

## Developing Talent & Addressing Underrepresentation in Creative & Digital Industries

### Talent Development Innovation Fund

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#### 1. Introduction

- 1.1 The South London Innovation Corridor (SLIC) is a partnership with a vision to catalyse inclusive growth of the Creative and Digital Industries ("CDI") across the boroughs of Lambeth, Lewisham, Southwark and Wandsworth. The City of London Corporation has awarded Strategic Investment Pot ("SIP") £8,000,000 to the South London Innovation Corridor to deliver Workspace, Business Support and Talent Development activities, with programmes running until March 2022.
- 1.2 The South London Innovation Corridor programme includes £1,000,000 revenue funding to support Talent Development activities that tackle the lack of diversity in the CDI labour market. Through this funding, Lambeth Council (in partnership with Lewisham, Southwark and Wandsworth Councils) is seeking to commission a range of projects addressing the underrepresentation of BAME people, women, people with disabilities and people from lower income backgrounds in the Creative and Digital industries.

#### 2. Background & Context

- 2.1 The creative and digital economies are vital to London, with employment in the creative sector growing by a third between 2011 and 2017 and 50% faster than the wider economy.<sup>1</sup> These sectors provide higher than average earnings and a median hourly pay of £20.38 within the creative economy, a third higher than outside the creative economy. Creative workers are also more productive than the average London worker and account for 1 in 6 jobs in the capital. However, low pay in entry level positions persist and the gender pay gap is twice the London average.<sup>2</sup>
- 2.2 Our boroughs are highly diverse, with a high proportion of BAME residents, however, the UK's creative and technology workforce does not reflect this diversity. Research by the Creative Industries Federation shows that BAME, women, people with disabilities and people from lower-income backgrounds are all under-represented in the creative industries. They are also likely to be in less senior roles.
- 2.3 Barriers to entering and building a career within the CDIs include socio-economic status, a lack of understanding of education and career pathways, employer practices, informal recruitment practices, high levels of freelance/self-employment and the pervasive nature of unpaid internships as a route into the sector and building necessary experience. Underrepresented groups in particular face a lack of knowledge about the sectors and types of job roles. As in other parts of the economy, issues of unconscious bias within the CDI sectors also impact on the opportunities for underrepresented groups.

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<sup>1</sup> GLA Culture Strategy [https://www.london.gov.uk/sites/default/files/culture\\_strategy\\_may\\_2019.pdf](https://www.london.gov.uk/sites/default/files/culture_strategy_may_2019.pdf)

<sup>2</sup> At £18.13, full-time median hourly pay for women in the creative economy was 20.4 per cent or £4.66 lower than for men employed in the creative economy (£22.79/hour) in 2016. [GLA Economics](#)

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- 2.4 SLIC seeks to increase the number of women and BAME participants in the Cultural, Digital and Tech sectors, by giving participants the skills that employers in these industries require. This will contribute to reducing inequality through training opportunities provided as result of courses commissioned on completion of the procurement exercise.

The current system is not delivering the diversity in these sectors that the partner boroughs are wanting to see. Therefore, we are seeking projects that have an aspect of innovation and system change to them, that will trial new approaches and seek to imbed these longer term.

- 2.5 It is recognised that whilst many businesses have been hit hard and are not currently hiring, opportunities are still available and the CDI sector is well placed to lead economic recovery. Young people are being hit hardest both through job losses and as they leave education and enter the labour market during the sharpest recession for decades. We are seeking innovative responses to these challenges that benefit those most in need who would otherwise be most likely to be passed over for opportunities, and support CDI employers to take advantage of their diverse local talent pool.

- 2.6 To tackle this issue, the SLIC programme is inviting submissions for two packages. Packages are as follows –

- **Package 1: Piloting innovation.** With a total budget of £100,000 in Round One, we will fund smaller scale projects of between £5,000 - £50,000.
- **Package 2: Scaling Innovation.** With a total budget of £200,000 in Round One, we will fund larger scale projects of between £50,001 to £180,000.

- 2.7 There will be three opportunities to submit proposals over three grant rounds. Round One is for organisations who are ready to mobilise delivery very quickly or immediately, with secured match funding and delivery partners in place. Rounds Two and Three will provide further opportunities for organisations that require more time to develop high quality, ready to deliver, innovative proposals.

