



<b>Report to:</b>	Culture, Heritage, and Sport Committee
<b>Date:</b>	27 October 2023
<b>Subject:</b>	<b>Delivery Update</b>
<b>Director:</b>	Felix Kumi-Ampofo, Director, Inclusive Economy, Skills and Culture
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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 This report is intended to provide an update on the **You Can Make it Here** programme and the schemes in delivery which form part of the Mayor's Creative New Deal. The report will also update Members on the wider skills and business support across Creative Industries, Culture, Heritage and Sport.

## 2. Information

### **You Can Make it Here – Creative Industries Skills and Business Support**

- 2.1 You Can Make it Here (YCMIH) was approved at the Combined Authority on 27 July to provide skills and business support to address a range of market failures in West Yorkshire's Culture, Heritage and Sport sectors.
- 2.2 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:

2.3 **November 2023 – March 2025**

Events and venue accessibility resource: will make West Yorkshire cultural events and venues more accessible to disabled artists and audiences.

2.1 **December 2023 – March 2025**

Freelance and micro-business support: will provide grants to creative freelancer / microbusiness networks via Local Authorities, to fund events and CPD training, develop EDI representation of membership, engage a pipeline of HE and FE graduates, and establish models to become more self-sustaining. The activity will also support referrals and localised delivery of a region-wide suite of business and skills training for freelancers and micro-businesses.

2.2 **January 2024 – March 2026**

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 and talent escalator sessions for people working on Year of Culture programmes.

2.6 The CA notes the recent news the Spirit of 2012 awarded funding to Leeds and Bradford for Knowledge Transfer activities, and CA Officers are working with them on how to complement and add value to this work, to enable all the Years of Culture across our region to contribute and share best practice.

2.3 **April 2024 – March 2025**

Creative Catalyst: will build on previous iteration which supported over 50 creative businesses, by increasing the creative exports from the region through business support, international delegations and targeted meet the buyer events, and supporting diverse leaders in the creative industries sector.

2.4 **December 2023 – March 2025**

Create Growth Programme: in September, the CA submitted an application to the DCMS Create Growth Programme. If successful, this will fund a package of business support for high-growth potential creative industries in the region, while developing equity investor networks, and brokering finance opportunities. Our application emphasised the cluster strengths in our region of Screen / Convergent, Games, Music and Textiles. We expect to hear the outcome of the application in late October. The delivery of the business support is currently out to tender, at risk, on the YorTender portal. In the event that the Create Growth Programme funding application is successful, we are considering options to repurpose some Creative Catalyst budget (where aspects of the Create Growth Programme would cause duplication), to support regional sub-sector networks, and to provide additional export opportunities for our CI sector.

2.5 **June 2024 – March 2025**

Heritage and Sport asset-owning business support pilot: this pilot will provide training sessions and resources (tailored to different business models), on fundraising, volunteer engagement, EDI and accessibility, and low carbon heating and retrofitting measures.

2.10 **January 2024 – December 2024**

Mayor's Screen Diversity Programme: is currently in delivery, with two cohorts running throughout 2023. The programme is designed to help 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.

2.11 The programme will continue in 2024, with the aim to continue to increase the number of people with protected characteristics working in creative and/or cultural sectors.

**Wider Schemes – Skills and Business**

2.10 Wider schemes across skills and business support in relation to creative industries and wider culture include:

2.11 **Young Poets Laureate**: the Combined Authority this year ran a region-wide competition to find two Young Poets Laureate. Supported by National Poet Laureate Simon Armitage and the National Literacy Trust, this competition was created as part of the Mayor's mission to boost skills and inspire more young people to explore careers in the creative industries, to discover and celebrate a new generation of creative talent in the region.

