



Report to:	Culture, Heritage and Sport Committee
Date:	29 November 2024
Subject:	Delivery Update
Director:	Felix Kumi-Ampofo, Director, Inclusive Economy, Skills & Culture
Author:	Becky Collier, Creative Industries Program Manager

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 provides an update on the ‘You Can Make It Here’ programme. 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.

2. Recommendations

- 2.1 That the Committee notes the updates on the ‘You Can Make It Here’ programme and provides any steer it deems necessary.

3. Information

You Can Make It Here – Creative Industries Skills and Business Support Schemes

Events and Venue Accessibility Resource (November 2023 – June 2025)

- 3.1 We Are Unlimited, a disabled-led organisation based in Wakefield, is delivering the scheme to support West Yorkshire cultural events and venues to become more



accessible to disabled artists and audiences. Delivery is midway, with the following three areas of focus:

- **Accessibility training sessions** – all 25 training sessions (and one pilot session) have now been delivered across (between March and August 2024). In total, 372 bookings were made by 242 people, with 174 attending (47% attendance rate). Including the pilot session at the beginning of delivery, 189 attendees (against a target of 50) received face-to-face training.
- **Advice and guidance** – 27 organisations and individuals have attended advice and guidance sessions since the beginning of the programme. These have been offered via drop-in sessions and one-to-one bookable slots each month and will continue to run through the Autumn and Winter 2024 (with a final target to reach 50 organisations and individuals by the end of the period). Key themes in advice and guidance sessions have mirrored the most frequently asked questions from training sessions, and the most common topics are also being addressed via a set of new, responsive online resources. These will be available on Unlimited's website in late 2024.
- **Micro-capital grant fund** – supporting capital adjustments and equipment purchases that increase the accessibility and inclusion for disabled artists and audiences, Unlimited has granted £58,039.87 to support 8 capital projects across West Yorkshire to increase accessibility. The expression of interest phase attracted 64 applications, 63 of which were eligible, and these expressions of interests totalled £477, 014.10, meaning that the opportunity was 795% oversubscribed.

3.2 Further information about the three areas above, including signing up to the advice and guidance sessions, can be found on the [We Are Unlimited](#) website.

Create Growth Programme (January 2024 – March 2025)

3.3 Funded by DCMS, with partnership from Innovate UK, the Create Growth Programme offers intensive skills development for creative industry businesses to help them to navigate the complex landscape of investment, and private and business finance. Support includes bespoke in-person workshops, one-to-one mentoring and coaching from industry leaders, business diagnostics and pitch development. The programme also seeks to enhance the investor capacity in the Region, engaging with investors, angel networks, brokers and finance providers to establish clear pathways to funding. Support is focussed on regional sector strengths including TV/Film, Convergent Screen Technologies, Textiles, Music and Gaming.

3.4 The programme is being delivered in West Yorkshire by Creative UK. 46 businesses (against a target of 40) have onboarded, with workshops running from June 2024 to March 2025, across two cohorts. Workshop topics include marketing, IP protection, identifying your customer base, strategic networking, and exports. The programme is

now midway through delivery, and plans are in place to host an investor dinner in Leeds on 3 December 2024 and the West Yorkshire programme showcase / closeout event in Bradford on 3 February 2025.

WYCREATE – Freelance and Micro-Business Support (March 2024 – March 2025)

- 3.5 Delivered by Fifth Sector, [WYCREATE](#) is a region-wide suite of business and skills training for creative industries freelancers, microbusinesses and graduates. The training sessions and masterclasses are split into two phases, with phase 1 running October – December 2024, and phase 2 running January – March 2025. Individuals can sign up for the training at the website above and Fifth Sector is tasked with engaging 200 freelancers/microbusinesses/graduates to complete the training.
- 3.6 In addition to the training delivered by Fifth Sector, the Combined Authority has issued grants to the creative industries freelancer networks in each Local Authority, to enable them to build capacity, 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 is being delivered between 2024 and 2026, across two financial years and the first grant has been administered with delivery of the outputs for 24/25 underway. The networks are working closely with Fifth Sector to signpost their members onto the training, to fulfil any skills needs they have.

Young Poets Laureate 2024 (May 2024 – July 2025)

- 3.7 Having commissioned the National Literacy Trust to run a second year of the Young Poets Laureate competition, a competition across West Yorkshire to find a primary and secondary Young Poets Laureate working closely with National Poets Laureate Simon Armitage, delivery is underway with the following activity planned across the programme:
- West Yorkshire Poetry Week (September – October 2024)
 - Young Poets Laureate Competition (October 2024 – January 2025)
 - Young Poets Laureate Mentoring (February – July 2025)
- 3.8 West Yorkshire Poetry Week, which aimed to inspire young people with poetry and writing and to think about careers in writing and creative industries, was a huge success with the following things delivered across the week:
- 167 schools across West Yorkshire signed up for Poetry Week (against a target of 200)
 - Forty in-person school visits by professional poets reached 6,000 students two live events were broadcast from primary and secondary schools, reaching 180 students in total, including:
 - A Creative Careers Kick-off event on Monday 30 September, for both primary and secondary schools

- A wrap-up event on Friday 4 October, with special guests talking about their creative careers
- The 'Big Yellow School Stories Bus' had 100 students on-board, doubling the number of students expected, at various times across the week, who took part in lots of activities including poetry slams

3.9 The Young Poets Laureate Competition is now live with entries open to until the end of December. Find out more about the competition here - [West Yorkshire Young Poet Laureate Programme and Poetry Week | National Literacy Trust](#).

