

Report to: Culture, Heritage and Sport Committee

Date: 21 July 2023

Subject: Creative Catalyst – Delivery Update

Director: Phil Witcherley, Director of Inclusive Economy, Skills and Culture

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 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 which form part of the Creative Catalyst programme which are delivering on the Mayor’s Creative New Deal, and to provide an update on the wider skills and business support across Creative Industries, Culture, Heritage and Sport.

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 following schemes to support the region’s creative businesses to grow and thrive have completed delivery.

Indielab West Yorks: Creative Accelerator

- 2.2. The Accelerator, delivered by Indielab, completed delivery in May 2023 and was delivered to 26 businesses from TV and Games, the focus being on boosting business growth and productivity, promoting ambitious creative ideas and enhancing understanding of investment, distribution and innovation.
- 2.3. A final progress report was delivered in March 2023 with the following Key Performance Indicators (KPIs) all being met or exceeded on the scheme:

Key Performance Indicator (KPI)	Target	Result
Number of businesses supported	Target of 30, minimum 20	Achieved – 26 businesses supported
Number of hours of training and support delivered to each participant business	Minimum intervention of 80 hours of intensive training delivered across the programme, plus an additional 100 hours of support	Achieved – 74* delivery hours 103 support hours (*delivery hours were reduced due to impact of Covid-19)
Percentage of places to be awarded to companies from under-represented groups	50% of places awarded to include, but not limited to, female-led companies, companies founded by BAME talent, companies founded by people with disabilities	Exceeded - Female – 39% BAME – 18% Identify as disabled – 9%
Skills and knowledge assessments of individuals from businesses taking part in the programme, at the start and end of the intensive training programme	See narrative in Appendix 1 report, “CREATIVE CATALYST INDIELAB WEST YORKS”	
Employment increase within the participant businesses (this considered freelance contracts and also focused on good quality/high-skilled jobs)	10-15 jobs to be created in each cohort	Exceeded – TV – 84 new jobs Games – 16 new jobs
Turnover increase in participant businesses	An average of £150k per business across the cohorts	Achieved – TV – up to 200k* turnover Games – £150k+* turnover (*average based on submitted surveys – further update with full

		cohort in next annual report)
Number of participant businesses supported to achieve new commissions or bring new products to market	5-10 in each cohort	Achieved – TV – 6 businesses Games – 3 businesses
Number of new distribution deals secured	1-2 within 12 months (TV cohort only)	Exceeded – 3 new distribution deals
Amount of external investment secured	£1-1.5m across the cohorts. This includes equity investment, and project investment for games. These investment deals are still under negotiation	Exceeded – £2m in negotiation (maximum based on submitted surveys – further update with full cohort in next annual report)

- 2.4. Both TV and Games cohorts were surveyed as part of the annual tracking by Indielab, to determine how the programme learning had both materially impacted their business as well as their professional progress as business owners in the creative sector. Please see full report in Appendix 1, “CREATIVE CATALYST INDIELAB WEST YORKS”, for full details.
- 2.5. Participant businesses fed back that they got a lot out of the programme and would welcome more support in the future. True North said, “I’d like to think I’ve grown in confidence to my new role as Creative Director, in part through the Indielab course and the connections I’ve made from taking part in it....we’ve secured new Channel 4 commissions as well as Sky commissions”.
- 2.6. With Rollem Productions stating, “We have secured two script commissions since the Indielab Programme. One has now been turned down but gave us £40k turnover. One project has given us another £40k turnover and if greenlit, would have a budget circa £5m”.

Indielab Export Labs

- 2.7. Export Labs, delivered by Indielab, completed delivery in May 2023 and was delivered to 30 businesses from the wider creative industries, including TV, Games, Arts and Culture. Delivery includes a blended, bespoke and intensive export programme to help businesses generate income revenues from the highly profitable export markets and assist them with exporting their content internationally.
- 2.8. A final progress report was delivered in March 2023 with the following Key Performance Indicators (KPIs) being met on the scheme (see report in Appendix 2, “West Yorks Export Labs Progress Report”, for full details of KPIs):

