

North Somerset

Creative Industries Support Plan



North Somerset

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Executive Summary

Economic contribution of Creative Industries

This Plan has been developed in response to the impact of Covid-19 on the Creative Industries to support the recovery and growth of the sector in North Somerset.

Prior to the outbreak of Covid-19 Creative Industries were the fastest growing part of the UK economy. Growth was calculated by the Creative Industries Council (CIC) as being 5 times faster than the UK industry average contributing Gross Value Added (GVA) of £111.7bn and £35.6bn of service exports.

In 2018, the UK creative economy was estimated at 3.12m jobs or 1 in 11 of all UK jobs. The South West experienced one of the greatest increases in creative occupations in the UK and was estimated to have the fourth largest number of people employed in the sector.

Regionally, the value of the sector is well documented with Creative Industries being described in the West of England Local Industrial Strategy as a 'globally significant, high-growth creative cluster' seeing 27% growth in digital and creative employment between 2015 - 2017, contributing an estimated £638m to the local economy.

Creative Industries make a significant economic contribution to the West of England and North Somerset economy that can drive further investment and growth at a local level given the necessary support and opportunity.



Effect on the sector of Covid-19

The pandemic struck during the creation of this support plan and it has had a significant impact on the sector. More than 50% of creative organisations and professionals lost 100% of their income and in some sub-sectors the impact has been compounded by Brexit.

With Creative Industries comprising up to 13 different sub-sectors operating and generating income in different ways, the impact of the pandemic has been greater for some enterprises than others. Theatres, museums, cinemas, music venues, events, and exhibitions have not been able to operate whilst IT and games companies have seen a significant increase in business.

The resilience of creative enterprises is low with 95% of businesses employing less than 10 people, having vulnerable income streams and low levels of business skills.

The pandemic has had a significant impact on the sector's workforce. Around 33% of the Creative Industries workforce are freelancers (double that of the economy) with many unable to claim the Self Employment Income Support Scheme. As a result many freelancers have left the industry diminishing the pool of creative talent.



Opportunities for Creative Industries in North Somerset

It is important to consider local factors in drawing up an action plan for North Somerset.

The 'over heating' of Bristol's residential and commercial property market is likely to attract a continued growth in inward investment, as evidenced by the current demand for workspace and rehearsal space. This requirement for space and creative activity links directly to the Weston Placemaking Strategy and its aim to regenerate the town centre.

The Western Gateway's Digital Accelerator proposal is likely to create new opportunities for the sector, and the recent announcement from Arts Council England that North Somerset is one of its 11 priority places in the South West is significant and confirms its commitment to increased investment in culture.

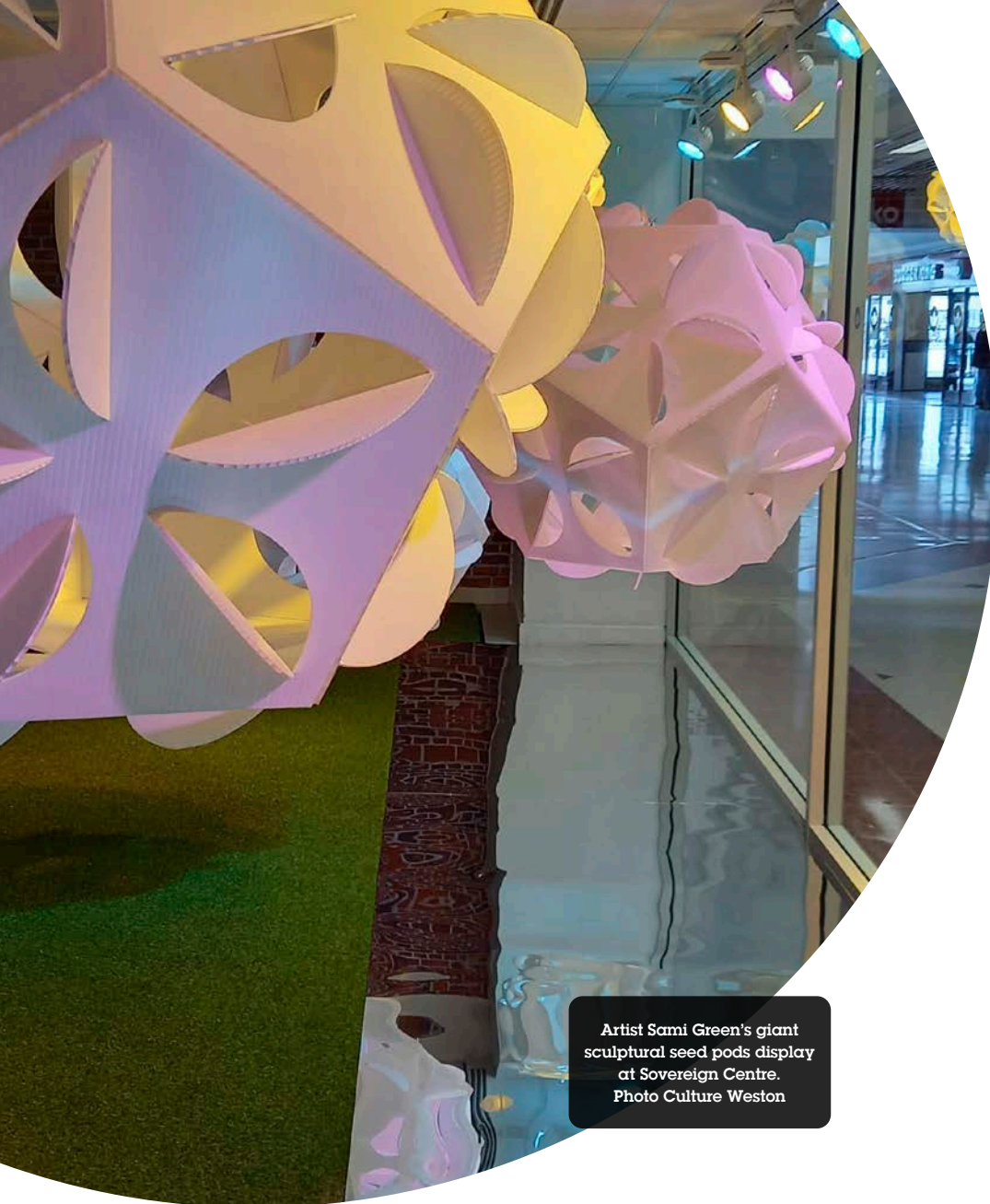
Creative Industries can be used to engage with local communities across North Somerset in a multitude of ways and, as already demonstrated by Culture Weston, can address specific inequalities in engagement and opportunity in our towns.

