

European Social Fund (ESF) Programme

Project Requirements

Creative Enterprise Zone: Lewisham

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1. Project Requirements – Creative Enterprise Zone: Lewisham¹

1.1 Project Overview

This Project will help people living in Lewisham to access employment support and training to find jobs in the creative industries. It will work with businesses in the designated Creative Enterprise Zone (CEZ) to broker work placements and employment opportunities. In addition to addressing skills and labour shortages it will look to increase the participation of under-represented groups within the creative sector. This Project will run from June/July 2021 to June 2023.

- Key activities: support to attain sector specific work experience, qualifications, mentoring, employability support, support whilst in employment and employer guidance and training to broker opportunities and promote inclusive working practices in the CEZ.
- Target group: Unemployed and economically inactive people (aged 16+), living in Lewisham, with a focus on women, disabled, and ethnic minority groups.
- Funding: £500k.
- Number of Projects: One grant to be awarded.
- Geographical focus: Borough-wide but with priority given to participants and businesses in the designated CEZ.
- Primary Result: A minimum of 125 Participants enter education, training or employment.

¹ To be read in conjunction with the Mayor's ESF Programme Creative Enterprise Zones Prospectus-Lewisham

1.2 Introduction

London is a global capital for arts and culture. Artists and creative industries make a huge contribution to London's reputation as an open, creative and diverse city. The creative industries are the UK's biggest growth sector, growing four times faster than the economy average. London's cultural and creative industries generate £52 billion each year and one in six jobs in the capital is in the creative economy.² Creative workers are amongst the most productive³ and 87 percent of creative roles are at low risk of automation, these are the jobs of the future.⁴

Culture and the creative industries are key to London's success, and are a core priority for the Mayor of London's (the Mayor) administration. The sector provides a significant opportunity to strengthen London's economic base by contributing to higher wages and productivity, inward investment and a range of employment opportunities – from entry-level to skilled, specialist roles. The creative industries also positively improve community wellbeing, a sense of place and attract visitors to the city. The Mayor is delivering his bold flagship Creative Enterprise Zones programme to further support this growth.

The Mayor has designated CEZs⁵ across London to provide the conditions where artists and creative businesses can put down roots and not be displaced by rising prices. These clusters of creative activity will provide long-term affordable workspace for artists and creative businesses, alongside support for start-ups, and will enable local people to learn creative sector skills and find new jobs and opportunities. Realising the benefits of CEZs for local communities will hinge on a strong understanding of the jobs and career opportunities provided by the creative sector and the development of relevant skills amongst the potential workforce.

In light of the COVID-19 crisis it will be more vital than ever that the sector both supports and is representative of the communities it serves. This project aims to deliver these conditions. In particular it will broaden understanding of creative career opportunities and pathway needs and will actively promote participation in the sector amongst a more diverse and representative group of local talent, helping to support local recovery and maximise opportunities.

²Rocks, C. (2017) London's creative industries – 2017 update, GLA Economics, Greater London Authority (https://www.london.gov.uk/sites/default/files/working_paper_89-creative-industries-2017.pdf)

³ Ibid

⁴ NESTA, Bakkshi, H., & Fred, C. B. (2015). Creativity v Robots: The creative economy and the future of employment

⁵ <https://www.london.gov.uk/press-releases/mayoral/mayor-announces-first-creative-enterprise-zones>, 14 December 2018

1.3 Definition of Creative Industries

The Department for Digital, Culture, Media and Sport's (DCMS) definition of creative industries incorporates the following sub-sectors: advertising & marketing; architecture; crafts; design - product, graphic & fashion design; film, TV, video radio & photography; IT, software & computer services; publishing; museums, galleries & libraries; and music, performing & visual arts.

1.4 Background

Lewisham's Creative Enterprise Zone (CEZ) is an area where the arts meet technology, where socially engaged creative practice realises its commercial potential, and where global excellence in research and teaching connects with London's radical and high growth creative industries clusters.

The area is the breeding ground for one of London's fastest growing clusters of creative and digital activity and a hugely significant centre of creative research, education and entrepreneurship. Anchored by Goldsmiths University London (Goldsmiths) and Trinity Laban, it has an array of distinctive cultural and creative assets stretching across all art-forms.

