

CREATIVE INDUSTRIES COUNCIL

Wednesday 26th March

Boothroyd Room, Portcullis House

Those attending:

CIC Members:

Nicola Mendelsohn	Facebook, Industry Co-Chair
Maria Miller	Secretary of State for Culture, Media and Sport, Co-Chair
Dr Vince Cable	Secretary of State for Business, Innovation and Skills, Co-Chair
Ed Vaizey	Minister for Culture, Communications and Creative Industries
Hasan Bakhshi	NESTA
Dinah Caine	Creative Skillset
Tony Hall	BBC
Andy Heath	UK Music
Jason Kingsley	Tiga, Rebellion
Paul Latham	Live Nation / Creative and Cultural Skills
Tim Lefroy	Advertising Association
Ian Livingstone	Eidos
John Mathers	Design Council
Richard Mollet	Publishers' Association
Amanda Nevill	British Film Institute (BFI)
John Newbiggin	Creative England
Andy Payne	Ukie/Mastertronic
Charlie Redmayne	Harper Collins
Caroline Rush	British Fashion Council
Jeremy Silver	Technology Strategy Board (TSB)
Geoff Taylor	British Phonographic Industry (BPI)
Stewart Till	Icon UK/ Creative Skillset

Guests:

Gillian Baker (UKTI), Paul Bristow (Arts Council England), Magnus Brooke (ITV), Tim Davie (BBC Worldwide), Jo Dipple (UK Music), Matthew Fell (CBI), Tom Gault (Advertising Association), Naomi Gummer (Google), Nick King (DCMS, Special Adviser), Helen Mainstone (BIS, CIC Secretariat), Caroline Norbury (Creative England), Gwyn Owens (DCMS, CIC Secretariat), Natalie Penge (DCMS, CIC Secretariat), Lucy Philippson (BBC Worldwide, CIC Industry Seconded), Malcolm Scott (BIS), Leslie Smith (Amazon UK), Nick Toon (Warner Bros), Emily Walch (BIS Special Adviser), David Wheeldon (BSkyB), Rosa Wilkinson (IPO)

Apologies:

Josh Berger (Warner Bros), Dan Copley (Google), Adam Crozier (ITV), Jeremy Darroch (BSkyB), Alan Davey (Arts Council England), Katja Hall (CBI), Patrick McKenna (Ingenious), John McVay (PACT), Owen Sagness (Microsoft), Harry Rich (RIBA), Sir John Sorrell (Sorrell Foundation), David Sproxtton (Aardman)

Main points raised:

Draft Strategy

1. Nicola Mendelsohn (NM) began by thanking all the Council members for their work in developing the draft strategy, in particular the five sub-group leads. She explained that the purpose of the meeting was to agree the substance of the strategy's proposals and discuss arrangements for its launch.

2. Maria Miller (MM) added her thanks to Council Members for their work, as well as to Lucy Philippon for coordinating the strategy's drafting. The creative industries were an incredible success story for the UK, and the strategy would help inform the Government's policies towards the sector. The recommendations contained in the draft strategy impacted on a number of Government Departments, and it would be important to take away whatever was agreed at the meeting to discuss with Ministerial colleagues. Whilst there would undoubtedly be some points Government would not be able to agree with, she was keen for Government to respond as positively as possible. Ministers would not respond to specific recommendations at the meeting, but wanted to make some general points. She wanted to see a good balance between actions on industry and Government in the document, and some stretching but achievable objectives, with clear performance indicators. She was also keen to see the strategy owned by the sector as a whole, and not just the Council.

3. Each sub-group lead introduced their chapter of the draft strategy before inviting a brief discussion and vote on its contents. Following discussion, all five thematic chapters were agreed unanimously by industry members, with a few minor drafting suggestions.

4. NM concluded this section of the meeting by inviting discussion on the balance of recommendations between the five thematic areas and between Government and industry, and whether industry Members were content to sign off on the overall draft strategy and recommendations.

5. In discussion, it was noted that the Council represented both commercial and public interests, and that whilst there were synergies between the two, there were also important differences. There was also a concern that the strategy should push for improvements in the provision of statistical data, as the existing SIC and SOC codes did not work well for all the creative industry sectors. The strategy should also include an implementation plan, and look to identify specific Departments against each recommendation, as a way of strengthening cross-Departmental working. In response, the two Secretaries of State assured the Council that consideration of the strategy would now be carried out right across Government.

6. Industry Members agreed to sign off the substance of the proposals, and Lucy Philippon (LP) explained that the document would be reviewed following the meeting to take account of the points raised, and that additional statistical material would be added to provide context.

Strategy Vision

7. LP outlined the work carried out in the vision workshop to develop a mission statement setting out what the industry wanted to achieve by 2020, underpinned by targets and success measures.

8. In discussion, there was some concern over the tone and wording of the overarching mission statement, and reservations over the need for two statements. NM explained that the first statement was intended to set out the industry's overarching mission, with the second setting out how it intends to achieve this. It was agreed that LP would review the language and get some further thoughts from Council members.

Communications Plan and Launch

9. NM explained that they were looking at dates to launch the strategy in May and June. It would be important for the event to capture people's imagination and represent the start of a process. She was looking for the active involvement of all Council members in planning for the launch, and in the event itself.

10. In discussion, it was questioned whether it would be possible to sign off on the final strategy by May and a suggestion that it would be better to allow more time to refine its content rather than rush publication. It was agreed that there were a number of different audiences for the document launch, including Government, the UK industry and general public, and potential investors. It should be seen as a call to action, with a clear implementation plan to demonstrate an on-going work programme and maintain interest from industry and Government.

11. In conclusion, it was agreed that LP would set up a small working group of Council Members to develop a Communications/Launch Plan.

Gwyn Owens
CIC Secretariat
4th April 2014