

# £520k business support boost to creative industries in Hull and East Yorkshire

More than half a million pounds of funding has been secured to support the creative industries in Hull and East Yorkshire.

HEY LEP is to launch a dedicated programme for small and medium-sized enterprises, having been awarded the cash by the Department for Culture, Media and Sport. It will provide 'scale up' support to high-growth potential SMEs and help them to grow by becoming more investment-ready.

Eligible businesses will be able to access free expert advice, workshops, mentoring and peer-development sessions, as well as having access to a funding programme managed by Innovate UK. To be known as the Create Growth Programme, it will formally launch in February, with support to be provided from April 1.

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James Newman OBE, HEY LEP chair, said: "I am delighted that Hull and East Yorkshire has been successful in this highly competitive round of specialist support for our creative industry SMEs.

"The HEY Create Growth Programme led by the LEP, in partnership with both local authorities and the University of Hull, will ensure that the programme once launched in April 2024 is a great success."

The programme is described as aligning with the organisation's Economic Growth and Workforce Wellbeing Strategy 2021-2026

which states that the digital and creative sectors are priority areas.

Cllr Paul Drake-Davis, Hull City Council's portfolio holder for regeneration, said: "It is fantastic that HEY LEP has received such a boost from DCMS. The CGP is a brilliant project which will support the local economy."

Cllr Nick Coultish, East Riding of Yorkshire Council's cabinet member for culture, leisure and tourism, said: "This funding is great news for our creative sectors. It will help local SMEs grow and contribute significantly to our regional economy in such a diverse cultural sector."

Prof Darren Mundy, Dean of the Faculty of Arts, Cultures and Education at University of Hull added: "We are delighted to be a partner in this project. It provides an outstanding opportunity to scale up creative sector businesses across Hull and the East Riding, enhancing the career opportunities for our students, graduates and alumni, whilst also generating further opportunities for engagement with our creative practitioners."

Further information on the CGP is available [here](#). Creative SMEs wishing to express their interest can do so by emailing [growthhub@heylep.com](mailto:growthhub@heylep.com).