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**London Borough
of Hounslow**

Creative Enterprise Zones(CEZ): Hounslow CEZ

Market Warming

Jess Mahoney, Culture & Creative Industries, GLA

Tom Brooks, Bill Boler, Kate Bull Hounslow CEZ

Charlotte Smith, Skills & Employment, GLA





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Welcome

- 11:00 – Welcome
- 11:05– The Mayor’s Cultural priorities (Jess Mahoney)
- 11:15 – An introduction to Hounslow CEZ (Tom Brooks & Bill Boler)
- 11:25 – Hounslow CEZ ESF Project Overview (Charlotte Smith)
- 11:45 – Question & Answers
- 12:00 – Close



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Culture and Creative Industries Unit

Creative Industries a key driver of London's economy:

- Generate £58.4bn and provides **one in six jobs** in the capital.
- A fast-growing sector and have the **potential to offer a route out of recession**.
- In 2018, the creative industries grew **five times more** (7.4%) than the wider UK economy (1.4%), and the number of jobs has increased (34.5%) **three times more** than the growth rate of employment nationally (11.4%).
- **Over half** of the national economic contribution and **over a quarter of creative jobs** are based in the London. Since 2016, creative jobs in London have **grown by 11.8%**.
- Combined impact in London of the Creative Industries and its supply chains is estimated at £16.3bn and 152,500 jobs.



Culture is in London's DNA:

- 75% of Londoners are **satisfied with the city's cultural offer**.
- **4 out of 5 tourists** cite 'culture' as their reason for visiting.
- **Culture plays a significant role** in supporting social integration, placemaking and building resilient communities.
- Engaging with the arts has been proven to **support health and well-being**.
- Londoners say that **the city's cultural offer can 'make up'** for some of the challenges faced when living and commuting in the capital.



‘Supporting the arts and creative industries will be a core priority for my administration.’

Sadiq Khan, Mayor of London



The Mayor's Culture Strategy

- One of seven statutory strategies.
- Sets out the Mayor's vision for culture in the capital
- Published December 2018





Love London

More people experiencing and
creating culture on their doorstep

Culture and Good Growth

Supporting, saving and sustaining
cultural places and spaces

Creative Londoners

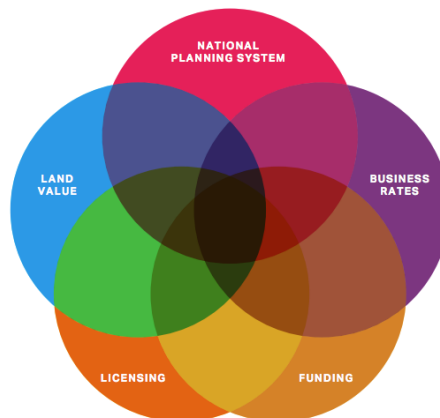
Investing in a diverse creative
workforce for the future

World City

A global creative powerhouse
today and in the future

Why does London need Creative Enterprise Zones?

Artists and creatives play an important part in incubating good growth, bringing new opportunities to an area and attracting new development. But they often find themselves priced out by the very success they have helped create due to a 'perfect storm' of factors.



CEZs will disrupt this cycle by securing permanent affordable workspace, supporting areas to become or remain creative hubs and providing job and training opportunities that will ensure that the local community benefits from creative sector growth.

Creative Enterprise Zones

- help creatives put down roots and establish themselves in local areas
- attract new artists and creative businesses
- develops skills in local people.

Located in:

- Brixton, Lambeth
 - Croydon
 - Hounslow
- South Tottenham, Haringey
 - Hackney Wick Fish Island
- New Cross & Deptford, Lewisham



Creative Enterprise Zones



SPACE:

securing permanent, affordable, creative workspace, and live-work spaces at well below market rents, and ensuring no net loss of space



SKILLS & SUPPORT:

building entrepreneurial skills and offering business support to artists, start-ups, sole traders, micro-sized and small businesses, and developing career pathways and opportunities for jobs within the creative industries and supporting sectors for local people from all backgrounds



POLICY:

developing Local Plans with pro-culture policies in planning, housing, business development, technology, super-fast broadband and infrastructure, and supportive business rates relief policies



