

CULTURE, ARTS AND CREATIVE INDUSTRIES COMMITTEE

**MEETING TO BE HELD AT 1.00 PM ON THURSDAY, 4 NOVEMBER
2021
IN KALA SANGAM ARTS CENTRE, ST PETER'S HOUSE, 1 FORSTER
COURT, BRADFORD, BD1 4TY**

A G E N D A

Note: This meeting will be held in Kala Sangam, Bradford. There will be very limited capacity for observers of the meeting. If you would like to attend to observe the meeting in person, please email: governanceservices@westyorks-ca.gov.uk to request a place, clearly stating the name, date and start time of the committee and include your full name and contact details, no later than 24 hours before the meeting begins.

Please note that the pre-booked places will be allocated on a 'first come, first served' basis and once pre-booked capacity has been reached there will be no further public admittance to the meeting. On receipt of your request, colleagues will provide a response to you.

- 1. APOLOGIES FOR ABSENCE**
- 2. DECLARATION OF DISCLOSABLE PECUNIARY INTERESTS**
- 3. EXEMPT INFORMATION - POSSIBLE EXCLUSION OF THE PRESS AND PUBLIC**
- 4. GOVERNANCE ARRANGEMENTS**
(Pages 1 - 8)
- 5. ECONOMIC AND SECTOR REPORTING**
(Pages 9 - 54)
- 6. MAYORAL PLEDGES**
(Pages 55 - 60)

7. CREATIVE NEW DEAL

(Pages 61 - 66)

8. CREATIVE CATALYST

(Pages 67 - 72)

For Information

9. DATE OF NEXT MEETING

The next meeting will be held on 18 January 2022.

Signed:

A handwritten signature in black ink, appearing to be 'BGM', with a horizontal line underneath.

**Managing Director
West Yorkshire Combined Authority**



Report to: Culture, Arts and Creative Industries Committee

Date: 4 November 2021

Subject: **Governance Arrangements**

Director: Angela Taylor, Director of Corporate and Commercial Services

Author: James Young, Governance Services Team Leader

Is this a key decision?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is the decision eligible for call-in by Scrutiny?	<input 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:	
Are there implications for equality and diversity?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

1. Purpose of this report

- 1.1 To advise the Culture, Arts and Creative Industries Committee of the governance arrangements approved by the West Yorkshire Combined Authority (the Combined Authority) at the Annual Meeting on 24 June 2021 in respect of the committee.

2. Information

- 2.1 At the Combined Authority meeting on 22 April 2021, the Combined Authority considered proposals for changes to the Combined Authority's decision-making arrangements in the context of the new functions and funding arising from the West Yorkshire devolution deal. An overview of the principles and options highlighting the key elements was provided in the submitted report. It was considered that the proposed new arrangements would better reflect the changed role and responsibilities of the Combined Authority following the election of a Mayor for West Yorkshire. In addition, and in view of the Mayoral pledge relating to a Creative New Deal for West Yorkshire, it was also proposed that a Culture, Arts and Creative Industries Committee be appointed.

- 2.2 Consequently, at its Annual Meeting on 24 June 2021, the Combined Authority resolved to appoint the Culture, Arts & Creative Industries Committee on the terms of reference attached at Appendix 1 to this report.
- 2.3 The Combined Authority also appointed Mayor Tracy Brabin as Chair of the Committee and Helen Featherstone as deputy chair.
- 2.4 The quorum of the Committee is three voting members to include two Combined Authority members or Local Authority co-optees.
- 2.5 The Combined Authority resolved that the Committee should meet on a quarterly basis, with the following dates being set for the 2021/22 municipal year:
 - 27 July 2021 (replaced with an informal roundtable to discuss the scope and workstream of the committee)
 - 26 October 2021
 - 18 January 2021
 - 16 March 2021

Private Sector Representation

- 2.6 A Private Sector members recruitment campaign was conducted in August 2021 in order to attract new members to the Culture, Arts and Creative Industries Committee. Response to the recruitment campaign was very encouraging, with applicants from a range of sectors, backgrounds, geography and experience.
- 2.7 The LEP Board considered the recommendations of the recruitment panel at its meeting on 15 September and have subsequently recommended to the Combined Authority that the following members be appointed to the Committee for a term of office to 30 September 2024 (with a further three-year extension option):

Syima Slam	-	Bradford Literature Festival
Caroline Cooper Charles	-	Screen Yorkshire
Nat Edwards	-	Thackray Museum
Boluaii Fagborun	-	East Bierley Community Sports Association
Amy Foster	-	Creative Scene
Alan Lane	-	Slung Low
Deborah Mint	-	Culture, Wellbeing and Social Impact Developer
Kamran Rashid	-	Impact Hub Bradford

The Combined Authority will consider the recommendations of the LEP Board at their meeting on 22 October.

- 2.8 A further recruitment campaign will be conducted to ensure representation from across West Yorkshire.

3. Tackling the Climate Emergency Implications

- 3.1 The teams of reference require this, and all committees, to promote tackling the climate emergency implications in its actions.

4. Inclusive Growth Implications

- 4.1 The terms of reference require this, and all committees, to promote inclusive growth in its actions.

5. Equality and Diversity Implications

- 5.1 The diversity of the committee will be kept under review and steps will be taken, in future recruitment campaigns, to ensure as far as possible that the membership is representative of the population we serve.
- 5.2 Going forward, a lead committee member on inclusivity will be identified. The inclusivity lead will be responsible for ensuring that the regional priority of enabling inclusive growth is fully considered in all decisions and that new opportunities are considered and implemented where appropriate and where they can add value to the agenda of the committee.
- 5.3 All members of the Committee will be expected to promote the cause of inclusive growth.

6. Financial Implications

- 6.1 There are no financial implications directly arising from this report.

7. Legal Implications

- 7.1 There are no legal implications directly arising from this report.

8. Staffing Implications

- 8.1 There are no staffing implications directly arising from this report.

9. External Consultees

- 9.1 No external consultations have been undertaken.

10. Recommendations

- 10.1 That the Committee notes the governance arrangements approved by the Combined Authority at the Annual Meeting on 24 June 2021.
- 10.2 That the Committee notes the recommendations of the LEP Board to the Combined Authority in respect of private sector representation on the Committee.

11. Background Documents

There are no background documents referenced in this report.

12. Appendices

Appendix 1: Culture, Arts and Creative Industries Committee - Terms of Reference

Culture, Arts and Creative Industries Committee

Terms of Reference

The Culture, Arts and Creative Industries Committee is authorised:

1. To carry out any Non-Mayoral Function¹ of the Combined Authority relating to **culture, arts and the creative industries** including:
 - a) progressing the elements of the Strategic Economic Framework that fall within the remit of this committee, by:
 - approving, amending or revoking any policy, investment priorities, strategy or plan², and
 - delivering, monitoring and reviewing the outcomes and impact of any policy, investment priorities, strategy or plan,
 - b) progressing those elements of the Mayor's pledges that fall within the remit of this committee, aligning with the Strategic Economic Framework where appropriate,
 - c) submitting bids for devolved and other funding,
 - d) working with key partners to develop and promote a shared understanding, approach and coherent strategies and policies, and
 - e) delivering and overseeing any project or programme in accordance with the Leeds City Region Assurance Framework³, including the following where authorised by a bespoke approval pathway and approval route for a scheme (after decision-point 2 only):
 - making a decision to progress the scheme^{4, 5} or

¹ Functions in this context are to be construed in a broad and inclusive fashion, and as including the exercise of the ancillary powers under Section 113A of the Local Democracy, Economic Development and Construction Act 2009.

² With the exception of any major policy, investment priorities, strategy or plan reserved to the Combined Authority - see further Section 2.2 of Part 3 of the Constitution - and subject to any direction by the Mayor that any decision on a policy, investment priorities, strategy or plan be referred to the Combined Authority for determination.

³ Or otherwise, where the project or programme does not fall to be considered under the Assurance Framework

⁴ including determining change requests

⁵ with the exception of any decision which would result in a revised financial approval which exceeds the cumulative total of the financial approval and tolerance threshold agreed by the Combined

- making any recommendation to the Combined Authority⁶ or the Mayor⁷ about progressing the scheme, and
- reviewing the scheme's impact,

with the **exception** of

- any function which requires a Statutory Consent⁸ where that consent has yet to be given⁹,
 - any matter related to a Non-Mayoral Function conferred by the 2021 Order, which the Mayor has directed should be referred to the Combined Authority for determination¹⁰, or
 - any function which is reserved to the Combined Authority¹¹.
2. To advise the Combined Authority in respect of any Non-Mayoral Function which relates to, or impacts on culture, arts and creative industries.
 3. To advise the Mayor in respect of any Mayoral General Function¹² which relates to, or impacts on culture, arts and the creative industries.
 4. To liaise with the Place, Regeneration and Housing Committee in relation to infrastructure planning for culture, the arts and creative industries to promote the visitor economy and support heritage schemes.
 5. To promote, in collaboration with other committees,
 - equality and diversity,
 - inclusive growth,
 - tackling the climate emergency, and
 - the strategic alignment of the Combined Authority's policies, investment priorities, strategies and plans.

Authority at decision point 2 (or decision point 3) by more than 25%, in which case the decision must be referred to the Combined Authority

⁶ or to any other committee or relevant officer with delegated authority to make the decision.

⁷ The Mayor will determine any aspect of a scheme which is a Mayoral Function

⁸ These are specified functions conferred by the West Yorkshire Combined Authority (Election of Mayor and Functions) Order 2021 - see further the Access to Information Rules in Part 4 of the Constitution

⁹ In relation to any function in respect of which a Statutory Consent has been given, the Committee must exercise their authority in accordance with the terms of any Statutory Consent.

¹⁰ The 2021 Order provides that these matters require the support of the Mayor.

¹¹ The functions reserved to the Combined Authority are set out in Section 2.2 of Part 3 of the Constitution, and include the approval of any major policy, investment priorities, strategy or plan.

¹² Mayoral General Functions are the functions of the Combined Authority which are exercisable only by the Mayor, other than PCC Functions. These are conferred by the 2021 Order (see further Table D in Section 3.1.1 of Part 3 of the Constitution), or other legislation.

6. To respond to any report or recommendation from an overview and scrutiny committee¹³.

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<i>Document approved by:</i>	<i>The Combined Authority</i>
<i>Date:</i>	<i>24 June 2021</i>
<i>To be of effect from:</i>	<i>24 June 2021</i>

¹³ That is, any overview and scrutiny committee of the Combined Authority (in accordance with Scrutiny Standing Orders in Part 4 of the Constitution) or of any Constituent Council.

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Report to: Culture, Arts and Creative Industries Committee

Date: 4 November, 2021

Subject: **Economic and Sector Reporting**

Director: Alan Reiss, Director of Strategy, Communications and Policing

Author: Peter Glover, Economic Evidence Manager

Is this a key decision?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is the decision eligible for call-in by Scrutiny?	<input 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:	
Are there implications for equality and diversity?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

1. Purpose of this report

- 1.1 To provide a basis for discussing and confirming the definition of the Culture, Arts and Creative industries in terms of component activities i.e. to help to determine what the agreed scope of the sector should be from a reporting perspective.
- 1.2 To share key statistics about the scale, composition and key features of the sector in West Yorkshire, so far as available data allows.
- 1.3 To provide a basis for discussing and identifying the information needs of the Committee.

2. Information

- 2.1 The following points provide an overview of key findings from the analysis contained in the accompanying appendix.

Definition of the sector

- 2.2 The Culture, Arts and Creative industries are not traditional industries in the context of the National Accounts and published statistics. However, the Department for Digital, Culture, Media and Sport (DCMS) has developed

standard definitions of the sectors for which it has responsibility which are used as the basis for the following analysis. These sectors are:

- Creative Industries
- Cultural Sector
- Digital Sector
- Gambling
- Sport
- Telecoms
- Tourism.

- 2.3 This analysis of the sectors and their composition may be helpful to the Committee in determining which activities are within scope of their remit. Full definitions of each sector are provided in appendix 2 to this paper. It should be noted that there is a degree of overlap between the DCMS sectors, reflecting the development of individual sector definitions in isolation as new sectors have fallen within the department's remit. The nature of the overlap is set out in the appendix.

Scale and composition of the sector

- 2.4 The following section provides an overview of the size and composition of the sector in terms of its employment, output and business base. Supporting analysis is provided in appendix 1.

Employment

- 2.5 Based on the latest available data, around 167,000 people are employed in the DCMS sectors in West Yorkshire¹. This is equivalent to 15% of total employment in the region. It should be noted that employment in the Tourism sector is equivalent to two-thirds of employment across the DCMS sectors (or 56% when overlapping activities are excluded). It is open to discussion whether Tourism should form part of our definition of Culture, Arts and Creative, although there are strong linkages between Tourism and Culture, for example.
- 2.6 The largest sectors (excluding Tourism) are Creative industries (employment of 38,000), Cultural sector (employment of 11,000) and Digital (41,000). The appendix provides information on the composition of these sectors, in terms of the numbers employed in their sub-sectors.
- 2.7 At local authority level, activity is strongly concentrated in Leeds, which accounts for 53% of West Yorkshire employment in the DCMS sectors. This

¹ An important caveat to this analysis is that the data available to us at the local level from the Business Register and Employment Survey (BRES) does not fully include self-employed jobs. BRES estimates the number of employees and working owners. The latter includes sole traders, sole proprietors and partners who receive drawings and/or a share of profits, but are not paid via PAYE. But it does not include working owners in very small businesses that are not registered for VAT or PAYE. Since this kind of self-employment is significant within some elements of the culture, arts and creative footprint, this means that there is a degree of underestimation.

rises to 67% in the Creative industries, 60% in the Cultural sector and 66% of employment in Digital.

- 2.8 Part-time working has a high prevalence, with an average of 42% of employee jobs across the DCMS sectors being part-time compared with an average of 32% for all employment based on BRES. Part-time employment is particularly high in Tourism (54%), Sport (60%), Gambling (44%) and the Cultural sector (38%).
- 2.9 The self-employed (including freelancers) form an important part of the labour force in the Creative industries and Cultural sector (see characteristics of the labour force below).
- 2.10 The data source used here – BRES – is not designed to provide time series analysis of employment. However, the available data suggests there has been growth at West Yorkshire level in some of the DCMS sectors between 2015 and 2019, including in the Cultural, Digital and Tourism sectors. Overall, employment in the DCMS sectors grew by 9% over this period, higher than growth registered for the wider economy which stood at 4%.

Business base

- 2.11 There are 20,445 businesses (local units) in the DCMS sectors in West Yorkshire, based on ONS statistics for 2021. As the analysis in the appendix shows, Tourism businesses account for a large proportion of these but there are substantial numbers in the Creative industries (6,745) and in Digital (5,545).
- 2.12 The overall employment size profile of businesses in the DCMS sectors is similar to that of the wider business base in West Yorkshire but there is variation at the level of individual sectors. For example, the proportions of micro business in Creative, Cultural and Digital sectors are all above 90%, compared with an average for the wider business population of 83%.
- 2.13 The number of businesses across the DCMS sectors has grown over the last decade, by 35%, an increase of 5,250 in absolute terms. Each of the DCMS sectors saw an increase during this period except Gambling.

Output of the sector

- 2.14 It is important to have an understanding of the value of the activities associated with cultural, arts and creative economy in terms of their economic output. Published figures relating to turnover and output (gross value added) are not available down to the degree of sectoral and spatial detail required to align with the definition of the DCMS sectors used here. However, we are in the process of submitting a special request to the Office for National Statistics in order to access the required data.
- 2.15 A recent estimate found that the Creative Industries in West Yorkshire in 2018 had turnover of just under £3 billion (£2,994,145) and gross value added of

just under £2 billion (£1,908,379)². As noted above we will seek to update and broaden this analysis in the near future and report back to the Committee.

Engagement

- 2.16 The public's level of engagement with arts and culture is a key indicator of the performance of these sectors. Such engagement is measured nationally by the DCMS via a household survey called 'Taking Part'. Taking Part is based on face-to-face surveys with individuals across England. The headline indicators are the extent to which individuals have attended or participated in the arts, heritage, museums or galleries or libraries.
- 2.17 Although data from the survey are not available for West Yorkshire, they are available for Yorkshire and the Humber. They show that around three-quarters of adults engaged with the arts in the previous 12 months and that a similar proportion visited a heritage site. The proportion visiting a museum was somewhat smaller at around a half and just over a fifth visited a public library.

Characteristics of the labour force

- 2.18 The broad characteristics of the workforce can be analysed using the Labour Force Survey. In this instance the focus is limited to employment in the Creative industries and the Cultural sector. Further detail is provided in the appendix, however the main points are as follows:
- Workers in these sectors are more likely to be male than workers across the wider employment base of West Yorkshire.
 - Workers in these sectors are less likely to be from an ethnic minority.
 - They are more likely to be well-qualified.
 - They are twice as likely to be self-employed as members of the wider labour force (23% versus 11%).

Vacancies

- 2.19 Data relating to vacancies in the West Yorkshire labour market provide an insight into the scale and nature of the job opportunities that are available in the region. We have used DCMS' definition of creative occupations as a basis for identifying relevant vacancies and drawn upon real-time online job postings data from Labour Insight to measure the volume of vacancies.
- 2.20 As the analysis in the appendix shows, vacancies for digital roles and roles in marketing / advertising are the most numerous by far, based on data for the last 12 months. Aside from these, architecture, publishing and design are the broad categories with the greatest numbers of vacancies.

² Mark Spilsbury, Measuring the impact of Channel 4's relocation and increased out-of-London programming spend: Baseline Report (2020). Uses the DCMS definition of the creative industries.

