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| <b>Development of the Creative Sector</b>                            | <b>13 September 2016</b> |
| <b>To: The Leisure and Development Committee<br/>For Information</b> |                          |

| <b>Linkage to Council Strategy (2015-19)</b> |  |
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| <b>Strategic Theme</b>                       | Accelerating Our Economy & Contributing To Prosperity  |
| <b>Outcome</b>                               | Developing research which will help to direct work in both the economic development and culture /arts /heritage programmes |
| <b>Lead Officer</b>                          | Paul Beattie (in conjunction with Margaret Edgar)  |
| <b>Cost:</b> (If applicable)                 | Up to a maximum of £8,000, depending on tender bids  |

**The purpose of this report is to outline some collaborative work between the economic development and culture/arts/heritage functions of Council.**

### **Background**

In 2011, the legacy Councils undertook a review of the Creative Industries within the then four council areas. This work reviewed the state of the creative sector, listed and investigated potential for assistance and funding, and reviewed policy which could have had effects on the future development of the sector.

### **Outcomes**

The resultant work was a useful tool for the councils at that stage, which fed into the development of the Alchemy programme, and resulted in the Creative Sector development programme, initially in Limavady, and subsequently across the cluster.

Around 40 small businesses were assisted through the programme above, and the study supported the levering-in of around £140,000 of EU funding.

### **Proposed new work**

Both the economic development work plan and arts strategy identify a need to develop skills and businesses in the Borough from the creative sector.

In addition, both teams are working to develop a creative sector event – or perhaps a longer, borough-wide event, should resources allow – with the North West Regional College, which showcases local work, support available, and opportunities for growth and expansion. It is expected that the focus of this work will be on the digital creative sector.

As a first step, it is recommended that the previous work undertaken in 2011, is updated and enhanced. The work will focus on the following:

1. Identify the key characteristics of the sector across the Council area, including size, ownership, turnover, employment profile, geographic markets, business requirements and skills gaps; this should also include estimates of direct and indirect economic contribution the creative sector has on the economy across the area;
2. Identify potential clusters of the businesses in the creative industries sector within the Council area;
3. Identify the support that is currently available to creative industries' businesses;
4. Using best practice examples which have already been evaluated elsewhere, make recommendations for the development of the sector in the Causeway Coast and Glens area;
5. Review policy options for future development actions;
6. Create a creative industries database for the Council area.

### **Outcomes expected**

This study work will help to shape interventions for the sector from Council, as well as leveraging in other support from colleges and business development agencies.

It will link to the arts strategy's second theme of "investing in creative learning and skills development to support the creative development of our young people and creative practitioners through training, skills development and providing opportunities to showcase work"

It will also highlight and develop solutions for any gaps in provision through Council's Alchemy programme and the targets for future Regional Start Initiative programmes.

### **Recommendation:**

It is recommended that this work is progressed through the Prosperity and Place programme, in conjunction with the Culture, Arts and Heritage programme, from the existing economic development budget. An update on the successful tender and subsequent programme recommendations will be brought to a future Leisure and Development Committee.