creative & cultural skills

4th National Conference
supporting creative industries 2009
Thursday 23rd April 2009, Barbican Centre, London EC2

Supporting Creative Industries in a Recession – Maximizing opportunities for University-business collaboration

23 April 2009

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Overview

- **What are the key issues?**
  - How can Universities add value?
- **Examples from one university**
  - Support to SMEs
- **What should we do next?**
  - International lessons?
  - New Frameworks

The role of universities?

- **Supplier**
  - Graduates
  - Facilities
  - Research
  - Specialist staff
  - Knowledge
  - Discovery
  - Higher Level Skills
- **Purchaser**
  - Services
  - Goods
- **Broker**
  - With funders
  - Overseas partners
  - Across sectors
  - Networks
  - agencies
- **Developer**
  - Incubation
  - Spin out / in
  - Share risk

Frameworks

- HEFCE's £50 million Economic Challenge Investment Fund / Standing Together
- Creative Britain
- April 2009 Budget
  - Section 4.43 of full budget report
  - One of four key areas
  - £25m Find Your Talent
  - £10m Research / TSB
  - June 2009 Business Links Best Practice
  - July 2009 Local Authorities / LGA / WF
  - Oct 2009 C&Binet – International profile

HIGHER EDUCATION FUNDING COUNCIL FOR ENGLAND hefce

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The North West

“The vision for Digital and Creative Industries in the Northwest is of an internationally competitive cluster of businesses built on innovation and creative talent, with Media City UK as its global flagship location”.

- Create 10,000 jobs
- Add £170 million to the regional economy
- Requires £1 billion t/o growth per annum, year on year

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Northwest
REGIONAL DEVELOPMENT AGENCY

London & the Regions

- Marketeer Association reports that 50% of £1.5bn annual marketing spend of NW businesses goes to London firms;
- The most significant market failure for NW design professionals is the perception amongst businesses that high quality design comes exclusively from London

Examples from one University

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Media Factory

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Sandbox

- SANDBOX a Digital Media R&D lab and facilitation suite – use of games and gaming for communication and learning, development of a rich content repository for creative industries, image compression and visualisation research, metadata and the semantic web.
  http://www.sandbox.uclan.ac.uk/home

Sandbox

- SANDBOX
  - Soukk Ltd – virtual shopping mall for innovative fashion design, interiors and fabrics.
  - Sky / Johnson Press / WEF
- 100 new start up business in 2007-08 from UCLan
  - #1 in North West
- 210 new business supported
- 220 new jobs
- 15m increased turnover

- http://www.sandbox.uclan.ac.uk/home

Practical Help to Creative SMEs

- **Split Graphics**
- **SSR Music**
- **Generation Pop**
- **Ghost Town Records**
- **Medulla Solutions**
- **United Videos**
- **Juicy Media**
- Case Studies

Case Study

Juicy Media

- Juicy Media e-commerce developers for blue chip companies
- On campus
- NWDA Innovation Voucher scheme to work with our DesignlabUK on a more user-friendly interface.
- ‘Business Oscars’ this years event attracted more than 9000 entries, with 75 finalists in 14 categories. Be Inspired Business Award for Innovation at the 2009 BIBAS Ceremony. Hailed as the ‘business oscars’

Juicy Media

- "Juicy Media stood out against the other entries due to their innovative approach to tackling the market in the current decline. They are extremely positive, know exactly where they want to be, and are focussed and dedicated in the service and products they deliver. To encourage this dedication and work-attitude we felt winning a BIBA will give them the drive and ambition to carry on."

  Peter Mileham, Judging Panel

What we did

- Coherent approach: Northern Lights
- Outstanding incubation space and services
- Graduate skills and expertise
- IT facilities and materials
- Access to training and specialist advice
- Brokerage for funding
- Plug-in to networks
- Point to new markets
- Provided business mentoring

Emerging issues for creative start-ups / SMEs …

- understanding supply chain dynamics
- understanding corporate culture
- understanding client purchasing cultures
- awareness of support schemes aimed exclusively at them
- understanding a range of models of how to get skills into their business
- understanding of physical space / business space
- never been through a recession
- limited globalisation

Northern Lights

Case Study

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Massachusetts

It's all here.

Creative Economy Council - MA

- Highly competitive tax incentives for digital media companies.
- The Massachusetts Cultural Council's Cultural Facilities Fund provides
  - Capital Grants and
  - Feasibility and Technical Assistance Grants - must be matched private or public sector.
- Index of the Massachusetts Innovation Economy

Massachusetts Creative Economy Council:

- Jason Schupbach
- Creative Economy Industry Director, Massachusetts
- Unique in US.

Four Immediate Priorities

- Supported **graduate internships** are probably the single most effective contribution universities can make to help creative industries during the recession
- Universities need to improve their support for **'keep-going'** as much as 'start-up'.
- Creative input to SMEs **outside the creative sector** is often critical
- **International** revenue for CI SMEs (EFD)

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New Frameworks?

- ‘Lifelong Creativity’
  - Vision for innovation, expression, imagination, engagement, inclusion and invention through the lifecycle.
- Inter-regional international creative collaborations?
- New econometric models for creative sectors?
- User-developed content?
- Universities have a unique role in all these.

Contact

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