

## **Update on implementation of *Creative Britain* – October 2008 to February 2009**

Next update: Summer 2009

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

#### **Commitment 1 - Find your Talent**

Find Your Talent is now the flagship policy for cultural provision and a test bed for developing a national offer. Ten pathfinder areas have been awarded £25m in funding over three years to forge new strategic partnerships, audit their current work and fill any gaps in provision to provide universal, sustained and high quality engagement in culture for children and young people. They are doing this in different ways, and from very different starting positions, giving valuable insights into the practicalities of delivering cultural provision. Learning from the pathfinder areas – and from the 131 areas whose bids for pathfinder status were not successful – will be shared and used to help build a case for developing a national offer.

### **TURNING TALENT INTO JOBS**

#### **Commitment 2 - Talent Pathways**

DCMS is developing links across Government, public sector organisations and industry to identify and further develop programmes that could become Talent Pathways. For example, DCMS are working with Channel 4 on their work-related learning strategy, which aims to give talented young people a way into the media.

#### **Commitment 3 - Diversity**

Several of the projects in Creative Britain will help to improve access to the creative industries and improve their diversity. Find Your Talent, the Newham Creative Hub and the progress we have been making on creating 5000 creative apprenticeships will have a positive impact on the diversity of the Creative Industries.

#### **Commitment 4 - Research into Creative Industry employer engagement with Higher Education Institutions**

DCMS has awarded a contract to the Arts Design Media Higher Education Academy in Brighton to carry out this research. The final report will be published in the Summer 09.

#### **Commitment 5 - Centres of Excellence**

Since the launch of Creative Britain, the National Skills Academy for Creative and Cultural skills has gained approval for a £15 million project that will help to significantly reduce skills gaps and shortages in backstage and off-stage

skills UK-wide.

Skillset's Film Academy and Media Academy Networks continue to develop providing essential links between industry and academia.

In October 2008, e-skills announced that the National Skills Academy for IT had been approved to the business planning phase. The Skills Academy for IT will be led by employers and e-skills UK working in partnership on behalf of the IT and Telecoms sector. Final business case approval will be sought in mid-2009, with the skills academy opening for business in autumn 2009.

### **Commitment 6 - Academic Hub**

The University of the Arts London has launched a pilot scheme bringing together four secondary schools and two further education colleges in Newham into an academic hub. This will provide intensive support for progression in creative skills for young people aged 14-25. Launched in September 2008, this pilot is to last until 2011. In late 2008 the pilot was branded "Newham Creative Hub". A website was also developed [www.newhamcreativehub.org.uk](http://www.newhamcreativehub.org.uk), which hosts student's blogs and information on hub projects.

### **Commitment 7 - Apprenticeships**

Building on the establishment in 2008 of a Creative Apprenticeship framework by Creative and Cultural Skills, DCMS are continuing to work with Sector Skills Councils and Industry Groups to develop more apprenticeship frameworks in the Creative Industries. As part of its response to the economic downturn, DIUS is looking at the potential for securing additional Apprenticeship places through Sector Compacts. A proposal from Creative and Cultural Skills is expected shortly. Creative and Cultural Skills has already set out its aim to create 1000 apprenticeship places in the next few years and has enlisted 160 employers to date. These include Tate Liverpool, the Royal Opera House, Royal Shakespeare Company, and Theatre Royal Newcastle. We are also exploring other opportunities to develop apprenticeship schemes across the creative sectors. For example the Pinewood group, BBC North at Mediacity UK, and the Saville Row Tailors have each expressed an interest in piloting apprenticeship schemes.

## **SUPPORTING RESEARCH AND INNOVATION**

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

In financial year 2008/09 the Technology Strategy Board (TSB) ran a £10m R&D programme for the Creative Industries. To date they have awarded grants of up to £15,000 to 99 creative industry SMEs and invested £7m in thirteen major innovative collaborative research and development projects, in areas such as:

- Personal motion sensing systems

- Interactive 3D methods for live-action media
- Computer-Aided Game Design

A further £1.5m has been invested in smaller SME lead collaborative projects. In all approaching 300 UK based companies and academic institutions will have benefited from this investment.

