

# South East Creative Economy Network Meeting

8 May 2019

Wat Tyler Country Park, Basildon

## Present

Lorna Fox O'Mahoney (LFOM) *University of Essex*  
Lisa Ricketts (LR) *Thurrock Council SECCADS*  
Sarah Wren (SW) *Kent County Council*  
Tony Witton (TW) *Kent County Council*  
Anne Knight (AK) *Medway Council*  
Rob West (RW) *CC Skills*  
Marc De'ath (MD) *Chelmsford City Council*  
Julia Payne (JP) *The Hub*  
Peter Alder (PA) *East Sussex County Council*

Collette Bailey (CB) *Metal*  
Sharon Phillips (SP) *Prestige Collaborations FE*  
Jenni Cresswell (JC) *Prestige Collaborations FE*  
Sujun Fieldhouse (SJ) *Southend Borough Council*  
Hayley Dixon (HD) *Focal Point Gallery / SBC*  
Euan Kerr (EK) *Space Studios*  
Rachel Brown (RB) *Space Studios*  
Alison Fogg (AF) *Colchester Amphora Trading Ltd*  
Gunilla Edwards (GE) *Basildon Borough Council*

## Apologies

Sarah Dance *Sarah Dance Associates*  
Sally Staples *East Sussex County Council*  
Dawn Hudd *Medway Council*  
Gillian Youngs *Canterbury Christ Church University*  
Jo Nolan *Screen South*  
Liz Moran *Gulbenkian Theatre Canterbury*

Lorraine Smith *Folkestone & Hythe District Council*  
Richard Holdsworth *Chatham Historic Dockyard*  
Sam Hawkins *CCSkills*  
Simon Wellington *Arts Council England*  
Victoria Pomery *Turner Contemporary*

## Introduction & apologies

LFOM gave introduction and welcome.

Apologies from Sarah Dance and Sally Staples.

## Review of previous minutes/actions - including matters arising

Review of minutes from previous meeting – approved.

Presentations

### Digital and Creative Basildon

Presentation from Gunilla Edwards from Basildon Borough Council on the Creative and Digital Sector in Basildon and their tradition of industrial design and creativity e.g. Ford and forthcoming Digihub in Basildon town centre.

### Digital Creative Colchester

Presentation from Alison Fogg on Creative Colchester and the new Creative Colchester website:

[www.creativecolchester.org.uk](http://www.creativecolchester.org.uk)

## Talent Accelerator Update

Tony Whitton – Talent Accelerator

ESF (European Social Fund) call – aimed at SMEs and education, something to go for. Did not submit bid due to timeframe. Look at redefining apprenticeship model, idea to use CDF Funding as match. Idea of regeneration 2031. Role models, work experience, how people working in sector can also be educators. Strong model is there for discussion. Ready for the next opportunity – could be another SME/ Apprenticeships call in July from LEP. Circulate asking people to collaborate. Looking for partners. Next step to bring partners together.

**ACTION:** TW to send Framework to group looking for collaborators. Date to discuss middle of June.

## Refreshing the prospectus

*Attendees broke into groups to discuss how an updated Prospectus for the Creative and Digital sector could look.*

LFOM – Prospectus produced in 2015, framed in terms of vision and ambition for creative economy in south east. Aiming to speak loudly and sitting behind that was articulating case for investment. Looking at context of Local Investment Strategies. Key pillars: SECEN Model, we know across LEP Network model has been regarded as innovative practice and sustained conversation.

4 themed initiatives – business support – SECCADS, talent pipeline, workspace and placemaking. Focus on selling prospectus AND TEPC.

Cluster case studies: set of local clusters.

Is this the moment for us to refresh the prospectus? How to express ambitions and what is next over the horizon?

SW – Funding from SELEP to renew the prospectus?

Key points:

- What are the priorities for next 5 years? – Broader environment
- What is needed to make it work?

SW's group – place as a priority. Every place needs culture. Every place needs to be vibrant.

LFOM – mapping around how to set out stall around clusters.

SW – what are methodologies? Sector led clusters. Home grown clusters emerging organically.

AK – how SECEN can work together? Strong leader to lobby for SECEN. International perspective.

HD – Southend, a lot of great activity but bringing together. Southend could benefit from similar to Creative Colchester. Skills – LCEPs and how might work alongside Talent Accelerator and across the region in shared learning.

LFOM – stretch ambition to 2050. International Prospectus – ambition. Feel part of a bigger project as well as local.

JP – Really good reach and spread geographically. Good sense of who is out there, but make sure understanding of what is happening and where. Thinking about clear sense of purpose about what

group is – what is relationship with SECEN and, for example Creative Colchester. Different models and engaging. Bigger conversations – e.g. Piggy-back on other ways of involving the sector. Workforce development/talent pipeline, thinking about those already in the workforce, are opportunities really accessible? Freelancers/SMES mental health pressures of business. New ways of working – have eye on the future.

CB – understanding of what makes up creative industries is still quite poor in terms of how funding is decided etc. One size doesn't fit all – on the ground delivering, impact on resources. Robust around we know who we are and what we need. What's needed to make that work? Regulatory frameworks becoming problematic. Articulating the value of artists and creatives.

LFOM – deepening of the placemaking strand? Bring learning about the amount of work that is happening.

LR – jobs definition are not outputs as sector works differently – e.g. irregular hours, lengths of time etc.

LFOM – ambition, global ambition, defining the category. Opportunity to define the sector and use space for this. Government is looking to us, have established credibility, clear proposition coming out, use voice to be bold, audacious, challenging.

JP – Art index from National Campaign for the Arts. Shopping basket of best indicators – how can we drill down so this is useful on a LEP level? Create a new set of indicators.

LFOM – think about next steps.

### **Update on work packages: South East Creative, Cultural & Digital Service (SECCADS) business support programme**

LR – ERDF Project to support 370 CDI up to December 2020. Support 279 grants and 91 business support. Job creation targets, 80 FTE. 140 new businesses and help organisations introduce new-to-the-firm products. 11 grants approved. 5 are new businesses, 6.5 jobs and 6 products generated £90k value. Business support programme looking to be available from the end of the year. Holding page for website out this week.