Weston College have the potential to build upon their strong further and higher education offer linking even more effectively with creative enterprise. The establishment of creative networks that link closely to our Visitor Economy will bring wider benefits to the public sector, academia, not-for-profit organisations, creative businesses and freelancers.



Bath Abbey Lighting by
Fineline Lighting





Artist Sami Green's giant
sculptural seed pods display
at Sovereign Centre.
Photo Culture Weston

Priorities

Priority 1 - Ongoing engagement with the sector to understand a rapidly changing landscape and its challenges

Set up a network of organisations and freelancers to help inform NSC on business support, policy responses; share promotional opportunities and best practice; undertake research and raise the profile of the sector.

Priority 2 – Ensure creative enterprises and freelancers can access business support

Research gaps in support provision to inform lobbying and funding applications, disseminate availability of business support, include freelancers in sector engagement and identify opportunities to influence policy and decision making.

Priority 3 – Develop North Somerset Council's proposition to attract new creative enterprises

Engage Creative Industries in town centre placemaking, support the development of affordable workspace, work with partners and planners to identify inward investment opportunities for creative workspace and public art, and ensure benefits are derived locally from the Cultural Compact and cultural activities.

Priority 4 – Support the Talent Pipeline

Promote and encourage diversity and talent retention through referrals to local, regional and national initiatives related to career development, training, apprenticeships, work experience and industry placements through engagement with partners and creative and cultural organisations and linking businesses with Weston College/University Centre Weston.

Introduction

This Plan sets out how the council intends to work with Creative Industries across North Somerset to enable them to survive the challenges posed by the Coronavirus pandemic and thrive as a core part of our region's economic future. It highlights the significant contribution that the creative sector can make to placemaking and will help to inform the council's support for investment in its assets and opportunities for innovation.

The Plan provides the strategic context for why Creative Industries require a targeted approach, including the challenges and opportunities, support required, the impact we hope to achieve and the key actions that will be undertaken. This work cannot be achieved by North Somerset Council (NSC) alone and will need to be delivered in partnership with the support of regional bodies, such as the West of England Combined Authority, Arts Council England and local partners such as Weston College, North Somerset Enterprise Agency and Culture Weston.

Consultees: Tean Kirby, North Somerset Arts; Fiona Matthews & Tom Newman, Theatre Orchard/Culture Weston; Karen Blake, Artspace; Samantha Francis, Creative Freelancer; Paul Lucock, Voluntary Action North Somerset; Tracey Stokes, Start-Up Social Enterprise; Simon Duffill, Vocal Media; Natalia Lewis, Co: Lab Creative; Sevim Sangwell, Fineline lighting; Angie Bual, Trigger Stuff; Nona Hunter, West of England Combined Authority; Susannah Shaw, Curzon Cinema; Ceri Wade, Arcadia Spectacular; Dave Crew, Weston College.

Mural by Artist Shruti Bhoyar,
Clifton Suspension Bridge



Vision

To establish a vibrant, competitive and sustainable creative economy in North Somerset which ensures creative practitioners and businesses from all backgrounds can succeed.

Key priorities:

1. Ongoing engagement with the sector to understand a rapidly changing landscape and its challenges: carry out ongoing research with the sector to inform responsive and targeted support and investment.
2. Ensure creative enterprises can access business support: enable enterprises and freelancers to access targeted business support to enable sector growth and sustainability.
3. Develop North Somerset Council's proposition to attract new creative enterprises: encourage the market to develop sector appropriate workspace, promote our existing assets, ensure the placemaking potential of a thriving creative sector is realised and North Somerset is well positioned to attract investment in workspace and innovation.
4. Support the talent pipeline: enable enterprises to attract and retain talent and incorporate diversity.



Arcadia Spectacular's Spider. Photo Ben Daure

Creative Industries overview

What are Creative Industries?

This support plan recognises the Department for Culture, Media and Sport's (DCMS) definition of the Creative Industries as being 'based on individual creativity, skill and talent [...] also, those that have the potential to create wealth and jobs through developing intellectual property.' They are identified as the following 13 sub-sectors:

- Advertising and marketing
- Gaming
- Architecture
- Music
- Arts and culture
- Performing arts
- Craft
- Literature and publishing
- Createch/interactive leisure software
- Film and video
- Design
- TV and radio
- Fashion

Flaming Feathers dance workshop at Clevedon Bandstand.
Photo Chelsey Cliff



Characteristics of the Creative Sector

The Creative Industries typically have the following characteristics which can help us to shape our support response:

- Many have less than 10 employees.
- High levels of self-employment and freelancing.
- Small core teams are supplemented by freelancers and partners for larger, more complex projects, leading to significant levels of collaboration across the sector.
- Highly innovative sector with cross-sectoral innovation and flexibility being core skills.
- They are outward looking and likely to have global clients as well as local ones despite their size.
- Their ability to create, protect and exploit intellectual property (IP) underpins their commercial success.
- Prefer to grow steadily over time rather than rapidly increase turnover making it more difficult for them to access investment.
- They are also often subject to 'hit' or 'miss' with their products or services also making it difficult to secure investment.

