

CREATIVE INDUSTRIES STRATEGY FOR DERBY

Report of the Director of Development and Cultural Services

SUMMARY OF REPORT

1. To consider the draft Creative Industries Strategy for Derby, which will have been on deposit in the Members' Rooms prior to this Cabinet meeting.
Paragraphs 4.1 to 4.6

RECOMMENDATIONS

- 2.1 To adopt the draft Creative Industries Strategy for wider public consultation.
- 2.2 To agree to the establishment of an externally-funded Creative Industries Development Officer post to implement the Strategy, subject to confirmation of funding.
Paragraph 5

REASONS FOR RECOMMENDATIONS

3. The draft strategy describes a series of measures to consolidate and expand the creative industries sector in Derby in line with local and regional economic and cultural priorities. Working in partnership with existing businesses, a new post of Creative Industries Development Officer, financially supported by the Council, East Midlands Arts, and Southern Derbyshire Chamber of Commerce, would co-ordinate the implementation of the strategy and deliver projects to assist this important sector of the local economy.

MATTER FOR CONSIDERATION

- 4.1 My officers have been co-ordinating the work of a new, Creative Industries Working Group. Membership of the Group comprises members of the Derby Arts Forum, Southern Derbyshire Chamber of Commerce/Business Link, emda, University of Derby School of Art & Design, and East Midlands Arts (EMA). The group has produced a strategy for the retention, growth and attraction of creative industries to Derby. Building upon the success of such ventures as Banks' Mill and Network House, the Working Group has devised an Action Plan within the Strategy to support the growth of this important sector.
- 4.2 By their very nature the creative industries are small and micro businesses requiring specialist business advice particularly over intellectual property rights. The Action Plan proposes the provision of enhanced business support for local and incoming creative industries to be delivered by Business Link in terms of advice, mentoring, ICT and access to finance. Business Link Derbyshire have indicated that they are likely to receive funding from the Small Business Service to deliver a bespoke advice service for creative industries based in Derby.
- 4.3 The Action Plan also addresses the hard infrastructure needs of the creative industries by proposing either further managed workspace or "move-on" space for SMEs who have out-grown Banks Mill or Network House. This proposal links with the Strategic Development Opportunity under the Council's Objective 2 Action Plan, for the provision of managed workspace in the City Centre for the creative industries within the proposed Visual Arts & Media Centre and St Werburgh's.
- 4.4 In order to oversee the Action Plan the Strategy proposes that the current Working Group should be extended by seeking more representation from local creative industries to form a Creative Industries Forum. This body would act as primarily a networking and marketing organisation promoting creative industry activity in Derby but also as a sounding board for new initiatives.
- 4.5 The Forum would be serviced and co-ordinated by a new Creative Industries Development Officer post to be based within the Economic Development Unit of my Department. One of the first tasks of this Officer and the Forum would be to prioritise and cost each element of the strategy, which would be reported back to members. This person would also be responsible for driving forward the implementation of the above SDO projects, as well as identifying and accessing further external funding to support the creative industries.
- 4.6 External funding will be available for four years. East Midlands Arts have offered a grant of £18,000 per annum for 2 years towards the cost of the post and related expenditure in implementing the Creative Industries Strategy. Other funds are to be available from Southern Derbyshire Chamber of Commerce and Derby's Objective 2 European funding. The officer would be expected to work closely with EMA and Emda in their own creative industry

support initiatives. The Officer would work across the creative industry sector, targeting the EMDA priority areas of Broadcast and Media, Performing Arts and Music, Design including Architecture, Crafts and Visual Arts and New Technology.

FINANCIAL IMPLICATIONS

5. Potential funding for the Creative Industries Development Officer's post has been identified for four years from a combination of funding from East Midlands Arts, our Objective 2 Action Plan and the Southern Derbyshire Chamber of Commerce. If Members approve this post in principle, detailed discussions will be held as soon as possible with partners to determine the level of funding from each.

LEGAL IMPLICATIONS

6. None.

PERSONNEL IMPLICATIONS

- 7.1 The Creative Industries Development Officer post is fixed term for four years. It will be advertised and recruited openly through the Council's usual processes.
- 7.2 The post will be graded P01, will be based in the Economic Development Unit, line managed by the Chief Economic Development Officer.

ENVIRONMENTAL IMPLICATIONS

8. None

EQUALITIES IMPLICATIONS

9. None

Background Papers:
Creative Industries Strategy and files in the EDU, Celtic House.