

## **CULTURE, HERITAGE AND SPORT COMMITTEE**

**MEETING TO BE HELD AT 10.00 AM ON FRIDAY, 28 OCTOBER 2022  
IN THE CAYGILL ROOM, THE PIECE HALL, BLACKLEDGE, HALIFAX  
HX1 1RE**

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### **A G E N D A**

- 1. APOLOGIES FOR ABSENCE**
- 2. DECLARATION OF DISCLOSABLE PECUNIARY INTERESTS**
- 3. EXEMPT INFORMATION - POSSIBLE EXCLUSION OF THE PRESS AND PUBLIC**
- 4. MINUTES OF THE MEETING HELD 21 JULY 2022**  
(Pages 1 - 8)
- 5. CHAIR'S UPDATE**
- 6. ECONOMIC AND SECTOR REPORTING**  
(Pages 9 - 38)
- 7. CALDERDALE PRESENTATION**
- 8. CULTURE, HERITAGE, AND SPORT FRAMEWORK**  
(Pages 39 - 160)
- 9. WAKEFIELD PRESENTATION**
- 10. UPDATE ON CREATIVE CATALYST**  
(Pages 161 - 166)
- 11. DATE OF NEXT MEETING**  
The date of the next meeting is 26 January 2023.

**Signed:**



**Chief Executive  
West Yorkshire Combined Authority**



**MINUTES OF THE MEETING OF THE  
CULTURE, HERITAGE AND SPORT COMMITTEE  
HELD ON THURSDAY, 21 JULY 2022 AT CAPA COLLEGE,  
WESTGATE, WAKEFIELD, WF1 1EP**

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**Present:**

Mayor Tracy Brabin (Chair)	West Yorkshire Combined Authority
Councillor Sarah Ferriby	Bradford Council
Councillor Darryl Smalley	City of York Council
Helen Featherstone (Deputy Chair)	Local Enterprise Partnership Board
Nathan Clark	Brudenell Social Club
Caroline Cooper Charles	Screen Yorkshire
Nat Edwards	Thackray Museum
Wieke Eringa	Yorkshire Dance
Boluaji Fagborun	East Bierley Community Sports Association
Halima Khan	Street Games
Alan Lane	Slung Low
Deborah Munt	Culture, Wellbeing and Social Impact Developer
Sam Nicholls	Music Local
Leigh-Anne Stradeski	Eureka!
Catherine Mitchell (Advisory Representative)	Arts Council
Richard Butterfield (Advisory Representative)	Historic England
David Renwick (Advisory Representative)	National Lottery Heritage Fund
Michelle Stanistreet (Advisory Representative)	National Union of Journalists
Professor Lisa Stansbie (Advisory Representative)	Yorkshire Universities – Leeds Beckett University

**In attendance:**

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

**1. Apologies for Absence**

Apologies for absence were received from Syima Aslam, Nicky Chance-Thompson, Amy Foster, Kamran Rashid, Ben Walmsley, Philippa Childs,

Dominic Bascombe, Matt Wanstall, Prof Dave Russell, Sam Keighley and Councillors Jenny Lynn and Michael Graham.

## **2. Declaration of Disclosable Pecuniary Interests**

There were no pecuniary interests declared by Members during the meeting.

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

There were no items on the agenda that required the exclusion of the press and public.

## **4. Minutes of the Meeting held 16 March 2022**

**Resolved:** That the minutes of the meeting held on 16 March 2022 be approved.

## **5. Chair's Update**

The Chair welcomed the Committee to CAPA College and thanked the College for hosting the meeting. The Chair welcomed the new members of the Committee who were confirmed at the Combined Authority Annual Meeting on 23 June 2022 including:

- Nicky Chance-Thompson (The Piece Hall)
- Nathan Clark (Brudenell Social Club)
- Wieke Eringa (Yorkshire Dance)
- Halima Khan (Street Games)
- Sam Nicholls (Music Local)
- Leigh-Anne Stradeski (Eureka! Halifax)
- Ben Walmsley (University of Leeds, Centre for Cultural Value)

It was also highlighted that the name of the Committee had changed from the 'Culture, Arts and Creative Industries Committee' to the 'Culture, Heritage and Sport Committee' to better reflect the nature and scope of the Committee's work.

The Chair provided an update to the Committee on good news from around West Yorkshire from the sectors represented since the last Committee meeting in March:

- Bradford has been awarded City of Culture for 2025. The Committee passed on their congratulations to everyone involved in the bid.
- Women's Rugby League continues to grow and a league record crowd was at Elland Road to watch Leeds Rhinos vs St. Helens. Birkenshaw Blue dogs under-13s won the Bradford cup final at Odsal stadium, the team formed during lockdown with 18 out of 20 girls new to Rugby League.
- International cricket returned to Headingley stadium in Leeds. The Chair congratulated Yorkshire County Cricket Club for their ongoing work to make Headingley a safe and inclusive place to enjoy test match cricket.
- Impact Hub Bradford partnership launched a £6.6m Social investment

Fund.

