

Creative Industries Council
10:00 - 11:30am, Wednesday 13 November
Department for Work and Pensions
Caxton House, Tothill St, SW1H 9NA

Attendees:

Council Members

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| The Rt Hon Nicky Morgan | Secretary of State, DCMS |
| Tim Davie CBE (Co-Chair) | BBC Studios, Industry Co-Chair |
| Alan Bishop | CIF |
| Alan Vallance | RIBA |
| Andrew Thompson | Arts and Humanities Research Council |
| Annette King | Publicis Groupe UK |
| Caroline Norbury | Creative England |
| Darren Henley | ACE |
| Debbie Bestwick | Team 17 |
| Dinah Caine | Goldsmiths |
| Geoff Taylor | BPI |
| Hasan Bakhshi | NESTA |
| Janet Hull OBE | IPA |
| Jo Twist | UKIE |
| John McVay | PACT |
| Kanya King OBE | MOBO |
| Michael Dugher | UK Music |
| Ronan Harris | Google |
| Rosy Greenlees | Crafts Council |
| Stephen Lotingka | Publishers Association |
| Stephen Page | Faber and Faber |
| Stephen Woodford | Advertising Association |

Officials

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| Robert Specterman-Green | DCMS, Stand-in Co-Chair |
| David Fyson | DCMS |
| Heather Holmes | Scottish Government |
| Ian Rimington | DCMS |
| Lidia Gasiorek | DCMS |
| Lucy Phipps | DCMS |
| Nick Moreno | DCMS |
| Paul Kindred | Welsh government |
| Simon Blake | DCMS |

Guests

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| Ben Roberts (for Amanda Nevill) | BFI |
| Caroline Julian | CIF |
| Jon Zeff | Consultant to the CIC |
| Rachel Nicholson (for Lee Brooks) | Production Park |

Apologies

The Rt Hon Andrea Leadsom MP
Alex Mahon
Caroline Rush
Jeremy Silver
Lee Brooks
Sarah Weir

BEIS, Secretary of State
Channel 4
British Fashion Council
Digital Catapult
Production Park
Design Council

Actions

- Monitoring and Evaluation Paper
 - New M&E WG to be established with the aim of ensuring consistency in monitoring, evaluations and narratives, as far as possible, across all sector deal projects and programmes. First meeting to be organised by the end of 2019
- Industry Priorities to 2020
 - Jon Zeff to review and refine the narrative/priorities in light of CIC discussion
 - Working Groups to continue fleshing out detailed proposals as recommended in the Priorities paper, taking account of the discussion in the meeting (WG leads/JZ)
 - Sector leads to provide 1-2 powerful summary case studies, especially featuring work outside London, to strengthen the CI narrative - Jon Zeff to coordinate/compile this for the next CIC meeting in March 2020
 - ACE and CIC (via the Education & Skills WG) to establish a joint group to take forward work on school education

Item 1 - Remarks from Co-Chairs

1. Tim Davie (**TD**) formally opened the meeting, giving apologies for those who were unable to attend, and introducing Robert Specterman-Green (**RSG**) as stand-in co-chair. He also thanked the Secretary of State for DCMS (**SoS DCMS**) for attending despite being unable to co-chair due to the pre-election period.
2. SoS DCMS apologised on behalf of BEIS' Secretary of State for being unable to attend, and explained that there is a limit over how much ministers can contribute since entering the pre-election period. She highlighted developments including the Cultural Development Fund (**CDF**), Youth Investment Fund (**YIF**) and the Towns Fund (**TF**), and explained that she wished to attend the meeting as the Creative Industries (**CI**s) are hugely important.
3. RSG explained that now that we have entered the pre-election period there are also limits on what he can say about future government policy, but emphasised that we are entering an important period for the CI sector, including in the context of the Sector Deal (**SD**), and that Brexit continues to loom large. On industry's priorities, the council needs to make the biggest impact possible; 3 key means of achieving this include: being clear on the problem (the challenges and barriers we need to overcome); being clear on why the proposed solution is the right one; including some costings. Finally, he suggested that aligning around a single ask would be the most impactful.

4. Further points included:
 - a. A single powerful narrative could unlock funds beyond those normally reached;
 - b. Latest creative tax relief statistics are very positive. For example, in 2018-19, £1.1 billion was paid out, a £200m increase year-on-year.

