



WMCA Board

Date	22 June 2018
Report title	Culture, Creative Industries and Tourism
Portfolio Lead	Councillor Ian Ward - Economic Growth
Accountable Chief Executive	Dave Webb, Stratford-on-Avon District Council email: dave.webb@stratford-dc.gov.uk tel: (01789) 260100
Accountable employee(s)	Dave Webb, Stratford-on-Avon District Council email: dave.webb@stratford-dc.gov.uk tel: (01789) 260100
Report to be/has been considered by	Programme Board - 8 June 2018

Recommendation(s) for action or decision:

The WMCA Board is recommended to:

- (1) Establish a Culture, Creative Industries and Tourism Advisory Group.

1.0 Purpose

- 1.1 The purpose of this report is to set out a proposal for establishing a Culture, Creative Industries and Tourism Advisory Group (CCTAG) that covers the whole of the WMCA geography (four LEP areas).

2.0 Background

- 2.1 By way of a re-cap, the current Culture, Creative Industries and Tourism Group (CCT) sits under the WMCA governance framework as a means to delivering economic growth. The CCT has been meeting since the establishment of the WMCA work streams. The remit of CCT covers the development of the cultural sector, creative industries and tourism. The view being that there are clear points of overlap in these sectors, and together they comprise a major and rapidly developing area of the economy.

- 2.2 Following a significant amount of research, including development of an action plan, aligned to the remit of other elements of the WMCA (e.g. The Growth Company), a report was presented to the Programme Board on the 10 November 2017 proposing the following: -

- **Cultural economy** – To extend the existing Cultural enquiry to cover the entire Combined Authority geography.
- **Creative Industries** – this is a priority sector and that this should become the responsibility of the SEP Board. This could encompass setting up a creative industries or creative economy group convened by this Culture, Creative Industries and Tourism Group.
- **Tourism** – the Growth Company are best placed to take the lead with the task of producing a business case to take forward actions in relation to this sector.

- 2.3 Although these proposals were supported and the rationale for change acknowledged, the Programme Board were of a view that more work needed to be undertaken to establish whether a group, which coordinated work undertaken by the individual sectors, would add value. Consequently it was agreed that a further report should be compiled to make the case.

3.0 Progress update

- 3.1 This report makes the case for setting up an Advisory Group which would coordinate and maximise the opportunities arising from the work being undertaken by the three sectors Culture, Creative Industries and Tourism (CCT).

- 3.2 The CCT sectors form a significant part of the WMCA economy. The Gross Value Added (GVA) contribution is 4.6%, 8.6% of jobs are in the CCT sectors and 7.3% in businesses. The WMCA has the highest number of CCT businesses when compared to other Combined Authority Areas.

- 3.3 Within the West Midlands region there are 6,860 creative businesses. The number of jobs in this sector is predicted to increase to 101,471 by 2030, an increase of 40.2% from 2013.

