



Creative Industries Development in South Staffordshire

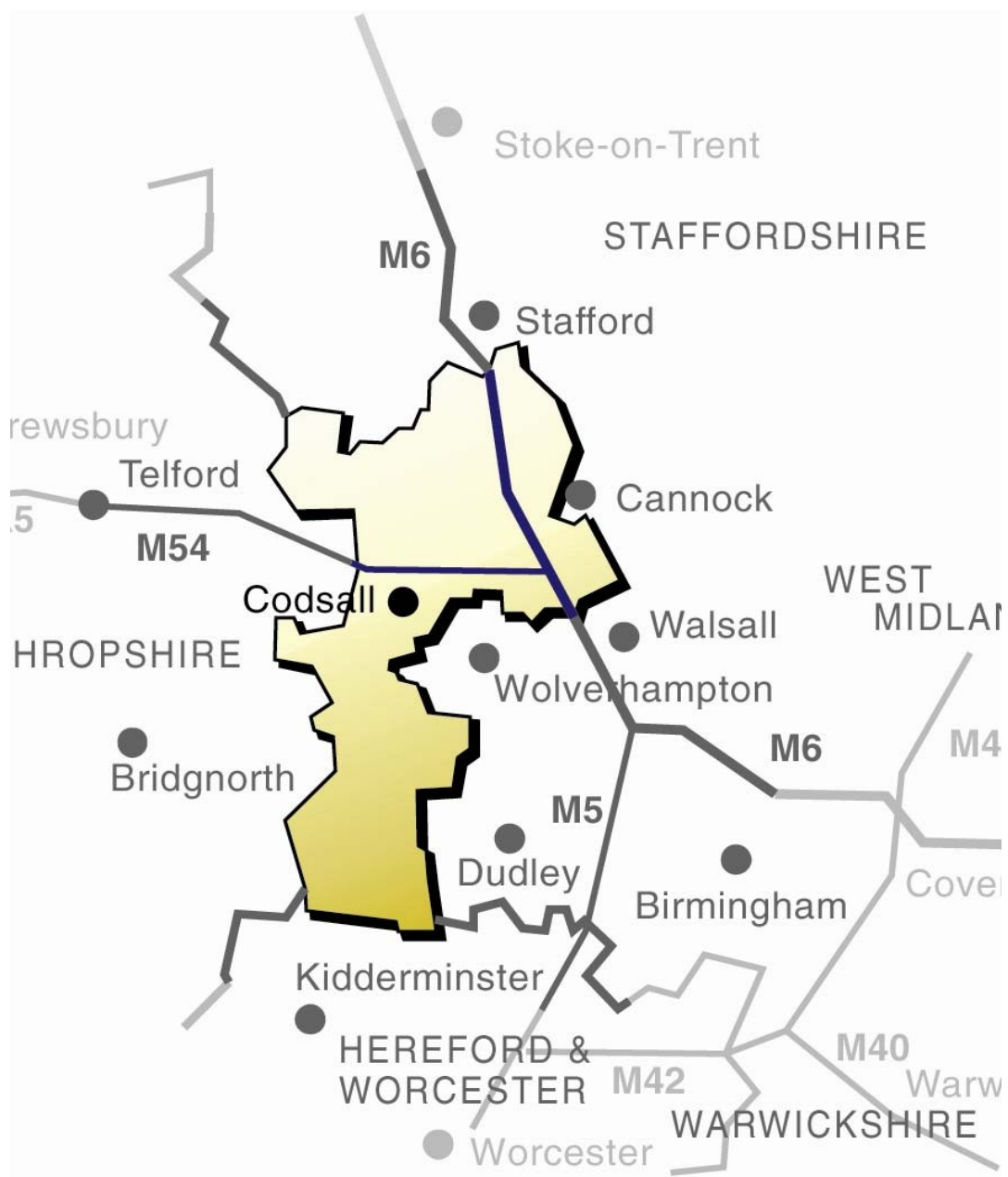
REPORT JULY 2004

Moya Lloyd

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Location of South Staffordshire District



"South Staffordshire is a mainly rural area on the north western edge of the West Midlands conurbation. It is made up of small settlements and parishes each with its own identity. There is no single dominant settlement and its uniqueness in Staffordshire is its claim to be a 'community of communities'"

South Staffordshire Council's Community Strategy

Executive Summary

"The most successful economies and societies in the twenty-first century will be creative ones. Creativity will make the difference - to businesses seeking a competitive edge, to societies looking for new ways to tackle issues and improve the quality of life."

Chris Smith, (previous) Minister for Culture Media and Sport (1)

This report is the final outcome of a period of research and consultation undertaken between October 2003 and June 2004. The purpose of this document is:

- to profile creative industries in South Staffordshire in the context of regional and national developments
- to demonstrate the links between the development of creative industries in South Staffordshire and the Council's corporate objectives, community plan and service delivery in Leisure Services, Economic Development, Landscape Services and Tourism
- to make recommendations for the future development of creative industries in South Staffordshire

KEY FINDINGS:

88 arts related businesses have been identified within South Staffordshire district. The majority of these can be classed as SMEs – Small or Micro Enterprises (less than 10 employees). Many of the businesses are one-person businesses and many are home based.