Our ambition is to become one of London's most impactful digital creative production hub within the Mayor of London's Thames Estuary Cultural Production Corridor (TEPC)⁶. The CEZ falls within the TEPC, which is a significant new programme to unite east London, the North Kent Coast and South Essex to create a world-class centre for creative and cultural production: leading global innovation, creating new jobs, developing local talent and supporting the rapid growth of the creative economy.

This will requires us to better connect and maximise what we have; to support creative businesses to develop strong roots through affordable and appropriate workspace; and access to the skills, expertise, facilities and connections of our incredible education and cultural institutions.

It also requires us to think and do differently: enabling talent from across the Borough to access pathways to participation and then employment in the creative industries; opening up the expertise and facilities of our educational and cultural institutions toward much more meaningful creative knowledge exchange; and testing new types of collaborative practice to ignite the innovation potential of the creative industries.

Our CEZ aims to support local artists, freelancers, creative entrepreneurs and scale-ups by strengthening local creative clusters and networks, building opportunities for referrals, collaboration and peer support and retaining talent within the borough.

⁶ <https://www.london.gov.uk/what-we-do/arts-and-culture/current-culture-projects/thames-estuary-production-corridor>

Since March 2020, however, COVID-19 has had a significant impact on the creative industry, both locally and on a pan-London basis. Research carried out by Oxford Economics⁷ predicts that creative sub-sectors may face losses of 50%+ revenues and staff, despite government support initiatives.

At a local level, this has played out via a sharp rise in unemployment since the start of the year. The DWP Claimant Count has more than doubled from 8,410 in March 2020 to almost 20,000 in October 2020. Our younger residents have been significantly impacted with 1 in 7 people aged 18-24 now claiming unemployment benefits⁸, a far higher proportion than the London and national averages. We are concerned that this rise in unemployment has further exacerbated existing inequalities in our labour market, particularly affecting our Black, Asian, and Minority Ethnic residents.

In this context, there is an urgent need to take meaningful action now to support our local creative and digital sector navigate the impact of the pandemic. This will ensure that local businesses survive, local jobs are protected and created, and the long-term sustainability and viability of our CEZ is secured. This work has even become more critical given the restrictions introduced by the Government to deal with COVID-19 and the ongoing impact it will have on our local creative sector.

1.5 Objectives

The overall aim of this Project is to:

Help people living in Lewisham to gain skills and find jobs in the creative industries, particularly within businesses in the Lewisham Creative Enterprise Zone (CEZ), whilst increasing the participation of under-represented groups within the creative sector.

The objectives are to;

- support Participants to gain an understanding of the creative sector and the world of work through embedded employability skills support delivered as part of the Project.
- increase the diversity of the creative workforce in Lewisham, enabling businesses to access wider talent pools and thrive, ensuring that local creative talent sees staying in the borough as a viable career option.
- enable Participants to develop networks and support systems, reducing risk of isolation and improving social integration and wellbeing.

⁷ <https://www.creativeindustriesfederation.com/publications/report-projected-economic-impact-covid-19-uk-creative-industries>

⁸ <http://www.nomisweb.co.uk/>

1.6 Eligibility and Target Groups⁹

Eligible Participants will be:

- Aged 16+¹⁰
- Living in the London Borough of Lewisham
- Currently ‘unemployed’ or ‘economically inactive (not in education or training)’¹¹

Effective engagement of participants is key to this project. Therefore, bidders will need to bring forward robust and credible strategies to engage with participants from diverse backgrounds from a range of public and community organisations across Lewisham.

The Project should aim to recruit, as a minimum, proportions of Participants from the Equality Groups set out below.

Equality Groups	Target (%)
Participants from ethnic minorities	60%
Female Participants	50%
Disabled Participants or Participants with health conditions	22%

Bidders must describe in detail how they will identify, engage, recruit and fully support eligible Participants from these groups, taking into account any barriers to participation.