- 3.4 The attached proposal (Appendix 1) “A business case for Culture, Creative Industries and Tourism”, re-enforces the importance of the sectors and makes the case for an interrelated and coordinated approach to support investment across the whole WMCA geography (four LEP areas) helping to generate economic growth, social improvement and make the region an even greater place to live in, visit and invest in. The report sets out a role for a CCT Advisory Group to coordinate and facilitate a joined up sector approach.
- 3.5 In addition to the significant number of creative businesses (3.1 above) the WMCA geography also has a significant number of cultural and tourism attractions. By way of illustration, the business case provides a few examples.
- 3.6 As stated in 3.1 above, the establishment of a CCT Advisory Group would ensure the three sectors work together. It would: -
- Share best practice on effective policy and investment tools which nurture growth and competitiveness via the CCT sectors.
 - Identify a set of shared WMCA-wide opportunities and priorities for the growth of the CCT sectors. This focuses on ‘big ticket’ items which can have a transformational effect for the WMCA if positioned as shared opportunities.
 - Present a shared prospectus of CCT opportunities for lead and partner agencies to deliver on.
 - Delivering a targeted programme of interventions which strengthen cross-WMCA working and cement the interconnectedness of CCT sectors as a collective opportunity for every local authority.
- 3.7 In addition, it would provide an opportunity to explore and progress opportunities arising from the collective impact of four big ticket items as well as the specific support set out below: -
- Work with Coventry City of Culture 2021 to commission a shared strategy and prospectus which sets out the goals and building blocks for Coventry 2021 as a regional opportunity.
 - Work with Birmingham Commonwealth Games 2022 – to establish and then Commission a shared plan for a ‘Games Ready’ CCT sector: focusing on skills, market and commissioning and opportunities to grow and CCT capacity.
 - Roll out the Birmingham Investment Enquiry - To develop a Brief for the WMCA Cultural Investment Enquiry and operate as the steering group overseeing research and action pilots across the region.
 - Develop a regional Creative Industries Bureau to connect up the regional clusters, engage industry leaders, raise awareness and inform strategy.
- 3.8 Also it would help support work being undertaken by the West Midlands Growth Company who is progressing regional tourism initiatives (£3 million secured to support promotion of the regions cultural scene) and creative investment work strands.

4.0 Local Industrial Strategy

- 4.1 The Industrial Strategy sets out a vision for the future economy and states the need to do more to embrace opportunities of the future. The CCT sectors are significant within the WMCA economy and provide a strong basis for generating further growth and jobs. It is therefore essential that in developing a Local Industrial Strategy, these sectors are recognised as key components.
- 4.2 A CCTAG would be available to support the development of the Local Industrial Strategy helping to formulate key actions. This could include making the case for a submission to devolve funding to the region, for example exploring options to secure a greater allocation of Arts Council funding through the Cultural Development Fund.

5.0 Culture, Creative Industries and Tourism Advisory Group

- 5.1 In summary a CCTAG would add value to the WMCA by providing the support to maximise opportunities for investment, effective collaboration and joint working between sectors covered in more detail in Appendix 1 to this report.
- 5.2 It is essential that the CCTAG takes a focused and manageable approach. Consequently, it would develop a prioritised costed action plan which would be the mechanism for monitoring the progress of the group, ensuring it meets the objective of adding value to the WMCA.
- 5.2 If supported, it is proposed that the core membership of the CCTAG should include representatives from organisations who play a key role in one or more of the CCT sectors. It is proposed that the core membership consist of the following: -
- Constituent WMCA members (7)
 - Non Constituent member (1)
 - WMGC (1)
 - Local Enterprise Partnerships (4)
 - Culture Central (1)
 - Creative Industries Organisations (2)
 - Commonwealth Games – Birmingham 2022 (1)
 - Coventry City of Culture Trust (1)
 - Cultural Organisations (2)
 - West Midlands Combined Universities (1)

- 5.3 The terms of reference would be flexible enough to ensure other representatives could be invited to attend meetings if the need arises. A copy of the draft terms of reference are attached at Appendix 2.

- 5.4 It is envisaged that the Group would continue to report through the Programme Board and meet on a quarterly basis.

6.0 Financial Implications

- 6.1 The current CCT Group had a budget of £246,000 for 2017/18 of which c£100,000 was clawed back as savings. For 2018/19 a budget of £160k has been agreed which includes £100,000 match funding for Film and Convergent Media Development.

6.2 If the proposal is supported, the CCTAG will develop a costed action plan to support a budget request for 2019/20.

7.0 Legal Implications

7.1 There are no legal implications associated with the proposals contained in this report.

8.0 Equalities implications

8.1 There are no equality implications arising from the proposals contained within this report.

9.0 Other implications

9.1 None.

10.0 Schedule of background papers

10.1 None.

11.0 Appendices

Appendix 1 – A business case for Culture, Creative Industries and Tourism

Appendix 2 – Draft Culture, Creative Industries and Tourism Advisory Group Terms of Reference