- Ageless Festival by Yorkshire Dance welcomed international guests and local community participants to celebrate age and aging. The youngest performer was aged 2 and the oldest aged 92. Another Ageless festival is planned for 2024.
- Slung Low is partnering with international property developer CEG to create a new artist development space on Bath Road, Holbeck as part of the Temple Development. The space will house office space for the region's young and emerging artists and companies. The site will also host an outdoor stage that will present performances. The venue will operate on a Pay What You Decide basis.
- Screen Yorkshire reported that nearly 900 days of work were secured for local freelancers in the first quarter of 2022 through our crewing service. Filming days were up nearly 40% from 2020-21 and the upward trend continues in 2022.
- The documentary 'A Bunch of Amateurs' premiered at Sheffield Doc/Fest. The film was supported with investment from Screen Yorkshire won the audience award at the festival.
- Yorkshire Sculpture Park celebrates 45 years this year and will be celebrating with a piece by Roger Hiorns at the park.
- Thackray Medical Museum is 25 years old this year and audience numbers are recovering especially amongst schools, 3300 students visited in the first quarter of 2022/23 – compared to 641 during the same period last year.
- Leeds Art University have been able to have end-of-year exhibitions, shows, performances and events in person this year - along with in-person graduation ceremonies.
- Leeds Beckett University launched a film to mark the opening of the Leeds School of Arts building, centred around a poem 'When I feel like I'm sinking' by Leeds Beckett graduate, Zodwa Nyon.
- Lewis Everest and Lewis Barn, both graduates from MSc Sound and Music for Interactive Games at Leeds School of Arts won Baftas for sound design at the Bafta Games awards. Another graduate, Jessie, performed at Radio 1's Big Weekend.

The Chair also updated the Committee on ongoing work through the Creative New Deal:

- Bradford Literature Festival 2022 has taken place and was a great success. The Combined Authority supported the whole programme with £250k in grant funding.
- The Young Poet Laureate Project has continues to be scoped and refined with the Education team, specifically to ensure it:
  - Delivers maximum benefit to all schools and pupils who participate
  - Raises awareness of pathways into the creative industries
  - Is see as an attractive proposition for schools and teachers and compliments the national curriculum.
- The CA approved Kirklees Year of Music business case on June 23 without further request for information, and can now move to delivery phase, with a budget of £850,000, which will support a range of music activities that will enrich the lives of our communities, develop skills, create

jobs and support the local economy.

- Leeds City Council have submitted a business case for Leeds 2023 to the Combined Authority for approval at the meeting on 22 July 2022.
- On the 18 May the Combined Authority wrote to all Committee members making them aware of the new UK Shared Prosperity Fund (UKSPF) and the requirement by Government to establish the new UKSPF West Yorkshire Local Partnership Advisory Group (LPG) to ensure the Authority engage with a range of partners. Members of the Committee Alan Lane, Sam Keighley and Catherine Mitchell were put forward to join the group. Each Local authority is also sending a representative to LPG, and Cllr Jonathan Pryor of Leeds will represent elected members of the Culture, Heritage and Sport Committee. There will be a regular agenda item on future Committee agendas for these members to update the Committee.
- The Create Growth Fund is a fund from the Department for Digital, Culture, Media and Sport that aims to make high-growth Creative Industries SMEs investment-ready for angel investors and venture capital. The Combined Authority, in collaboration with Local Authority colleagues, submitted an Expression of Interest on 7 July which focused on the potential of our clusters in screen, gaming, textiles and music, and we await the outcome.

Catherine Mitchell provided background to the Committee on the Arts Council England relocate fund which aims to help National Portfolio Organisations relocate out of London. This fund could have an impact on the West Yorkshire culture sector if organisations choose to relocate to the region.

Nigel Harrison from Yorkshire Sport Foundation gave a brief update to the Committee including:

- The British Transplant Games 2022 will take place in Leeds at the end of July.
- The Birmingham 2022 Queen's Baton Relay came to Leeds on 12 July.
- Activity levels reduced through the Covid-19 pandemic but levels are starting to recover. West Yorkshire has a higher rate of activity than the national average.
- £1.8m has been awarded to some areas of Leeds, Wakefield and Kirklees through the Active through Football programme from Sport England.

The Chair thanked Catherine Mitchell and Nigel Harrison for their updates.

## **6. Governance Arrangements**

The Interim Director, Policy & Development presented the Governance Arrangements report to advise the Committee of arrangements approved by the Combined Authority at the Annual Meeting on 23 June 2022.

It was highlighted that the name of the Committee has been changed from the 'Culture, Arts and Creative Industries Committee' to the 'Culture, Heritage and Sport Committee' to better reflect the broad range of activities that the Committee represents. The report also noted the new members of the

Committee and the dates of future committee meetings.

Members asked if there would be any training given to new members. The Head of Business, Innovation, Skills & Culture Policy confirmed that there had already been a Members Induction event to introduce members to the Combined Authority but a training session specifically focused on the work of this committee was already being planned.

The Committee asked if there were any planned changes planned to enable National Portfolio Organisations to become members of the Committee. It was confirmed that at present there were no planned changes but the Interim Director would feedback to the committee on any proposed changes as this was being revaluated.