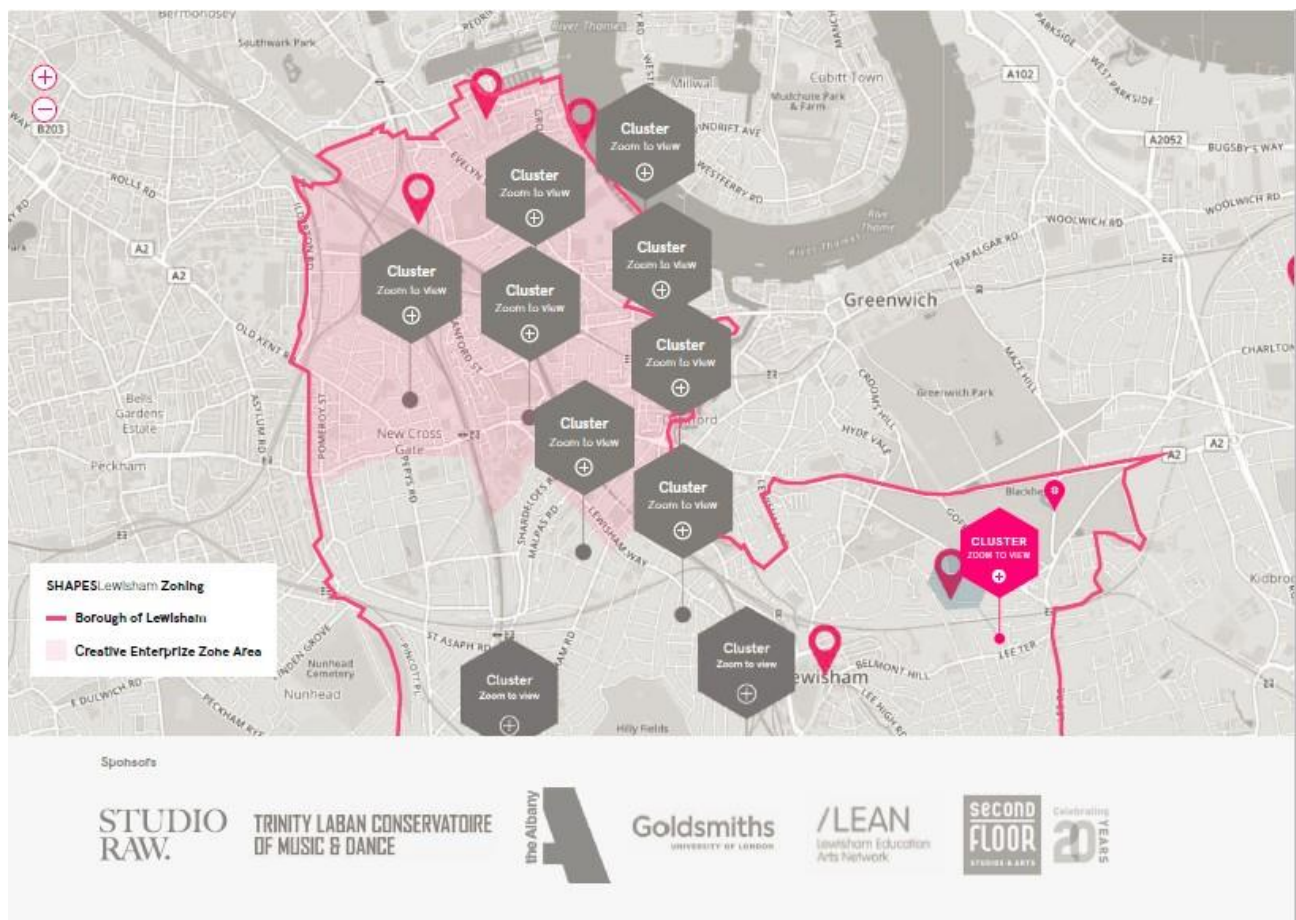
1.7 Geography

The grant area for the Project will cover the borough of Lewisham and focus on facilitating opportunities with creative businesses located in the Lewisham Creative Enterprise Zone (see map). The project will support any eligible residents living in the borough of Lewisham (with priority given to those living in the wards covered by the CEZ).

⁹ Please also see the requirements outlined in the ESF Prospectus and relevant sections of the Evidence Handbook.

¹⁰ Employment outcomes for 16- and 17-year olds need to be Raising the Participation Age (RPA) compliant.

¹¹ People on Zero Hour contracts may also be eligible – please see the ESF Evidence Handbook for further information.



1.8 Partnership Working

Bidders should provide information of key partnership arrangements within the creative industries which will support the participants and explain in detail the involvement that each partner has in ensuring the project's success. This could include, but is not limited to; cultural and creative industries stakeholders who have an interest in but are external to the project such as statutory bodies; progression or referral partners whose activity or provision is complementary to the project or delivery partners, charities, social enterprises and businesses, including creative SMEs and corporates.

