



CULTURAL INDUSTRIES: SECTOR GROWTH & SUSTAINABILITY

THE VISION

The Sector Growth and Sustainability Framework is a guide to Tees Valley Combined Authority's investment approach to supporting the development and acceleration of a cultural and creative cluster in the Tees Valley throughout the lifetime of its Growth Programme for the Creative & Visitor Economies (2022 – 2026). The Vision below looks further into the future, setting the scale of ambition and aspiration which will drive programme delivery and ensure that sustainability and long-term change are a core focus in decision-making.

In 2032, the Tees Valley is a region celebrated for its creativity and thriving cultural landscape and its leadership as an environmentally conscious destination for the 21st century. The spirit of innovation, entrepreneurship and discovery that has been in the fabric of the place for generations is embodied today through its diverse and inspiring creative and visitor economies. This is the region that connected and built the world – its creative and enterprising responses to social and infrastructural challenges led to the birth of the modern passenger railway and the mass production of steel which has created iconic structures across the globe. Its commitment to socially inspired innovation is as evident today in its cultural and creative industries as it ever was. Building on the strong foundations laid by internationally recognised cultural organisations

including ARC, Theatre Hullabaloo, MIMA, SIRF and Festival of Thrift, in 2032 the Tees Valley continues to grow its creative economy through the work of cultural organisations which are deeply rooted in place and highly connected to, inspired by, and relevant to local communities. Financially and socially accessible cultural provision animates places, large and small, across the region, with locally made work representing a diversity of local stories and creating exportable content, as well as opportunities for participation and engagement closer to home. A high quality, nationally recognised offer of annual, home-grown festivals brings communities together and attracts audiences from far and wide, with visitors staying longer in the region and using their festival visit as an anchor point for greater adventures. As the nation's efforts towards greater environmental

sustainability have accelerated, the Tees Valley has been at the forefront of green transition, with cultural and creative industries deploying skills and influence to support change.

The Tees Valley's creative and cultural workforce is thriving, connected and supported. There are clear talent pipelines and career pathways from entry level through to leadership – this is a great place to be creative.

Commercially, the Tees Valley's creative economy is in a strong, nationally competitive position. The 2021 MOU with the BBC proved to be a critical accelerator for the growth of screen industries in the region. The Northern Studios in Hartlepool was the first element of core infrastructure to embed this high-performing sector in the region and, since its opening in 2022, the work achieved through the North

East Screen Industries Partnership and Tees Valley stakeholders has built a critical mass of talent and capability which has enabled Tees Valley to stand out from the crowd as a nurturing, well-resourced, ambitious and forward-looking hub of creative and digital talent.

From wide-reaching community programmes and cultural venues which inspire people of all generations across the complex geography of the region; to the commercially astute and trend-setting capabilities of locally based digital and screen businesses; to the vibrant, ambitious and magnetic regional festivals and events, the Tees Valley's creative and visitor economies are a fundamental part of decision-making for those who choose to live, work, invest in and visit the area, at all stages of life.



HEADLINE OBJECTIVES

Impactful achievement of the following objectives will be critical to Tees Valley Combined Authority's decision-making regarding opportunities for investment:

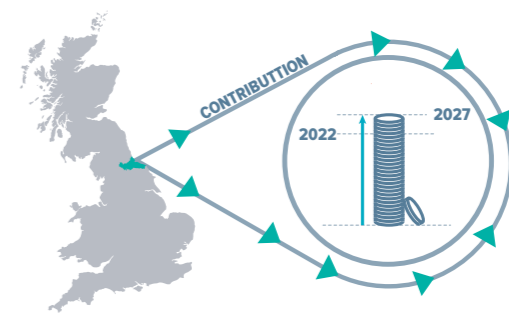
- **Cluster development:** Creating the conditions in which the sector can thrive by building a critical mass of talent, networks and ideas, thereby growing a mature and sustainable creative ecosystem which reaches wider and more impactfully, locally, nationally and internationally.
- **Place development:** Growing and developing the creative and cultural cluster to catalyse transformation of the quality, animation, proposition and experience of place, thereby improving perceptions of the Tees Valley as a vibrant and authentic destination to live, study, work, and visit.
- **Knowledge transfer within and between sectors:** Using the inherent creativity of the sector as a catalyst for innovation and collaboration, including with other targeted sector clusters within the region.
- **Diversity:** Increasing the diversity of the workforce to ensure that creative outputs and opportunities of the sector are more relevant, representative and accessible to a wider range of audiences and consumers across the Tees Valley and beyond.
- **Accessibility and inclusivity:** Ensuring the Tees Valley's cultural and destination offer is exemplary in its accessibility and inclusivity.
- **Environmental responsibility:** Growing the Tees Valley's creative and visitor economies through environmentally conscious development and investment, influencing audiences and contributing to the region's Net Zero objectives.