COMMUNITY:

embedding creative production in communities, creating socially-inclusive places and strengthening links with marginalised communities and education providers



- UK's first six Creative Enterprise Zones will create:
 - 40,000 sqm affordable creative workspace
 - 1,000 training opportunities



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Creative Enterprise Zone: Hounslow

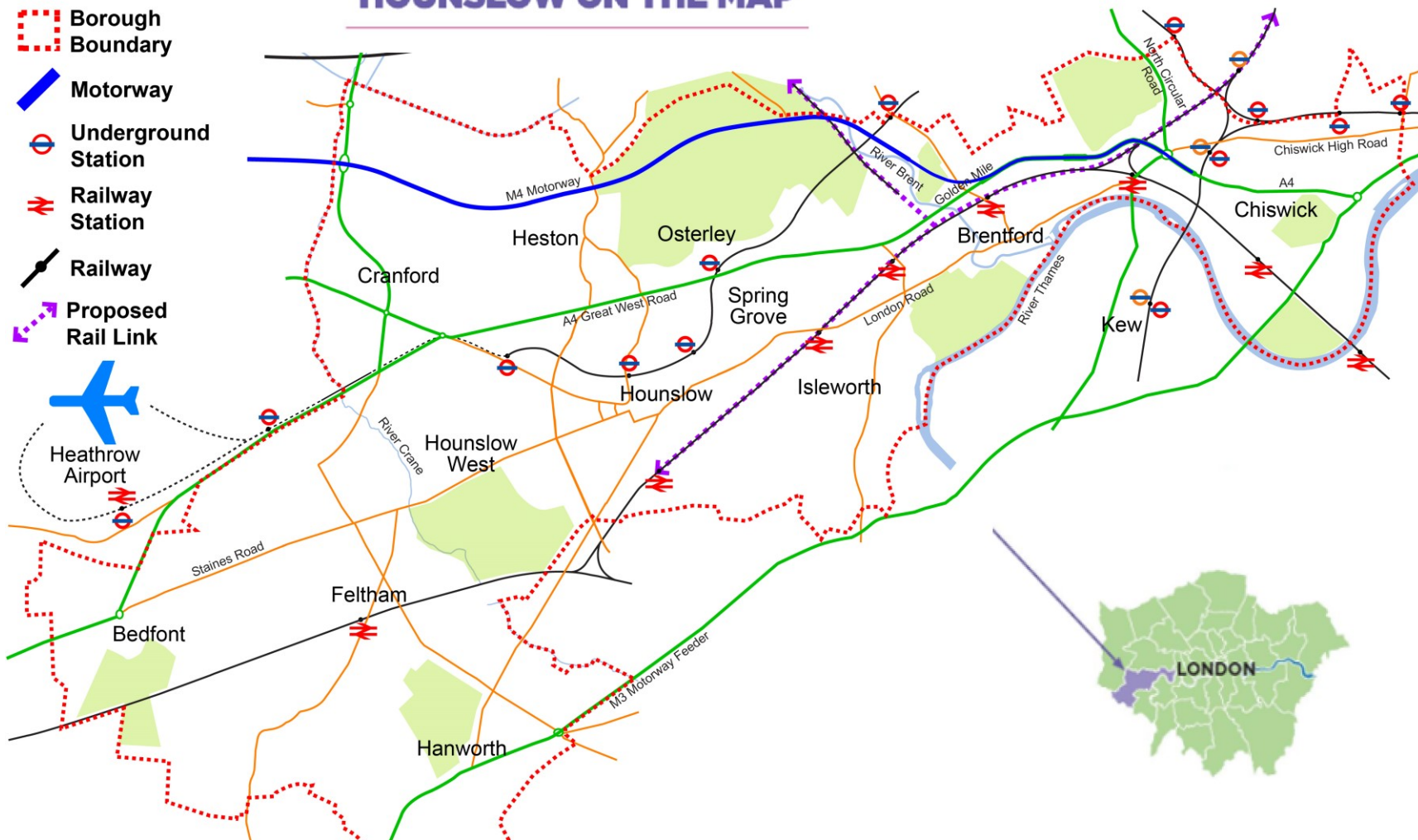
An Introduction Hounslow CEZ



