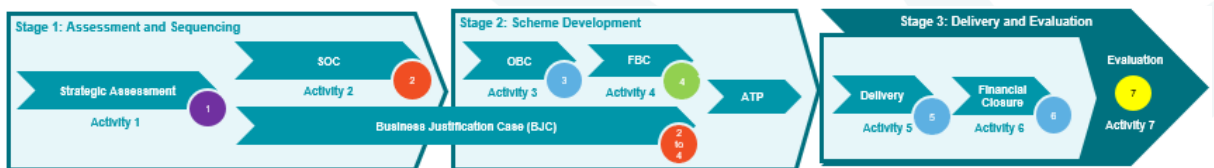




Report to:	Combined Authority
Date:	14 March 2024
Subject:	Project Approvals - Investment Priority 6 – Creative Industries, Culture, Heritage and Sport
Director:	Felix Kumi-Ampofo, Director Inclusive Economy, Skills & Culture
Author:	Craig Taylor, Head of Strategic Portfolio Office

1 Purpose of this report

- 1.1 To report on proposals for the progression of, and funding for projects under Investment Priority 6 – Creative Industries, Culture, Heritage and Sport, within the West Yorkshire Investment Strategy (WYIS), that have been considered at stages 1, 2 and 3 of the Combined Authority’s assurance process.



- 1.2 The recommendations can be found in Section 12 of this report.

2 Report

- 2.1 This report presents proposals for the progression of schemes through the Combined Authority’s assurance process in line with the Combined Authority’s Assurance Framework. Further details on the schemes summarised below can be found as part of this report.

3 Investment Priority 6 (IP6) –Creative Industries, Culture, Heritage and Sport

- 3.1 The West Yorkshire Investment Strategy (WYIS) sets out the Investment Priorities for the period from 1 April 2021 to 31 March 2024 across six areas. In each, a number of priority project / programme areas have been identified that are the focus for intervention.

- 3.2 Investment Priority 6 will deliver a range of programmes and schemes which focus on:

- Embedding culture within all place-based work and place planning
- Culture being recognised and developed for its role in supporting the visitor economy.

- Cultural and creative businesses and their supply chains are developed and supported to maximise their potential.
- More people being actively engaged in cultural activity.
- Increase in employment in culture, sport and arts roles.
- Developing and promoting cultural activity that promotes clean growth and sustainability.

3.3 The Culture, Heritage and Sport Framework will deliver Investment Priority 6 through:

Theme 1 People

- Culture, heritage, and sport is threaded through the lives of people in West Yorkshire so that it is relevant, enjoyable and supports our sense of well-being. It is shaped, produced and participated in by all parts of our population.

Theme 2 Place

- We will invest in culture, heritage and sport activity and assets that tell the story of who we are.
- We will collaborate with anchor institutions, including universities and libraries, to increase cultural participation in our communities.

Theme 3 Skills

- We will invest in organisations and activities that offer training opportunities for staff, volunteers and participants.
- We will work with schools to promote possibilities and pathways for careers in the creative industries, heritage and sport sectors, and to recognise the value of transferable creative skills in the wider business sector.

Theme 4 Business

- Each major Year of Culture and/or City of Culture initiative grows audiences, creates jobs, and develops skills across the region, creating a sustainable cultural ecosystem.

Evaluation

3.4 The schemes, seeking approval via this report, have an Evaluation Plan in place. This has been devised in consultation with partners and both schemes have been issued with evaluation data requirements. The evaluation data requirements for these schemes are governed by the Combined Authority's Culture, Heritage and Sport Evaluation Framework and aligned to the Combined Authority's Evaluation Strategy, which in turn is based on the Magenta Book – which sets out central government's approach to evaluation. The Evaluation Strategy is a component of the Combined Authority's

Assurance Framework, which has recently been updated. Paragraphs 4.41 and 4.42 set out the outputs and outcomes expected from this programme.

Publicity and Acknowledgement

- 3.5 The West Yorkshire Combined Authority logo, and the Tracy Brabin Mayor of West Yorkshire logo, will be used to acknowledge the support of the Combined Authority in all activities it funds or part-funds.
- 3.6 It is also a standard term of the Combined Authority grant contract that the recipient agrees to participate in and co-operate with reasonable promotional activities relating to the project, and each party shall comply with all reasonable requests from the other party to facilitate visits, provide reports, statistics, photographs and case studies that will assist the other party in its promotional and fundraising activities relating to the project.