- Round one – August/September 2020. Total budget – capped at £300,000 total allocated grant – (£100,000 to Piloting Innovation and £200,000 to Scaling Innovation)
- Round two – November/December 2020 – capped at £300,000 total allocated grant
- Round Three – April 2021 – capped at £350,000 total allocated grant.

## 3. Requirements

- 3.1 The SLIC borough partnership is seeking proposals from a range of organisations, focussed on delivery against one or more of the Talent Development outcomes found at Appendix A. It is anticipated that these projects will comprise:

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- Existing projects that could be scaled up through SLIC funding, to either increase capacity, expand the range of activities delivered, or expand the geographical footprint of the programme.
  - Pilot projects proposing a new approach to delivering Talent Development outcomes. While the approach may be innovative, it is expected that proposals can speak to some form of evidence of effectiveness.
- 3.2 We welcome the opportunity to match fund programmes particularly if they are extending, scaling, or bringing this programme to one or more of the partner boroughs. In Round One, those applying for Lot 2 - Scaling Innovation awards (£50,001 - £180,000) must provide evidence of 50% or more secured match funding.
- 3.3 For Round One proposals, it is important that applicants have the ability to begin delivery quickly, ideally from September or October 2020.
- 3.4 We expect all Round One bidders to Lot 2, to be able to show a firm commitment from employers to the project. For projects of all sizes, bidders should be able to clearly demonstrate employer needs and insights have guided the design of the project.
- 3.5 Proposals should include but are not limited to:
- Who the target group(s) for the programme will be, with a focus on underrepresented groups identified at 1.2
  - Where the proposed delivery will be undertaken (with a requirement for a significant amount of delivery to beneficiaries from the SLIC boroughs: Lambeth, Lewisham, Southwark and Wandsworth)
  - How potential candidates for the programme will be identified, with a clear engagement strategy for underrepresented groups
  - What support the programme will offer, and how it will contribute to the CDI skills development and employability of participants. The programme offer description should articulate how the project is innovative
  - Will the provider themselves be providing apprenticeship/internship/work experience opportunities
  - A description of how covid-19 implications have been taken into account in project design
  - How the proposed programme will link to CDI career, employers and/or employment opportunities within the CDI sector
  - The Talent Development outcome(s) (outcome type, and number) that the project is proposing to deliver and over what timescale
  - A rationale, including evidence where available for the proposed approach to programme development and delivery
  - Track record description of applicant and project partners

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- Full costings for the proposed programme including any confirmed match funding
- An aspect of innovation in at least one of the following – delivery, scope, participants or subject

## 4. Reporting

- 4.1. Projects will be required to use a bespoke CRM to record project activity and outcomes, for which licenses and training will be provided.
- 4.2. Quarterly reporting on outcomes will be required in line with the funders requirements – if successful a schedule of dates will be provided.
- 4.3. Monitoring meetings will be required on at least a quarterly basis.

## 5. Tender Process & Timetable

- 5.1. A timetable for submission process is detailed below. Submissions will be scored promptly. There may be the need for interviews. If required, these will be held from 28 August.
- 5.2. Submissions should not exceed seven sides of A4 and should include as a minimum the points detailed Section 3 of this document.

Output	Target Deadline
Specification Published	3 August
Final date for queries	12 August
Submission deadline	5pm 26 August
Funds awarded	w/b 31 August
Inception meetings (can be virtual)	September
Commencement of delivery	September/October

- 5.3 If successful, there may be a requirement to work with the Programme Management Team on communications activities in relation to London Tech Week on 10 September.

## 6. Submission Scoring

- 6.1. Submissions will be measured against the following criteria:

Criteria & Key Points 100%	Score	Weighting out of 100%
<ul style="list-style-type: none"> <li>• Understanding of, and ability to deliver against the brief – who are the targeted groups, where delivery will take place, ability to begin delivery quickly</li> <li>• Understanding of, and ability to address barriers to CDI employment for underrepresented groups (see 1.1.)</li> <li>• A communications plan – how will you reach under represented groups</li> </ul>	0 - 5	15