Members asked for clarification on the funding arrangements of the Assurance Framework. Funding had been spent on consultants who were necessary to help finalise bids for funding and therefore there was less funding available for the cultural activities of which it was originally intended. The Chair and Head of Business, Innovation, Skills & Culture Policy agreed that there needed to be balance between the need for assurance and output and agreed to feedback to the committee on how this can be achieved.

**Resolved:** That the Committee note the governance arrangements approved by the Combined Authority at the Annual Meeting on 23 June 2022.

## 7. **Culture, Heritage and Sport Framework Consultation**

The Chair informed the Committee that Item 9 – Culture, Heritage and Sport Framework Consultation would be presented ahead of Item 7 as some members had to leave the committee early and the Chair wanted their feedback.

The Culture, Heritage and Sport Policy Manager presented the report to the Committee and asked for their views on the Framework and next steps before the consultation period starts this summer.

Several consultation events had taken place since the last meeting of the Committee including a consultation workshop held on 12 April at John Smith's Stadium Huddersfield with stakeholders from the region's culture, heritage and sports sectors. The majority of feedback has been positive with comments centred around what should be added to the Framework rather than removed. Some key feedback includes:

- Be ambitious, raise aspirations and lift the spirits
- Use simple, clear language and avoid jargon
- Sport needs far more prominence
- Support activities that tell the story of your region
- Focus resources on things that only a combined authority can do, and which have region-wide impact
- Support community-led initiatives
- Support activity that increases engagement with culture and sport for all

- Make careers in the creative and sports industries visible, viable and accessible to people regardless of their background, and amplify role models.
- Ensure that culture, heritage and sport are given proper consideration in decisions on planning, transport, and skills and business support
- Define what you mean by culture, heritage, sport and the creative industries
- Work closely with partners including LAs and universities on evaluation
- Many calls for WYCA to support specific organisations on initiatives, which may be out of scope for the framework itself (as one purpose of the Framework is to guide funding decisions, not commit us to funding specific organisations).

Councillor Darryl Smalley left the meeting at this point.

The Framework will be published for public consultation on the Your Voice webpage from 25 July – 16 September and the Committee were encouraged to share it within their networks to help capture as many responses as possible.

Members asked several questions related to the following:

- The clarity on the role of the Committee within the Framework.
- Scale of the social media resources available to members to promote the consultation.
- Wellbeing being promoted more explicitly in the Framework.
- How the consultation can be shaped to best engage younger audiences.
- Protecting assets that are already within West Yorkshire.
- Linking health into the Framework as well as the soon to be appointed Inclusivity Champion at the Combined Authority.
- Sharing best practice of engagement between members.
- Adding 'Dance' to the definitions section.
- Ensuring that all levels of society and users are effectively engaged.

Councillor Sarah Ferriby left the meeting at this point.

The Committee thanked officers for the report.

**Resolved:** That the Committee notes the update on the Culture, heritage and Sport Framework and endorses the commencement of the public consultation.

## 8. Economic and Sector Reporting

The Economic Evidence Manager presented the report to the Committee to provide an update on the latest economic data relating to the sector.

The report highlight that the impact of the Omicron variant of the Covid-19 pandemic was short-lived with strong performance seen across most indicators during early 2022. When the report was compiled, there was limited evidence within the published data that the cost-of-living crisis is having a



negative impact on the sector, although the UK is at an early stage of the crisis.

Recruitment activity for creative and cultural roles remains strong and national data shows that the sector faces some of the most acute recruitment difficulties of any sector.

Members asked several questions relating to the report including:

- If data from the Kickstart programme has included in employment figures it could distort the resulting data.
- The possibility of the Combined Authority creating a program similar to Kickstart.
- The importance of signposting vacancies in the sector.
- The cost-of-living crisis having a disproportionately severe impact on the sector due to the lower average wages paid.

The Head of business, Innovation, Skills & Culture Policy confirmed that more resource will be added to the research and development team at the Combined Authority to focus on the cultural sector.

The Committee thanked the Economic Evidence Manager for the report.

**Resolved:** That the Committee

- (i) Notes the evidence presented in the report.
- (ii) Notes the proposed reporting arrangements.
- (iii) Notes the steps being taken to build analytical capacity in this area.

## **9. Creative Catalyst - Update**

The Head of Business, Innovation, Skills and Culture Policy presented the report to provide an update on the schemes in delivery and development which form part of the Creative Catalyst programme.

Highlights within the report included:

- The Creative Accelerator, delivered by Indielab, is in delivery with 26 TV and gaming businesses on the programme.
- Export Labs is in delivery with 30 businesses across three cohorts on the programme.
- The Mentoring scheme is due to go out to tender in the next couple of weeks with 20 mentees working in mid-level roles within the screen industries to be targeted to receive intensive mentoring from industry professionals
- Beyond Brontës: The Mayor's Screen Diversity Programme, a TV/film production training and work placement programme delivered by Screen Yorkshire, has completed its first cohort which was five times over-subscribed. With this cohort, the programme supported 58% women, 50% BAME and 33% people with disabilities, and recruitment specifically targeted disadvantaged groups including gender, ethnicity, disability and social class as well as a split across the region of participants.