Scheme summaries

<p>West Yorkshire Tourism - LVEP West Yorkshire</p>	<p><u>Scheme description</u></p> <p>The scheme will support establishment of a Local Visitor Economy Partnership (LVEP) with an aim to deliver a Destination Management Plan.</p> <p><u>Impact</u></p> <p>The West Yorkshire LVEP is a strategic collaboration between the five West Yorkshire districts and the Combined Authority, alongside partners in the visitor economy industry. Partners will work together to drive forward the management and growth of the local visitor economy.</p> <p>A formal benefit cost ratio assessment has not been undertaken as it is inappropriate for this scheme.</p> <p><u>Decision sought</u></p> <p>Approval to proceed through decision point 2 to 4 (business justification) and work commences on activity 5 (delivery).</p> <p>Total value of the scheme - £500,000</p> <p>Total value of Combined Authority funding - £500,000</p> <p>Funding recommendation sought - £500,000</p> <p>A decision by the Combined Authority is sought as part of this report</p>
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<p>Bradford 2025 UK City of Culture</p> <p>Bradford</p>	<p><u>Scheme description</u></p> <p>Bradford City of Culture 2025 was the successful bidder to be UK City of Culture in 2025. BD25 will be a yearlong programme of cultural events, festivals and celebrations bringing both local and global audiences to the West Yorkshire region.</p> <p>The scheme will be primarily funded via Gainshare IP6.</p> <p><u>Impact</u></p> <p>As well as cultural impacts, the year will provide significant economic growth to the region and surrounding areas whilst showcasing West Yorkshire's creative industries and heritage.</p> <p>The benefit cost ratio for the preferred way forward is calculated at 5.6:1. This represents very high value for money.</p> <p><u>Decision sought</u></p> <p>Approval to proceed through decision point 4 (full business case) and work commences on activity 5 (delivery).</p> <p>Total value of the scheme - £ 42,407,000</p> <p>Total value of Combined Authority funding - £ 6,000,000</p> <p>Funding recommendation sought - £ 5,700,000 (development funding of £300,000 has previously been approved).</p> <p>A decision by the Combined Authority is sought as part of this report</p>
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- 3.7 Since the Combined Authority's meeting on 1 February 2024, no decision points or change requests have been assessed in line with the Combined Authority's assurance process and approved through the agreed delegation to the Culture, Heritage and Sport Committee.

4 Information

- 4.1 The Combined Authority's assurance framework requires that formal approval is given to the following elements of a scheme as part of its development:
- The progression of a scheme through a decision point to the next activity.
 - Indicative or full approval to the total value of the scheme funding requested.
 - The Combined Authority's entry into a funding agreement with the scheme's promoter.
 - The assurance pathway and approval route for future decision points.
 - The scheme's approval tolerances.
- 4.2 This report provides information required to enable the Combined Authority to approve each of the above elements.

Projects in Stage 1: Assessment and Sequencing

- 4.3 There are no schemes to review at this stage.

Additional Approvals

British Library North

- 4.4 The Combined Authority approved delegation of approvals for the British Library North scheme to the Culture, Heritage and Sport Committee on 29 July 2021. Due to the regeneration focus of the scheme, approval is sought revise the delegation to the Place Regeneration and Housing Committee for future approvals in relation to the British Library North scheme. The Combined Authority's Culture, Heritage and Sport Committee will focus on the cultural opportunity that the end use of the British Library North scheme provides to the region.
- 4.5 The Combined Authority approves that:
- (i) Future approvals in relation to the British Library North scheme are delegated to the Combined Authority's Place Regeneration and Housing Committee.

