FALMOUTH UNIVERSITY

**DIGITAL CREATIVE CONSULATION
7 FEB 2014**
EMERGING THEMES

SUMMARY OF CONVERSATIONS FROM THE OPEN

SPACE WORKSHOP

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HOW DO WE MAXIMISE THE DIGITAL CREATIVE SECTOR'S CONTRIBUTION TO GROWTH IN CORNWALL?

As part of the consultation event on the 7 Feb 2014 we held an open space workshop which gave participants an opportunity to explore the question 'how do we maximise the digital creative sector's contribution to growth in Cornwall?'

The open space approach enables participants to choose the topics for discussion and contribute freely to any group's discussion.

TOPICS FOR DISCUSSION

At the start of the open space workshop participants were asked to contribute ideas for discussions within groups. Topics were combined into the following six discussion areas:

1. How do we **enable successful businesses to flourish**? How do we develop **high quality workspace** for creative businesses?

2. How do we maximise the potential for **Cloud computing**?

3. How do we develop the **skills to deliver software development**? How do we support the development of the **digital games sector**?

4. How do we use **digital media to enhance knowledge transfer** in Cornwall, nationally and internationally? How do we **connect digitally and physically**?

5. How do we **engage with micro-businesses**?

6. How do we make Cornwall a **test bed** for innovative ideas and approaches? What is **wealth** for Cornwall? How do we bring **more business** into the county?

SUMMARY OF CONVERSATIONS

The following section draws out the main points from these discussions and summarises them under key themes. Notes taken during the discussions can be found in the annex.

Our sector and our story
- We need to shine the light on our expertise to help generate business. We need to capture great success stories.
- The creative sector needs to represent itself better – through branding. Clarify what is unique about creativity in Cornwall and develop a brand which balances the quality of life aspect of being located in Cornwall with the potential for entrepreneurial opportunities, quality of work environment and motivation; "No more pictures of surfers on marketing material".
- We need a collective brand for flexible micro creative business. There is strength in numbers.

- Meet-ups to attract talent and aid recruitment. Financial support to resource business networks.
- Raise the aspirations of start-ups to tackle national and international markets and develop high growth business models – need more established businesses to mentor those who are less experienced.
- We need to have confidence in our ideas, innovation and prices.
- Maximise the potential from digitally enabled knowledge transfer beyond networking
- Focus on winning business outside the county to access more lucrative markets and make sure competition is not with local companies. Collaboration can be difficult unless you are competing for work outside of Cornwall.
- We need to change the external perception of Cornwall of being 'behind the times'.
- Can the sector help support and inspire the large number of young people in Cornwall who lack aspiration and are out of work?

Micro-businesses
- Micro-businesses don't know they are cared about and freelancers don't appear in the statistics
- The pressures of running a small business mean that they find it difficult to attend events
- We need to tap into existing networks better. Can we use social media more constructively?
- Can we help the LEP engage better with micro-businesses?

Connecting nationally and internationally
- More exposure to the cutting edge – network, travel and play internationally to inspire innovation work.
- International networking to promote work in international markets. We need a trade mission.
- Utilise the best models from other countries.
- Work with other exciting sectors to extend our influence and business opportunities.
- Staff benefit from wider industrial experience.
- Invite in more businesses from outside Cornwall and travel to trade shows, expos etc more. Overcome the myth of distance – compared to the distances in North America, 5 hours is nothing!
- Connect with other hubs of excellence internationally to enable our experts to have a voice worldwide.
- A Cornish embassy in London for the digital sector needs to "feel more like a club than an innovation centre".

High quality workspace and clusters
- Each business has its own needs and therefore workspace solutions need to be bespoke.
- Digital creative businesses have a preference for heritage buildings over industrial estates.
- Need good quality follow-on space for businesses moving on from innovation centres.
- Workspaces need to be located near existing and emerging hubs of activity.

- Space needs to facilitate knowledge exchange between companies and contribute to sense of community.
- Need an 'easy in, easy out' model. Flexible work-hub model is good and more are needed.
- We need to make the spaces connect and 'speak' to each other.

