MINUTES

Scotland’s Creative Industries Partnership
Thursday 13 December 2018, 13:30-15:30
Boardroom, Creative Scotland, Waverley Gate, Edinburgh

Present:

Clive Gillman (CG) (Chair) Creative Scotland
Alastair Evans (AE) Creative Scotland
Jim Galloway (JG) SLAED/Edinburgh Council
Rebecca Leask (RL) (Notes) Creative Scotland
David Martin (DM) Skills Development Scotland
Elinor Owe (EO) Scottish Government
Morgan Petrie (MP) Creative Scotland
Andrew Reibig (AR) Scottish Funding Council
Michael Rovatsos (MR) (Item 3.2) Edinburgh Data Driven Innovation
Yasmin Sulaiman (YS) (Item 3.2) Creative Edinburgh
Sean Taylor (ST) (Item 3.2) Abertay University - InGAME

Apologies:

Scott Donaldson (SD) Creative Scotland
Iain Hamilton (IH) Highlands and Islands Enterprise
David Hartley (DH) Scottish Enterprise
Heather Holmes (HH) Scottish Government
Hugh Lightbody (HL) COSLA/Business Gateway
Shona MacLennan (SM) Bord na Gaidhlig
Philip McGuinness (PM) Scottish Funding Council
Carolyn Rae (CR) Scottish Government
David Smith (DS) Scottish Enterprise
Heather Stuart (HS) VOCAL/Fife Cultural Trust
Michelle Sweeney (MS) VOCAL/Fife Cultural Trust
Helena Ward (HW) Creative Scotland
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<thead>
<tr>
<th>1.0</th>
<th><strong>Introductions and apologies</strong></th>
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<tr>
<td>1.1</td>
<td>Introductions were made and apologies noted.</td>
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<tr>
<th>2.0</th>
<th><strong>Minutes of previous meeting - 13 September 2018</strong></th>
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<tr>
<td>2.a</td>
<td>(P2) From 12 June 2018 meeting - (5.1) Growth Sector Statistics should be amended to read, ‘...the detail behind the figures is not transparent as Scottish Government cannot disclose the details due to confidentiality constraints’.</td>
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<td>(P3) Impact Evaluation should be amended to omit, ‘...so the question needs to be put to Scottish Government regarding what they would need from their partner agencies’.</td>
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<td>Taking into consideration the suggested amendments, the minutes of the meeting were approved.</td>
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<td>It was noted that SCIP Minutes are now available to view online through the Creative Scotland website.</td>
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<th>2.b</th>
<th><strong>Actions</strong></th>
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<tr>
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<td><strong>From 8 February 2018 meeting</strong></td>
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<td>(4.1) Partnership work with local film offices</td>
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<td>A Screen Scotland representative would be happy to attend the next SCIP meeting.</td>
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<td>(5.3) Workstream 4 – Impact Evaluation</td>
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<td>Update to be provided during today’s meeting.</td>
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|     | **From 12 June 2018 meeting** |
|     | Workstream 3 – Cultural Cities Inquiry |
|     | CS Knowledge & Research team is leading on a response to this report that focuses on the creation of new financial mechanisms for supporting culture across the partner cities. |
|     | **March update action:** update on status of report. |
|     | Workstream 4 – Impact Evaluation |
|     | (8.1) Digitising the Festival City |
|     | Partnership work is ongoing in Edinburgh and will have many overlaps with the emerging AHRC Creative Clusters project. There are also strong overlaps with both of these projects and the City Deal. |

|     | **From 13 September 2018 meeting** |
|     | Workstream 1 – Access to support systems/finance |
|     | (2.4) Partnerships |
Brian Currie of Business Gateway was invited to today’s meeting in relation to linking the work from the Digital Boost delivered through the Business Gateway and sharing insights on uptake by creative industries businesses. **March update:** unfortunately, Brian was unable to attend but he has agreed to speak at a future SCIP meeting.

**Action:** Confirm presentation on Digital Boost for next SCIP meeting

Workstream 4 – Impact Evaluation
Stewart King of Scottish Government was unable to attend today’s meeting to present outcomes of the Enterprise and Skills Review as work is on-going, but he provided SCIP with an update paper. **March update:** to be revisited in a future meeting.

The Scottish Funding Council mentioned that in the Enterprise and Skills Review Strategic Plan there is still work to be completed around the process of skills alignment and there are challenges around re-skilling and upskilling.

It was noted that there was a meeting of the Strategy Board on 21 November.

**Action:** Rather than await formal papers, Scottish Funding Council will provide an update from the meeting after 14 January when the new Interim CEO has begun their position.

### 3.0 Shared Plan

#### (1.2) Access to support systems/finance (HIE)
Research the finance and investment systems of Scotland.
HIE has provided an update and this will form the basis of a report on the Shared Plan for early 2019.

#### (2.0) Digital (Scottish Enterprise/Creative Scotland)
It was noted that Scottish Enterprise are currently visiting *Digital Catapult* in London.

#### (2.0) Presentation 1: Innovation for Games and Media Enterprise
Sean Taylor, InGAME Director, Abertay University.

**Presentation summary:**
InGAME is a games and media enterprise project supported through the AHRC Creative Clusters programme with further support from Scottish Funding Council. A dedicated Research and Development (R&D) Centre has been built for the video games cluster, driving innovation for games and media entertainment. The project is being led by Abertay University, in partnership with the University of Dundee and University of St Andrews.

