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Planning

Create Talent Programme

North East Combined Authority

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-073448

Procurement identifier (OCID): ocds-h6vhtk-059976 ([view related notices](#))

Published 13 November 2025, 10:59am

Scope

Description

The new Create Talent Programme will be an innovative, industry led skills programme to support the North East's thriving creative sector, focusing on the music, arts, writing and publishing and the screen industry. The programme will play a key part in delivering the Mayor and Cabinet's mission 'Home to a growing and vibrant economy for all', providing our workforce with the right skills and training to build an inclusive and competitive economy.

The programme will provide sector-leading, inclusive and needs-led pathways for aspiring creatives, encouraging people of all ages from diverse backgrounds to aspire to a career in the creative sector. Alongside this, it will support freelancers and enterprises to develop high-level skills in creative practices. By focusing on identified skills needs and transferable skills, it will equip our freelance community with the fundamental skills to build, sustain and grow their practice as effective freelancers employed in the creative sector.

Total value (estimated)

- £4,000,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 6 February 2026 to 31 March 2029
- 3 years, 1 month, 23 days

Main procurement category

Services

CPV classifications

- 80400000 - Adult and other education services
- 80500000 - Training services

Contract locations

- UKC - North East (England)

Engagement

Engagement deadline

26 November 2025

Engagement process description

We are pleased to invite you to a market engagement webinar introducing the upcoming Create Talent tender - a programme designed to inspire, engage, and upskill people across the North East, opening doors to opportunities in the creative sector.

What's on the agenda:

? Overview of the Create Talent programme

? Details of the upcoming tender opportunity

? Q&A with the commissioning team

Who should attend:

- Potential bidders and delivery partners
- Community organisations
- Sector specialists
- Creative sector employers
- Anyone passionate about supporting creative skills and employment

To register follow the link below:

<https://www.eventbrite.co.uk/e/create-talent-market-engagement-event-tickets-1965496267245?aff=oddtcreator>

Participation

Particular suitability

- Small and medium-sized enterprises (SME)

- Voluntary, community and social enterprises (VCSE)

Procedure

Special regime

Light touch

Contracting authority

North East Combined Authority

- Public Procurement Organisation Number: PJMR-6594-BRGH

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Email: procurement@northeast-ca.gov.uk

Region: UKC22 - Tyneside

Organisation type: Public authority - sub-central government