

Creative Industries Council
10:00 - 11:30, Thursday 5th March, 2020
Royal Institute of British Architects
66 Portland Place, Marylebone, London, W1B 1AD

Attendees

Council Members:

The Rt Hon Oliver Dowden	Secretary of State, DCMS
Tim Davie (Co-Chair)	BBC Studios
Caroline Dinenage MP	Minister of State for Digital and Culture
Alan Vallance	RIBA
Alex Mahon	Channel 4
Andrew Thompson	AHRC
Annette King	Publicis Groupe UK
Caroline Norbury	Creative Nation
Caroline Rush	BFC
Debbie Bestwick	Team17
Dinah Caine	Goldsmiths
Geoff Taylor	BPI
Janet Hull	IPA
Jeremy Silver	Digital Catapult
Jo Twist	UKIE
John McVay	PACT
Kanya King	MOBO
Lee Brooks	Production Park
Ronan Harris	Google
Sarah Weir	Design Council
Stephen Woodford	Advertising Association

Officials:

Susannah Storey	Director-General, DCMS
Robert Specterman-Green	DCMS
Simon Blake	DCMS
Lucy Phipps	DCMS
Nick Moreno	DCMS
Chris Boylan	DCMS
Ian Rimington	DCMS
Sam Young	DCMS
Keith Nichol	DCMS
Mike Keoghan	Chief Economist, BEIS
Deborah McKibben	Northern Ireland
Heather Holmes	Scottish Government
Sue Bishop	DiT
Rupert Daniels	DiT

Guests:

Harriet Finney (for Ben Roberts)	BFI
Tom Kiehl (acting CEO)	UK Music
Neil Hatton	UK Screen Alliance
Jon Zeff	CIC Secretariat
Ros Lynch	IPO
Lucy Monks	RIBA
Caroline Julian	CIF
Francis Runacres	Arts Council
Henk Elzenga	MOBO
Josh Lawson	Google
Judith Rosser-Davies	BFC
Sarah Carrington	BBC

Apologies:

The Rt Hon Alok Sharma	Secretary of State, BEIS
Hasan Bakhshi	NESTA
Rosy Greenlees	Crafts Council
Darren Henley	ACE
Stephen Lotinga	Publishers Association
Stephen Page	Faber and Faber

Actions**Immigration policy**

- CIC to continue providing DCMS with evidence on the potential impact of the Government's proposed new immigration policy post-Brexit on the CIs
- DCMS to pursue separate working session with CIC representatives to explore key implications for CIs and how these might be addressed

Createch/CogX

- CIC to send Janet Hull ideas for content, events and announceable news.
- Janet Hull to invite MDC to attend the CIC reception at Createch.

IP roundtables

- IP WG, IPO and other participants to continue progressing negotiations with the aim of securing positive outcomes as soon as possible, with appropriate Ministerial engagement.

Industry Priorities for 2020

- CIC working groups to take action as outlined in the paper, i.e.:
 - continue pursuing action on policy priorities, based on timetable and process for Government decisions
 - flesh out costed business cases for delivery proposals, in discussion with Government/others, by May 2020

Sector Deal Update

- CIC to continue of oversight of implementation, which has progressed well to date. Development of next-stage priorities to include potential extension/expansion of existing sector deal initiatives.

Apprenticeships and T-levels

- Subject to final tweaks, apprenticeships and T-levels papers to be submitted to Ministers as CIC industry view.

Item 1 - Remarks from co-chairs

1. Tim Davie (TD) introduced and welcomed the new Secretary of State for DCMS, Oliver Dowden (OD).
2. TD said that the CIC is working up proposals for the successor strategy to the current Sector Deal (SD), with the aim of completing fully-detailed proposals by May, to fit with CSR timetable.
3. TD referred to updated GVA data for the Creative Industries (CIs), which showing excellent growth and which were a great base for the successor strategy to build on.
4. The Secretary of State expressed how delighted he was to be at the CIC meeting, and that he was personally committed to CIs, stating that they were very important to the UK's economy now and in terms of future growth.
5. OD spoke about the levelling-up challenge, explaining that there are exciting opportunities to grow outside of London.
6. OD also talked about digital infrastructure and plans to deliver ultrafast connectivity across the UK, and about the CIs' contribution to the UK's soft power and its potential to grow exports in both services and goods globally.

TD opened up the meeting for CIC members to address the SoS. There were a number of comments on:

7. The need for the UK to replace Creative Europe and that a replacement scheme needs to be announced asap - and before the upcoming Spending Review is concluded
8. The effects of the planned new immigration system post Brexit. Concern was specifically raised re people on one year contracts. More widely, the points system as currently structured would make it difficult in for creative sectors to secure the talent they needed for success.