Skills
- Better business skills training for digital creative sector – IP, pricing, mentors.
- Science park (see below) as a focus for training and education.
- Supporting more programming/coding and technology related activity – including in schools and engaging more girls/women. Make sure young people are aware of the opportunities available to them.
- Networking is a core skill that needs to be taught.

Business support
- Business support should be driven by businesses. It needs to be immediate and agile. No lengthy application processes.
- More business-to-business support – mentors from the industry for newer start-up businesses.

Specific opportunity – Innovation Park
- Crossovers/collaborations
- HE ➡ incubation ➡ developed businesses
- Critical mass
- Visibility
- Investment (for products)
- Connections

Specific opportunity - Cloud computing
Opportunities
- Cost reduction
- Collaboration
- Access to market
- Speed
- Development of products and services – big data, energy, content

Barriers
- Upload/download speed
- Skills – especially coding, under-provision in schools, FE and HE, retention and growth of skills
- What is Cornwall's USP?

INVESTMENT/PROJECT IDEAS

- **Games sector** – training for coding and investment in development of new IP

- **Funding** for new ventures and innovation
    - R&D funds direct to companies for high risk investments – light touch process
    - Three year £33million venture fund

- **Fibre Park and Digital Institute** with at least ten Gigabyte connectivity

- **Network** and **clusters** of digital creative sector
    - Network to shine the light on inspirational business activity within Cornwall
    - Network for creative industries like Cornwall Marine Network
    - Invest in admin for sector management and network support
    - Waterfront creative hub in Penryn – building on existing cluster
    - Enable groups of businesses and clusters to access funds easily - eg for a SW Cornwall summer school

- Make it easier for **micro-businesses** to access funds and develop clusters

- Dedicated mentor for businesses who could tailor **business support**

- **Promotion** of Cornwall's Digital Creative Sector

- Give **other sectors** some funds to spend in collaboration with digital creative businesses – to expand business connections

- **Agency** to develop new talent

- **Programming skills**
    - Programming in Primary schools
    - £5 million for training ICT teachers. Creative incentives to teach ICT.
    - Computer science degree in Cornwall
    - Six month on the job coding skills development

- **Connecting nationally and internationally**
    - Embassy in London – needs to be tailored for the digital creative sector
    - Tele-presence centre in London and international centres to connect Cornwall to the world, but it needs to be more than just a box
    - Provide incentives for experts to come to Cornwall
    - Programme for people outside the county to work here for a period and those in Cornwall to work away

- Open up **tendering** process to smaller companies

- **Sales and Marketing** training

- Cover off all the **outputs** required by Europe in a few big projects and leave the rest of the money to be output free – then it gives real flexibility

- More sessions like this to communicate the strategy development process

NEXT STEPS

There was an emerging feeling at the event that the consultation needs to open up to more voices - including micro-businesses who may find it hard to engage. There was also the feeling that this type of event is useful for businesses in the sector to input into the strategy development process.

Professor Anne Carlisle indicated that she would take some of the proposed ideas back to the LEP board.

Falmouth University and Cornwall Council are looking into how to ensure we open up the consultation to those unable to attend this event and develop an ongoing sector reference group.

ANNEX – MEETING NOTES AND SOCIAL MEDIA

NOTES FROM THE WHITEBOARDS

How do we maximise the digital creative sector's contribution to growth in Cornwall?
How do we enable successful business to flourish?
How do we develop high quality workspace for creative businesses?

Headlines
Bespoke – needs to be right for each business' needs
Location – near clusters
Heritage buildings not industrial estates
Where do businesses go after innovation centres?
Need an easy in, easy out model
High quality building will help to attract staff
Workhubs – need more two/three per town
Utilise models from other countries
Create eco-system of workspace with suitable support
Knowledge transfer between businesses as well as geographical proximity

Flourishing
Business support should be driven by businesses. It needs to be immediate and agile – no lengthy application processes.
Better business skills training – IP, pricing, mentors
Business to business support – importance
Work with other exciting sectors
Staff benefit from wider industrial experience
Creative sector needs to represent itself better – through branding

How do we maximise the potential for Cloud computing?
Opportunities
- Cost reduction
- Collaboration
- Access to market
- Speed
- Development of products and services – big data, energy, content

Barriers
- Upload/download speed
- Skills – especially coding, under-provision in schools, FE and HE, retention and growth of skills
- What is Cornwall's USP?

