



Report to:	Culture, Heritage and Sport Committee
Date:	29 November 2024
Subject:	One Creative North Update
Director:	Felix Kumi-Ampofo, Director Inclusive Economy, Skills & 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 the report does contain exempt information, what is the reason for exemption: <i>(indicate in the adjacent box the relevant paragraph of Schedule 12A, Local Government Act 1972, Part 1 – see Access to Information Rules)</i>	

1. Purpose of this Report

- 1.1 This report gives an update on One Creative North.

2. Recommendations

- 2.1 The Committee notes the update and provides any steer it deems appropriate.

3. Information

Context

- 3.1 The Mayor announced Jude Kelly CBE as Chair of One Creative North, for a six-month scoping exercise, at the Mayors and Leaders' Summit in York on 4 September 2024. Jude will be hosted by WYCA with administrative support from the BBC.
- 3.2 One Creative North sprung from research by the Royal Society of Arts, Creative Industries Policy and Evidence Centre, and Arts Council England into creative clusters and corridors. The resulting report was presented on 24 October 2024, with a discussion between the Mayor and RSA CEO Andy Haldane with Shanaz Gulzar (Creative Director,

Bradford 2025), Tom Adeyoola (Tech entrepreneur and Channel 4 Non Exec Director) and Mayor Andy Burnham.

- 3.3 Nearly 70% of the Creative Industries (CI) GVA is currently generated in London and the South East. If CI in the North were operating at the same level it would contribute an additional £10bn to the GVA and create half a million new jobs.
- 3.4 One Creative North is pan-regional from Liverpool to Hull, Sheffield to Newcastle upon Tyne. The North is complex but there are three pillars that would benefit every place and sector: investment/finance, connectivity and skills.
- 3.5 In spring 2025, Jude Kelly will share findings from the scoping exercise, which will speak to WYCA's Local Growth Plan and Central Government's Industrial Strategy, including:
 - defining geography, context and ambition for OCN through dialogue and championing;
 - establishing an evidence and data centre comprising PEC, BBC, CAs and others
 - options for an investment/finance vehicle - external expertise will be required to scope this;
 - proposed mechanism, governance and lines of communication for OCN from spring '25;
 - articulating how this is a model for ways of working across North
 - case studies of successful joined-up approaches eg Northern Screen Alliance
 - what success will look like.

4. Risks and Mitigations

- 4.1 There are no risks directly arising from this report.

5. Tackling the Climate Emergency Implications

- 5.1 There are no climate emergency implications directly arising from this report

6. Inclusive Growth Implications

- 6.1 One Creative North is directly designed to realise the potential of the Creative Industries, aligned with WYCA's Local Growth Plan and Central Government's Industrial Strategy.

7. Equity and Diversity Implications

- 7.1 There are no Equity and Diversity Implications directly arising from this report though a key intention of One Creative North is to enable greater equity in access to Creative Industry careers and to retain talent in the region.



8. Financial Implications

- 8.1 It is anticipated that a proportion of funds available to CHS will be invested to leverage significantly greater support from private and public sector including partnership contributions from other signatories to the initiative.

9. Legal Implications

- 9.1 There are no legal implications directly arising from this report.

10. External Consultees

- 10.1 No external consultations have been undertaken in the preparation of this report.

11. Background Documents

- 11.1 Creative corridors: Connecting clusters to unleash potential.

[Creative Corridors Report October 2024](#)

12. Appendices

None