

CREATIVE INDUSTRIES COUNCIL

Thursday 22 October 2015

Committee Room 18, House of Commons

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
Dinah Caine	Creative Skillset
John McVay	PACT
Richard Mollet	Publishers Association
Amanda Nevill	BFI
Caroline Norbury	Creative England
Denise Proctor	NOISE
Caroline Rush	British Fashion Council
Geoff Taylor	BPI
Jo Twist	UKIE
Riccardo Zacconi	King

Guests

Janet Archer	Creative Scotland
Dawn Ashman	ACE (for Darren Henley)
Sue Bishop	UKTI
Matt Brown	Innovate UK (for Jeremy Silver)
Annabella Coldrick	Design Council (for John Mathers)
Clare Corbett	RIBA (for Harry Rich)
Tim Davie	BBC Worldwide (International sub-group lead)
Sue Eustace	Advertising Association (for Tim Lefroy)
Harriet Finney	Creative Industries Federation (for John Kampfner)
Janet Hull	IPA/Creative Pioneers
Paul Kindred	Welsh Government
John Newbigin	Creative England
Emma Quinn	Knowledge Transfer Network (Industry secondee)
Nick Toon	Time Warner (for Josh Berger)

Apologies

Josh Berger (Warner Bros), Tony Hall (BBC), Andy Heath (UK Music), Darren Henley (ACE), John Kampfner (Creative Industries Federation), Tim Lefroy (Advertising Association), Ian Livingstone (Playdemic Ltd), John Mathers (Design Council), Harry Rich (RIBA), Jeremy Silver (Innovate UK).

Main points raised

Item 1 - introductions and matters arising

1. Nicola Mendelsohn (NM) began the meeting by thanking past Council members and welcoming the new Council members.
2. John Whittingdale (JW) also welcomed the new council members. He informed the group that SR 2015 discussions with HM Treasury were ongoing and that the case for the creative industries was being made. He said that the Chancellor was largely sympathetic and that he would talk through the SR outcome at the next meeting.
3. JW went on to talk about the BBC charter review consultation, highlighting the huge number of responses received to date, stressing that the debate is ongoing, options for moving forward are being explored and that he expected a preliminary conclusion early in the new year.
4. JW touched briefly on: DSM, stating that he was in favour in principle, particularly on portability, but was aware of industry concerns and would be discussing this at his meeting with Senator Dodd of the MPAA; the Chinese state visit where a wide range of the UK's creative industries were being showcased and the potential for enormous benefit to the UK; the UK-Korea creative industries forum was also a great opportunity and he offered his congratulations to the BFI on the London Korean film festival.

Item 6 (moved to accommodate AN) - *Imagi-nation: The Business of Creativity*

5. Amanda Nevill (AN) introduced [*Imagi-nation: The Business of Creativity*](#) a review by CIC member Ian Livingstone and PwC, which aims to provide an overview of the current state of play within the UK's Creative Industries, highlighting successes and key challenges.
6. AN said the report was digestible and readable with some well posed policy questions. Some members expressed disappointment that they had not been invited to contribute to the review and disagree with some of the conclusions, particularly around IP. Others highlighted diversity as an issue missing from the report. NM recommended members read the report as it encompasses much of what the CIC has been championing.

Item 2 - CIC strategy refresh - terms of reference and progress update

7. NM welcomed Emma Quinn (EQ) to the meeting and talked about the planned launch of the *Create UK refresh in early 2016.
8. EQ said progress on the refresh was good and outlined aims and key milestones going forward including a visioning exercise in November, open strategy consultations in October/November and terms of reference for subgroups as well as the main council.
9. NM said that members who weren't already part of a sub-group should consider getting involved in where the issues were of particular interest. EQ agreed to circulate list of

sub-groups once complete **[Action: EQ]**. NM also proposed that a new marketing and comms sub-group be set up, to be led by Janet Hull (JH), which was agreed. **[Action: JH and CIC Secretariat to take forward]**. Tim Davie (TD) requested a cohesive strategy for the sub group, reflecting the priorities of the CIC and sub-groups and leading on key messaging.

10. Janet Archer (JA) asked whether Creative Scotland would contribute to the strategy refresh and whether it would align with their own strategy. Ed Vaizey (EV) said that involvement of the devolved administrations should be as a result of a meaningful mechanism rather than ad-hoc invites to strategy sessions and that the links should be made in the text of the strategy refresh.
11. Caroline Norbury (CN) pointed out that the original strategy set benchmarks and asked if the refresh was looking back at the success of the KPIs so that progress can be demonstrated. Hasan Bakhshi (HB) said he would be happy to work on this and NM suggested sub-group leads revisit the KPIs and if statistics are required, they should talk to EQ and HB. **[Action: sub-group leads]**
12. EV said he felt diversity remained an important issue with progress made in some sectors of the CIs, but not others. A diversity sub-group was proposed and agreed, to be led by John McVay (JM). **[Action: EQ and JM]**