**Resolved:** That the Committee notes the updates on the Creative Catalyst programme.

**10. Date of Next Meeting**

The next meeting of the Committee is scheduled for 28 October 2022.



**Report to:** Culture, Heritage and Sport Committee

**Date:** 28 October 2022

**Subject:** **Economic and Sector Reporting**

**Director:** Alan Reiss, Director of Strategy, Communications and Policing

**Author:** Peter Glover, Economic Evidence Manager

Is this a key decision?	<input type="checkbox"/> Yes <input checked="" 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

## 1. Purpose of this report

1.1 To provide an update on the latest economic data relating to the sector.

## 2. Information

### Update on economic data

#### National economic context

- 2.2 The latest available data presents a mixed picture for the sector. In summary:
- Employment has continued to grow up to June 2022 and the sector continues to operate in a tight labour market, although vacancies at national level have fallen back somewhat from their highs in early 2022.
  - Average pay is growing in nominal terms but this is being offset by high inflation.
  - The latest output data, which covers the period to August, points to a decline in the *Arts, entertainment and recreation* sector, which has taken place in the context of a wider reduction in consumer facing services and a fall in UK GDP of 0.3%. It is unclear whether this points to a more prolonged downturn for the sector.
  - It is clear, however that rising energy costs will have a significant negative impact on the prospects for the sector in terms of profitability and

sustainability of organisations, with the potential for a cliff edge scenario when government support comes to an end next spring.

- The impact of inflation on disposable income is certain to affect engagement with the sector in terms of affordability of ticket prices, audience sizes etc.

#### Output (figure 1 of appendix)

- 2.3 Following strong recovery throughout 2021 and into early 2022, the output of Arts, entertainment and recreation declined sharply, by 5%, in August 2022 compared with the previous month. This fall was almost entirely driven by sports activities and amusement and recreation activities, which fell by 9.4% in the month after a strong July, which included a number of large sporting events. There was also a 7.0% fall in libraries, archives, museums and other cultural activities in August.
- 2.4 The output of the Information and communication sector grew by 0.7% between July and August 2022.

#### Employment (figure 2)

- 2.5 Seasonally adjusted employment in the *Arts, entertainment and recreation* sector grew by 3% or 28,000 across England between March 2022 and June 2022. As of June 2022, it remains 33,000 or 4% lower than in March 2020 (pre-pandemic).
- 2.6 Employment in the *Information and Communication* sector also grew by 3% (+42,000) between March 2022 and June 2022. Employment in the sector was 3% higher in June 2022 than in March 2020.
- 2.7 The level of self-employment in both of these sub-sectors grew strongly between March and June 2022 (by 5% in *Arts, entertainment and recreation* and 16% in *Information and Communication*) but remains well below March 2020 levels (-8% and -10% respectively)

#### Productivity (figure 3)

- 2.8 According to ONS' flash estimate productivity in *Information and Communication* was 8% higher in Q2 2022 than in Q1 2020 (pre-pandemic) and 9% higher in *Arts, entertainment and recreation*<sup>1</sup>. This compares with growth of 2% across the whole economy for the same period.

#### Pay (figure 4)

- 2.9 At £1,028 per week, average earnings in the *Information and Communication sector* are 71% higher than across the *Whole Economy* (£602), based on

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<sup>1</sup> Data for Arts, entertainment and recreation are volatile over time.

figures for August 2022. Average weekly earnings for *Arts, entertainment and recreation* are, at £570, 5% lower than the *Whole Economy* average.

- 2.10 Average weekly earnings in *Arts, entertainment and recreation* grew strongly, by 23% year-on-year in nominal terms in August 2022 whilst *Information and communication* saw year-on-year earnings growth of 4% in August. The equivalent figure for the wider economy was 6%.

#### Vacancies (figures 5 and 6)

- 2.11 According to the ONS Vacancy Survey the number of UK vacancies in the *Arts, entertainment and recreation* sector fell by 6% in July to September 2022, as compared with April to June. This was similar to the reduction across the wider economy of 4%.
- 2.12 There was a more substantial fall in vacancies in *Information and communication* of 20% for this period.
- 2.13 However, the level of vacancies for both *Arts, entertainment and recreation* and *Information and communication* remain high in historic terms, including when compared with the pre-pandemic period.
- 2.14 *Information and Communication* and *Arts, entertainment and recreation* are ranked fourth and fifth respectively in terms of the sectors with the highest ratio of vacancies to jobs. This shows the strength of recruitment needs in these sectors at the current time, although the ratios have declined from their peaks in early 2022.
- 2.15 Data from online job postings allows us to assess the vacancy situation in West Yorkshire<sup>2</sup>. The data show that recruitment activity has continued to strengthen during 2022. The number of postings for creative and cultural occupations reached a new peak in September 2022 and was 149% higher than the monthly average for the January to March 2020 (pre-pandemic) period. The biggest occupational categories in terms of online job postings are *IT, software and computer services* and *Advertising and marketing*.

