

CWLEP Digital Creative Business Group meeting

30th May 2018
10am – 12pm
Warwick Arts Centre, Coventry

Minutes

Attendance

Chair: Liz Katz - Noisegate Media
Exec Support: Stacy O'Connor - CWLEP
 Jaymie Thakordas –CWLEP Growth Hub
 Andrew Todd – University of Warwick
 Nick Harper – Exient
 Paul Fairburn - Coventry University
 Helen Routledge - Totem Learning
 Louise Partridge - Merryhill Accountancy
 Rebekah Simpson - Playground Games
 Neil Curtis - Netvisibilty
 Anne Forgan – Ludic Rooms
 Dom Breadmore – Ludic Rooms
 Guy Collier - Warwick District Council
 Andrea Pulford – Warwick Arts Centre
 Kate Sayer – Warwick Arts Centre
 Christina Evans - University of Warwick

Apologies Received

Sarah Windrum – Emerald Group
 Sim Lee – Warwickshire County Council
 Annie Gardner – Vitsoe
 Andy Williams - Coventry City Council
 Natalie Griffiths - IdentitySpark
 Jane Bailey – Motionhouse
 Kate Ainscough - Freestyle Innovation
 Tom Willcock – Auster Aviation

Item	
1. Welcome, Introductions & Apologies	Chair welcomed members, followed by introductions for new members and apologies were given
2. Matters Arising	Matters arising not covered by the agenda: <ul style="list-style-type: none"> • Business Support Overview paper. This will be circulated to the group again as an overview to what is currently available. We are keen at the next meeting to review the Creative Sector Deal



	<p>and the funding opportunities that might be available. We want to develop a pipeline of projects that could access this funding or support programmes specifically with the Digital Creative sector and are inviting ideas from the group to discuss at the next meeting.</p> <ul style="list-style-type: none"> • An invitation to Audiences of the Future Challenge fund discussion was sent out after the last meeting. This will be recirculated and will be discussing the potential of putting a bid together looking at immersive technologies and ideas people have around this: More details of the call can be found here https://www.ukri.org/innovation/industrial-strategy-challenge-fund/audience-of-the-future/ the event will run directly before the next Business Group meeting and will be in the same location. • Introduction to the Business Ready Programme – Stacy has contacted the programme but needs to chase
<p>3. Presentation; Warwick Arts Centre</p>	<p>Andrea Pulford gave an overview of the Arts Centre and its vision to capitalise on being the largest University based Arts Centre outside of London. A key ambition of this is to become a key production hub focussed around digital and technology alongside the arts.</p> <p>Part of this vision includes a large scale re-development of the existing site providing a larger atrium and 3 digital atriums. The Arts Centre are keen to develop partnerships with local businesses to maximise the use of these spaces and would welcome feedback or ideas of how this would be developed.</p> <p>Kate Sayer gave an overview of the learning programmes being developed and undertaken within the arts centre which includes outreach with some hard to reach young people within a select number of Coventry Schools. Some of this work involves partner organisation Ludic Rooms.</p> <p>Kate shared particular success with a programme called Play, Code, Share which has received additional funding to expand the programme. The programme targets Y8 children upwards as there is an identified gap of provision in schools. ICT appears to be taught in year 7 but then is dropped until Year 10 which at that point it is particularly difficult to reengage female students.</p> <p>In July there will be a showcase of Random String Programme in partnership with Ludic Rooms. As part of this programme they are particularly keen to establish Random String Industry Nights the next of which is focused on bringing together Arts and Games and seeing how they can strengthen links to Silicon Spa.</p> <p>The group then undertook an interactive session around 3 questions posed by the Arts Centre as to how their activities could better support Industry need and the development of the future talent pipeline:</p> <ul style="list-style-type: none"> • What are the social digital experiences we should be offering? • Are there sectoral needs that we could be supporting?