Following the success of the 08/09 scheme, the TSB have announced a new £5m collaborative R&D programme (supported by Film Council and Arts & Humanities Research Council) to open in March 09. Themed "Accessing and Commercialising Content in a Digitally Networked Age", it is specifically designed to help digital content creators and rightsholders realise and maximise the commercial return on their intellectual property.

### **Commitment 9 - NESTA £3m Creative Innovators Growth Programme**

Since March 2008 NESTA have launched four Innovators Growth sector pilots.

1. Launched in March 2008, Digital Innovation in Film is a £600,000 project in partnership with the UK Film Council. It teams film distribution businesses up with technical partners to explore new revenue streams via digital distribution of film.
2. Raise the Game was launched in July 2008. It is a set of pilot initiatives designed for games SMEs who have the capacity for high growth. The pilot is being run in partnership with TIGA, the UK trade association for games developers. The value of Raise the Game is approximately £450,000.
3. In December 09, NESTA launched Creative Business Catalyst, in partnership with HEFCE and five UK business schools. This programme teams high-growth creative businesses with MBA students to deliver a growth plan for the businesses. The budget for this project is currently £350,000.
4. The Creative Business Mentor Network, launched in February 2009, is a cohort of experienced and successful business people at the centre of which provides help and support to creative SMEs. The objective is to creating a gold standard for mentoring high-growth potential creative businesses. The network is championed by Lord Puttnam and Sir Chris Powell.

In addition, NESTA has partnered with PACT to develop contract templates for TV producers and digital media producers to work collaboratively on convergent content. The budget for this project is £20,000.

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

A consortium comprising University of the Arts London, Imperial College London, The Royal Institute of British Architects and TIGA have been appointed by the Technology Strategy Board to run a Knowledge Transfer Network for the Creative Industries. The network, renamed CITIN (Creative Industries Technology and Innovation Network), was soft-launched in late summer 2008. Since then it has been raising awareness of the network and consulting extensively on its final format and focus. In addition to technological innovation, the CITIN is also interested in supporting non-technological innovation.

Since its launch, CITIN has attracted over 650 members, around half of whom are businesses. In addition to developing their web-based platform, CITIN has already organised three events with another five due to be run around the Technology Strategy Board's £5m R&D fund (see above).

### **Commitment 11 - DIUS Research into the economic benefits of the Creative Industries**

DCMS and DIUS are considering a research project to look at how value is generated in the creative industries and how they might spread value to other parts of the economy. The original planned programme of work on this topic has been delayed due to a refocusing of resources to help businesses during the downturn. DIUS will consider how best to take forward this commitment as part of its overall strategy for commissioning research in support of science, skills and innovation policies and in discussion with DCMS.

## **HELPING CREATIVE BUSINESSES GROW AND ACCESS FINANCE**

### **Commitment 12 - Arts Council Delivery of the Creative Economy Programme**

Arts Council England have drafted a delivery plan identifying key areas of work that will help deliver the objectives of the Creative Economy Programme. These key areas of work include:

- Support for the 'Find Your Talent' pathfinders - the Arts Council have committed £18 million over the next 2 years and are working towards a universal cultural offer from 2011;
- Turning Talent into Jobs - Arts Council England are working to support the apprenticeship target through encouraging their Regularly Funded Organisations (RFOs) to utilise both creative and the broader range of apprenticeship opportunities. They have also developed a proposal to map the take-up and general interest in the full spectrum of Apprenticeships; have produced brochures and held regional skills events to raise awareness.

- Turning Point (which outlines the Arts Council's strategy for the contemporary visual arts in England for the next ten years) has identified support for artists through a number of workspace, market and career development initiatives. By working with UKTI and their Creative Industries strategy Arts Council will help develop international markets. This will also complement the Arts Council's digital opportunities development plan and feed into the area of research currently being identified to explore the impact of digital technology on markets for artistic products and experiences.
- Arts Council is currently researching the funding and development opportunities for British musicians and music organisations to export and develop international markets for their work. This Arts Council led research will offer opportunities for the further development of partnerships with the arts sector to support enhancing the international competitive position of the UK's creative industries.
- Arts Council are helping to deliver on other commitments, such as helping creative businesses grow and promoting Britain as the world's creative hub.

