

CDI Sector Group

The Sheffield City Region Local Enterprise Partnership (LEP) was launched last year to bring together the private and public sectors to drive the economic prosperity of the region. Its formation was predicated by research which considered the sectors believed to have the greatest potential for growth over the next decade. This precept underpins the overall strategy of the LEP to rebalance the Region's economy, which is over-reliant on the public sector.

Leading Sectors:

Advanced manufacturing, low carbon industries, creative and digital industries and healthcare

Strategically important sectors for job creation:

Aviation, tourism, construction, retail and culture, leisure and sport.

Background

The CDI sector is firmly identified in a range of contemporary statistical analyses as one of four sectors with the potential to drive the growth of a high value knowledge economy in the Sheffield City Region.

The region was recently identified as the leading city for Creative and Digital Industries in the UK and the most productive of all the cities assessed (*Trends Business Research Ltd, April 2011*). Between 2003 and 2009, Sheffield's CDI sector grew at a faster rate than the entire UK (including the South East) and the 5 comparator cities of Leeds, Manchester, Liverpool, Newcastle and Bristol. The significance of the CDI sector lies in its high GVA and cross media pervasive impact on other sectors. These include the terrain of music festivals, urban design, tourism and live events - immersive experiences where the products of the Creative and Digital Industries can be engaged in and enjoyed.

A recent analysis by the Tom Fleming consultancy (TFCC CDI Report, December 2010) set out how the CDI sector could be engaged to deliver a 'triple bottom line' of positive drivers.

- *Competitiveness and heightened economic impact* – The CDI sector has the potential to grow in size, diversity and productivity as well as enhancing the competitiveness and distinction of the broader economy - from advanced manufacturing to renewables and tourism.
- *Cultural Drivers - Creativity* – The CDI sector can play a stronger and engaged role in creating regional reputation via live events, quality place-making, planning and development.
- *Social Drivers - Community and skill building* – We know from the TBR analysis that the CDI sector in Sheffield is not geographically clustered - and a city region must engage with all its centres and population to grow. For example: a CDI learning menu could be developed with an emphasis on the regional development of skills which would enable the CDI sector to play an engaged role in economic development, education and social cohesion across the region.

CDI Strategy

Building on the City Region's growing status as a creative and digital hub and the benefits that the Digital Region infrastructure will provide, the LEP Board has backed a three-pronged strategy to support significant growth in the sector:

- A **Collaboration Centre Network** which aims to drive value in the CDI sector through open innovation. The network will provide an environment for collaborating, sharing and innovating, which brings together problems with problem-solvers across the private, public and third sectors.
- Establishing **next generation wholesale data centre infrastructure**, which will capitalise on the growing importance of Software as a Service (SaaS) and will serve the UK and beyond. The Data Centre has the creation of jobs and the incubation of new businesses at the heart of its strategy.
- Working in tandem with local authorities and their delivery partners to explore the automation and transformation of public services and business processes, with the intention of generating significant cost savings which can be reinvested in the public realm.

The SCR LEP Board has agreed the appointment of a CDI Sector Group to guide and develop this strategy. The Sector Group will advise the LEP Board and work with the existing Workstream Group who support the practical implementation of the strategy.

A CDI Team has been recruited to support this work.

Sector Group Role

The Sector Group will be an integral part of driving economic growth in the Sheffield City Region by acting as an official advisor to the LEP and its Board.

It will represent the sector geographically and cross-sectorally to determine and articulate potential growth and opportunity.

The Sector Group will identify the actions required to unlock potential, for example, by way of addressing barriers and constraints, driving innovation and ways of supporting investment.

It will involve relevant parts of the public sector to provide advice and support the formulation of strategies for growth, the group will also involve the universities in providing advice and direction given their contribution to the economy across many sectors.

