

## Project Overview

Project Title	You Can Make it Here – Creative Industries Skills and Business Support
Main Funding Programme	Gainshare – IP6
Current Forecast Project cost	£1,734,750
Funding Applied for from the Combined Authority now	£1,734,750
Other public sector funding amounts and sources	N/A
Private sector funding amounts and sources	N/A

## Scheme Description

You Can Make it Here – Creative Industries Skills and Business Support (YCMiH) will provide a bespoke range of skills and business support to address market failures in West Yorkshire's culture, heritage and sport sectors.

Support will be delivered to businesses, residents and higher education leavers, and aims diversify and increase the talent pool for creative industries.

The scheme will target people who have historically missed out on creative and cultural opportunities due to socio-demographic reasons. YCMiH has a focus on how to make the culture, heritage and sport industries as accessible and inclusive as possible.

## Business Case Summary

### Strategic Case

You Can Make it Here aligns with the strategic aims of the 5 West Yorkshire Local Authorities and the Combined Authority, as well as other national and local strategies and policies. Key objectives of the programme are to ensure:

- More people have fair, well-paid work in these sectors.
- People in West Yorkshire are confident and supported to found and grow businesses in the creative, heritage, and sports sectors.
- West Yorkshire people from all backgrounds have the skills, opportunities, connections and confidence to build a sustainable career in the culture, creative industries, heritage and sport sectors.
- Freelancers are networked, know where to find help and resources, and are confident about their futures in West Yorkshire.
- Creative industries, heritage, and sports sectors view West Yorkshire as a desirable place to locate.
- Creative industries, heritage, and sports sectors in West Yorkshire nurture talent and create well-paid work.

- The Combined Authority programme team will work with Further Education and Higher Education Institutions on joined-up approaches to meeting the regional demand for skills in the creative industries, heritage and sport sectors, and share lifelong learning opportunities.

The scheme will:

- Increase the number of people working in West Yorkshire's creative industries, heritage and sport sectors, and ensure they reflect the diversity of our communities.
- Increase the number of higher education graduates taking up work in these sectors.
- Increase the number of people with protected characteristics working in these sectors.
- Increase diverse leadership in the creative industries, heritage and sports sectors.
- Increase creative exports from the region including products, services, production and tourism.
- Ensure that major Year of Culture and/or City of Culture initiatives create jobs and will develop skills across the region, creating a sustainable cultural ecosystem.
- A range of different models, including co-operatives, CICs and social enterprises, benefit from the Combined Authority's business support offer.
- Individuals would develop the skills themselves to enable them to host events that have accessibility designed in from the start.

Ensure events and venues will be able to easily procure accessibility services and are more accessible.

#### Economic Case

This scheme will make a significant change in how West Yorkshire supports diversity in the creative, cultural, heritage and sport sectors.

The scheme aims to develop the cultural landscape of the West Yorkshire region and increase economic benefits to the region through cultural and creative means.

Interventions will take place in each of the five Local Authorities in West Yorkshire to ensure each district receives an equal split of support.

#### Commercial Case

Procurements that will be undertaken as part of this scheme will be in line with the Combined Authority's procurement procedures.

#### Financial Case

The total scheme cost is £1,734,750. This will be funded entirely from the Combined Authority's Gainshare fund.

#### Management Case

The scheme will be managed by the West Yorkshire Combined Authority. A governance structure is in place consisting of a Programme Delivery Team, who will manage the programme on a day-to-day basis, with any escalation or change management approvals being the responsibility of the Senior Responsible Officer and, if deemed necessary the Culture, Heritage, and Sport Committee.