Key Performance Indicator (KPI)	Target	Result
Number of businesses supported across the TV, Arts & Culture and Games sectors	30 businesses to complete the full programme	Total businesses – 28 (2 businesses enrolled but did not participate – see note in “Risks associated with the delivery of the services” in Appendix 2, “West Yorks Export Labs Progress Report”)
Percentage of places to be awarded to companies from under-represented groups	50% of places to awarded to include, but not limited to, female-led companies, companies founded by BAME talent, companies founded by people with disabilities	Exceeded - Female – 44% BAME – 24% Identify as disabled – 12% (15 businesses, representing 61% of places, awarded to companies from under-represented groups)
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	Exceeded – Every cohort has received at least 45 hours of delivery
Export action plans from participant businesses that complete the full programme	All participant businesses to have a completed export action plan	23 export plans received to date (Indielab has two outstanding export plans which they are continuing to chase and support the businesses to deliver against)
Targeted meetings with buyers/publishers/distributors for each participant business	Please see Appendix 2, “West Yorks Export Labs Progress Report”, for full details of results	

In-market focused activities including MIPCOM, 'Meet the TV Distributors' market hall event and Gamescom	Please see Appendix 2, "West Yorks Export Labs Progress Report", for full details of results
--	--

- 2.9. Overall satisfaction with the programme was high. Indielab surveyed all participant businesses across the three cohorts for direct feedback – an overview of each cohort sector, including direct anecdotal feedback, is outlined in Appendix 2, "West Yorks Export Labs Progress Report".
- 2.10. Bad Reaction Games fed back, "We learnt a lot about different markets and what considerations we need to take when looking to export to other territories".
- 2.11. With Phoenix Dance Theatre saying, "We are in the midst of a strategic review, so the content was incredibly useful, but we're not yet in a position to capitalise on it. Hopefully we will be able to return to the content next year and put the ideas into action." This shows the need for exploration of further export markets across the cohorts.

Mentoring scheme – Next Level

- 2.12. The Mentoring scheme, Next Level, is designed to support individuals/mentees working in mid-level roles in TV production and Games looking to progress to a more senior position in the industry. Screen Yorkshire has been delivering this with Game Republic, recruiting 20 mentees to be matched with industry-expert mentors.
- 2.13. Next Level completed delivery in May 2023, with mentees each creating a career action plan. A full evaluation report, following tracking of mentees and their development and progression, is due to be delivered in August 2023.

Creative Collectives

- 2.14. 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 to ensure the creative sector makes steps to become more permeable for individuals from diverse backgrounds.
- 2.15. The fund is due to be launched in September 2023; applications will be welcomed from community events and projects where support will help disadvantaged communities to grow and networks to develop and thrive across West Yorkshire.
- 2.16. 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 this committee once the fund is launched.

Wider schemes – skills and business

- 2.17. Wider schemes across skills and business support in relation to creative industries and wider culture include:
- 2.18. There are several offers available in the creative space under the Skills Connect (Gainshare) and Skills Bootcamp (DfE-funded) programmes commissioned by the West Yorkshire Combined Authority. The Department for Education has approved additional flexibilities, and there is an intention to utilise 30% of funding outside of the core areas of digital and technical provision to deliver creative and cultural provision, in recognition of the rapid growth of this sector in West Yorkshire.
- 2.19. A procurement exercise is scheduled in July 2023 to procure specific Skills Bootcamps to deliver training within the creative and cultural sector, ready for delivery from September 2023. This will support up to 175 individuals to upskill in the creative and cultural sector and access new employment opportunities.
- 2.20. Delivery is currently underway on a Skills Bootcamp in Virtual and Augmented Reality. This course will support 75 individuals to upskill within Virtual Production, transforming traditional filmmaking methods by combining real-time digital elements with physical production. This is currently being delivered by the Academy of Live Technology and a case study video is currently in production, demonstrating the success of the programme.
- 2.21. The programme is also contributing to the part funding of film production and screenplay writing training on a drama series, with filming due to start in Summer 2023. This is in partnership with Bradford Council.
- 2.22. Officers at the Combined Authority are also working with the Piece Hall in Calderdale to fund training to support individuals to access training in the live events sector, working in partnership with Live Nation and the Piece Hall.
- 2.23. In April 2023, the LEEDS23 WOW Barn project provided skills training for women, girls and non-binary people in construction, arts and crafts, events management and curation (final evaluation report pending).
- 2.24. Delivery is about to commence on the newest iteration of the Mayor's Screen Diversity Programme, helping individuals from disadvantaged backgrounds to access opportunities in the creative and cultural sector, aiming to increase diversity in the screen industries by delivering TV/film production training and work placements to young people aged 18 to 30. Two cohorts are planned, with the first due to start from July 2023.
- 2.25. The Mayor's Screen Diversity Programme 2022 ran successfully with the cohort being 5 times over-subscribed. Recruitment specifically targeted disadvantaged groups including gender, ethnicity, disability and socio-economic background, as well as district split of participants. The programme exceeded all Equality, Diversity and Inclusion (EDI) targets with the following groups supported; 62% women, 38% (over 50% in cohort number 1) BAME, and 43% people with disabilities.