Creative industries development has the potential to make a significant contribution to South Staffordshire Council's corporate aims and objectives in relation to the following themes:

- maximising employment potential in the arts by providing training opportunities, business support and signposting opportunities
- identifying a role for the arts in contributing to environmental improvements and the preservation of South Staffordshire's distinctive environment
- advocacy for the use of the arts as a tool to tackle a range of issues including reducing crime and disorder, improving health and wellbeing and contributing to community development

- acknowledging a role for the arts in raising the profile of the district regionally and nationally and developing tourism

One of the most significant areas of support that creative businesses would like to be offered is the opportunity for networking. This is particularly important because of the rural nature of South Staffordshire. Many creative businesses consist of individuals working from home in small villages. These individuals would like to network with others in a similar situation as well as making links with arts businesses and relevant support organisations.

Creative industries in South Staffordshire don't identify themselves as a group. This is largely due to the lack of central focus in South Staffordshire, which differentiates it from neighbouring authorities such as Stafford, Wolverhampton, Dudley, Bridgnorth and Walsall, which are all focussed around a central town or city. Regular network events can help to create a point of focus where businesses can come together.

list of acronyms used

ACE	Arts Council England
AWM	Advantage West Midlands
CTU	Cultural Trends Unit (based at Staffordshire University)
DCMS	Government Department for Media, Culture and Sport
SADOG	Staffordshire Arts Development Officers Group
SPARC	New Creative Industries Centre at Wolverhampton University, based at the University's Science Park
WiRE	Women in Rural Enterprise

Creative Industries Development in South Staffordshire

REPORT JULY 2004

1. Methodology

The first stage of research involved compiling and distributing questionnaires to 150 individuals and businesses based in South Staffordshire District. These contacts were gathered through a number of sources including, existing arts development contacts, recipients of and applicants to the arts development grants scheme, the Council's business directory and the Yellow Pages. Notably more than 80 creative industries businesses within the district were obtained from database research undertaken by Pidea Consultants on behalf of Wolverhampton City Council. Many of these weren't traced via other sources. These businesses all had Wolverhampton postcodes but were based in South Staffordshire. (2)

The purpose of the questionnaire was to glean information about the nature of creative industries in South Staffordshire including employment status, creative area of work, business and professional development accessed and their needs in terms of workspace, networking, professional development and support. The questionnaire was compiled with assistance from Culturegen, 30 questionnaires were returned.

Further consultation took place at a networking event which took place in March 2004. A series of discussion groups were facilitated during the evening, and further questionnaires were given out (24 were filled in, 50 people took part in discussion groups).

A second network event took place in June 2004, where further information was gleaned through informal discussion and questionnaires. One to one interviews with key organisations also took place, details of contacts are in Appendix 1. Further detail about the network evenings and feedback from the questionnaires is given in Appendix 3.

2. What are Creative Industries?

The Government Department for Culture, Media and Sport (DCMS) define Creative Industries as:

“Those industries which have their origin in individual creativity, skill and talent which have the potential for wealth and job creation, through the generation and exploitation of intellectual property”

The term creative industries is used in a variety of contexts. It was evident from contact with both artists and organisations that there was confusion over the term. For the purpose of this research and in order to target those businesses to which support and networking opportunities may be relevant, creative industries have been divided into the categories detailed below, many of these are overlapping. The term ‘arts’ is used in its broadest sense to encompass fine art, crafts, film, photography, music, drama, literature, design and festivals. Many businesses and individuals who fall into these categories do not define themselves as creative industries and for this reason the term ‘arts related businesses’ has been used to be more inclusive.

Creative industries branding in South Staffordshire is placed in the context of arts development, focusing on a local community perspective. In particular there is an emphasis on creative businesses who work in an arts development related area and that involves engagement with the public in some way, for example community arts, education and public art. South Staffordshire Council are looking at the ways in which artists and creative professionals can be supported in their business and professional development. Essentially the focus is on those engaged in arts activity on a freelance, self employed basis.

Creative industries are characterised by high levels of self-employment and freelancing and small, often one-person businesses, frequently operating as sole traders. In terms of economic development creative industries are seen as a dynamic, growth sector with the potential to regenerate and transform communities.

The categories used for the questionnaire are detailed below and a further explanation of the category is given where relevant.

Community Arts	including a variety of community based arts activities; workshop programmes, environmental projects, public consultation, arts and health projects, public art projects and arts projects as a tool to explore and tackle issues
Crafts	including ceramics, glass, metalwork, jewellery, furniture and textiles
Education	arts workshops in schools, adult education, using arts to deliver on the National Curriculum
Fine Art	including painting, sculpture and photography
Film and Video	
Photography	
Multimedia	
Writing	including scriptwriting, poetry and novels
Design	including interior design, furniture, lighting and architecture
Storytelling	
Music	
TV and Radio	including community radio
Performing Arts	including theatre in education, theatre in health, individual actors, companies, dance, and music
Project Management	arts related project management
Administration	arts related administration
Publishing	
Software and Computer Services	

3. The National Picture

Since the DCMS published the first 'Creative Industries Mapping Document' in November 1998, the recognition of the significance of creative industries across the UK has increased. The term is more widely used and understood and the special needs of those working in the sector have been acknowledged. At a regional level there are numerous initiatives offering support to the creative industries sector. This includes specialist careers guidance and the development of workspaces and finance.

