

## **Councils' role in supporting their local creative economy**

### **Purpose**

For approval

### **Summary**

This report was commissioned as a handbook to support councils in growing their local creative economy. It is designed to help local authorities understand the sector and take them through a design process that will lead to positive results – illustrated by examples and case studies, with tips from councils across England and the sector.

The majority of the research and drafting was undertaken before the COVID-19 crisis. However, the measures outlined in the report should still be valuable in supporting what is an incredibly important asset to our local economies and communities.

We would particularly draw the Board's attention to the section 'How to make a difference' (p26-63) in **Appendix A** which explores in detail the levers councils can use to support the creative economy, illustrated by a number of case studies. We would welcome members' reflections on their experience of supporting the creative economy in their own council areas.

### **Recommendations**

The Board is invited to:

1. note the content in the report
2. discuss the contents and share their observations on the topic
3. approve the report's progression to design phase
4. approve the delivery of a mini-conference webinar to launch the report

### **Action**

Officers to progress actions in line with the Board's steer.

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