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HOUNSLOW ON THE MAP



The Hounslow CEZ



**CREATIVE
ENTERPRISE
WEST**

Boundless innovation. Limitless opportunity



**London Borough
of Hounslow**

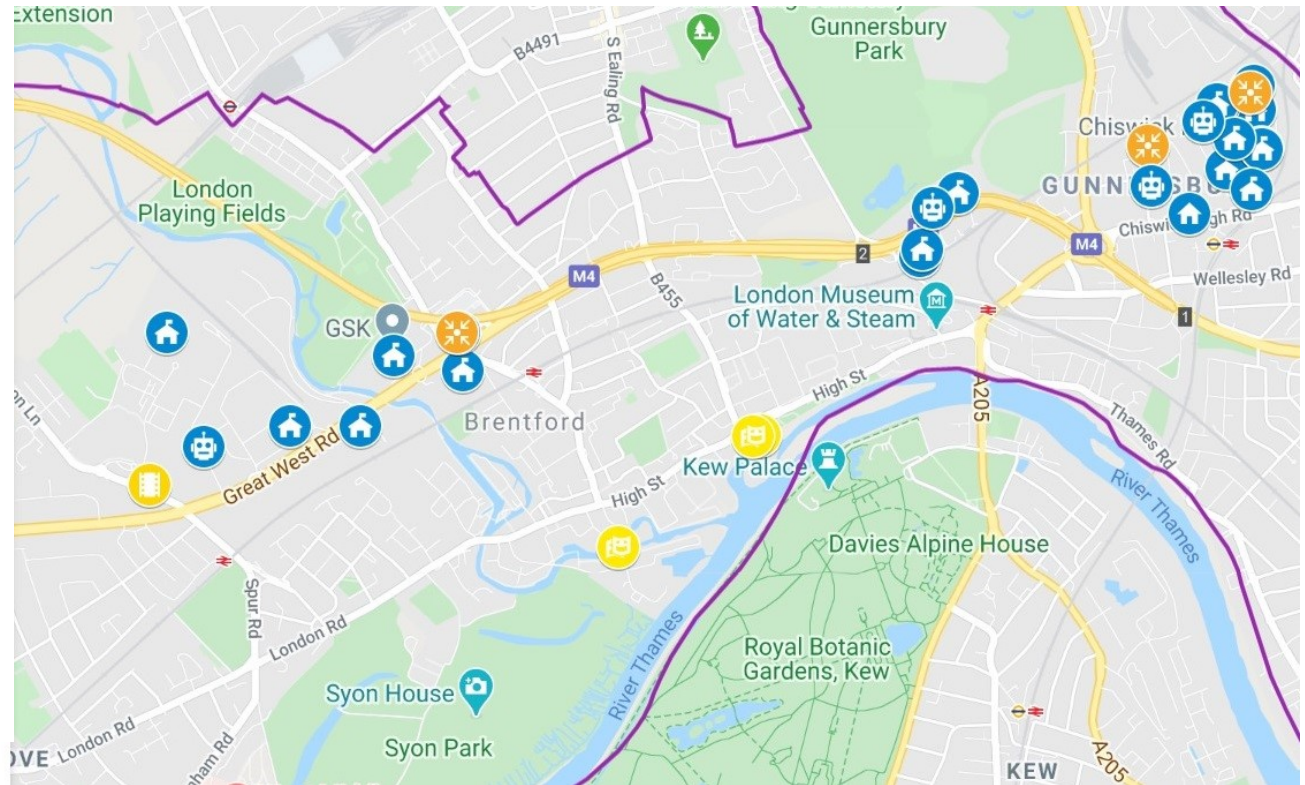
CREATIVE ENTERPRISE ZONE

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West London's **Creative Enterprise Zone** in Hounslow spans the Great West Road corridor, with its eclectic mix of corporate headquarters and micro-businesses in the broadcasting, media and IT sectors.