The creative sector and culture sector are terms often used interchangeably, however, there is a distinction between the two. Creative Industries comprise practitioners involved in creative work for private businesses or cultural projects, whereas cultural organisations, which are often not-for-profit, may commission creative enterprises to deliver a variety of cultural projects.



'Abandon', Sovereign Centre,
Weston-super-Mare. Produced
by Terrestrial Nov 2019.
Photo Paul Blakemore

Creative Industries in numbers (pre-Covid)

Prior to the outbreak of Covid-19 Creative Industries were the fastest growing part of the UK economy with growth calculated by the Creative Industries Council (CIC) as being 5 times faster than the UK industry average contributing Gross Value Added (GVA) of £111.7bn and £35.6bn of service exports. Research by the Creative UK Group (July 2021) indicates that "... for every £1 the Creative Industries contributed directly to GVA, they generated another 50p elsewhere in the economy". In terms of the impact of funded programmes the Creative Industries Clusters Programme (CICP) and Audience of the Future have shown that £55m of public investment in CICP is set to leverage an impressive £149 million in private investment by 2024.

In 2018, the UK creative economy was estimated at 3.12m jobs or 1 in 11 of all UK jobs. The South West experienced one of the greatest increases in creative occupations in the UK and was estimated to have the fourth largest number of people employed in the sector.

Creative Industries in the West of England (pre-Covid)

The West of England has been described in the Local Industrial Strategy as a 'globally significant, high-growth creative cluster' seeing 27% growth in digital and creative employment between 2015 and 2017, contributing an estimated £638m to the local economy generated by 6,093 businesses. Data shows equally productive creative businesses across the West of England region. Universities have played a key role in the growth of this sector through investment in innovation and creating a significant West of England creative tech cluster. The region's film and TV sector is the third most significant in the UK.

Creative Industries therefore make a significant contribution to the West of England economy and North Somerset will need to work in collaboration with the West of England Combined Authority and build on opportunities such as the Cultural Compact.

Covid-19 impact and current challenges

After WECA's research had been carried out the Covid-19 pandemic struck. The impact on the creative sector cannot be understated. More than 50% of creative organisations and professionals lost 100% of their income. In addition the sector has highlighted concerns around the impact of the UK's exit from the EU in relation to their ability to tour in the EU and to find the talent and skills they need to grow.

As a result of the pandemic several bodies representing the industry have carried out research to inform how the industry and the public sector can best support the recovery of the Creative Industries. The three reports most informative to this support plan are:

- Creative Places – Supporting your local creative economy, LGA (August 2020) <https://www.local.gov.uk/creative-places-supporting-your-local-creative-economy>
- Transition and Recovery Plan, Creative Industries Council (June 2020) <https://www.thecreativeindustries.co.uk/resources/strategy>
- The UK Creative Industries – Unleashing the power and potential of creativity, Creative UK Group, July 2021 <https://wearecreative.uk/>

Impact of the pandemic

As a result of the pandemic, Oxford Economics estimates that £12 billion (10%) of Creative Industries GVA was lost in 2020 alone and 112,700 Creative Industries jobs are set to be lost by the end of 2021 (1 in 20). Targeted support measures, such as the Culture Recovery Fund, Job Retention Scheme and Self Employment Income Support Scheme have been a lifeline for many, however, freelancers and those dependent on audiences, have suffered more than others.

For example, music, performing and visual arts were the sector hardest hit by the pandemic. Prior to the pandemic they generated an additional 40p for every £1 they contributed. Oxford Economics estimates that they have lost 39% of GVA (-£4bn) and 26% of jobs (80,000). By 2025, their GVA is still projected to be £1.9bn less than pre-pandemic levels, with 57,000 fewer jobs.

Prior to the pandemic, advertising and marketing, a strong sector in North Somerset, generated an additional 80p for every £1 they contributed. Oxford Economics estimates that they have lost 11% of GVA (-£1.9bn) and 6% of jobs (11,000). By 2025 they are projected to generate an additional £1.2bn in GVA (+7%) but with 1,500 fewer jobs (-1%).

Also strongly represented in North Somerset are architects. Prior to the pandemic the sector generated an additional 30p for every £1 contributed. Oxford Economics estimates that they have lost 5% of GVA (-£165m) but created 481 jobs (+0.5%). By 2025, architecture is projected to generate an additional £629m in GVA (+17%) and create 9,500 new jobs (+8%).

"At the heart of this analysis is a hard but crucially important truth; that without strategic government investment and the right policy framework, certain parts of the sector, people and places will be left behind, economically; those reliant on footfall and audiences, crucial parts of our workforce, including freelancers,..."

Oxford Economics projects that an increase in spend and investment in the Creative Industries of 20% on 2019 levels would, by 2025, result in: £132.1 billion in Creative Industries GVA and 2.3 million jobs¹.

In terms of the impact on the South West, Oxford Economics state that the creative sector lost £400m (-4.4%).

1 - Oxford Economics

Impact of Brexit

The industry now faces some immediate challenges as a result of exiting the EU. When undertaking temporary work in the EU UK nationals have the following processes to address:

- Different visa charges and regulations for each EU country visited
- A1 forms to prove they make national insurance contributions in the UK
- £360 carnets to allow temporary movement of goods, such as equipment for fashion shows, art for exhibitions and music and stage equipment for performing arts
- CITES Musical Instrument Certificates for some musical instruments
- Additional restrictions on movement of goods which can cause major delays at the border

These increased administrative and financial burdens will impact creative organisations with lower turnovers the most and price them out of the market.

