

Report to: West Yorkshire Combined Authority

Date: Thursday 2 August 2018

Subject: **Channel 4 National HQ**

Director: Sue Cooke, Executive Head of Economic Services

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Is this a key decision?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is the decision eligible for call-in by Scrutiny?	<input checked="" type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information or appendices?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If relevant, state paragraph number of Schedule 12A, Local Government Act 1972, Part 1:	

1. Purpose of this report

- 1.1 To provide an update on the effort to attract the Channel 4 national HQ to Leeds City Region.

2. Information

- 2.1 Earlier in 2018 Channel 4 launched its 4 All the UK strategy which involves the establishment of a new National HQ and two new creative hubs in the Nations and Regions. Leeds City Region has submitted a pitch for the Channel 4 National HQ to be in Leeds. This represents a significant opportunity to broaden the creative and digital industries, especially the TV, film and screen industries.
- 2.2 To support the Leeds City Region pitch the #4Sparks social media campaign was created. It has served as a tool for communicating the main themes of the Leeds City Region bid, receiving much support from a variety of stakeholders and is now a fundamental component of our pitch.
- 2.3 On 19 June 2018 Channel 4 executives visited Leeds to meet Civic Leaders, LEP representatives and members of the TV/screen industries and wider

creative/digital sector. Since then Channel 4 has been reviewing the information provided and reflecting on their own independent data.

- 2.4 Following this review Leeds has been shortlisted as one of the final three locations for the Channel's National HQ along with Birmingham and Greater Manchester. This was made public on 23 July 2018.
- 2.5 Channel 4 will now request further information over the next few weeks and enter into a process of negotiation with prospective locations over the summer.
- 2.6 Channel 4 plans to make a final announcement on 1 October 2018.

3. Inclusive Growth Implications

- 3.1 Securing the Channel 4 HQ, is complementary to the city region's inclusive growth strategy, by providing opportunities across the region for talented individuals and businesses.

4. Financial Implications

- 4.1 It is anticipated that a package of support to inspire supply chain and skills development within the creative and digital sector will be required. Work to scope this is currently in hand.

5. Legal Implications

- 5.1 The Combined authority is bound by the terms and conditions of the 4 All the UK pitch process as defined by Channel 4.

6. Staffing Implications

- 6.1 None

7. External Consultees

- 7.1 None

8. Recommendations

- 8.1 That the Combined Authority continues to support the City Region's bid for Channel 4.

9. Background Documents

There are no background documents referenced in this report.

10. Appendices

None.