Projects in Stage 2: Scheme development

Project Title	West Yorkshire Tourism - LVEP
Stage	2 (scheme development)
Decision Point	2 to 4 (business justification)

Is this a key decision?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Is the decision eligible for call-in by Scrutiny?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Does the report contain confidential or exempt information or appendices?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
If relevant, state paragraph number of Schedule 12A, Local Government Act 1972, Part 1:		
Are there implications for equality and diversity?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

Background

- 4.6 The West Yorkshire Local Visitor Economy Partnership (LVEP) is a strategic collaboration between the five West Yorkshire districts and the Combined Authority, working together to drive forward the management and growth of the local visitor economy. West Yorkshire LVEP status was established in July 2023 as a part of national network, launched by VisitEngland.
- 4.7 In 2019, West Yorkshire’s visitor economy generated £2.3bn of direct expenditure (Great Britain Tourism Survey, International Passenger Survey and Great Britain Day Visits Survey), with an overall contribution of nearly £5bn (Office for National Statistics). However, in recent years, the sector has seen enormous change and uncertainty, from factors including Covid-19, Brexit, the cost-of-living crisis, and inflation.
- 4.8 The scheme will support the establishment of a LVEP with an aim of delivering the Destination Management Plan, which consists of three areas of work:
- Priority 1: Increasing Awareness and Appeal.
 - This will involve market research into the motivation of visitors and potential visitors to develop and support campaigns to encourage an increase in visitors in West Yorkshire.
 - Priority 2: Develop Product and Places
 - This will commission a feasibility study to examine Visitor Pass Schemes and gather data in bed occupancy trends (i.e. hotels, B&B’s, etc).
 - Priority 3: Effectively Manage our Visitor Economy

- This will develop a commercial strategy for an application for Destination Development Partnership (DDP) status.

4.9 The LVEP Board has agreed that Leeds City Council will lead delivery of the LVEP and Destination Management Plan activities, recruiting a Programme Manager, and drawing on the wider expertise of the Visit Leeds team. The reasons for this are:

- Leeds Council are the lead applicant of the LVEP Agreement with VisitBritain
- Leeds Council have established in-house expertise in delivering tourism activities
- Of the 5 local authority's, Leeds Council are best resourced to support delivery of the activity.

4.10 The objectives are to:

- Increase awareness and appeal of West Yorkshire as a destination, driving up tourism and visitor spend, to benefit the economy and support jobs.
- Develop our product and places – across areas including events, transport and accommodation – to increase the appeal of West Yorkshire for a range of audiences, contributing to increased tourism to the region.
- Effectively manage our visitor economy by working in partnership with the public, private and third sectors, to support the growth of the tourism sector and businesses operating in the visitor economy.

4.11 This aligns with the following Mayoral priorities:

- Tackle the Climate Emergency and protect our environment.
- Support local businesses and be a champion for our local economy.
- Lead a Creative New Deal to ensure our creative industries are part of our broader recovery strategy.

4.12 A summary of the scheme's business case is included in **Appendix 1**.

Outputs and Outcomes

4.13 Outputs and outcomes are split into three priority areas, as set out in the Destination Management Plan.

4.14 The scheme outputs include:

Priority 1: Increase awareness and appeal

- Commission market research with current and potential visitors to West Yorkshire, to understand the appeal and market for visits to West Yorkshire, awareness of the offer, likelihood to visit in future, motivations and barriers to visiting for different groups.

- The market research will be used to shape the development of two to three marketing campaigns covering the West Yorkshire footprint, targeting key groups identified through the research. Marketing campaigns are likely to utilise existing cultural assets, providing joined-up promotion of the regional offer.

Priority 2: Develop our product and places

- Commission and publish a dedicated events strategy that collates and presents the regional events programme based on themes/content, and supports bids for major events to be held in West Yorkshire.
- Develop regional event campaigns that increase the number of people from across the region and beyond attending cultural and sporting events in West Yorkshire.
- Commission a feasibility study for a Visitor Pass in West Yorkshire, examining similar schemes elsewhere and assessing the options for a West Yorkshire Visitor Pass.

Priority 3: Effectively manage our visitor economy

- Establish a sustainable governance structure and funding model for the LVEP beyond the 2-year period funded by the CA.
- Launch a dedicated website providing a central resource for promoting the region, sharing information about attractions and events, and providing a platform for advertising future schemes delivered by the LVEP.
- Investment in a regional dataset to provide insight on tourism and the visitor economy across the region. This includes data on number of visits to the region, types of visit, accommodation use and visitor spend. Data will be used to track change over time, providing insight into what's working well and areas for development.
- Supporting West Yorkshire visitor economy businesses to access and engage with existing Skills and Business Support provided by the CA, including the Growth Managers, ensuring the tourism sector can make the most of this offer.
- Sustainable, accessible and/or inclusive initiatives developed or supported.