The CDI Sector Group will work through the CDI delivery team and with the Workstream Group to:

- Assess the skills barriers and gaps facing the sector;
- Consider ways of marketing and promoting the sector and the city region locally, nationally and internationally;
- Encourage private sector collaboration, engagement and investment;
- Stimulate productive networking;
- Facilitate sharing of exemplary processes;
- Identify the sectors funding requirements for LEP/local authority/government support;
- Reflect on the regions infrastructure, for example, provision of housing and transport links and their impact on trade and talent retention

Sector Group Structure

Representation

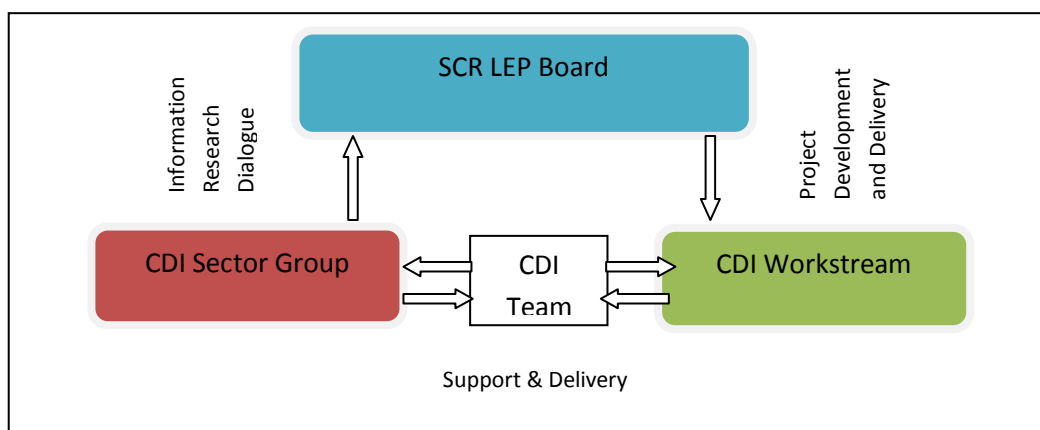
- Up to 15 Representatives from the subsectors and region
- LEP board members (Lee Strafford and Deborah Egan)
- Chair (2 year tenure) – current Chair has been appointed to support this process by the LEP Board (Mike Holcombe), future position holders will be elected by the Sector Group
- Deputy Chair (1 year tenure) – elected by the Sector Group
- 3 Representatives to be observers for the other LEP Sector Groups
- Universities

Membership and term of office

- Membership, to be appointed for 15 months in the first instance; after this, 12 months will become the standard term.
- 50% self select for re-election / resignation after the 15 months, 50% self select for re-election / resignation after 24 months.
- Ongoing standard term of appointment 12 months with the potential for re-election for a following two terms.

The Workstream

Each agreed area of strategy of the LEP Board has been designated a Workstream and each Workstream has a **Workstream Group** made up of individuals from the LEP Public and Private Sector and Education partners who have the resources and expertise to provide practical resources. *A College of Associates* will provide resources and additional expertise to the Sector Group. The College will be developed by the Sector Group.



Selection Criteria

The sector board Sector Group will be made up of influential and engaged individuals with a commitment to act proactively on behalf of the region, its businesses and communities. The central tenet is collaboration and the desire to have a transformative role on the sector and the city region.

Selection will be made on the basis of the written application only.

Criteria:

- Demonstrable individual commitment to transformative economic change for the Sheffield City Region;
- Ability to advocate at a senior level within the CDI community and political environments nationally and locally;
- Proactive track record in representing the interests of the sector and driving change;
- As the central tenet of the LEP CDI Strategy is collaboration, provable experience and working knowledge of collaborative working is preferred;

Representation:

The LEP is seeking to appoint 15 members that reflect both a spread of expert knowledge from across the CDI and reflect the geographical spread of the SCR. These members should also have contacts to wider networks that they can engage with and engage in development and discussion.

CDI Sectors:

Advertising (marketing); Architecture; Art, Craft & Antiques (Craft); Design; Designer Fashion; Film, Video & Photography; Music ; Visual and Performing Arts; Publishing; Software & Electronic Publishing; Digital & Entertainment Media (transmedia/games); TV & Radio (broadcasting); ICT.

LEP Geographical Spread:

Barnsley; Bassetlaw; Bolsover; Chesterfield; Doncaster; North East Derbyshire; Rotherham and Sheffield.

Other areas:

The Sector Group membership will also represent the interests of the third, private, education and public sector as well as seeking representation from the professional services;

Application Process

Membership will be selected by the two CDI representatives of the LEP Board and the nominated Chair.

Applications to be submitted by 10 September 2011

Selection made by week ending 17 September 2011

First meeting Monday 26 September 18.00 – 20.00

First report detailing needs and priorities to LEP Board 30 September 2011

To apply please submit via <http://collabojam.net/cdi-sector-group/> detailing the following:

- **Background /Experience**
- **Skills**
- **Intention – please provide a statement of what you wish to contribute and why**