The creative industries sector is now recognised as an important contributor to the UK economy, which is growing significantly faster than the economy as a whole. The latest government figures demonstrate the significance of creative industries to the national economy, being fast growing, an important job provider and export industry. (3)

Significantly (in May 2004) there has been the announcement of a National Creative and Cultural Industries Sector Skills Council. (4) The Creative and Cultural Industries Limited is a new organisation that is being created to form a vehicle for the development of a Sector Skills Council for the arts, museums, galleries and heritage, design and crafts and the delivery of a skills programme.

4. The Regional Perspective

Arts Council England

'The Creative Economy' is one of the Arts Council's key priorities for partnership with local authorities. (5) ACE West Midlands supported the recent addition of a new post Creative Industries and Workforce Development Officer to offer support and advocacy to creative industries in the region.

Arts Council England is keen to support and promote creative industries projects in the West Midlands and highlight their strength and uniqueness in terms of both creativity and financial success
Ian Danby (6)

Creative Industries in Staffordshire County

A study completed by the Cultural Trends Unit at Staffordshire University in May 2003 maps creative industries development initiatives across the County and provides recommendations for a way forward.

Because of the new and emerging nature of the creative industries as a sector, development at a local and regional level tends to be piecemeal and lacking in a clear strategy. (7)

Recommendations from the CTU report focus on a joined up approach, strategic planning and establishing funding. The report highlights the key relationships between the creative industries and tourism and the creative industries and economic development:

....develop links between the creative industries and the tourism sector across the county (for example joint branding and marketing).

..embed creative industries within the economic development agenda. At present, in some areas creative industries work is located in an arts development and community arts context, and the economic potential of the creative industries is not maximised. This should not, of course, detract from the central role of creative industries in arts development and community capacity building. (8)

A number of initiatives have been developed at a County level, these include the creation of 'The Creative County' directory and the development of 'Creative County' branding which includes new signage and the promotion of 'Creative breaks' in the County's tourist guide. An annual open studios event has also been developed. This has tended to focus on specific geographical areas and to date has not had an impact on South Staffordshire District.

Staffordshire Arts Development Officers Group (SADOG) and Arts Council England Sub-regional partnership

Creative industries forms one of the strategic initiatives of SADOG and plans for development are currently in negotiation with ACE West Midlands.

The Creative Network and Different by Design

The Creative Network is funded by Advantage West Midlands and has been developed in conjunction with Staffordshire University. Its mission is to bring creative individuals together to create a support network at County Level. It targets graphic designers, website developers, architects, industrial and environmental designers and designer makers. It aims to support their development with seminars, consultancy support and bursaries for learning and travel as well as offering networking events. AWM also support 'Different by Design' a project with an aim to develop 50 new products in Staffordshire over a 3 year period. It provides match funding for product development where there is substantial market potential.

Culturegen

Culturegen has been established as an arts and creative industries development service for Stafford Borough. It has committed core funding from the Single Regeneration Budget (Stafford) and Stafford Borough Council until 2006 and has recently received further ACE funding to further develop its programme. Culturegen has successfully created a website for creative industries with a variety of resources (www.culturegen.org.uk), this includes a directory and regularly updated news and opportunities listings.

Women in Rural Enterprise (WiRE)

WiRE is a dynamic networking and business club aimed at helping rural women start and maintain their own rural enterprise. It operates nationally and has a regional network officer for Staffordshire. It was set up in response to research that identified that female partners in farms looking to set up diversification businesses, faced barriers including rural isolation, lack of access to finance and lack of rural business support. WiRE offers network events and business and professional development training to its members.

5. The Local Picture

CONTEXT IN SOUTH STAFFORDSHIRE

The Vision of South Staffordshire's Community Strategy -

"We will strive to make South Staffordshire a safe and healthy place to live, with prosperous villages and thriving communities, where everyone can develop their abilities to the full, and pass on to future generations a better environment."

South Staffordshire is a rural district with a population of 105,000. It consists of 27 parishes which form a commuter belt serving the surrounding urban conurbation including Wolverhampton, Dudley, Walsall, Cannock and Telford. Cultural activity in the district is focused on village venues. There is an active amateur sector with a number of established art and drama groups. There are established village arts festivals, notably Codsall Arts Festival and Wheaton Aston Festival which have attracted national names and a growing reputation. On a larger scale, Weston Park is one of the 2 venues for the annual Virgin music festival (V festival), now in its' 6th year and attracting 60,000 visitors annually.

Arts Development

Arts development initiatives over the past five years have contributed to the growth and development of community based arts activity. Significant initiatives have included:

Youth Drama - the formation of South Staffordshire Youth Drama Federation (SSYDF) linking youth drama groups in Penkridge, Pattingham and Featherstone and establishing an annual festival.

Arts and Health - development of projects which link with the priorities of the NHS National Strategic Framework this includes work around teenage pregnancy, sexual health and mental health. Work has been developed in conjunction with the Southern Staffordshire Primary Care Trust and the County Council's Youth and Community service.

