

[Redacted]

From: [Redacted]
Sent: 07 April 2011 12:21
To: Undisclosed recipients:
Subject: Letter from Ed Vaizey re Creative Industries Council
Attachments: Ed Vaizey letter CI Council 7 April 2011.pdf; Note of CI meeting 16 March 2011.docx

Dear All,

Please find attached a letter from Ed Vaizey regarding the Creative Industries Council and a note of the discussion on 16 March.

As mentioned in the Minister's letter, the Council will meet on Wednesday 6 July, 10:30-12noon (central London venue TBC) – we hope that you will be able to attend, and I should be grateful if you/your offices would RSVP to me at this address.

Regards,

[Redacted Signature]

Private Secretary to Ed Vaizey MP
Minister for Culture, Communications and Creative Industries

[Redacted Address]

Department for Culture, Media & Sport
2 - 4 Cockspur Street
London SW1Y 5DH

This email and its contents are the property of the Department for Culture, Media and Sport.
If you are not the intended recipient of this message, please delete it.

All DCMS e-mail is recorded and stored for a minimum of 6 months

The original of this email was scanned for viruses by the Government Secure Intranet virus scanning service supplied by Cable&Wireless Worldwide in partnership with MessageLabs. (CCTM Certificate Number 2009/09/0052.) On leaving the GSi this email was certified virus free.

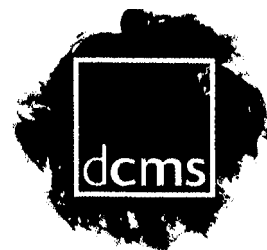
Communications via the GSi may be automatically logged, monitored and/or recorded for legal purposes.

Department for Culture, Media and Sport
Ed Vaizey MP
Minister for Culture, Communications and Creative Industries

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

Tel 020 7211 6299
Fax

CMS 172171/DC



department for
culture, media
and sport

7 April 2011

Dear Colleague

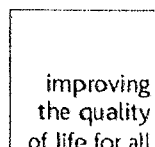
I wanted to write and thank you on behalf of myself and my co-chairs, Secretaries of State Jeremy Hunt and Vince Cable, for attending the very constructive Creative Industries roundtable on 16 March. I attach a note of our discussions for your records, and can confirm that we have agreed to continue this group as a Creative Industries Council.

We have already made real progress in meeting as a group at such a senior level, and we will be in touch again shortly regarding the sub-groups proposed to progress the key issues that you raised at the meeting. The next meeting of the full Creative Industries Council will take place on 6 July, 10.30-12noon (central London venue to be confirmed).

I hope that you will be able to join us on 6 July, and look forward to working with you to ensure that the UK's Creative Industries remain competitive and strong.



Ed Vaizey MP
Minister for Culture, Communications and Creative Industries



MOD300015810

Note of Creative Industries Meeting 16th March 2011

Attendees:

Rt Hon Vince Cable MP, Secretary of State for Business, Innovation and Skills
Rt Hon Jeremy Hunt MP, Secretary of State for Culture, Olympics, Media and Sport
Hon Ed Vaizey MP, Minister for Culture, Communication and Creative Industries
Baroness Bonham-Carter
Don Foster MP
Industry representatives as list at Annex A

Introduction

1. Vince Cable introduced himself and the Ministers present and requested everyone around the table introduce who they were and their role in the Creative Industries.
2. Ed Vaizey highlighted two particular agenda items for this meeting.
 - 1 – To decide on the nature of the roundtable going forward, its membership and the issues that will be discussed.
 - 2 – To look at the growth review

Membership and possible themes

3. Jeremy Hunt led the discussion on whether there was a need to split the group by sector or by issue since it was too large to be effective on day-to-day issues as it stood. There was overwhelming support for forming groups based on the current issues facing the Creative Industries as a whole. It would be a regression to go back to treating each industry separately when the issues are so cross cutting. Additionally it is vital for the Creative Industries to be regarded as an economically significant group and to be engaged by government as such. It was also agreed that all 13 sectors should continue to be represented, it is vital that everyone can meet, leaving their vested interests at the door. It was agreed that going forward any sub groups would need to be established according to the issues facing the industries as a whole.