EU creative professionals applying to work in the UK are now subject to the tiered visa system, with most entering the UK on a Tier 2 or Tier 5 Visas. Added to this, the end of mutual recognition of qualifications poses a risk to the ability of creative professionals, such as architects, to work between the UK and EU (The UK Creative Industries – Unleashing the power and potential of creativity, July 2021).



Marvin Muoneke performing at Culture Weston's Live at the Quarry. Photo Culture Weston

Creative Industries in North Somerset

Overview

North Somerset is home to an extensive range of creative enterprises, both in terms of the sectors they work in and their reach. Businesses such as Trigger Stuff, Arcadia Spectacular and Finline Lighting represent those working in larger scale events but there is also a strong representation at the grass roots level with Artspace and North Somerset Arts. The quality and potential of the sector in North Somerset is demonstrated by the fact that it has an Arts Council England National Portfolio Organisation, The Theatre Orchard, and the Arts Council England has stated that North Somerset is one of 11 priority places in the South West for increased investment in culture.

In terms of numbers employed in specific sectors, it is estimated that most are employed in design agencies with architects being well represented. A wide range of freelancers work in visual arts, photography, film and publishing.

Typically, as across the UK, 95% of creative enterprises in North Somerset are micro or small having 10 or fewer employees making them more vulnerable in times of reduced demand and falling revenues.



Mural Grand Pier John Curtis. Photo J Clarke

Drivers for industry support

The Creative UK Group in 'The UK Creative Industries – Unleashing the power and potential of creativity, July 2021' say that as the Creative Industries have been the fastest growing part of the UK economy in recent years, with appropriate support they have the potential to lead the way in the 'bounce back' from COVID-19. North Somerset Council can channel support where unique opportunities exist for culture and creativity to flourish, thereby positively impacting on economic outcomes. With the adoption in 2020 of a landmark Heritage, Arts and Culture Strategy, the council's commitment to, and investment in, arts and culture has been transformed. This provides a foundation for specific creative sector support including inward investment.

The LGA's Creative Places report clearly highlights that good connectivity is vital to the local creative economy. Because the sector is largely made up of SMEs and freelancers there is a need for them to work flexibly from a variety of locations and to collaborate, create content and share large files.

With cheaper property prices in North Somerset than in Bristol and Bath opportunities exist for investment in more flexible and creative workspace to meet known demand. Such investment would help the council in its town centre regeneration plans; Creative Industries have traditionally been 'early colonisers' of regeneration projects, particularly in 'quirky' premises and they can revitalise empty high street properties into creative hubs. There is an opportunity for raising the profile of Weston and North Somerset as a place for inward investment and creative enterprises through the new Investment Prospectus and the work of the Weston Place Agency.

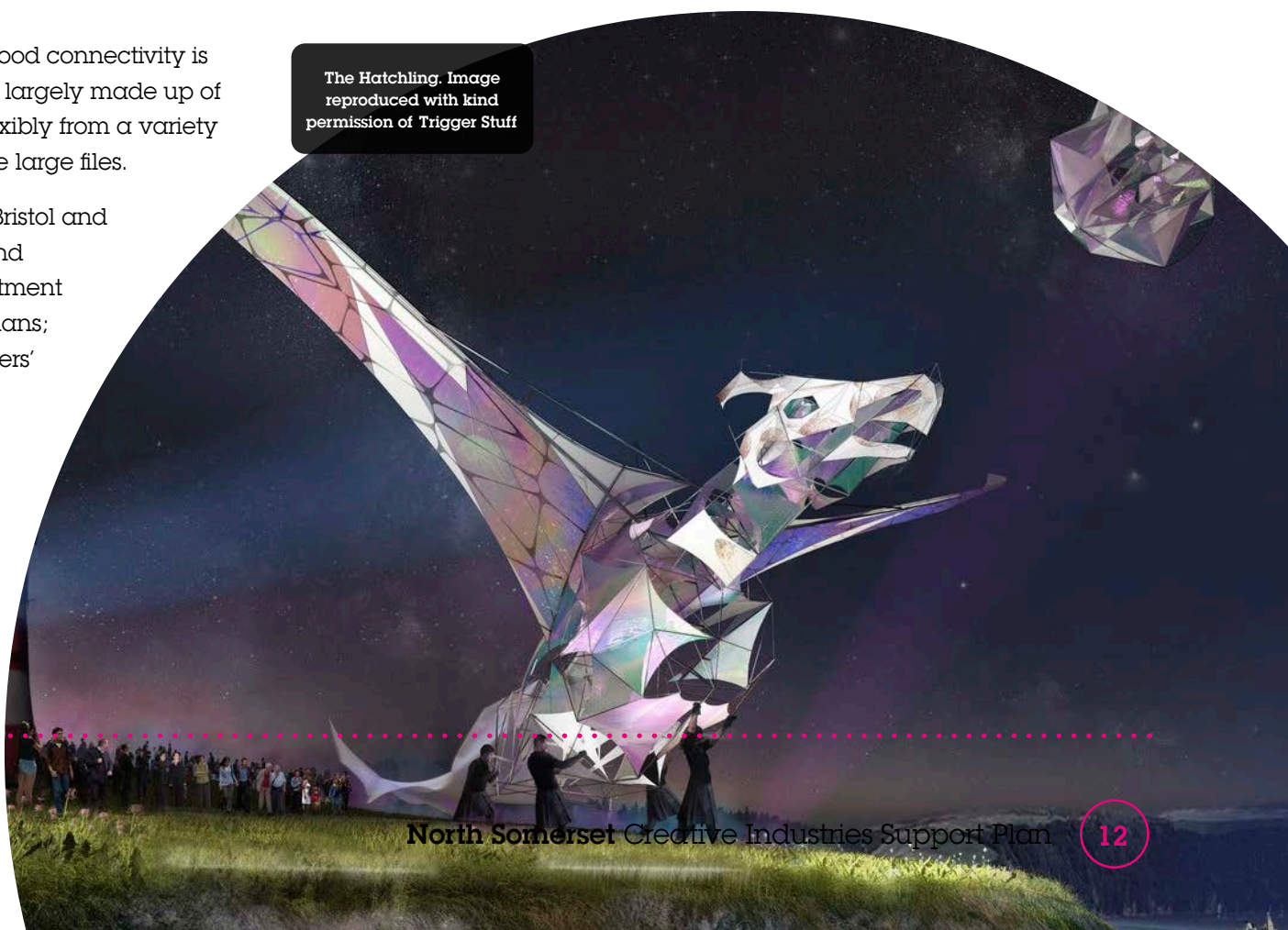
In addition to investment there are opportunities from the strong presence in Weston of Artspace and Culture Weston. Both organisations successfully engage with diverse communities and freelancers to help them in the early stages of their career. They are also a valuable resource for cultural and artistic development in the town. In addition, they are well networked with the social and healthcare sector enabling creative social prescribing opportunities. Such organisations can help councils and other parts of the community, voluntary and third sectors co-create with communities a vision for the future of their local area as well as providing a resource for initiatives in support of the sector.