4.15 The Scheme Outcomes include:

Short-term outcomes:

Priority 1: Increase awareness and appeal

- Increased understanding of the market for visiting West Yorkshire, informing the development of targeted marketing strategies.
- Increased promotion and press coverage of West Yorkshire as a tourist destination.

- Increased awareness and appeal of West Yorkshire as a tourist destination for a range of audiences.

Priority 2: Develop our product and places

- Increased awareness and appeal of West Yorkshire as a cultural destination, nationally and internationally.

Priority 3: Effectively manage our visitor economy

- Improved partnership working and more effective cross-region collaboration.
- Sustainable funding model developed for the LVEP.
- Improved access to relevant data on sector trends, supporting informed decision-making and contributing to the evidence base.

4.16 Longer-term outcomes as the LVEP develops into future ‘delivery’ phases:

- Increased tourism to the region, including increased culture, heritage and sport tourism.
- Increased (and longer) overnight stays, and increased visitor spend, to benefit the economy and support jobs.
- Increased business growth and sustainability in the tourism sector (including start-ups and SMEs).
- Improved image and profile of West Yorkshire as a place to visit, move to, invest in and study.

4.17 Due to the nature of the scheme, a benefit cost ratio has not been calculated. Value for money is established through the wider benefits the creation of the LVEP produces.

Tackling the Climate Emergency Implications

4.18 The scheme tackling climate emergency implications are:

- The LVEP will be tasked with making the CA’s approach to the visitor economy as low-carbon as possible. This includes:
 - Measuring and reducing the carbon footprint of tourism activities, such as transport, accommodation, food, etc., by using low-carbon technologies, renewable energy sources and offsetting schemes.
 - Increasing low carbon and sustainable food production and consumption. This includes supporting local food producers and retailers, reducing food waste and packaging, promoting healthy diets, and addressing food poverty.
 - Raising awareness and education among tourists and tourism providers about the impacts of climate change on natural and cultural heritage and promoting responsible and sustainable tourism practices.
- The LVEP will also encourage visitors to walk, cycle and provide information on sustainable public transport options. Incentives will also

be explored for visitors who choose to use electric vehicles or car-sharing schemes.

- 4.19 A Stage 1 Carbon Impact Assessment has been undertaken as part of the business case submission process and indicated alignment with the West Yorkshire Combined Authority's zero carbon aspirations. There is an appreciation that if the scheme was to succeed in its intentions there would be a small increase in carbon due to the increased footfall within West Yorkshire, work is planned within the scheme to minimise any potential impact.

Inclusive Growth Implications

- 4.20 The scheme inclusive growth implications include:

- The scheme will work with local education providers, employers, and stakeholders to identify and address the skills gaps and needs in the tourism sector and provide training and support for existing and potential workers.
- The programme aims to boost employment levels in the visitor economy across West Yorkshire, by driving visitor numbers and spend (through marketing campaigns), identifying skills gaps, and (with CA Skills colleagues) procuring training to meet these gaps. It will address the under-representation of minoritised groups by generating insights into the diversity of the sector, and into the barriers that prevent career progression within the sector.
- By enhancing employment opportunities and career pathways, the project will also increase income levels across the region, improving the living standards and well-being of the residents.

Equality and Diversity Implications

- 4.21 An Equality Impact Assessment (EqIA) has been undertaken for the scheme and equality and diversity impacts taken account of as part of the development of the scheme and the business case development.

- 4.22 The scheme equality and diversity priorities are:

- Ensure a diverse talent pool and increase social mobility across the visitor economy.
- Reduce barriers to accessing education, training, and employment in the sector for those from underrepresented groups.
- Work with visitor economy businesses and assets to ensure their offer is accessible to visitors with additional needs.
- Ensure alignment to wider CA Inclusive Growth goals.

Consultation and Engagement

- 4.23 Due to the nature of the scheme, full public consultation has not been undertaken. The engagement of stakeholders has been channelled through the membership of the LVEP where local authorities, private sector and 3rd

Sector members have been engaged. These key stakeholders have also been closely involved in the development of this scheme.

- 4.24 The wider public will be engaged by public-facing campaigns through the Destination Management Plan activities and promotions of the region's visitor attractions and cultural events with local authorities collaborating on cross-promotion and social media takeovers.