The success of this project will be dependent on strong relationships with both employers and the target participants we want to reach. Therefore, we envisage a partnership approach will be required to deliver this project. We strongly recommend that potential bidders ensure their sub-contracting partnership arrangements include grassroots and business organisations who have these relationships/experience in building them.

The successful bidder will be expected to work alongside existing structures wherever possible. This includes in-house Council work and GLA and Council-supported work such as:

- The Lewisham Creative Enterprise Zone Consortium, consisting of 6 Lewisham based businesses and organisations involved in or connected to the borough's Creative industries as well as the London Borough of Lewisham
- Lewisham Education Arts Network¹²(LEAN) - a network that champions arts education in Lewisham fostering high quality creative opportunities for children and young people.
- Goldsmiths University of London¹³ our key creative engine in the borough and vital driver of London's creative economy
- Studio Raw¹⁴ a design studio that explores collaborative, creative and experimental solutions within urban communities that designed and manages SHAPES Lewisham a creative network conceived as part of the Creative Enterprise Zone initiative which aims to promote, celebrate and connect the creative community in Lewisham
- The Albany¹⁵ a hub for artists, communities and creative enterprise
- Trinity Laban Conservatoire of Dance and Music¹⁶ an international artistic and educational community that brings together performers and practitioners to train, collaborate, research and perform in inspiring creative, intellectual and physical spaces
- Second Floor Studios and Arts¹⁷ a leading arts organisation providing affordable studio space for visual and fine artists' and craft and designer makers
- [The GLA's Enterprise Advisers Network](#), which connects London Businesses with schools,
- The [Career Clusters](#) networks, focusing on linking schools, further education providers and businesses to make careers advice more relevant to London opportunities.

¹² <https://www.leanarts.org.uk/>

¹³ <https://www.gold.ac.uk/>

¹⁴ <http://www.studioraw.co.uk/>

¹⁵ <https://www.thealbany.org.uk/>

¹⁶ <https://www.trinitylaban.ac.uk/>

¹⁷ <https://www.secondfloor.co.uk/>

2. Service Requirements

2.1 Project Deliverables – Expected Stages

The GLA considers successful delivery will incorporate the stages and activities outlined within the table below.

Bidders must demonstrate how they will meet specific criteria. However, there is an expectation that bidders will choose how they deliver their Project, bringing their own expertise and an innovative approach to delivery.

Element	Activity
Identify and recruit suitable Participants	<p>Work with other organisations to identify and recruit Project Participants who meet the criteria set out in section 1.6. Promote the opportunity to target participants at a local level (via appropriate routes) through an effective (user-tested) marketing campaign.</p> <p>Work with Lewisham Council, local community Careers Service providers, JobCentre and grassroots organisations, etc. to promote the offer and ensure robust referral network.</p> <p>Support engagement in the project through relevant professional networks and contacts.</p>
Needs assessment and Bespoke Training Plan	<p>Develop a Bespoke Training Plan (BTP) with participants which assesses participant's needs to determine their creative aspirations, skills, qualifications, experience and preferences, identifies skill gaps and barriers to entering employment, education or training in the sector and puts in place support to ensure retention on the programme. The assessment to be recorded and regularly reviewed to monitor progress.</p> <p>ESF Providers are required to assess the Basic Skills requirements of Participants who do not hold a minimum of Level 2 (or equivalent) qualifications in Maths and English or ESOL on enrolment. Where necessary Participants should be referred to an organisation which can provide an appropriate certified qualification in English/Maths at Entry Level, Level 1 or Level 2. ESF Providers will be required to</p>

