

**MINUTES OF THE MEETING OF THE
CULTURE, HERITAGE AND SPORT COMMITTEE
HELD ON TUESDAY, 18 JANUARY 2022 AT DUE TO COVID-19, THIS
MEETING WILL BE HELD REMOTELY AND WILL BE LIVESTREAMED
HERE:
[HTTPS://WWW.YOUTUBE.COM/CHANNEL/UCAZJNSGPQZZT41VIBN2
ZK9A/LIVE](https://www.youtube.com/channel/UCAZJNSGPQZZT41VIBN2ZK9A/LIVE) (COPY AND PASTE THE LINK IN YOUR BROWSER)**

Present:

Mayor Tracy Brabin (Chair)	West Yorkshire Combined Authority
Councillor Sarah Ferriby	Bradford Council
Councillor Jenny Lynn	Calderdale Council
Councillor Michael Graham	Wakefield Council
Councillor Darryl Smalley	City of York Council
Helen Featherstone (Deputy Chair)	Private Sector
Syima Aslam MBE (Advisory Representative)	Bradford Literature Festival
Caroline Cooper Charles (Advisory Representative)	Screen Yorkshire
Nat Edwards (Advisory Representative)	Thackray Museum
Amy Foster (Advisory Representative)	Creative Scene
Alan Lane (Advisory Representative)	Slung Low
Deborah Munt (Advisory Representative)	Culture, Wellbeing and Social Impact Developer
Catherine Mitchell (Advisory Representative)	Arts Council
Philippa Childs (Advisory Representative)	Bectu
Dominic Bascombe (Advisory Representative)	Equity UK
Richard Butterfield (Advisory Representative)	Historic England
Professor Lisa Stansbie (Advisory Representative)	Yorkshire Universities – Leeds Beckett University
Sam Keighley (Advisory Representative)	Yorkshire Sport Foundation

In attendance:

Liz Hunter	West Yorkshire Combined Authority
Philip Witcherley	West Yorkshire Combined Authority
James Young	West Yorkshire Combined Authority
Jim Hinks	West Yorkshire Combined Authority

1. Apologies for Absence

Apologies were received from Kamran Rashid, David Renwick, Michelle Stanistreet and Councillors Will Simpson and Jonathan Pryor.

2. Declaration of Disclosable Pecuniary Interests

None.

Officers confirmed that members received correspondence regarding the governance arrangements, declarations of interest, code of conduct and Governance Services Officers can respond to any queries from guests or members should they arise.

3. Exempt Information - Possible Exclusion of the Press and Public

No items on the agenda required the exclusion of press and public.

4. Notes of the Informal Meeting held 4 November 2021

The Chair reminded members that the previous meeting was not quorate however the discussions held were recorded as notes and are available for review.

5. Economic and Sector Reporting

The Economic Evidence Manager provided a report to update on the latest economic data relating to the Arts, Entertainment and Recreation sector and to respond to comments made on additional information needs raised at the previous meeting of the Committee.

The report highlighted mostly national trends due to the annual reporting of sector data, however the available data highlights a number of key trends:

- The Arts, Entertainment and Recreation sector was one of the fastest growing sectors as the economy reopened and was a key contributor to the growth of the economy in Q3 of 2021.
- Each of the component aspects of the sector saw growth during the same quarter.
- Digital elements of the sector such as media and publication did not grow as strongly, however they were not as badly impacted by the pandemic as the other fields.
- The output of the sector has returned to pre-pandemic levels.
- Employment levels within the sector remain much lower than the pre-pandemic figure, though the latest available data was published in September so it can be expected the employment figure is higher at the time of the meeting.
- There was a record number of vacancies within the sector during the period from September to November, though available data of advertised vacancy posts suggest room for recovery.
- The data does not take into account the impact of the Omicron variant

of Covid-19, and the timing of additional measures may have negatively impacted some areas of the sector.

The Economic Evidence Manager highlighted the responses within the report to queries that were raised from the previous meeting. Queries concerned those within the sector who are self-employed, volunteering, and who have graduated from creative subjects in the West Yorkshire region. Members clarified that there is also data for graduate outcomes for the years 2018/19, and there is due to be an update from the Office for Students in the coming months regarding how graduate outcomes are measured. Officers offered to review the data and provide any updates as appropriate.

Members discussed the landscape of employment opportunities for freelancers within the sector, noting that there remain skills shortages that need to be addressed to avoid impacts on production. Theatre closures and live event cancellations have negatively impacted performers and there has been a lack of generally accessible funding to support those who have been out of work as a result. There are also concerns that venues and performers are wary of hosting new performances in case of further cancellations which is stunting the potential return of live events and discouraging new talent from joining the sector. Concerns were also raised regarding how front-of-house and other behind the scenes roles could be encouraged to begin or return to work in the sector, especially given how the industry has changed as a result of the pandemic. Similar issues were noted within the sports sector, especially relating to the amount of participation and the running of sports schemes under local authorities in a post-pandemic landscape.

6. Cultural Framework

The Chair explained the purpose of the Cultural Framework sets how culture can be a key part of the economic recovery. There is a proposal to revise the framework, with a draft in place by July 2022 and the formal sign off in the Autumn.

Officers noted that there is a proposed workshop scheduled in March around the time of the next committee meeting and emphasised that both events would be separate.

Concerns were raised about how the proposed sign off date would hinder the ability of the committee to make decisions in the meantime. Officers clarified that there are key workshop and consultation dates built into the timescale, however there is the option to bring forward and make any decisions that the committee chooses.