Artifacts - an Arts Newsletter for the district, was established in Autumn 2002 and is produced 3 times a year. It has a circulation of 2000 and is distributed via parish councils, libraries, village halls and other local community venues. The newsletter has helped to raise the profile of arts development in the district and features a range of local arts events as well as arts development projects.

Arts Grants scheme - grants of up to £500 for groups and £250 for individuals, with an emphasis on supporting access and participation for both amateur and professional arts activity in the district.

Events and workshops - arts workshops programme in libraries, leisure centres and Baggeridge Country Park. The Sussed children's holiday programme, Halloween and Winter Wonderland.

Hype – a Crime Reduction initiative focusing on diversionary activities for young people. Hype aims to engage with young people who are at risk of offending, offering them constructive activities, as well as encouraging the use of facilities, equipment and opportunities available to them locally. At each event, information regarding issues such as substance misuse and sexual health is available free-of-charge to the young people.

Recently funding from the Crime Reduction Partnership has facilitated community arts projects where the arts are used as a tool to explore and tackle issues. Two current projects involve South Staffordshire based Theatre in Education companies working in the district:

Arts Against Arson - South Staffordshire Council in conjunction with Staffordshire Fire Service and funding from ACE. Essington based, Fired Up Theatre will be working with young people to develop a

performance which brings to life the harsh realities of the after effects of arson.

Don't Pick on Me - Fizzog Theatre have toured middle schools in the district with a performance and workshops that explores issues around bullying equipping pupils with strategies to deal with it.

The process of mapping and setting up networking events has already had an impact on arts development in the district. It has raised the Council's awareness of practitioners working locally and facilitated links which have paved the way for future projects.

Two networking evenings held in March and June 2004 have successfully brought businesses together and raised the Council's profile, (detailed in Appendix 3). The events have provided a forum to showcase opportunities within the Council - for example within landscape services, the Council's business directory and Leisure Services events programme. Relevant support agencies have also been highlighted - The Creative Network, Women in Rural Enterprise and Business Link Staffordshire.

During the first evening speakers from ACE West Midlands and Culturegen provided a starting point of discussions of what is needed and what can be achieved in South Staffordshire.

6. Creative industries mapping

As a result of research 88 individuals or small businesses have been identified within South Staffordshire district, these are listed below.

<i>Name</i>	<i>Artform area/type of business</i>
A Brush with Africa Burnhill Green	Wildlife illustration
Cleone Abbs Perton	Teacher/ community arts. Works in district
Alpher UK Ltd Westcroft	Building and architectural design
Margaret Bailey Wheaton Aston	Visual arts
Breadlegs Design Agency Wombourne	Graphic design Based at SPARC
Gail Britt Shoalhill	Artist, lives in Cannock District, but has a studio in South Staffordshire
Nigel Caine Perton	Performing arts
C'Art – Art Transport Ltd Four Ashes	Specialist art and museum transport, storage, installation, exhibition hanging, case/ plinth construction etc.
Ian Chapman Perton	Music composer
Charismatic Caricatures Perton	Visual artist/illustrator
Jim Corbett Design Penkrudge	Graphic design & advertising

Archie Cotterell Calf Heath	Musician
Andrew Cowan Consultants Ltd Perton	Media communications
Robert Cox Wheaton Aston	Wood sculpture inspired by nature
Creation Design & Marketing Penkridge	Graphic design
Creative Video Wombourne	Video production including script, filming and marketing
Dam Mill Antiques Codsall	Art & antiques
Datum Design Wombourne	Architectural and civil engineering practice
Bev Dediccoat Pattingham	Visual arts/art tutor
DiScArt Pattingham	Textiles Studio at SPARC, lives in Pattingham
Gavin Douse Brewood	Writer/screenwriter/director/photographer/videographer
Eagle Consultant Company Kinver	Architectural consultants
Etc Design Ltd Wombourne	Education, design, project management, administration architects

Fired Up Theatre Essington	Theatre in education, drama workshops, scriptwriting
Fizzog Theatre Company Wombourne	Community theatre company specialising in theatre in education, theatre in health and issue based projects.
Julia Foster Codsall	Crafts/ community arts
Craig Foster Brewood	Landscape architect
Margaret Foster Brewood	Landscape architect
Framed Theatre Wombourne	Theatre in education company Based at SPARC
Gailey Pottery Gailey	Ceramics
Brian Gibbs Four Ashes, Coven	Stone carving, letter cutting and bronze
Anne Giddings Kinver	Visual arts
Barbara Anne Hand Kinver	Head of Art & Design at Edgecliffe (Arts Grants)
Victoria Hand Kinver	Fine Art and Textiles (Arts Grants)
Jo Harris Pattingham	Sculpture/painting
Hen's Teeth Wheaton Aston	Handmade cards/textiles/visual arts
Hughes Productions Lower Penn	Conference production company, film and video
Icon Exhibitions and Display Ltd Great Wyrley	Design and build of exhibition display stands

