

**NORTH
OF TYNE**
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**COMBINED  
AUTHORITY**

# **NORTH OF TYNE CULTURE & CREATIVE ZONES PROSPECTUS**



# INTRODUCTION



**The culture and creative sector is a key part of the future economy in the North of Tyne. Our vision for 2030 is to be renowned across the UK and globally as an exemplar for culture and creative-led inclusive growth. Our culture and creative industries will be at the heart of driving North East economic growth and productivity, enhancing quality of life, wellbeing and opportunity for our people and communities.**

To achieve this vision the Combined Authority has an ambitious programme of investment including £3.25m for the Culture and Creative Investment Programme delivered in partnership with Creative England, an ambitious regional events programme which will see over £2.8m invested in new and existing home-grown events, over £1.5m for innovation and product development in the tourism industry and £1.25m for sector skills. This prospectus, inviting proposals from our Local Authority partners for Culture & Creative Zones, is the next step of that journey.

## Why Zones? Why Now?

Taking inspiration from other UK and international cities we believe Zones represent a culmination and focal point for our other sector support work bringing together the right mix of advice, guidance and expertise with the ambitious and progressive thinking of our regions creative and cultural businesses and organisations. Each Zone will be authentic to the challenges and opportunities of its locality and as such will be built from bottom up with Local Authorities and the sector working together to co-produce action plans for 5-year pilot projects. By investing in the sector at a place level we believe this will ensure that no matter what part of the region a business or creative professional is in they have access to the networks and support to ensure they thrive, creating much needed employment and spending power in our communities.

Culture and Creative Zones present an opportunity to think about the longer-term needs of the sector including on workspace, talent and skills development and business growth. But we also recognise that in a post-Covid world the size, shape, look and feel of our town and city centres will be different than before as the pandemic accelerated the changes already on-going. Through a stronger cultural and creative sector and a more established and visible presence we believe Zones can be part of a reimagined future for our places, creating more space to produce, showcase and celebrate the world-class cultural offer of our region that will create jobs, encourage more people to visit and stay longer and act as beacon attracting more companies to relocate, more students to attend our universities and more investment in our people and our place.



Our existing Culture and Creative Investment Programme and the Culture and Creative Zones provide a real opportunity to support inclusive economic growth in the North of Tyne. We are now inviting our Local Authorities to work with freelancers, businesses and cultural organisations from the sector to develop three Culture and Creative Zone proposals and I look forward to seeing these exciting proposals develop.



**Cllr Glen Sanderson**

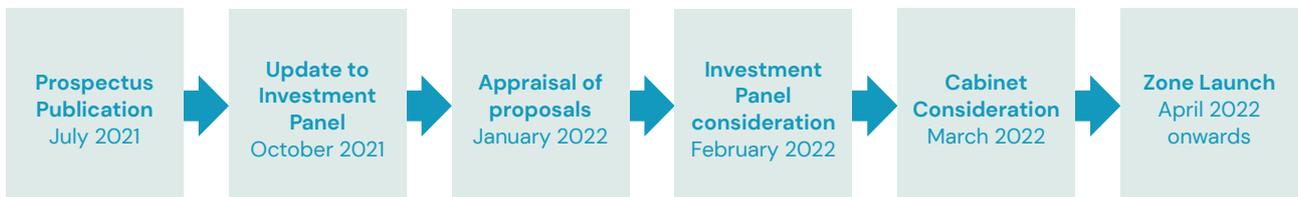
Portfolio Holder for Culture, Creative and Rural

# TIMELINE



|                                                   |                    |
|---------------------------------------------------|--------------------|
| Prospectus publication                            | July 2021          |
| Co-development of three zone proposals            | July–December 2021 |
| Outline Position NTCA Investment Panel            | October 2021       |
| Appraisal of proposals                            | January 2022       |
| Final proposals NTCA Investment Panel             | February 2022      |
| NTCA Cabinet Consideration of Full Business Cases | March 2022         |
| Zones Launch                                      | April 2022 onwards |

## Co-development of North of Tyne Culture and Creative Zone proposals



# WHAT ARE CULTURAL AND CREATIVE ZONES?



**A Culture and Creative Zone is a place-based approach to investing in the development, sustainability and growth of the culture and creative sector.**

The ambition is to establish the North of Tyne as a Culture and Creative Enterprise Area, putting in place one of the most supportive and attractive environments in the country for creative and cultural businesses and people to locate, start-up, grow, and flourish.

The North of Tyne Culture and Creative Zones will provide an environment in which the recovery, sustainability and future growth of the sector can be nurtured, maintaining and building on the positive momentum created by the North of Tyne Culture and Creative Investment Programme.

