

Report to: Culture, Arts and Creative Industries Committee

Date: 18 January 2022

Subject: **Creative Catalyst – Mentoring Scheme**

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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 context for a discussion about the Mentoring Scheme, to gain a steer from the Committee in advance of the programme being scoped out for delivery in June 2022.
- 1.2 To provide an update on the other elements of the Creative Catalyst programme which are in delivery.

2. Information

Mentoring Scheme

- 2.1 The ambition of the Mentoring Scheme is to increase the career progression of individuals through a comprehensive peer-to-peer mentoring programme across the creative industries, supporting talent to progress in the sector in West Yorkshire. Allowing for knowledge transfer between creative talent and providing an opportunity to increase chances of business growth by increasing ambitious ideas.

- 2.2 The Mentoring Scheme will have a strong focus on inclusivity and supporting under-represented groups to have more access into the creative industries sector. A robust marketing strategy and campaign will be delivered to ensure targeting of these groups, actively seeking referrals from Local Authority Employment Hubs, job centres and local partners and networks.

Next steps

The proposed outline of the scheme is:

- To upskill mid-managers to higher skilled positions through mentoring, help increase the diversity of the workforce and upskill rising stars and decision makers within creative businesses
- To recruit mentors & mentees to enrol onto the programme and provide a pre-determined number of hours of contact time for them over 1 year of delivery
- To assist those from under-represented backgrounds to seek support from relevant figures to support their career entry/progression
- There could be an additional opportunity to feed industry knowledge into West Yorkshire education institutions, to assist in making courses relevant and students work-ready

2.3 **Views of the Committee are therefore welcomed to help shape the Mentoring Scheme, with the following points offered for discussion:**

- Are there any areas the Committee consider are missing from the proposed scheme? (See above bullets)
- Which groups and individuals should the support be aimed at? I.e., recruit individuals from across the wider creative industries, including:
 - Creative Content – film, television, post-production, music, immersive technology, VFX, animation, games;
 - Experiences Sector – museums, attractions, theatre, ballet, culture, art, performing arts
 - Sport
- How can duplication of other mentoring initiatives in the region be avoided, to ensure the most value is gained from the programme (considering other mentoring initiatives in the creative industries)?

Indielab West Yorks: Creative Catalyst Accelerator

- 2.4 As mentioned at the last Committee, Indielab are the contractor delivering the Creative Catalyst Accelerator. They will work with 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.

- 2.5 Shortlisting for participants from the screen content industries was completed in December, as follows:
- 39 applications in total, from these 26 shortlisted

- 15 for the TV Accelerator
 - 11 for the Gaming Accelerator
- 2.6 Participant businesses were identified through a robust marketing campaign which included open days for potential applicants, advertising in relevant press and social media including targeting diverse communities via local community outreach networks to enable recruitment of diverse content creators with particular focus on social inclusion, BAME groups, female-led businesses and founders and company directors with disabilities.
- 2.7 Applications were received from businesses across the five West Yorkshire districts with almost all areas represented in the final cohort, with a natural uplift in areas with a higher number of screen content and gaming businesses. Delivery is due to begin in February with an in-person (restrictions allowing) launch in Leeds on Thursday 3rd February – venue to be confirmed.

Beyond Brontës: The Mayor's Screen Diversity Programme

- 2.8 With the Grant Funding Agreement now in place between the Combined Authority and Bradford Council who are leading on the delivery with Screen Yorkshire, specific targets have been developed as part of the agreement, for Screen Yorkshire to deliver on.
- 2.9 These include; Equality, Diversity and Inclusion and recruitment from disadvantaged groups (gender, ethnicity, disability and social class), recruitment of participants across the 5 West Yorkshire districts, retention of participants who complete the programme, progress of participants and conversion onto further training / apprenticeships / work placements / employment, as well as alignment to relevant Employment and Skills and Kickstart programmes.
- 2.10 Recruitment took place in the autumn and specifically targeted disadvantaged groups as outlined in 2.9, with the programme actively seeking referrals from Local Authority Employment Hubs, liaising with local partners and job centres. Delivery for cohort 1 is due to begin in January and participants have been shortlisted as follows:
- 155 applications (almost 5 times over-subscribed)
 - 34 shortlisted and offered places
 - District split and gender/ethnicity/disability/social class numbers largely all hit above the targets set, as follows (targets in brackets);