Mayor's Screen Diversity Programme (June 2024 – March 2025)

3.10 Designed to help people aged 19+ 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. Delivery is underway, with Screen Yorkshire supporting 80 participants (the target set being 80) with behind the camera training. Twenty of these individuals have been selected to do two-week paid work placements with local TV/film production companies, which has been enabled through additional funding for these.

The Mayor's Script Diversity Scheme (August 2024 – March 2025)

3.11 Delivered by Screen Yorkshire, this pilot is supporting 10 diverse screen writers to develop scripts set in the region, providing an opportunity for writers to benefit from online masterclasses with established writers, commissioners and industry experts to offer insights, guidance and signposting. Participants will be introduced to drama commissioners and initiatives such as BBC Writers Room, and there will be a networking event at the end of the programme in March 2025. Recruitment is due to begin in November, with a strong focus on EDI, and delivery will start in January 2025.

Music Network (August 2024 – March 2026)

3.12 Following a competitive tender process, Leeds Conservatoire has been commissioned to work in collaboration with Come Play With Me and CREATE Britain, to deliver the West Yorkshire Music Network – [WYMN](#).

3.13 WYMN aims to bring together everyone in the region's music industry, from creative organisations and freelancers to venues and communities, connecting them with opportunities and the chance to steer the direction of support that its members need. Launched in September 2024, the regional network is a central hub for music industry professionals to share knowledge and insight, create opportunities and collaborate.

3.14 The Network will also support knowledge-sharing activities, identify sector needs, priorities and opportunities to support sector growth, and raise awareness of funding, career and business development opportunities within the regional music sector, signposting members to resources. The network will look to attract national music sector

activity into the region with conferences and sector events and represents West Yorkshire at music trade and international expo events.

3.15 Recruitment to 2 WYMN roles, Network Manager and Network Coordinator, in currently underway, and the following in-person events have been scheduled throughout the month:

- Launch event: Trades Club, Hebden Bridge, Calderdale (13 November 2024)
- Live at Leeds in the City event, Leeds, with freelancer podcast 101 Part Time Jobs (16 November 2024)
- Presence at Association of Independent Musicians' SYNC primer event at Tileyard North, Wakefield (26 November 2024)

Export Accelerator (September 2024 – March 2026)

3.16 Full Circle Management has been commissioned to deliver this programme, with delivery due to start in January 2025.

3.17 The Export Accelerator will support a minimum of thirty creative industries businesses in the region by providing intensive training and support to businesses looking to supercharge their export growth and enhance their resilience, including supporting them with training to diversify revenue, develop new business models, grow new overseas markets as well as domestic out-of-region markets, and increase exports. Support is focussed on the cluster sector strengths in the region including Gaming, TV/Film, Textiles, Convergent Screen Technologies and Music.

3.18 The Accelerator includes an Export Grant Scheme, to support a minimum of 15 creative industries businesses to attend international trade delegations and expos, as well as domestic trade delegations/shows/expos/industry showcases.

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

3.19 RMR Ltd is the successful delivery partner working with The Hub, procured in early September by the Combined Authority through a competitive tender process.

3.20 Supporting Year of Culture teams (Local Authority and external delivery partners) to share knowledge and develop best practice, RMR Ltd/The Hub delivered the first session in September, which brought Local Authority Culture Leads and Year of Culture Delivery Leads together to share insights – these included critical success factors, challenges experienced, and lessons that can be applied to future delivery of large-scale cultural events. The activity, with further sessions planned, is contributing to a manual of best practice that will support delivery teams when proposing or coordinating future large-scale cultural events.

Heritage and Sport Business Support Pilot (October 2024 – August 2025)

- 3.21 The Heritage support pilot has been commissioned and will be delivered by Heritage Trust Network, with the Sports support pilot being delivered by a partnership bid led by Third Sector Leaders (Kirklees), consisting of Community Action Bradford and District (Bradford), NOVA (Wakefield), Voluntary Action Leeds (Leeds), and Voluntary and Community (Calderdale).
- 3.22 These two pilots will provide training sessions and resources (tailored to different models which include CICs and charities), on a variety of themes, including; bid writing and fundraising, volunteer engagement, EDI and accessibility, volunteer recruitment and sustainability. A second component complementing the sessions is the provision of 1-1 practical bid-writing/fundraising support for a smaller cohort of heritage/sport organisations.
- 3.23 The overall aim of the pilots is to increase sector resilience, encourage inclusive practices, encourage better health and wellbeing outcomes and strengthen opportunities for growth within the region's heritage and sport sectors.

4. Risks and Mitigations

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

5. Tackling the Climate Emergency Implications

- 5.1 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.

6. Inclusive Growth Implications

- 6.1 '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.

7. Equity and Diversity Implications

- 7.1 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.
- 7.2 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.



7.3 The following EDI targets are included as a minimum in all areas of delivery, with diversity of individuals/business founders to identify with one of the following characteristics:

- Female 40%
- Global majority 20%
- With a disability 10%

With 25% of individuals being from the most deprived decile in the Index of Multiple Deprivation (IMD).

8. Financial Implications

8.1 There are no financial implications directly arising from this report.

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 There are no background documents referenced in this report.

12. Appendices

- Appendix 1 – Culture, Heritage and Sport Framework