The Zones will help provide stability and continuity for the sector, focusing on building commercial confidence and resilience in a post Covid-19 environment whilst over time positioning the area as a key location of growth for the culture and creative sector. They will also complement other support for, and investments in the sector, including the DCMS Cultural Development Fund, among others.

There are existing and emerging clusters within the North of Tyne which this zones programme will seek to support through a range of interventions and we are inviting our local authorities to work with the sector and broader stakeholders in each of their areas to establish models of sector clustering which may include co-location, digital networks or a combination of both.

The North of Tyne Combined Authority will work with Local Authorities to co-produce fully costed proposals in consultation with the sector and other stakeholders. The proposals should be a representation of the collective priorities, ambitions, and challenges to be addressed in each locality and therefore this prospectus does not seek to be prescriptive however there are several areas which business cases must focus on. These include:

- 1. Sustainability:** Zones must have financial sustainability considered from the beginning, business cases must investigate the on-going revenue requirements for each Zone and develop proposals which seek to deliver financial self-sufficiency within five years of a Zone's launch. Business cases must provide a clear explanation of how the model will be sustained in future years.
- 2. Additionality:** Zones must add value to existing programmes, infrastructure and networks avoiding duplication and ensure that use of public funding is maximised.
- 3. Partnerships:** Zones offer an opportunity to consider how strategic partnerships are developed, sustained and grown. Proposals must consider how expertise in finance, HR, export, Intellectual Property and innovation is leveraged to the advantage of cultural and creative industries and whether Zones can act as a regional test-bed for new forms of partnership working within the sector.



The following areas are suggestions of the types of activity Zones could include:

1. **Workspace:** Sustainable long-term studio, making, production and exhibition space have long been a challenge for the sector, particularly in town and city centres. Zone business cases may wish to consider how packages of funding can be co-ordinated to deliver creative workspace in localities. This may take the form of below or near below market rates, flexible tenures, co-work, Live-Work or new formulations of workspace. Wherever workspace is considered as part of proposals suitable market analysis should be provided to demonstrate demand.
2. **Business Support:** The Culture and Creative Investment Programme delivered in partnership with Creative England will provide business support to the cultural and creative industries however, Zone business cases may wish to consider what additional bespoke support may be required, ensuring alignment to existing provision and taking a whole-system approach, complimenting existing or planned provision. This could include sub-sector specific initiatives for key identified growth areas such as Writing & Publishing or Film & TV Production or permanent sector-specific start-up and scale-up support.
3. **Financial Incentives:** Cultural and Creative Zones provide an opportunity to position the North of Tyne as a premier location to start-up, scale-up and relocate creative industries. Business cases may wish to consider how Zones can secure additional investment and whether there are appropriate financial incentives which could help attract new businesses to the region.
4. **Place-based:** Our City, Towns and local centres are changing. As the economic structures of our places change, this presents challenges and opportunities for the cultural and creative economy. Cultural and Creative Zone business cases may wish to consider a broader place-based approach to the development of the sector which supports the changing role of our places.
5. **Skills:** Zone business cases can include interventions which foster, support and provide opportunities to the next generation of creative talent. Zone proposals may wish to consider the skills needs of existing creative professionals, particularly freelancers and those employed in micro-businesses.
6. **Community Engagement:** The cultural and creative industries are often viewed as being difficult to access and exclusive. Audience's tastes and expectations are changing. The rise of on-demand services continues to require the sector to reconsider what is meant by 'engagement' in a digitally mediated world. Zone proposals could include initiatives to experiment in new forms of engagement with communities and audiences to help grow current and future audiences, foster the at times dormant creative capacity of nearby communities and support the new generation of emerging creative talent



# CASE STUDIES



## St John's Manchester

St John's is a proposed £1 bn development of a 6 hectare plot within central Manchester. The St John's plan focuses on the redevelopment of the Old Granada Studios and providing a new permanent home for the Manchester International Festival. By 2025 St. John's will be Manchester's premier cultural quarter.

The development includes a ground-breaking new arts and cultural venue offering audiences the opportunity to experience one of the most ambitious and adventurous year-round creative programmes in Europe, all alongside the premier business district for tech, media and creative industries.

The vision for a successful new cultural quarter is focused upon innovation, the arts and creativity. St. John's will be a stage for exploration and enriching experiences, supporting emerging talent by creating space for artistic experimentation. Exhibitions, screenings, workshops, leisure and retail will provide inspiration and opportunity around every corner.

## Creative Enterprise Zones, London

Creative Enterprise Zones are designated areas of London where artists and creative businesses can find permanent affordable workspace. In these zones, creative businesses are supported to start-up and grow, and local people can learn creative sector skills and find new jobs. In December 2018, six boroughs were awarded a share of £11 million of funding to become the UK's first Creative Enterprise Zones.