	<ul style="list-style-type: none"> • What would digital arts learning programmes include that could contribute to the employment pipeline? <p>Key observations included the need to build resilience around digital skills, there's no failure only feedback, transferrable digital skills across sectors, not operating in silos. A copy of the presentation will be sent out with the minutes.</p>
<p>4. University of Warwick - 360 Digital Courtyard</p>	<p>Christina Evans gave an overview of the redevelopment of the Arts and Humanities buildings. The Faculty of Arts development will be bringing together 3 different buildings into one place. Key to this will be development of engagement spaces for students and industry. Part of this ambitious programme includes the development of a 360 degree digital courtyard. Christina gave example of innovative projects already being developed by the University (Some projects in partnership with other academic institutions) that could give scope to an immersive, cutting edge learning environment.</p> <p>They want the space to engage students, but also provide opportunity to allow local business access. What tech or opportunity would be advantageous to SMEs locally – Initial ideas were there could be opportunity to access the student demographic for research, simulate playing on the phone on a large scale and to bigger audiences. The group were asked to give further consideration to this and any ideas would be welcome - What tech/ facilities could be put in that space?</p>
<p>5. Institute of Coding</p>	<p>Paul Fairburn gave an update to the national programme and Coventry's particular strand which is high level digital skills in the current and future workforce. The programme is focusing on 3 key sectors, Healthcare, Advanced Manufacturing and Engineering and the Creative Economy.</p> <p>Looking to develop bitesize CPD modules which could lead to an accreditation, and higher level qualifications/ Masters and starting to look at generic needs across the sectors and then look at specific need of the individual sectors.</p> <p>A workshop will be held in the near future facilitated by an external party who can undertake a skills need assessment for a business and establish a plan for the business. This is very much about a digital transformation programme - equipping companies large and small.</p> <p>They are currently recruiting in particular for the business engagement roles : plea if you know people who could be the business engagement specialists and assist in skills diagnostic please encourage them to apply. A link to which can be found here; https://www.coventry.ac.uk/business/our-services/institute-of-coding/</p>
<p>6. Inward Investment</p>	<p>Channel 4; two bids were submitted to C4 relocation to the regions. Coventry formed part of the West Midlands bid for the new HQ site and Warwick District Council led a bid for Leamington to be considered as one of 2 creative hubs.</p>



	<p>The phenomenal amount of work went into both bids and highlights of each bid were shared with the group, the presentation of which will be shared with the minutes.</p> <p>Going back to our previous discussion from the last meeting, regardless of the success of these bids we now have a stronger understanding of the creative offer of the area and a basis of which to build our local brand/ personality to communicate the strength we have across the region to be able to communicate to wider audiences about our local offer.</p> <p>Discussion focused on our two key audiences which are focused on retention and relocation. We need to building on the momentum and enthusiasm established as part of the C4 bid process. Keen to try and tackle the London pull and the lack of investor engagement and investment to the West Midlands. Students are being driven to London due to investment success based on their strong entrepreneurial culture being demonstrated by a large majority of new graduates. Opportunity or visibility of opportunity within specific industries was also a key focus to drive forward. Observations made that there is local grown talent either studying in the area or returning from study further afield who are not connecting with local employment opportunities.</p>
7. Communications	<p>We are keen to promote the work the group are doing under the CWLEP programme to build some momentum and begin to communicate locally the strength and value of the sector to the local economy. Part of this is the development of the business group pages on the CWLEP website. These are currently under development and all papers of these meetings will be available online. We would also ask that where possible we begin to tag @cw_lep into anything we are doing that is highlighting/ adding to this work programme until we have a clear narrative for the sector which we will then be able to promote.</p> <p>Part of this will be listing members of the group and we would like to feature a short biog of each business member. A template to complete will be sent around separately for all organisation and at the next meeting we will be taking headshots of all members (if you are unable to attend can you please supply a headshot to use).</p>
8. AOB	<ul style="list-style-type: none">• Tech Central are holding an event on the 27th June focussed on R&D Tax Credits and the role of Coventry University in supporting innovation. As part of the event it will also include a tour of the Simulation Centre. More information



	and registration can be made by following the link; https://www.eventbrite.co.uk/e/accelerating-new-ideas-what-are-you-missing-tickets-46224519783
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ACTION POINTS-SUMMARY

- ➔ Stacy to chase re the Business Ready Programme
- ➔ Stacy to re share the Audiences of the Future invitation. More information about the call can be found here; <https://www.ukri.org/innovation/industrial-strategy-challenge-fund/audience-of-the-future/>
- ➔ All to give some consideration to future projects or issues they would like to see projects developed around for future funding opportunities. More information about the Creative Sector Deal can be found here;
<https://www.gov.uk/government/news/creative-industries-sector-deal-launched>
- ➔ Stacy to send out separately a template for completion for the website

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

Wednesday 25th July 18 – 2 - 4pm Coventry University Ellen Terry Building

Wednesday 26th September 18

Wednesday 28th November 18