



**Create South East Evaluation Brief**  
**Creative Industries Business Support Programme Evaluation**  
<https://createsoutheast.org.uk/>

**Submission date: 8<sup>th</sup> September 2023 Noon**

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## **1. Background**

The Create South East Steering group are seeking an evaluator to assess the impact and legacy of the Create South East Programme.

Create South-East is one of six national programmes funded by the DCMS Create Growth Programme. [Applying to the Create Growth Programme - GOV.UK \(www.gov.uk\)](#) It is a 3-year programme with a budget of £1.275million, already underway and due to finish in March 2025. It is built on the learning from the Creative Scale Up Pilot – evaluation available on request. The Create South East programme is aimed at growth orientated creative businesses ready to scale. It delivers a business support programme to aid participants grow their businesses and access growth finance, including equity. The target output is to support 100 businesses. Alongside this, an investor programme is being delivered nationally across all six regions by UKRI KTN and a grants programme is being managed by UKRI. [Create Growth Programme - Innovate UK KTN \(ktn-uk.org\)](#)

The Create South-East partnership was initially formed by the South East Creative Economy Network (SECEN) [South-East Creative Economy Network - The South-East Local Enterprise Partnership \(southeastlep.com\)](#) and joined by partners at West Sussex County Council and Brighton and Hove City Council. The partnership is made up of local authorities, Higher Education and sector leaders Wired Sussex, Screen South, Angels@Essex and Creative UK. Kent County Council is the accountable body. Meetings are on line.

The programme is being delivered in 6 cohorts of between 15 and 20 participants that started last month and is due to be completed by December 2024. The main delivery organisation is Creative UK, supported by the programmes sector leaders.

## **2. Evaluation Objectives**

A national evaluation across the six Create Growth Programme regions is being delivered by Frontier Economics which focusses on quantitative data and tracking national programme delivery processes. More detail can be shared with the successful candidate.

We require a local evaluation that complements the national evaluation to include:

### **a. Programme Theory Evaluation.**

A 'light touch' theory-based evaluation, based on interviews with key stakeholders involved in delivering the Create Growth South-East Programme. The purpose of this evaluation is to explore with those involved in delivering the programme their thoughts on the overall theory underpinning the programme.

## **b. Output and Outcome Based Evaluation.**

- A qualitative evaluation that seeks to assess the experience of participant creative businesses, mentors and experts involved in delivery. The evaluation will inform changes that need to be made to the programme as it progresses and refine the delivery model, track attrition, recommend case studies and provide insight into future needs and programme design. The evaluation should capture anonymised data and information from at least 5 participants per cohort and aim to collect information from all participants not completing the programme. It should also capture feedback from experts (e.g. mentors, workshop leaders) on their experience of the programme and changes they would make. This forms the largest part of the work.
- Summarising the quantitative outcomes achieved by the Programme over the lifetime of its delivery. We envisage that this will include for example: number of enquiries received, companies supported (characteristics, sector and geography), time on programme, investment raised etc. We expect that much of the data to underpin the summary of this section of the evaluation will be collected by Creative UK through the programme delivery, but that the independent evaluator would seek to summarise and present this information as part of the evaluation report. The evaluation should also track the participant businesses that take positive steps towards equity investment and report back on success factors that will inform future programme design. By positive steps we mean for example: have entered a negotiation with an investor, secured commissions from broadcasters etc.

## **c. Process Based Evaluation**

We expect the evaluators to get feedback from Stakeholders, the Create South-East delivery team and delivery partners on the programme on the effectiveness of the delivery arrangements. This will contribute to conclusions on the legacy of the programme, post the defrayal of the DCMS funding.

## **3. Method and approach**

The first cohort is underway and the learning from the process so far is informing design of future cohorts. We need to capture the experience of the participants on the first cohort.

We expect that the evaluation will be carried out via a mixture of desk research, surveys, phone calls, focus groups and one to one interviews but we are very open to new ideas and innovation. Your proposal should describe your approach and the timeframes for delivery. There will be time to refine and agree the final approach with the appointed supplier.

## **4. Deliverables**

The appointed supplier will be supported by the Create South East delivery team and given access to the necessary information on participant businesses. Below are the expected deliverables. We encourage suppliers to suggest outputs, which might add value to their bid.

- a. Timely feedback from participants to the Create South-East Steering Group, facilitating a discussion on programme effectiveness, marketing, housekeeping and design. We anticipate that will be delivered via attendance at 6 meetings (on-line) supported by a short report highlighting key themes for each cohort.
- b. A short insight report on the success factors that led participant business to starting conversations with investors. It should include any business 'markers' that will help define those with growth potential to inform future programmes and contribute to a national understanding of creative industry growth businesses.
- c. Recommendations for case studies and positive news stories to the Delivery Team.
- d. A short final report with recommendations for future programme delivery and legacy.

## **5. Evaluation Timing**

The programme has started, we are looking for a supplier that can join us as soon as possible. There are six cohorts planned, due to complete in December 2024. A final report should be submitted by 28<sup>th</sup> March 2025.

## **6. Budget**

Between £8000 to £12000 excluding VAT but to include all fees, travel etc.

## 7. Assessment criteria and submission

Assessment Criteria	Description	Method	Weighting
Industry knowledge	Knowledge, understanding and experience of working in the relevant sector and business support programmes	CV	25%
Approach and methods	Suitability of the proposed approach and methods	Proposal	25%
Deliverables	Format, content and quality of reporting and output evidenced by previous work. Please provide links.	Proposal	25%
Cost	Realistic, achievable, competitive	Budget	25%

Your Proposal should include:

- a description of how you will carry out the work
- your team and their CVs
- examples of previous work (links preferred)
- a breakdown of your costs including allocation of your Team's time.

You submission should be sent to Sarah Wren [sarah.wren@kent.gov.uk](mailto:sarah.wren@kent.gov.uk) no later than noon on 8<sup>th</sup> September 2023.

If you require any clarification or questions, please address them to Sarah Wren by 7<sup>th</sup> September 2023.

## 8. Timetable

Date	Stage
15 August 2023	Brief Issued
7 <sup>th</sup> September 2023	Deadline for clarification questions
8 <sup>th</sup> September 2023 Noon	Deadline for submissions
By 15 <sup>th</sup> September 2023	Bid assessment
w/c 18 <sup>th</sup> September	Clarification meeting if required
22 <sup>nd</sup> September 2023	Applicants notified
w/c 9 <sup>th</sup> October 2023	Inception meeting

## 9. Contact

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