

**Regional Studies Association Research Network on  
Creative Industries and the Region: Relationships between Places, Local and  
Regional Policies and Creative Production.**

***Third Research Seminar***

**Creative industries and regional policies: making place and giving space**

**23-24 September 2009 – Centre for Urban and Regional Studies, University House,  
University of Birmingham, UK**

**Caroline Chapain, Centre of Urban and Regional Studies, University of  
Birmingham, UK**

The third seminar welcomed 16 speakers and 50 delegates from the worlds of academia and practice around Europe. We would like to thank them for their insightful presentations and participation. The discussions of the two days highlighted the persistent difficulty in designing adequate policies to support the development of the creative industries in cities and regions around Europe.

The first afternoon of the event was reserved for PhD students and younger researchers. During the first session, Jodie Wick presented an original piece of research evaluating the infrastructure of the animation industry in the East of England. Her presentation was followed by a controversial evaluation of the impact of the Capital of Culture designation on the development of creative industries in Liverpool by Peter Campbell. Jules Channer concluded this session by raising issues in regard to state governance and policy delivery in England using the example of the South West of England,

After the coffee break, Melanie Fasche moved this debate from England to the rest of Europe by discussing the relationship between arts market and regional policy in Berlin. Ingrida Tatarune followed by presenting the development of the creative sector in Vilnius thanks to a successful partnership between the public and private sectors. The last contribution of the day was delivered by Silvia Mugnano and highlighted the difficulty of reconciling attraction and retention factors of creative workers in Milan.

The first day ended by a tour of Birmingham guided by Agne Selemonaite from the planning department at Birmingham City Council, followed by a dinner at a restaurant in the centre of Birmingham where delegates carried on informal discussions of the issues raised earlier.

The 'main event' kicked off by a brief introduction to the seminar series by Caroline Chapain. The first session of the day focused on the role of policy makers and artists in supporting the creative industries with a presentation from Paul Long and Dave Harte on the policy dynamic in Birmingham followed by a lively compelling contribution of Emilia Telese on the impact of the Artists Information Company initiative.

Following a brief break, our keynote speaker for the day, Alastair Findlay from the Department for Culture Media and Sport, presented the Creative Britain strategy detailing local and regional initiative such as *Creative Beacons National Good Practice Guide* and *Investing in Creative Industries*. His presentation was followed by a lively discussion with the floor.

The next session of the day centred on the development of policy for the creative industries at different geographical levels. Gisele Raulik-Murphy started this session by introducing the National Design System, a tool for policy making in Wales. Pauline White followed by discussing Creative West, the initiative to develop the creative industries in the West of Ireland. The session was concluded by a dynamic contribution from Karin Drda-Kühn and Heijo Hofer, the mayor of Altenkirche in Germany, who both highlighted the difficulty of developing the creative industries in small and medium-sized cities.

Following a well-earned lunch, the day finished on a session looking at different ways to support the creative industries. For example, Sue Bagwell and Graeme Evans discussed the City Growth Strategy and the creative clusters implemented in the fringe areas of London. Their presentation was followed by the perspective of Marc Pradel contrasting top-down and bottom-up approaches in the development of the creative industries in Barcelona. Lauren Andres concluded this session by detailing the role given to creative industries in regeneration policies in Marseille, France.

Finally, Caroline Chapain made some brief concluding remarks, and thanked all the presenters and delegates for all their efforts in making the two days such a stimulating and enjoyable experience.

This third seminar ended the first seminar series of the Creative Region Research Network. The three coordinators have very much enjoyed meeting all participants and discussing the various issues and topics arisen. We feel that the series has been extremely fruitful. In particular, it has highlighted the high interest in this topic across Europe and beyond as well as the challenges of understanding and developing creative industries in different localities, regions and nations. The three coordinators are now in the process of compiling special issues from the series as well as organising sessions at International Conferences to reflect the lively debate which has arisen at the seminars. The next step also involved organising a second seminar series involving partners across Europe.