

## Communiqué



### **CREATIVE INDUSTRIES MINISTERIAL MEETING ST HELIER, JERSEY FRIDAY 30 OCTOBER 2015**

The 1<sup>st</sup> British-Irish Council Creative Industries Ministerial meeting was held at the Jersey Museum today. The delegates were welcomed to the Island yesterday on behalf of the Government of Jersey by the Minister for Economic Development, Senator Lyndon Farnham. Today's meeting was hosted by Assistant Economic Development Minister, Deputy Murray Norton, who leads on the Culture portfolio, for Economic Development.

The meeting focussed on the creative industries and discussed how the skills capacity of the creative industries can be developed; it also considered examples of creative collaboration and the impact of the creative industries on the wider economy.

The British-Irish Council, established under the Agreement reached in the Multi-Party Negotiation in Belfast in 1998, plays a unique and important role as it provides a forum for its members to further, promote and develop links between Member Administrations through positive, practical relationships and it provides a forum for consultation and exchange of information on matters of mutual interest.

The Scottish Government was represented by Fiona Hyslop, MSP, Cabinet Secretary for Culture, Europe and External Affairs; the Welsh Government was

represented by Edwina Hart, AM, Minister for Economy, Science and Transport; the Government of Guernsey was represented by Deputy Kevin Stewart, Minister for Commerce and Employment; the Honourable Laurence Skelly, MHK, Minister for Economic Development represented the Isle of Government. The Irish Government was represented by Christine Sisk, Director, Culture Ireland; and the UK Government was represented by Sarah Healey, Director General, Department for Culture, Media and Sport;

Ministers received a presentation from the Jersey Arts Trust on the International Artists Lock-in held at Elizabeth Castle during the summer as part of the 2015 NatWest Island Games. They then discussed and welcomed the report “A Creative Collaboration: Creative Industries Sector Report 2015” which provides details of best practice across all of the BIC member administrations in encouraging growth and demonstrating some of the ways in which Governments have provided support to the sector. The report focusses on the themes of:

- Developing the skills capacity of the creative industries;
- Creative collaboration; and
- Impact of the creative industries on the wider economy.

Ministers noted that the work sector had identified a range of successful initiatives to develop skills capacity for the sector including careers guidance linked with work placement opportunities; events for students which apply creative skills in the workplace, educational opportunities associated with film production; online guidance and a range of programmes to impart creative skills both traditional and digital, often linked to the development of allied business skills.

Ministers also noted instances of creative collaboration within the industries encouraged by a range of different approaches taken by Governments. Some have involved the provision of specific funding initiatives to stimulate creative activity while others have involved bringing creative practitioners together, either through cluster groups or equally by creating specific places or events intended to promote direct exchanges of ideas and practice.

Ministers recognised the wider economic impact which the creative industries make. In the sphere of tourism, examples demonstrated that digital technology is now used extensively to promote the product alongside more traditional advertising design skills, while cultural events frequently enhance the visitor experience, as well as contributing to community identity. Other examples of these wider benefits included regeneration associated with film investment; the impact of animation and associated skills; the contribution of creative artists to community wellbeing and pride; and the value of encouraging entrepreneurship through international networking.

Finally, Ministers discussed a range of common challenges facing each of the administrations.

### **Future Work Programme**

Ministers have tasked the group with addressing a number of common challenges. They have asked that the work sector look at how these challenges can be addressed through new or creative policy responses and through better stakeholder engagement with the industry.

**BIC Secretariat**  
**30 October 2015**  
**[www.britishirishcouncil.org](http://www.britishirishcouncil.org)**

## **List of Delegates**

### **Government of Jersey**

Deputy Murray Norton, Assistant Minister for Economic Development  
Lyndon John Farnham, Minister for Economic Development, Tourism, Sport and Culture

### **Scottish Government**

Fiona Hyslop MSP, Cabinet Secretary for Culture, Europe and External Affairs

### **Welsh Government**

Edwina Hart, AM, Minister for Economy, Science and Transport

### **Government of Guernsey**

Deputy Kevin Stewart, Minister for Commerce and Employment

### **Isle of Man Government**

Hon Laurence Skelly, MHK, Minister for Economic Development

### **Irish Government**

Christine Sisk, Director Culture Ireland

### **UK Government**

Sarah Healey, Director General, Department for Culture, Media and Sport