How do we develop the skills to deliver software development? How do we support the development of the digital games sector?
Science/Innovation Park
- Crossovers/collaborations (film, etc)

- HE ➡ incubation ➡ developed businesses
- Critical mass
- Visibility
- Investment (for products)
- Connections

Supporting more programming/coding/tech related activity – including in schools and engaging more girls/women. Make sure young people know of the opportunities for them.
Recognition/PR within the sector and beyond – be a voice for existing opportunities.
(Recognition of software engineering as part of creative sector).
In the short-term – meet-ups to attract talent and aid recruitment.

Connectivity – Physical and digital. How do we use digital media to enhance knowledge transfer in Cornwall, nationally and internationally?

How do we enable knowledge transfer? – It is pipes for exchange rather than taps.
How do we connect with other hubs?
How can digitally enabled knowledge transfer take place beyond networking – too much time talking and not enough doing.
Problem with fragmented groups – needs cohesion.
20% of Cornish businesses turnover less than £50,000.
How can we connect Cornwall to EU Broadband connection standards?
How do we make a network of creative/work hubs internationally to enable our experts to have a worldwide voice?
Where is the money? Why do Cornish companies pay lower rates? This is a good reason for working out of the county.
How do we make these spaces work and how can they talk to each other?
How we do we exchange the external perception of Cornwall?
What is specific about creativity in Cornwall?
How do we encourage businesses to use superfast?
How do we build a network of innovation and business development in Cornwall?

How do we engage with micro-businesses?
Micro-businesses don't know that they are cared about.
They are largely going about their businesses in their own world – find it difficult to attend events. Evening events might be better for the freelancers.
Can we get the LEP to talk to micro and very small businesses? Is the LEP too corporate?
Can we tap into existing networks - eg the Hub, Social Media Cafe. Can we use social media - eg Facebook to bring micro-businesses together?
South West creative industry 'EVENTOR' fair in Cornwall?
Are Cornwall Council and LEP pulling in the same direction?
Freelancers don't appear in the statistics.
Collaboration can be difficult unless you are competing for work outside Cornwall.

How do we make Cornwall a test bed? What is wealth for Cornwall? How would we bring in more businesses into the county?
We need a collective brand for flexible micro creative businesses – "no more pictures of surfers on marketing material". There is strength in numbers – importance of clusters.

We need to shine the light on our expertise to help generate business. We need to capture great success stories.

Change metric of success from business start-ups to business excellence.

Raise the aspirations of start-ups to tackle national and international markets and to develop high growth business models – need more established businesses to mentor those who are less experienced.

We need more exposure to the cutting edge – networking, travel and play internationally to inspire innovative work. We need a trade mission.

Have confidence in our ideas, innovation and prices.

We need to invite more business from outside of Cornwall in and we need to go to the market more. Overcome the myth of distance – compared to the US it is nothing.

Cornish embassy for the digital sector needs to feel more like a club than an innovation centre.

How can the digital creative sector help support the large number of young people in Cornwall who lack aspiration and are out of work?

We need financial support for exciting networks.

How do we balance the quality of life argument with the 'graveyard of ambition'?

Need to look outside Cornwall for work to avoid undercutting each other.

Education needs to include networking.

Investment ideas

Games sector – training for coding and investment in development of new IP.

R&D funds direct to companies for high risk investments – light touch process.

Fibre park and Digital Institute with at least ten Gbs connectivity.

Waterfront creative hub in Penryn – building on existing cluster.

Open up tendering process to smaller companies.

Invest in admin for sector management.

Three year £33million venture fund.

Dedicated mentor for businesses who could tailor business support.

Give other sectors funds to spend with digital creative businesses.

Embassy in London – needs to be tailored for the digital creative sector.

Promotion of Cornwall Creative Sector.

Programming in Primary schools.

£5 million for training ICT teachers. Creative incentives to teach ICT.

Tele-prescence centre in London and international centres to connect Cornwall to the world, but it needs to be more than just a box.

Incentivise experts to come to Cornwall.

Sales and Marketing training.

Network for creative like Cornwall Marine Network.