District split:

- Bradford - 9 (7)
- Calderdale - 3 (4)
- Kirklees- 8 (6)
- Leeds - 8 (10)
- Wakefield - 6 (5)

Gender Identity:

- Men - 11 (17)

- Women - 20 (15)
- Non-Binary - 3 (no target set)

Ethnicity:

- BAME - 18 (13)

Disability:

- Yes - 13 (5)

Social class/disadvantage:

- Not upper class/don't know/prefer not to say - 28 (21)

Export support

- 2.11 The tender went out in November 2021, calling for export support for the screen content industries to help them create an export strategy, identify key international markets and connect with relevant trade and in-market events to connect with international buyers. Initial responses were however lacking in screen content expertise and wider export knowledge; therefore, a non-award was issued and the tender was re-issued. Subsequent responses have been scored and are in review, with a contract looking to be finalised in January. Delivery will begin in March and marketing and recruitment of participant businesses will have a particular focus on targeting those from under-represented groups by engaging in local networks and with local partners.

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 In line with our region's focus on inclusive growth, the Creative Catalyst works with regional stakeholders and partners to ensure that these benefits and opportunities are accessible for young people, SME businesses, and diverse communities.

- 4.2 Inclusive Growth commitments form part of the Grant Funding Agreement for the Beyond Brontës programme including alignment to relevant Employment and Skills and Kickstart programmes. The Mentoring Scheme will also have inclusive growth commitments embedded in to improve skills and employment opportunities for local and disadvantaged people and increase training and development opportunities in the workplace.

5. Equality and Diversity Implications

- 5.1 Equality, Diversity and Inclusion impact measures have been developed to provide outputs against each of the above programmes, ensuring proactive engagement with our disadvantaged communities and providing positive future progression:

- Mentoring – the scheme will assist those from under-represented backgrounds to seek support from relevant figures to support their career entry/progression. Helping to increase the diversity of the workforce and upskill rising stars within creative businesses. These individuals will be tracked with pathway choices following the completion of the programme.
- Creative Catalyst Accelerator – the programme targeted disadvantaged groups through the recruitment phase, with the aim being to ensure the screen content industries makes steps to become more permeable for individuals from diverse backgrounds, promoting screen diversity. The programme enabled recruitment of diverse content creators with a particular focus on social inclusion, BAME (Black, Asian and minority ethnic) groups, female-led businesses and founders and company directors with disabilities. The recruited cohorts are being tracked with outputs around employment and turnover increase within the participant businesses, in turn measuring the progression of individuals in these participant businesses.
- Beyond Brontës – impact measures have been developed to form part of the Grant Funding Agreement with Bradford Council and Screen Yorkshire, written in as target measures to be tracked, monitored and reported on, to Bradford Council and the Combined Authority through the contract management framework in place. Including targeting participants from disadvantaged groups; gender, ethnicity, disability and social class – see 2.9. Participants will be monitored to help them progress onto further pathways including employment in the screen content industries and/or progression onto further training.
- Export – applications will be activity sought from companies founded by people from under-represented groups in the sector, including but not limited to; female-led companies, companies founded by BAME talent, companies founded by people with disabilities, with a minimum target of 50% of places to be awarded to companies from these groups. Measuring how disadvantaged clusters of individuals from diverse backgrounds have been targeted, included and developed as a result.

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 is being undertaken for the Mentoring Scheme.

10. Recommendations

10.1 That the Committee notes the information provided and discusses areas of focus for the development and shaping of the Mentoring scheme, and notes the progress made to date on the delivery of the other elements of activity of the Creative Catalyst programme.

11. Background Documents

11.1 None.

12. Appendices

12.1 None.