

# Report to Scrutiny Commission

Scrutiny Commission: Heritage, Culture Leisure and Tourism  
Date of Commission meeting: 30th November 2021

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## Cultural and Creative Industries Plan

Lead Executive Decision Maker  
Assistant Mayor for Heritage, Culture, Leisure and Sport  
Report of the Director of Tourism, Culture and Inward Investment



### **1 Purpose**

- 1.1 This briefing note includes background information about the significance of the Cultural and Creative Industries. It highlights opportunities for accessing funding and supporting growth. It also sets out the proposed brief for a consultant to work with local stakeholders to create a Plan. Commission members are invited to comment.

### **2 Background**

- 2.1 Previous work to develop a cultural and creative industries plan had been halted by COVID in early 2020.

### **3 Cultural Development Fund**

- 3.1 In July 2021 a decision was taken not to apply for the Cultural Development Fund (CDF) round 2 programme. That government funded programme had invited a city wide bid for between £3-5m, primarily for capital interventions. We had bid in round 1 and were not successful but in summer 2021 we were not ready to bid.
- 3.2 It is felt that a new city strategy will significantly enhance our opportunities to bid to a round 3 of CDF which is anticipated in 2022 at a similar level (circa £17m) to the round 2 programme. That should mean 4-5 successful towns or cities. Although this is an Arts Council England administered

programme, it is notable that the programme is designed to support creative industries as well as cultural and arts organisations.

#### **4 Creative Industries Sector Deal**

- 4.1 The Cultural Development Fund was one of a series of interventions agreed by government as part of a wider creative industries sector deal in 2018. The deal also included the establishment of a creative industries cluster programme funded via the Arts and Humanities Research Council. £80m was allocated to nine clusters, typically R&D partnerships involving universities, the private sector and local government bodies. The nine clusters are intended to accelerate growth in a range of creative sectors including the broadcast and screen industries, fashion textiles and technology, fashion design innovation, data and design, animation and videogames, digital storytelling and creative audiovisual. Two of the nine creative clusters have a focus on textiles and fashion.
- 4.2 One recipient of the original cluster programme was Future Screen Northern Ireland. Successful delivery of the original £13m cluster project has led now to a proposal for a new £70m virtual production studio, agreed with government as part of a Belfast City Deal.
- 4.3 No clusters were supported at all in the Midlands and this is seen as a significant weakness / opportunity. It is anticipated that the emphasis on R&D and the additional resource committed for it in the recent spending review will likely lead to a further round of 'creative clusters' or some similar programme. The Cultural and Creative Industries Plan to be commissioned should also help us be ready for such an opportunity, though it will require a clear focus and a strong partnership, particularly with the HE institutions.

#### **5 Creative Industries – Scale and Significance**

- 5.1 The keynote speaker at a recent conference in Belfast on this subject was Peter Bazelgette. He is current Chair of ITV, ex Chair of Arts Council and author of the Independent Review of the Creative Industries (2017). The Sector Deal was the government's response to his research.
- 5.2 He noted that although the Creative Industries in terms of GVA already dwarf most traditional industries, they are still relatively invisible in gov't policy and in official statistics. Nine sectors constitute the 'creative industries' i.e. Advertising and Marketing / Architecture / Crafts / Design / Film, TV and Radio / IT Software and Computer services / Museums, Galleries & Libraries / Music, Performing & Visual Arts / Publishing.
- 5.3 Together they represent the fastest growing sector of the economy. Jobs growth was 25% in 2011-2016 compared to 7.6% average elsewhere and that pattern has continued. The sector overall grew by even more in terms of value – circa 34%. Jobs in these areas are highly resistant to automation and are often highly skilled.

- 5.4 The creative industries council is the body responsible for championing and promoting the overall sector. It is drawing attention to what it describes as Crea Tech, where creativity meets technology. Building on the UK's reputation for creativity and invention, CreaTech embraces the commercial and cultural possibilities of virtual reality, artificial intelligence, 5G, and other developing fields. The Creative Industries Council is working to raise the profile of CreaTech to that of FinTech or EdTech in the financial and education sectors.
- 5.5 Many of the new job roles that are required by Crea Tech are not even yet defined but the basic requirements are combinations of creativity and digital technology. Digital artists are something of a template.

## **6 Leicester Relevance**

- 6.1 The city has some strengths in the creative industries already though some of that is relatively invisible. Pilot House will create opportunities for existing clusters to be more visible, especially the Design sector which is particularly strong.
- 6.2 It is notable however that when IBM chose Leicester it did so because of the concentration of IT graduates within an hour travel time. Aside from generic IT skills we have considerable expertise in DMU in the creative industries including of course fashion and design but also in Artificial Intelligence. In Leicester University we have also got considerable expertise in Big Data etc.
- 6.3 Arguably Leicester is well positioned to develop Crea Tech innovations that could drive investment and economic growth. It is clear the sector demands highly skilled roles that could make a significant contribution to graduate retention, growing employment opportunities that are not widely available at present.
- 6.4 The brief for the Plan therefore includes a desire to properly explore and make recommendations about what a future 'creative cluster' type programme might look like for the city.

## **7 Commissioning an Agency**

- 7.1 The following is proposed as a brief we use to commission support. The city council will commit circa £20k to the cost of this exercise. Discussions are underway to secure other partner contributions.

## **Proposed Brief**

*Leicester city council and partners wish to appoint an agency experienced in the development of cultural and creative industries strategies, to help develop and shape such a strategy for the city that can guide priorities for the next 5 years 2022-2027. The appointed agency will be expected to*

- *carry out research to clearly map and analyse the existing sectors, identifying areas of strength, weakness and opportunity*
- *undertake extensive public, stakeholder and business consultation*
- *review and comment on existing local and national policies that are relevant*
- *consider routes to funding that may be available to support the strategy*
- *consider best practise from other cities that have effectively used similar strategies to deliver meaningful impacts*
- *recommend interventions to support specific sub sectors including dance / music / theatre / creative digital / design / museums / training and education*
- *propose future priorities for intervention, particularly capital investment*
- *recommend a focus for a future 'creative cluster' bid for the city*
- *explore and recommend a model of governance to support the delivery of the strategy with focus on the scope to develop a 'cultural compact'*
- *draft a cultural and creative industries strategy for the city with clear objectives, priorities and measures and present it to stakeholders*
- *create useful assets that can be used to support the dissemination of the strategy including visual and digital materials*
- *complete the above by end ?? 2022*

## **Agency Spec**

*The person, people or company we appoint will have:*

- *Wide experience of working with organisations and businesses in the UK cultural and creative industries sectors*
- *Direct experience of working in partnership with UK local authorities and multiple stakeholders on cultural and creative industries strategy planning*
- *Extensive experience of feasibility studies; economic research and market assessments; qualitative and quantitative research; stakeholder facilitation.*
- *An understanding of business support initiatives and funding streams relevant to creative industries and cultural organisations*

*The process will be led by the Director of Culture, Tourism and Investment. The agency will work with two steering groups of local stakeholders covering the cultural and creative industry remits.*