Make it easier for micro-businesses to access funds and cluster.

Cover off all the outputs required by Europe in a few big projects and leave the rest of the money to be output free – then it gives real flexibility.

Enable groups of businesses and clusters to access funds easily - eg for a SW Cornwall summer school.

More sessions like this to communicate the strategy development process.

Six month on the job coding skills development.

Computer science degree in Cornwall.

Agency to develop new talent.

Network to shine the light on inspiration business activity within Cornwall.

Programme for people outside the county to work down here for a period and those in Cornwall to work away.

Comments from digital media

Cornwall Digital Meet Up posts

Jason Robbins
Was a good event, some great discussion and it's reassuring to see such capable creative business leaders at the event.
6 days ago

Fiona Egglestone
A big thank you to everyone who attended today. It's certainly initiated some interesting conversations and brought up a number of issues which would be good to explore in more detail. We're currently pooling our thoughts here to make a plan as to the next steps and we hope to be able to circulate a summary (particularly for those who weren't able to make it today) very soon.

Thanks again for your contributions.
6 days ago

Tracey Bailey
A collaborative approach using the resources available and marketing Cornwall as the Centre of Excellence in Creative Industries would be massively beneficial. Could the Creative Industries work together with LEP and Council and use the pots of money to create an Inbound marketing campaign for Cornwall? This would ensure that Cornish businesses could access new markets and create stable growth for Cornish Business! So many reasons this should happen......
6 days ago

Tracey Bailey
Some great thoughts shared this morning!
6 days ago

Fiona Campbell-Howes
I thought it was a great meeting with lots of really good ideas and interesting dots to join, plus it was great to chat to people in person. Will there be any chance to expand on the projects we were 'pitching' at the end - maybe write up a page or two to explain them in more detail, or will they be communicated as is?
6 days ago

Nigel Barker
I thought that the consultation was good, but I hope it transfers up the communication chain intact and not skewed with a particular spin.
6 days ago

Mark Smith

Thought that a huge number of issues emerged, and that with the right presentation and collectivisation they could form the basis of a good debate on development & specialisation. Agreed with Kathryn Woolf that we need to "make the room bigger", be interested to hear ideas on how. A weekend drop-in hack was my thought.

6 days ago

Comments from Twitter

Dave Griffiths @nebogeo

@airfalmouth gamejams, #livecoding performances and hackdays! #digitalcreativecornwall

Tim Dwelly @timdwelly

@airfalmouth Thanks for excellent event. Plenty of ideas for Cornwall Council. Games software push one of my personal faves

airfalmouth @airfalmouth

What's the best way to develop coding skills in Cornwall? #digitalcreativecornwall

Annabel Banks @Annabelwrites

@airfalmouth codecademy.com Online gamified tutorials?

Dave Griffiths @nebogeo

@airfalmouth grassroots networking - tons of stuff going on, but tend to meet Cornwall people at events in London #digitalcreativecornwall

5d

airfalmouth @airfalmouth

What business activity do you want to 'shine a light' on and tell the world about? #digitalcreativecornwall

4d

airfalmouth @airfalmouth

Can Cornwall be a test bed for the digital creative sector? #digitalcreativecornwall

AcceleratorMarketing favorited

airfalmouth @airfalmouth

RT @patroclus: @airfalmouth Fal/Penryn is fast becoming a copywriting hub - I count six copywriting agencies in Penryn alone....

TremoughIC retweeted

airfalmouth @airfalmouth

RT @patroclus: @airfalmouth Fal/Penryn is fast becoming a copywriting hub - I count six copywriting agencies in Penryn alone....

Caroline Robinson @clearmapping
@airfalmouth Thank you! Email is hello@clearmapping.co.uk :) @lemarksmith @timdwelly @CornwallCouncil @FalmouthUni
ViewConversation

Fiona Campbell-Howes @patroclus
@airfalmouth Fal/Penryn is fast becoming a copywriting hub - I count six copywriting agencies in Penryn alone. #digitalcreativecornwall

Paul Inman @pinman
@tobyparkins @airfalmouth ;-)

Toby Parkins @tobyparkins
@pinman @airfalmouth well must be time to make it happen now

Paul Inman @pinman
@airfalmouth Yes, but only by partnering internationally with organisations and companies that are already major players.

