

*CREATE UK

A STRATEGY FOR THE CREATIVE INDUSTRIES TO 2020



IN BRIEF

The creative industries are the fastest growing part of the economy, generating £77bn a year for the UK and accounting for 1.7million UK jobs. The UK is a world leader in these industries and their output provides valuable exports as well as shaping how we are viewed globally.

But competition in these markets is increasingly strong and the UK cannot afford to stand still. The *Create UK strategy has been developed as a long-term integrated growth plan for these key industries. Developed by the industry members of the Creative Industries Council and welcomed by

Government, *Create UK reflects a unique coming together of creative sectors to promote shared interests and agree common goals. The strategy identifies five pillars the UK must prioritize to develop the creative industries for a new generation of success.

These pillars are:

- 1 **ACCESS TO FINANCE** – ensuring creative businesses know how to raise funding
- 2 **EDUCATION & SKILLS** – nurturing and supporting diverse talent and skills for growth
- 3 **INFRASTRUCTURE** – giving the UK one of the most competitive communications infrastructures in the world
- 4 **INTELLECTUAL PROPERTY** – building robust public and government support for copyright development and protection
- 5 **INTERNATIONAL** – expanding the UK's trade and inward investment in creativity

The strategy sets out measurable goals including:

Doubling the value of UK creative exports from £15.5bn to £31bn by 2020.

Growing the UK's share of global inward investment from 10% to 15% by 2020.

Increasing creative businesses with at least £5m annual turnover as a percentage of all UK businesses.

Ensuring more creative start-ups survive beyond their first year.

Being recognised as a top five country worldwide for digital infrastructure.

By recognising the specific and practical needs of these high-growth, high value industries, the *Create UK strategy is designed to ensure the UK enters the next decade as the leading global creative hub.

* The UK Creative Industries

JOBS

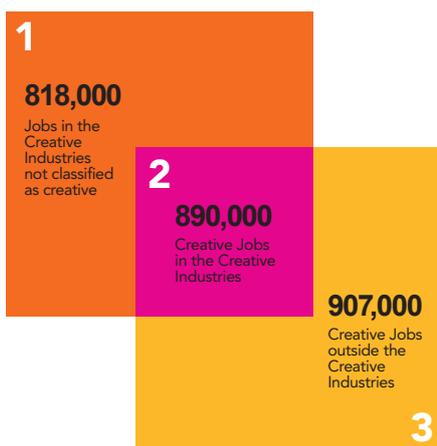
The UK Creative Economy 2013

2.62
MILLION JOBS

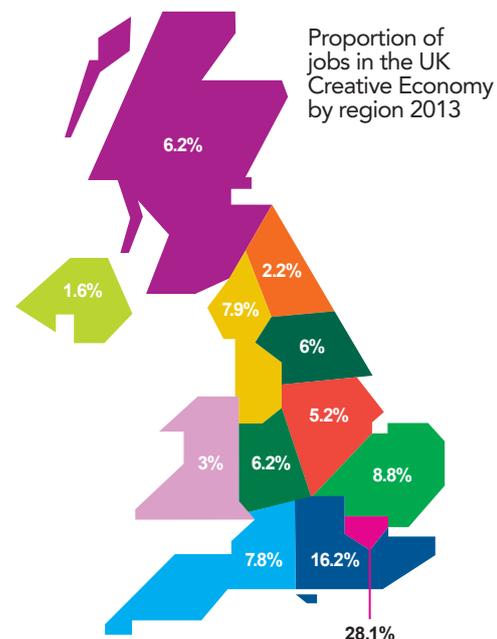
1 IN **12**
UK JOBS

8.5%
PERCENTAGE SHARE OF UK TOTAL JOBS

Employment in the UK Creative Economy



Creative Economy = 1 + 2 + 3
Creative Industries = 1 + 2



VALUE (GVA)

The UK Creative Industries 2013

£76.9 bn
A YEAR

£8.8 m
AN HOUR

5%
OF UK ECONOMY

GVA of UK Creative Industries 2013 (£m) Total **£76.9bn**



Change In GVA 1997-2013



EXPORTS (Services)

UK Creative Industries Exports 2012

£17.3 bn
VALUE OF EXPORTS A YEAR

8.8%
PERCENTAGE OF TOTAL UK EXPORTS

+11.3%
CHANGE IN VALUE OF UK EXPORTS 2012 v 2011

Exports from UK Creative Industries 2012 (£m)



PROGRESS REPORT

ACCESS TO FINANCE

Great progress has been made over the last few months in meeting the Council's Access to Finance objectives.

We've developed a number of new resources to help creative business better understand the funding and financing options available to them. This month we're launching 'Better Business Finance for Creative Industries' – an online tool designed to help businesses discover available funding – and the IPO's 'Finance Toolkit' – a guide to help businesses value intellectual property and understand finance options. Both of these resources will be integrated within the Create UK website.

We've also been working to raise awareness of creative sector opportunities to the finance community.

