

8 Keeping the Strategy up-to-date

Challenge

Expanding evidence and analysis of the creative industries

Implementing the commitments

Connecting creative business and stakeholders with information

Response

Evidence framework for the creative industries

Ministerial Board for the creative economy

Interactive website

The publication of this creative economy strategy marks the culmination of a two-year programme of engagement with the creative industries. It has been jointly sponsored with BERR, and involved dozens of stakeholder organisations and several government departments, principally HMT, DIUS, DCSF and CLG. As we move towards implementing the commitments, we need proper structures for delivery, with mechanisms to keep industry and stakeholders involved and to ensure that policy development keeps pace with fast moving changes in the creative industries.

Commitment 26

We will put in place the right structures to ensure that the Creative Economy Programme keeps pace with developments on the ground

Ministerial board

- 8.1 The Creative Economy Programme has seen a high level of consultation with industry and other stakeholders. Their engagement and contributions have improved the final product. Contributions have come from different elements and sectors of the creative economy. We want to maintain this level of interaction and advice as we continue to implement the commitments.
- 8.2 To reflect this, the Government will put in place a governance structure which uses all available skills, experience and expertise. At the top, there will be a group led by Ministers, with representatives from key government stakeholders. In addition there will be specific sub-groups which will consider the interests of the creative sectors and Non-Departmental Public Bodies involved in the creative industries. An internal Programme Board within DCMS will also be formed.
- 8.3 These groups will ensure that the commitments set out in this document are acted upon, and implemented appropriately. They will also seek out opinions on the future direction of the strategy.

Interactive website

- 8.4 We want the creative economy strategy to evolve. But we need a mechanism that allows for this evolution to occur in line with changes taking place in the industries themselves.
- 8.5 So DCMS will establish an interactive website where stakeholders can discuss and debate the aims of the strategy and indicate evolving pressures and challenges.
- 8.6 DCMS will also explore with the industry the potential for developing a series of web-based services and tools. This might map creative players – businesses, educational institutions, special projects and creative clusters. It could provide networking facilities (working alongside the Creative Industries Knowledge Transfer Network). And it could include a 'Creative Calendar' to help businesses make best use of the annual rhythm of festivals and other showcasing opportunities.



- 8.7 It is intended that this website will be run outside of government. The Government will help fund the project in its initial stages, with a view to its being wholly owned and run by the sectors themselves within a short time.

Evidence and research

- 8.8 Evidence and analysis has been an important aspect of the Creative Economy Programme, playing a continuing role in commissioning research which has influenced policy development.
- 8.9 Through the Creative Economy Programme, we have developed a well-established research community which has collaborated and commissioned projects to add to a collective evidence base about the creative industries. The Creative Economy Programme Evidence Group has brought together relevant organisations to advise on and steer research projects commissioned during the Creative Economy Programme. These are all published on the Creative Economy Programme website at www.cep.culture.gov.uk/cepevidence2007
- 8.10 The organisations represented on the Evidence Group are drawn from other government departments, NDPBs, Office for National Statistics, regional bodies, Sector Skills Councils, the Scottish Executive, GLA and academics including the London School of Economics. While we now have an authoritative evidence base for the creative industries, there is clearly much more to be done by academics and research organisations, for whom creative industries have moved up their agenda.
- 8.11 DCMS will continue to lead the development of statistical frameworks and methodologies for measuring the creative industries. We will continue to work with research organisations to advise on these issues and engage with the research community so that their findings influence policy development.

Devolved administrations

- 8.12 Officials from the devolved administrations were involved in a range of useful discussions that assisted the preparation of this document. Evidently, a number of the initiatives proposed here – such as the commitments designed to foster and protect intellectual property – will be implemented across the United Kingdom. DCMS will continue to consult with the devolved administrations, including relevant agencies, in ensuring their effective implementation. The devolved administrations themselves are undertaking related, relevant work. For example, the Scottish Executive has recently published an economic strategy, which identified the creative industries as one of its six priority industries, and is now considering how to improve business development services in this context.

