

## Item 2

### **ECONOMIC REGENERATION & TRANSPORT PARTNERSHIP MINUTES** **MEETING HELD ON WEDNESDAY 30<sup>TH</sup> SEPTEMBER 2009**

<b>Chair:</b>	Tony Campbell	Creative Glass
<b>Vice Chair:</b>	Bob Cook	Stockton Borough Council
<b>Members:</b>	Richard Poundford	Stockton Borough Council
	Lesley Cannon	Job Centre Plus
	Emma Booth	Five Lamps Organisation
	Linda Newlove	Wolviston Management Group
	Neil Kenley	Tees Valley Regeneration
	June Burton	Business & Enterprise North East
	Nasser Din	Supreme Properties
	Maurice Perry	SBC
	Andy Hatton	Global Anodes
	Jason Faulkner	Stockton Riverside College
	Robert Cook	SBC
	Simon Scotchbrook	Agile Group
	Neil Kenley	Tees Valley Regeneration

#### **Businesses/Organisations (Non Members)**

Paul Burns	The Cultural Partnership
Phil Teasdale	Enterprise Made Simple
Ian Paine	Ian Paine Creative
Bryan Bunn	Paul Wurth UK Ltd
Mark Elliott	Digital City
Charlotte Allen	Digital City
Rachel Powell	Rachel Powell Designers
Leanne Hodgson	Rachel Powell Designers
Chris Young	HSBC
Christine Filmer Sankey	Boho Chic
Laura Pearn	Boho Chic

#### **Advisors/Observers:**

Mark Rowell	Stockton Borough Council
Rachael Hartley	Stockton Borough Council
Matthew Kirk	Stockton Borough Council
Jan Doherty	Stockton Borough Council
Claire Robinson	Stockton Borough Council
Allan Mansfield	Stockton Borough Council
Sarah Oliver	Stockton Borough Council

**NO    ITEM COMMENTS / DECISION**

**OWNER, ACTION &  
TIMESCALE**

**WELCOME:**

Tony Campbell welcomed the Partnership and guests to the meeting and introduced the meeting.

**APOLOGIES**

Bill Overin  
Chris Butler  
Doug Elphee  
Val Goodrum  
Neil Mitchell  
John Clift  
Andy Cattermole

**1.    MINUTES OF THE LAST MEETING**

The minutes of the meeting held on the 15<sup>th</sup> July 2009 were agreed as a true record.

**2    SUPPORT FOR CREATIVE & CULTURAL SUPPORT FOR  
BUSINESSES**

2.1 Phil Teasdale (PT) from Enterprise Made Simple gave an overview of the issues which Creative & Cultural businesses in the Stockton area face, which are: Being taken seriously as a business. Can be disconnected between creativity and sales. Look beyond immediate markets – aspire to international markets.

**DISCUSSION**

2.2 Richard Poundford (RP) explained that the purpose the meeting was to discuss all opportunities, barriers, support, and the gaps in provision for creative and cultural businesses.

2.3 RP said that it is important to change the mix of the local economy, and it is an appropriate time to make this change now. Creativity provides opportunities for school leavers. It enhances and adds vibrancy, making the Tees Valley a good place to live. We need to create an environment where creative businesses can thrive.

2.4 Rachel Powell (RPO) explained to the Partnership that she is a fashion designer/business guru and has set up a fashion network, which she struggled to take forward due to isolation and lack of support. She had to gather figures on the sector to prove its value. One of the biggest barriers for this sector is isolation, and that creative businesses like to work collectively and support each other and network. Premises that allow creative & cultural businesses to do this are great. However there is lack of ideal premises in the area.

2.4 RH to work with the Creative & Cultural businesses to establish how to bring a more collaborated approach and develop suitable networks and marketing Oct 09.

- 2.5 PT said it is important to find a commercial way to maintain businesses whilst taking responsibility for applying funding and continuing the creative vocation.
- 2.6 RP said that the Public Sector need to work together to be able to offer support to creative and cultural businesses. He also explained that Wellington Square have launched an initiative to encourage new businesses to the town centre offering a retail unit rent free for one year and SBC have also supported this.
- 2.7 RP explained that networking, finance, work space and support from the different agencies is important and appear to be disjointed. The difficulty is how to establish an appropriate network.
- 2.8 ME explained that a sector mapping exercise needs to be carried out, and a client base has to be established before we try to consider how we can help creative and cultural businesses.
- 2.9 JB explained that there are 3 sector brokers for the Creative and Cultural Sector, and that the main issue is funding, however they are trying to teach people to become commercial and not reliant on funding. Direct referral to sector specialist.
- 2.10 ME said that Creative Industries are different to other businesses, as they don't initially think about monetary returns, and this is an important component to the business. Creative businesses need to work nationally and internationally as well as locally.
- 2.11 PB said we need to map out the business advice as well as the different businesses.
- 2.12 RP/PB said that currently there is no support for the music industry in the borough, and it is important to make this provision available.
- 2.13 AH said there is support from UKTI for reaching international markets but that the focus of the funding is on heavy industry, and not the Creative & Cultural sector.
- 2.14 AM said that between the ages of 16-18 years, there are 600 people in Stockton who are not in employment, education or training. (NEET). AM explained that when he was Head Teacher of a Stockton school, there was no provision in place to encourage learners to be enterprising, or to work with businesses to use creativity as their career path. Progression has already been made through the employment of an Enterprise Co-ordinator, and that the 14-19 agenda supports this in working towards Creative & Cultural diplomas as a vision for the future.
- 2.8 RH to gather Information from other districts to determine how to take this mapping exercise forward, including working with the Arts Council to establish sectors. Oct 09.
- 2.11 RH to establish what business advice is offered to Creative & Cultural businesses to build their focus on the economy and how we can improve it, including the provision from universities, and current provision from SBC. Dec 09.
- 2.14 & 2.15 RH to liaise with CR & AM to determine How we can further use creativity, and also work with RPo, CFS, IP and other Creative & Cultural businesses to discuss how best to take this forward. Oct 09.

2.15 ME suggested that there is a need to create opportunities for exportation and that creative businesses should have aspirations of operating in high growth, world wide markets.

2.16 IP said that he works in schools with many other small businesses, and believes that we can introduce elements of creativity to schools and demonstrate the benefits to education.

2.17 NK said that the mapping exercise should be done for all of the Tees Valley, not just for Stockton.

2.18 BB suggested coalitions and groups to encourage like minded people to commit their own time to collaborate and network to work together and move forward.

2.19 JD explained that there are different sectors within Creative and Cultural enterprise and we should be aware of this for the mapping exercise, and that it is important to consider the interest of the client and educate them.

2.19 RH to meet with JD to list people with creative talent to engage with.  
Oct 09

2.20 JD & RP said that they would both like to support RPo in kind.

2.21 RP said that we need to identify those people who have creative/cultural talent through the Festivals, Carnivals etc.

2.21RH to obtain further details. Oct 09

2.22 JB informed the Partnership that apprenticeships for Creative and Cultural businesses are being offered and to contact her for further details.

It was established that there is need for a full creative industries plan.

RH to progress with MR to develop a full plan.  
Nov 09

### 3 **DATE & TIME OF NEXT MEETING**

11<sup>th</sup> November, 4pm at the Castlegate Quay Watersports Centre, Moat Street, Stockton-on-Tees, TS18 3AZ.