Collectively, the zones are expected to leverage more than £30 million of investment, create more than 3,500 new jobs and support more than 1,000 local people into education, training and job opportunities. The zones will also deliver up to 40,000 square meters of new affordable workspace for creative businesses and entrepreneurs, with the long-term creation of additional affordable space embedded into their planning process. Each local authority with a designated CEZ is working with consortia of local creative businesses, artists, local community groups, developers, workspace providers, further and higher education institutions and other stakeholders.

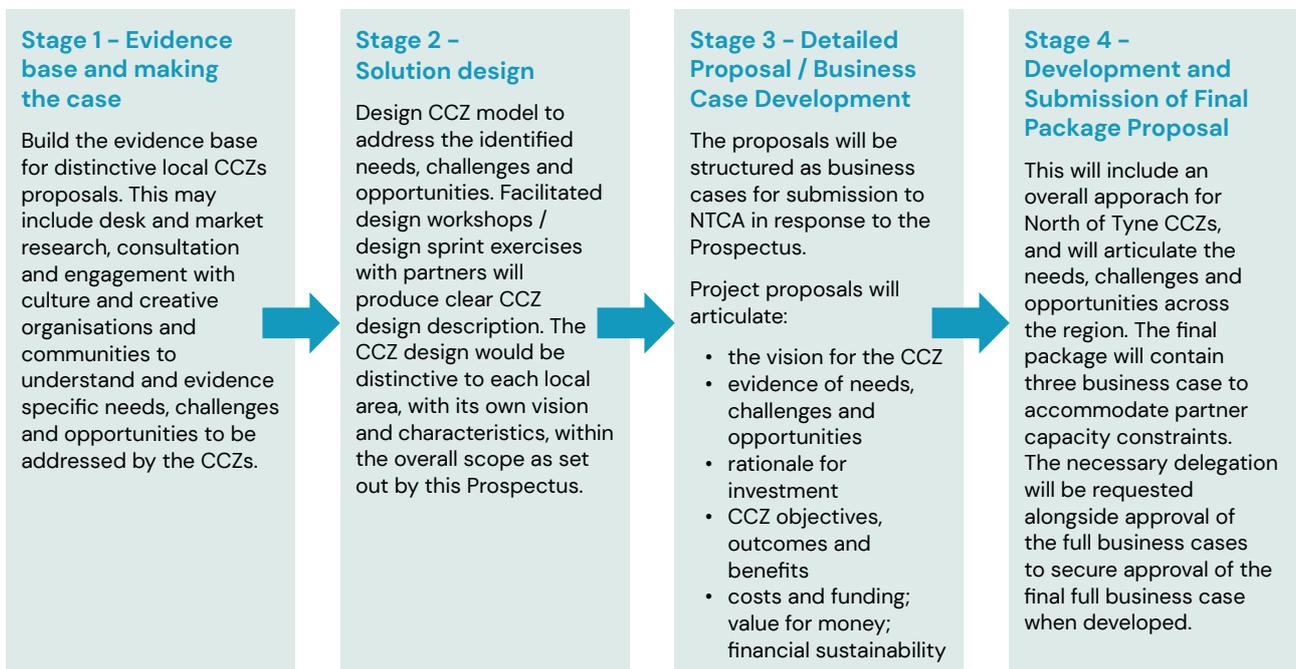


# PROCESS AND NEXT STEPS



Following on from the publication of the prospectus in July 2021, the North of Tyne Combined Authority will work with and support its constituent Local Authorities as part of a co-development process to produce 5-year business cases for a zone in each local authority area.

The co-development process is designed to be as flexible as possible to account for requirements of each area however it is anticipated that there will be four distinct phases.



The North of Tyne Combined Authority’s role in the Zones programme is as a funder, coordinator and facilitator. As part of the co-development process, NTCA will provide support for development of each of the three proposals from early stage articulation of the evidence for each proposal through to the development of detailed business case documents to make the case for investment.

Proposals will need to articulate how they contribute towards a sustainable cultural and creative sector in the North of Tyne and put in place a supportive and attractive environment for creative and cultural businesses and people to locate, start-up, grow, and flourish.

Each proposal will take the form of a full business case which needs to present a deliverable value for money proposition with a clear rationale for investment.

Proposals should contribute to the following outcomes:

- More resilient and sustainable culture and creative freelancers, businesses and organisations.

- Innovative and effective partnerships between the culture and creative sector and other sectors.
- Increased investment and economic growth in places.
- Increased opportunities for residents and wider audiences to experience and be inspired by culture and creativity.

The Combined Authority will take an active role in learning from the process of co-development and will support emerging workstreams that resonance beyond any one local authority to ensure that, where appropriate, economies of scale can be delivered throughout the programme.

The North of Tyne Combined Authority view Zones as a long-term partnership between the sector, Local Authorities and broader stakeholders and are committed to the successful development and delivery of these proposals.

# CONTACT



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