Risks

- 4.25 The scheme risks and mitigations are:

- Lack of West Yorkshire Combined Authority internal capacity to support the LVEP and work with VisitEngland and other partners. This is mitigated by working closely with the senior responsible officer and Leeds City Council to progress recruitment as soon as possible.
- Timescales for LVEP delivery and possible draw down of funding do not align, which may cause delays or gaps in the implementation of the Destination Management Plan. This is mitigated by the senior responsible officer and programme manager working with partner organisations to ensure regular delivery updates are tracked.
- There is no certainty that income streams will be acquired after the initially sought two-year funding period, to make the West Yorkshire LVEP self-sustaining (whether through private sector contribution, or VisitEngland DPP accreditation and funding). This will be mitigated by regular budget updates to senior responsible officer, regular updates on private sector match funding, and progression towards VisitEngland DPP accreditation and funding.
- Budgetary pressures on local authorities may lead to reduced engagement and/or funding for local tourism activities, and/or investment in culture, heritage and sport activities. This will be mitigated by programme manager's engagement with local authorities, ensuring buy-in, and identifying possible challenges earlier, however the scheme is already supported by high level political buy-in.

Costs

- 4.26 The total scheme costs are £500,000.
- 4.27 The Combined Authority's contribution is £500,000 from the Single Investment Fund.
- 4.28 The Combined Authority will need to enter into a funding agreement with Leeds City Council for expenditure of up to £470,000 from the Investment Priority 6 Gainshare Fund.
- 4.29 The remaining £30,000 will be retained by the Combined Authority to procure and undertake Monitoring and Evaluation arrangements.

Future Assurance Pathway and Approval Route

Assurance pathway	Approval route	Forecast approval date
5 (completion/service delivery)	<p>Recommendation: Combined Authority's Portfolio Investment Panel</p> <p>Decision: Combined Authority's Director of Inclusive Economy, Skills & Culture (DoIESC)</p>	01/04/2026

Other Key Timescales

- Start of delivery 01/04/2024
- Completion date 30/04/2026

Assurance Tolerances

- 4.30 This approval is the first decision point for the scheme at committee. The assurance tolerances for the recommended approval in this report are:

Assurance tolerances
<p>Combined Authority funding remains within +10% of those outlined in this report.</p> <p>Completion/service delivery date remains within +6 months of those outlined in this report.</p> <p>Outputs remain within -10% of those outlined in this report.</p>

Appraisal Summary

- 4.31 The scheme demonstrates alignment with local, regional and national policies and priorities, as well as alignment to Mayoral pledges, CA priorities and wider local and national government priorities.
- 4.32 The scheme has a strong potential to increase the number of visitors to the West Yorkshire and boost employment levels in visitor economy. Ongoing consideration to mitigation of carbon impact and inclusive growth will be required throughout the implementation stage.
- 4.33 It is expected that the scheme will have positive impact to setting up structures that will increase awareness of the region, develop products and places and effectively manage visitor economy of the West Yorkshire.

Recommendations

- 4.34 The Combined Authority, subject to the conditions set by the Portfolio Investment Panel, approves that:
- (i) The West Yorkshire Tourism - LVEP scheme proceeds through decision point 2 to 4 (business justification) and work commences on activity 5 (delivery).

- (ii) Approval to the Combined Authority's contribution of £500,000 is given. The total scheme value is £500,000.
- (iii) The Combined Authority enters into a funding agreement with Leeds City Council for expenditure of up to £470,000.
- (iv) Future approvals are made in accordance with the assurance pathway and approval route outlined in this report. This will be subject to the scheme remaining within the tolerances outlined in this report. Where required, any future committee level approvals are delegated to the Culture, Heritage and Sport Committee.