- 🏠 Sky
- 🏠 History Channel Head Offices
- 🏠 GSK
- 🏠 QVC UK
- 🏠 Paramount Pictures
- 🏠 Discovery
- 🏠 JCDecaux
- 🏠 Vue Entertainment
- 🏠 Sony Mobile Communications
- 🏠 CBS News
- 🏠 United International Pictures





CREATIVE ENTERPRISE WEST

Boundless Innovation, Limitless opportunity

Creative sub-sectors

Creative sub-sector	Companies House, 2019	
	No. of Businesses	% Total
Advertising & Marketing	39	8%
Architecture	18	3%
Crafts	6	1%
Design	13	3%
Film, TV, video, radio & photography	105	20%
IT, software & computer services	253	49%
Museums, galleries & libraries	4	1%
Music, performing & visual arts	49	9%
Publishing	33	6%
Creative Total	520	100%

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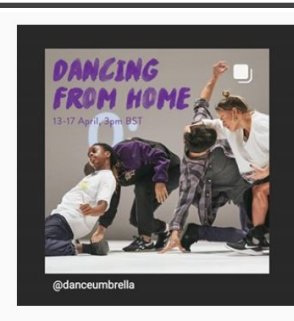
ENTERTAINMENT ASSOCIATED

Paramount's 'Infinite' Starring Mark Wahlberg To Shoot Scenes At Gillette Studios In Brentford, England



The Walt Disney Company





Economic impacts of Covid-19 in Hounslow

Hounslow's economy is forecast to contract by over 11%* - sectors that have driven recent growth being amongst the hardest hit. The importance of Heathrow to the local economy is a major factor.

£2.7bn (15%)*
projected reduction in
Hounslow's GVA,
2020/21

Approx. 17,800
residents still
furloughed - at risk
(55,600 at peak)

Over 9,000
lost jobs

Over 18,000
unemployed residents

100% increase
in in-work Universal
Credit claimants

Jobs crisis in West London due to Heathrow & supply chain impact

Almost £1bn loss to Hounslow's economy over three years

* £480m in 2020

* £410m in 2021

* £70m in 2022

Job losses impact lower skilled,
lower paid, young and 50+
residents most affected

BAME communities
disproportionately affected

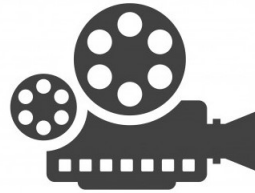
Heathrow is unlikely to recover to
2019 levels until 2025, supporting
22,100 fewer jobs*

*Independent analysis by Oxford Economics

Economic Strength

ONS noted that “the sub-industry that had the largest contribution to gross domestic product growth was motion pictures (including TV and music), which has been one of the best-performing sectors over the last year”

The UK's Film and TV industry grew 9% year-on-year in the 3 months to August 2019 whilst the overall economy grew just 0.3%.



Demand

The TV/Film industry could be key to the mix for developing post-CV19 growth strategies. There is increased demand in West London, in part due to the needs of streaming services such as Netflix, Amazon and Disney+, in addition to traditional TV and film.

Last autumn, a private report was commissioned by DCMS and BFC, funded by the FCO's US Prosperity Fund allocation. Based on interviews and an assessment of the studios' production plans from 2020-25, the following projected estimates of demand were made:

- The annual level of inward production investment in film and HETV in the UK could increase from **£2.4bn in 2018 to just under £4.2bn on an annual basis by 2025**. HETV would account for £1.8bn of this £2.4bn increase.
- The subsequent demand for sound stage space in the UK would increase by between 1.5m and 2.0m sq ft by 2025, and for overall studio facilities (i.e. including workshops, production offices etc. as well as sound stages) by between 3.1m and 4.1m sq ft.

West London has a competitive advantage in film and TV production

Notable Productions

Some of the larger Feature and TV Dramas productions that have filmed in the seven boroughs are:

Barnet

[Angel Has Fallen](#)
[Film Stars Don't Die in Liverpool](#)
[Red Joan](#)
[Luther](#)
[Temple](#)

Brent

[Avengers: Age of Ultron](#)
[Morbius](#)
[Four Weddings and a Funeral](#)
[Killing Eve](#)
[Small Axe](#)

Ealing

[355](#)
[The Aeronauts](#)
[Cash Truck](#)
[Infinite](#)
[Rocketman](#)

LBHF

[The Courier](#)
[The Hitman's Bodyguard](#)
[No Time To Die](#)
[Twist](#)
[Alex Rider](#)

