

### 3. CREATIVE CLUSTERS CONFERENCE BRIGHTON, UNITED KINGDOM 2004

<b>Officer responsible</b> Director of Information and Planning	<b>Author</b> Warren Brixton, Committee Secretariat, DDI 941-8439
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The purpose of this report is to inform the Council of the 2004 Creative Clusters Conference to be held from 28 April to 1 May 2004 in the United Kingdom and seek approval for the Committee Chairman to attend.

Creative Industries continues to be one of the fastest growing sectors in the United Kingdom's economy. Each of the United Kingdom's ten regional development agencies has identified the Creative Industries as a growth sector, and at the local level, towns and cities all over Western Europe are looking to the Creative Industries to bring new wealth, to sharpen their city image and to help address social inclusion issues.

In the United Kingdom every local authority is mandated to draw up a cultural strategy that conforms with guidelines issued by the Department of Cultural, Media and Sport, and which must include a development strategy for the creative industries. Many towns and cities have designated a cultural industries quarter as part of this strategy.

The first international summit conference on creative industries regeneration was held at Sheffield in 2002, as Sheffield has been credited with initiating the creative industries format as we know it today. It has developed over the last twenty years by promoting partnerships between the arts and business sectors.

The 2004 conference is an international conference which provides a network for people developing the creative industries. The conference will focus around the regeneration and development of projects that deliver outcomes in both cultural and economic terms including:

- Area and sector development agencies
- Cultural quarters in cluster projects
- Advocacy and reputation-building initiatives
- Business support, incubators and managed workspaces
- Networking and resource-sharing projects
- Projects for young people
- Mentoring, training, education and professional development programmes
- Investment, funding and commissioning schemes
- Partnership brokering and building
- Vision and strategy formulation
- Research and data collection
- Venue and exhibition spaces
- Marketing, distribution and sales support programmes

The 2002 Conference was attended by Councillor Crighton and Councillor Austin from which the conference highlights were reported to the Council on 20 November 2003, which resolved:

- “1 That the report be received and the Council show commitment to seeing Christchurch's creative/cultural industries develop by providing leadership and direction.
2. That the Canterbury Development Corporation in conjunction with the Arts Culture and Heritage Committee be requested to develop a Creative/Cultural Industry Strategy.
3. That the Canterbury Development Corporation be requested to report back early in 2003 on the mapping exercise currently being undertaken on Creative Industries in Christchurch.
4. That the Council pursue an International Creative Clusters Conference to be held in Christchurch in 2005.”

The following action has since been taken to implement the Council's resolution:

1. Christchurch's Creative/Cultural Industry Development. The Creative Industries Trust has been established and an executive director appointed to progress the project development.

2. Creative/Cultural Industry Strategy. The Canterbury Development Corporation has appointed David Rycroft, Economic Development Manager to carry out research into the creative industry sector within Christchurch, resulting in bimonthly reports being provided on a range of creative industries to the Arts, Culture and Heritage Committee.
3. Mapping Exercise. In May 2003 a Creative Industries Workshop was held in Christchurch in consultation with Industry New Zealand, FRSRT (Foundation For Science Research and Technology), EDANZ (Economic Development Association of New Zealand), and the Canterbury Development Corporation.

The Canterbury Development Corporation is writing a creative industry strategy as part of its strategic planning for the next five to ten years, such is the importance of this matter.

4. International Creative Clusters Conference 2005. Planning is well advanced for an international creative clusters conference to be held in Christchurch in 2005. To assist with this Simon Evans, Director, Creative Clusters Limited who organised the inaugural conference, was in Christchurch earlier in the year.

Councillor Anna Crighton wishes to attend the 2004 conference to promote the 2005 Christchurch conference and if approved Councillor Crighton would also be presenting a paper relevant to the Creative Industries Expo to be held in Christchurch in 2005. This would give an opportunity to market the 2005 conference to be held in Christchurch as part of the Creative Industries Expo 2005.

In Brighton, United Kingdom in 1992 creative industries delivered less than 1% of the local economy. Ten years later in 2002 it was approximately 23% of the local economy with 1,800 local companies in the Creative Industries Cluster. Creative industries is now the leading commercial sector having taken over from financial services.

While details of the 2004 Brighton Conference have yet to be obtained, it appears that the travel, conference, registration and other costs associated with Councillor Crighton's attendance are likely to amount to approximately \$4,000.

If Christchurch is to prosper through the development of the Creative industries sectors as early indications from the Canterbury Development Corporation's work suggest, then it is essential to keep up-to-date with world trends, as well as providing encouragement to conference delegates to attend the 2005 Christchurch conference.

**Recommendation:** That approval be granted for Councillor Anna Crighton, Chair, Arts, Culture and Heritage Committee to represent the Council at the 2004, Brighton, United Kingdom conference and that Councillor Crighton's conference, travel and other related expenses be met by the Council.