

Report to: Culture, Arts and Creative Industries Committee

Date: 4 November 2021

Subject: **Creative Catalyst**

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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 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>.