

RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL

MUNICIPAL YEAR 2014 - 2015

**ENVIRONMENTAL
SERVICES SCRUTINY COMMITTEE**

Agenda Item No. 4

10TH November 2014.

**Working with the Creative Industries for
a More Prosperous Rhondda Cynon Taf**

**REPORT OF THE CHIEF
EXECUTIVE**

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1. PURPOSE OF THE REPORT.

- 1.1. This report sets out the position concerning the creative industries in Rhondda Cynon Taf, within the context of the UK and Wales, pathways into them and SMEs (small and medium sized enterprises) active in the area.
- 1.2. Along with a PowerPoint presentation, the report and presentation provides members with information on the creative industries, focussing on the role of Cultural Services in supporting pathways into the creative industries and supporting newly emerging creative industry businesses, as a contributor to the social and economic regeneration of RCT

2 RECOMMENDATIONS

It is recommended that Members:-

- 2.1 Note the contents of the report and PowerPoint presentation
- 2.2 Consider scrutinising the area in greater detail through a scrutiny working group, and that the working group considers how to maximise the benefits of the creative industries within RCT across a range of Council services, and with key external partners.

3 CREATIVE INDUSTRIES - DEFINITION

- 3.1 The UK central government Department of Culture, Media and Sport (DCMS) defines the creative industries as: *'those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property'*.

3.2. The creative industries include: advertising, architecture, the art and antiques market, crafts, design, designer fashion, film and video, interactive leisure software, music, the performing arts, publishing, software and computer services, television and radio.

3.3. For the purposes of the presentation the emphasis will be placed upon film & video, music and the performing arts (dance and drama).

4. CREATIVE INDUSTRIES: UK

4.1. The creative industries sector is the only sector which has been identified as a priority area by all of the countries and regions of the UK. Recent statistics produced by the DCMS show that the creative industries in the UK grew by almost 10% in 2012 and are now worth £71.4 billion per year to the UK economy.

4.2. The UK has Europe's largest creative industries sector, one of the world's largest music industries and one of the most advanced digital TV and radio markets.

4.3. Creative businesses are often SMEs and in reality are 'micro-enterprises', including individual creative industry practitioners. Within the creative industries one of the most dynamic sectors is video game production and other forms of "leisure software".

4.4. Within the creative industries music, the performing and the visual arts sectors have the highest proportion of self-employed jobs: 7 out of 10. Film, TV, video, radio and photography had the largest percentage increase in employment in the creative economy across the UK between 2011 and 2012 (14.9% or 34,000 jobs).

5. CREATIVE INDUSTRIES: WALES

5.1. The arts are part of a wider creative sector that is a vital engine for our economy across the UK. The sector – one of the fastest growing in the UK – contributes directly in terms of job and wealth creation, through the making, distribution and retailing of goods and services. The sector in Wales provides employment for more than 30,000 people in over 4,200 active businesses, generating around £1.8 billion in annual turnover. 2.3% of UK creative industries are based in Wales. .

5.2. In Wales the creative industries:

- drive economic growth
- showcasing the best of Wales on the international stage
- boost tourism
- support education
- incubate talent for the creative industries
- create employment

- 5.3. The creative industries sector is one of the 9 priority employment sectors identified in 2011 by the Welsh Government as having the greatest potential for growth and potential to create jobs in Wales. The other sectors are:
- Advanced Materials and Manufacturing,
 - Construction,
 - Energy and the Environment,
 - Food and Farming,
 - Financial and Professional services,
 - ICT,
 - Life Sciences
 - Tourism
- 5.4. The Welsh Government is currently undertaking a comprehensive mapping exercise of the creative industries for the whole of Wales

6. CREATIVE INDUSTRIES: RCT

- 6.1. Recent research carried out by Prof Pickernell for the Welsh Government shows that RCT appears to be lagging behind some neighbouring authorities in terms of the number of creative industry SMEs. This may be for a variety of reasons including high levels of deprivation, an ageing population, accessibility and the large geographical area. It is also important to take into consideration the fact that creative business and employment opportunities for people from the Valleys/RCT can often involve commuting to Cardiff, Newport and Swansea.
- 6.2. Indicative information held shows that in RCT there are approximately 200 creative industry SME's out of a total 4250 that are registered (5%). The creative industries employ around 2000 people in RCT, equivalent to 2.5% of all county borough employees.
- 6.3. There are currently 160 businesses registered with the RCT Business of which 16 are considered to be Creative Industries, ranging from web design services to publishing. Not all businesses are officially registered and many will be operated on a part time basis as part of a *portfolio career*, on a sole trader basis and from domestic premises.

7. CREATIVE INDUSTRIES: CULTURAL SERVICES

- 7.1. Cultural Services consists of: RCT Theatres: the Coliseum, Aberdare and the Park & Dare, Treorchy and the Arts Development team as well as having a strategic role in advocating for the value and benefits of the arts and creative industries, advising other services on using the arts and creative industries and strategically informing policies and plans

where they can contribute e.g. Literacy/Numeracy, Youth Support services Strategy and the Older adults Plan.

- 7.2. Our vision is that RCT is a place where all aspects of the arts are valued by everyone living and working here for the way in which they add to our well-being and quality of life, to our sense of heritage and belonging, for the way in which they empower and enthuse young people, and where the cultural and creative industries thrive.
- 7.3. Working in partnership with other services .e.g. Regeneration and the Youth Engagement and Participation Service, we signpost and encourage young people in particular to take up pathways into employment or self employment within the Creative industries, raising their aspirations and in turn reducing poverty within our communities.