- 2.21 Some elements of the creative economy, such as arts and entertainment have been hard hit by the pandemic, with high a prevalence of furloughed employment. However, almost all creative occupational categories have seen a recovery in vacancy levels compared with the pre-pandemic picture.

Education and Training

Apprenticeships

- 2.22 Apprenticeships are classified according to 12 broad subject area categories, with 34 sub-categories. The broad category that most closely aligns with Culture, Arts and Creative is Arts, Media and Publishing. This subject area accounts for a relatively small number of apprenticeships: there were 31 starts among West Yorkshire residents in the 2019/20 academic year (latest data available), equivalent to only 0.2% of total starts during the year. In addition, to this subject area there are apprenticeships relevant to creative occupations nested within other subject areas, including Information and Communication Technology (Digital Marketer), Business Administration and Law (Marketing Executive), Engineering and Manufacturing Technologies (Fashion and Textiles). When these are included the number of starts in 2019/20 increases to 270 around 2% of total apprenticeship starts in West Yorkshire.
- 2.23 In addition, a substantial number of apprenticeships are linked to Tourism activities. For example, there were 140 starts in Sport, Leisure and Recreation in 2019/20, 430 in hospitality and catering and 20 in travel and tourism.

Higher Education

- 2.24 A list of higher education subject codes directly relevant to creative and cultural activities was drawn up as part of the baseline report to measure the impact of Channel 4's relocation to Leeds. Applying this definition to higher education institutions in West Yorkshire shows that there were 18,310 students studying in these subjects in the 2018/19 academic year, with 5,170 students graduating in these subjects during that year. Twenty-four per cent of all students at West Yorkshire institutions were studying one of these creative and cultural disciplines and 21% graduated in these subjects. The West Yorkshire proportions are very similar to the respective national average percentages.
- 2.25 The number of graduates from creative and cultural disciplines increased by 5% between 2015/16 and 2018/19, mainly driven by 37% growth in the number of students graduating from creative arts and design courses.

3. Tackling the Climate Emergency Implications

- 3.1 There are no direct implications for Tackling the Climate Emergency from this paper.

4. Inclusive Growth Implications

- 4.1 There is evidence at national level that some parts of the Culture, arts and creative industries are not inclusive in terms of the employment opportunities they offer with low representation of people from disadvantaged and poorer backgrounds. It is expected that this will be a focus for further research and analysis in future.

5. Equality and Diversity Implications

- 5.1 The data suggests that women and people from ethnic minorities are under-represented in Creative and Cultural sectors relative to the wider employment base of West Yorkshire.

6. Financial Implications

- 6.1 There are no financial implications directly arising from this report.

7. Legal Implications

- 7.1 There are no legal implications directly arising from this report.

8. Staffing Implications

- 8.1 There are no staffing implications directly arising from this report.

9. External Consultees

- 9.1 No external consultations have been undertaken.

10. Recommendations

- 10.1 That the Committee notes the high level analysis of the Culture, Arts and Creative sector in West Yorkshire presented here.
- 10.2 That the Committee consider an agreed definition of the Culture, Arts and Creative sector based on the information provided.
- 10.3 That the Committee considers further information needs that need to be addressed to support it in its remit.

11. Background Documents

None.

12. Appendices

Appendix 1 – supporting economic analysis for Culture, Arts and Creative industries committee

Appendix 2 – Definitions of sectors

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APPENDIX 1: SUPPORTING ECONOMIC ANALYSIS FOR CULTURE, ARTS AND CREATIVE INDUSTRIES COMMITTEE

Introduction

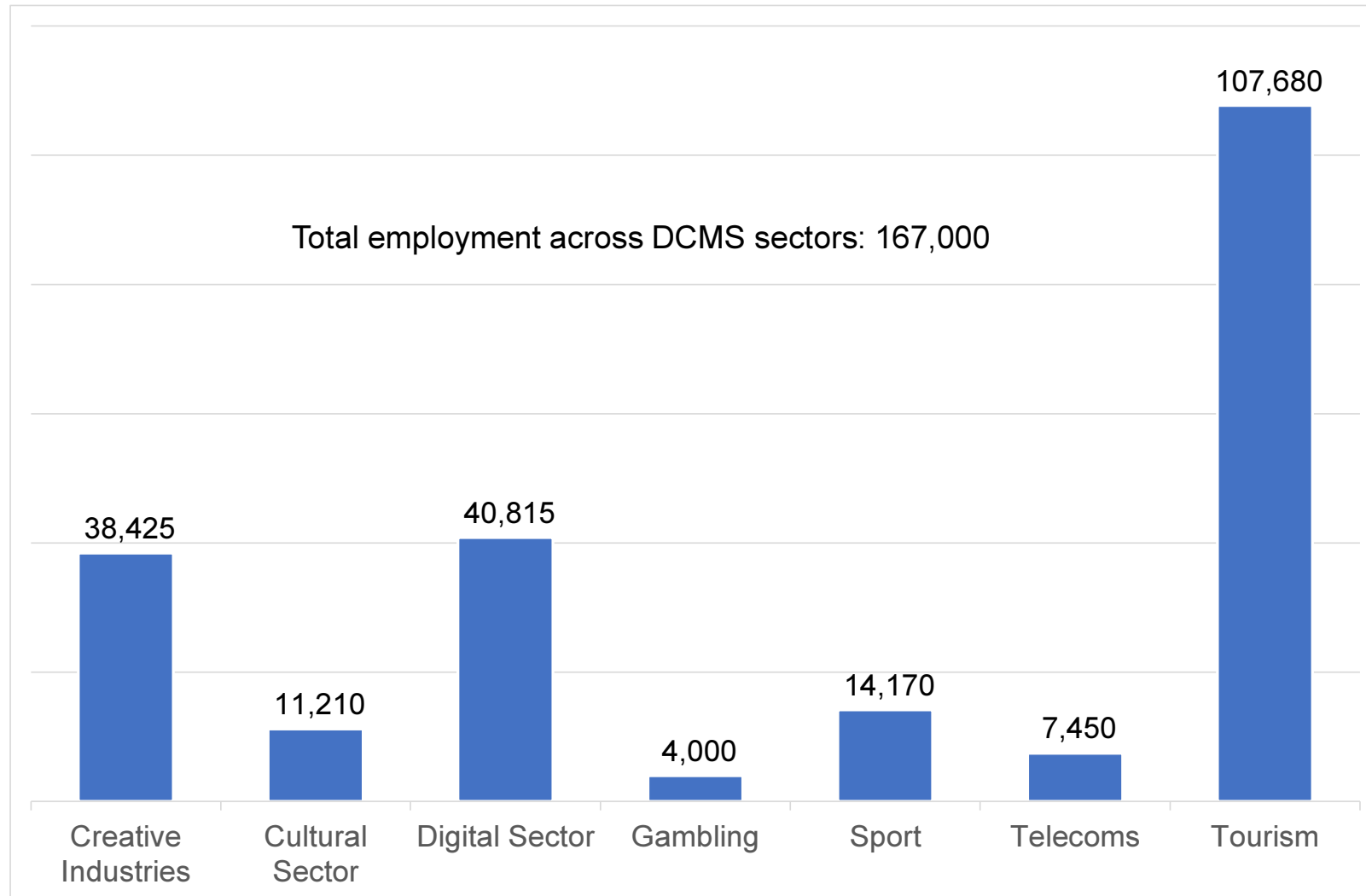
- This appendix provides supporting analysis to the Culture, Arts and Creative industries economic and sector reporting paper
- It contains information about the scale and composition of employment and the business base, the characteristics of the labour force, vacancies for relevant occupations and the provision of education and training in relevant disciplines.
- The analysis is framed by the sectoral and occupational definitions used by the Department for Digital, Culture, Media and Sport, which are set out in appendix 2.



Size and composition of the sector

Tourism accounts for a high proportion of employment in DCMS sectors, followed by Digital and Creative

Figure: Employment by DCMS sector in West Yorkshire

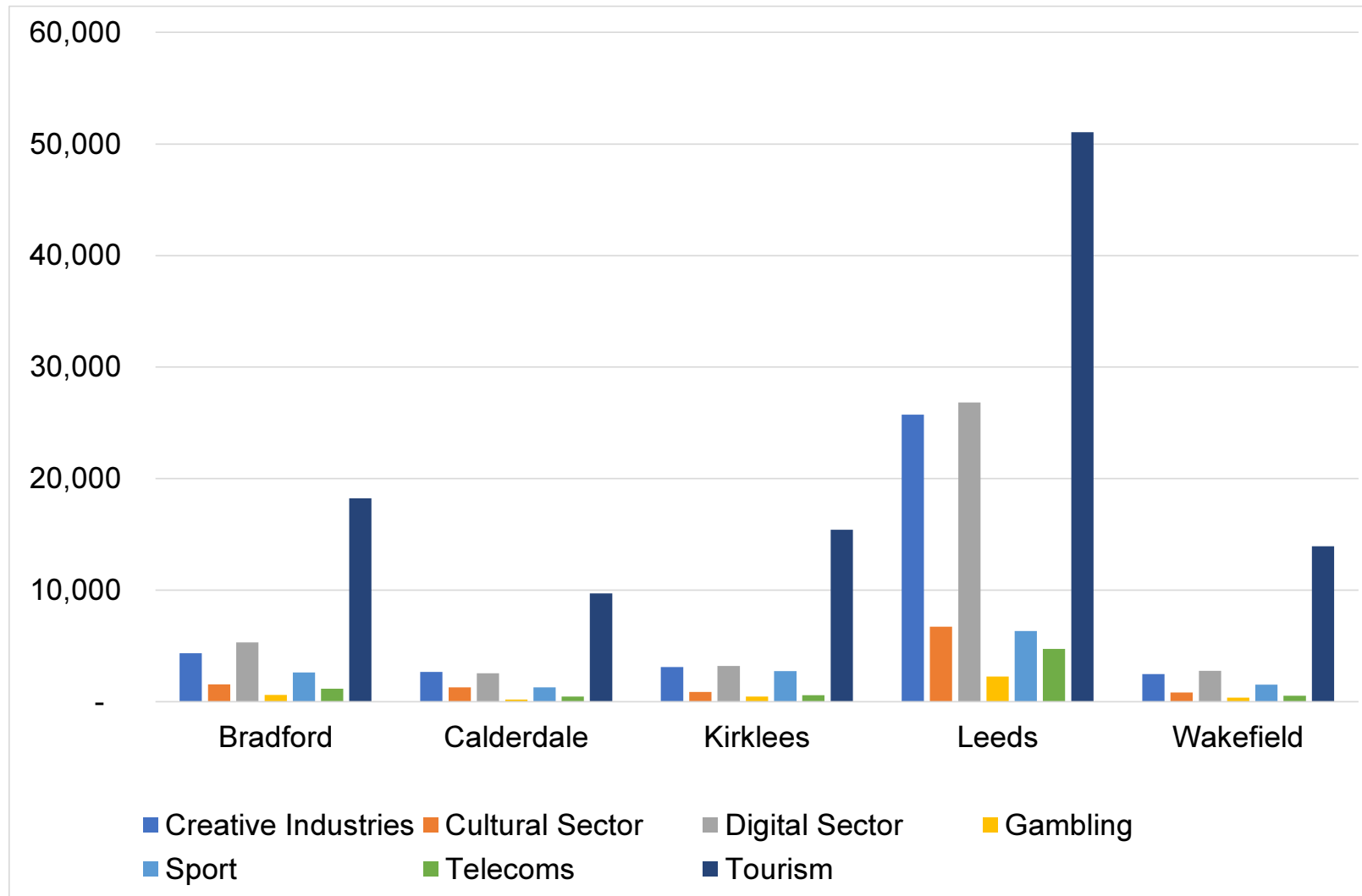


Source: Business Register and Employment Survey, 2019

Note: There are overlapping sector footprints under DCMS definitions

Employment in most DCMS sectors is highest in Leeds in absolute terms

Figure: Employment by DCMS sector by West Yorkshire local authority

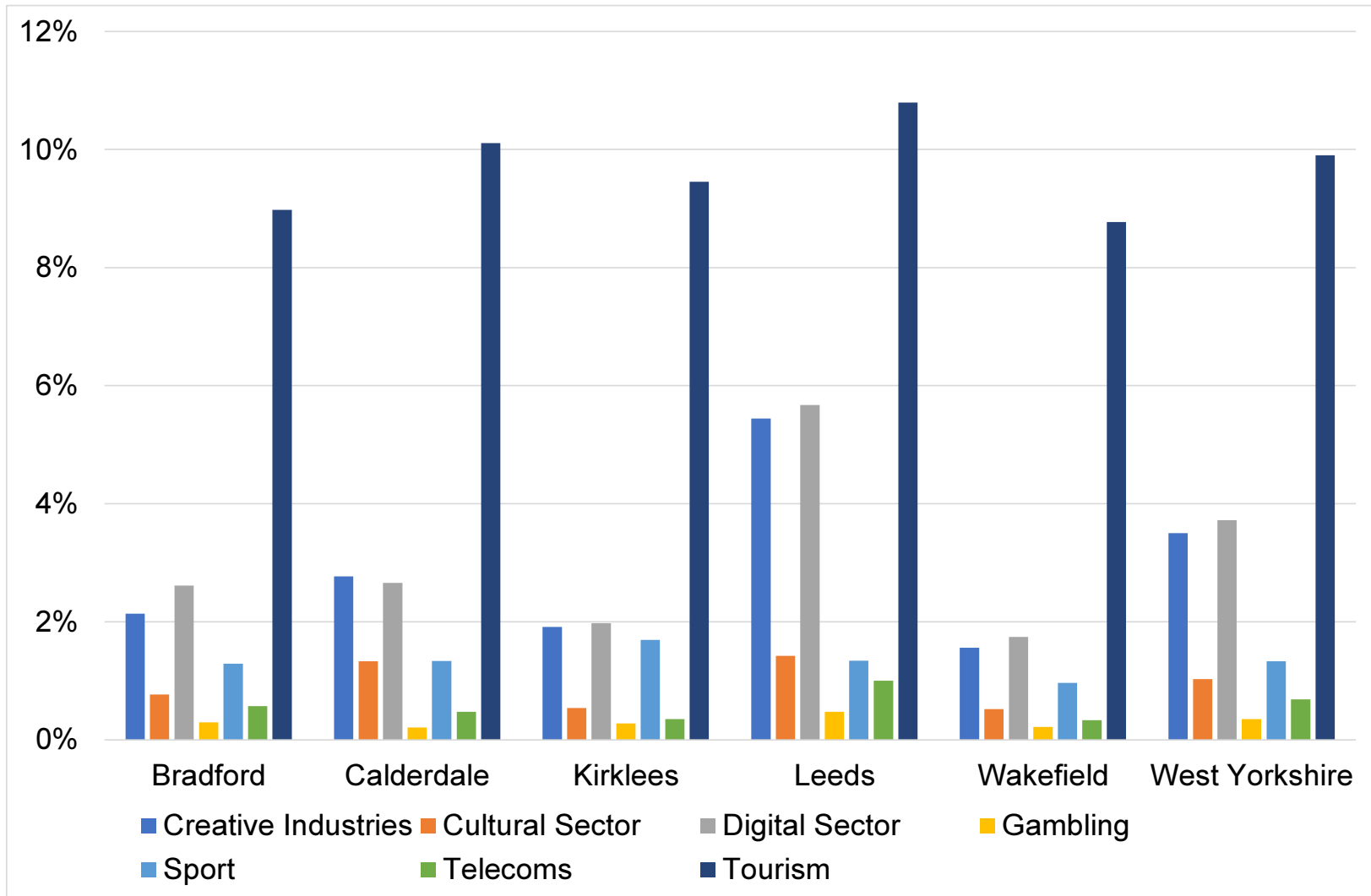


Source: Business Register and Employment Survey, 2019

Note: There are overlapping sector footprints under DCMS definitions

Creative, digital and tourism employment are all strongly represented in Leeds as % of total employment base

Figure: Employment in DCMS sector as % of total employment in each West Yorkshire local authority

