

Report to: Culture, Heritage and Sport Committee

Date: 28 October 2022

Subject: **Creative Catalyst – update**

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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 schemes in delivery and development which form part of the Creative Catalyst programme.

2. Information

- 2.1 The Creative Catalyst is a sector development scheme. Its core aim is 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

- 2.2 The Accelerator has a focus on boosting business growth and productivity, promoting ambitious creative ideas and enhancing understanding of investment, distribution and innovation.
- 2.2 Supporting 26 businesses in the screen industries across 2 cohorts including TV and Games, the scheme is now in the second 6 months of delivery with

coaching and investor readiness workshops. There will be an investor pitching event at the end of November.

- 2.3. The Key Performance Indicator's (KPI's) on the scheme include; turnover increase (average of £150k per participant business); new commissions or products brought to market (5-10 in each cohort); new distribution deals (1-2 within 12 months (TV cohort only)); securing external investment (£1-1.5m across the cohorts), this includes equity investment, and project investment for games.

Indielab Export Labs

- 2.4. Export Labs is delivering a blended, bespoke and intensive export programme. This will help screen content businesses in West Yorkshire generate income revenues from the highly profitable export markets and assist them with exporting their content internationally. The scheme is supporting 30 businesses from the wider creative industries, including screen; TV and Games, and; Arts/Culture.
- 2.5. With delivery beginning in September, the programme is supporting and driving international growth within the region's key creative sectors, to include a package of measures to create global opportunities to help participant businesses expand their international opportunities and boost their work in overseas markets.
- 2.6. The Key Performance Indicator's (KPI's) on the scheme include; delivering an export action plan for each participant business; targeted meetings with approximately 5 buyer/publishers/distributors for each participant business; in-market focused activities including MIPCOM, 'Meet the TV Distributors' market hall event and Gamescom.

Mentoring scheme

- 2.7. The Mentoring 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.
- 2.8. This scheme is due to start in November with the successful delivery partner being announced once the contract has been finalised. It will support 20 individuals working in mid-level roles in the screen industries who are looking to progress to more senior positions and ready for the next stage in their career.

Creative Collectives

- 2.9. The aim of this fund is to provide financial support to creative events, to enhance the vibrancy of the region's creative industries ecosystem, engaging with disadvantaged communities and individuals ensuring the creative sector

makes steps to become more permeable for individuals from diverse backgrounds.

- 2.10. The fund is due to be launched late Autumn and applications are welcomed from community events where support will help disadvantaged communities to grow and networks to develop and thrive across West Yorkshire.
- 2.11. Packages of support will be up to approximately £5,000 per application and a marketing campaign will be launched to promote this once the fund is live. Full details will be shared with Committee Members.

Creative Industries Showcase

- 2.12. The Creative Industries Showcase document contains over 30 case studies, profiling our significant strengths and talent we have in West Yorkshire across the creative industries and showcasing the rich variety of sectors which lie within this.
- 2.13. The aim of the Showcase is to highlight the investment and partnership opportunities of our region's diverse and innovative businesses, organisations and talent, for UK and international audiences.
- 2.14. The Yorkshire launch is planned for late November and will showcase the amazing businesses and organisations we have across West Yorkshire who are part of our creative industries. We would like to welcome over 100 stakeholders to this high profile event with all Committee Members invited. Further details including date, time and location will be confirmed.

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 has direct targets relating to skill development with career tracking of participants and work placements. Creative Collectives will look to grow the creative industries ecosystem, creating opportunities for individuals to progress across the sector through the networks developed and grown through the fund.

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, there is a strong focus on diverse talent to assist those from underrepresented backgrounds to seek support from relevant industry figures to support their career progression. Individuals will be recruited through community engagement including Employment Hubs and outreach to ensure equality and diversity targets are met.
- 5.4. For Creative Collectives, the main aim of the scheme and fund is to engage with disadvantaged communities and individuals to ensure that the creative sector makes steps to become more permeable for individuals from diverse backgrounds and grow the ecosystem.

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 – Link to Creative Industries Showcase.