Project Title	Bradford 2025 UK City of Culture
Stage	2 (scheme development)
Decision Point	3 (outline business case) and 4 (full business case)

Is this a key decision?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Is the decision eligible for call-in by Scrutiny?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Does the report contain confidential or exempt information or appendices?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
If relevant, state paragraph number of Schedule 12A, Local Government Act 1972, Part 1:		
Are there implications for equality and diversity?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

Background

- 4.35 The UK City of Culture designation is given through a national competition every four years administered by the Department for Culture, Media and Sport. Bradford was successful in their bid and won the 2025 designation on 31 May 2022 and will be known as Bradford UK City of Culture 2025 or BD25.
- 4.36 BD25 will be a year-long programme of events and celebrations and will bring unprecedented media attention, as well as local and global audiences to the West Yorkshire region. Events, festivals and performances will be held and will take place over a multitude of venues with further details of programming to follow once confirmation of funding is in place.
- 4.37 The objectives of the scheme are:
- By 2026, culture will be more available and more accessible across the district; measured via household survey and Age of Wonder (part of Born in Bradford) surveys.
 - As a result of Bradford 2025, Bradford's cultural sector will be more dynamic and confident and growing a new young generation of leaders and changemakers; tracked over a number of years via cultural sector surveys, stakeholder engagement and qualifications, training and employment data.
 - As a result of Bradford 2025, the cultural and creative sector will be bigger, more agile and contributes to the economic success and sustainability of the district; measured via phased economic impact and social value assessment.
 - As a result of Bradford 2025, the district will have a strong identity as an attractive, thriving and unique cultural destination; measured via

phased economic impact and social value assessment, visitor experience data and media sentiment analysis.

- 4.38 The scheme aligns strongly to the Strategic Economic Framework (SEF) including alignment to IP1 Good Jobs and Resilient Businesses, IP2 Skills and Training for People, IP3 Creating Great Places and Accelerating Infrastructure and IP4 Tackling the climate Emergency.
- 4.39 The scheme aligns to the Mayor's pledges, specifically pledge 5 (Lead a Creative New Deal to ensure our creative industries are part of our broader recovery strategy) however the scheme also has alignment to mayoral pledges 1 (Create 1,000 well paid, skilled, green jobs for young people), 2 (Tackle the Climate Emergency and protect our environment), 3 (Prioritise skills and training to ensure everyone has the skills they need to secure work) and 4 (Support local businesses and be a champion for our local economy).
- 4.40 A summary of the scheme's business case is included in **Appendix 2**.

Outputs and Outcomes

- 4.41 The scheme outputs for the preferred way forward include:
- 1000 performances and events by the end of 2025.
 - 200 Artist commissions by the end of 2025.
 - 100 community led arts projects by the end of 2025.
 - 24 festivals by the end of 2025.
 - 15 major national and international collaborations by the end of 2025.
 - 480,100 (90%) residents engaged in BD25 by the end of 2025.
 - 60,000 participants involved in activities by the end of 2025.
 - 3,780 volunteers involved in the scheme by the end of 2025.
 - 3,000,000 additional visitors to the district by the end of 2025.
 - £367,000,000 added GVA in 2025.
 - £654,000,000 visitor spend by the end of 2025.
 - 507 new cultural and creative industry jobs created by the end of 2025.
 - 1,620 new visitor economy jobs by the end of 2025.
 - £290,000,000 of social value by the end of 2025.
- 4.42 The scheme outcomes are:
- A shared understanding of what culture and creativity mean to people in Bradford.
 - Reducing barriers to cultural participation and ensure everyone has the opportunity to make and experience art.
 - Establish volunteering as a strong progression route to training and employment in Bradford.

- Increased number and diversity of qualifications taken/gained.
- Apprentices and trainees secure long-term work within Bradford's cultural sector.
- Increased number of cultural/creative employees and SME's, start-ups, and re-locations into the district.
- Increased number of direct and indirect jobs in the creative sector and visitor economy.
- Increased cultural investment per capita.
- Increased GVA.
- Improved self-reported community connectedness, pride in place, happiness and life satisfaction.
- Improved awareness of environmental sustainability and new models for collecting data and evidencing the direct and indirect environmental impacts of cultural events and activities.
- Accessible and active networks of cultural sector employees and artists.

Tackling the Climate Emergency Implications

4.43 The scheme has a sustainability framework that aligns to the United Nations Sustainable Development Goals (SDGs) and seeks to promote environmentally regenerative and clean growth, fostering inclusive economic development and a thriving community that benefits all.

4.44 The scheme will:

- Engage a sustainability partner to provide training, advice and resources to cultural organisations and businesses about sustainable energy.
- Utilise low carbon technologies for mobile power generation.
- Promote public transport to and from events. Raise awareness of potential impacts of climate change and its impact on the local community through the public programme.
- Utilise green spaces (such as parks and public gardens) as event spaces and venues to promote engagement with nature, while ensuring minimal environmental impact.