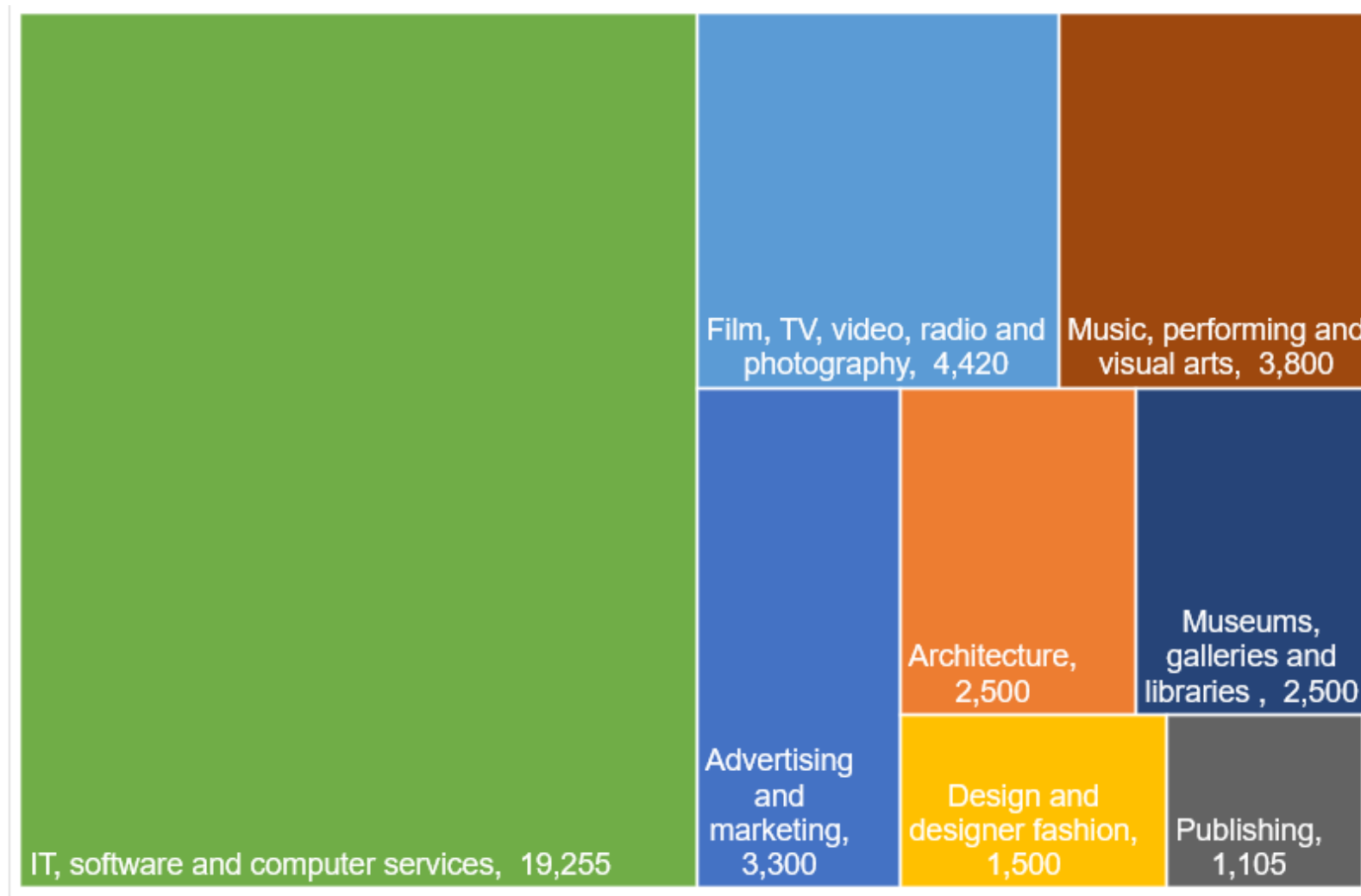


Source: Business Register and Employment Survey, 2019

Note: There are overlapping sector footprints under DCMS definitions

Digital activities comprise biggest sub-sector within Creative industries

Figure: Employment by sub-sector within Creative Industries

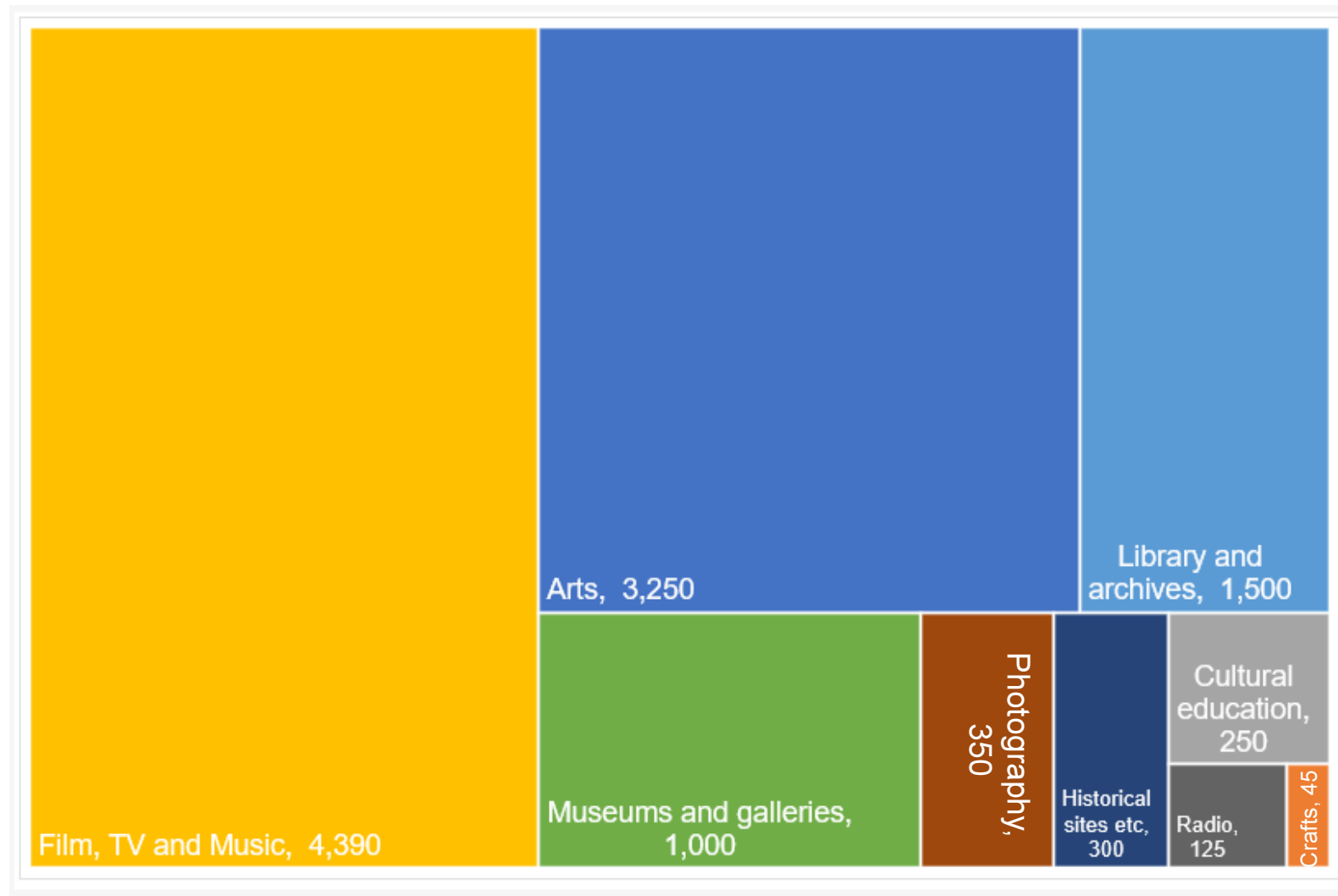


Source: Business Register and Employment Survey, 2019

Note: DCMS sector definition

Film, TV and Music and the Arts are the largest elements of the Cultural sector

Figure: Employment by sub-sector within Cultural sector

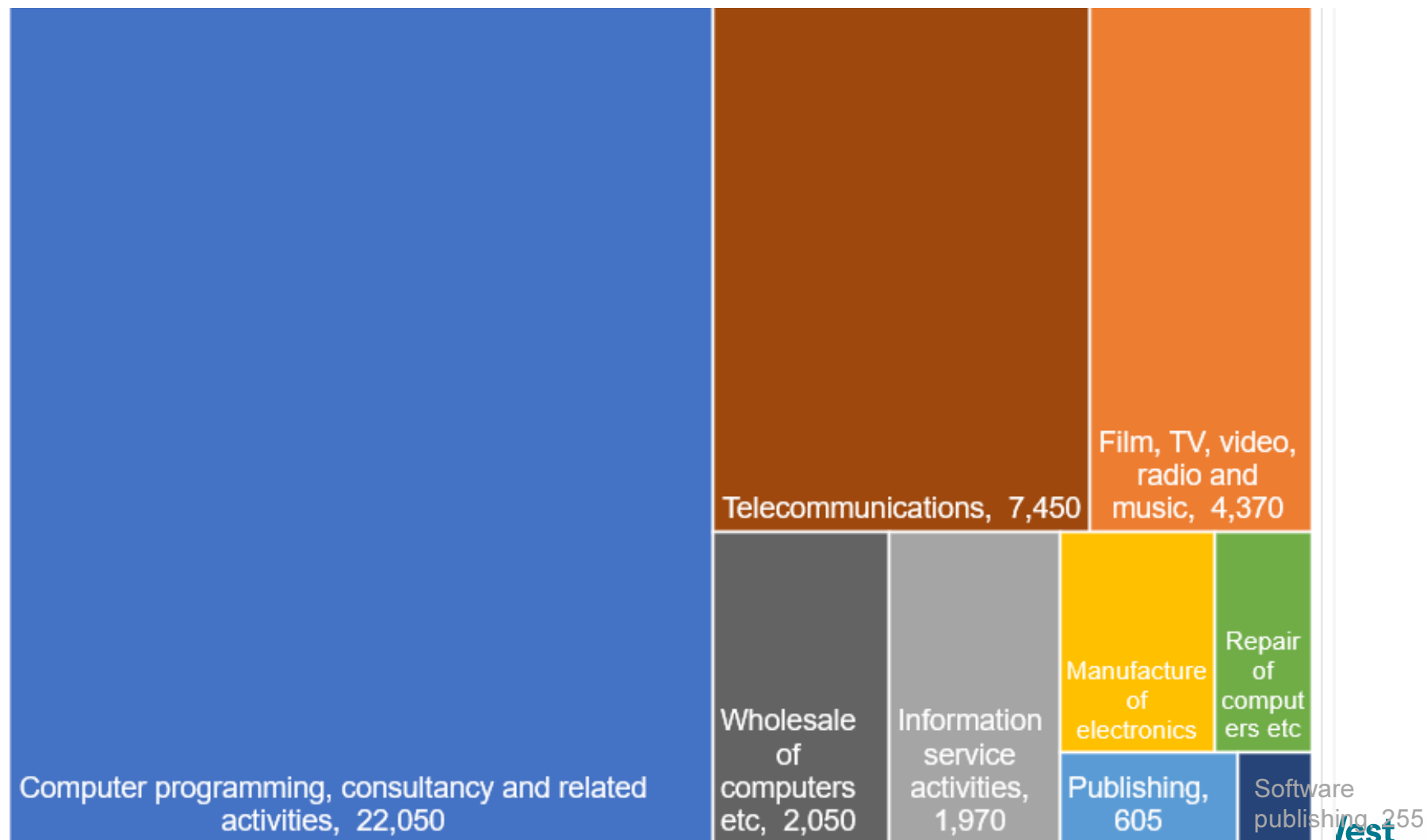


Source: Business Register and Employment Survey, 2019

Note: DCMS sector definition

Computer programming / consultancy and Telecoms are largest elements of Digital

Figure: Employment by sub-sector within Digital sector

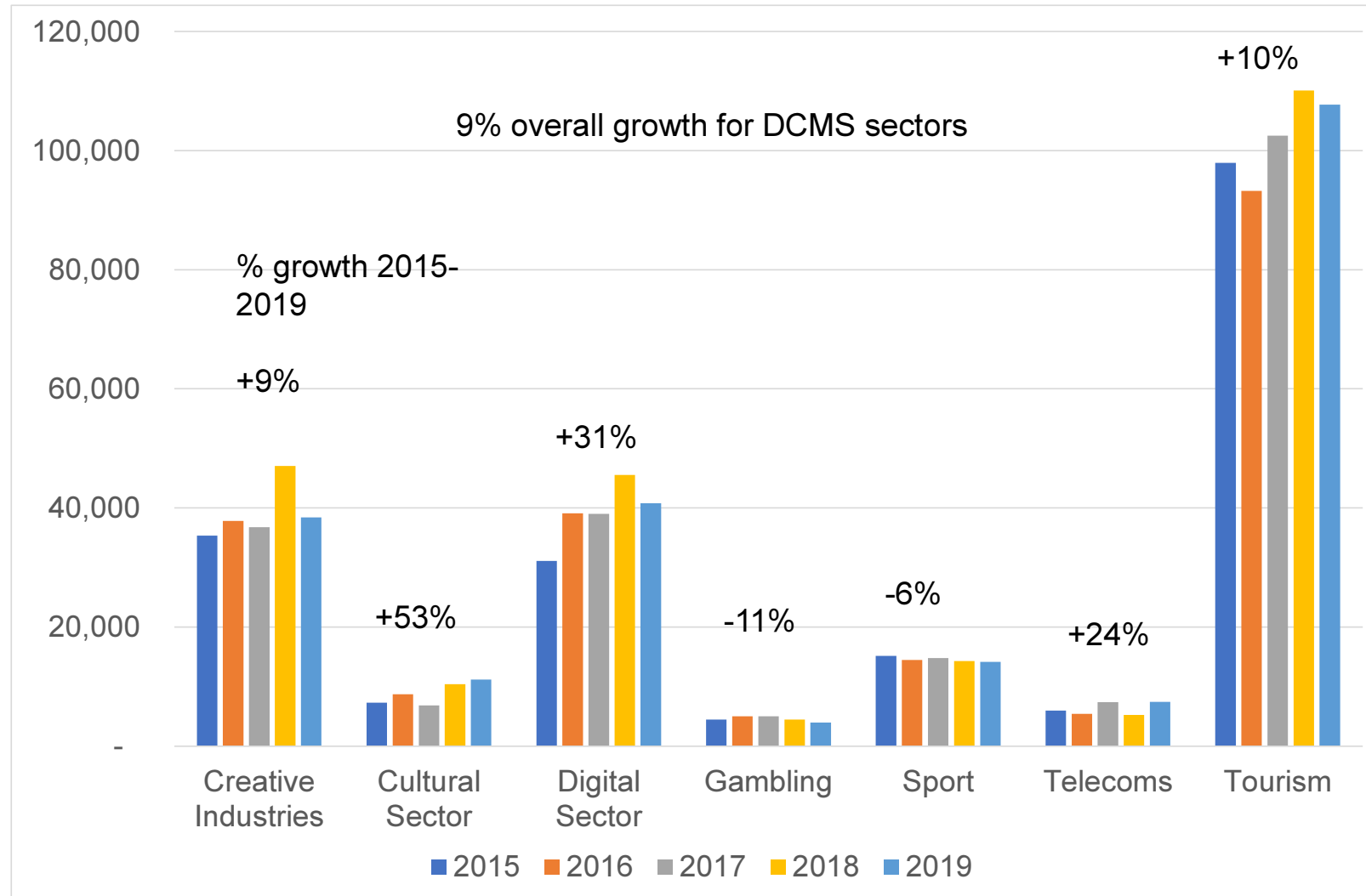


Source: Business Register and Employment Survey, 2019

Note: DCMS sector definition

Most of the DCMS sectors registered employment growth between 2015 and 2019 but the data are volatile

Figure: Employment by DCMS sector

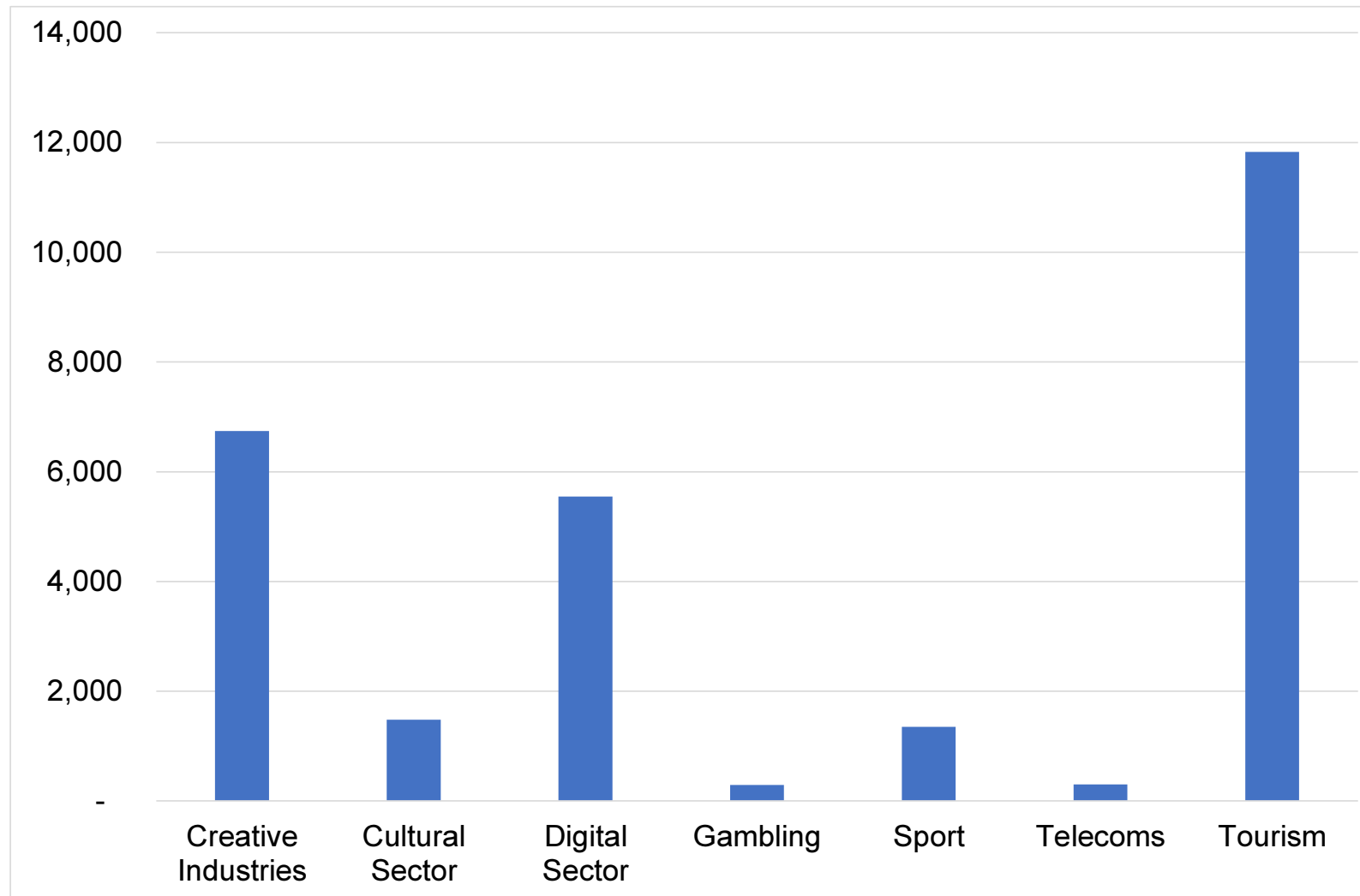


Source: Business Register and Employment Survey, 2019

Note: DCMS sector definition

Tourism, Creative and Digital have the largest business bases of the DCMS sectors