#### Inflation

- 2.16 Figure 10 in the appendix shows the impact of inflation on prices for recreational and cultural services, as measured by the Consumer Price Index (CPI). In general, the price of services has increased substantially but less

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<sup>2</sup> Note that an occupational definition is used for the analysis of West Yorkshire online job postings whereas ONS' UK vacancy analysis uses industry sectors. Therefore, the basis for each analysis is different.

than the overall CPI (9.9%), with the key exception of Cinemas, theatres and concerts (inflation of 14%).

### Impact of increased energy prices on businesses

- 2.17 On 1 October 2022 the Government launched the Energy Bill Relief Scheme. This will provide support with energy costs relief to eligible businesses until at least through to 31 March 2023. The Scheme will apply a per-unit discount on energy costs for eligible businesses and could reduce energy prices for businesses by more than half. The Government also launched a three month review which will identify businesses, charities and organisations (amateur clubs and community-based bodies) most at risk from higher energy costs that will still require support after 31 March, and will consider the most appropriate means of providing this support.
- 2.18 Prior to the announcement of the Relief Scheme, all parts of the sector expressed concern over the scale of the negative impact of rising energy prices, indicating that a long-term solution is required beyond the six-month duration of the government's scheme, if a cliff-edge it to be avoided for small firms that remain impacted and vulnerable. Even during the period of operation of the Scheme energy costs for arts venues are doubling with 40% of venues saying they would be coming off a fixed energy contract during 2023, according to a [survey by Arts Council Wales](#).
- 2.19 According to the [Music Venue Trust](#) the financial impact of the energy price rises on the Grassroots Music Venue sector presents an existential challenge. For a sector with a total gross turnover of £399 million, the current energy price rise equates to an additional £90 million in costs.
- 2.20 The [Museums Association](#), finds that the museum and galleries sector has seen huge hikes to electricity and gas bills, with some institutions being quoted over 400% more than their current tariff. The Lowry theatre and gallery complex in Greater Manchester told the Guardian this week that it was facing a bill "substantially higher" than the £860,000 annual grant it receives as an Arts Council England National Portfolio Organisation. Museums and galleries are vulnerable to price rises as they often have high fixed energy costs around collections care, while also having to manage energy-inefficient, listed buildings. Measures that could be implemented quickly such as double glazing, new more efficient radiators, lowering ceilings are all unavailable as options. Institutions highlight a lack of "proper bespoke advice" on how to improve the sustainability of their buildings.
- 2.21 Many museums and community arts facilities are free to enter and have been marked as potential 'warm banks' – places where those struggling to pay energy bills can go to get warm in order to keep their household costs down. However, with museums struggling to pay for their gas and electricity,

there is concern about the additional pressure of becoming warm banks for the general public.

- 2.22 Theatres are also severely affected, according to [Arts Professional](#). Theatre Royal Bury St Edmund's Artistic Director Owen Calvert-Lyons said the theatre's new electricity tariff increased by £47,000, with another increase expected in gas bills.
- 2.23 The impact of higher energy costs [extends to the sport sector](#). One Rugby Union Premiership club CEO has said that they anticipated their gas bill alone to be up to £100,000 for this season, whilst many football clubs are looking to move fixture times to earlier in the day to reduce the energy costs over the winter. While larger organisations and clubs may be able to offset the increased utility bills against increases in season ticket and gate prices, merchandise or other consumer products, and are able to rely on steady and consistent ticket sales, smaller professional clubs and many semi-professional, community-based/grassroots, or amateur clubs will struggle to do so.
- 2.24 According to the [Local Government Association](#), leisure providers (both inhouse and externally commissioned) are being adversely and disproportionately affected because leisure centres have high energy demands, especially for those facilities with swimming pools. Energy costs are typically a leisure operator's second highest cost after staffing costs, exacerbated by the ageing and energy inefficient condition of the leisure estate. Leisure services run on low margins in order to ensure inclusivity and accessibility but anecdotal information from councils and providers suggests that the energy issue is now reaching a point where it is driving decisions about facility closures or reduced opening hours. One in 4 councils are considering closing some leisure facilities, according to the [Chief Cultural and Leisure Officers Association](#).

#### Impact on disposable income

- 2.25 The appendix to this paper provides an overview of the evidence relating to the cost of living crisis and the impact of energy price rises on disposable incomes. A key message is that the poorest 10% will need to spend more than their income on essential goods and services, and the poorest 20% will lose most of their remaining disposable income. This squeeze on disposable income has a significant impact on people's ability to engage with culture, arts and sport.
- 2.26 According to the [Cultural Participation Monitor, spring 2022](#), the cost of living crisis is a barrier to engagement, and is particularly likely to affect frequency of attendance (more than spend per attendance - though increased prices would act as a further deterrent). This is supported by findings from the [Scotinform](#)

Cultural Panel, dating from May 2022 before the full extent of the cost of living crisis became apparent. Nonetheless, the impact on participation in cultural activities is clear. Among established consumers of the cultural offer:

- 63% said that they would pay more attention to the cost of cultural activities than they did previously
- 53% said that they would be less likely to spend money (for example on food and drink) when they visit a cultural space
- 51% said that they were more likely to look for free experiences or activities only
- 47% of respondents felt that it is likely that they will need to cut back on cultural activities
- Reflecting the preferences of the sample, 31% said that they would prioritise cultural activities over other things
- 10% said that they were unlikely to be able to afford to undertake any cultural activities in the future.