Inclusive Growth Implications

4.45 The scheme inclusive growth implications include:

- Provide opportunities of engagement/experience for those who may not have access or see cultural activities as not for the e.g. Those living in poverty/deprivation/economically disadvantaged, carers/young carers etc.

Equality and Diversity Implications

- 4.46 An Equality Impact Assessment (EqIA) has been undertaken for the scheme and equality and diversity impacts taken account of as part of the development of the scheme and the business case development.
- 4.47 No negative Equality and Diversity implications have been identified.

Consultation and Engagement

- 4.48 The 'preferred option' to bid for UK City of Culture 2025 was developed through extensive consultation with more than 7,000 people at 180 events. This was tested through board and community steering group workshops throughout 2021/22 and at full council meetings resulting in unanimous and cross-party support. The bid had written support from the Mayor, the Combined Authority and the other remaining West Yorkshire local authorities.

Risks

- 4.49 The scheme risks and mitigations are:
- Public funding risks – rejection or reduction of any public funding bids or offers or the timing of decisions impacting the creative programme. Mitigations for this risk include ensuring Memorandum of Understandings and licenses are signed, having regular meetings with the Chief Executive Officer and senior team at Bradford Council and payment schedules in place.
 - Loss of public support – Loss of community support in the wider district, hampering delivery and producing negative PR. Mitigations for this risk include strong high profile sustained activities with deeply rooted district-wide support, regular presence on social media and with interest groups, community engagement across the district and a pro-active press campaign.
 - District readiness – the district is not ready for Bradford 2025 due to CBMDBC financial situation or possible TCF work running late. Mitigations for this risk include strong public commitment from political and senior leadership, the appointment of a District Readiness Team to work closely with BD25 team, regular briefing sessions for Council Members, BD Senior Staff attend District Readiness Board Meetings and a Council Members Reference Group established.

Costs

- 4.50 The total scheme costs are £42,407,000.
- 4.51 The Combined Authority's contribution is £6,000,000 from the Single Investment Fund.
- 4.52 Total Revenue funding of £24,100,000 is confirmed from:
- City of Bradford Metropolitan District Borough Council

- Department for Culture Media and Sport
- Arts Council England
- National Lottery Heritage Fund

Further applications are under consideration totalling £12,307,000 from:

- BD25 Sponsors and Trusts
- National Lottery Community Fund

4.53 The Combined Authority will need to enter into a funding agreement with Bradford Culture Company Ltd for expenditure of up to £5,700,000.

4.54 £300,000 development funding was already approved at decision point 1 (strategic assessment).

Future Assurance Pathway and Approval Route

Assurance pathway	Approval route	Forecast approval date
5 (completion/service delivery)	Recommendation: Combined Authority's Programme Appraisal Team Decision: Combined Authority's Director of Inclusive Economy, Skills & Culture (DoIESC)	31/03/2026

Other Key Timescales

- Opening of the year of culture: 1st January 2025

Assurance Tolerances

4.55 This approval is the first decision point for the scheme at committee. The assurance tolerances for the recommended approval in this report are:

Assurance tolerances
Combined Authority funding remains within +10% of those outlined in this report. Completion/service delivery date remains within +6 months of those outlined in this report. Outputs remain within -10% of those outlined in this report.

Appraisal Summary

4.56 The scheme is a successful UK City of Culture Bid with extensive research, evidence and supporting information provided.

4.57 There is clear alignment between local, regional and national policies and priorities, as well as strong alignment to Mayoral pledges, CA priorities and wider local and national government priorities.

- 4.58 As a charity, BCC is not bound by public sector directives, however their procurement processes and procedures are consistent with the framework provided by public sector guidelines and align to Bradford Councils processes and procedures.
- 4.59 At the time of appraisal, the financial case and information supplied is strong but full funding for this scheme is unsecured.
- 4.60 The aim is to have as many events free as possible, but there is still a potential for income generated through ticket sales and it would be beneficial to understand what the potential for income and/or revenue generated is and what (if any) processes for recovery of funds will be established and what clawback clauses will be included in funding agreements.
- 4.61 This scheme will be managed by Bradford Culture Company (BCC) Ltd with oversight from Bradford Council. BCC and the Council have entered into funding agreements and also an overarching Memorandum of Understanding (MoU) with DCMS in order to set out roles, responsibilities and obligations of each party in relation the UK City of Culture 2025 Programme and associated activity.
- 4.62 The scheme should be significantly positive, not just culturally but economically, for Bradford and the surrounding districts in West Yorkshire and beyond.