The Hatchling. Image reproduced with kind permission of Trigger Stuff



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Research commissioned by Creative Cardiff into the value of creative networks shows there could be scope for a local authority resourced network to support the sector across the wider North Somerset area. Networks can benefit government bodies by giving access to other bodies; Creative Kernow, for example, delivers Cornwall 365, which is building a network of cultural players and tourism businesses to promote Cornwall as a leading destination for culture, the arts and heritage. Creative networks are also important in engaging freelance workers with Creative Industries businesses. However, due to the small size of most creative companies, businesses are keen to support and join networks, but the sector itself is unlikely to have the capacity for network development and this is where local authorities can help.

There is also the potential to more effectively link education in Creative Industries with the sector. Weston College provides a strong further and higher education offer in the industry and further developing links with the college would support talent development and retention. The council could encourage activities such as showcasing students' talent, promotion of industry placements for students to businesses, and promotion of national careers initiatives to the college.

At a sub-regional level, West of England Combined Authority (WECA) has developed a regional Cultural Strategy with support from Arts Council England and the four Unitary Authorities. The strategy emphasises the vibrancy of the cultural and creative sectors in West of England and opportunities for further growth. A "Cultural Compact" has been formed to drive delivery of specific actions designed to

- Demonstrate the value of the cultural & creative sector to placemaking & community renewal

- Evaluate the impact of the cultural sector on community and individual wellbeing via social prescribing
- Map the cultural assets of the region
- Develop sustainable itineraries that connect cultural assets across West of England
- Explore how culture can be used in community building
- Influence the delivery of financial support by WECA to the cultural and creative sectors

Together with sector research nationally and regionally these opportunities have informed the development of the council's Priorities for Creative Industries.

Tim Neale Weston Sprayjam.
Photo Mark Gray





Nailsea Glassblower

Priorities

The Council has reviewed key reports, available data and gained direct industry input from local consultees to establish a clear picture of the industry locally and has drawn up 4 key priorities and a delivery action plan (Appendix 1).

1. Ongoing engagement with the sector to understand and respond to its challenges: carry out ongoing research with the sector to inform responsive and targeted support and investment.

Why should we do this?

The primary recommendation from the LGA's Creative Places report is to map existing creative workspaces, skills and talent, enterprises and business support to identify what exists and where the gaps are. Due to Covid-19, the picture is fast moving so a dynamic approach to mapping is required. By working closely with partners and the sector NSC can better understand our area's strengths, weaknesses, opportunities and threats for the Creative Industries and identify opportunities for funding. The actions outlined in this plan and the following priorities are the initial starting point for activity, however we expect this to develop as the full impact of the pandemic on Creative Industries becomes clearer.

What's happening already?

WECA carried out initial research to inform its cultural strategy, however, this does not include an in-depth mapping exercise of North Somerset's Creative Industries.



2. Ensure creative enterprises and freelancers can access business support: enable enterprises and freelancers to access targeted business support to enable sector growth and sustainability.

Why should we do this?

The Creative Industries Council's Transition and Recovery Plan lists key recommendations for central government that focus on jobs, re-establishing UK's international competitiveness and status as a global hub for the Creative Industries, turbo charging innovation as a driver for future growth and ensuring access to investment finance for creative businesses with potential to grow.

Business support and skills development are vital to enable enterprises and freelancers to ensure their enterprises are sustainable, can weather economic changes and take advantage of business opportunities as they arise.

- Gaps in business skills are common in the sector
- Collaborative working and peer support are important for creative businesses
- Good connectivity via broadband or fast mobile networks is vital
- Significant impact on the sector from Covid-19
- A thriving creative sector can support the wider local economy
- Potential for sector to regain its former significant growth
- Skills are needed to attract investment

What's happening already?

- Universal Business Support: start-up and later stage support provided by North Somerset Enterprise Agency
- Signposting, funding and support provided by the Growth Hub including intellectual property advice
- Innovation support provided by Digital Business Acceleration Hub programme delivered by University of Bath
- West of England's Creative Sector Growth Programme open to enterprises, including freelancers, in North Somerset
- Theatre Orchard professional development support for freelance creatives available through the NSC Cultural Programme
- Export advice offered by Business West
- Support available through Creative Industries Federation/Creative England, British Film Institute and Screen Skills
- SPACEBAR – support for North Somerset SMEs with their online presence, whether that be a new website, a new feature, redesign or an update.