### **Commitment 13 - Regional Business Support Beacons**

The Network of Regional Beacons was established in May 2008. The network is made up of eight of the nine English Regional Development Agencies, as well as Business Link providers from the regions. It aims to maximise support for the sector through Solutions for Business, skills provision and regional infrastructure. In addition, some Business Link providers are looking into ways of sharing information sources and expertise within their information teams. Consultants have been commissioned to identify good practice in business support offered in the regions and publish a Good Practice Guide by the end of April 09. Each of the participating regions will receive a report specifically on their support for the Creative Industries.

### **Commitment 14 - Enterprise Capital Funds**

DCMS has received interest from a number of bodies wanting to pursue bids for funding and we are working with them through the process.

The UK Film Council has been assisting an experienced private sector partner fund manager with its submission to Capital for Enterprise Limited for a substantial fund to support creative areas of the UK media industry including film.

## **FOSTERING AND PROTECTING INTELLECTUAL PROPERTY**

### **Commitment 15 - Consultation on Illegal File-sharing**

In July 2008, the Department for Business launched a consultation paper on tackling the unlawful downloading of copyrighted material. As part of the consultation process, the Government explored the development of an

industry-led approach based on a Memorandum of Understanding signed by the six major internet providers, four major record labels and six major film studios. Working together, the signatories looked at the creation of a self-regulated environment, which would involve educating users about illegal file-sharing, making legal downloads more easily available and the notification and investigation of infringers. The consultation closed at the end of October 2008 and the industry working groups reported in December. The outcome of the consultation was published in January and forms part of the Digital Britain strategy. Based on this work, Government will draft and consult on legislation later in the year.

### **Commitment 16 - UK-IPO Action Plan**

- IPO consulted last year on possible changes to the existing penalties for online infringement of copyright.
- David Lammy Minister for Intellectual Property launched the Fake Free campaign in December last year.

The operational element of the campaign is funded by the Intellectual Property Office and is being led by the MPAA and UK Film Council, London Councils, London Trading Standards Association and the Metropolitan Police.

The largest ever collaboration on anti-piracy in the UK proved to be very successful. During the 2 week anti piracy initiative 39 arrests were made. This included 82 seizures in Tower Hamlets, Brent & Harrow and Lewisham. All together approximately 89,298 DVD's have been seized along with a number of pornographic DVD's, credit cards and a computer.

- The IPO is currently working in partnership with the Crown Prosecution Service, to provide a portfolio of intellectual property (IP) training material to the recently established Global Prosecutors' E-Crime Network (GPEN). This partnership will mean that for the first time UK prosecutors, including prosecutors worldwide, will have access to a broad range of IP training material leading to more successful prosecutions in tackling the current multi-billion IP crime business.
- IPO is also exploring options for the new National Centre of Excellence for tackling IP crime with good progress being made.

### **Commitment 17 - Promoting better understanding of Intellectual Property**

DCMS has given its support to the Young Enterprise Quick Start Music programme – a pilot programme run in 17 schools in late 2008 and early 2009 that gives children the chance to create and run their own mini-music enterprise in school. The Department will continue to work with UK-IPO, the

CREATE Group and other partners to support initiatives aimed at increasing IP education and awareness.

On 28<sup>th</sup> March 2009 the "Wallace and Gromit presents a World of Cracking Ideas" exhibition sponsored by the Intellectual Property Office opens at the Science Museum. The exhibition will run for six months and then travel to further venues in the UK. Its aim is to inspire visitors to innovate and be creative, and to promote a wider understanding of how value can be gained from ideas if protected by intellectual property rights.

## **SUPPORTING CREATIVE CLUSTERS**

### **Commitment 18 - Regional Creative Economy Strategic Framework Pilots**

The North West Regional Development Agency and South West Regional Development Agency are piloting the development of regional creative economy strategic frameworks for their regions. Both regions are engaging with partner organisations including Sector Skills Councils and other public bodies in the creative sector. A "task and finish" group has been set up to oversee this pilot, which we hope will generate useful lessons that can be shared with the other RDAs around the country.

