

Section A: Scheme Summary

Name of Scheme:	Creative New Deal
Location of Scheme:	West Yorkshire
Lead Organisation:	West Yorkshire Combined Authority
Applicable Funding Stream(s) – Grant or Loan:	Single Investment Fund to enable progress to be made against some of the Mayor's pledges - Grant
Combined Authority approvals to date:	<p>On 24 June 2021, the Combined Authority agreed £2,600,000 in principle, from the Combined Authority's Single Investment Fund, to fund four schemes to enable progress to be made against some of the Mayor's pledges.</p> <p>As part of this, £500,000 was agreed in principle to support scheme development relating to the creative industries, which has since become known as the Creative New Deal scheme.</p> <p>Combined Authority also gave approval to delegate to the Finance, Resources and Corporate Committee the approval to pass through Decision Point 2 (Strategic Outline Case).</p> <p>Additionally on 29 July 2021 the Combined Authority approved that £190k from the £500k of SIF funding which was previously provisionally allocated to support scheme development relating to culture and creative industries and lead a creative new deal, is to be used to fund the Beyond Bronte's programme, subject to Assurance Framework approvals.</p>
Forecasted Completion Date (Decision Point 5):	22 October 2023
Total Scheme Cost for the preferred way forward (£):	£500,000
WYCA Funding (£):	£500,000
Total other public sector investment (£):	n/a
Total other private sector investment (£):	n/a

Is this a standalone Project?	Yes although the scheme is part of the package of Combined Authority's Economic Recovery Plan interventions.
Is this a Programme?	Yes
Is this Project part of an agreed Programme?	Not formally part of a Programme but linked to the Economic Recovery Plan Programme of activities.

This scheme will 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. Funding will build capacity and expertise to support businesses and communities across West Yorkshire to make sure that people from diverse backgrounds are able to participate in and benefit from the creative industries. The package of proposed activity will ensure that the Mayor's pledge for a Creative New Deal can be delivered as a prioritisation of a key objective of the Economic Recovery Plan. Further funding will be required to meet the scale of these ambitions, and this work will enable a robust business case to be developed to secure further delivery.

Three strands of activity will be supported:

Strand one: boosting capacity to deliver a creative new deal including a continuation of the Beyond Brontes programme, an existing scheme which aims to address under representation within the screen industries, by breaking down the perceived and actual barriers that can prevent young people (aged 18-24) from diverse backgrounds starting and establishing careers within the industry.

Strand two: progress the concept of a town of culture award, a new initiative for West Yorkshire to promote culture, and for developing the concept of a theatre without walls to maximise the collective potential and access to theatre in the region.

Supporting the creative and cultural industries is a relatively new area of work for the Combined Authority and is a key Mayoral priority. To ensure that this work maximises the opportunities of the sector, scoping and development activity is required. The activity outlined above will lead to:

- More capacity for delivery in the Combined Authority
- Direct benefit to businesses in the creative and cultural sector through enhanced support from the Creative Catalyst
- 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
- 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 including a town of culture award concept

These activities have been developed and endorsed through the West Yorkshire Economic Recovery Plan with support of the Economic Recovery Board. Launching a Creative New Deal is one of ten pledges outlined by the Mayor. Provisional approval for the funds was given by the Combined Authority on 24 June with further indicative approval in relation to the Beyond Brontes programme received at the July Combined Authority meeting.

Strategic Case

The programme will support the development of the Mayor's pledge for a Creative New Deal for West Yorkshire, laying the foundations to deliver key elements of the West Yorkshire Economic Recovery Plan.

The proposed areas of activity will draw upon strong working relationships between Local Authorities and the Combined Authority. Despite recognition of the vital role that culture and the creative industries can play to boost the economy and drive inclusive growth, there is currently a lack of capacity and relevant expertise to deliver on these objectives, this funding will begin to address those gaps.

Economic Case

This proposed programme of activity has been developed with partners from across the region, most notably culture leads from local authorities. Indicative support for the programme was granted by the Combined Authority in June 2021 with further clarification in July 2021.

Three options have been identified:

Option 1: Do nothing There would be no improvement in the challenges and barriers outlined in B1. With limited funding in the region, gaps in provision will remain and there will be no increase in support for the Creative and Cultural Industries. Key areas of the organisation's Economic Recovery Plan and a Mayoral pledge will not be delivered.

Option 2: Focus on only one area of activity, this would not realise the full scale of ambition for the Region and unlock the potential benefits of the Creative and Cultural Industries.

Option 3: Deliver a suite of programmes that support the development of a Creative New Deal and deliver on cultural propositions developed through the Economic Recovery Plan.

The preferred option is option three, to deliver the full suite of activities.

Commercial Case

The work developed through this programme will lay the foundation and provide the evidence for access to further funding. This is likely to include Combined Authority funding through the gainshare element of the Single Investment Fund but will also support evidence to make the case to Government for additional funding alongside leverage from the private sector and national funding such as UK Shared Prosperity Fund.

The following services will be required:

- Skills Audit
- Night-time economy research (connected to the development of a Night Czar role as part of the pledge to put women and girls at the heart of the Mayor's policing plan)
- Creative Catalyst capacity funding to deliver range of support and programme development to be agreed by Arts, Culture and Creative Industries Committee
- Policy Lead for culture part funded post
- Beyond Bronte programme delivery
- Town of Culture brand and action plan

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 by the Creative Catalyst Programme, an existing scheme designed to support the growth of the creative industries sector across Leeds City Region.

Financial Case

The funding for this scheme has been approved in principle by the Combined Authority to address capacity and expertise gaps in the delivery of Mayoral Pledge on a Creative New Deal, and key propositions set out in the Economic Recovery Plan. To fully realise the ambitious plans, additional

funding will need to be leveraged, and this will be achieved through the enhanced evidence base generated through this work.

The scheme will cost £500,000 which is sought from the Combined Authority's 2020-21 gainshare allocation within the Single Investment Fund.

Management Case

The proposed schemes have been developed in consultation with a range of partners across the region, most notably cultural leads in each District, and the Economic Recovery Board. An indicative proposal for the funding was approved by the Combined Authority in June 2021 and further enhanced in July 2021.

Delivery will be overseen by internal staff, contracted delivery partners, including a Policy Lead for Culture whose post will be part funded by this funding. The newly formed Arts, Culture and Creative Industries Governance Committee will provide strategic oversight and guidance for programme delivery.