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| <b>Project Title</b>    | <b>CREATIVE NETWORKS (continuation Yr 2)</b>  |
| <b>Lead Institution</b> | Leeds College of Art & Design (LCAD)  |
| <b>Key Contact</b>      | Steve Smith<br>Leeds College of Art & Design  |
| <b>Other Partners</b>   | Members of the Digital, ICT & Print Sector Group<br>Members of the Culture, Media, Sports & the Arts Sector Group<br>Elsie Whiteley Innovation Centre (Halifax) (EWIC)<br>Business Link<br>Northern Technology Institute (nti)<br>Others on an ad-hoc basis e.g. Holbeck Urban Village, CITIN etc.  |
| <b>Timescale</b>        | 12 months > 12 events<br>May 2009 – May 2010  |
| <b>Funding Required</b> | <p>As per previous year, a contribution of £1,000 per monthly event.</p> <p>The Digital Industries Sector Group have agreed to fund £3,000 from their Marketing budget, so we are requesting a further <b>£9,000</b> from WYLLN central funding to ensure the Creative Networks events continue into 2010.</p> <p>The contribution of £1,000 per event covers part of the visible costs incurred in the delivery of event. Costs include, for instance, hospitality (approx. £470/month), printing costs (approx. £250/month) and speaker expenses (fees, travel, accommodation e.g. from £150 - £1200 per month depending on the speaker).</p> <p>LCAD also covers part of the above, plus all human and physical costs incurred with the network. Previous FEC calculations have shown a £54k contribution – as minuted on 11<sup>th</sup> Nov '08 at the Digital, ICT &amp; Print Sector Group.</p> <p>This is roughly broken down into 10 days of staff time, 1 day use of venue and Building Services team (Security etc), 1 day marketing team support, plus all on-costs and overheads per event. The total financial and in-kind contribution from LCAD for 2009-2010 is expected to be in the region of £49,824 (see Annex 1)</p> <p>Elsie Whiteley Innovation Centre provide management, logistics, and operations support.</p> <p>This is roughly broken down as 4 days of staff time, data management, marketing costs (including materials and postage), plus all on-costs and overheads per event. The total financial contribution from EWIC for 2009-2010 is expected to be in the region of £14,270 (see Annex 1)</p> <p>nti and Business Link currently provide marketing support and discussions are in progress with regard to future financial and staff support (e.g. potential £3,000 financial contribution plus Event Management Student Placement support from nti from August 2009).</p> |
| <b>Project Outline</b>  | <p>Following the success of the previous year :</p> <p><i>The purpose of 'Creative Networks' is to bring together all parties involved in the regions' Creative, Cultural and Digital Industry-sectors; and, through promoting knowledge transfer, business development and collaboration, it seeks to</i></p>  |

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|                                       | <p><i>contribute to the establishment of a strong, long-term Industry in the region. Primarily, this has, and continues to be achieved, through increasing awareness and access to regional education and skills provision and through reciprocal knowledge sharing of innovative technologies, creative practice and business processes.</i></p> <p>The Network has been running since April 2008 with the WYLLN's support, and has attracted an average of 104 delegates each and every month (see Annex 2).</p> <p>Raising the profile of the region, the Network has attracted well regarded keynote speakers: Jimmy Choo (Couture), Nik Powell (Film), Simon Napier-Bell (Music), Frazer Irving (Illustration), Ajaz Ahmed (ICT). There has also been a regional showcase of business excellence, a business support fayre and a debate held by Yorkshire Forward, Arts Council, CIDA and Screen Yorkshire regards, 'How Creative is Yorkshire?'</p> <p>Future speakers who have confirmed their interest to speak include:<br/>Patrick Burgoyne (Editor of Creative Review);<br/>Jude Kelly (Director of South Bank and Chair of the Olympic Culture and Education Committee for London 2012);<br/>Sir John Hegarty (Worldwide Creative Director of Bartle Bogle Hegarty, the legendary advertising agency)</p> <p>Leads are also being followed to explore the possibilities of:<br/>Ricky Wilson (Lead Singer of the Kaiser Chiefs)<br/>Gemma Hayward (Fashion Editor for The Independent)<br/>Steve Haynes (Post Production Sound Editor for Slumdog Millionaire, Atonement and others)</p> <p>We will also work closely with partners and members of the network to identify 'in-demand' speakers who may be interested in attending Creative Networks over the coming months.</p> |
| <p><b>Outcomes &amp; Benefits</b></p> | <p><i>For Industry:</i></p> <ul style="list-style-type: none"> <li>• Raises profile of industry within and outside the Y&amp;H region</li> <li>• Raises aspiration, and in accordance, skills and economic interests</li> <li>• Bridges the divide between academia and industry</li> <li>• Offers opportunities for networking, information gathering and pitching, which in turn generates more business within the region and supports economic growth</li> </ul> <p><i>For WYLLN:</i></p> <ul style="list-style-type: none"> <li>• Exhibition opportunities for WYLLN at every Networking event</li> <li>• Branding of WYLLN across all promotional materials :             <ul style="list-style-type: none"> <li>○ 1000 colour printed postcards distributed regionally per month</li> <li>○ Electronic monthly newsletter distributed across each partner's database</li> <li>○ Printed quarterly newsletter distributed to all members of the</li> </ul> </li> </ul>   |