- 2.26. The Combined Authority commissioned the National Literacy Trust to deliver West Yorkshire Poetry Week in March, engaging with 694 primary schools and 195 secondary schools across the region. Resources were delivered across the week through face to face sessions targeted at the schools where pupils face barriers to participation. The aim was to promote engagement with poetry in schools, increase creative literacy and raise aspirations and awareness of pathways to the wider creative industries.
- 2.27. The project includes a region-wide competition to find a Young Poet Laureate, where a winner from both primary (year 4) and secondary (years 9/10) will be West Yorkshire's Young Poet Laureate for a year, shadowing National Poet Laureate Simon Armitage and the Mayor.

Next Steps - You Can Make it Here – Creative Industries skills and business support

- 2.28. You Can Make it Here – Creative Industries skills and business support (YCMIH) is going to approval at the Combined Authority on 27 July. This will provide a bespoke range of skills and business support to address a range of market failures in West Yorkshire's Culture, Heritage and Sport sectors.
- 2.29. Support will be delivered to businesses, residents and higher education leavers, with an aim to diversify and increase the creative industries talent pools. Delivery will target people who have historically missed out on creative and cultural opportunities due to socio-demographic reasons, with a focus on how to make culture, heritage and sport industries, workplaces and events as accessible and inclusive as possible. This programme consists of the following schemes:
- 2.29. Creative Catalyst: will increase the creative exports from the region including products, services, production, and tourism, and increase the diversity in leadership in the creative industries sector.
- 2.30. Events and venue accessibility resource: will make West Yorkshire cultural events and venues more accessible to disabled artists and audiences.
- 2.31. Freelance and micro business support: will provide grants to Local Authorities to fund events, deliver development work, develop EDI characteristics of memberships, engage people from disadvantaged communities and a pipeline of graduates.
- 2.32. Heritage and Sport asset-owning business support pilot: developed in consultation with Historic England, this strand will provide sessions (business support tailored to different business models including non-profits and CICs) on low carbon heating and retrofitting measures.

- 2.33. Mayor's Screen Diversity Programme: will continue to be delivered, with the aim to continue to increase the number of people with protected characteristics working in creative and/or cultural sectors.
- 2.34. Year of Culture Knowledge Transfer and Talent Escalator: will ensure that Year of Culture teams learn from each other and benefit from each other's findings, local knowledge, and insight, by facilitating knowledge-exchange talent escalator sessions for people working on Year of Culture programmes. This will include Local Authority officers, external delivery partners, and freelancers.

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 is 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.
- 4.2. 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.
- 4.3. The Mentoring scheme has 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, the following participation figures have been recorded, highlighting the number of businesses on both programmes looking at ethnicity, gender and disability, as follows:
- BAME (Black, Asian and minority ethnic): 20%
 - Female: 41%
 - Disabled: 13%
- 5.3. Further steps are being taken to increase participation across these impact measures by engaging with the sector and networking groups and recruiting

from across all five West Yorkshire districts to enable maximum uptake from our diverse communities.

- 5.4. 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 have been recruited through community engagement including Employment Hubs and outreach to ensure equality and diversity targets are met.
- 5.5. For Creative Collectives, the main aim of the 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 and the wider skills and business Creative Industries, Culture, Heritage and Sport support.

11. Background Documents

- 11.1. There are no background documents referenced in this report.

12. Appendices

- 12.1. Appendix 1: CREATIVE CATALYST INDIELAB WEST YORKS.
- 12.2. Appendix 2: West Yorks Export Labs Progress Report.