
Report to: Culture, Heritage and Sport Committee

Date: 26th January 2023

Subject: **Culture, Heritage and Sport - Skills and Business Support delivery**

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Is this a key decision?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Is the decision eligible for call-in by Scrutiny?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Does the report contain confidential or exempt information or appendices?	<input type="checkbox"/> Yes <input 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 type="checkbox"/> Yes <input type="checkbox"/> No

1. Purpose of this Report

- 1.1. The purpose of this report is to provide the Culture, Heritage and Sport committee with an opportunity to input into the development of the Culture, Heritage and Sport Skills and Business Support Delivery Plan.

2. Information

Pipeline updates

Background

- 2.1. The West Yorkshire Culture, Heritage and Sport Framework articulates interventions required to support the Creative Industries, Culture and Sport sectors, and to deliver on the mayoral priority of a Creative New Deal. The Framework covers four themes: People, Place, Skills and Business.
- 2.2. The Skills and Business Delivery Plan proposes a portfolio of interventions to specifically deliver on theme 3: Skills, and theme 4: Business.
- 2.3. Key interventions are based on evidence of market failure, and will:
- i. Support freelancers and microbusinesses in the creative industries to grow and sustain during the cost of doing business crisis

- ii. Increase the diversity of the creative industries workforce
 - iii. Provide opportunities for graduates while meeting the regional demand for skills in the creative industries
 - iv. Enable knowledge-transfer and career development opportunities across the Year of Culture activities taking place in each local authority between 2023-25.
 - v. Increase the sustainability and resilience of culture, sports, and heritage organisations, including CICs, co-operatives and non-profits.
- 2.4. The plan dovetails with existing Combined Authority schemes providing skills training and business support, including Skills Connect, Skills Bootcamp, and Enterprise West Yorkshire, and with current local authority creative industries skills and business support provision.
- 2.5. The programme is currently progressing through the Combined Authority's assurance process, seeking Combined Authority approval for delivery from Summer 2023.
- 2.6. We will look at a range of funding sources for this activity beyond Combined Authority funding. This includes from Heritage Lottery Fund, Arts Council England, Department for Digital, Culture, Media & Sport.

Delivery model

- 2.7. Our proposals will aim to deliver the following strands of activity:
- A. Freelancer and Micro-Business Support: building capacity of existing creative industries freelancer networks in each local authority, to bridge graduates into the network and provide a delivery vehicle for West Yorkshire Combined Authority skills and business support. Support will be modular, with core business modules delivered by Enterprise West Yorkshire, and additional sector-specific modules (music, screen, design, textiles, etc) and region-wide network-building activity procured and tailored according to needs analysis.
 - B. Year of Culture Knowledge Transfer: activities to sharing learnings and opportunities across each of the five West Yorkshire years of culture, cross-pollinate audiences, and provide a talent escalator for creative industries professionals working in production, improve accessibility, events, community engagement, EDI, carbon impact, marcomms and evaluation.
 - C. Creative Catalyst: A further iteration of the Creative Catalyst programme, which includes an accelerator, export strand, and mentoring. Earlier

iterations focused on the screen and games sectors; this iteration will be made available to the wider creative industries.

D. Mayor's Screen Diversity Programme: A further iteration of the programme, which provides training in the screen industries to people from underrepresented backgrounds.

E. (in 'do more' option) Sports and Heritage Support: a programme of activity to build resilience for asset-owning sports and heritage businesses and community groups (including CICs and non-profits), with modules on governance, business planning, revenue diversification, fundraising, volunteer management, carbon impact, EDI and safeguarding.

2.8. Delivery of strands B, C, D, and E will be procured through open tender.

2.9. Strand A will be delivered by making grants to local authorities to build capacity in an existing freelancer network within their local authority area, with core module business support provided by Enterprise West Yorkshire and needs analysis, sector-specific modules, and region-wide network building activities delivered via open tender.

2.10. During preparation of the business case, further consultation will be undertaken with local authorities, sector bodies, the Culture, Heritage and Sport Committee, BAME business and community groups, Higher Education, and freelancer/micro business networks.

3. Tackling the Climate Emergency Implications

3.1. A carbon impact assessment has been conducted during the development of this scheme.

3.2. Most of the activities within the proposed scheme are rated as having no impact or neutral impact. There are opportunities for positive impact to support knowledge-sharing and training on carbon reduction in year of culture activities, and in asset-owning sport and heritage organisations.

4. Inclusive Growth Implications

4.1. The scheme will support inclusive growth by diversifying the creative industries, culture, heritage and sports workforce, providing further opportunities for audience/market development within these communities.

4.2. The scheme will address the 'cost of living and doing business' crisis by enabling freelancers, micro businesses, SMEs and asset owning community groups, to diversify revenue streams and build resilience.

4.3. The scheme will capitalise on the opportunity presented by the Year of Culture activities planned in each local authority between 2023-25, building capacity for the region as a 'creative crucible' and a destination for inward investment.

5. Equality and Diversity Implications

- 5.1. An Equality Impact Assessment has been carried out as part of the scheme development. Protected characteristics, and socio-economic background, will be taken into account when developing each strand of delivery to ensure that they are accessible and inclusive.
- 5.2. There is a recognised lack of diversity within the Creative and Cultural sectors, which have been identified by the DCMS White Paper among the worst industries for social mobility. The creative and cultural sectors are predominantly white in terms of workforce, and so interventions focussed at increasing diversity must focus on increasing access to the sector for those from non-white backgrounds. Recruitment in these sectors is often conducted by word of mouth/informal practices, and this lack of diversity begets further lack of diversity. As such, our interventions will create pathways into the sector for underrepresented communities.
- 5.3. ONS Statistics indicate that the creative and cultural sectors have a workforce that features fewer people with disabilities than the national average. Poor working conditions and pay within the sector have a disproportionate impact on those with disabilities. As such, interventions based on increasing diversity within these sectors must include the removal of barriers to access for those with disabilities. This must also include removing barriers to access within training, business support, and progression to leadership positions.
- 5.4. The tender brief for each strand will include EDI targets, and require an action plan from the delivery partner on how to increase participation from people identified as under-represented in the sector in the EQIA.
- 5.5. The Mayor's Screen Diversity Programme has demonstrated that targeted interventions into skills training within the creative industries which have an EDI agenda front-and-centre can be effective in increasing the representation of women, transgender and non-binary people, ethnic minorities and people from lower social economic backgrounds in the workforce.

6. Financial Implications

- 6.1. Between £1m-£1.5m will be requested for the scheme to be funded from the single investment pot for Investment Priority 6.
- 6.2. Strand B (Year of Culture Knowledge Transfer) will continue until April 2026. The other strands will complete by March 2025. There is currently no funding secured for these activities post March 2025, but we will consider options including sourcing other funds, or allocating further gainshare post April 2025.

7. Legal Implications

- 7.1. If Local Authorities were to manage delivery of the programme in respective districts for Strand A activities, it is proposed that grant agreements will be put

in place between the Combined Authority and Local Authorities to allocate funds.

8. Staffing Implications

8.1. Implications on staffing levels will depend on the final option chosen for progress. More detail on this will be produced in due course.

9. External Consultees

9.1. No external consultations have been undertaken.

10. Recommendations

10.1. That the Committee offers their views on the early development of the programmes outlined in this report.

11. Background Documents

There are no background documents referenced in this report.

12. Appendices

None.