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|  | <p>network and on display at events</p> <ul style="list-style-type: none"> <li>• Reference made in any arising PR and publicity</li> <li>• Forum for ideas and discussion (e.g. regarding curriculum developments)</li> </ul> <p><i>For WYLLN Group Members:</i></p> <ul style="list-style-type: none"> <li>• Opportunities for networking, discussion and employer engagement each month</li> <li>• Exhibition opportunities for all Partners once per quarter</li> <li>• Ability for Partners to have their WYLLN Course Listings / Projects to be detailed within electronic monthly newsletter</li> </ul>   |
| <p><b>Rational for Supporting</b></p>      | <p>Creative Networks has become the largest, and most well attended network of its kind across all Yorkshire &amp; Humber.</p> <p>In accordance, the profile for WYLLN has been significantly raised (and understood) within and across the Creative, Cultural and Digital Industry sectors of West Yorkshire, as evidenced by the continuous and growing number of attendees (see Annex 2).</p> <p>Regional strategic bodies have praised the Networks' success in bringing together the disparate parties that make up the sector (see Annex 3). Yorkshire Forward, Arts Council, Screen Yorkshire, Leeds Initiative, Business Link and many other regional partners both promote the CN events across their networks, but also send along representatives on a very regular basis in order to interface with the members.</p> <p>Annex 4 shows a list of organisations who exhibited at the March 2009 Business Support Fayre event – which will become an annual feature – and is also a key vehicle by which to continue our engagement with these partners.</p> |
| <p><b>Risks, Issues &amp; Concerns</b></p> | <p>Some issues had been raised during a recent appraisal, these have been documented by Joanne Beaumont, and subsequently actioned by Steve Smith, Leia Bassett and Julia Calver (see Annex 5 &amp; 6).</p> <p>In brief, these issues amounted to data clearance, copy deadlines, and quarterly meetings.</p> <p>The majority of issues have been satisfactorily addressed and resolved. There is still some minor work to be undertaken in regard to data cleansing and newsletter content, but there are agreed action plans in place for all activities.</p> <p>A steering group has been established with WYLLN representatives, and a schedule agreed for meetings and actions surrounding each event (see Annex 7).</p> <p>Sustainability has also been raised as an issue for consideration. Much work has already taken place to secure additional funding and support for Creative</p>   |

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|                       | <p>Networks going forward. For example, nti have expressed their interest to be more formally engaged with the Network; and CITIN (the KTN for these sectors) have stated that they would like to work through Creative Network – and effectively over-fund events such that monies can be carried further.</p> <p>Approaches have also been made to two large corporate for sponsorship. Whilst one firm has rejected on the grounds of the unexpected economic downturn, the other firm has been very positive indeed, and has arranged a meeting mid-June in order to explore the opportunity further.</p> <p>Business Link have been very supportive, and have expressed positive interest in supporting the continuation of the events.</p> <p>Yorkshire Forward have not been formally approached to date, however, have been very vocal about their support for this network.</p> <p>Arts Council and Screen Yorkshire have not been approached to date, however, would be likely support agencies to target for such funds.</p> <p>LCC (through Michael Canning) has agreed to co-finance the 2009 Summer event, and we have already have had offers from three other WY-based councils.</p> |
| <b>WYLLN Champion</b> | <p>Leia Bassett - Digital, ICT &amp; Print Sector Group<br/>Supported by Julia Calver - Culture, Media, Sports &amp; the Arts Sector Group</p>   |