

CWLEP Digital Creative Business Group meeting

27th March 2018

2pm – 4pm

Warwick District Council, Riverside House, Leamington Spa

Minutes

Attendance

Chair: Sarah Windrum – Emerald Group
Exec Support: Stacy O'Connor - CWLEP
Jaymie Thakordas –CWLEP Growth Hub
Andrew Todd – University of Warwick
Sim Lee – Warwickshire County Council
Liz Katz - Noisegate Media
Annie Gardner – Vitsoe
Nick Harper – Exient
Andy Williams - Coventry City Council
Yanguo Jing - Coventry University
Suzee Laxton - Warwick District Council
Ian Harrabin - CDP

Apologies Received

Helen Routledge - Totem Learning
Louise Partridge - Merryhill Accountancy
Natalie Griffiths - IdentitySpark
Jane Bailey – Motionhouse
Kate Ainscough - Freestyle Innovation
Tom Willcock – Auster Aviation
Rebekah Simpson - Playground Games

Item	
1. Welcome	Chair welcomed members
2. Introductions & Apologies	Introductions and apologies were given
3. Matters Arising	<ul style="list-style-type: none"> • Business Ready Programme - Introduction for Exient • Invite additional members, Sonda Design, Fujtsu, Live Buzz • Investment Profile to roll over to next meeting • Audiences of the future - Sarah Windrum will invite all



	<p>members of this group to a separate meeting.</p>
<p>Presentation; CDP</p>	<p>Gave an overview of the National Creative economy picture. However Coventry & Warwickshire haven't invested in creating a creative economy as other areas such as Leicester and Nottingham.</p> <p>Key will be to design a creative space that businesses can interact with each other and also open up the opportunity to engage with the businesses more openly. There is huge tourism opportunity within this sector that we could be capitalising on.</p> <p>There is a clear lack of incubation and SME space.</p> <p>Ian gave an overview of the Coventry projects detailed in the presentation attached to the minutes.</p> <p>Ian gave an overview of Leamington due to being recently appointed as Development partner. Masterplan will be ready by September 18 and out to consultation in October 18. This is an opportunity to attract people and companies out of London and to retain local graduates</p> <p>Andy Williams was keen to ensure we look at opportunities for unlocking funding around housing and public realm which could meet the creative need.</p> <p>A key discussion point was made around skills and graduate retention. Liz Katz has engaged recently with the University of Warwick where there is a 25% retention rate and around 2% within this sector. Lifestyle is key to retaining graduates.</p> <p>Relocation campaign and retention campaign - Key issues to take away. Homemade/ home-grown talent to support retention was also a key point.</p> <p>Ian Harrabin keen to ensure that key decisions are made with the creative industries in mind. Right premises in the right area. It was felt a case study out of Vitsoe could be used to educate and demonstrate the business need.</p>
<p>4. Presentation; Leamington Games Festival</p>	<p>Interactive Futures 3 day Games focus event. Day 1 is an academic day being led by Warwickshire College Group, day 2 has an industry focus and day 3 would be targeted at the consumer and future games devs. 31st Jan - 1st Feb. The aim of the event is to be a national industry calendar event that firmly puts Coventry &</p>



	<p>Warwickshire and in particular Leamington Spa on the Games Development map.</p> <p>Key ask to the Business Group was to talk and share information on the event. Any ideas on Speakers, Exhibitors ideas of fringe events welcome.</p> <p>Andy Williams asked that links to the CW Business festival be made with a fringe activity/ taster for the event. Also link the activity into Channel 4 bid.</p> <p>Work is being undertaken to deliver an event with BAFTA that could tie into the CW Business Festival.</p>
<p>5. CW Digital Creative Update; Sarah Windrum</p>	<p>DCMS Digital Skills Survey was undertaken to highlight and provide examples of digital skills activities within the region. 2 case studies put forward were Next Gen Skills accredited courses delivered by WCG from September and Digital School House.</p> <p>Joint venture Company (colleges) presented to the CWLEP Board and would welcome any support around Business Engagement as this is a key factor for them– any suggestions welcome. Liz Katz is working with FSB to request data to try and engage businesses to support the schools careers information – but what data do we want?</p> <p>Action: CWLEP to support Liz on this</p> <p>Warwick Business School are extending their creative economy research to now cover Warwickshire.</p> <p>WMCA and Local Industrial Strategies, input is being made to ensure the creative footprint of the area is not lost within the wider regional work. Discussion came round again to shouting about the areas offer and the suggestion of Made in Leamington.... Branding (look at Creative Britain) which could be adapted to each individual area where required.</p> <p>Action: Retention and relocation are 2 key areas we need to develop. Initially we should focus on one and develop an identity around that creating the areas story.</p>
<p>6. Inward Investment update; Simeon Lee</p>	<p>Midlands Tech Challenge, Simeon Lee attended Mobile world Congress where the competition was launched across five sectors; FinTech, RailTech, Cyber Security, Gaming and Autotech. There have been 14 submissions and selection of winners will happen shortly.</p> <p>ICT Delegation has been hosted in Coventry from India. There has</p>



	<p>already been some positive feedback and several investment leads to follow up on.</p> <p>WMCA Urban Challenge, the challenge was for companies to come forward and engage with local authorities on how tech could support delivery of their priorities. The themes for this were Wellbeing, Youth Unemployment, Digital Citizenship, and Housing. Full details can be found on their website https://urbanchallenge.io/ - Warwickshire County Council are now looking at developing their own version as they are begging a digital transformation programme for their services.</p>
7. Business Support Programmes	Postponed to be discussed in full at the next meeting in May.
8. AOB	Action; Can we provide the slides from today's speakers

ACTION POINTS-SUMMARY

- ➔ Introduction for Exient to the Business Ready Programme
- ➔ Invite additional business representatives
- ➔ Look at the 'Digital Creative' sector profiles. Is it fit for purpose? Are we missing some key strands to our story e.g. digital design, digital content creation, etc.?
- ➔ CWLEP to support Liz with FSB business data for engagement with schools and colleges
- ➔ Retention and relocation are 2 key areas we need to develop. Initially we should focus on one and develop an identity around that creating the areas story.
- ➔ Issues slides of presentations with the minutes

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

- Wednesday 30th May 18**
- Wednesday 25th July 18
- Wednesday 26th September 18
- Wednesday 28th November 18