximum number of voices of those that can usefully contribute to the Sector Deal's success and also continuing the work of the Council beyond the Sector Deal.
19. TD said both the make-up and terms of reference of the Council would be looked at in relation to delivery of the Sector Deal and the future agenda. He highlighted the need for clarity of governance and said there were two stages to the review - the membership and then the sub/working-groups.
20. TD stated the process is highly consultative and asked the members to talk to him and each other. He informed the group that members would be consulted towards the end of the year on the review, after which final decisions would rest with the three co-chairs. The review would be completed early in the new year, in time for the next meeting (now scheduled for March).

#### Item 6 - AOB

21. Janet Hull (JH) gave the group an update on the Parliamentary reception on Monday 19th November, the creative industries website and Createch 2019.
22. Alan Bishop gave an update on Creative Industries Federation activities and priorities, and welcomed involvement and support from CIC members. Current priorities included talent-related issues, including education and training, creative skills, and mobility.

**Tracey Heyworth**  
**CIC Secretariat**