2.27 The cost of living crisis threatens to impact on participation in sport and leisure activities, hampering efforts to get people more active, according to research by charity [London Sport](#). More than a quarter of adults across the UK are now cutting their spending on physical activity and sport due to rising costs, with more than a third indicating that the issue had limited their ability to afford equipment and a similar proportion saying that financial pressure had discouraged them from using local leisure facilities. There are also widening inequalities, with the least affluent being the most impacted and [concerns](#) over safety implications if people, particularly women, chose to run on dark winter nights instead of going to a leisure centre.

#### Screen Industries data

2.29 A study commissioned by West Yorkshire Combined Authority to assess the impact of Channel 4's relocation to Leeds provides useful data on the screen industries in West Yorkshire, set in the context of the wider creative sector. A key finding is that employment in the screen industries grew by 55% between 2020 and 2021 to a level of around 6,000, which is above the pre-pandemic value.

#### Kickstart

2.28 At the July meeting of the Committee, the potential impact of the ending of Kickstart funding was raised. The Kickstart Scheme provided funding to employers to create jobs for 16 to 24 year olds on Universal Credit. A total of 120,000 young people appear to have been provided with placements nationwide according to government figures. There are no figures available for local areas or sectors. Take-up in West Yorkshire is likely to have been around 5,000 in total based on West Yorkshire's share of national employment and probably a few hundred within the Culture, heritage and sport sector.



2.29 In order to assess the impact of the ending of Kickstart together with wider human resource and skills issues facing the sector, an online survey of West Yorkshire businesses will be undertaken. In addition, findings from primary research to assess the impact of Channel 4 on the local creative and cultural sector will shortly become available and will provide additional insight into human resource issues.

### **3. Tackling the Climate Emergency Implications**

3.1 There are no climate emergency implications directly arising from this report.

### **4. Inclusive Growth Implications**

4.1 Future reporting arrangements will provide a more developed picture of inclusive growth issues within the sector.

### **5. Equality and Diversity Implications**

5.1 Future reporting arrangements will provide a more developed picture of equality and diversity issues within the sector.

### **6. Financial Implications**

6.1 There are no financial implications directly arising from this report.

### **7. Legal Implications**

7.1 There are no legal implications directly arising from this report.

### **8. Staffing Implications**

8.1 There are no direct staffing implications directly arising from this report. However, the Committee should note our plans to increase capacity in this area.

### **9. External Consultees**

9.1 No external consultations have been undertaken.

### **10. Recommendations**

10.1 That the Committee notes the evidence presented in the report.

### **11. Background Documents**

There are no background documents referenced in this report.

### **12. Appendices**

Appendix 1: Economic and sector report analysis

Appendix 2: Crisis in the Cost of Living and Doing Business

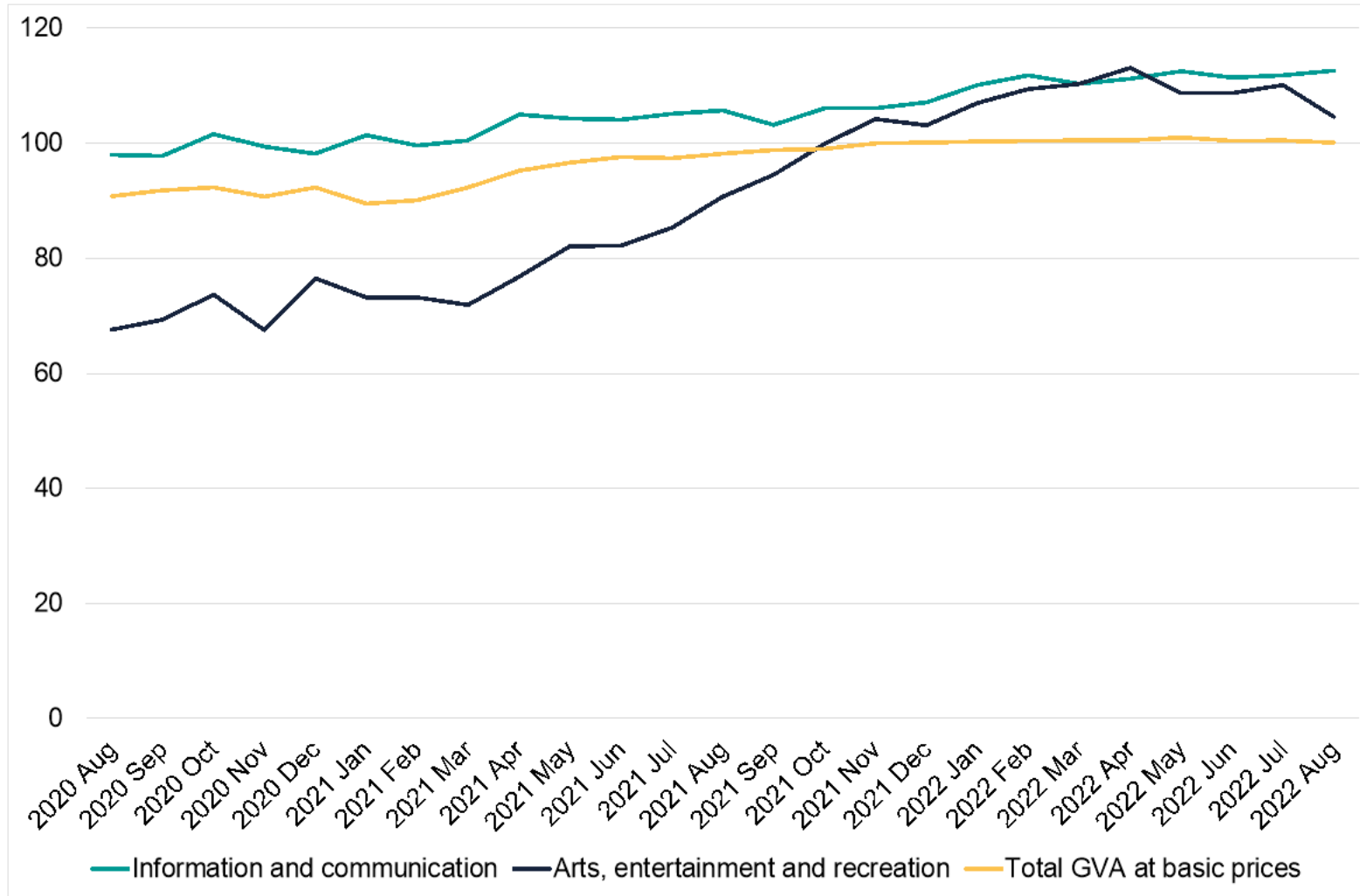
# **Appendix 1: Economic and sector <sup>17</sup>reporting**