Harrow

[Entebbe](#)
[Morbius](#)
[No Time To Die](#)
[Rocketman](#)
[The Crown](#)

Hillingdon

[The Aeronauts](#)
[Hurricane](#)
[My Dinner with Herve](#)
[Bodyguard](#)
[Killing Eve](#)

Hounslow

[Bohemian Rhapsody](#)
[Eurovision](#)
[Fighting with my Family](#)
[Infinite](#)
[Mary Poppins Returns](#)



TV/Film Companies



The Walt Disney Company



united
international
pictures

The screen industries often struggle to recruit, suggesting skills shortages

Quarterly ScreenSkills Barometer – November 2019

Figure 8: Jobs hard to recruit for³

Film	
1 st assistant director	Guest services manager
Art director	Line producer
Assistant accountant	Location manager
Assistant coordinator	Marketing officer
Assistant location manager	Post-production supervisor
Cinematographer	Production accountant
Edit assistant	Production coordinator
Editor	Production manager
Financial controller	Project manager
Gaffer	Training manager
	Unit production manager

High-end TV	
1 st assistant director	Line producer
Accounts assistant	Location manager
Assistant production accountant	Post producer
Director	Post-production supervisor
Editor	Producer
	Production accountant

Severity of recruitment difficulties

More than half of respondents aware of the issue (57%) considered recruitment difficulties a serious or very serious problem that very often or always limits activities, while a further 30% of the sample perceived it as a moderate issue (figure 9).

Roles in the screen industries are varied and often offer entry-level access and apprenticeship routes



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European Social Fund (ESF)

Grant Award Opportunity



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Creative Enterprise Zone: Hounslow CEZ Project

£500k programme developed with London Borough of Hounslow to support skills development within the Hounslow Creative Enterprise Zone (CEZ)

This ESF, GLA (Culture & Creative Industries) and London Borough of Hounslow funded project has two main objectives:

- Into Work
to support people from Hounslow to access employment support and training to find jobs in the creative industries
- In work progression
to support people working in creative businesses in and connected to Hounslow Creative Enterprise Zone to gain skills, grow their business and progress in work

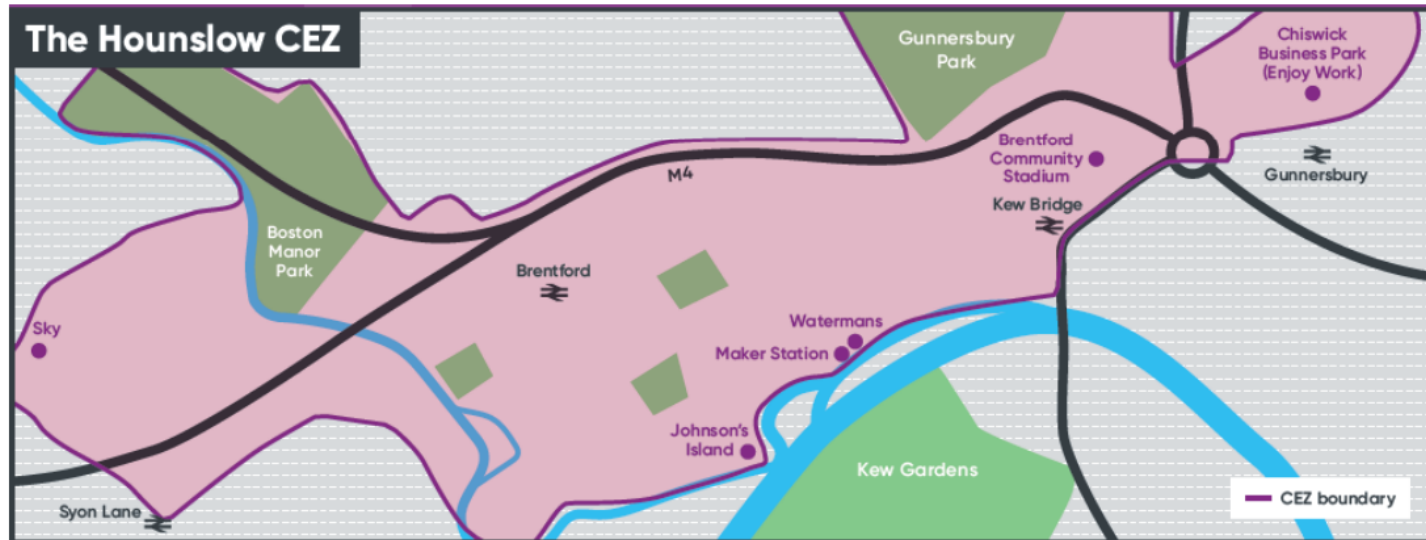


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Geographical Location



Into Work participants from priority wards:

Heston East, Cranford, Heston Central, Hounslow Heath, Syon, Hounslow Central, Heston West and Hounslow West.



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Definition of Creative Industries

For the purposes of this project we're using the Department for Digital, Culture, Media and Sport's (DCMS) definition of creative industries sub-sectors.

Applicants should provide a rationale for any sub sector-focus.

We are particularly interested in bids that focus on:

- Broadcasting
- Production
- Digital/Gaming
- Augmented/Virtual Reality



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Into Work

- How much: £375k
- Who: People living in the London Borough of Hounslow who are unemployed or economically inactive
- Why: To support people to get jobs in Hounslow's CEZ whilst increasing the diversity of the workforce
- What: Individualised support and guidance including, coaching, mentoring, work experience, training, delivery of qualifications, holistic support. Employer engagement to broker opportunities for Participants



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Into work – Participant eligibility

- Aged 16+
- Living in the London Borough of Hounslow
- Currently 'unemployed' or 'economically inactive'



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Into work – Equalities Target Groups

Equality Groups	'Into work' Target (%)
Participants from ethnic minorities	65%
Female Participants	50%
Disabled People or people with health conditions	22%



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Into work – Key Outputs & Results

- Participants starting on the Project
- Employers receiving training/guidance to create opportunities for participants to gain experience in creative sector jobs
- Participants completing a work placement of at least 40 hours
- **Primary Result: A minimum of 95 participants move into employment, education or training**
- A minimum of 55 participants sustain employment, education or training for 26 weeks (out of 32)



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In Work Progression

- How much: £125k
- Who: Employees working in creative sector businesses in the Hounslow CEZ (and wider borough)
- Why: To support employees of creative businesses to gain the skills and confidence required to progress in their role/business
- What: Bespoke training and advice including mentoring, coaching, delivery of qualifications, sector-specific training



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In Work Progression – Participant eligibility

- Aged 16+
- Earning less than £33,743 (full time)
- An 'employee' of a creative sector business located in or connected with Hounslow CEZ
- An 'employee' includes:
 - Business owners
 - Self-employed – freelancers, sole traders
 - An individual working in a creative business



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In Work Progression – Equalities Target Groups

Equality Groups	'In work progression' Target (%)
Participants from ethnic minorities	50%
Female Participants	50%
Disabled People or people with health conditions	7%



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In Work Progression – Key Outputs & Results

- Participants enrolled on the Project
- Bespoke (non-qualified) training delivered
- Participants gaining a unit of level 3 or above qualification
- **Primary Result: A minimum of 40 employed participants gain an improved labour market status**



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Who can apply?

Open application – any organisation can submit an application . You may submit an application in one of the capacities listed below:

Sole Deliverer – an individual organisation without subcontracting arrangements

Sole Lead Applicant – an individual organisation responsible for the successful delivery of the grant who will rely on subcontractors to deliver some or all of the services