Figure: Businesses (local units) by DCMS sector, West Yorkshire, 2021

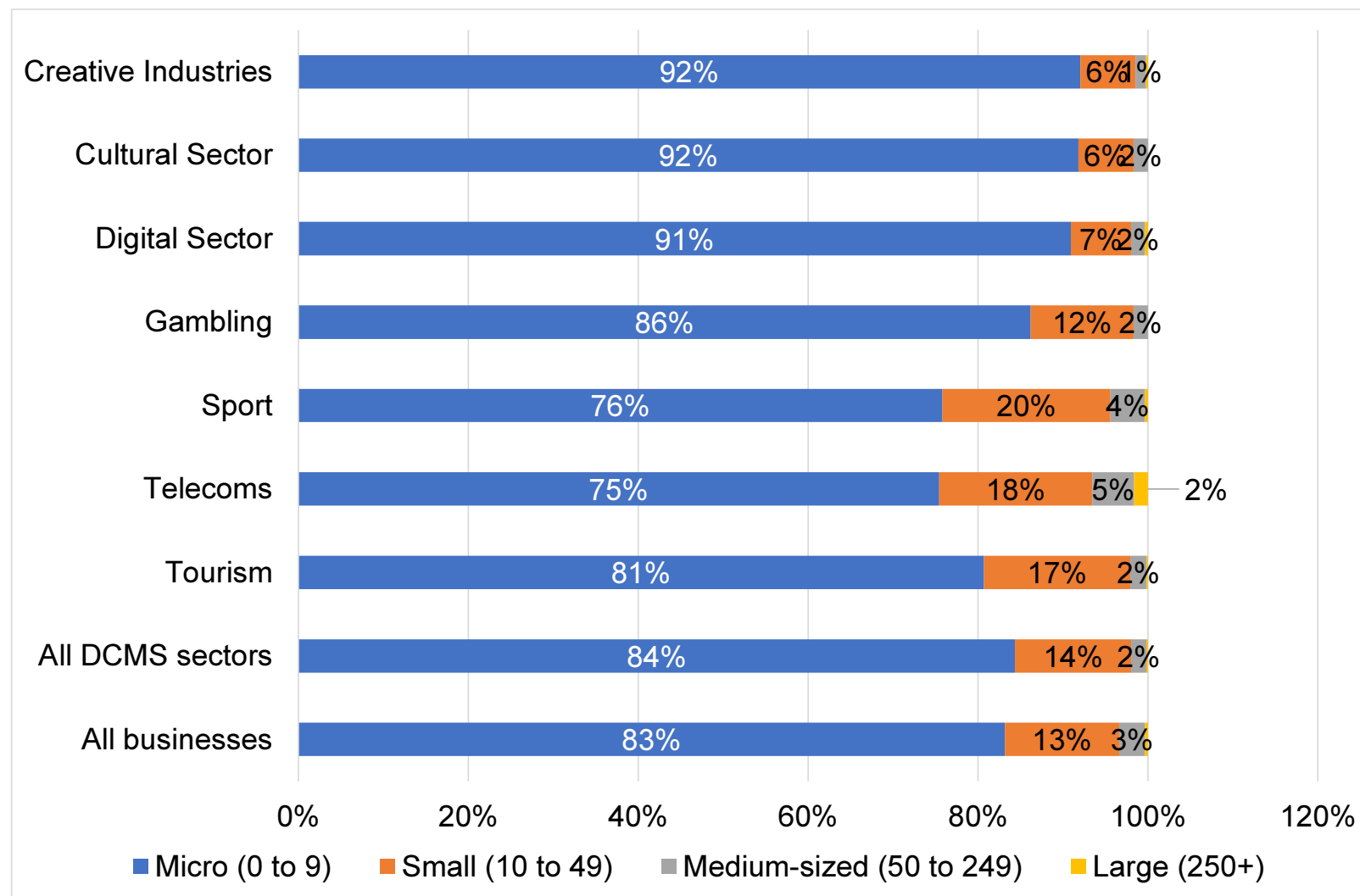


Source: Interdepartmental Business Register 2021, ONS

Note: DCMS sector definition

A high proportion of Creative, Cultural and Digital businesses are micro in size

Figure: Businesses (local units) by DCMS sector and employment size band, West Yorkshire, 2021

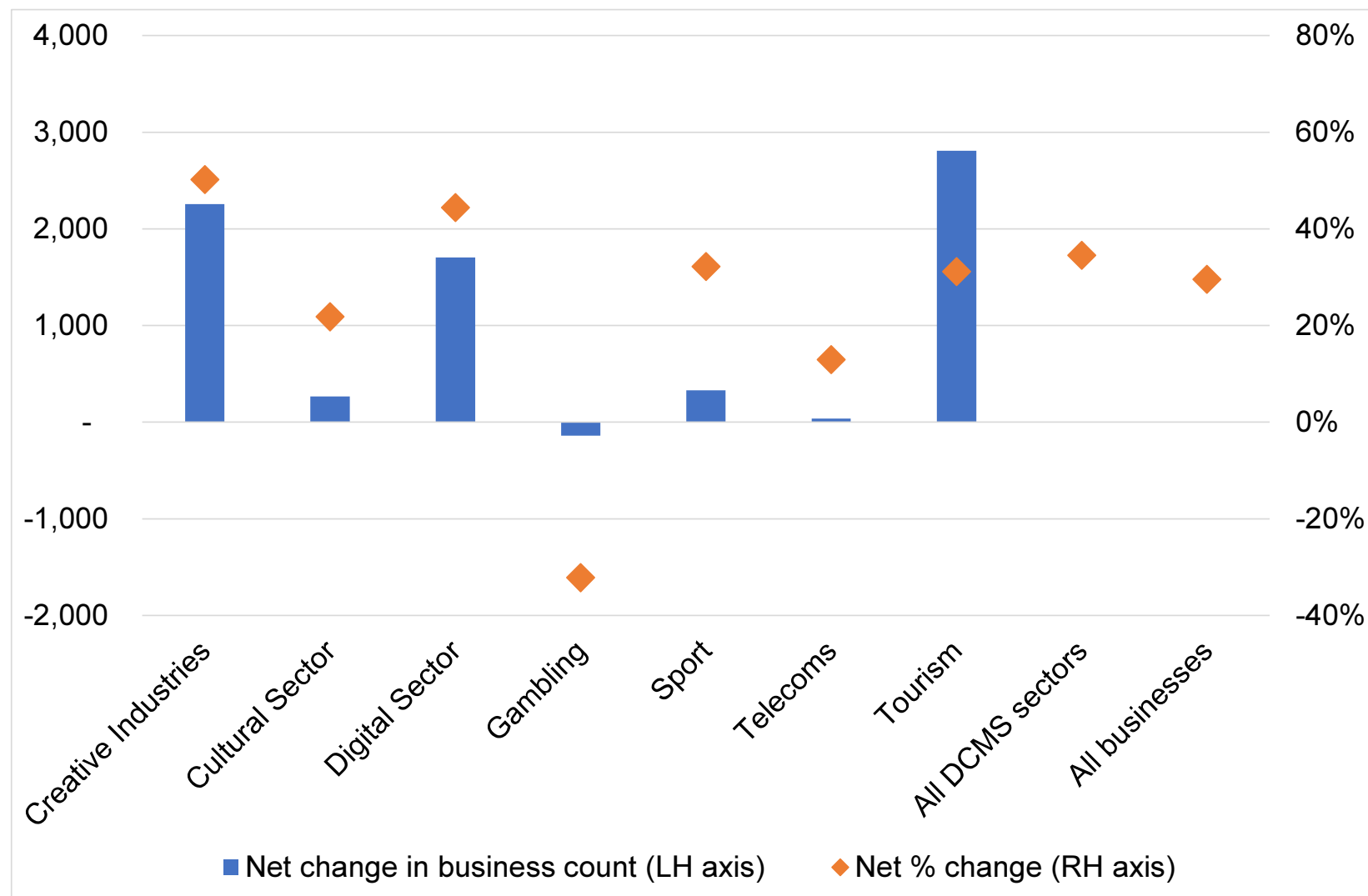


Source: Interdepartmental Business Register 2021, ONS

Note: DCMS sector definition

All DCMS sectors, except Gambling, saw an increase in their business base between 2010 and 2021

Figure: Net change in businesses (local units) by DCMS sector, 2010 to 2021, West Yorkshire

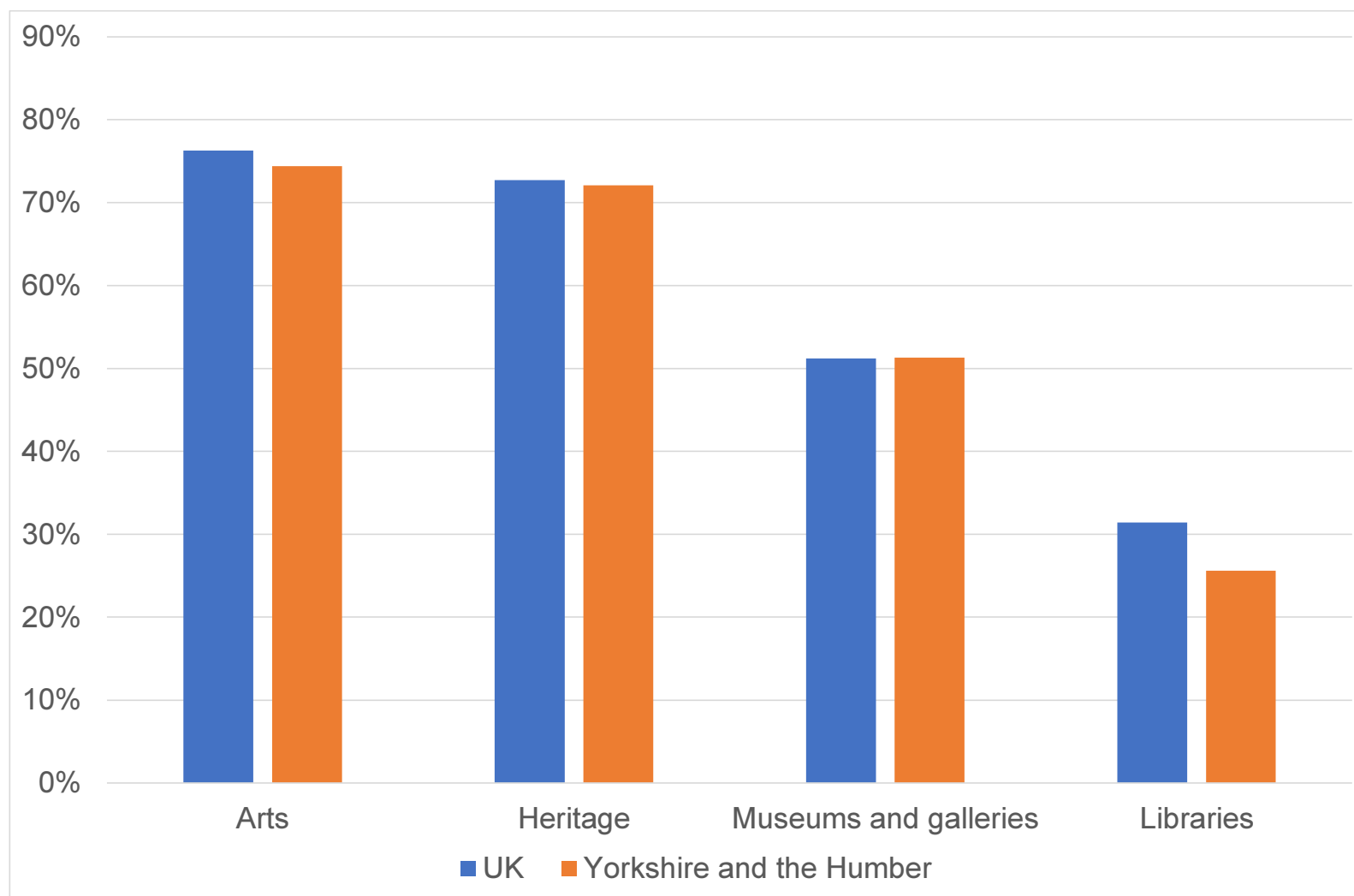


Source: Interdepartmental Business Register, ONS

Note: DCMS sector definition

Level of engagement with the arts and cultural activities in Yorkshire and the Humber is similar to the UK average

Figure: Engagement with cultural activities (% of adults who have engaged / visited in last 12 months), 2019/20



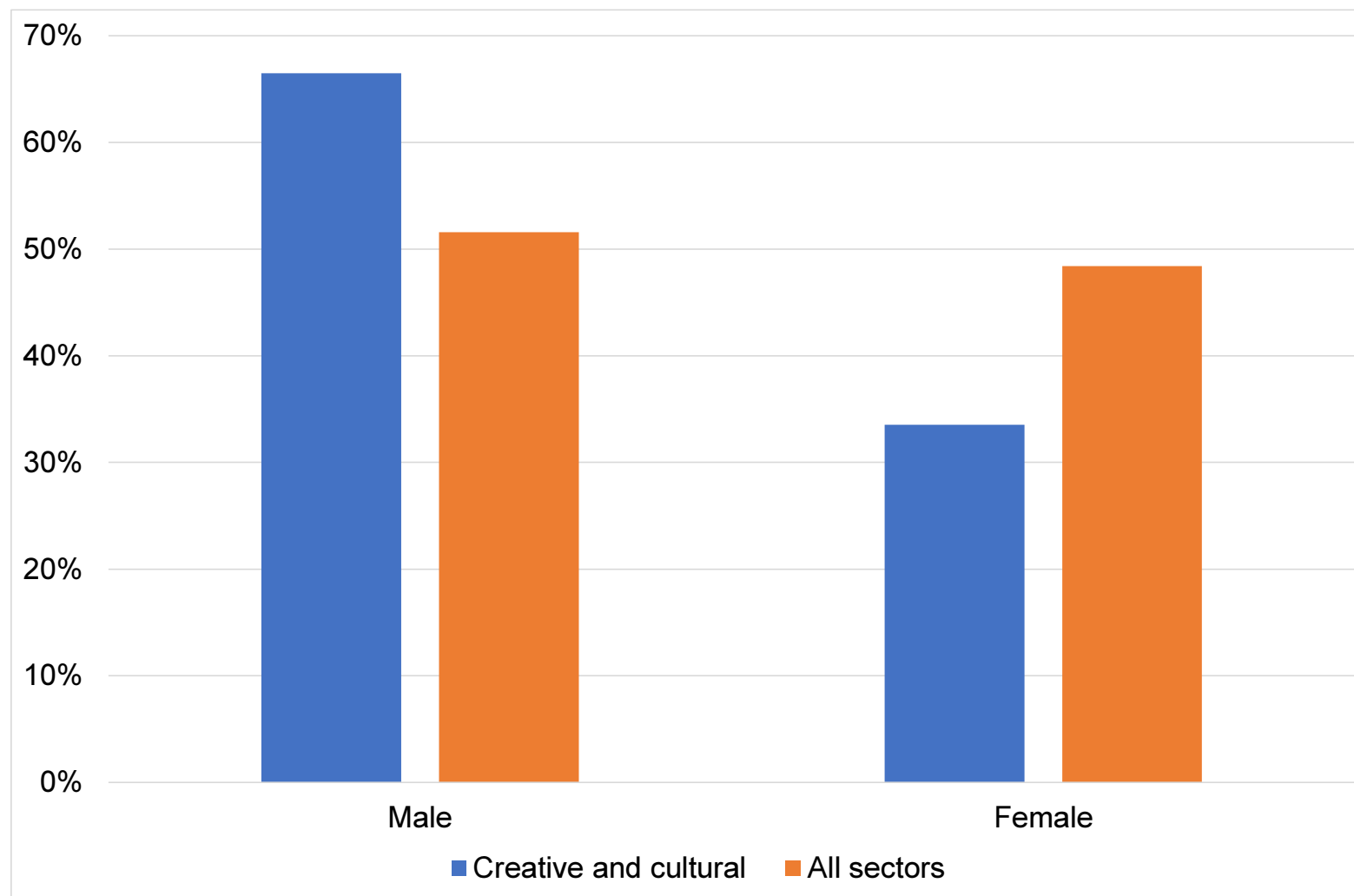
Source: "Taking Part" survey 2019/20, DCMS