2.12 In September, West Yorkshire's first ever 'Young Poets Laureate' were revealed, following this region-wide search. The Mayor and Simon Armitage (England's Poet Laureate) held a masterclass with 16 shortlisted poets at a Masterclass at Bradford Libraries, and then selected Isabelle Walker, currently in Year 10 at Bradford Academy, as the winner in the secondary school category. Her personal poem, entitled Muse, was inspired by her relationship with her mum. In the younger primary school aged category, nine-year-old Alina Brdar, now in Year 5 at Lydgate Junior and Infant School in Batley, won with her heart-warming rhyming poem, Mr Callaghan's Class (see Appendix 2 for the full poems).

2.13 Isabelle and Alina will hold their prestigious titles for a year and are set to inspire people at events across West Yorkshire over the coming months writing poetry commissions, to highlight the power of creativity and the opportunities it can bring. They made their debut at the 50<sup>th</sup> anniversary of the British Library in Leeds on 19<sup>th</sup> September, followed by the opening event for this year's poetry and performance festival, the BBC's Contains Strong Language, in Leeds on 21<sup>st</sup> September. They were officially appointed on 23<sup>rd</sup> September at Leeds Central Library, where they performed and received their awards from the Mayor and Simon Armitage.

- 2.14 Following the success of the West Yorkshire Young Poets Laureate project, the Combined Authority is planning to run a second iteration of the scheme in 2024. This iteration will respond to findings from the evaluation of the pilot, and aims to increase engagement with poetry in schools, increased creative literacy and raised aspirations and awareness of pathways to the wider creative industries.
- 2.15 **Creative Skills Bootcamp:** a procurement exercise has recently been run to procure a specific Skills Bootcamp offer to deliver training within the creative and cultural sector, with the contract due to be awarded in October 2023 and training to commence shortly after. This will support up to 175 individuals to upskill in the creative and cultural sector and access new employment opportunities.
- 2.16 Delivery is also underway on a range of other Skills Bootcamps, including Virtual and Augmented Reality and Live Event Management for graduates, and Live Event Production for the unemployed. This is currently being delivered by the Academy of Live Technology – see Appendix 1 for the case study video highlighting their offer.

### **3. Tackling the Climate Emergency Implications**

- 3.1 The You Can Make it Here schemes are 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 You Can Make It Here supports inclusive growth within the Creative Industries, Culture, Heritage and Sport sectors. Inclusive growth outputs will be measured across each strand of the programme, including turnover of participating businesses, investment, job creation, sustainability, and export revenue.

### **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.
- 5.3 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 Mayor's Screen Diversity Programme, there is a strong focus on diverse talent to assist those from underrepresented backgrounds to seek employment in the screen industries. Individuals have been recruited through community engagement including Employment Hubs and outreach to ensure equality and diversity targets are met.

5.5 The programme ran successfully in 2022, with the cohort being 5 times oversubscribed; 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 the first cohort) BAME, and 43% people with disabilities.

## **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 An RfD is being prepared for the following roles; Contracts Manager, Service Manager, Programme Manager (extending the existing role), and a Secondment for a post-doctoral researcher from the Centre for Cultural Value.

## **9. External Consultees**

9.1 No external consultations have been undertaken.

## **10. Recommendations**

10.1 That the Committee notes the updates on the You Can Make it Here 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:** Skills Bootcamps – Virtual and Augmented Reality and Live Event Management for graduates, and Live Event Production for the unemployed, delivered by the Academy of Live Technology: case study video highlighting their offer [futuregoals.co.uk/learn/free-adult-training-courses/skills-connect-training-courses/digital-courses/skills-bootcamp-in-virtual-production/](https://futuregoals.co.uk/learn/free-adult-training-courses/skills-connect-training-courses/digital-courses/skills-bootcamp-in-virtual-production/).

## 12.2 **Appendix 2:** Young Poets Laureate poems –

- Isabelle Walker, Year 10, Bradford Academy – winner in the secondary school category with her poem, Muse.
- Alina Brdar, Year 5, Lydgate Junior and Infant School in Batley – winner in the primary school category with her poem, Mr Callaghan's Class.