Welsh Assembly Government

The Welsh Assembly Government has a very clear vision of the significant contribution that the creative industries can make to the Welsh economy. It has adopted a strategy, Creative Success, which outlines a collaborative approach between business and government that is rooted in the creation and exploitation of IP. It focuses on the businesses that can make a significant contribution to the economy of Wales and sets out the ways the public sector will support the creative industries.

www.wales.gov.uk

Northern Ireland Assembly

The Northern Ireland devolved administration has set a key goal of growing the creative industries sector by up to 15% by 2011. The Department of Culture, Arts and Leisure (DCAL) leads a Creative Industries Working Group to consider a range of actions to support and develop the creative industries in Northern Ireland. DCAL has secured funding totalling £5 million over the three years from 2008/09 to establish a Creative Industries Seed Fund, which will provide direct support to emerging creative businesses.

www.dcalni.gov.uk

Conclusion

- 8.13 The creative industries are developing rapidly, adapting to and developing new technologies and reaching new audiences. For the UK to maintain its advantages in the creative industries, the Government must put in place the correct structures and mechanisms. By setting up a ministerial task group, an interactive website and encouraging further evidence and research we can ensure that government policy continues to keep pace with these dynamic sectors.



Summary of Commitments

Giving all children a creative education

- 1 We will establish the 'Find Your Talent' programme – piloting five hours of culture a week for children and young people

Turning talent into jobs

- 2 We will create a talent pathways scheme to support and inspire young people from all backgrounds to pursue careers in the creative sectors
- 3 The DCMS will work with its NDPBs, and through them its sectors, to agree actions to promote a more diverse workforce
- 4 We will conduct research to ensure that academia is equipping students with the skills they need to make the most effective contribution they can to the creative economy
- 5 We will encourage employers and skills providers to set up ground-breaking new innovative places of learning
- 6 We will explore the impact of a brand new 'Academic Hub' supporting collaboration between schools, further and higher education to provide end-to-end development of creative skills for people aged from 14 through to 25
- 7 Apprenticeships will be established across the creative industries for up to 5,000 people a year by 2013

Supporting research and innovation

- 8 The Technology Strategy Board will provide £10 million to inspire new collaborative research and development ideas for the creative industries
- 9 NESTA will launch a £3 million Creative Innovators Growth Programme
- 10 The Technology Strategy Board will launch a Knowledge Transfer Network for the creative industries
- 11 The Department for Innovation, Universities & Skills 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

- 12 Arts Council England will help deliver the objectives of the Creative Economy Programme
- 13 The Regional Development Agencies will establish a network of regional beacons for the creative industries in the South West, South East, North West, North East and West Midlands

- 14 We will encourage bids for Enterprise Capital Funds from the creative industries and expect to see increased investment flows as a result

Fostering and protecting intellectual property

- 15 We will consult on legislation that would require internet service providers and rights holders to co-operate in taking action on illegal file sharing – with a view to implementing legislation by April 2009
- 16 UK-IPO will put into action a plan on IP enforcement
- 17 We will promote better understanding of the value and importance of intellectual property

Supporting creative clusters

- 18 The Regional Development Agencies will pilot regional creative economy strategic frameworks in two regions, the North West and South West
- 18 The Government will review what the barriers to investment in next generation broadband may be
- 20 Through the Local Government Association, and with the RDAs, we will develop a ‘menu for local infrastructure’
- 21 The UK Film Council, in association with Arts Council England and the Arts and Humanities Research Council, will help develop ‘mixed media centres’
- 22 In line with the recommendations of the Live Music Forum, we will encourage the protection of live music venues, building on the example set by the work of the Mayor of London

Promoting Britain as the world’s creative hub

- 23 UK Trade and Investment will lead a five-year strategy to enhance the international competitive position of the UK’s creative industries
- 24 We will initiate the launch of the World Creative Business Conference.
- 25 We 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

- 26 We will put in place the right structures to ensure that the Creative Economy Programme keeps pace with developments on the ground

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2-4 Cockspur Street
London SW1Y 5DH
www.culture.gov.uk