Characteristics of the labour force

Males account for the majority of employment in Creative and Cultural

Figure: Employment in Creative and Cultural by sex in West Yorkshire

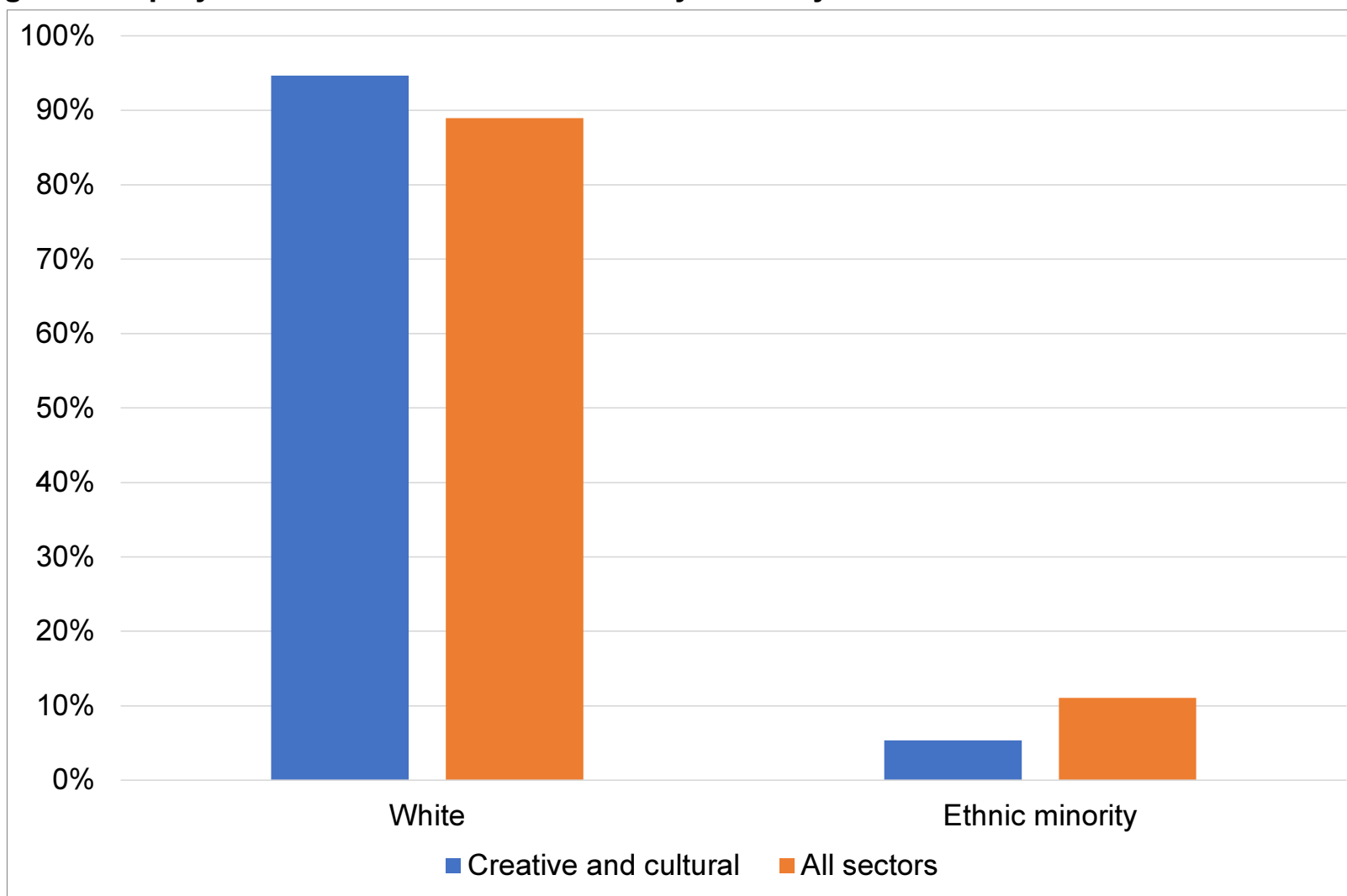


Source: Labour Force Survey

Note: Creative Industries and Cultural Sector employment only

People from ethnic minorities are under-represented in Creative and Cultural employment

Figure: Employment in Creative and Cultural by ethnicity in West Yorkshire

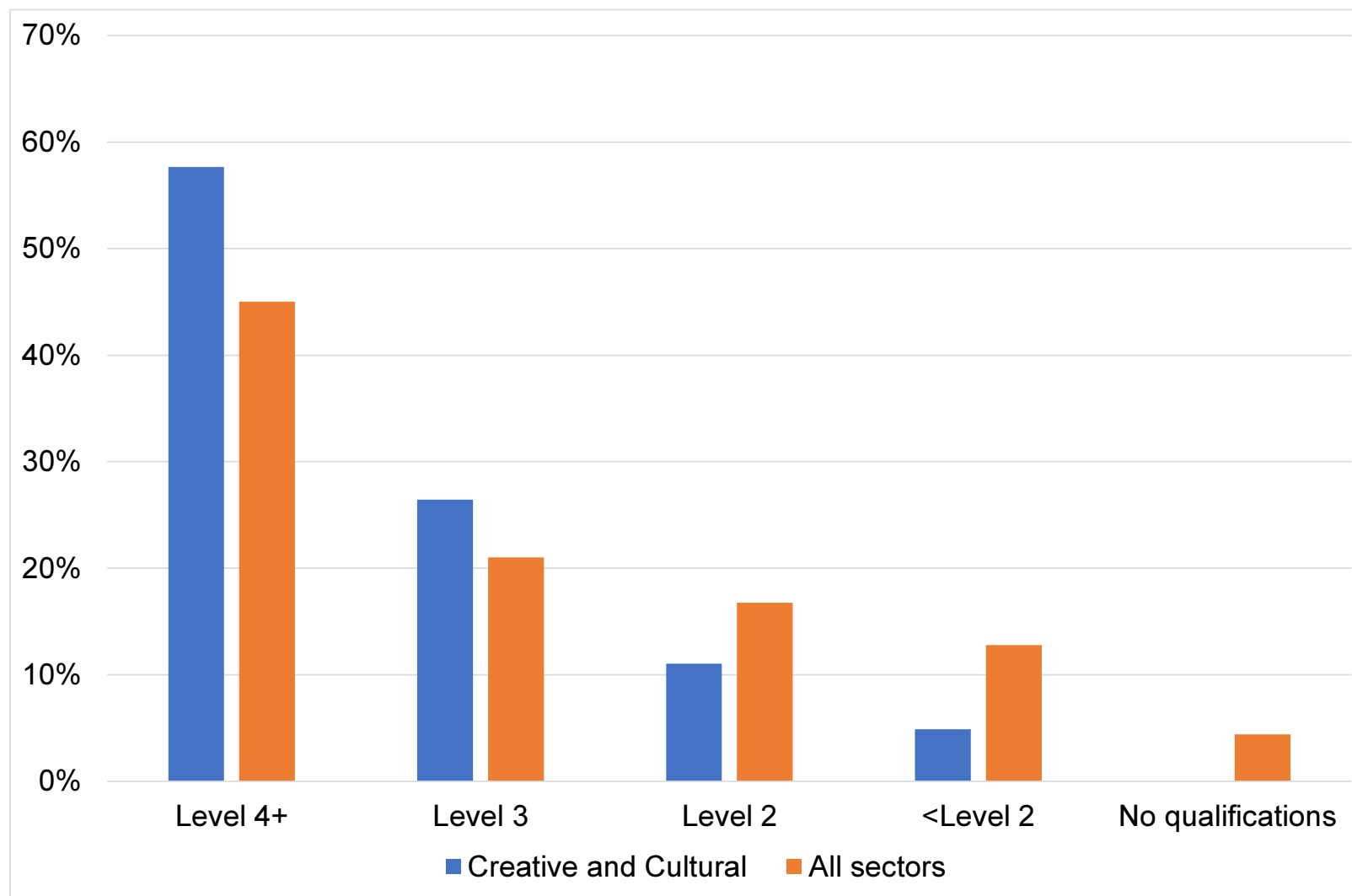


Source: Labour Force Survey

Note: Creative Industries and Cultural Sector employment only

Workers in Creative and Cultural sectors tend to be well-qualified

Figure: Employment in Creative and Cultural by level of highest qualification held, West Yorkshire

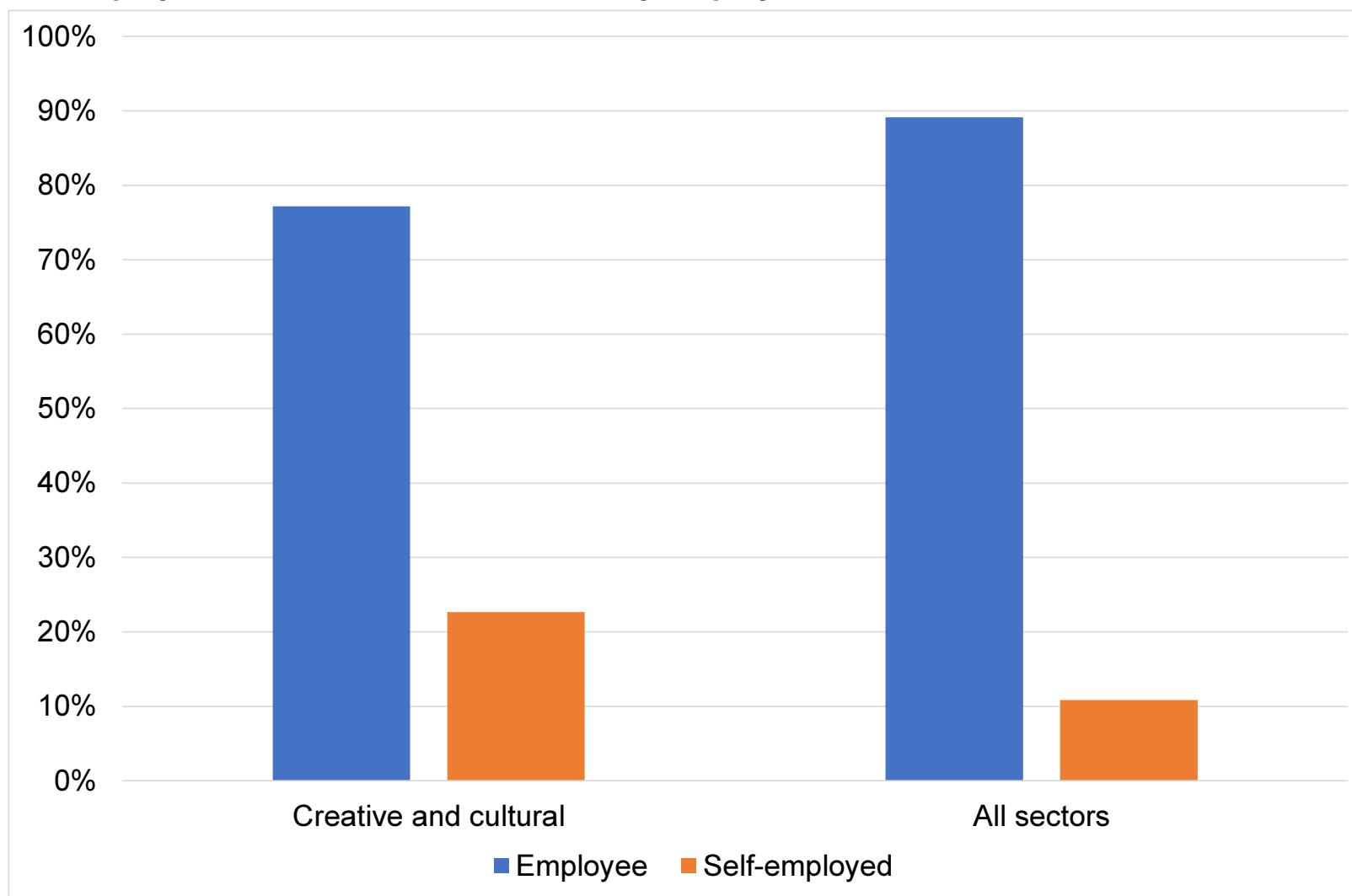


Source: Labour Force Survey

Note: Creative Industries and Cultural Sector employment only

Workers in Creative and Cultural sectors are twice as likely to be self-employed as across wider economy

Figure: Employment in Creative and Cultural by employment status, West Yorkshire



Source: Labour Force Survey

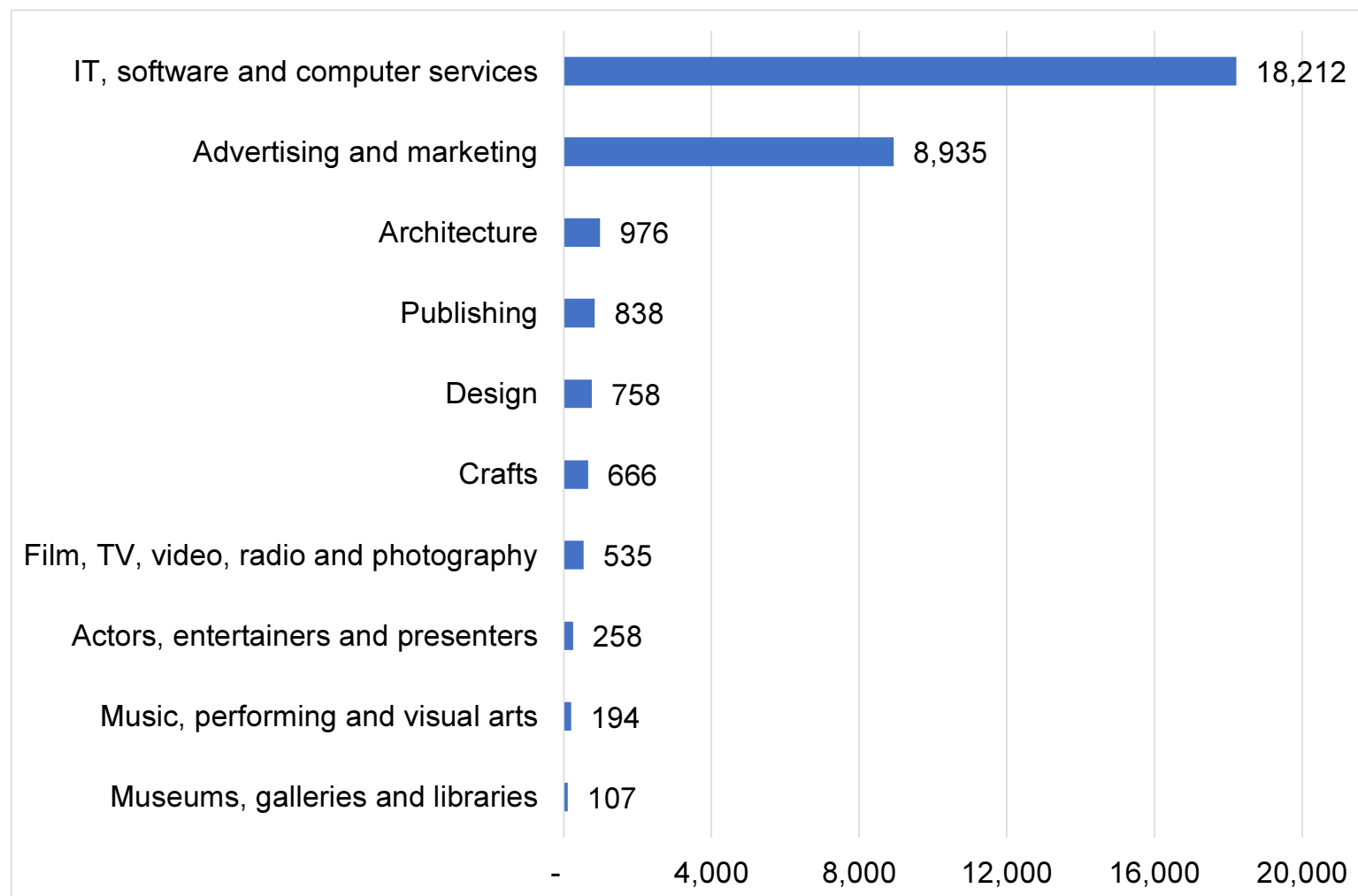
Note: Creative Industries and Cultural Sector employment only

Current vacancies



Greatest number of vacancies are in digital and advertising / marketing roles

Figure: Count of vacancies (online job postings) by broad creative occupation, Oct 2020 to Sept 2021, West Yorkshire