HEADLINE TARGETS



Contribution to **3,000** net additional jobs in the sector and wider supply chain

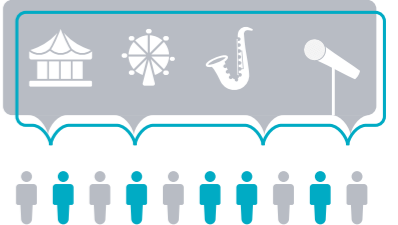


Contribution to 5% (1,000,000) growth in net visitor numbers by 2027

Increased investment into the Tees Valley by national cultural / creative 'arm's length bodies' by 100%



Support the Tees Valley's Creative & Cultural Industries to leverage 1% of overall funding from major trusts and foundations

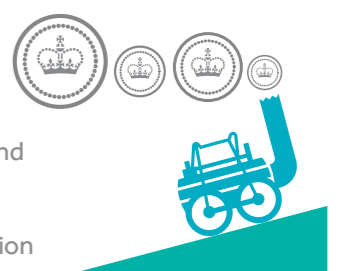


Establishment of new national partnerships

£10.4m leverage of BBC investment into the region, contributing to £40m economic impact of screen industries development



Increase in number of, and uplift to, Arts Council National Portfolio Organisations in the region



Generation of **£179m** GVA in the region



Increased diversity in workforce representation and leadership

STRATEGIC INVESTMENT PRIORITIES

OBJECTIVE

Providing dynamic, versatile and accessible support for sector businesses to support cluster formation and development.

MECHANISM FOR INTERVENTION

- ▶ **Challenge Funds** to address specific sector needs, challenges and opportunities
- ▶ **Open calls** with quarterly decision points
- ▶ **TVCA-led intervention**, e.g. direct procurement of services

INVESTMENT WILL PRIORITISE PROJECTS WHICH:

- ▶ Strengthens business models
- ▶ Fosters collaboration and connectivity
- ▶ Increases regional cultural and creative export
- ▶ Grows reach & relevance to the Tees Valley's communities, growing consumer demand
- ▶ Develops, attracts and retains skills and talent
- ▶ Grows diversity and representation in the workforce and resulting programmes
- ▶ Improves environmental impacts and demonstrates sustainable leadership
- ▶ are 'varifocal' in design: strategically relevant to Tees Valley as a region whilst being locally deliverable and nuanced
- ▶ Music, Visual Arts and Festivals have been identified as priority subsectors in Year 1. See Baseline Report

INVESTMENT PATHWAYS

There are three routes to investment:

1. TEST & EXPLORE:

Support for consortia and / or businesses to develop their ideas for working differently

- ▶ Grants of < £10k. Match not necessary but encouraged
- ▶ Other business support

2. MOBILISE:

Support for businesses to make strategic step-changes to their business models

- ▶ Grants of < £150k. Match essential
- ▶ Loans
- ▶ Other business support

SCALE-UP:

Support for businesses to grow, extend their activity and grow in reach and relevance

- ▶ Grants of < £500k. Match essential
- ▶ Loans
- ▶ Other business support

INVESTMENT CRITERIA

- ▶ Evidence of need
- ▶ Clear concept and sense of what success looks like
- ▶ Track record
- ▶ Demonstrable potential to respond to programme objectives
- ▶ Costed methodology
- ▶ Completed R&D
- ▶ Evidence of need / market demand
- ▶ Clear plan for sustainability
- ▶ Track record
- ▶ Demonstrable potential to respond to programme objectives
- ▶ Costed methodology
- ▶ Strong track record
- ▶ Significant step-change (for which there is proof of concept) which creates jobs, grows engagement, delivers tangible social / economic benefits
- ▶ Evidence of need / market demand
- ▶ Demonstrable potential to respond to programme objectives
- ▶ Costed methodology

CONFIRMED MAJOR PROJECT:

Establishing Tees Valley as a core driver of the North East Screen Industries cluster

- ▶ Investment in North East Screen Industries Development Programme
- ▶ Partnership-working with Tees Valley Local Authorities, Further Education and Higher Education bodies to create the conditions for sector growth and consolidate Tees Valley Combined Authorities investment in the Northern Studios

- ▶ Work in partnership with wider North East Combined Authorities and Further / Higher Education providers to achieve shared outcomes
- ▶ Support the scale-up of a regional screen agency
- ▶ Support programme development which combines financial investment with access to business support and advice

- ▶ Provide multi-year support to enable step-changes
- ▶ Leverage increased investment from external partners
- ▶ Work with Tees Valley Local Authorities to ensure that the Tees Valley is a 'filming friendly' destination
- ▶ Invest in a new North East Production Fund to incentivise and secure production in the region which creates opportunities for skills development, local supply chains and regional spend

EVALUATION & UNDERSTANDING IMPACT

Tees Valley Combined Authority will undertake monitoring and evaluation throughout the delivery of its Growth Programme for the Creative & Visitor Economies. Recipients of TVCA funds and interventions will be required to engage with relevant monitoring and evaluation processes and procedures. Wherever possible, reflections and evidence of outcomes and impacts will be shared with parties receiving investment with a view to supporting development and advocacy.



www.teesvalley-ca.gov.uk
info@teesvalley-ca.gov.uk

   @TeesValleyCA

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MAYOR**