“The arts can develop a young person’s ability to question and make connections, and to grow the capacity for independent, critical thought. The arts can inspire young people with new ambition and confidence, challenging poverty of aspiration and breaking the cycle of deprivation caused by low educational achievement. The arts can be the key that unlocks the door to further and higher education, and in time, for some, even to employment”

Arts Council of Wales

- 7.4. Across the service (in our theatres and on an outreach basis) there are opportunities for young people to perform/exhibit in professional creative and cultural industry settings. Our TakepART participatory programme , which is closely linked to the theatre programme, and our SONIG Youth Music Industry programme, encourages original singer song writing for example and provides opportunities for young people to learn and to perform alongside creative industry professionals.
- 7.5. In addition our Arts Development team offer a range of bespoke and targeted needs based arts and creative industry provision: specialist mentoring, guidance, work placements and signposting for young people to support them in the acquisition of the relevant business skills for careers in the creative and cultural industries. This includes planning and delivering arts and creative industry-based surgeries, seminars, bespoke mentoring and master classes for young people led by professional artists and musicians.
- 7.6. The work of the experienced Arts Development team in supporting pathways into the creative industries is recognized across the UK. This was recently demonstrated by the positive evaluation of its 2013 Youth Arts Week in the Park and Dare Theatre from the UK Commission for Employment and Skills. The Youth Arts week had included a Creative Choices Day, delivered in collaboration with Creative & Cultural Skills (the sector skills agency for the creative industries), during which local

secondary school pupils found out about different career opportunities in the theatre sector through a series of practical workshops. One of these was led by our Theatre technicians, one of whom was one of the first CC Skills Technical Apprentices in Wales.

8. CREATIVE INDUSTRY CASE STUDIES: CULTURAL SERVICES

(The PowerPoint presentation will include more detailed information on the following case studies:)

8.1. Young Promoters Network (YPN)

8.1.1 The YPN was formed in 2010, as part of the SONIG Youth Music Industry project within Arts Development, to support young people aged between 14-25, interested in learning more about promoting live music, as well as supporting young emerging music acts.

8.1.2 The main objectives of the YPN are to empower young people, by providing them with a new skill-set; building confidence; as well as increasing opportunities within the live music sector. Members learn what it will take to forge careers within this field of the Creative industries from a hands-on approach. Our links within the professional creative industries sector enables us to secure opportunities for young people to obtain practical experience on a national scale, such as placements with Orchard Entertainment Ltd, at Green Man Festival and at live music venues across the country.

8.2 Make IT Media Project

8.2.1 Make IT is a film & video project which provides opportunities for young people to gain hands on experience of working within the film and music industry. The project is aimed towards young people aged 14-19, who show an interest in film making, and also young bands and musicians who write their own songs.

8.2.2 The Project provides mentoring and support to those young people involved, who in turn create music videos for local emerging bands and artists.

8.3 TakepART

8.3.1 Take pART is our participatory programme, providing weekly performing arts workshops, as well as opportunities for engaging with the professional programme at RCT Theatres for children, young people and their families.

8.3.2 Participants develop performing arts skills via professional tutorship in dance, singing and drama, and receive opportunities to showcase

these talents at RCT Theatres, at Take pART showcases and alongside the professional programme, as well as at other events and projects.

8.4 Made in Wales – Its My Shout (ArtsConnect)

8.4.1 Since 2012 we have worked with It's My Shout to provide opportunities for all ages to develop their skills within film. As part of the BBC and S4C commissioned *Made in Wales* series, It's My Shout offers the opportunity for a practical insight into film production, in front of and behind the camera.

8.4.2 During 2014, the film *Homing Bird* was produced as ArtsConnect's film in the Made in Wales series, premiering at the industry recognised Film Fest Cymru at the Welsh Millennium Centre in October, and broadcast on BBC2 Wales on November 4th 2014.

8.5 Commissioned Community Dance Pathways Programme

8.5.1 Local community arts organisation Artis Community are commissioned to deliver a Community Dance Pathways programme for the borough, providing weekly contemporary dance workshops for children and young people from toddler to 25. The aim on the programme is to provide a progressive dance pathway in RCT, creating opportunities for children and young people to be creatively active, increase confidence, and develop dance skills.

8.5.2 Participants regularly receive the opportunity to work with professionals within the dance sector, such as National Dance Company Wales for the Park & Dare 2013 Centenary production *Flights of Fancy/Hedfa'r Dychymyg*, and workshops with New Adventures, the internationally renowned company of choreographer Matthew Bourne, linked to their latest production *Lord of the Flies* touring in Autumn 2014.

9. Creative Industries RCT: Next Steps

9.1. As part of the production of the RCT Mercury programme report on the creative Industries, sponsored by the Head of Cultural Services, contact was made with Welsh Government. They are keen to initiate stronger links with the Council and this will be followed up by Cultural Services.

9.2. We will revive the Creative industries Working Group to strengthen the links with other Council Services e.g. the RCT Business Support team and the Youth Engagement & Participation Service to further develop signposting into the creative industry pathways especially for young people and to encourage inward investment and a strategic policy focus.

- 9.3. We will seek to become part of the Employability group, facilitated by the Regeneration team, which has membership from a number of directorates and aims to develop a co-ordinated approach (utilising resources already available within the Council) in relation to increasing employment opportunities for Rhondda Cynon Taf residents.

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