

WORK IN PROGRESS REPORT TO CREATIVE INDUSTRIES BOARD

4TH OCTOBER 2007

This report to be read in conjunction with 2006-7 work plan agreed by C.I. Board 8th June 2006.

creativenorfolk.com

creativenorfolk.com now has 625 members and continues to grow.

I continue to work on new funding streams for the website and hopefully it will help to sponsor events, especially the Students Convention.

The website is healthy. It will become even more responsive and agile when we move to a new content management system – and it continues to be the most brilliant enabler for events and for targeting information to our creative businesses.

creative east.co.uk

creativeeast.co.uk has gathered 3,500 contactable businesses. This was developed on a shoestring, continues to gather members and will provide the framework for the 2008 Creative East Awards.

Creative East Awards 22nd March 2007, hosted by Clive Anderson.

A successful event, with entries from across the eastern region. It was the largest ever, with award winners from around the region.

Creative East Awards 20th March 2008

Planning now well under way concurrently with other events.

After constant representations there are now promising signs of greater regional awareness by institutions.

Tim Bishop BBC and Neil Thompson ANGLIA/ITV are helping to promote awareness of the event by convening a meeting of major regional figures from press and radio and together we will be looking at the feasibility of possibly some form of R.T.S. involvement.

I will report on the Awards and the meeting of the 28th at the board meeting.

4th Annual Shaping Norfolk's Future Creative Industries Convention : Tuesday 3rd July 2007

Now in its fourth year, we aimed to deliver a seminar on relevant and current issues. 56 delegates attended.

Global trading is likely to be the next step for many of Norfolk's businesses working in the creative industries. We have already seen an increase in collaborations with Creativenorfolk supporting several major business wins of late.

Creatives from many different sectors heard Graham Creelman, Chair of EEDA Creative Sectors Group, outline the vision for the future of the sector focusing on how the industry was fast developing into a major contributor to the economy and is a replacement for the decline in manufacturing in the region. Creatives were encouraged to work together on a wider vision for their businesses, thinking globally and thinking creatively, while state support could focus on developing cultures and infrastructures to support the sector.

PricewaterhouseCoopers (PWC) sponsored the event and Chris Maw from the Norwich office introduced Suwei Jiang, Director of PWC's Chinese Business Centre in London. Suwei presented a case for Norfolk creatives to be working with the Chinese on developing brands and marketing plans to support the increasing import and export activity between China and the UK.

Kevin Horne, Chief Executive of NWES presented a vision for Gt Yarmouth and the opportunities the multi-million-pound development will present to creatives in Norfolk.

Training Integration

Work on this project is well underway and there have been two meetings with the agencies on how best to move the project forward. The objectives are to coordinate a united approach to presence on creativenorfolk.com and to draw the creative industries and education and training closer together.

There is a determination on all sides to make this happen and Shaping Norfolk's Future can make a positive contribution to the process.

Therefore the objectives outlined in the work plan agreed by the Creative Industries Board in June 2006 of uniting/integrating C.I.B.I.P., M.O.V.E., I10, N.L.P., AimHigher, Connexions, The Exchange, U.E.A., N.S.A.D., City, Great Yarmouth and West Anglia Colleges, are steadily moving forward.

Shaping Norfolk's Future Creative Industries Students Convention 2006

The first Students Convention took place on October 3rd 2006 and was another significant step in training and preparation for employment within the creative industries sector.

350 Students and their teachers at 6th form learned about the creative industries from top-flight professionals in each of the main areas.

The Students Convention was paid for by the generous support of 43 companies in the creative industries. 27 speakers gave their time by being there to provide seminars and one-to-one networking sessions afterwards.

It was an extremely successful event.

Shaping Norfolk's Future Creative Industries Students Convention 2007

The second Students Convention on October 1st & 2nd 2007 at the John Innes Centre will – with the co-operation of The Exchange, N.L.P. M.O.V.E., Connexions, AimHigher and creativenorfolk.com – provide seminars on creative industries for up to 600 students over the two days.

As before, I have had to raise sponsorship from the creative industries plus other related businesses and organisations for this valuable Shaping Norfolk's Future event – with the result that the event will be self-sustained.

I will report to the board meeting on the 2007 event.

Creative Industries Fair

There are no plans to have a Creative Industries Fair during 2007-8.

E.P.I.C.

Separate report.

Richard Cox – 24th September 2007