Lighting by Finline Lighting

3. Develop North Somerset Council's proposition to attract new creative enterprises: encourage the market to develop sector appropriate workspace, promote our existing assets, ensure the placemaking potential of a thriving creative sector is realised and position our investment proposition as a tool to attract investment in workspace and innovation.

Why should we do this?

- Creative Industries have been 'early colonisers' of regeneration projects making them important in revitalising empty high street properties into creative hubs.
- Creativity and culture can make a huge contribution to the creation of a vision for the future of local areas.
- Creative Industries have been the fastest growing part of the UK economy in recent years so, with appropriate support, they can lead the way in the 'bounce back' from COVID-19.
- The commercial property market in Bristol is overheating and there is an opportunity to attract creative and digital companies to North Somerset.
- Commercial land has been identified at Junction 21 Enterprise Area and this could be suitable for large purpose-built workspace for creative and media companies.
- There is persistent demand for 'messy'/artisan workspace in Weston-super-Mare not met through existing provision.

What's happening already?

- The Council is developing an Investment Prospectus to attract inward investment.
- The Stable in Weston-super-Mare provides workspace for creative enterprises and continues to expand its premises.
- £1.7m government funding awarded for creation of Weston General Stores for mixed business and community use in empty premises in town centre.
- £55,000 awarded to Theatre Orchard to develop a programme of cultural events in North Somerset towns.
- The Weston-super-Mare Placemaking Strategy has identified a vision for a thriving arts, culture and heritage sector to help drive footfall and contribute to a renewed and consolidated town centre.
- A key objective of The North Somerset Visitor Economy Action Plan is to increase visitor spend and retention of this income within the economy to benefit local employment, businesses and communities including Creative Industries.
- WECA are developing their Cultural Strategy and will deliver this through their Cultural Compact.
- Working with Invest Bristol and Bath to generate inward investment from creative enterprises in North Somerset.



Mural by Artist Shruti Bhoyar,
Beach Hut

4. Support the talent pipeline: enable enterprises to attract and retain talent and incorporate diversity.

In addition to business support, the Creative Industries Council's Transition and Recovery Plan recognises the need to secure the pipeline of new talent and career opportunities in the Creative Industries while sustaining and improving diversity.

Why should we do this?

- The sector has a high reliance on individual creative talent
- Diversity needs to be sustained and improved to help foster creative content
- North Somerset should be a destination of choice for students in faculties related to the creative sector
- Local people have access to pathways through which they can find and develop their own talents
- Local creative enterprises can employ and retain local creative talent

What's happening already?

- Comprehensive post 16 provision in Art & Design Levels 1 – 3 provided by University Centre Weston and industry placements from graphic design to performing arts provided by Weston College.
- West of England Combined Authority (WECA) Workforce for the Future provides a skills analysis and development programmes for SMEs.

- West of England Careers Hub has been expanded to work with all secondary schools to progress against Gatsby Benchmarks.
- The Creative Careers Programme is delivered by the Creative Industries Federation to inform and inspire young people about careers, skills and qualifications needed to work in Creative Industries.
- Artspace in Weston is a grassroots organisation that engages directly with harder to reach groups and those at the beginning of their creative career to build their networks, creative practice and confidence, including students from Weston College/University Centre Weston.

Mural by Artist Shruti Bhoyar,
Park Scene



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Appendix 1 - Delivery Action Plan

Priority 1. Ongoing engagement with the sector to understand and respond to its challenges: carry out ongoing research with the sector to inform responsive and targeted support and investment.

| Actions | Delivered by | Short/Medium/Long term | Outputs and Outcomes |
|--|---|--|--|
| <ul style="list-style-type: none"> Set up a network of organisations and freelancers to inform council support activities eg. provide representative response to policies, share best practice, undertake and disseminate research and evaluation, contribute to the Arts Council delivery plan and raise the profile of the sector | NSC in collaboration with group members | <ul style="list-style-type: none"> Medium term/annual | <ul style="list-style-type: none"> Establishment of a network with agreed terms of reference Annual update of priorities for North Somerset Council decision making eg. investment in workspace, specialist business support, support for cultural programmes. |

Priority 2. Ensure creative enterprises and freelancers can access business support and opportunities: enable enterprises and freelancers to access targeted business support to enable sector growth and sustainability.

| Actions | Delivered by | Short/Medium/Long term | Outputs and Outcomes |
|--|---|---|---|
| <ul style="list-style-type: none"> ● Maintain and disseminate up to date details of business support programmes and funding, signpost to relevant support organisations eg. Film Hub South West, support businesses to secure funding and access programmes ● Promote opportunities for creative enterprises such as through social prescribing, the Cultural Compact, supplying the council in line with its Local Supply Policy, and by encouraging event and activity organisers to provide opportunities for North Somerset creative enterprises to exhibit their work and work collaboratively ● Lobby partners for targeted sector specific support and/or generate specific council support eg. grants, support programmes ● Work with the sector to understand digital infrastructure needs and limitations to growth, identify funding and opportunities to improve digital infrastructure across North Somerset, particularly in rural areas, develop opportunities for cutting-edge apps, research and collaborative working in supporting local tourism ● Influence licensing policy where appropriate to support creative enterprises eg. night clubs and music venues | NSC in collaboration with relevant partners (WECA, Culture Weston, VANS, Bristol & Bath Creative R & D) | <ul style="list-style-type: none"> ● Short term ● Short term ● Medium term ● Medium term ● Long term | <ul style="list-style-type: none"> ● Production of Creative Industries funding pack ● Creation of regular newsletter of business news and opportunities ● Increased opportunities for businesses and freelancers to access support and take up opportunities ● Research undertaken on status of digital infrastructure in North Somerset and implications for opportunities |