Element	Activity
	<p>inform the GLA via a periodic narrative of the number of Participants who have been referred, and who have achieved, basic skills. Successful achievement must be verified by Participants' self-declaration as a minimum.</p>
<p>Provide, or help participants to access, wrap-around support as needed</p>	<p>Establish appropriate wrap-around support to address the specific barriers Participants may face and enable them to engage in the project. This may include housing advice, money management or support to manage a physical or mental health condition to enable the participant to enter creative employment, education or training.</p> <p>This should involve working with key local stakeholders such as the local authority, health organisations and Jobcentre Plus.</p>
<p>Develop and Deliver Employability Training Support,</p>	<p>Provide information, advice and guidance about employment opportunities in the creative sector in London.</p> <p>Provide support around further training or education pathways and employment such as creative industries job-search, CVs, application forms, mock interviews/assessment, digital presence, confidence building, time management skills, pitching and presentation training and engaging with employers and Jobcentre Plus to source appropriate local vacancies. Support should be focused on addressing individual participant's barriers and fulfilling skills needs identified by the sector.</p> <p>Facilitate and build mentor relationships between creative businesses in Lewisham (and wider London) and participants, capturing progress and outcomes.</p> <p>Develop a plan (working with employers) to give participants experience of and/or exposure to the workplace. This could include work experience, work shadowing and/or training.</p> <p>For participants wishing to become self-employed: Provide participants with advice around setting up a business and registering as self-employed. Provide information on rights and obligations, signpost to sources of information and guidance, such as Local Enterprise Advisors and Growth Hubs. Discuss start-up finance options and signpost to other business support services.</p>

Element	Activity
Employers ¹⁸ engaged to create opportunities for participants to gain experience in the creative sector	<p>Engage potential employers in the CEZ and work with them to identify where they can improve the opportunities they provide for participants to get experience within their sector.</p> <p>Agree a training plan with the employer to meet their needs and create a better pathway for participants. This may include;</p> <ul style="list-style-type: none"> • training on/support to revise inclusive recruitment and working practices, • unconscious bias training, and, • guidance on offering work experience, etc. <p>Encourage sign up to the Good Work Standard¹⁹ and the London Living Wage²⁰ (where appropriate).</p> <p>Bring creative employers together with educators to discuss the skills required for the creative and digital sectors, and plan how they can work together to better prepare young people for the future of the working world.</p>
Moving into Employment, Education or training	Support Participants to access opportunities connected to the creative industries. Bidders should be able to demonstrate a good range of relevant contacts as well as positive working relationships with local employers and (other) education/training establishments in order to provide suitable progression opportunities
Support participants and employers to sustain employment, education or training	Provide in-work support, to both participants and employers, to ensure that creative sector employment, education or training is sustained for at least 26 weeks out of 32. This could include activities such as ongoing mentoring sessions, regular contact times (reducing in frequency over time), workplace buddy systems, specific holistic support on housing, monetary management, relationship management and other digital infrastructure support channels.
Ensure legacy of project	Linking programme outcomes with broader sector opportunities in Lewisham, especially those surrounding Lewisham's year as London Borough of Culture in 2022. This may include interventions that

¹⁸ See definition of 'Employer' for the purpose of this programme in Annex C of the ESF Evidence Handbook.

¹⁹ <https://www.london.gov.uk/what-we-do/business-and-economy/supporting-business/what-mayors-good-work-standard>

²⁰ <https://www.livingwage.org.uk/become-a-living-wage-employer>

Element	Activity
	promote sustained collaboration between creative businesses, learning institutions and grassroots organisations post-delivery. This may be creating network groups, online forums, securing jointly funded posts, steering groups with representation and a variety of employment opportunities

3. Budget and Payments

3.1 Overall budget framework and parameters

The budget for the work described is **£500k**. One grant will be awarded.

Available budget	Primary Result
£500k	A minimum of 125 Participants will enter employment ²¹ , education or training.

3.2 The Payment Model

Payments will be made on the achievement of results set for each Participant/Employer who progresses through the key stages of the Project (as set out in the table below).

Anticipated Proportions of Funding for Trigger Payment Activities	
Input/Output/Results	% of payment
Advance payment (to be reclaimed from Primary Result payment)	15%
Participants starting on the Project	20%
Employers receiving training/guidance to create opportunities for participants to gain experience in creative sector jobs ²² .	20%
Participants completing a work placement of at least 40 hours	20%
Primary Result: A minimum of 125 participants move into employment, education or training	35%
A minimum of 75 Participants sustain employment, education or training for 26 weeks (out of 32)	5%

²¹ Please check full definitions in the ESF Evidence Handbook. Employment outcomes for 16- and 17-year olds must be Raising the Participation Age (RPA) compliant.

²² Of which a minimum of 50% should be SME's

By completing the Payment Trigger Calculator (PTC), bidders will be able to determine the value that they are paid for each individual output by selecting the volume of Participants/Employers whom they think will engage at each paid stage of delivery.

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