Idec Wombourne	Software and computer services
Image Statement Pattingham	Photography
David Ingelby Codsall	Film & video/ photography
Deb Jackson Wombourne	Performing arts
Russ James Design Penkrige	Design
JKH Embroidery Shareshill	Crafts
Mr PJ Johnson Wombourne	Music Midland Concert Orchestra
Sian Jones Wombourne	Visual Arts
Shaun Kelly Perton	Stone mason/carver Metalwork and shotblasting
Ann Keys Brewood	Textiles
KIC FM Codsall	Community Radio
Roger J Latham Brewood	Architect
Lawtech Design Wombourne	Website design
Graham Lewis Graphics Great Wyrley	Graphic design, websites

Grant Littlejohn Codsall	Freelance graphic designer (Leisure Services)
LTA Communications Ltd Stourton	PR Consultants, design, print, event management
Mad Hat Music Limited Coven	Recording Studios
Allister Malcolm Glass Himley	Glass
Market Care Wheaton Aston	PR, Copywriting, Photography, Films, Design Also interest in drama, playwriting and village history
Elizabeth Marron Billbrook	Designer maker of contemporary silver and gold jewellery. Has studio space at the Maker's Dozen in W-ton
Maypole Gallery Wombourne	Art gallery
Chris Mawley Associates Codsall	Photography, multimedia, design
Elizabeth Michl Perton	Ceramics
Minimal Marzipan Penkridge	Jewellery, mirrors, clocks etc.

Newbeat Enterprises Codsall	Drum/percussion tuition
Steve Parry Wombourne	Graphic design
Martyn Pearson Bobbington	Glass design Free blown studio glassware
Penkrige Ceramics	Ceramic Fruits
Photography & Design Services Cheslyn Hay	Photography, graphic design
Tony Potts Wombourne	Fine Art including digital
PRD Software Codsall	Website design, visualisations
Premier Studios Brewood	Photography studios
Pure Media Solution Ltd Wombourne	Web design
Pure Music Unlimited Perton	Record label and entertainment agency
Mark Reece Perton	Writer
Adam Rogers Penkrige	Drama
Helen Rowley Wheaton Aston	Music
Malcolm Sier Himley Hall & Park	Sculptor/letter carver Lives in W-ton, works in district

Snapshot Theatre Kinver	Theatre in education
Mike Spooner Weston-under-Lizard	Painting and freelance teacher
Sundial Theatre Cheslyn Hay	Theatre in Education, Reminiscence work
Steathams Wombourne	Printing
Sid Taylor Codsall	Printing and publishing
The Design Board Wombourne	Graphic and creative design
Traveltapes Ltd Huntington	Educational publisher and supplier of audio tours to historic places, art galleries and museums
Melvyn Wetton Design Cheslyn Hay	Design
Wheaton Aston Festival	Annual music festival
White Rabbit Productions Coven	Radio, youth radio
Wombourne Printers Wombourne	Printing
Paul Workman Cheslyn Hay	Artist – Fine art painting and murals

7. Recommendations for the future development of creative industries in South Staffordshire

1. Establish an Arts Business Network for South Staffordshire, with the following aims:

- Establish cross-departmental support for creative industries development work
- Establish regular meetings in order to facilitate networking between individuals and businesses in the district
- Link businesses working in a wide range of discipline areas, including visual arts, drama, community arts, music, craft, design etc.
- Provide professional development and training opportunities
- Make the support relevant to small businesses based in a rural district, feeding into local opportunities
- Establish an identity for creative businesses in the district (emphasizing links with community development and rural issues)
- Showcase local businesses and events

2. Establish an information pack including factsheets for creative individuals, businesses and voluntary organisations based in the district in order to:

- Provide information on various professional development issues that is relevant in South Staffordshire, this could include for example - applying for Funding, Working in Community Settings etc. This should supplement existing resources such as ACE and ANWeb (Artist's Newsletter) by making the information relevant to a rural community setting.
- Factsheets should also target local groups, businesses and individuals who may wish to employ an artist - for example - Commissioning Public Art, organising an arts festival, rates of pay etc.
- Signpost relevant support, for example Business Link Staffordshire, WiRE, ACE, Arts Development Officer etc.

- Support recent graduates in initial stages of development, by providing advice and information (signposting them to relevant organisations) – in order to retain them in the district
- Highlight relevant initiatives, for example the Arts Grants Scheme

3. Establish a database for the Creative Industries in South Staffordshire linking with the Council's existing Business directory

4. Deliver targeted training sessions for Creative Industries practitioners in the district, exploring any opportunities to deliver this in partnership with other local authorities and organisations where relevant. Secure external funding for this.

- Possible funding avenues include Arts and Business, Coventry based Arts and Media Training and Arts Council England's Arts Grants Scheme. Partnerships with Culturegen and Business Link could also be explored.

5. Adopt a cross cutting approach to raising the profile of creative industries in the district both within South Staffordshire Council and with external partners.

- Work alongside Landscape Services, Corporate Policy, Economic Development, South Staffordshire Tourism Association, Crime Reduction Partnership and the Primary Care Trust.
- Continue to build on existing links and make new ones at a County and regional level, for example Business Link Staffordshire, WiRE, The Creative Network, Rodbaston College, SADOG, Culturegen and ACE.