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<ul style="list-style-type: none"> <li>• Demonstration of how proposed activity links to Talent Development outcomes, and opportunities in the wider CDI labour market</li> </ul>	0-5	15
<ul style="list-style-type: none"> <li>• Evidence of impact for proposed delivery (e.g. scaling up of existing programme) <b>or</b> rationale for pilot project proposals</li> <li>• Lot Two proposals should detail delivery in at least three of the four partner boroughs.</li> <li>• Lot Two proposals should detail apprenticeship/internship/work experience opportunities within their own organisations</li> <li>• Evidence of innovation</li> <li>• Evidence of links with employers</li> </ul>	0-5	15
<ul style="list-style-type: none"> <li>• Safeguarding and safer recruitment considerations</li> <li>• Supporting candidates through entering into employment</li> <li>• Understanding of the difficulties faced by candidates in the early stages of employment and how you will target these</li> <li>• Understanding of who is delivering training and safeguarding measures</li> </ul>	0-5	10
<ul style="list-style-type: none"> <li>• Value for money –</li> <li>• Level of resource, and project timescales in relation to proposed funding</li> <li>• Outcome type, and number of outcomes proposed for project delivery</li> <li>• Specialism within proposed provision e.g. sector/role specific skills training, access to 'hidden' labour markets</li> <li>• Inclusion of secured match funding</li> </ul>	0 - 5	45

### Scoring

All criteria will be assessed using a 0-5 scoring system as follows:

Score	Rating	Description
0	No Response	No proposal has been received The response is unacceptable.
1	Unacceptable	A proposal at this rating: <ul style="list-style-type: none"> <li>• Builds very little or no confidence that the Tenderer can deliver the requirements due to insufficient evidence of relevant ability, understanding, skills, resources and quality measures;</li> <li>• Builds very little or no confidence that the Tenderer's approach/solution will deliver the requirements due to insufficient evidence or an inappropriate approach/solution.</li> </ul>
2	Poor	A proposal at this rating: <ul style="list-style-type: none"> <li>• Raises reservations that the Tenderer can deliver the requirements due to insufficient evidence of relevant ability, understanding, skills, resources and quality measures. Raises reservations that the Tenderer's approach/solution will deliver the requirements due to insufficient evidence</li> </ul>

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		or an inappropriate approach/solution. Note: a response at this rating includes reservations which cannot be easily resolved with the Tenderer pre-contract award (i.e. changes which would distort the competition) or during the contract term without impacting time, quality or cost.
3	Acceptable	<p>A proposal at this rating:</p> <ul style="list-style-type: none"> <li>Confirms that the Tenderer can deliver the requirements through evidence of relevant ability, understanding, skills, resources and quality measures; Provides an acceptable approach/solution to delivering the requirements utilising standard strategies, plans, tools, methods or technologies .Note: an acceptable response may include minor reservations that can easily be resolved with the Tenderer pre-contract award (i.e. changes which would not distort the competition) or during the contract term without impacting time, quality or cost.</li> </ul>
4	Good	<p>A proposal at this rating:</p> <ul style="list-style-type: none"> <li>Builds confidence that the Tenderer can deliver the requirements through evidence of relevant ability, understanding, skills, resources and quality measures; Provides a good approach/solution to delivering the requirements utilising appropriately tailored strategies, plans, tools, methods or technologies. Note: a good response may include a small number of minor reservations that can easily be resolved with the Tenderer pre-contract award (i.e. changes which would not distort the competition) or during the contract term without impacting time, quality or cost.</li> </ul>
5	Excellent	<p>A proposal at this rating:</p> <ul style="list-style-type: none"> <li>Builds a high level of confidence that the Tenderer can deliver the requirements through evidence of relevant ability, understanding, skills, resources and quality measures; Provides an exceptional approach/solution to delivering the requirements utilising appropriately tailored and at times innovative strategies, plans, tools, methods or technologies. Note: an excellent response should not include any reservations.</li> </ul>

A minimum score of 18 will be required in order for the grant to be awarded.

6.2. The council reserves the right to award grants based on:

- most economically advantageous submissions
- geographical spread
- scope of activity

6.3 The council reserves the right to not award all funds in any of the identified rounds if no suitable projects are bought forward. Should this be the case, there will be further grant rounds that may have adjusted outcomes.

## 7. Responses & Key Contacts

7.1. Please return submissions by 5pm 26 August to:

Nicola Whyte

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