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**Culture, Heritage, And Sport Committee, October  
2022**

# Output of Arts, entertainment and recreation fell by 5% in August 2022

Figure 1: Trend in seasonally-adjusted output (gross value added) by broad sector, UK (index, 2019=100)

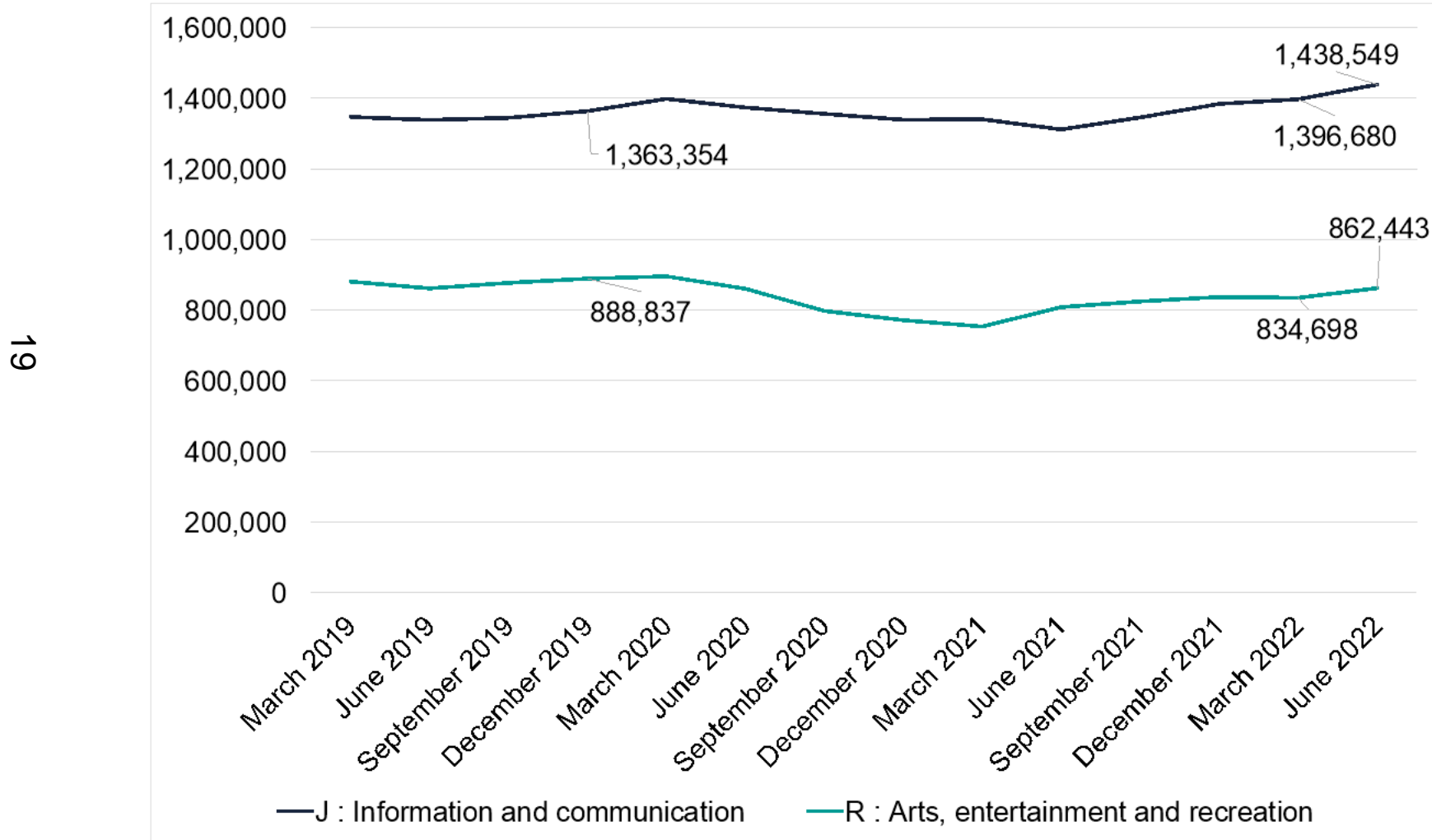


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Source: Monthly GDP Table, ONS