Footnotes

1. DCMS Mapping document 2001
2. Not all of these fell into the Creative Industries categories listed and some of them had either moved away from the district or were no longer in business
3. see DCMS website www.culture.gov.uk
4. CIDA (Creative Industries Development Agency(Yorkshire)) Bulletin May 14 issue 36)
5. Local Government and the arts: A Vision for partnership ACE 2003
6. ACE West Midlands News
7. CTU report p6
8. CTU report p8

APPENDICES

Appendix 1 The Consultation Process

Documents referred to:

A Study of Creative Industries Development Initiatives in Staffordshire
Prepared by the Cultural Trends Unit (CTU), Staffordshire University
May 2003

Creative Industries Development in Stafford Borough: A Creative
Economy
Culturegen and CTU, Staffordshire University

Creative Industries Mapping Document 1998 update 2001
DCMS

Wolverhampton Creative Industries Strategy:
Creative Industries - Assessing the Wolverhampton Offer
City University and DTZ Piedad Consulting
April 2004

Local Government and the Arts: A Vision for Partnership ACE March
2003

South Staffordshire 'A Community of communities'
South Staffordshire's Community Strategy

Reachout: A Local Cultural Strategy for South Staffordshire 2002-7

South Staffordshire Council: Arts Deveopment Strategy 2002-5

Leisure Services Five-year plan 2003-8

List of people/organisations consulted –

Jenny Whiston
Senior External Funding Officer, Economic Development
Staffordshire County Council

Nigel Singh
Strategic Arts Development Officer, Staffordshire County Council

Ian Danby
Creative Industries and Workforce Development Officer, ACE

Danny Callaghan
Manager - Culturegen

Christine Bridgwood
Creative Industries Development coordinator - Culturegen

David Bell
CTU Staffordshire University

Julie White
Business Development Manager, Rodbaston College

Julia Cruxton
Enterprise Advocate, Business Link Staffordshire

Dean Piper
Business Adviser, Business Link Staffordshire

Colin Sweeney
Chief Executive, Weston Park Enterprises Ltd

Steve Winterflood
Glen Parker
Patrick Davies
Dave Heywood
Nicola Shipley

South Staffordshire Council

Appendix 2

Creative industries development work in the context of South Staffordshire Council

The Corporate Strategy

The Strategic aims of the council:

AIM 1 - TO BE A COUNCIL WHICH CELEBRATES AND IMPROVES SOUTH STAFFORDSHIRE'S DISTINCTIVE ENVIRONMENT

AIM 2 - TO BE A HEALTHY AND SAFE DISTRICT IN WHICH TO LIVE, WORK, AND VISIT

AIM 3 - TO BE A PROSPEROUS DISTRICT WITH THRIVING COMMUNITIES

AIM 4 - TO BE A DISTRICT WHICH ENCOURAGES AND PROMOTES LIFELONG LEARNING OPPORTUNITIES

AIM 5 - TO BE A WELL-MANAGED COUNCIL AND COMMUNITY LEADER

Leisure Services 5 year plan 2003 –2008

The following priorities have been identified as the key drivers for service development until 2008:

1. Continue to work closely with the community to increase opportunities for participants in leisure activity
2. Continue to work with key partners through the Local Strategic Partnership to tackle specific issues around health and anti-social behaviour
3. Continue to raise the profile of Leisure Services and build on the current range of branded activities
4. Continue to provide high quality joint-use facilities and improve access to all key leisure amenities managed by Leisure.
5. Continue to strive for the achievement of Best Value in all aspects of Leisure Services

Creative industries development relates to the implementation of the Leisure Services Plan in the following key areas:

In relations to aim 3 of the Corporate Strategy:

- Work in partnership with local parish and community organisations to address local need and assist in funding applications to support the development of projects

By linking with local creative industries, the council can provide support in project development and funding applications through signposting information, facilitating networking and providing one to one support. Research undertaken to date has raised the council's awareness of local businesses and local need as well as promoting the support that the council can offer.

In relation to aim 4 of the Corporate Strategy:

- Work in partnership with key groups and individuals to create new skills amongst the local community

By establishing seminar and training events for creative industries, the council can help to improve business skills amongst the local community. The programme will be set up after a period of consultation and research with the local community

An increased awareness of local creative industries also feeds into Leisure Services programming, as local artists can be contracted to deliver arts workshops and take part in events, for example the Sussed programme, Baggeridge Folk Festival and Winter Wonderland.

Creative industries networking events contribute to Leisure Services partnership work, by building on and enhancing links both internally and externally, for example with Landscape Services, Economic Development , Tourism, Rodbaston College and Business Link.