Item 3 - sub-group updates

13. Geoff Taylor (GT) presented the IP sub-group update. The main points were: launch of campaign regarding accessing illegal content - CIC members could help with raising awareness of campaign **[Action: GT to follow-up with email]**; toolkit for schools (IPO hub); DSM - concerns about enforcement and online platform responsibility; need for safe harbours to be reviewed; little progress made with search engines; not yet clear where the Commission will go with DSM; if no voluntary solution forthcoming, will government act on its manifesto commitment? JW asked if it was worth meeting with Google to try and nudge them on the issue.
14. Tim Davie (TD) presented the International sub-group update. The main points were: the group is ready to go with its strategy refresh; working together with UKTI has really helped; learning from Chinese state visit should be captured, though one single event is not useful in itself, but needs to be followed up with multiple interactions; Brazil and India are key markets which need promoting; issue of metrics needs to be addressed - needs to better capture sectors and be more comprehensive and consistent around exports of products, services and content etc.
15. Sue Eustace (SE) presented the Infrastructure sub-group update. It was proposed and agreed that the Infrastructure group be split into three separate groups to cover:
 - a. creative clusters
 - b. digital infrastructure (proposed and agreed this group to be led by Andy Payne)
 - c. regulation - to look at UK and Europe including DSM

[Action: EQ to follow-up]

16. Caroline Norbury (CN) presented the Access to Finance sub-group update. The main points were: presentation of findings from SME report which shows that CI businesses face many of the same issues as non-creative businesses; more nuanced conversation around finance and support is required; more engagement to educate businesses and the financial sector needed; hold fewer but more impactful events - many events already happening run by other organisations; big disparity in access to finance and capital and understanding of need between London and the rest of the UK - regions need to be better served; exploring the idea of an intermediary advisory sector; need more interaction with BIS and conversation with Treasury - agreed by Sajid Javid (SJ) and EV.
17. Dinah Caine (DC) presented the Education and Skills sub-group update with a focus on the apprenticeship levy (AL). The main points were: the levy is an opportunity to take forward the E&S sub-group strategy; CIs have highest level of growth in numbers of apprenticeships in any sector across the economy, but still proportionately very low; need to be sure that the way in which the AL works, fits with how the CIs operate (ie - lots of low numbers of high niche training required); CIC has enabled sector to take a step forward on levels of collaboration which is key; can employers come together to look at how to manage across the value chain; Enterprise Bill - what is the definition of an apprentice; will employers be able to use the funding to develop the enormous number of standards required;
18. SJ thanked DC for her input. He went on to set out the reasons for and aims of the introduction of the AL, including: publicly committed £3 million; need for focus on skills; learning from other countries; smaller businesses exempt based on headcount. SJ also said he was happy to meet DC to discuss in more detail. **[Action: DC to contact SJ's office to arrange meeting]**. SJ finished by saying that CIC members should send any ideas they have for the Enterprise Bill to him and JW. **[Action: CIC members to follow-up]**.
19. Hasan Bakhshi (HB) spoke briefly to the paper circulated in advance of the meeting updating the CIC on the Technical Working Group.

Item 4 - CIC regional engagement & suggestions for non-London CIC meeting

20. John Newbigin talked briefly. Main points raised were: effect of talking to key contacts in a variety of CI sectors in regions and encouraging them to make contact with industry peers and neighbours; using existing networks to inform CI sector more widely; request was made for links in design and architecture outside London and links with CIs more generally in east of England.

Item 5 - young people and the creative industries

21. Denise Proctor (DP) talked briefly about the NOISE charity and her work with young people. Main points were: work in colleges can help with diversity, but there are pressures on the college system; lack of soft skills among young people; need more experience of real world application of jobs they are training for, otherwise they are missing opportunities - colleges need to work with local businesses to address this. DP

said she was happy to work with JM and DC on diversity and skills respectively.

[Action: DP to make contact with JM and DC]

Item 7 - hClub100 CI Awards and CI website update

22. EV proposed putting Janet Hull's (JH) item earlier in the agenda at the next meeting, which was agreed. **[Action: CIC secretariat to arrange]**.

23. JH talked briefly to the paper she had produced in advance of the meeting. Main points were: CI website designed to help sector collaborate better and as a resource and archive for creative industries; UKTI is providing support; the website is attracting advertising and has also secured its first commercial partner.

Item 8 - AOB

24. Annabella Coldrick (AC) informed the group about *The Design Economy*, the Design Council's 2015 report on the value of design to the UK economy. She said that she thought it could be a useful tool for the regional clusters work.

25. NM reminded the group of previous suggestions that the next meeting be held outside London. Birmingham was proposed and agreed. NM thanked everyone for attending and closed the meeting.

Tracey Heyworth
CIC Secretariat