

## **Creative Exports Group Meeting: Wednesday 27 September 2006: Draft Minutes**

### **Attendee's**

Andrew Yeates	Chair
Matt Glover	British Phonographic Industry
Graham Benson	Blue Heaven Productions/Screen South
Kate Bostock	Publishers Association
Sarah McKenzie	UK Film Council
Adam Minns	Pact
Christine Losecaat	Industry Adviser
Michael Rawlinson	Entertainment and Leisure Software Publishers Association
Matt Bird	Digital Content Forum

### **Officials**

Tony Sims	UKTI
Gillian Baker	UKTI
Helen Williams	DCMS
David Humphries	DCMS
Hannah Davis	DCMS
Alison Molloy	DCMS

### **Apologies**

Andrew Cahn	UKTI
Teresa Arnesen	UKTI
Sarah Cooper	BBC Worldwide
Richard Mollet	British Phonographic Industry
Sarah Walker	Pact
Clare Wise	UK Film Council
Nick Mazur	Periodical Publishers Association
Simon Bell	Publishers Association
Paul Howson	British Council

### **Agenda Item 1: Welcome**

Andrew Yeates (AY) welcomed and introduced Matt Bird (Digital Content Forum), Adam Minns (Pact), Matt Glover (BPI) and Helen Williams (DCMS).

### **Agenda Item 2: Minutes of last meeting (21 June) and matters arising**

#### **Review of progress on issues included in the action points from the last meeting**

It was agreed that the minutes of the last meeting should be circulated as final. AY requested that minutes of the Creative Export Group (CEG) meetings be published on the DCMS website. AY highlighted the importance of raising the profile of CEG not just amongst the members of the working groups but more widely.

### **Agenda Item 3: Reports for FEG, MEG and other working groups on achievements during the last 12 months**

AY asked for members of the working groups to feed back on their achievements during the last 12 months.

#### **Publishing**

Kate Bostock (KB) reported that the Publishers Association had recently published a yearbook showing the value of the publishing industry. Missions have taken place including the USA Book Expo, Beijing Book Fair, Cape Town Book Fair, Frankfurt Book Fair and a mission to Beijing and Mumbai. The Publishers Association have also been working to highlight IP and piracy issues in priority territories such as India, Pakistan and Turkey. AY highlighted the importance of linking up with British Council, linking cultural and commercial objectives. David Humphries (DH) reported that DCMS have arranged an update meeting with British Council for mid-November. He added that the Council has recently appointed a new Head of Music, Cathy Graham. AY also highlighted the importance of the Patent Office "Telpat" database, for collating piracy and enforcement information and evidence. It was important for the Patent Office to ensure that this work links appropriately with other initiatives for the provision of data relating to sectors within the creative industries (led both internally and externally within other Government Departments) in order to compliment and add value to the database.

It was agreed that the Creative Exports Group should be informed about, and given the opportunity to provide input concerning the work of the IP Crime Group.

#### **Music**

Matt Glover (MG) reported that there had been many successful missions reflecting the different parts of the music industry and that the Music Export Group (MEG) had assisted the Musician's Union in lobbying on US Visa's. Lobbying had resulted in some success, reducing the waiting time on Visa's to 30 days and removing the £1,000 fee previously linked to the process. AY referred to the recent Music Week article highlighting interest in establishing a Creative Industries Strategy Group looking at a range of issues including exports. AY emphasised that CEG was already in place and intended to provide a focal point for all the exports working groups linked to it discussing international and export issues. He urged the British

Phonographic Industry (BPI) and other MEG representatives to consider how they can more effectively work with and feed into the agenda of the Creative Exports Group.

### **Film**

Sarah MacKenzie (SM) reported that the Film Export Group (FEG) had worked up a strategy work plan for 2006/07 which had proved very useful for the group to see which activities different members could possibly link up on. The Strategy highlighted initiatives linked to the Festival Sales Support scheme, Film priority markets, London UK Film Focus, UK showcase in LA. SM also reported that the new film tax relief is now being looked at by the UK Film Council's Inward and Investment Team.

AY highlighted the importance of CEG in addressing the synergies between each of the working group's programmes, whilst also continuing to remind policy makers of the strategic differences that were an important feature of the success of sectors within the creative industries.