South Staffordshire's Economic Vibrancy Action Plan

Three aims:

- To increase new business formation and make existing businesses more successful
- To create a more vibrant and sustainable rural economy
- To increase standards and achievements in education by developing a lifelong learning culture amongst individuals and employers

Reach Out: A Local Cultural Strategy for South Staffordshire

Aims in relation to the creative industries:

- To maximise the potential of cultural activities to contribute to the local economy

- To support the creative industries in South Staffordshire

Actions in relation to the creative industries:

- Promote the work of artists, craftmakers and other practitioners based in the area to support the long term aim of building a higher profile for local artists
- Work in partnership with Staffordshire County Council to research creative industries in the district and identify training and development needs
- Utilise rural venues where appropriate for cultural events
- Encourage the establishment of small scale industries and crafts in appropriate locations, especially those that involve the conversion of existing rural buildings

Appendix 3

Arts Business Network Evenings

AGENDA Monday 22nd March 2004 6.30-9pm, Council Offices, Codsall

Welcome to South Staffordshire's first Arts Business Networking Evening. We do hope you will find it both informative and enjoyable and an opportunity for making links and sharing ideas. The format for tonight will be as follows:

6.30 - 7pm arrival, tea and coffee, informal networking

7pm Introduction and welcome, Dave Heywood, Head of Leisure Services, South Staffordshire Council, followed by brief presentations by the following speakers:

-Ian Danby - Creative Industries and Workforce Development Officer, Arts Council West Midlands

-Chris Bridgwood - Creative Industries Coordinator, Culturegen

-Nicola Shipley, Arts Development Officer, South Staffordshire Council

7.30 - 8.15pm Working groups

Please let a member of staff know which group you would like to attend. This will be a chance for questions and discussion and to explore some key areas in more depth.

ARTS FOR HEALTH

Nicola Shipley Arts Development Officer, South Staffordshire Council

PROFESSIONAL DEVELOPMENT FOR ARTISTS

Ian Danby

'A SENSE OF PLACE' - LANDSCAPE ARCHITECTURE - WORKING WITH ARTISTS

Patrick Davies Senior Landscape Officer, South Staffordshire Council

PROFESSIONAL DEVELOPMENT FOR BUSINESSES

Chris Bridgwood

WORKING IN A COMMUNITY SETTING

Moya Lloyd Freelance Arts Development Coordinator

Summary of Feedback from the March Arts Business Networking Evening

Arts and Health

Important to understand how to work with the NHS and how to work in a healthcare environment

Working in Community settings

There is a need for affordable workspaces in the district including office space and artists studios

There is a need for venues for art workshops in the district

There is a need for exhibition venues both for groups and individual artists and showcasing opportunities around South Staffordshire

It would be good to have networking events in different areas of the district, so that artists living in different areas can attend.

Professional Development

Priorities outlined in discussion led by Ian Danby:

Studio space for artists

Appropriate business advice for Creative Industries

High quality crafts gallery and / or sales outlets

Rehearsal space for both music and performing arts

Recording space for musicians

Networking opportunities - across the art forms perhaps with brief guest speakers from a range of fields to convey how they got where they did

Directory of both available support and local Creative Industry businesses - no format specified

Chris Bridgwood:

* Many of the participants poised at the point where they want to become fully professional, but aren't quite sure how to make that happen

* Showcasing work - lack of outlets locally; few galleries or places to showcase work on a temporary basis

* Mentoring - being assigned a regular mentor for a period of time was seen as potentially more useful than attending a traditional training course

- * Marketing and selling the product was by far the biggest issue
- * Need for business skills
- * Desire for networking.

Landscape

Workshop began with brief explanation by Pat Davies as to the role of South Staffordshire Council and the environment and included:

- Type of projects undertaken
- Funding Sources
- Main Strategies
- List of stakeholders and partnerships
- Opportunities to raise the standard of environmental elements such as paving, street furniture, signage, fencing and walls. Lighting etc.
- Open Space Audit and how it should target the above for future projects
- Desire to appoint, 'Artist Co-ordinators' at every opportunity to encourage public input and ownership of future projects
- Hint of projects within the current capital programme and the opportunity for 'artist' involvement on these real and committed projects

Each visitor described what they do, related relevant experiences for the workshop and made notes about each other etc.

Feedback included the following:

1. Very pleased with the evening - thought it worthwhile, amazement at the fantastic turnout and variety of delegates
2. Positive response to the choice of speakers and the great interest in what they had to say.
3. Thought that the workshop was of great interest and approved of Council's role in involving the community in environmental art rather than the purchase and installation of a piece
4. There was a lot of cross talking in the session with one artist seeking more information about other artists work and experiences.
5. All wanted a list of attendees with contact information/scope of work etc.
6. Realisation that many artists working in this area feel a sense of isolation, which makes for difficulty in obtaining sound business advice for their particular needs
7. One artist suggested that specific business advice for creative industry could not be found on currently available college

- courses. There were courses on marketing, bookkeeping etc. but a more tailored course specifically for creative small workshops would be more effective, as time was precious
8. The great mix of people from a variety of creative disciplines was appreciated by all.
 9. The question was asked if this type of meeting could be repeated developed.

Notes by Pat Davies

- a. Very pleased with mix of attendees
- b. Appeared to be a common bond and real interest in each other's work
- c. Would love to see portfolios of work
- d. See an advantage to putting attendees information on community arts website - perhaps interactive and regularly updated. This should encourage greater interest from Parish Council's, our own Council, community groups etc. and give the idea of using 'artists' in the environment an acceptance of the norm.
- e. I would rather see presentation within the workshop room for reference or at least, a copy of the more public presentations material

Agenda Thursday 24th June 6-8.30pm, Council Offices, Codsall

Welcome to South Staffordshire's second Arts Business Networking Evening. We do hope you will find it both informative and enjoyable and an opportunity for making links and sharing ideas. The format for tonight will be as follows:

6 - 6.30 arrival, tea and coffee, informal networking

6.45 - 8 Working groups

Please let a member of staff know which 2 groups you would like to attend. This will be a chance for questions and discussion and to explore some key areas in more depth.