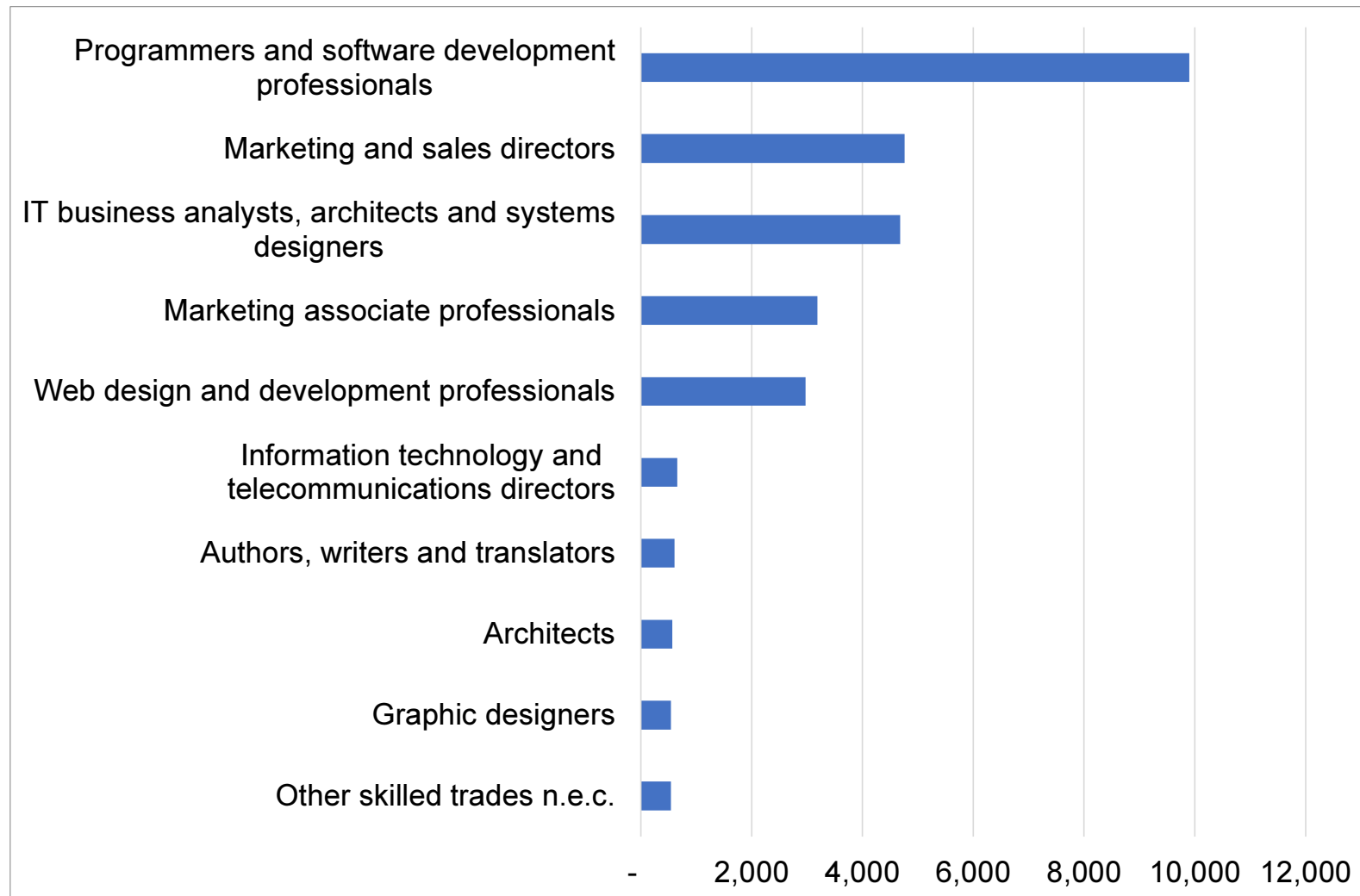


Source: Labour Insight

Note: Categories reflect DCMS creative occupations

At a more detailed level the biggest number of vacancies is for programmers / software developers

Figure: Top 10 detailed creative roles by number of online job postings , Oct 2020 to Sept 2021, West Yorkshire

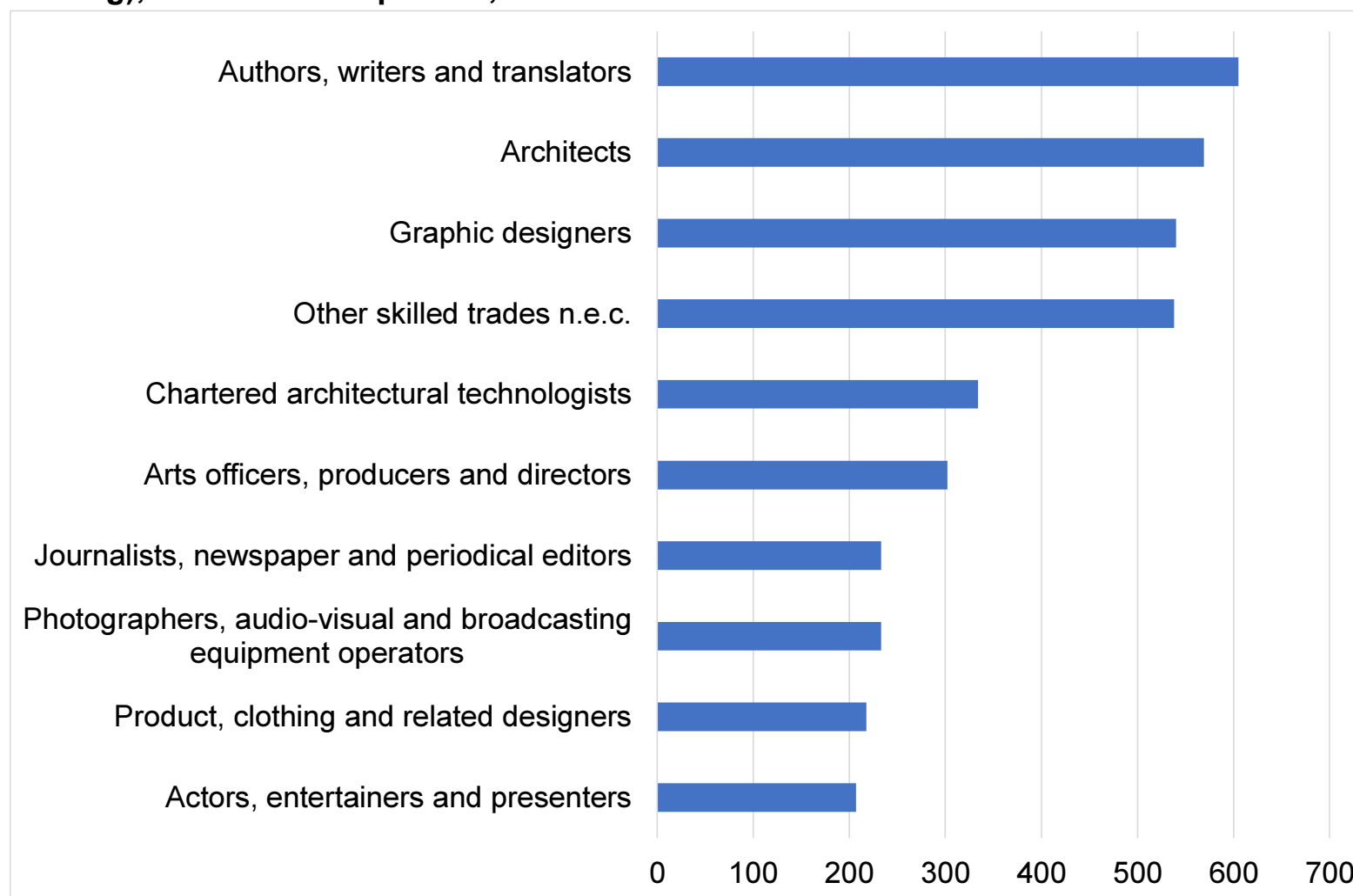


Source: Labour Insight

Note: Categories reflect DCMS creative occupations

Excluding digital and marketing roles, the most in-demand occupations are authors, architects and graphic designers

Figure: Top 10 detailed creative roles by number of online job postings (excluding digital and marketing), Oct 2020 to Sept 2021, West Yorkshire

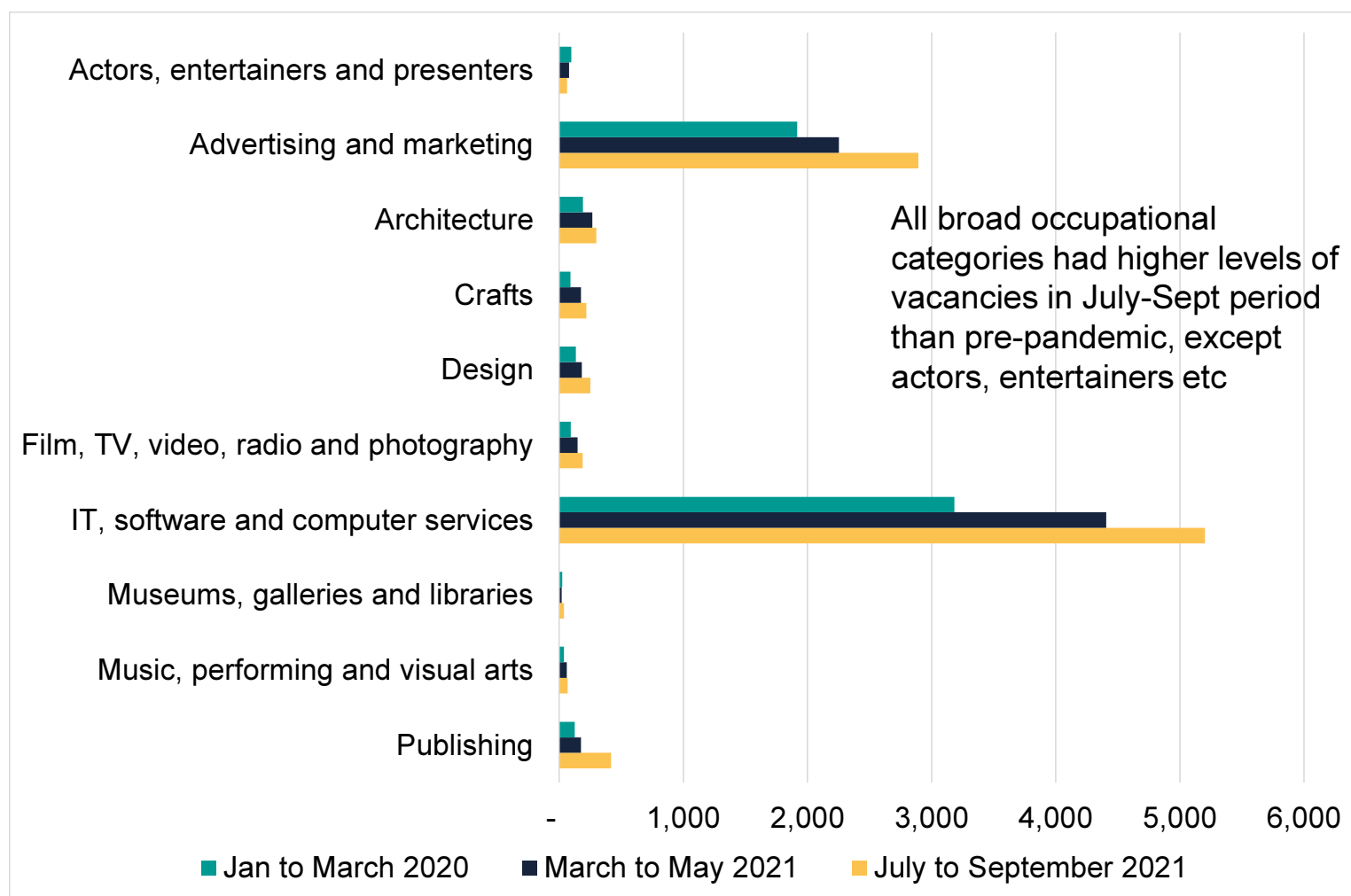


Source: Labour Insight

Note: Categories reflect DCMS creative occupations

There has been a recovery in vacancies for all creative categories except actors/entertainers/presenters

Figure: Count of vacancies (online job postings) by broad creative occupation, West Yorkshire



Source: Labour Insight

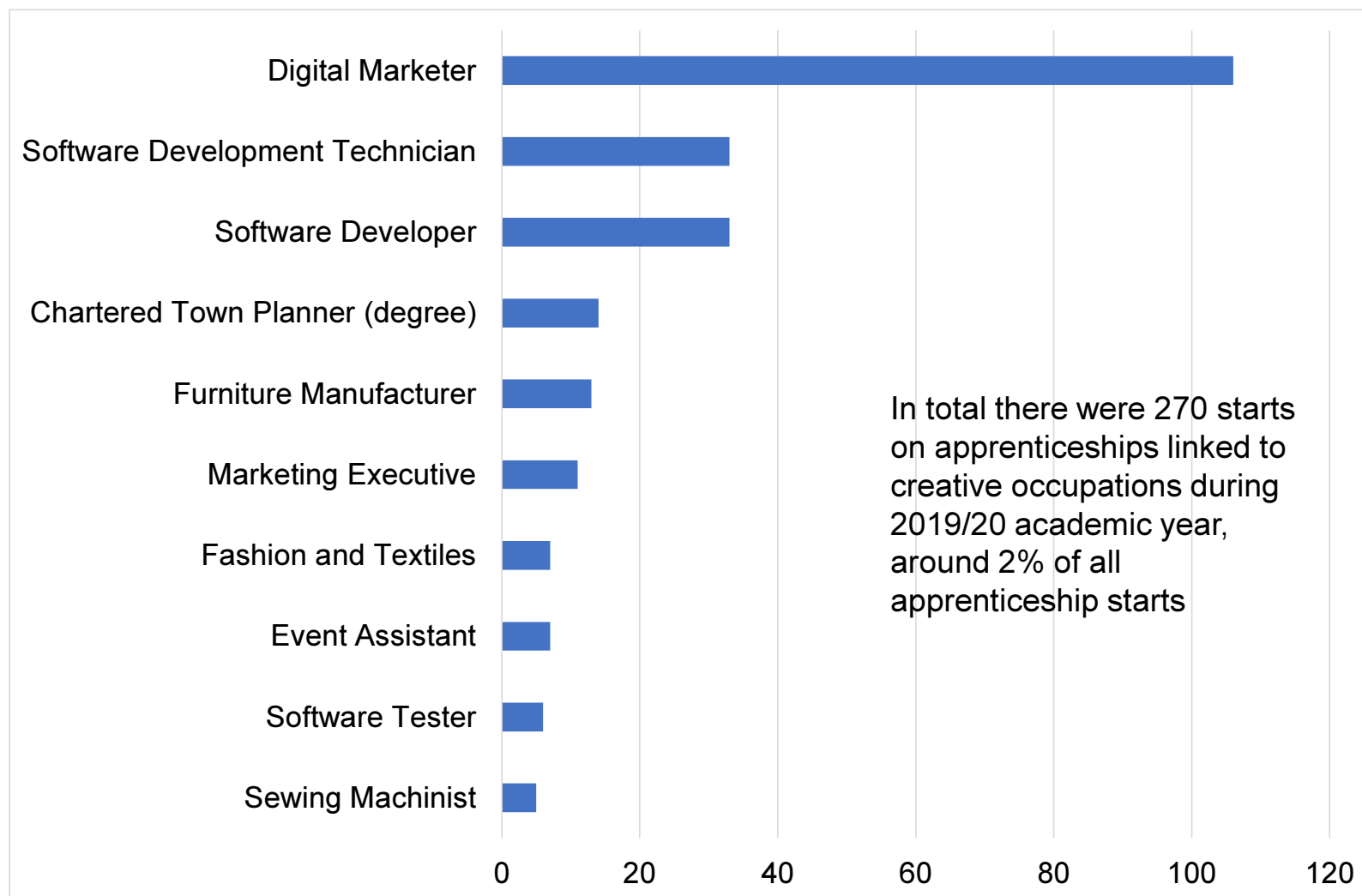
Note: Categories reflect DCMS creative occupations

Education and Training



Digital Marketing is the most popular apprenticeship among Creative and Cultural disciplines

Figure: Top 10 apprenticeships by number of starts during 2019/20 academic year, West Yorkshire

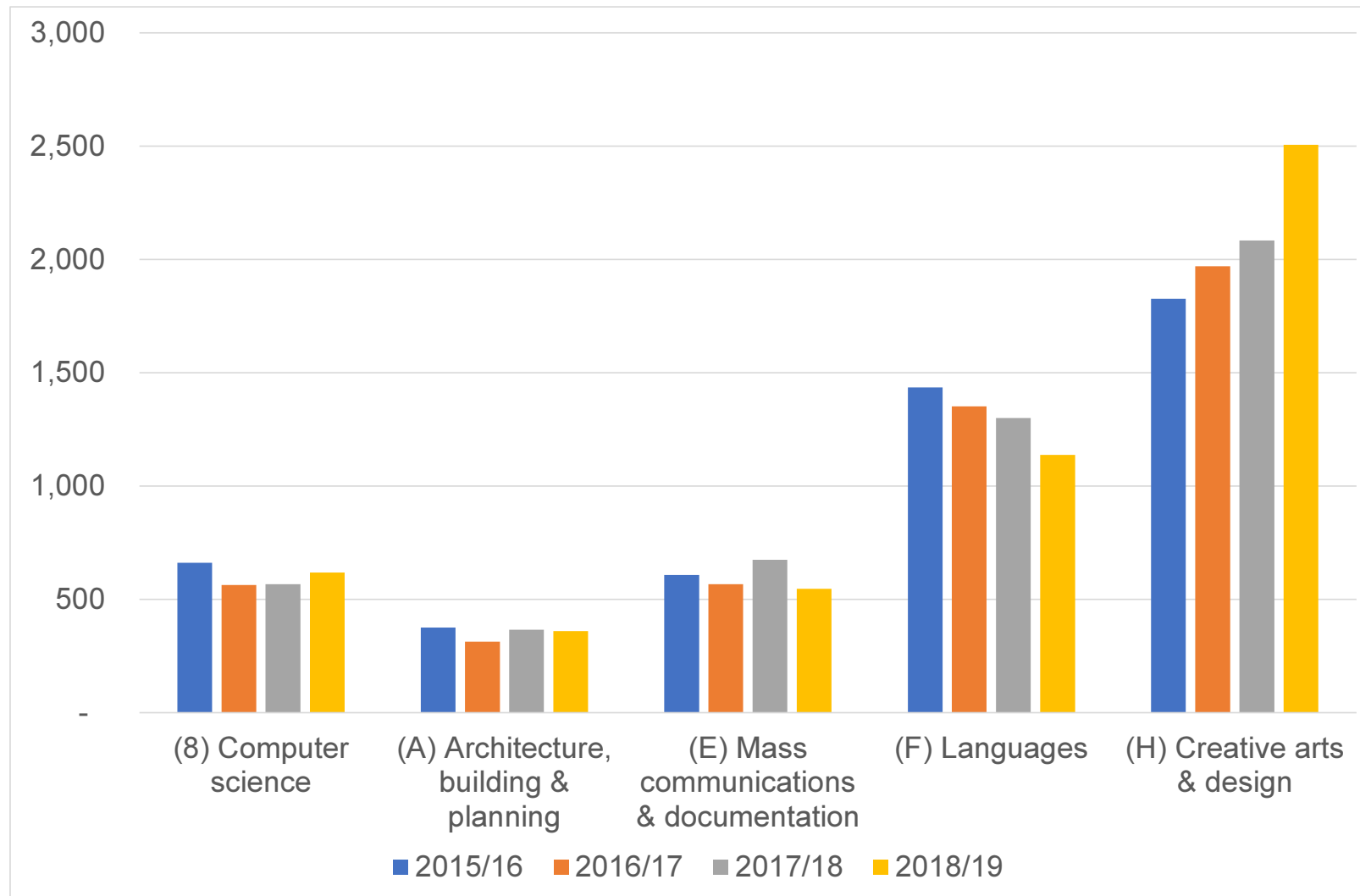


Source: Department for Education

Note: Categories reflect DCMS creative occupations

There has been strong growth in the number of people qualifying from higher education in Creative, arts and design subjects

