



Report to:	Culture, Heritage and Sport Committee
Date:	26 January 2024
Subject:	Delivery Update
Director:	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. The ambitions and outcomes of this programme will help deliver the Mayor's Creative New Deal, detailed in the Culture, Heritage and Sport Framework (Appendix 1), which was approved by Committee in Autumn 2022. This programme particularly focuses on delivering the Skills and Business themes in the Framework. The other two themes are People and Place.
- 1.2 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 schemes

Events and venue accessibility resource (November 2023 – March 2025)

- 2.1 We Are Unlimited, a disabled-led organisation based in Wakefield, is the successful delivery partner. The scheme will support West Yorkshire cultural events and venues to become more accessible to disabled artists and audiences. Delivery is underway with

recruitment of a Place Based Manager for the scheme, and planning for training dates/venues is in progress.

- 2.2 The scheme is being officially launched in January/February with training, finance (in the form of grants) and services becoming live. As soon as this is live, details will be shared with Members including how organisations can apply for any of the support.

Freelance and micro-business support (December 2023 – March 2025)

- 2.3 This scheme will deliver a region-wide suite of business and skills training for creative industries freelancers and micro-businesses. The tender for this closed in January and bids are currently being scored. The successful service provider will work closely with creative freelancer / microbusiness networks in each Local Authority to support referrals from these.
- 2.4 Another element under this scheme is to invest in each of the five creative freelancer / micro-business networks in each Local Authority, to enable them to diversify their membership by developing Equality, Diversity and Inclusion (EDI) representation and engaging a pipeline of HE and FE graduates, establishing models to become more self-sustaining. Grant support will be delivered between 2024 and 2026, across two financial years.

Create Growth Programme (December 2023 – March 2025)

- 2.5 In October 2023, the CA was successful in securing funding for the DCMS Create Growth Programme, to 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 support is focussed on the cluster sector strengths in our region of Screen / Convergent, Games, Music and Textiles and the successful business support delivery partner is developing a marketing campaign and referral system to recruit businesses onto the programme. Further details of how businesses can apply for the support will continued to be shared with Members.

Year of Culture Knowledge Transfer (January 2024 – March 2026)

- 2.6 This will support Year of Culture teams to share knowledge and learn from each other, benefitting from each other's findings, local knowledge, and insight, by facilitating knowledge exchange sessions for people currently working on, or who have been working on, Year of Culture programmes.
- 2.7 With the Spirit of 2012 funded support to Leeds and Bradford for knowledge transfer activities, 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.

Mayor's Screen Diversity Programme (January 2024 – December 2024)

- 2.8 Designed to help young people aged 18-30 from disadvantaged backgrounds to access opportunities in TV/film production through training and work placements, this support is aimed at increasing diversity in the screen sector. Following two successful cohorts being delivered in 2023, the programme is continuing in 2024.

Creative Catalyst –
Export Accelerator and Music Sector Capacity and Export (April 2024 – October 2025)

- 2.9 These two strands will build on Creative Catalyst’s previous iteration, to support creative industries businesses in the region to diversify revenue, grow new audiences, develop new business models and increase exports. The Export Accelerator strand will include an Export Grant Scheme to support creative industries businesses to attend international trade delegations and expos.
- 2.10 The Music Sector Capacity and Export strand will build capacity in the West Yorkshire music sector by convening music industry professionals in the region to support knowledge sharing activities, identify sector needs, priorities and opportunities to support sector growth, and by raising awareness of funding, career and business development opportunities within the regional music sector, and signposting to resources. This scheme will also look to attract national music sector activity into the region (conferences and sector events), and represent West Yorkshire at music trade and international expo events.

Heritage and Sport asset-owning business support pilot (June 2024 – March 2025)

- 2.11 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.

Wider Schemes – Heritage and Culture

British Library North

- 2.12 At the Combined Authority meeting on 29 July 2021, approval was granted for the Strategic Outline Case (SOC) for the British Library North project, including an indicative approval of £25.000 million (to be funded through the CA’s devolution deal) and approval of £5.350 million development costs to progress the scheme to decision point 3 (outline business case).
- 2.13 The project is extremely complex and since SOC approval, partners – including the British Library, Leeds City Council, the Combined Authority, and CEG (as owner of Temple Works, the indicative location for the project) – have been working hard to determine the best route to safely access the building to undertake the necessary feasibility work and surveys.



- 2.14 As a result, the project milestones are currently beyond the time tolerances approved in July 2021. A detailed update will be provided at the March meeting of the Culture, Heritage and Sport Committee, including in due course a Change Request to update the time tolerances, and potentially a request to update the criteria for the previously approved development funding.

Young Poets Laureate

- 2.15 Following the success of last year's region-wide competition to find two Young Poets Laureate, supported by National Poet Laureate Simon Armitage, the CA is running a second iteration of the project in 2024. This iteration is responding 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.
- 2.16 This is due to go out to tender in early 2024 to find a delivery partner to continue this great work.

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 You Can Make it Here schemes, ensuring proactive engagement with our disadvantaged communities and providing positive future progression.
- 5.2 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.
- 5.3 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.

- 5.4 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 EDI targets with the following groups supported; 62% women, 38% (over 50% in the first cohort) BAME, and 43% people with disabilities. EDI data from the 2023 programme is currently being compiled.

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 was prepared in Autumn 2023 for the following roles; Contracts Manager, Lead Programme Performance Officer, Programme Manager (extending the existing role), and a Secondment for a post-doctoral researcher from the Centre for Cultural Value.
- 8.2 The first two roles are currently being recruited for and we hope to have them in post as soon as possible, to support the You Can Make it Here schemes (Contracts Manager) and the Create Growth Programme (Lead Programme Performance Officer).

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.
- 10.2 That the Committee shares the Create Growth Programme opportunity in their networks, once details have been shared with Members.

11. Background Documents

There are no background documents referenced in this report.

12. Appendices

12.1 Appenix 1 – Culture, Heritage and Sport Framework [Culture, Heritage and Sport Framework](#).