4. It was agreed that there should be a small number of focused groups established where government has a clear role to play. A number of candidates were identified, including access to finance, skills, Intellectual Property, routes to scale such as exports and innovation, and infrastructure (particularly broadband).

AP: BIS / DCMS officials to work up proposals on which issues to establish sub groups and on membership to those groups.

Growth Review

5. Vince Cable summarised the main issues being looked at by the growth review:

- i) Access to finance – VC to chair a meeting in June with financiers and the Creative Industries;
- ii) Any bottle necks created by red tape which could be removed;
- iii) Other possible avenues for finance such as Business Angels;
- iv) Training and whether or not the apprenticeship scheme is working;
- v) Exports with particular reference to small / medium size firms access to help and assistance and
- vi) The Hargreaves report into IP.

6. In discussion it was noted that not all finance was of real utility for some of the Creative Industries, such as video games, where a large proportion of the costs are upfront and there are no longer physical products to move. One of the key issues for a sector like the creative industries, where there are a lot of small and micro businesses, is how to grow and address the barriers to scale such as human resources, exploitation of technology, protection of IP and the dynamics of the export market. This in part could be helped by more data being provided. There is at least anecdotal evidence of the benefit of investment in the Creative Industries, whereas in Hollywood there is a large amount of data provided which can help to incentivise investment.

7. There was also a call for a demonstration of joined-up government, with Ministers responsible for IP, skills and education and the fiscal regime being part of the initiative, and responding on their areas of responsibility. Vince Cable commented that this was the intention of the growth review, to ensure that government departments are working towards a similar goal.

8. Vince Cable asked what the reaction had been to the Woolf Report. For a large proportion of the Creative Industries, computer skills are more important than qualifications in typically creative subjects such as Art (although there was also a call to recognise that the graduates from art and design schools were the foundation of many of the creative sectors. Whilst there is an understanding that it is good for education to focus on the core skills of English and Maths, there is no reason that IT skills cannot become part of the education process which could help create a larger pool of students with the necessary skills to join the creative industries or take on apprenticeships in those areas.

9. In summary all the Ministers agreed that it is important to take forward what had been discussed, and it was agreed that the roundtable should continue as a Creative Industries Council. It would be essential to consider carefully the structure and agenda, and how the Council would operate and be resourced. In order to have an impact it was agreed that these should be held regularly and at a senior level, with the next meeting in 3-4 months time, and it can then be assessed over an agreed period to see if it is worth continuing.

10. Vince Cable reiterated his and the Ministers thanks for everyone attending, and promised that the minutes of the meeting would be circulated.

Annex A – Industry Attendees

- Hasan Bakhshi, Director Creative Industries , NESTA
- Victoria Barnsley, CEO and Publisher, Harper Collins UK and International
- Josh Berger, President & MD, Warner Bros. Entertainment UK, Eire & Spain
- Baroness Bonham-Carter
- Andrew Cecil, Director of Public Policy, Amazon Europe
- John Cridland, CEO, CBI
- Adam Crozier, CEO, ITV
- Alan Davey, Chief Executive, Arts Council England
- Don Foster MP
- Ashley Highfield, MD & Vice President Consumer & Online, Microsoft UK
- Alex Hope, Managing Director, Double Negative
- David Kester, CEO, Design Council
- Jason Kingsley, TIGA Chairman & CEO of Rebellion
- Tim Lefroy, Chief Executive, The Advertising Association
- Ian Livingstone, Life President, Eidos
- Murdoch MacLennan, CEO, Telegraph Media Group
- John McVay, CEO, PACT
- John Newbigin, Chair, Creative England
- Andy Payne, Chief Executive, UKIE
- Harry Rich, Chief Executive, Royal Institute of British Architects (RIBA)
- Caroline Rush, Director General, British Fashion Council
- Feargal Sharkey, CEO, UK Music
- Martin Smith, CEO, Ingenious
- Sir John Sorrell, Sorrell Foundation
- Rory Sutherland, Chief Executive, Ogilvy
- Geoff Taylor, CEO, British Phonographic Industry (BPI)
- Mark Thompson, Director General, BBC
- Sophie Turner Laing, Managing Director, Entertainment, BSkyB