Item 2 - SD Update Paper

5. Nick Moreno (**NM**) gave a brief overview of the latest SD headlines, which included the following:
 - a. Activity is underway in the five areas supported by the CDF;
 - b. Creative Scale-Up Programme has signed an evaluation partner, RSM, and all three pilots have now started;
 - c. CITIB strategy was announced at Createch in June. Last CITIB meeting took place at the end of September and the board is working on detailed commitments;
 - d. Discover! Creative Careers Weeks launches on Monday 18th November - NM thanked all stakeholders involved;
 - e. Creative Kickstart Programme launched successfully in September;
 - f. R&D WG successfully secured funding and are working on a tender, liaising informally with the PEC.
6. Jon Zeff (**JZ**) welcomed the confirmation of R&D research funding. IP roundtables have also been making progress, though at different paces. Meanwhile, the steering group is continuing to track progress in detail and considering the sustainability of existing priorities alongside development of new ones.
7. Specific points from the floor included the following:
 - a. 3 IP roundtables are in different positions - online marketplaces roundtable is progressing well; social media discussions also moving forward; advertising position more difficult;
 - b. Progress on Creative Scale-up, and establishment of advisory group welcome; though some lessons for the future around delivery structure;
 - c. Important to ensure education-related actions link into a joined-up narrative;
 - d. CIC needs to understand how complementary these strands are, and synergies between them. The programme should be understood as an integrated body of activity, so we can show the whole is more than sum of the parts.
8. It was agreed that involved parties should continue to drive forward implementation of existing commitments, and to consider the case for extension/expansion of existing SD programmes alongside consideration of new CIC priorities.

Item 3 - M&E Paper

9. Lucy Phipps (**LP**) introduced DCMS' M&E Paper, which was put together following DCMS' commitment to collect data from across SD strands and investigate the current M&E work taking place in order to assess whether this has been happening consistently or strategically.
10. David Fyson (**DF**) stressed that, since the programmes are all so different, evaluation work will take some time. To bring everything together, DCMS is proposing to establish

a WG to continue the M&E engagement undertaken to date, and to create a framework to understand consistencies across evaluation programmes as well as the process of evaluation, in order to inform both immediate and long-term policy. LP added that DCMS are also working closely with colleagues from BEIS, who are currently investigating whether it is realistic to have a common framework across all SDs.

11. Specific points from the floor included the following:
 - a. CIC needs to evaluate how the impact of all this work is being communicated;
 - b. Spillover between different strands leads to the bigger picture; it would also be useful to look at the catalytic effect of the SD programmes;
 - c. Important to build a framework whereby the CIC understands how evaluation work across respective programmes should take place;
 - d. Understanding the impact of the SD as a whole is key. Several programmes are broadly measuring the same things, though it would be useful to understand how outcomes are being defined across each programme;
 - e. Monitoring of the CITIB's commitments will be part of ongoing conversations;
 - f. Innovation should be included as an outcome of the Games Fund, and that the meaning of 'innovation' should be clarified;
 - g. Work should also focus on cross-cutting issues. Programmes' impact on young people and an outcome focusing on communities/Place could also be further lenses to apply to the evaluation;
 - h. M&E WG will be critical for telling the story effectively;
 - i. CIC needs to consider its competitive advantage; showing the impact of regional growth is key;
 - j. Lots of initiatives are not being captured, such as place-making and apprenticeship initiatives, which need to be fed in appropriately;
 - k. Much of the work to be captured is qualitative; a powerful narrative combines effective data with a strong story;
 - l. Important to consider monitoring as well as evaluation: paper showed many programmes measuring similar things – need to check consistency.

12. TD thanked DCMS for the paper. He emphasised that in 2-3 months the CIC needs a story to tell around emerging impact of the Sector Deal, so important to consider now how match fit and consistent the monitoring data is, as well as looking at evaluation, and refresh stories. He asked each sector to think about their most powerful stories, especially outside London.

Item 4 - Industry Priorities to 2020

13. TD opened this item by introducing Debbie Bestwick (**DB**) as the newly appointed Cluster WG chair, and thanked outgoing chair Jon Newbigin, and co-chair Tom Campbell, for their tremendous contribution in leading the group over the last few years. He also thanked JZ for all his work on the paper. He said that the CIC needs to be in a position to present a strong narrative, with clear, specific proposals, to government.

14. Specific points from the floor included the following:
 - a. More work is still required to flesh out the business cases behind proposals. The CIC needs a strong narrative framework, should recap and strengthen stories, and set a clear and high ambition for the next few years;

- b. Following the development and publication of CITIB's export strategy, the board are now breaking the strategy into work streams in order to deliver against the target to increase CI exports by 50% by 2023;
- c. CITIB's strategy should fit this into the overall strategy. The CIC could also look into creating a narrative around the CIs soft power / international impact beyond exports;
- d. PEC are working on research around UK soft power; DCMS's statistics could be a really powerful part of the narrative;
- e. A story around productivity could be added to the narrative (this would be most convincing for Treasury), showcasing how growth in the CIs corresponds to growth in the digital economy, as well as showing the wider applications of CIs, which add value to other aspects of the economy e.g automotive, etc.;
- f. CIC should focus on developing/sustaining current work, as well as thinking of new activity;
- g. CIC could create a narrative around 'creative economy' as well as the CIs, recognising spillover to other sectors as well as economic growth in the CIs; the PEC is undertaking some work in this area;
- h. Making international comparisons to underline the UK's advantage is helpful, e.g. UK's ad tech sector is bigger than the largest 5 European countries combined. Further, the characterisation of the UK economy is fundamentally different to almost every other economy in the world; the UK has the highest level of digital advertising spend than any other country;
- i. Narrative around tech is about innovation, but the definition of 'tech' should be clarified;
- j. Place/trade/tech/innovation are all in a good position to seek resources and funding, as these themes relate to bigger societal and economic growth;
- k. Growth opportunities for music exports lie in developing markets; need to discuss the strategic risk to UK share in trade if we don't rise to the challenge;
- l. UK is the biggest digital economy in Europe, and driving productivity lies at the heart of the nation;
- m. Also necessary to think about sustainability, in terms of business longevity and as a moral responsibility; this could present the opportunity for another type of growth story.

