

Digital Creative Industries Programme



Coventry & Warwickshire
Local Enterprise Partnership

Work plan 2018

Theme	Key Activity	Actions	Resource	Outcome/Impact
<p>Business Support</p> <p>Aim: Ensure C&W's business support offering is fit for digital & creative sector</p>	<ul style="list-style-type: none"> Coordinate the development of an investor ready programme of activity for digital & creative using games industry as pilot Identify available funding and support for digital businesses 	<ul style="list-style-type: none"> Select 2-3 Beta Tester games companies Select possible industry mentors Set up first workshop for discussion with stakeholders above, CWLEP, Ukie etc. Establish programme of activity with 3 x ½ day sessions to take start in March 2018 Establish an investor panel. Prioritise educating local investors. Liaise with Jean at WM Digital Board Host VIP dinner with Andy Street, Margot James etc. in May/June Liaise with WDC on Games Festival Programme Create a support resource for ambassadors to use when talking to businesses Develop PR / awareness campaign to ensure maximum exposure and take up Support development of future funds for the Digital & Creative Sectors 	<ul style="list-style-type: none"> CWLEP UKIE UWSP WCC WMGC WMCA CWLEP Champions 	<ul style="list-style-type: none"> Establish a programme of specific support for digital & creative sector activity Increased growth of games cluster and wider digital & creative sectors Increased flow of investor funding to businesses in C&W

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Inward Investment Aim: Establish C&W as global destination	<ul style="list-style-type: none"> Showcases of talent and opportunity Specialist Trade Missions Host location visits Identify other areas of strength for CW 	<ul style="list-style-type: none"> Develop PR Plan / Marketing Material for region to fit with rest of 'Invest in' work using key levers e.g. evolution, design, creation Set up focus groups for sector profiles Develop 2 events to showcase CW talent; 1 based around games development the other around the wider digital & creative sectors Engage with Ukie and DIT to ensure maximum exposure/ opportunity for C&W businesses Research local business base to identify other areas of strength alongside games cluster 	<ul style="list-style-type: none"> CCC WCC CWLEP, Champions City of Culture WDC Games Festival WMGC Esports Commonwealth Games Advent Silicon Spa Tech Central 	<ul style="list-style-type: none"> Increasing profile of C&W area for digital & creative industries using 'games as a gateway' Increased trading opportunities for local businesses Improved understanding of wider sector development opportunities

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Infrastructure	<ul style="list-style-type: none"> • Digital infrastructure • Physical premises - demand and availability • Test bed facilities 	<ul style="list-style-type: none"> • Engage with existing programmes of support to enhance the local infrastructure eg Full Fibre Infrastructure Programme • Map available support for use in business support resource • Support the sector with finding suitable premises and engage with plans/development to better suit the sector e.g. Creative Quarter, Coventry South etc. • Continue to work with the sector to establish need and identify ways to facilitate test bed environments for SMEs 	<p>CWLEP, Coventry University</p> <p>WCC, CCC, WDC and any other partners</p>	<ul style="list-style-type: none"> • Removing infrastructure barriers to growth of sector • Increase supply of suitable property/premises to support continued growth of sector • Increased successful deployment of innovative activity locally

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Skills	<ul style="list-style-type: none"> Strengthen links between academia and industry Support the development of projects to engage industry with students Development of careers advice and information for the sector/ promoting career pathways Help co-ordinate and support the development of courses/ apprenticeships that meet local industry demand 	<ul style="list-style-type: none"> Support a roundtable discussion between industry and local academic organisations to establish a skills activity that meets industry need (12th Jan) Promote and support Digital Schoolhouse Review current and previous activity with the view of developing future proposals Work with WCC Skills Advisor and others as required Set up Skills Board Work with WMCA Productivity & Skills Commission 	<p>Ukie, WCC</p> <p>CWLEP</p> <p>CWLEP,WCC, Careers & Enterprise Company</p> <p>WCC,CCC, NextGen Skills, Ukie, TIGA</p>	<ul style="list-style-type: none"> Increased flow of young people into sector Stronger awareness and understanding of career pathways Businesses helping shape and inform relevant skills and training provision Businesses recruiting locally people with the skills demanded
Wider Engagement	<ul style="list-style-type: none"> Digital & Creative Business Group Engage with regional organisations such as WMCA and Midlands Engine Wider lobbying 	<ul style="list-style-type: none"> Service meetings and develop work programme going forward Represent CW businesses and their views Engage with partners to ensure the best outcome for CW businesses 	<p>CWLEP</p> <p>CWLEP</p> <p>CWLEP</p>	<ul style="list-style-type: none"> Ensure group have administrative support The sector is represented as necessary