

Vision statement: “Birmingham is a non-stop city of culture - a capital of imagination, innovation and enterprise.”

Actions	Outcomes
<p>A Creative City – actions to support the growth of creative SMES and micro-businesses through business support, skills and talent development and access to finance</p>	
<ul style="list-style-type: none"> • We will introduce themed business support, training and mentoring to support growth in product and service innovation for new markets, international markets • We will implement the findings of our Access to Finance report. Key areas include: <ul style="list-style-type: none"> ○ campaigns, events and activities to communicate best practice in the use of finance and availability of grants; ○ brokering relationships with HE, key national agencies, business support to improve take up of finance & more ambitious approaches to key national funding programmes; ○ explore policy measures which organisations and partnerships can pursue to create better conditions for SME growth • We will work with HE, Advanced Manufacturing and Health sectors to improve knowledge transfer and develop effective spill-over innovation. • We will explore the potential for creation of space for production of film and television • We will explore opportunities for low cost workspace for creative businesses and to support cross innovation • We will take forward the sector skills plan ‘to bridge the skills gap in key areas. <ul style="list-style-type: none"> ○ Bootcamps and summer schools building creative core skills in young people from diverse communities and establishing the creative sector as a career option. ○ We will tackle specific sector skills gaps in the broadcast, film and digital media sectors, support leadership ○ Deepen businesses skills in start-ups ○ Create an integrated online skills hub for employers 	<ul style="list-style-type: none"> • Greater confidence in creative and cultural businesses leads to growth through market innovation • Creative and cultural businesses are more entrepreneurial and develop business models which enable sustainable growth • Spaces for creative and cultural businesses promote and enable clustering, creative networking, knowledge transfer and spillover innovation to support growth • The city’s young and diverse population is facilitated to develop skills, supported with access to finance, workspace and networks which enable creative and cultural businesses to grow • Residents have more and better opportunities in direct and indirect creative and cultural sector jobs