Recommendations

- 4.63 The Combined Authority, subject to the conditions set by the by the Portfolio Investment Panel approves that:
- (i) The Bradford 2025 City of Culture scheme proceeds through decision point 4 (full business case) and work commences on activity 5 (delivery).
 - (ii) Approval to the Combined Authority's contribution of up to £5,700,000. This takes the total approval to £6,000,000. The total scheme value is £42,407,000.
 - (iii) The Combined Authority enters into an addendum to the funding agreement with Bradford Culture Company (BCC) Ltd for expenditure of up to £6,000,000.
 - (iv) Future approvals are made in accordance with the assurance pathway and approval route outlined in this report. This will be subject to the scheme remaining within the tolerances outlined in this report.

Projects in Stage 3: Delivery and Evaluation

- 4.64 There are no schemes to review at this stage.

5 Tackling the Climate Emergency implications

- 5.1 The Climate Emergency implications have been considered on all projects included in this report as part of their business case development.

6 Inclusive Growth implications

- 6.1 The inclusive growth implications have been considered on all projects included in this report as part of their business case development.

7 Equality and Diversity implications

- 7.1 Equality Impact Assessments (EqIA) have been undertaken on all projects included in this report as part of their business case development.

8 Financial implications

- 8.1 The report seeks endorsement to expenditure from the available Combined Authority funding as set out in this report.

9 Legal implications

- 9.1 The payment of funding to any recipient will be subject to a funding agreement being in place between the Combined Authority and the organisation in question.
- 9.2 In accordance with the voting arrangements of the Combined Authority, all Combined Authority members may vote on this item with the exception of the Non-Constituent Council Combined Authority Member.

10 Staffing implications

- 10.1 A combination of Combined Authority and local partner council project, programme and portfolio management resources are or are in the process of being identified and costed for within the schemes in this report.

11 External consultees

- 11.1 Where applicable scheme promoters have been consulted on the content of this report.

12 Recommendations (Summary)

British Library North

- 12.1 The Combined Authority approves that:

- (i) Future approvals in relation to the British Library North scheme are delegated to the Combined Authority's Place Regeneration and Housing Committee.

West Yorkshire Tourism - LVEP

- 12.2 The Combined Authority, subject to the conditions set by the Portfolio Investment Panel, approves that:

- (i) The West Yorkshire Tourism - LVEP scheme proceeds through decision point 2 to 4 (business justification) and work commences on activity 5 (delivery).

- (ii) Approval to the Combined Authority's contribution of £500,000 is given. The total scheme value is £500,000.
- (iii) The Combined Authority enters into a funding agreement with Leeds City Council for expenditure of up to £470,000.
- (iv) Future approvals are made in accordance with the assurance pathway and approval route outlined in this report. This will be subject to the scheme remaining within the tolerances outlined in this report. Where required, any future committee level approvals are delegated to the Culture, Heritage and Sport Committee.

Bradford 2025 City of Culture

12.3 The Combined Authority, subject to the conditions set by the by the Portfolio Investment Panel approves that:

- (i) The Bradford 2025 City of Culture scheme proceeds through decision point 4 (full business case) and work commences on activity 5 (delivery).
- (ii) Approval to the Combined Authority's contribution of up to £5,700,000. This takes the total approval to £6,000,000. The total scheme value is £42,407,000.
- (iii) The Combined Authority enters into an addendum to the funding agreement with Bradford Culture Company (BCC) Ltd for expenditure of up to £6,000,000.
- (iv) Future approvals are made in accordance with the assurance pathway and approval route outlined in this report. This will be subject to the scheme remaining within the tolerances outlined in this report.

13 Background Documents

13.1 None as part of this report.

14 Appendices

Appendix 1 [West Yorkshire Tourism – Local Visitor Economy Partnership \(LVEP\) - Business Case Summary](#)

Appendix 2 [Bradford 2025 UK City of Culture - Business Case Summary](#)