### **Commitment 19 - Broadband Review**

Commitment Met - The review conducted by Lehman Brothers was published on 12 September 2008. The outcome of this review has fed into the Digital Britain agenda.

### **Commitment 20 - LGA Menu for Local Infrastructure**

The Work Foundation has been appointed by the Local Government Association to research and deliver the Menu for Local Infrastructure. This project will seek to develop a business case that local authorities can use to identify where investment in the creative economy can potentially deliver economic development and regeneration benefits (and the conditions under which this investment is less likely to deliver these benefits). This will help local authorities to make decisions about investment, particularly in the context of a growing recession and tightening budgets. The project will also develop an accessible and easy-to-use menu of options for intervention and advice, setting out how different local authorities can intervene in a way that responds to their local circumstances, supported by case studies that highlight lessons from local authorities' experiences. According to current timetables the Menu will be delivered in the Summer 09, following extensive consultation and research.

### **Commitment 21 - Mixed Media Centres**

With reference to six case study venues, *Creative Britain* noted the capacity of popular media arts venues with cinema at their heart to act as hubs for

creative economy businesses in their city regions. They were Broadway, Nottingham; Cornerhouse, Manchester; Foundation for Art and Creative Technology, Liverpool; Sheffield Media and Exhibition Centre, Sheffield; Tyneside Cinema, Newcastle-upon-Tyne; and Watershed, Bristol.

In May 2008 the UK Film Council in association with Arts Council England and the Arts and Humanities Research Council produced *Crossing Boundaries*, which provides evidence for the importance of these venues to the creative economy in an age of 'clicks' not 'bricks'.

Arts Council England and the UK Film Council are now working with a number of venues to assist the creation of a digital network of mixed media centres across the UK. This will build on and enhance the work that the venues are already carrying out and will maximise the opportunities afforded by new digital technologies.

### **Commitment 22 - Protecting Live Music Venues**

DCMS is considering how to continue to build on the work already done by the Mayor's office to protect live music venues.

## **PROMOTING BRITAIN AS THE WORLD'S CREATIVE HUB**

### **Commitment 23 - UK Trade and Investment five year strategy**

UK Trade and Investment are leading a five-year strategy to enhance the international competitive position of the UK's creative industries

The strategy, under leadership of Sir John Sorrell and a sector board, is investing in new marketing materials to promote the strengths of the UK's creative capabilities at strategic opportunities like Shanghai Expo 2010 and London 2012, and increase the sector's reputation in key overseas markets.

For example, sector-led marketing messages, supported by evidence and case studies, are being produced on an online toolkit as a resource to complement businesses' own marketing.

The strategy is supporting a multi-screen exhibition to showcase UK creative success over the past 50 years to the present, which will be used at business events in overseas markets from April 2009

The strategy helps to boost cross-sector working by creative industries. This year the UK presence at the major US music event South by South West (SXSW) will also include a delegation of UK digital companies.

### **Commitment 24 - World Creative Business Conference - C&binet**

DCMS has confirmed the launch of the Creativity and Business International Network (c&binet) with the first event to be held this year on 26-28 October. The c&binet name and brand was developed by Martin Lambie-Nairn and

announced in October 2008. In November, a small salon event was held in Liverpool to raise awareness of the event and discuss further its aims and objectives. We have identified 25 ambassadors from across the creative sectors with an international standing to help promote the event, recruit speakers and set the agenda. The event in October this year will be held at the Grove in Hertfordshire.

### **Commitment 25 - London's Creative Festivals**

DCMS has had several discussions with the Mayor's office and continues to work with them to champion London's creative festivals.

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

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

In addition to keeping up-to-date via regular contact with our partner organisations, DCMS is also in the process of reviewing our underlying framework for measuring the economic impact of the Creative Industries. We have begun drawing together existing material and begun (informal at this stage) consultation with key stakeholders. This will impact on future policy-making in this area.