



# TEES VALLEY

## About TVCA & the Growth Programme

For the Creative & Visitor Economies



## Who we are

Tees Valley Combined Authority (TVCA) is a partnership of five local authorities; Darlington, Hartlepool, Middlesbrough, Redcar & Cleveland and Stockton-on-Tees, working closely with the Business Board, wider business community and other partners to make local decisions to support the growth of our economy.

On the 4th May 2017, the people of the Tees Valley elected their first Tees Valley Mayor, Ben Houchen, who chairs the Combined Authority and was re-elected in 2021.

### Our purpose

Our purpose is to drive **economic growth and job creation** in the area.

### Why we do it

We want Tees Valley to be a great place to live, work, study, visit and invest in.

## Why does TVCA invest in the creative and cultural industries sector?

A thriving cultural landscape helps to create places that attract and retain people, businesses, and business leaders. Businesses in the cultural and creative industries are an important contributor to the Tees Valley's future competitiveness, attractiveness, influence, and economic growth.



## Overview of TVCA's Growth Programme for the Creative & Visitor Economies

Tees Valley Combined Authority's Growth Programme for the Creative & Visitor Economies will invest £20.5million through interventions targeted to enhance the region's cultural, creative and hospitality sectors, and its destination marketing operations. It will stimulate and support the sustainable development of the region's creative and visitor sector and help boost the Tees Valley's creative and cultural offering, supporting long-term economic and social prosperity.

The Festival Collectives Challenge Fund responds directly to the Festival and Events Framework and the following strategic investment priorities

- Supporting the sustainable development and growth of regionally distinctive, high-growth potential, indigenous Tees Valley festivals and the businesses that deliver them
- Identifying and stimulating responses to gaps / opportunities in the annual festivals offer in order to support visitor economy growth and engage with priority markets
- Recognising the value and importance of volunteers to the region's events and festivals infrastructure and developing regional models which promote advocacy, skills development and civic pride
- Attracting high-profile existing event brands to accelerate visitor economy growth, raise the profile of the region and transform external perceptions
- Ensuring accessibility is designed into festival and event plans
- Ensuring environmental consciousness and leadership is developed and implemented
- Growing diversity and representation of practitioners and communities with protected characteristics.

You can read more about the Growth Programme and the investment frameworks [here](#).



# TVCA CREATIVE PLACE APPROACH

**TVCA has a strategic, region-wide remit and position and is strongly networked across the region and beyond in all business sectors. This enables us to be a powerful convenor to support collaboration, knowledge sharing and partnership working.**

TVCA's Creative Place team isn't an invisible investor / funder - we work in partnership with the people, organisations and businesses we support. This partnership approach ensures that the Creative Place team is embedded in the sector and responsive to its needs.

The people, organisations and businesses TVCA supports can take advantage of the resources, intelligence and partnerships held within TVCA. This approach aims to ensure TVCA invests in projects which are well connected and embedded across the Tees Valley and learning and knowledge is widely shared.

TVCA's approach to investment is made with consideration of the most effective way of achieving our purpose – to drive economic growth and job creation. Therefore, our investments in the cultural sector will support organisations in making step-changes and help create conditions for the sector to thrive, rather than the content of creative projects.



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VALLEY**