

Report to: Culture, Arts and Creative Industries Committee

Date: 4 November 2021

Subject: **Creative New Deal**

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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 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.