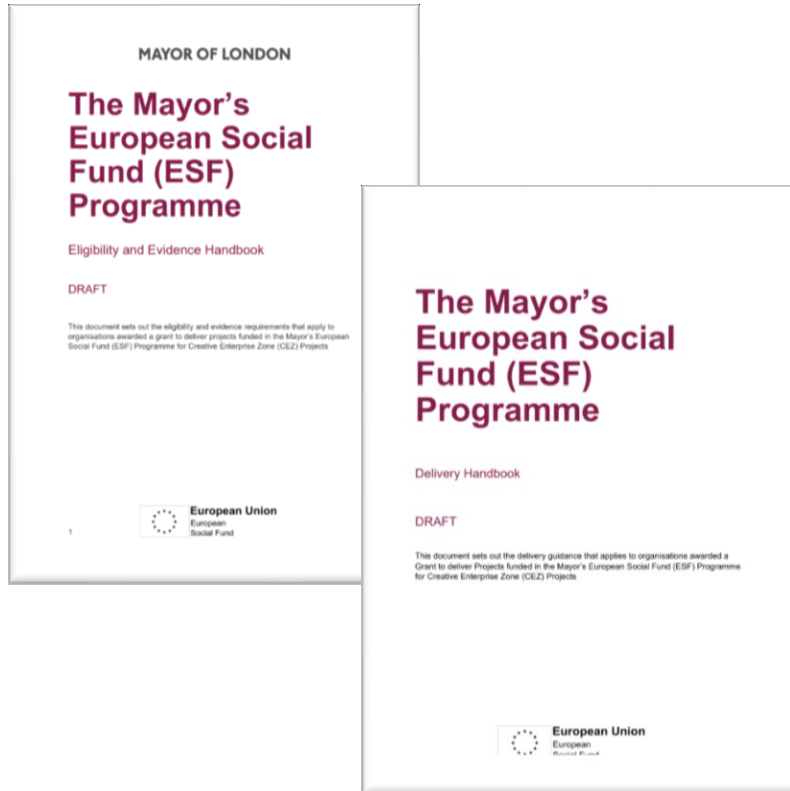
Consortium – a group of two or more organisations applying jointly to deliver a grant. All members sign the grant agreement with the GLA and are held jointly accountable



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Evidence Requirements: General



- ***Evidence Handbook and Delivery Handbook***
- ESF Providers must have the evidence to support the funding claimed, including participant eligibility, evidence of activities undertaken and their relevance to the participant, and evidence of any outputs and outcomes
- Evidence requirements are broader than those relating just to the individual e.g. requirements related to publicity and cross cutting themes
- Funding claims will need to be supported by electronic submission of evidence to support them



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Indicative Timelines

What?	When?
Grant award Open	29 July 2021
Opportunity to ask questions ends	24 August (16:00)
Application submission deadline	6 September (12:00)
Notification of successful applicant	September / October
Project starts	November 2021
Project ends	August 2023



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Any Questions?

Questions and answers from today's session will be published on www.london.gov.uk

Any further questions must be submitted via
ESFProgramme2014-20@london.gov.uk



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For more details and to apply

Full details and application forms are available here

<https://www.london.gov.uk/what-we-do/funding/european-social-fund/funding-opportunities>

Apply by 12:00

Monday 6 September 2021



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A screenshot of the Mayor of London website's 'Funding Opportunities' page. The page features a header with navigation links: 'What we do', 'In my area', 'Get involved', and 'About us'. Below the header is a large image of several British 20-pound banknotes. The main heading is 'Funding Opportunities', followed by the European Union flag and the text 'European Union European Social Fund'. Under the heading 'Current Opportunities', it states 'The Mayor's European Social Fund (ESF) Programme' and 'The Mayor's ESF Programme: Creative Enterprise Zone (CEZ) projects are now LIVE.' A paragraph follows, explaining the programme's purpose in supporting Londoners during the COVID-19 pandemic. At the bottom, it advises users to read documents and project-specific details before applying.

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? What we do > % In my area > ? Get involved > i About us >

A collage of British 20-pound banknotes, including the Queen Elizabeth II portrait and the 'Bank of England' text.

Funding Opportunities

The European Union flag, featuring twelve gold stars arranged in a circle on a blue background.

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Current Opportunities
The Mayor's European Social Fund (ESF) Programme

The Mayor's ESF Programme: Creative Enterprise Zone (CEZ) projects are now LIVE.

Whilst we recognise that this is a time of huge challenge for providers of education, skills training and employment support, we have also heard very clearly that longer-term funding is critical. This programme will support Londoners to gain skills and find (or remain in) work, education or training. These are Londoners who already face disadvantage, and who are likely to be further disadvantaged by the impact of COVID-19 on London's economy. We thank you for your interest in this programme, further details on the individual projects can be found under the below drop downs.

You should read the documents below, and the projects specific documents under the drop down lists. prior to making an application.