In partnership with the British Bankers Association (BBA), the Intellectual Property Office (IPO), UK Business Angels Association (UKBAA) and Innovate UK, great strides have been made in reaching out to the finance community and improving relationships between financial institutions and creative bodies. As part of this, the BBA and DCMS are working on a new module within the SME Finance Monitor (data gathering report on SMEs and Finance) that focusses specifically on the Creative Industries.

This research is part of our wider efforts to help address a historical lack of creative sector market intelligence and demonstrate successful creative business growth models, returns and investor exits to the finance community.

Finally, we'll be taking the Access to Finance message on the road, starting this month with a programme of workshops, expert mentoring and showcase events for creative businesses. These events aim to help businesses better understand the finance landscape, learn how to fully exploit their intellectual property to access finance and take full advantage of the private and public funding opportunities available. These events will draw on our partners such as the UKBAA, Innovate UK, IPO and BBA and together with the hugely successful VentureFest, these events will take place across the UK throughout the year.

EDUCATION & SKILLS

We have an ambitious action plan to develop talent and skills in the creative industries from playground to pension. To support this, we have launched Hiive (www.hiive.co.uk), powered by Creative Skillset, a new professional network for creative people and businesses across the UK, which enables them to discuss, connect, do business, share knowledge and drive growth. Hiive is aimed at people

over 18 years old working in or seeking work in the creative industries, companies of all sizes across the industries, and educational course providers.

Among other things, it can be used to:

- Build users' profiles, showcase their skills and start connecting with industry peers by using the Talent feature.
- Group together professionals for a variety of purposes, ie. to share interesting content, discuss industry topics, or even plan an event or project together.
- For those looking for their next opportunity, or the right creative talent to add to a company or project, Hiive also showcases vacancies.

This is just one strand of work of the industrial partnership for the creative industries which, managed by Creative Skillset, includes over 500 employers, has raised £40m of industry and public co-investment and will directly support 24,000 people, delivering to the *Create UK recommendations.

Moreover, because of the collective efforts of creative industries employers, trade associations and industry skills bodies, we have now achieved, from a standing start in 2009, almost 8,000 apprentices and 2,000 paid interns and trainees. This includes the IPA's Creative Pioneers award-winning apprenticeship programme.



INFRASTRUCTURE

In January, Nesta published a major new study, mapping employment in the UK's creative and high-tech economies. The report highlights creative and high-tech hotspots around the country and their growth, and notes the particular dynamism of ICT sectors that combine creative and high-tech.

The data will now feed into the exercise the Creative Industries Council's Technical Working Group is leading on mapping creative clusters. Clusters mapping will be a vital resource for the Council and other bodies charged with developing and investing in the UK's creative economy at a local level. The mapping will also identify priority areas for investing in the nation's digital infrastructure.

INTELLECTUAL PROPERTY

Strong progress has been made towards increasing awareness of IP rights.

Creative Content UK, a major new partnership between content owners, ISPs and Government to promote awareness of legal sources of digital content and reduce online infringement of copyright, was announced in July 2014 and will launch during 2015.

A toolkit for schools is under development by a specialist agency with IPO input.

On enforcement, Government has agreed to continue funding research into online infringement and the work of the Police IP Crime Unit (PIPCU) until 2017; Google has amended its algorithm so that it more effectively demotes major illegal sites and the Minister for IP now chairs regular roundtables with search

engines and rights holders to encourage more voluntary action; meanwhile content owners have secured court orders to block UK access to more than 101 prominent pirate sites.

Greater transparency on policy development by the IPO has been secured through the establishment of the Copyright Advisory Panel of creative industry experts.

INTERNATIONAL

Progress has been made on the four International strategy themes of Alliances & Clusters, High Value Opportunities (HVOs), Inward Investment and Data.

China has been identified as the top priority Alliance market (those markets which require high-level intervention from both industry and government) and this market will test the concept in 2015-16.

The HVO Taskforce has increased its focus on helping UK creative supply chain companies to access major projects and is widening its remit to target smaller projects.

The top four creative sub-sectors for inward investment were identified as screen, gaming, digital media and design, and the primary FDI markets to attract this investment as the USA, several EU nations, China, Japan, India and Australasia.

The next step is to develop international offers for UK creative centres of excellence.

The data working group secured commitment from DCMS and ONS to work towards including creative goods in the next annual Creative Industries Economic Estimates (previously only covered creative services, so under reported value of sector).



For a complete overview of the UK's thriving creative industries – including statistics, case studies, contacts and videos – visit:

www.thecreativeindustries.co.uk

The website is a public-private partnership between:

Arts Council of England
British Film Institute
British Council
British Fashion Council
British Film Commission
Crafts Council
Creative & Cultural Skills
Creative England

Creative Industries Council
Creative Skillset
Department For Culture, Media & Sport
Design Council
Great Britain Campaign
Innovate UK
Institute of Practitioners In Advertising (IPA)
Knowledge Transfer Network (KTN)

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