

## Belfast City Council Creative Industries action plan 2012 – 2015

### (A) Definition

The creative industries are defined 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.”**

### (B) Strategic Focus

The focus of the Council’s creative industries plan is on enhancing business competitiveness; promoting economic growth; and enhancing the profile of city as a dynamic, creative capital.

**BCC Economic Development Unit’s** future engagement with the creative industries will focus on three main areas:

1. Provision of **business support** to micro-businesses
2. Developing a **supportive environment** and infrastructure that will allow the creative sector to thrive; and
3. **co-ordinating city strategies** for arts and culture, cultural tourism, events and creative industries to provide a **creative vision** for the future of the city.

### (C) Sector focus:

Belfast City Council will focus support on those industries that offer the greatest return on investment and have been identified as the high growth creative sectors in the City. These are as follows:

<ul style="list-style-type: none"> <li>● <b>Film and television</b></li> <li>Includes:               <ul style="list-style-type: none"> <li>○ Feature film</li> <li>○ Short films</li> <li>○ Television production</li> <li>○ Visual effects</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● <b>Music</b></li> <li>Includes:               <ul style="list-style-type: none"> <li>○ Singers and songwriters</li> <li>○ Bands</li> <li>○ Music business</li> <li>○ Distribution and promotion</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● <b>Digital media</b></li> <li>Includes:               <ul style="list-style-type: none"> <li>○ Animation</li> <li>○ Web development</li> <li>○ Media technologies</li> <li>○ Mobile content</li> <li>○ Games design</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● <b>Design</b></li> <li>Includes:               <ul style="list-style-type: none"> <li>○ Graphic design</li> <li>○ Fashion design</li> <li>○ Branding</li> </ul> </li> </ul>

## **(D) Key actions, objectives and targets**

### **1. Business Support**

#### Objectives:

- Enhance the number of new creative start-ups
- Improve the turnover levels of participating businesses through targeted business support activity, including business mentoring
- Support creative businesses in accessing new markets and international business events and opportunities e.g. South by South West; Irish Technology Leadership Group (ITLG) initiatives etc.

#### Targets:

- 160 companies participating in business development and support activities
- Increase turnover of participating businesses by average 20% from baseline
- Support 10 new start-up businesses

### **2. Supportive business environment**

#### Objectives

- Develop and deliver demand stimulation programme for creative businesses with the aim of entering new markets, reducing cost base, developing new products / services and boosting innovation and economic competitiveness.
- Undertake feasibility assessment of infrastructural requirements to support growth of creative sector and pursue funding opportunities, if appropriate
- Promote greater collaboration between creative businesses through networking and engagement

#### Targets:

- 500 creative and design companies participating in awareness-raising and infrastructure investment activities, as part of Super Connected Cities Project
- 100 creative business engaging business mentoring, developing 10 new collaborative products or services
- Viability of new creative hub explored; external funding confirmed (if appropriate)

### **3. Strategic co-ordination**

#### Objectives

- Create consensus with key partners (Invest NI, Department for Culture, Arts and Leisure (DCAL), Arts Council for Northern Ireland (ACNI) regarding key target sectors within creative industries and respective roles to play in their development and promotion
- Align strategies for creative industries, arts and culture and cultural tourism in Belfast

#### Targets

- Agreement on key sub-sectors and role of respective agencies in their development
- Consensus within Council regarding development and promotion of the creative sector, including cultural tourism; creative businesses and international promotion.