9. On the first point OD replied that Government is currently considering what may follow Creative Europe, and on the second point he asked industry to continue providing DCMS with evidence and potential impact of the new immigration policy on the CIs.

Item 2 - Industry Priorities for 2020; Next Steps

TD invited each of WG chairs to introduce discussion about their emerging WG proposals:.

Educating and Skills

10. On post-18 education, the CIC will continue to work with the CIF and across industry to input into Government as it develops its approach to the future of further/higher education.
11. On Creative Education, a new Task and Finish sub-group chaired by Darren Henley is developing proposals, building in particular on the Durham Commission report, which include a national network of Creative Collaboratives, to help schools to develop and deliver best practice in teaching for creativity; and creating materials and case studies to support creative education in schools (including primary schools),
12. It would be important for this work to join up with action on creative careers.
13. There was an opportunity here to make more of the close links between creative and tech skills; and to consider the needs of the wider creative economy as well as the creative industries themselves.
14. TD noted that CIC was looking to build a [more] collaborative relationship with DfE, recognising the importance of both STEM and creative skills, and thinking about opportunities beyond, as well as within, the existing curriculum.

Innovation

15. CIC warmly welcomed DCMS's launch of 5G Create, which already fulfills one of the CIC's Priorities for 2020
16. Another strand of work is on AI, where there is lots of interest across the CIs. WG is putting together a set of proposals for short-term R&D to apply AI to solving specific current challenges for the CIs.
17. These proposals were work-in-progress and would need fleshing out, in order to identify the specific activities, benefits, and potential funding sources
18. UKRI/AHRC were considering next steps building on its the Audience of the Future and Creative Industries Clusters, which were showing significant early impact, with a broad geographic reach and large numbers of creative businesses involved.

Access to Finance

19. WG is working on Creative Scale-Up programme expansion with DCMS, and is talking with the British Business Bank about the scope to further improve access for creative businesses to existing finance products.

Clusters

20. WG is inputting into identifying new regions for the Creative Scale-Up expansion business case
21. WG is working to identify key drivers to local growth, and opportunities for joining up and/or adding to current interventions to enable development of strong creative clusters; as part of this it is creating four case studies -: Bristol, Bath, Salford and Manchester. When gathering evidence, common themes are appearing, including anchor businesses and university links.

IP

22. On IP roundtables, negotiations are progressing well in some areas, but more slowly in others. It was suggested that closer ministerial engagement, particularly on the social media platform talks, could be important in enabling conclusions within a couple of months.

Diversity

23. CIC had commissioned a report on progress on diversity and inclusion across the CIs, which was due to be completed soon, as a basis for tracking further progress following adoption of the CIC Diversity Charter in 2019.
24. The WG had held the first of a planned series of round-tables to discuss and exchange good practice, it was suggested that it would be useful to draw in expertise and experiences from other CIC members.

CIC agreed that work on these priorities should continue as proposed in the paper.

Item 3 - Sector Deal Update

Nick Moreno (NM) introduced the update on the Sector Deal, which included:

25. Next steps on CDF 2, including engaging with CIC. Plea for industry to ensure that - at the appropriate moment - strong bids are submitted
26. NM asked that CIC members promote 5G Create, and in particular the Glasgow workshop, which was the only one with relatively few sign-ups.
27. JZ noted that progress on implementation was continuing to go well; and work on further priorities would include consideration of extension and/or expansion of existing SD initiatives.

Item 4 - Update on Createch/CogX

28. As a follow-up to her slide deck, Janet Hull (JH) spoke about the upcoming Createch, giving extra details about that event and CogX. JH asked that the CIC embraced Createch and push this as something that we could all get behind.

Item 5 - Apprenticeships and T-Levels Papers

29. Neil Hatton (NH) spoke on the key asks of the two papers, stating that while apprenticeship schemes do work in places and there is strong industry support for them in principle, there are still significant challenges limiting their effectiveness for the creative industries.
30. On T-Levels, NH said industry was supportive but there are significant practical concerns around work placements which would, if not addressed, could seriously constrain the ability of creative businesses to offer them. He noted that no placement equals no T-Level, so this should be a priority.
31. NH talked about making sure there's effective link-up between the Apprenticeship sub-group and the Clusters WG.

Item 6 - AOB

32. TD thanked Jon Zeff for his excellent ongoing work for the CIC industry members. t
33. TD told members he would soon be approaching them to review and discuss arrangements for resourcing CIC work over the next two years (from Summer 2020).