Priority 3. Develop North Somerset Council's proposition to attract new creative enterprises: encourage the market to develop sector appropriate workspace, promote our existing assets, ensure the placemaking potential of a thriving creative sector is realised and position our investment proposition as a tool to attract investment in workspace and innovation.

| Actions | Delivered by | Short/Medium/Long term | Outputs and Outcomes |
|--|--|---|--|
| <ul style="list-style-type: none"> Promote North Somerset as a creative centre, raise the profile of North Somerset as a place where creative enterprises have access to workspace, infrastructure and opportunities for development through the Investment Prospectus, and work with Invest Bristol and Bath to support and stimulate inward investment enquiries from creative enterprises Work with Planning, partners, developers and social enterprises to support the creation of affordable workspace in town centre placemaking programmes, including workshop/'messy' use, utilising where possible peppercorn rents, cross-subsidised spaces, and temporary use of space Feed into the Local Plan to earmark potential space for creative workspace and opportunities for public art Use libraries to support creative opportunities for residents and freelancers | <p>NSC, Invest Bristol & Bath</p> <p>NSC in collaboration with relevant partners eg.</p> <p>The Stable, developers and social enterprises</p> <p>NSC</p> | <ul style="list-style-type: none"> Medium term Medium term Medium term | <ul style="list-style-type: none"> Consistent promotion of North Somerset as a centre for creative enterprises through a variety of relevant organisations and media Inclusion of dedicated space for creative enterprises in town centre placemaking strategies and plans, particularly where there are gaps in provision |



Priority 4. Support the talent pipeline: enable enterprises to attract and retain talent and incorporate diversity.

| Actions | Delivered by | Short/Medium/Long term | Outputs and Outcomes |
|--|---|---|---|
| <ul style="list-style-type: none"> ● Promote and disseminate information to support the availability and retention of creative talent, including from diverse backgrounds ● Encourage opportunities to showcase students' talent including through performance, cultural events and in town centres ● Encourage industry placement take up through promotion to businesses and engagement with training providers including Weston College ● Encourage engagement between schools and businesses to develop STEAM approach to learning ● Promote national, regional and local careers initiatives | NSC, Weston College/University Centre Weston, Culture Weston, schools | <ul style="list-style-type: none"> ● Short term ● Medium term ● Medium term ● Long term ● Short term | <ul style="list-style-type: none"> ● Creation of a database of employers keen to take forward talent related initiatives including, for example, STEAM, diversity, industry placements ● Increased opportunities for students to showcase their work in public places |

Appendix 2 – The Strategic Role of Creative Industries

Implementation of the creative industries priorities can help deliver the following strategic objectives for North Somerset Council and its partners:

North Somerset Council Corporate Plan 2019-2023

- A great place for people to live, work and visit
- An attractive and vibrant place for business investment and sustainable growth

North Somerset Economic Plan (revised 2020)

- Encourage our town centres to become thriving places to live, work and enjoy
- Create work opportunities, training and upskilling
- Protect jobs and deliver sustainable economic activity to benefit local employment, businesses and communities

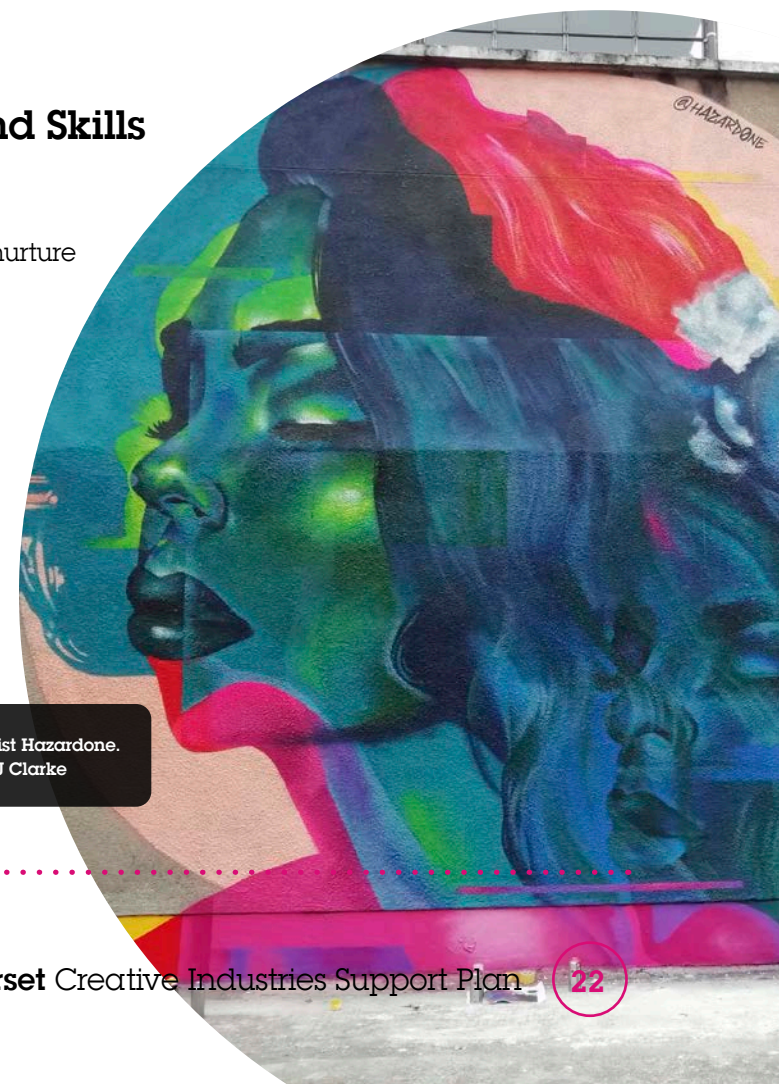


North Somerset Visitor Economy Action Plan

- Increase the visibility of North Somerset as a destination and what it has to offer.