Figure: Trend in number of graduates in creative and cultural subjects, West Yorkshire institutions



Source: Higher Education Statistics Agency

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Sector and occupational definitions

Definition of DCMS sectors based on Standard Industrial Classification

SIC07	Description	Creative Industries	Digital Sector	Cultural Sector	Telecoms	Gambling	Sport ¹	Tourism ²	All DCMS ³
1820	Reproduction of recorded media			*					*
2611	Manufacture of electronic components		*						*
2612	Manufacture of loaded electronic boards		*						*
2620	Manufacture of computers and peripheral equipment		*						*
2630	Manufacture of communication equipment		*						*
2640	Manufacture of consumer electronics		*						*
2680	Manufacture of magnetic and optical media		*						*
3012	Building of pleasure and sporting boats						*		*
3212	Manufacture of jewellery and related articles	*		*					*
3220	Manufacture of musical instruments			*					*
3230	Manufacture of sports goods						*		*
4651	Wholesale of computers, computer peripheral equipment and software		*						*
4652	Wholesale of electronic and telecommunications equipment and parts		*						*
4763	Retail sale of music and video recordings in specialised stores			*					*
4764	Retail sale of sports goods, fishing gear, camping goods, boats and bicycles						*		*
4910	Passenger rail transport, interurban							*	*
4932	Taxi operation							*	*
4939	Other passenger land transport not elsewhere classified							*	*
5010	Sea and costal passenger water transport							*	*
5030	Inland passenger water transport							*	*
5110	Passenger air transport							*	*
5510	Hotels and similar accommodation							*	*
5520	Holiday and other short-stay accommodation							*	*

SIC07	Description	Creative Industries	Digital Sector	Cultural Sector	Telecoms	Gambling	Sport ¹	Tourism ²	All DCMS ³
5530	Camping grounds, recreational vehicle parks and trailer parks							*	*
5590	Other accommodation							*	*
5610	Restaurants and mobile food service activities							*	*
5621	Event catering activities							*	*
5629	Other food service activities							*	*
5630	Beverage serving activities							*	*
5811	Book publishing	*	*						*
5812	Publishing of directories and mailing lists	*	*						*
5813	Publishing of newspapers	*	*						*
5814	Publishing of journals and periodicals	*	*						*
5819	Other publishing activities	*	*						*
5821	Publishing of computer games	*	*						*
5829	Other software publishing	*	*						*
5911	Motion picture, video and television programme production activities	*	*	*					*
5912	Motion picture, video and television programme post-production activities	*	*	*					*
5913	Motion picture, video and television programme distribution activities	*	*	*					*
5914	Motion picture projection activities	*	*	*					*
5920	Sound recording and music publishing activities	*	*	*					*
6010	Radio broadcasting	*	*	*					*
6020	Television programming and broadcasting activities	*	*	*					*
6110	Wired telecommunications activities		*		*				*
6120	Wireless telecommunications activities		*		*				*
6130	Satellite telecommunications activities		*		*				*
6190	Other telecommunications activities		*		*				*
6201	Computer programming activities	*	*						*
6202	Computer consultancy activities	*	*						*
6203	Computer facilities management activities		*						*

SIC07	Description	Creative Industries	Digital Sector	Cultural Sector	Telecoms	Gambling	Sport ¹	Tourism ²	All DCMS ³
6209	Other information technology and computer service activities		*						*
6311	Data processing, hosting and related activities		*						*
6312	Web portals		*						*
6391	News agency activities		*						*
6399	Other information service activities not elsewhere classified		*						*
6820	Renting and operating of own or leased real estate							*	*
7021	Public relations and communication activities	*							*
7111	Architectural activities	*							*
7311	Advertising agencies	*							*
7312	Media representation	*							*
7410	Specialised design activities	*							*
7420	Photographic activities	*		*					*
7430	Translation and interpretation activities	*							*
7711	Renting and leasing of cars and light motor vehicles							*	*
7721	Renting and leasing of recreational and sports goods						*	*	*
7734	Renting and leasing of water transport equipment							*	*
7735	Renting and leasing of air transport equipment							*	*
7911	Travel agency and tour operator activities							*	*
7912	Travel agency and tour operator activities							*	*
7990	Other reservation service and related activities							*	*
8230	Organisation of conventions and trade shows							*	*
8551	Sports and recreation education						*		*
8552	Cultural education	*		*					*
9001	Performing arts	*		*				*	*
9002	Support activities to performing arts	*		*				*	*
9003	Artistic creation	*		*				*	*
9004	Operation of arts facilities	*		*				*	*
9101	Library and archive activities	*		*					*
9102	Museum activities	*		*				*	*

SIC07	Description	Creative Industries	Digital Sector	Cultural Sector	Telecoms	Gambling	Sport¹	Tourism²	All DCMS³
9103	Operation of historical sites and buildings and similar visitor attractions			*				*	*
9104	Botanical and zoological gardens and nature reserve activities							*	*
9200	Gambling and betting activities					*		*	*
9311	Operation of sports facilities						*	*	*
9312	Activities of sports clubs						*		*
9313	Fitness facilities						*		*
9319	Other sports activities						*	*	*
9321	Activities of amusement parks and theme parks							*	*
9329	Other amusement and recreation activities							*	*
9511	Repair of computers and peripheral equipment		*						*
9512	Repair of communication equipment		*						*

Definition of DCMS sub-sectors

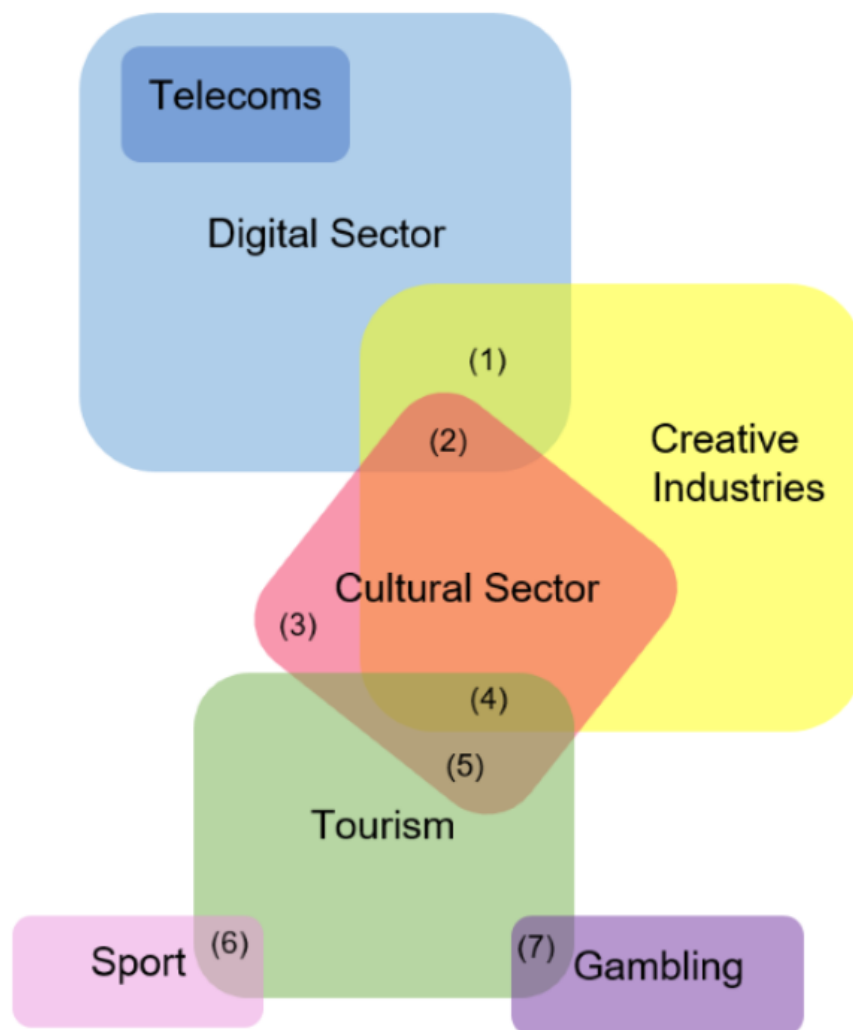
Sector	Subsector	SIC07	Description
Creative Industries	Advertising and marketing	7021	Public relations and communication activities
		7311	Advertising agencies
		7312	Media representation
	Architecture	7111	Architectural activities
	Crafts	3212	Manufacture of jewellery and related articles
	Design and designer fashion	7410	Specialised design activities
	Film, TV, video, radio and photography	5911	Motion picture, video and television programme production activities
		5912	Motion picture, video and television programme post-production activities
		5913	Motion picture, video and television programme distribution activities
		5914	Motion picture projection activities
		6010	Radio broadcasting
		6020	Television programming and broadcasting activities
		7420	Photographic activities
	IT, software and computer services	5821	Publishing of computer games
		5829	Other software publishing
		6201	Computer programming activities
		6202	Computer consultancy activities
	Publishing	5811	Book publishing
		5812	Publishing of directories and mailing lists
		5813	Publishing of newspapers
		5814	Publishing of journals and periodicals
		5819	Other publishing activities
		7430	Translation and interpretation activities
	Museums, galleries and libraries	9101	Library and archive activities

Sector	Subsector	SIC07	Description
	Music, performing and visual arts	9102	Museum activities
		5920	Sound recording and music publishing activities
		8552	Cultural education
		9001	Performing arts
		9002	Support activities to performing arts
		9003	Artistic creation
		9004	Operation of arts facilities
Cultural Sector	Arts	9001	Performing arts
		9002	Support activities to performing arts
		9003	Artistic creation
		9004	Operation of arts facilities
	Film, TV and Music	1820	Reproduction of recorded media
		3220	Manufacture of musical instruments
		4763	Retail sale of music and video recordings in specialised stores
		5911	Motion picture, video and television programme production activities
		5912	Motion picture, video and television programme post-production
		5913	Motion picture, video and television programme distribution
		5914	Motion picture projection activities
		5920	Sound recording and music publishing activities
		6020	Television programming and broadcasting activities
	Radio	6010	Radio broadcasting
	Photography	7420	Photographic activities
	Crafts	3212	Manufacture of jewellery and related articles
	Museums and galleries	9102	Museum activities
	Library and archives	9101	Library and archive activities
	Cultural education	8552	Cultural education

Sector	Subsector	SIC07	Description
	Operation of historical sites and similar visitor attractions	9103	Operation of historical sites and buildings and similar visitor attractions
Digital Sector	Manufacturing of electronics and computers	2611	Manufacture of electronic components
		2612	Manufacture of loaded electronic boards
		2620	Manufacture of computers and peripheral equipment
		2630	Manufacture of communication equipment
		2640	Manufacture of consumer electronics
		2680	Manufacture of magnetic and optical media
	Wholesale of computers and electronics	4651	Wholesale of computers, computer peripheral equipment and software
		4652	Wholesale of electronic and telecommunications equipment and parts
	Publishing (excluding translation and interpretation activities)	5811	Book publishing
		5812	Publishing of directories and mailing lists
		5813	Publishing of newspapers
		5814	Publishing of journals and periodicals
		5819	Other publishing activities
	Software publishing	5821	Publishing of computer games
		5829	Other software publishing
	Film, TV, video, radio and music	5911	Motion picture, video and television programme production activities
		5912	Motion picture, video and television programme post-production activities
		5913	Motion picture, video and television programme distribution activities
		5914	Motion picture projection activities
		5920	Sound recording and music publishing activities
		6010	Radio broadcasting
		6020	Television programming and broadcasting activities
	Telecommunications	6110	Wired telecommunications activities

Sector	Subsector	SIC07	Description
		6120	Wireless telecommunications activities
		6130	Satellite telecommunications activities
		6190	Other telecommunications activities
	Computer programming, consultancy and related activities	6201	Computer programming activities
		6202	Computer consultancy activities
		6203	Computer facilities management activities
		6209	Other information technology and computer service activities
	Information service activities	6311	Data processing, hosting and related activities
		6312	Web portals
		6391	News agency activities
		6399	Other information service activities not elsewhere classified
	Repair of computers and communication equipment	9511	Repair of computers and peripheral equipment
		9512	Repair of communication equipment

Overlap of classifications within DCMS sectors



- (1) Publishing, computer games, software publishing, computer programming, computer consultancy activities
- (2) Film, TV, Music, Radio
- (3) Heritage, retail of music and video recordings, manufacture of musical instruments, reproduction of recorded media
- (4) Arts, Museum activities
- (5) Heritage
- (6) Renting of sports goods, operation of sports facilities, other sport activities
- (7) Gambling

Creative occupations – DCMS definition

Creative category	Occupation (Standard Occupational Classification)
Actors, entertainers and presenters	Actors, entertainers and presenters
	Dancers and choreographers
	Musicians
Architecture	Architects
	Architectural and town planning technicians
	Chartered architectural technologists
	Town planning officers
Crafts	Furniture makers and other craft woodworkers
	Glass and ceramics makers, decorators and finishers
	Other skilled trades not elsewhere classified
	Smiths and forge workers
	Weavers and knitters
Design	Graphic designers
	Product, clothing and related designers
Film, TV, video, radio and photography	Arts officers, producers and directors
	Photographers, audio-visual and broadcasting equipment operators
Museums, galleries and libraries	Archivists and curators
	Librarians
Music, performing and visual arts	Artists
Publishing	Authors, writers and translators
	Journalists, newspaper and periodical editors



Report to: Culture, Arts and Creative Industries Committee

Date: 4 November 2021

Subject: **Mayoral Pledges**

Director: Liz Hunter, Director Policy and Development

Author: Alex Clarke, Business Growth & Resilience Policy Manager

Is this a key decision?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is the decision eligible for call-in by Scrutiny?	<input 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:	
Are there implications for equality and diversity?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

1. Purpose of this report

- 1.1 To provide Committee members with an update on Mayoral pledge activity in relation to the Culture, Arts and Creative Industries Committee and to seek their views and ideas in relation to developing the forward programme of the Committee around the Creative New Deal pledge.

2. Information

Mayoral pledges

- 2.1 The West Yorkshire Mayor has identified 10 pledges that will be prioritised for delivery over the Mayoral term:
- Create 1,000 well paid, skilled, green jobs for young people
 - Prioritise skills and training to ensure everyone in West Yorkshire has the skills they need to secure work
 - Support local businesses and be a champion for our local economy
 - Lead a Creative New Deal to ensure our creative industries are part of our broader recovery strategy
 - Appoint an Inclusivity Champion to ensure that the region's recovery benefit's us all

- Put women and girls at the heart of the Mayor's policing plan
- Recruit 750 more frontline police officers and staff to fight crime
- Bring buses back under public control, introduce simpler fares, contactless ticketing and greener buses
- Build 5,000 sustainable homes including council housing and affordable homes
- Tackling the Climate Emergency and protecting our environment

2.2 The pledge to "Lead a Creative New Deal to ensure our creative industries are part of our broader recovery strategy" will be an important part of this committee's forward plan. The Committee will also consider the implications of other pledges led by other committees that have an impact on its terms of reference. For example the Committee will have a clear interest in the cultural and creative perspective of the following pledges:

- Prioritise skills and training to ensure everyone in West Yorkshire has the skills they need to secure work
- Support local businesses and be a champion for our local economy
- Tackling the climate emergency
- Put women and girls at the heart of the Mayor's policing plan (particularly where this relates to safety and the night-time economy).

Role of the Committee in the Creative New Deal pledge

2.3 In taking a leading role on the Mayor's manifesto commitment to 'Lead a Creative New Deal to ensure our creative industries are part of our broader recovery strategy', a key task will be to monitor progress and give direction to this pledge. This will be a substantial element of the forward plan for the Committee, considering the potential options for the pledge and to provide a clear structure for delivery of this pledge, which has the potential to cover a wide range of activity and areas of focus.

2.4 The views of the Committee are sought on what areas of action should take place under the Creative New Deal pledge. As a starting point for discussion, a number of action areas have been identified, building on specific commitments made as part of the Mayor's manifesto¹, and previous collective discussions with culture leads across the five West Yorkshire local authorities as part of the West Yorkshire Economic Recovery Plan². Areas identified so far include:

Piloting Creative New Deal activities.
Supporting routes into screen industries for young people.
Reskilling for creative and cultural sector .