It was raised that the committee could benefit from a voluntary representative for brass bands around the region and that, if possible, someone could be approached with an invite ahead of the next meeting. There is the potential for a sub-committee that is predominantly focussed on music and the idea will be explored as appropriate.

Members noted the report and agreed with the proposed timescales.

7. Supporting Creative Business Models

The Committee received a report outlining the business support available for freelancers, creative coops, and Meanwhile Spaces. The report suggests a number of potential areas of exploration to help promote and bolster this support. Further input from members was welcomed.

Members noted that there is significant overlap between the report recommendations and mentoring which may highlight new areas of interest. There was also a note regarding the distinction between and differing needs of freelancers, and Micro-SMEs who are often a single-person business. A freelancer working as part of a crew may not need a business space, however a micro-SME would greatly benefit from a space and any available mentoring.

It was raised that there are differing perceptions of market legitimacy for those who are not already part of an established brand, which could negatively impact community organisations and individuals alike. New operating models with temporary workspaces and online engagement can also affect the perception of smaller scale businesses.

Members raised the impact on conservatoires from which many students who would typically move on to freelance music teaching work. Fewer students are choosing the freelancing path in favour of more stable alternatives and are most often the students who do not have a high level of financial stability already in place. Students who do become freelancers are also increasingly choosing to leave Leeds for other locations that offer a potentially more attractive lifestyle. The offer of Meanwhile Spaces could be a draw to bring individuals together and provide a support network that allows them to flourish.

Members suggested that the support should be as easily accessible and flexible as possible so potential users are not put off by a prescriptive model. It was clarified that this is the aim and may be supported by a £6 million entrepreneur fund which potential users can apply to online.

It was suggested that empty local spaces such as warehouses and shop fronts may be used as artist spaces, based on the work of similar schemes. Facilitating spaces can help bring individuals together and provide an uplift to local communities which may not have existing 'conventional' spaces. Members noted the report.

8. Supporting Cultural Festivals in West Yorkshire

Helen Featherstone declared an interest as she is a member of the steering group of Yorkshire Sculpture International.

Cllr Jenny Lynn declared an interest as an elected member of Calderdale MBC and in relation to the Calderdale year of Culture 2024.

Cllr Sarah Ferriby declared an interest as an elected member of Bradford MDC in relation to the Bradford City of Culture 2025 bid and the annual Bradford Literature Festival.

The Chair highlighted the quantity of cultural festivals that will be taking place within the next few years and raised some key considerations for the Committee members regarding how festivals are supported. There are already commitments to support festivals which;

- Support the West Yorkshire Footprint
- Align with the WYCA investment priorities
- Have defined outcomes
- Provide value for money
- Promote equality, diversity, and inclusion
- Utilise and share best practice
- Evaluate economic and participatory successes

Members raised the potential need for a framework in order to establish funding criteria, as well as to undertake an audit of existing festivals to understand the reach and their impact on local communities. It was suggested that some best practice may be shared from the Calderdale Year of Culture 2024 bid which may be helpful in deciding some criteria. It was noted that festivals vary in size and scope using different metrics to evaluate successes, and so establishing some common metrics would be helpful to compare outcomes. Queries were raised surrounding the separation of funding for City/Year of Culture festivals and smaller independent festivals so that funding is available for each.

It was raised that there is scope within the suggestions for creativity principles which place people at the heart of culture and also give artists the freedom to create. There have been positive outcomes for former Cities of Culture in the years following their campaign and encouraging similar growth beyond a single year will provide lasting benefits. Members suggested evaluating the legacy of each festival as a criterion of success.

Officers clarified that any funding should be directed towards a specific aspect of an event which aligns with the set criteria, and not be used for general operating costs. Officers emphasised that the development of criteria will not impact the decisions of the Committee to fund any appropriate festivals or events in the meantime.

9. Creative Catalyst - Mentoring Scheme

Officers sought views from the Committee regarding the delivery of the Creative Catalyst mentoring scheme, scheduled to begin in June 2022. Key consideration topics include:

- Any areas the Committee considers to be missing from the proposed scheme
- Which groups and individuals the support should be aimed at
- How duplication of other mentoring initiatives in the region can be avoided

Queries were raised regarding the payment of potential mentors, as there are

some industry disagreements regarding payment for mentors from larger organisations as opposed to payment for freelancers who provide mentorship in their own time. It was also questioned if the mentors should also be based in West Yorkshire as the best talent may not always be primarily located within the area, or if they necessarily need to work in the same field as the mentee as that can be very useful to generate new ideas for both parties. It was noted that there should be a system by which it could be identified if the mentee was not receiving the support that is expected from the relationship, and alternative arrangements put in place if not.

It was suggested that an alternative model could bring a small number of individuals together under one mentor, so more ideas can be shared. The wider participation in the scheme would allow for more promotion and attract potential mentees to the opportunities available in West Yorkshire instead of London or Manchester. Members raised the possibility of working directly with community organisations to define outcomes and actively increase the diversity of voices having an input into the scheme.

10. Arts Council Presentation

The Committee received a presentation from the Arts Council England regarding their 2020-2030 strategy.

11. Bradford Literature Festival Presentation

The Committee received a presentation from the Arts Council England regarding their 2020-2030 strategy.

12. Date of Next Meeting

The next meeting of the Culture, Arts and Creative Industries Committee will be held 16 March 2022 at 2pm.