15. In response to the specific areas of focus:

a. EDUCATION

- i. DC emphasised that employment across the CIs is trailblazing in context of 4th industrial revolution; people are fundamental to the work as well as to developing places. She suggested that focusing on young people is a key area for messaging, politics and the future. She also highlighted the recent publication of the Durham Commission, which has a strong set of agendas. The proposed schools work with ACE will need to join up with other areas, such as careers, apprenticeships and critically with youth and youth investment outside schools. The work will need resources to bring everything together.
- ii. Darren Henley (DH) added that there was a need to scope out the work involved but welcomed proposed joint working following the Durham Commission report.

- iii. DC said that this would entail pushing on policy in a joined up way, including on Place, as well as any financial ask.
 - iv. Important to articulate the jobs of the future - there are issues around investment in these areas, e.g. freelancers keeping skills up to date.
 - v. Difference between curricular and extra-curricular - we should avoid putting all their eggs in one basket, and to be clear on their language, distinguishing between creative subjects, creativity in teaching and creativity as an outcome of the education system.
- b. INVESTMENT FOR GROWTH
- i. Caroline Norbury (**CN**) drew the Council's attention to plans to update a published guide on Routes to Finance for creative industries, being led by ICAEW in conjunction with WG members.
 - ii. The WG is also looking at the risk profile of investing into IP-based business, conducting a deep dive using data from the music industry. The WG now need to recruit high profile investors from the commercial sector, for which CN will need help of CIC members.
 - iii. Rung 1 of the Bazalgette 'ladder of finance' remains a tricky area - WG is looking to address this.
 - iv. It was noted that the recent Creative Industries Federation manifesto had put forward the idea of a Creative Investment Bank.
 - v. We should aim for a clear wholesale strategy for CI financing. There are potentially useful parallels with models used for social enterprise.
- c. IP/INVESTMENT
- i. Geoff Taylor (**GT**) explained that the UK already has a strong IP framework, which will need to resist dilution in any future trade negotiations and agreements.
 - ii. The UK must also have a strong presence in multilateral forums on IP.
- d. DIVERSITY
- i. John McVay (**JV**) expressed that the WG has commissioned a report on progress since the CIC's previous strategy doc, which should be ready early in the New Year.
 - ii. Inclusion should be at the front and centre of all the work being undertaken across WGs going forwards, rather than an add-on; the Diversity Charter is a catalyst for this work.
- e. R&D/INNOVATION
- i. JZ touched on the broad strategic issue around increasing proportion of innovation funding.
 - ii. Discussion is underway about how the WG can open up R&D funding and encourage CI businesses to make use of it. In regards to AI and 5G, creative businesses are often drivers of tech adoption, and there are currently active conversations ongoing with government around 5G testbeds.
 - iii. Tech and AI coupled with CIs increases the sector's competitive international angle.

f. CLUSTERS

- i. JZ stressed that strengthening places would continue to be a Government priority, whatever the outcome of the upcoming election.
 - ii. Work needs to join up with various place-based initiatives that are already underway across the SD, and use M&E learnings to inform this work going forwards.
 - iii. DB expressed her passion for clusters and CI growth across the UK, and drawing attention to the fact that businesses face serious hindrances from being based outside London, such as access to finance and advisors. She emphasised the importance of discussing these issues, and argued that key challenges will include building more industry hubs with genuine scalability, and making sure that industry is working back to connect the dots to create jobs.
 - iv. DB was keen for the WG to play a cross-cutting role, using existing evidence from SD programmes to move forwards.
16. TD thanked WG chairs for their ongoing work, and it was agreed that CIC should continue developing proposals in light of comments made. On education, he welcomed the Durham Commission report as well as the proposal for CIC and Durham Commission partners to join up on taking the agenda forwards: ACE and CIC (via the Education & Skills WG) would establish a joint group to take forward work on school education.

Item 5 - AOB

17. JZ thanked Ian Rimington for his work with the CIC on part-time secondment from ACE, noting that he had now moved to DCMS. He drew the Council's attention to Discover! Creative Careers Week, launching in Birmingham on Monday 18th November.
18. TD gave thanks to JH for organising a successful Parliamentary Reception, which drew a high turnout of politicians from across the political spectrum.
19. RSG gave thanks to DWP for providing a venue, to his DCMS colleagues and also to Ian Rimington.

Lidia Gasiorek
CIC Secretariat