North Somerset Employment and Skills Strategy

- **People:** Retain and nurture talent
- **Business:** Creating the conditions which enable businesses to attract and keep the talent they need



North Somerset Council Strategy for Heritage, Arts and Culture

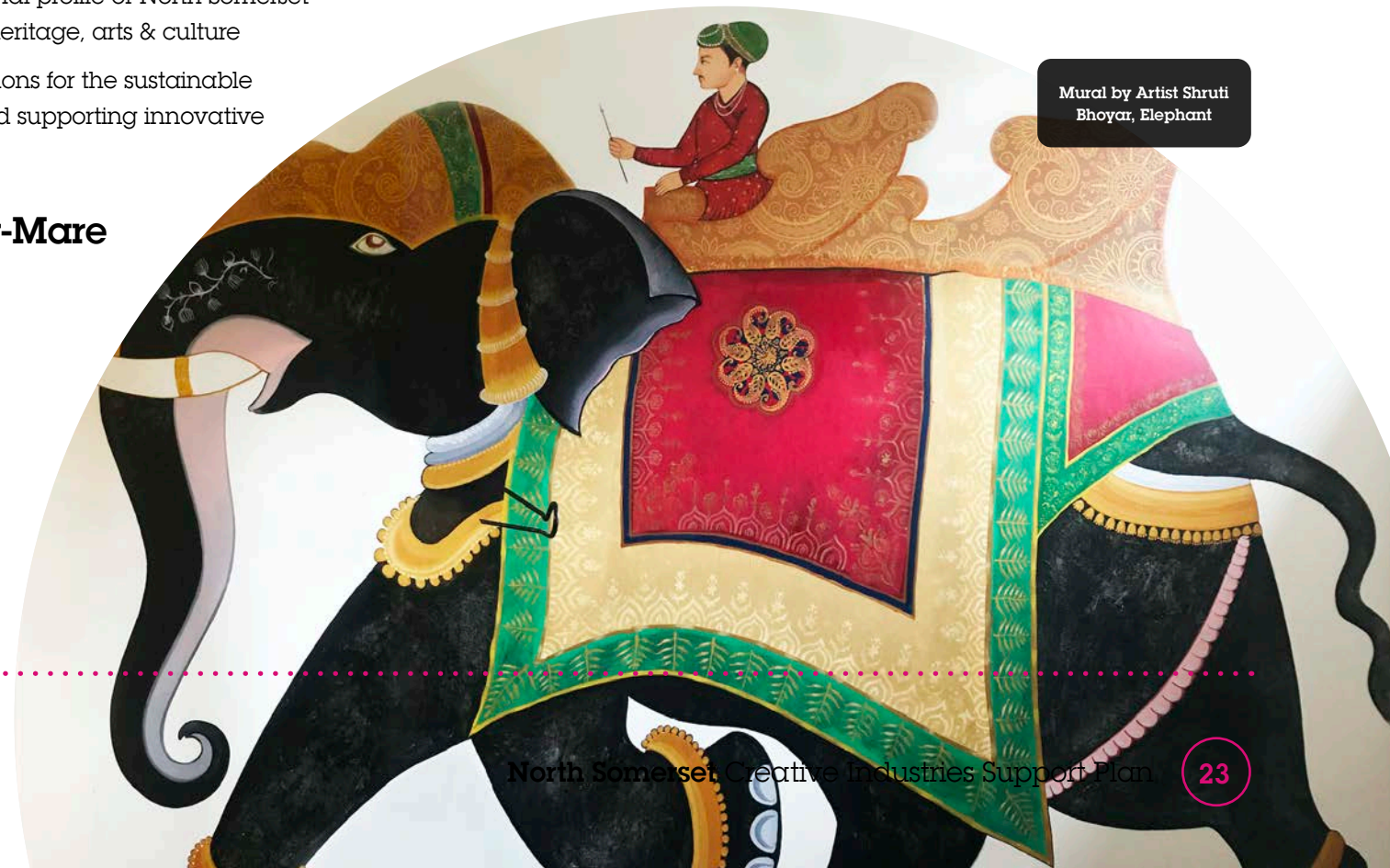
- Promote participation and quality by encouraging an approach to heritage, arts & culture that is vibrant, diverse, participatory, sometimes challenging and socially engaged
- Support placemaking by strengthening the links between development of the cultural sector, the “leisure economy” and wider placemaking initiatives
- Foster and Retain Creative Talent by creating pathways for the development of cultural and creative talent and encourage its retention in North Somerset
- Raise the regional, national and international profile of North Somerset by promoting it as a centre for innovative heritage, arts & culture
- Build Capacity by creating the right conditions for the sustainable development of the cultural sector itself and supporting innovative delivery models

North Somerset Weston-super-Mare Placemaking Strategy

- Supporting cultural activity and tourism
- Supporting education, skills and talent
- Supporting infrastructure to work locally

UK Government Creative Industries Sector Deal

- Support creative centres to enable clusters
- Open up Research and Development (R&D) funding
- Tackle copyright infringement
- Reduce barriers to accessing finance for growth
- Build on strong export performance
- Increase the supply and diversity of skills and talent in the creative industries



Mural by Artist Shruti Bhoyar, Elephant

