



Developing and growing the creative industries in Hartlepool

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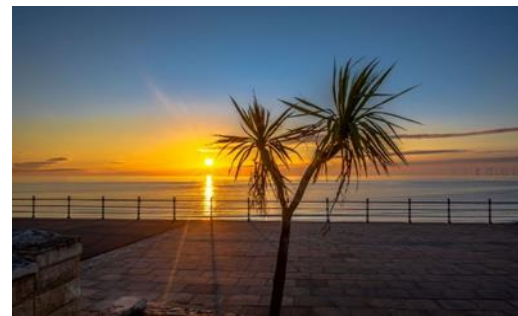
Hartlepool Overview

- North East Coastal town of 93,896 people
- Part of the Tees Valley (Tees Valley Combined Authority)
- Key industries: clean energy, chemicals, advanced manufacturing
- Key Assets: Nuclear Power Station, Hartlepool Port & Able Seaton Port
- Legacy challenges of an industrial town



Investment & Opportunities

- Hartlepool Waterfront
- Towns Fund
- Mayoral Development Corporation & Investment Zones
- Levelling Up Fund Bid
- Tourism & Leisure
- Growing creative industries sector



Creative Industries

- Growing creative industries sector
- Northern School of Art
- Teesside University
- The BIS
- Northern Studios



Opportunities

- **Grow the Hartlepool economy**
- **Increase indigenous business start ups**
- **Retain local talent**
- **Job creation opportunities**
- **Attract investment from outside area**
- **Be the place for 'creativity' in the North East**



Brief to LGA Adviser

- 1. The identification and mapping of support organisations that offer assistance specifically for creative businesses.**
- 2. To develop a framework for tailored support for creative businesses located in Hartlepool to assist them to invest, grow and expand.**
- 3. To develop a pathway for individuals who are at local schools and colleges in receiving the necessary support and guidance to consider self-employment in the creative sectors as a career option**
- 4. The development of an engagement plan for stakeholders in the creative sector in Hartlepool that will include options for the setting up of a forum to allow sharing of ideas, working together and the promotion of Hartlepool as a creative destination.**

LGA Economic Growth Adviser

- Reviewed the scale of the sector locally and researched relevant data to forecasts future trends to understand the scale of the opportunities over the coming 3 to 5+ years
- Identified and mapped out the business support packages available
- Reviewed the needs of BIS tenants and across wider Hartlepool to understand what support they have received, what worked well, what they need in the short/medium/long term and where there are gaps in provision
- Developed a picture of the career pathways that business owners / freelancers took
- Researched into the educational provision currently tailored to support young people seeking to move into a creative career
- Identified the working relationship with all of the main stakeholders (in public, non profit and commercial sectors) promoting and supporting creative industries across Hartlepool
- Benchmarked 2 to 3 other places in the UK which have grasped the opportunity to nurture, support and develop a high profile for their creative sectors. To understand what they did, what works and why, and any lessons pertinent to help Hartlepool's ambitions
- Extensive one to one consultation - 43 individuals across 33 organisations

Key Findings

There were 15 recommendations from the study that have been categorised into four key areas.

1. Partnership
2. Business Support
3. The BIS
4. Education

Next Steps

- **All recommendations have been incorporated into Economic Growth Strategy**
- **Each recommendation will be considered and brought forward for delivery where resources allow**
- **Overview will be provided by proposed Hartlepool Creative Forum**
- **Progress to be reviewed every year**

Tips

- **Be clear on what you want to achieve**
- **Do not constrain the consultant**
- **Include benchmarking - learn from others**

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