BUSINESS LINK STAFFORDSHIRE and WiRE

Julia Cruxton - Enterprise Advocate – Business Link Staffordshire

Prior to her current role as Enterprise Advocate promoting self-employment, Julia worked as a business adviser to creative industries. During the workshop she will be giving an introduction to Business Link Staffordshire and the support it offers to start up and existing businesses.

Julie Edwards from Women in Rural Enterprise (WiRE)

Julie will discuss the support available through WiRE – a dynamic networking and business club aimed at helping rural women start and maintain their own rural enterprise.

LANDSCAPE ARCHITECTURE - WORKING WITH ARTISTS

Patrick Davies Senior Landscape Officer, South Staffordshire Council
An introduction to the work of Landscape Services in South Staffordshire and their approach to working with artists.

THE CREATIVE NETWORK

'creative industries throughout Staffordshire, sharing, learning and working together'

Mo Trudel – Lead Consultant for The Creative Network will talk about this County wide initiative which brings together creative individuals from different disciplines.

WORKING IN A COMMUNITY SETTING

Simon Quinn – actor - Fired Up Theatre

Simon is an actor based in Essington, he will be talking about using the arts as a tool to tackle a range of issues, with reference to his recent projects.

8 - 8.30 informal networking

Network event feedback -Network evening registration forms filled in at both events (24 in total filled in the 2nd page of the form)

What have you found most useful about the Arts Business Network Evening?

Exchange of information, networking and learning about roles various organisations play in local area

Meeting diverse types of people from council officials to other artists

Networking – perhaps there could have been a post-speaker/post-workshop session too

Networking opportunity for possible work

It gives us a point of contact to work from – allows for expansion of our business network

Networking – enthusiasm of other artists, support

Opportunity to meet people from all arts backgrounds

I feel peripheral – my work touches on many of the activities of people here.

Information from all the key speakers

Simply the opportunity to network – always useful

Finding out what help is available for artists and what is going on in the area!

Informative – other people banging their heads against brick walls

It's a good start and could follow the Stafford model

Contacts, suggestions for events

Networking. Ideas. Putting views forward

Meeting people who are enthusiastic and more than willing to help

Meeting people

Getting all the people together, inspiring and good to see others in our situation

What would you like to see offered in the future?

More of the same and opportunity to exchange info with other artists

Gallery space (You have lots of lovely empty walls in the Council Offices!!!)

More information on business – both skills and how to approach others

Newsletters offering opportunities mentioned in the evening

A networking evening that allows us to meet other theatre companies or people/contacts who would be valuable to our business.

Networking evening to have an animateur to introduce people.

More networking evenings

Regular networking meetings to organically create projects/festivals etc.

Something more specific to literature?

Practical workshops for artists, how to develop their business

Exhibition opportunities

A similar organisation to Stafford, regular meetings, database

Networking events, business skills seminars/programme

More of these evenings

More evenings like this, which will enable those present to attend other workshops

Any further comments

It would be useful to have a list of offices, shops, public places that would be willing to host temporary exhibitions of art and craftwork

More evenings like these

Good!

Possibility of spaces for individual artists studios? A website for artists within a corporate group. Possibility of venues for local arts groups..

I look forward to seeing what develops out of this very useful event!

Nice to see some action – keep it going – why not encourage village groups – the Parish Council's could be the catalysts

I was interested in more than one of the groups today it would be good if we could get the opportunity to attend another one another time

Wonderful evening, and I look forward to the next one

Appendix 4 Advantage West Midlands (AWM)

Advantage West Midlands have identified 10 clusters, which serve as a mechanism to support, develop and sustain the region's economy. The clusters fall into 3 groups:

1. Established
2. Growing
3. Embryonic or aspirational

The clusters are as follows (the highlighted clusters are those relevant to creative industries):

ESTABLISHED		
1	Transport technologies - transferable technologies from automotive, engineering, engineering design and materials management, rubber and plastics/polymers	
2	Building technologies - transferable and developmental technologies and products from ceramics, engineering, engineering design & architecture, materials management and recycling	Interior design, furniture, lighting, textiles
3	Food & Drink	
4	Tourism and leisure - linked to food and drink and creative industries	Festivals, shows & events, art galleries, museums, stately homes, art & antiques, crafts, performing arts, music
5	High value consumer products - tableware, jewellery, glass, leather - all linked by primacy of design	Designer-makers, artists.
GROWING		
6	Information and communication technology (ICT) - which has various sub elements including software and telecommunications.	Software, games, new media, film and TV, radio, music
7	Specialist business and professional services (spread across all clusters)	
8	Environmental technologies	
EMBRYONIC OR ASPIRATIONAL		
9	Interactive media for education & entertainment - linked to creative and ICT	
10	Medical technologies	

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