

## **Creative Britain Commitments Crib Sheet**

### **GIVING ALL CHILDREN A CREATIVE EDUCATION**

#### **Commitment 1 – Find your Talent**

The “Find Your Talent” Programme consists of 10 pilot programmes providing five hours of culture per week for children and young people.

### **TURNING TALENT INTO JOBS**

#### **Commitment 2 – Talent Pathways**

Talent Pathways is a scheme intended to support and inspire young people from all backgrounds to pursue a career in the creative sector.

#### **Commitment 3 – Diversity Challenge**

DCMS will work with its Non-Departmental Public Bodies (NDPBs - e.g. Arts Council England, UK Film Council) and, through them, the creative sectors to agree actions to promote a more diverse workforce.

#### **Commitment 4 – Higher Education Institutions/Creative Industries Research**

The Government will commission research to ensure academia is equipping students with the skills they need to make maximise their contribution to the creative economy.

#### **Commitment 5 – Centres of Excellence**

Government will encourage employers and skills providers to set up ground-breaking new innovative places of learning.

#### **Commitment 6 – 14-25 Academic Hub**

University of the Arts London (UAL) has developed the concept of a “14-25” academic hub to support collaboration between schools and further and higher education institutions to provide end-to-end development of creative skills for people aged 14-25. Government will work with UAL to explore this model further.

#### **Commitment 7 – 5000 Apprenticeships**

Apprenticeships in the creative industries will be established for 5,000 people a year by 2013.

### **RESEARCH AND INNOVATION**

#### **Commitment 8 - Technology Strategy Board £10m Research and Development Fund**

The Technology Strategy Board (TSB - an NDPB established by DIUS) will provide £10 million to inspire new collaborative research and development ideas for the creative industries. There are three strands to this initiative – feasibility studies, fast track and collaborative R & D.

#### **Commitment 9 – NESTA £3m Creative Industries Growth Programme**

This is a programme to be launched by NESTA (National Endowment for Science, Technology and the Arts) to improve the capacity of growth-oriented small and medium sized creative enterprises to innovate. £3 million has been allocated for it and it will consist of several pilots exploring new business models.

#### **Commitment 10 – Technology Strategy Board Knowledge Transfer Network**

This is a network for the creative industries to help industry access knowledge and information that will improve innovation.

#### **Commitment 11 – DIUS research into the economic benefits of the Creative Industries**

DIUS will commission research to better quantify the economic benefits of the creative industries, with special attention to the value added by innovation in those industries.

## HELPING CREATIVE BUSINESSES GROW AND ACCESS FINANCE

### **Commitment 12 – Arts Council England (ACE) Delivery of the CEP**

ACE will help to deliver the objectives of the CEP through its regularly-funded organisations, education and skills programmes and through targeted support for projects that combine artistic excellence and commercial growth.

### **Commitment 13 – Network of Regional Beacons**

The Regional Development Agencies (RDAs) will establish a network of regional beacons for the creative industries. These will seek to maximise the impact of business support for the creative industries.

### **Commitment 14 – Enterprise Capital Fund Bids**

Government will encourage bids for Enterprise Capital Funds (ECF) from the creative industries.

## FOSTERING AND PROTECTING INTELLECTUAL PROPERTY

### **Commitment 15 – Consultation on legislation on Illegal File Sharing**

Although Government would prefer a voluntary agreement between rights holders and Internet Service Providers (ISPs) in this area, we will consult on legislation requiring ISPs and rights holders to take action on illegal file sharing.

### **Commitment 16 – UK Intellectual Property Office Action Plan on IP Enforcement**

UK IPO will put into action a six strand plan to improve Intellectual Property enforcement within the current enforcement arrangements. The plan includes – establishing a National Centre of Excellence, a pilot scheme – “Fake Free London”, and the establishment of a Ministerial and industry forum.

### **Commitment 17 – Promotion of the understanding of IP**

Government (particularly UK IPO) will work with schools and industry to promote a better understanding of the value and importance of intellectual property. This will include education and awareness campaigns.

## SUPPORTING CREATIVE CLUSTERS

### **Commitment 18 – Regional Creative Economy Strategic Frameworks**

RDA's will pilot regional creative economy strategic frameworks in two regions – the North West and the South West.

### **Commitment 19 - Next Generation Broadband**

The Government will conduct a review to identify the barriers to investment in next generation broadband.

### **Commitment 20 – Local Government Association Menu for Local Infrastructure**

Government will work with LGA and the RDAs to develop a “menu for local infrastructure” – a menu of options to help local authorities to improve their creative infrastructure.

### **Commitment 21 – Mixed Media Centres**

The UK Film Council, in association with the ACE and the Humanities Research Council, will help develop “mixed media centres”. These are arts media venues with a cinema at their heart that will act as hubs for the creative economy businesses in their city regions.

### **Commitment 22 – Protection of Live Music Venues**

In line with the recommendations of the Live Music Forum we will encourage the protection of live music venues, building on the examples set by the work of the Mayor of London.

## **PROMOTING UK AS THE WORLDS CREATIVE HUB**

### **Commitment 23 – UK Trade and Investment 5 Year Strategy**

UK Trade and Investment will lead a five year marketing strategy to “enhance the international competitive position of the UK’s creative industries”. This has three themes – stronger messaging projecting an image of a creative and inspiring Britain, maximising the impact of our promotional activities and developing new initiative to promote the British Creative Industries in target markets.

### **Commitment 24 – World Creative Business Conference**

Drawing on the UK’s unique strength as a world-leader in the creative and financial sectors, the Government will develop and launch the World Creative Business Conference to cement the UK’s place as the world’s creative hub. It will provide a forum for leaders in the creative and financial sectors to engage in constructive dialogue.

### **Commitment 25 – London’s Creative Festivals**

Government will work with the Mayor of London and other partners to champion London’s many creative festivals and forge better, mutually beneficial links with important festivals around the country.

## **KEEPING THE STRATEGY UP TO DATE**

### **Commitment 26 – Keeping the Strategy Up to Date**

We will put in place the right structures to ensure that the CEP keeps pace with developments on the ground. In addition to developing appropriate governance structures to make utilise available skills, experience and expertise to deliver the aims of *Creative Britain*, DCMS will also investigate on-line tools to keep CEP up-to-date.