

CWLEP Digital Creative Business Group meeting

25th July 2018

2pm – 4pm

TV Studio, Coventry University, CV1 5RW

Minutes

Attendance	Apologies Received
<p>Chair: Sarah Windrum - Emerald Group Exec Support: Stacy O'Connor - CWLEP Jaymie Thakordas –CWLEP Growth Hub Andrew Todd – University of Warwick Helen Routledge - Totem Learning Louise Partridge - Merryhill Accountancy Rebekah Simpson - Playground Games Neil Curtis - Netvisibilty Sim Lee – Warwickshire County Council Jane Bailey – Motionhouse Annie Gardner – Vitsoe Yanguo Jing – Coventry University Shaun Hindes - Coventry University Michael Gubbins – West Midlands Screen Bureau David Hope - Coventry City Council</p>	<p>Nick Harper – Exient Andy Williams - Coventry City Council Kate Ainscough - Freestyle Innovation Tom Willcock – Auster Aviation Paul Fairburn - Coventry University Alison Medwell - Medwell Creations Simon Jones - Black Pepper Software Diego Black - Withers & Rogers Andrea Pulford – Warwick Arts Centre Liz Katz – Noisegate Media</p>

Item	
1. Welcome, Introductions & Apologies	Chair welcomed members, followed by introductions for new members and apologies were given
2. Matters Arising	<p>Matters arising not covered by the agenda:</p> <ul style="list-style-type: none"> • Business Ready Programme - Exient are now engaged in the programme • Website Biog template for completion has been sent out if members could complete them as soon as possible that would be appreciated
3. West Midlands Screen Bureau	Michael Gubbins gave an overview of the WMSB - part funded by the BFI and supported by the West Midlands Combined Authority and Birmingham City Council. The have been established to help build a diverse, dynamic and sustainable Creative Screen Sector, including television, games, film, video production and emerging forms, including



	<p>VR. The task is to build talent, spaces and infrastructure to grow to allow ideas to achieve their full potential at a time of exciting but challenging changes.</p> <p>Due to the decline in the film and screen industry across the West Midlands the bureau has been established to try and drive and be a catalyst to revitalise the sector.</p> <p>There are a number of challenges for the region. A key focus of the Bureau is to develop a narrative, engage and promote the universities offer and encourage the development of great content development and ideas.</p> <p>There is an opportunity within the region to develop a programme of activity or ways of working which encourages the development of good ideas into good IP.</p> <p>Website launched https://www.wmscreenbureau.com/ – The idea is to be interactive, any relevant content or news please send through. Also if there are any interns interested in journalism and want to develop or write for the local area and work with Michael he would be keen to develop a network.</p> <p>The bureau will be holding several - Design labs - to produce pilots and prototypes this could include collaborative spaces, or products. Would welcome input from around the table to engage and be involved in this research. 3 focus areas are Talent Development, Network and Spaces and business models</p> <p>Between November and January the design labs will take place one of which will be held within Coventry & Warwickshire.</p>
<p>4. Channel 4 Update</p>	<p>Disappointed about Coventry not being on the shortlist however it's still very positive for the West Midlands. The work will not go to waste and we now have a clearer picture of C&W eco system. Annie feedback that the pitch programme was interesting and great to see the diversity that isn't always clear in Leamington. Annie keen to develop an ambition and not be introvert about what we are doing and producing.</p> <p>We need to ensure we maximise the supply chain opportunities this may bring, and as a result of the pitch we have a much clearer idea of what that supply chain looks like locally. Keen to develop strategic, regional bids and there will be more to come.</p> <p>Thank you to everyone for their help and support particularly when the requests were last minute, it was very much appreciated.</p>
<p>5. Industrial Strategy/ Sector Deal</p>	<p>Sarah presented an overview - copy of the presentation will be sent round with the minutes. Coventry & Warwickshire are the fastest growing LEP region.</p> <p>Telling our story - Very keen to use the momentum now after Channel 4 to define the areas creative story and begin to use it. Using the 'richness of our diversity' and how we tell that story most effectively without losing the key messages. There was a lot of</p>



	<p>discussion around what we should be focusing on and ways in which we can drive this forward including ;</p> <ul style="list-style-type: none"> • coming home (from London) talent is great/ key • Pool all business marketing budgets that sell the region. Help build the narrative and deliver for the region • Graduates - focus on the retention of the right graduates and attraction of the right graduates • Need to focus the story/ narrative, Define our sector-wide priorities • Brand New Thinking – differentiator to other areas - innovation • Capture values and ethos • Design at our heart • Design company ribbon - university story (Our moment now) <p>It was agreed to move this forward we would look to have a workshop in September preferably before the next meeting to begin to define this further so we are able to develop a design brief and move this forward.</p> <p>Project Pipeline - Keen to begin to collate information about projects, ambitions or develop ideas and projects that support the creative Industries so we can maximise opportunities that future funding rounds might offer. CWLEP currently has an open call for projects – Stacy to send round the call details. Want to try and coordinate bids and not compete against each other. This type of information will also be useful when feeding into the West Midlands Industrial Strategy & Creative Industries Action Plan, which we understand will be linked to the Shared Prosperity Fund in the future.</p> <p>An area of focus suggested was around support for attracting investment, discussion led to identifying key activities under the Invertor theme that should be progressed;</p> <ul style="list-style-type: none"> • Establishment of a Digital Creative Investment Fund with an appropriately skilled Fund Manager • Investor Ready programme for digital creative businesses to access • Tech Ready programme for investors – educating them on Investing in tech
<p>6. Business Support</p>	<p>This item was covered in part by the project pipeline discussion</p>
<p>7. AOB</p>	<p>None</p>



ACTION POINTS-SUMMARY

- ➔ Set up workshop for September
- ➔ Feedback from BR, focus digital, chamber vouchers
- ➔ Send out link to the open call <https://www.cwlep.com/open-call-guidance>

NEXT MEETING: Next meeting dates, venues to be confirmed:

Wednesday 26th September 18 TBC

Wednesday 28th November 18