Paul Inman @pinman
@tobyparkins @airfalmouth @CornwallDMG oh, I hear an echo of what I was saying a lot in 2008 ;-)

Engine House VFX @EngineHouseVFX
@airfalmouth @mike_fosker definitely. Friday's meetup was great but showed we all need to be more connected to start to grow as a whole.

airfalmouth @airfalmouth
@mike_fosker thanks mike. Interesting read. Reinforces need for regional seed capital and entrepreneur led meet ups.

Kathryn Woolf retweeted

airfalmouth @airfalmouth
What business activity do you want to 'shine a light' on and tell the world about? #digitalcreativecornwall

HarbourChiropractor retweeted

airfalmouth @airfalmouth

"@cfcornwall: crowdfunder.co.uk/tssilverquest/ The World's first community Tall Ship right here in Cornwall." @fascinatecon might like this!

Mike Fosker @mike_fosker
@airfalmouth some of Steve Blanks thoughts from his 3 part post on building tech clusters may be relevant: steveblank.com/2014/01/24/eng…

Fiona Campbell-Howes @patroclus
@airfalmouth I don't think you do build them; they spontaneously form.

Anna Penrose @annapenrose
Great to see some familiar faces out and about today @airfalmouth and #PIC @StaffordSumner @KernowPods @_lauramckay_

Antimatter Games @AMG_Feed
We had a good time at @airfalmouth for today's Creative Industries Consultancy. Shows the value of business-academic connections!

Invest In Cornwall @invest_cornwall
Great morning spent at @airfalmouth hearing from Cornwall's best and brightest digital companies. #creative #destination #cornwall

Kathryn Woolf @kathrynwoolf
Thanks @airfalmouth for facilitating the digital creative industry conversations. How about posting key q's on twitter to keep ideas coming?

Caroline Robinson @clearmapping
@airfalmouth Thank you! :) @lemarksmith @timdwelly @CornwallCouncil @FalmouthUni

Iain Lobb @iainlobb
@airfalmouth thanks for hosting us :)

Fiona Campbell-Howes @patroclus
Great workshop at the Creative Industries Consultation @airfalmouth this morning, potentially v. exciting, hope we see good results from it!

Gemma Garwood @alleyes_thisway
@airfalmouth All this thinking is making me hungry! Looking forward to Open Friday!

Mark Smith @lemarksmith
Well done to team @FalmouthUni @airfalmouth for a great session this AM #CDMG

Caroline Robinson @clearmapping

@lemarksmith Couldn't make it today - any briefing notes? @airfalmouth @timdwelly @CornwallCouncil @FalmouthUni

Toby Parkins @tobyparkins
Lots of statistics showing IT and digital growth @airfalmouth (but no references!!)

Matthew Clarke @KernowPods
@annapenrose @airfalmouth what time does this start and go on to?

Anna Penrose @annapenrose
On my way to the digital consultation @airfalmouth, really interested to hear what businesses in Cornwall want and need for the future

Folklore favorited

airfalmouth @airfalmouth
How we can maximise the digital creative sector's contribution to growth in Cornwall? Join the debate #digitalcreativecornwall

Anna Penrose @annapenrose
Amused that the VC with @sfastcornwall & @airfalmouth resulted in voice echo & a distinct lack of video. Was productive and quick though!

Anna Penrose @annapenrose
About to practice what we've been preaching with @airfalmouth #videoconferencing on our videoconferencing Fast Forward Group!

Toby Parkins @tobyparkins
As part of #digitalcreativecornwall I think we need a Digital Institute. @airfalmouth @CornwallDMG

Alex Graves retweeted

airfalmouth @airfalmouth
How we can maximise the digital creative sector's contribution to growth in Cornwall? Join the debate #digitalcreativecornwall

Fiona Egglestone retweeted

airfalmouth @airfalmouth
How we can maximise the digital creative sector's contribution to growth in Cornwall? Join the debate #digitalcreativecornwall

Cornwall Calling @MoreThanUThink1

@airfalmouth By jointly publicising our #digital successes and ensuring national #creative companies are informed about #Cornwall #haveitall