The centre also acts as an experimental games lab, and with a cutting-edge extended reality lab, is considered an ‘innovation engine’. World-class research and thinking will help ensure growth and success in an international marketplace.
Presentation 2: Creative Informatics – Data Driven Innovation for the Creative Industries
Yasmin Sulaiman, Director, Creative Edinburgh
Michael Rovatsos, Associate Professor, School of Informatics, Edinburgh University.

Presentation summary:
The Creative Informatics R&D partnership will build capacity across the Creative Industries in the Edinburgh region, toward the economic benefit of the sectors involved. The partnership is led by Edinburgh University with their experts collaborating with Edinburgh Napier University, CodeBase and Creative Edinburgh to serve the city and the surrounding region.

Edinburgh is the biggest location for data-driven technologies outside of London. Edinburgh has the strongest portfolio of international festivals. Different creative industries sectors have been identified with Data Driven Innovation cutting across them all. Six strands to the project have identified help with research challenges including:

- A Creative Bridge
- Challenge Projects
- Resident Entrepreneurs Programme
- A Creative Informatics lab
- Horizon Projects
- Connected Innovators

Napier University will host a lab across the different strands and consider how to manage a pipeline from one strand to another. The partnership will act as part of the wider City Deal to connect with local people and achieve targets. There is an awareness of the civic role that Edinburgh University plays and challenges have been identified with diversity.

(2.1) Discussion on Emerging technologies
Scottish Enterprise has provided with an update from Sharon Pryde re: Data Driven Innovation for Creative Industries. SE also suggest working with the digital innovation elements of projects the City Region Deals. Useful for SCIP to pick up what is being delivered – outputs and learning for next stage of work.

Questions on the presentations
Creative Scotland expressed their ambition to have a Data Hub for the Screen Sector and asked who would be able to develop any potential challenges around this. MR confirmed that the challenges may arise from people outside of the industry.

Skills Development Scotland asked what the social inclusion drivers were. YS noted that there were strong diversity clusters. For example, they are looking at appropriate times when those with parenting responsibilities can attend courses and sessions, built around their needs.

It was suggested that there needs to be evidence in where the demand lies for this in identifying where upskilling is needed in the sector.
ST said there was a recognition for greater representation of women and black and minority ethnic voices in the games sector; women and BAME need to be encouraged to lead rather than participate.

Scottish Government asked how business engagement would take place in finding people to participate. MR said this would be through engaging with bodies and associations.

SLAED/VOCAL asked if the Informatics Cluster project was only focussed on Edinburgh. MR confirmed that this is part of a national strategy with Edinburgh likely to be the centre-point.

CG mentioned that he is on the advisory panel for both projects and will act as the link for SCIP.

**Action**: CG to feed back to SCIP on a regular basis.

**(3.0) Regions/Cross-regional support**
(3.1) VOCAL/SLAED have provided updates and revisions.
(3.2) Invitation has been sent out for the symposium of 25 January.
(3.3) VOCAL/SLAED action on Visitor Economy. HIE looking at support work to be done here.

**Action**: February deadline to gather report that picks up on these points.

**(4.0) Impact Evaluation**
Stewart King was unable to attend the meeting but SCIP were provided with a paper outlining an update on the Enterprise and Skills Review.

Creative Scotland presented an update paper based on the feedback of the SCIP Impact Sub Group that is leading on the delivery of the following areas:

(4.1) Measuring the size of the Creative Industries
As 4.2.

(4.2) Measuring public sector investment in the Creative Industries
Update: overall, the exercise was lengthy and challenging and has required significant resource and staff time from partners.

(4.3) Measuring economic impact of return on public money invested in the Creative Industries
Update: Likely to be unachievable given the outcomes from 4.2.

**Actions**: SCIP Impact Sub Group recommendations - consider:
- If further spend data should be collected for 17/18;
- Timescales associated with further data collection;
- The feasibility of collecting this data annually.

It was noted that there are gaps in the Table shown in Annexe 1 of the report; figures cannot be added easily as they cannot be represented on a like-for-like basis.
The complexity of the figures should not be underestimated and, on this basis, perhaps we should question where this external demand is coming from and ask how much work is likely to be required and whether this has value.

It was suggested that a shared narrative concerning the data be conceived as to how to update as we go along.

SFC noted that some of this may be taken forward as part of the Enterprise and Skills review.

Creative Scotland mentioned that it does not systematically collect SIC Codes as part of funding processes, but that these could be useful for data capture at some level.

**Action**: SCIP to add Statistics to the agenda of the next meeting and perhaps consider periodic analysis of growth sector stats.

**5.0 Creating the conditions for success**

**Skills Investment Plan**
An evaluation process has begun and was shared with HIE. It is hoped that the report will be completed in early January.

**Action**: DM to update CG and AR directly.
**Action**: Report on Workstream 5 to be generated for February Shared Plan update.

**4.0 UK Government Industrial Strategy update**

Creative Scotland showed a short PowerPoint presentation on the new NESTA Creative Industries Policy and Evidence Centre.

**5.0 Any Other Business**

5.1 Nothing to note.

**6.0 Date of next meeting**

6.1 The next SCIP Meeting will take place on **Thursday 14 March 2019, 13:30-15:30** in the Creative Scotland Board Room, Waverley Gate, Edinburgh.

**Action**: Creative Scotland will email a full list of 2019 meeting dates to the membership.