¹ Published here: <https://tracybrabinmetromayor.laboursites.org/creative-industries/>

² The latest West Yorkshire Economic Recovery Plan draft is published here: <https://westyorkshire.moderngov.co.uk/documents/s21942/Item%205%20-%20Appendix%201%20-%20Draft%20West%20Yorkshire%20Economic%20Recovery%20Plan.pdf>

Exploring the possibilities of social prescribing .
Undertake a Development Plan for supporting concepts around Towns of Culture .
Developing the concept of a theatre without walls
Supporting the recovery of the night-time economy of West Yorkshire.
Yorkshire Youth Theatre creating a pipeline and talent spotting for Creative Industries

- 2.5 A budget of £500,000 has been allocated by the Combined Authority to support development work in relation to the delivery of the Creative New Deal pledge, which is covered in more detail at item 7 on the agenda.
- 2.6 The Committee will also oversee **programme delivery** (new and existing) including the Creative Catalyst Programme, see item 8 on the agenda.
- 2.7 As part of its forward plan, the Committee may also want to consider how it might engage with wider culture and creative activities taking place across West Yorkshire over the coming years, including maximising opportunities to link in with programmes across local authorities such as Leeds 2023, Kirklees Year of Music 2023, Calderdale Year of Culture 2024, the Wakefield Festival in 2024 and Bradford's bid for City of Culture in 2025.

Next steps

- 2.10 Feedback and ideas are sought from the Committee on the content of Creative New Deal pledge, and also how the Committee wishes to also consider the wider set of pledges. This feedback will be used to develop the work programme, and this will be brought back to the next meeting of the Committee.

3. Tackling the Climate Emergency Implications

- 3.1 Tackling the Climate Emergency and protecting our environment is one of the Mayoral Pledges. The Culture, Arts and Creative Industries Committee will have a key role to play in ensuring that this considers the role of culture and arts in meeting our climate objectives.
- 3.2 In delivering the specific pledge around the Creative New Deal, it will be critical to ensure that any support makes a positive contribution to Tackling the Climate Emergency. It is therefore expected that any activity developed as part of this pledge will demonstrate a positive impact on tackling the climate emergency.

4. Inclusive Growth Implications

- 4.1 Appoint an Inclusivity Champion to ensure that the region's recovery benefit's us all is one of the Mayoral Pledges. Once this appointment has been made the Committee will seek to engage the Champion on Committee activities.
- 4.2 In delivering the pledge around Creative New Deal, specific focus will be given to the importance of community culture, arts and sport not just in economic terms but also in their contribution to positive health and wellbeing. Ensuring also that the creative industries sector provides high quality employment opportunities for individuals will be considered by this Committee.

5. Equality and Diversity Implications

- 5.1 Reducing inequality is a key cross cutting theme across the Mayoral Pledges, and is at the forefront of the role of the Inclusivity Champion that will be appointed. From the perspective of the Culture, Arts and Creative Industries Committee, equality and diversity will be considered both from a participation perspective as well as from a social and economic one.
- 5.2 Equality Impact Assessments will be undertaken as part of scheme development for the Creative New Deal pledge to ensure that as schemes progress through Assurance Framework equality, diversity and inclusion is given due regard. This will also ensure that engagement takes place prior to commencement of delivery, and involve engagement with potential end user beneficiaries from underrepresented groups.

5. Financial Implications

- 5.1 There are no financial implications directly arising from this report.

6. Legal Implications

- 6.1 There are no legal implications directly arising from this report.

7. Staffing Implications

- 7.1 There are no staffing implications directly arising from this report.

8. External Consultees

- 8.1 No specific consultation has occurred in relation to this report.

9. Recommendations

- 9.1 That the Committee notes the update on the Mayoral Pledges, and provides feedback and views on the following:
 - The scope of the Creative New Deal pledge and alignment to existing activities with the region

- How the Committee would like to engage with the Mayoral pledges as part of its forward work plan, including those that will be led on by other Committees of the Combined Authority.

10. Background Documents

None.

11. Appendices

None

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Report to: Culture, Arts and Creative Industries Committee

Date: 4 November 2021

Subject: **Creative New Deal**

Director: Liz Hunter, Director Policy and Development

Author: Alex Clarke, Business Growth & Resilience Policy Manager

Is this a key decision?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is the decision eligible for call-in by Scrutiny?	<input 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:	
Are there implications for equality and diversity?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

1. Purpose of this report

- 1.1 To provide the Committee with an overview of the £500,000 development funding scheme for the Creative New Deal pledge and to seek input to the schemes further development.

2. Information

Background

- 1.1 As outlined in item 6 on this agenda, one of the West Yorkshire Mayoral Pledges is to “Lead a Creative New Deal to ensure our creative industries are part of our broader recovery strategy”. In order to support the development of this pledge, the Combined Authority in June committed £500,000 from its Single Investment Fund to support scheme development relating to culture and creative industries. In particular, at their July meeting, the Combined Authority further committed to use £190,000 of this funding will be used to fund the Beyond Bronte’s programme continuation for 2021/22 (see item 8 for further detail).
- 1.2 Over the summer, officers of the Combined Authority have worked to progress a proposal of how this funding could best be utilised to support development

and delivery of activities to support the cultural and creative industries across West Yorkshire as the region emerges from the Covid-19 pandemic, drawing on the work as part of the West Yorkshire Economic Recovery Plan proposition on Culture and Creative Industries, developed in partnership with culture leads of the five West Yorkshire local authorities.

- 1.3 It is intended that this funding will build capacity and expertise to support the further development of regional activity as part of the Creative New Deal, and provide a clear evidence base for future investments. Further funding will be required to meet the scale of these ambitions for future investments, and this work will enable a robust business case to be developed to secure further delivery.

The Creative New Deal development proposal

- 1.4 This initial proposal has concentrated on two strands of activity to build this capacity and expertise around the Creative New Deal, however the view of the Committee is invited on how to best prioritise this development funding.

STRAND ONE: BOOSTING CAPACITY TO DELIVER A CREATIVE NEW DEAL

- 1.5 Progression and piloting of Creative New Deal activity boosting delivery through the existing Creative Catalyst programme. Within this a range of options are being considered for funding:
- 1.6 **Skills Mapping Research:** understanding the future skills needs of the creative and cultural industries to adapt to new ways of providing services and tailored packages of support where there are identifiable gaps.
- 1.7 **Beyond Brontes Programme funding:** (see item 8)

Additional Business Support through the Creative Catalyst: funding will be available to pilot innovative approaches to supporting businesses in the sector. These will shape future interventions delivered through the Creative Catalyst.

Creative Co-ops is one of these interventions, which will look at supporting creative industries businesses with a co-operative model – working with The Co-operative to build Creative Co-ops. This needs scoping to determine a funding and delivery model to maximise the help which can be offered to creative industries businesses. Owned and controlled by their members, co-operative initiatives exist to serve the needs of local communities and creating Creative Co-ops will support boosting the creative and cultural sector in West Yorkshire.

- 1.8 The scheme will explore the use of **Langthwaite Enterprise Zone** for creative industry purposes as part of early scoping conversations.

STRAND TWO: TOWN OF CULTURE

- 1.9 Progressing the concept of a **town of culture** award, a new initiative for West Yorkshire to promote culture in our different places, based on best practice within the region and from elsewhere.
- 1.10 Developing the concept of a **theatre without walls** to maximise the collective potential and access to theatre in the region. This could build on the success of similar initiatives such as the National Theatre of Scotland, which promote talent pipelines as well as breaking down barriers for individuals to engage with theatre across communities. This will include a Yorkshire Youth Theatre to act as a talent pipeline for this project.
- 1.11 The funding will also be utilised to provide partial funding for the new **Culture Policy Manager** lead post at the Combined Authority, who will have responsibility for the delivery of this scheme once recruited.

Anticipated outcomes

- 1.12 Precise monitoring frameworks and key benefits will be developed for each of the strands of work as it is progressed. However, at a headline level, it is proposed that the funding will lead to the following outcomes:
- To enhance the reputation of West Yorkshire as the leading region for culture, media and sport.
 - More capacity for delivery in the Combined Authority including partial funding of a new Policy Manager post to manage the work
 - Direct benefit to businesses in the creative and cultural sector through enhanced support from the Creative Catalyst, an existing scheme designed to support the growth of the creative industries sector across Leeds City Region.
 - Support for young people from diverse backgrounds to access training and work experience in the Screen Industries
 - Capacity building and leverage for future funding opportunities, including to attract investment for the film studio of the North
 - Robust evidence to support next steps of delivery
 - A strong evidence base and platform to deliver scope of mayoral pledge and Economic Recovery Plan ambitions.

Next steps

- 1.13 The Combined Authority delegated decision point 2 approval to the Finance, Resources and Corporate Committee, alongside the agreement in principle for the funding, in June 2021, and subsequent agreement in principle for the Beyond Brontes funding in July 2021. The Finance, Resources and Corporate Committee did not take place in October and therefore approval was sought instead from October's Combined Authority meeting, for which approval was given.

- 1.14 As this formal approval has now been received, the scheme can begin delivery against the identified actions following the discussion of the Committee on priority areas for action. Elements to be delivered by external partners will be procured using the Combined Authority's Procurement processes following approval of the funding. Internal delivery will be managed predominantly by the Creative Catalyst Programme, with the recruitment for a Culture lead providing a policy and development resource once completed.

3. Tackling the Climate Emergency Implications

- 3.1 In delivering the Creative New Deal, it will be critical to ensure that any support makes a positive contribution to Tackling the Climate Emergency. It is therefore expected that any activity developed as part of this pledge will demonstrate a positive impact on tackling the climate emergency.

4. Inclusive Growth Implications

- 4.1 In delivering the Creative New Deal, specific focus will be given to the importance of community culture, arts and sport not just in economic terms but also in their contribution to positive health and wellbeing. Ensuring also that the creative industries sector provides high quality employment opportunities for individuals will be considered, and should form part of any developed skills audit work.

5. Equality and Diversity Implications

- 5.1 Equality Impact Assessments will be undertaken as part of scheme development for the Creative New Deal pledge to ensure that as schemes progress through Assurance Framework equality, diversity and inclusion is given due regard. This will also ensure that engagement takes place prior to commencement of delivery, and involve engagement with potential end user beneficiaries from underrepresented groups.
- 5.2 The Beyond Brontes programme (see more at Item 8 on the agenda), demonstrates how this approach is being implemented in practice.

6. Financial Implications

- 6.1 There are no financial implications directly arising from this report. Further development of initiatives under the Creative New Deal will require funding approval in line with the Combined Authority's assurance processes.

7. Legal Implications

- 7.1 There are no legal implications directly arising from this report.

8. Staffing Implications

8.1 There are no staffing implications directly arising from this report.

9. External Consultees

9.1 No external consultations have been undertaken.

10. Recommendations

10.1 That the Committee notes the overview provided of the £500,000 development funding scheme for the Creative New Deal pledge and provides input to direct the schemes further development.

11. Background Documents

None.

12. Appendices

None.

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Report to: Culture, Arts and Creative Industries Committee

Date: 4 November 2021

Subject: **Creative Catalyst**

Director: Brian Archer, Director of Economic Services

Author: Becky Collier, Programme Manager – Creative Catalyst

Is this a key decision?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is the decision eligible for call-in by Scrutiny?	<input 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:	
Are there implications for equality and diversity?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

1. Purpose of this report

- 1.1 To provide an update on the Creative Catalyst programme for the first meeting of the Culture, Arts and Creative Industries Committee.

2. Information

Indielab West Yorks: Creative Catalyst Accelerator

- 2.1 The Creative Catalyst aims to bring together the creative industries, collaborating with key stakeholders and working together with partners to strengthen and grow the sector in West Yorkshire.

The biggest strand of activity in the programme is the Creative Catalyst Accelerator and Indielab are the successful contractor who will deliver this. They will work with 30 businesses over the next two years in the screen content industries (TV, Post-Production, Film, VFX, Animation and Games) to boost business growth and productivity, promote ambitious creative ideas and enhance understanding of investment, distribution, and innovation.

The Accelerator will be delivered to two cohorts; a TV pathway and a Games pathway, to ensure they receive bespoke training in their areas. Applications opened on 19th October 2021 and delivery will start in January 2022. Screen content businesses can apply at the link below (see Appendix 12.1).

Beyond Brontës: The Mayor's Screen Diversity Programme

- 2.2 Established in 2019, Beyond Brontës is run by Screen Yorkshire and aims to address under representation within the screen industries, by breaking down the perceived and actual barriers that can prevent young people from diverse backgrounds starting and establishing careers within the industry. Applicants are offered a bespoke training package which involves industry masterclasses, CV and interview workshops, mentorships, one-to-one support, and detailed careers information.

At the July Combined Authority, Beyond Brontës continuation funding of £190k was granted to enable the programme to run for another year – this funding forms part of the Mayor's £500k Creative New Deal Fund where a number of activities have been developed and endorsed through the West Yorkshire Economic Recovery Plan with support of the Economic Recovery Board. Final approval for the Beyond Brontës continuation funding was sought at the October Combined Authority on 22nd October and delivery will begin in January 2022.

The Combined Authority is the lead partner and a Grant Funding Agreement has been put in place with Bradford Council who will claim the funds from the Combined Authority and manage the contract with Screen Yorkshire, and Screen Yorkshire who will deliver the programme.

Specific outputs have been developed which form part of the Grant Funding Agreement and include targets around; Equality, Diversity and Inclusion; even distribution of targeting of participants to take part in the programme from across the five West Yorkshire districts; regular tracking and progress reporting on the above including participants who successfully complete the programme and; where possible, conversion of these into employment or further training.

A change of name has been agreed with Mayor Brabin and Screen Yorkshire, which will now be known as; Beyond Brontës: The Mayor's Screen Diversity Programme. This will provide greater meaning to the programme's aims and objectives around equality, diversity and inclusion and supports Mayor Brabin's Creative Industries pledge.

The eligible age has been increased from 18-24 to 18-30. This rationale aligns with Mayor Brabin's pledge of creating 1,000 well paid, skilled jobs for young people aged under 30 and will provide opportunities for those slightly older who might be looking for a career change or who have not followed the standard route (school, university, graduate-level job), facilitating a 'second start' and encouraging diversity in the screen content industries. It allows for a

better proportion of ‘converts’ from other industries and offers employers access to a wider range of experience such as life skills.

Export support

- 2.3 The Export programme is the next strand of activity in the Creative Catalyst and will deliver a package of measures to support Leeds City Region’s creative industries, creating global opportunities for these businesses, helping them to explore and expand their international opportunities and boost their work in overseas markets.

The primary target audience will be screen content businesses with the broader creative industries including culture and the arts being taken into consideration, depending on the need.

The brief has been put out to tender which closes on 5th November 2021 and the launch of the programme is planned to be week commencing 22nd November.

Mentoring

- 2.4 Not yet in delivery, the next strand of activity will be a comprehensive peer-to-peer mentoring programme across the creative industries and will be launched in early 2022. This will allow for knowledge transfer between creative talent and an opportunity to increase chances of business growth by increasing ambitious ideas.

3. Tackling the Climate Emergency Implications

- 3.1 There are no climate emergency implications directly arising from this report.

4. Inclusive Growth Implications

- 4.1 Inclusive Growth commitments form part of the Grant Funding Agreement for the Beyond Brontës: The Mayor's Screen Diversity Programme and the following are written in as target measures to be tracked, monitored and reported on, to the Combined Authority through the contract management framework in place. These include;
- Alignment to relevant Employment and Skills programmes – The programme will actively seek referrals from Local Authority Employment Hubs and opportunities to align to adult training programmes to further enhance opportunities for interns.
 - Alignment to Kickstart – The programme will engage harder to reach participants, by looking to incorporate Kickstart into cohort 2 once the scheme has been embedded.

5. Equality and Diversity Implications

- 5.1 Equality, Diversity and Inclusion impact measures have been developed to form part of the Grant Funding Agreement for the Beyond Brontës: The Mayor's Screen Diversity Programme and are written in as target measures to be tracked, monitored and reported on, to the Combined Authority through the contract management framework in place. These include targeting participants from disadvantaged groups, to include the following under-represented groups for each cohort (specific target numbers have been developed for each of these):

- gender;
- ethnicity
- disability; and
- social class

Recruitment of participants will also be from across all five West Yorkshire districts to ensure an even spread and specific target numbers have been developed to ensure all five districts are targeted more fairly – to reach the wider demographic within these areas when considering Equality, Diversity and Inclusion measures.

6. Financial Implications

- 6.1 There are no financial implications directly arising from this report.

7. Legal Implications

- 7.1 There are no legal implications directly arising from this report.

8. Staffing Implications

- 8.1 There are no staffing implications directly arising from this report.

9. External Consultees

- 9.1 Consultation with partners and key stakeholders in the screen content industries and wider creative industries has been undertaken for the upcoming Export support strand of activity. Including Screen Yorkshire, Pact, Game Republic, UKIE (The Association for UK Interactive Entertainment), DIT (Department for International Trade), Innovate UK, Arts Council England, Bradford UNESCO City of Film, Channel 4, the universities via Connected Campus (part of Screen Yorkshire), Northern Ballet, independent production companies.

10. Recommendations

- 10.1 That the Culture, Arts and Creative Industries Committee notes and comments on the progress made to date on the delivery of the Creative Catalyst programme activity.

11. Background Documents

11.1 None.

12. Appendices

12.1 Indielab West Yorks – Creative Catalyst Accelerator. Screen content businesses should apply here; <https://www.weareindielab.co.uk/west-yorks>.

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