**Action:** DCMS to report back on the British Council meeting at the next CEG.

**Action:** MG to talk to Doug D'Arcy and MEG about how they could more effectively work with and feed into the agenda of the Creative Exports Group.

### **Agenda Item 4: IP Template – Briefing for Ministers (responses received from industry)**

AY reported that the Periodical Publishers Association (PPA) and UK Film Council had submitted comments on the IP template which had been circulated to members of the group. AY highlighted that the Patent Office were aware of the comments that had been made on the template and Liz Coleman had taken a direct interest in the initiative. AY felt that the template would be useful and was a real achievement for the group. The briefing template would also complement the Telpat database. It was important that members of the group had access to the template and kept it updated with the latest information. DH reported that the template has already been very useful within Government for highlighting a range of international initiatives and links across Government. DH added that Liz Coleman at Patent Office

was keen to use CEG and Design Partners as a focal point to collate data. AY urged members to highlight this information to the working groups and get them to feed into the template. Gillian Baker (GB) circulated a list of planned international ministerial visits to the group for information.

**Action:** CEG members to highlight the IP template within their working group and get members to feed in comments.

#### **Agenda Item 5: Pact Rights Group**

Adam Minns (AM), Head of Policy Development at Pact reported that the Pact Rights Group was due to meet on 28 September. This group is one of eight policy groups set up by Pact and discusses international, export and copyright issues as well as training, markets, events, research and digital developments. AM reported that the group had discussed children's production issues and that independent companies and mergers had been involved in these discussions. AM highlighted that UKTI have been invited to attend the group and that Pact were very keen to link up with them on these issues. DH also suggested that AM meet with officials at DCMS to discuss how they can feed into the group.

**Action:** AM to meet with GB and DH to discuss how DCMS and UKTI can feed into this group

#### **Agenda Item 6: Creative Economy Programme update – Helen Williams, Head of Creative Economy Branch, DCMS**

Helen Williams (HW), Head of the Creative Economy Programme team at DCMS reported that 77 responses had been received on the CEP consultation but that no responses had been received from the fashion, design and advertising sectors. However, there had been real engagement and a good range of responses from the sectors represented by the Creative Exports Group.

The key issues emerging from the programme included highlighting the importance of a connected infrastructure and global showcasing for UK industry and access to finance. HW highlighted that the papers produced by the CEP working groups will be published on the CEP website ([www.cep.culture.gov.uk](http://www.cep.culture.gov.uk)) and these will include an analysis of the messages which came from summits which were held as part of the programme and the working group's discussions. HW highlighted DCMS

acknowledged that it was important to continue to engage with industry to seek their views.

HW reported that a Green Paper will be published next year with 2 sections looking at the creative landscape including evidence base and it will also look at the international comparative and the future strengths of the UK. AY highlighted that issues such as copyright law, digital switchover and interoperability were integral to the future success of the creative industries and must be properly addressed in the Green Paper and findings in the Creative Economy Programme. It would also be important for the Creative Economy Programme recommendations to address the findings of the Gowers Review, and this point had been regularly made in the context of the CEP Competition and IP working group discussions.

AY reported that he would be meeting with Shaun Woodward and Andrew Summers, Chair of Design Partners on 12 October and urged members to feed through any issues that they feel needs to be raised at that meeting.

**Action:** CEG members to feed through any issues that should be raised at AY meeting with Shaun Woodward on 12 October.

#### **Agenda Item 7: UKTI update**

TS reported that UKTI had recently published their five year strategy which included a focus on R and D intensive sectors, a refocus of resources and marketing with other partners. Creative industries were featured in the strategy.

GB reported that the city strategy would be finished by mid October and that Danny Lopez from Barclays is currently leading on the UK market place and perceptions of the UK overseas. UKTI are currently looking at emerging markets such as China, India and Brazil which all have bi-lateral agreements in place. GB highlighted that Andrew Cahn, Chief Executive of UKTI is interested in meeting with the creative industries to see what more can be done for these sectors. However "Fewer, bigger, better" was a feature of planned focus of resources under the strategy.

The link to the strategy document would be resent to the Group.

**Agenda Item 8: AOB**

AY highlighted that Adam Minns should be added to the CEG distribution list.

**Action:** Secretariat to add Adam Minns to the CEG distribution list.

**Agenda Item 9: Date of next meeting**

7 December

2.30 pm

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