

Report to: Culture, Heritage and Sport Committee

Date: 21 July 2022

Subject: **Creative Catalyst – update**

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 checked="" type="checkbox"/> Yes <input 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 schemes in delivery and development which form part of the Creative Catalyst programme.

2. Information

The Creative Catalyst is a sector development scheme, its core aim to support the growth of the creative industries, collaborating with key stakeholders and working with partners to strengthen and bring the sector together in West Yorkshire. The scheme was developed following Channel 4's relocation to Leeds and its broadcaster commitment to increase commissioning in the Nations and Regions. The following schemes have been developed under the Creative Catalyst, to support the region's businesses to grow and thrive.

Indielab West Yorks: Creative Accelerator

- 2.1. Delivery began in January 2022 and runs to March 2023, supporting 26 businesses in the Screen Industries (TV and gaming). The first 6 months of in-person workshops and intensive training has finished, with key speakers and sessions including; pitching to investors, understanding broadcasters, leadership and financial planning, and much more. The second phase of delivery will focus on coaching and networking.

2.2. The following outputs have been developed to monitor the growth of the businesses engaged on the scheme:

- Number of hours of training and support delivered to each participating business – minimum intervention of 80 hours of intensive training delivered across the programme, plus an additional 100 hours of support
- Skills and knowledge assessments of individuals from companies taking part in the programme, at the start and end of the intensive training programme
- Employment increase within the Participant Businesses (this will consider freelance contracts and also focus on good quality/high-skilled jobs) – 10-15 jobs created in each cohort
- Turnover increase in Participant Businesses - an average of £150k per company across the cohorts
- Number of Participant Businesses supported to achieve new commissions or bring new products to market – 5-10 in each cohort
- Number of new distribution deals secured – 1-2 within 12 months (TV cohort)

Export Labs

2.3. Delivery is due to begin in July 2022 and will run to May 2023, supporting 30 businesses from the wider creative industries including the following 3 cohorts; Screen (TV and gaming), Arts & Culture and Sport. The scheme will support participant businesses to produce an export plan, understand relevant sector exporting issues including licensing, legal issues and Intellectual Property, and create introductions to international buyers.

2.4. The following outputs have been developed to monitor the growth of the businesses engaged on the scheme:

- Number of hours of support to participant businesses (1-to-1 and 1-to-many) – minimum intervention of 40 hours of support delivered across the programme
- Export action plans from all participant businesses that complete the full programme
- Targeted meetings with approx. 5 buyer/publishers/distributors for each participant business
- Evaluation of participation in in-market focused activities (including MIPCOM, 'Meet the TV Distributors' market hall event and Gamescom, as well as any other events participant businesses attend as part of the programme), including content/detail of each activity/event and any outcomes

Mentoring scheme

2.5. This is currently out for tender with the scheme aiming to begin in September 2022 for 6 months of intensive delivery. The ambition of the scheme is to increase the career progression of individuals in mid-career level roles through comprehensive peer-to-peer mentoring across the Screen Industries, supporting talent to progress in the sector in Leeds City Region; allowing for knowledge transfer between creative talent and providing an opportunity to maximise chances of business growth by increasing ambitious ideas. This will

be phase 1 of mentoring focusing specifically on the Screen Industries in order to provide the intensive support needed, with the next phases focusing on Culture & Arts and Sport.

- 2.6. The scheme will utilise the experience of TV, film and gaming professionals to further the careers of the next generation of content makers and is designed to help people stay and thrive in the industry and the region. The structured package of support will include:
- A bespoke and robust diagnostic model and matching process to recruit and select mentors and mentees and determine the mentees' support needs
 - One-to-one support – sessions between mentors and mentees who have been individually matched (as outlined under 'Deliverables')
 - One-to-many support – training sessions, seminars and workshops to help mentees develop key skills on key topics (as detailed under 'Deliverables')
 - Succession Action Plan for each mentee, to include their career progression plan and desired career aspirations
 - Progress reporting against key milestones and review of all mentees' progression and development during the scheme and at the end of the scheme in the final report and Succession Action Plan

Beyond Brontës: The Mayor's Screen Diversity Programme

- 2.7. Beyond Brontës, delivered by Screen Yorkshire, aims to increase diversity in the screen industries, by delivering TV/film production training and work placements to young people aged 18 to 30. The first cohort began in January and finished in the summer, with the second cohort beginning later in the summer and running to November 2022.
- 2.8. The first cohort was 5 times over-subscribed and recruitment specifically targeted disadvantaged groups including gender, ethnicity, disability and social class, as well as district split of participants.

3. Tackling the Climate Emergency Implications

- 3.1. The Creative Catalyst is providing benefits to tackling the climate emergency, with participant businesses' carbon emissions reducing over time, for example in their supply chains via sustainable business models. A key theme across the schemes has a focus on providing a sustainable future.

4. Inclusive Growth Implications

- 4.1. There are inclusive growth implications relating to the Creative Catalyst schemes in delivery. The Accelerator and Export Labs schemes have specific outputs around economic growth including increase in turnover in the participant businesses through a number of targets including increased commissions, distribution deals and content being sold abroad. The Mentoring scheme and Beyond Brontës have direct targets relating to skill development with career tracking of participants and work placements.

5. Equality and Diversity Implications

- 5.1. Equality, Diversity and Inclusion impact measures have been developed to provide outputs against each of the above schemes, ensuring proactive engagement with our disadvantaged communities and providing positive future progression.
- 5.2. For the Accelerator and Export Labs, 50% of places to be awarded to companies from under-represented groups, including but not limited to female-led companies, companies founded by BAME talent and companies founded by people with disabilities.
- 5.3. For the Mentoring scheme, individuals to be recruited through community engagement including Employment Hubs and outreach to ensure equality and diversity targets are met. The scheme will have a strong focus on inclusivity and supporting under-represented groups to have more access to senior roles in the creative industries sector.
- 5.4. For Beyond Brontës, numbers recruited have hit above the equality and diversity targets which were set (see the full report under 'Appendices' which also includes application numbers for cohort 2). These were stipulated in the Grant Funding Agreement between the Combined Authority, Bradford Council and Screen 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 updates on the Creative Catalyst programme.

11. Background Documents

There are no background documents referenced in this report.

12. Appendices

12.1. Appendix 1 – Beyond Brontës report June 2022.