# Employment grew in both Arts, entertainment and recreation and Information and communication during the second quarter of 2022

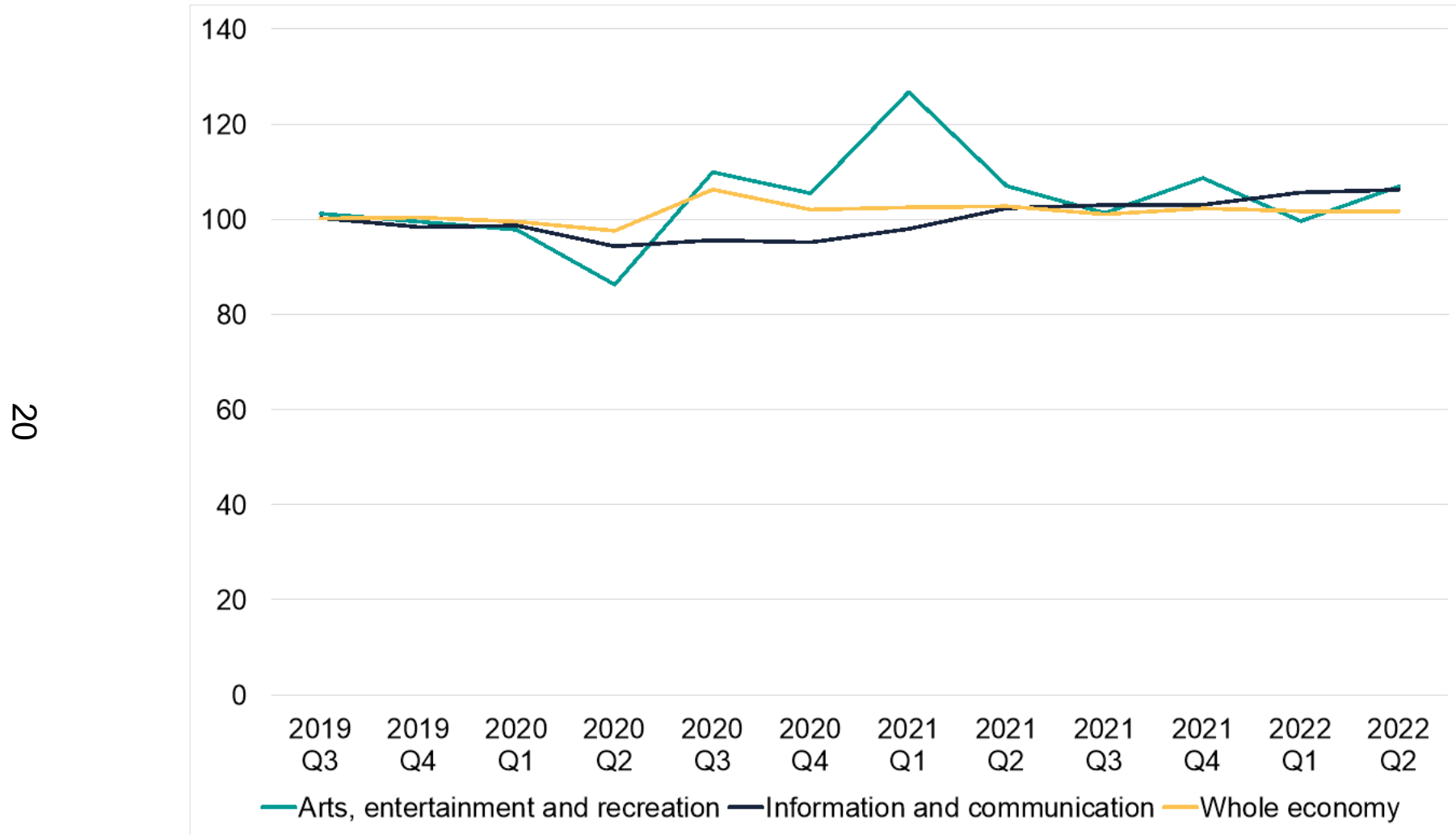
Figure 2: Trend in employment by broad sector, England



Source: Workforce Jobs, ONS

# Productivity grew for both parts of the sector, although the data are volatile for Arts, entertainment and recreation

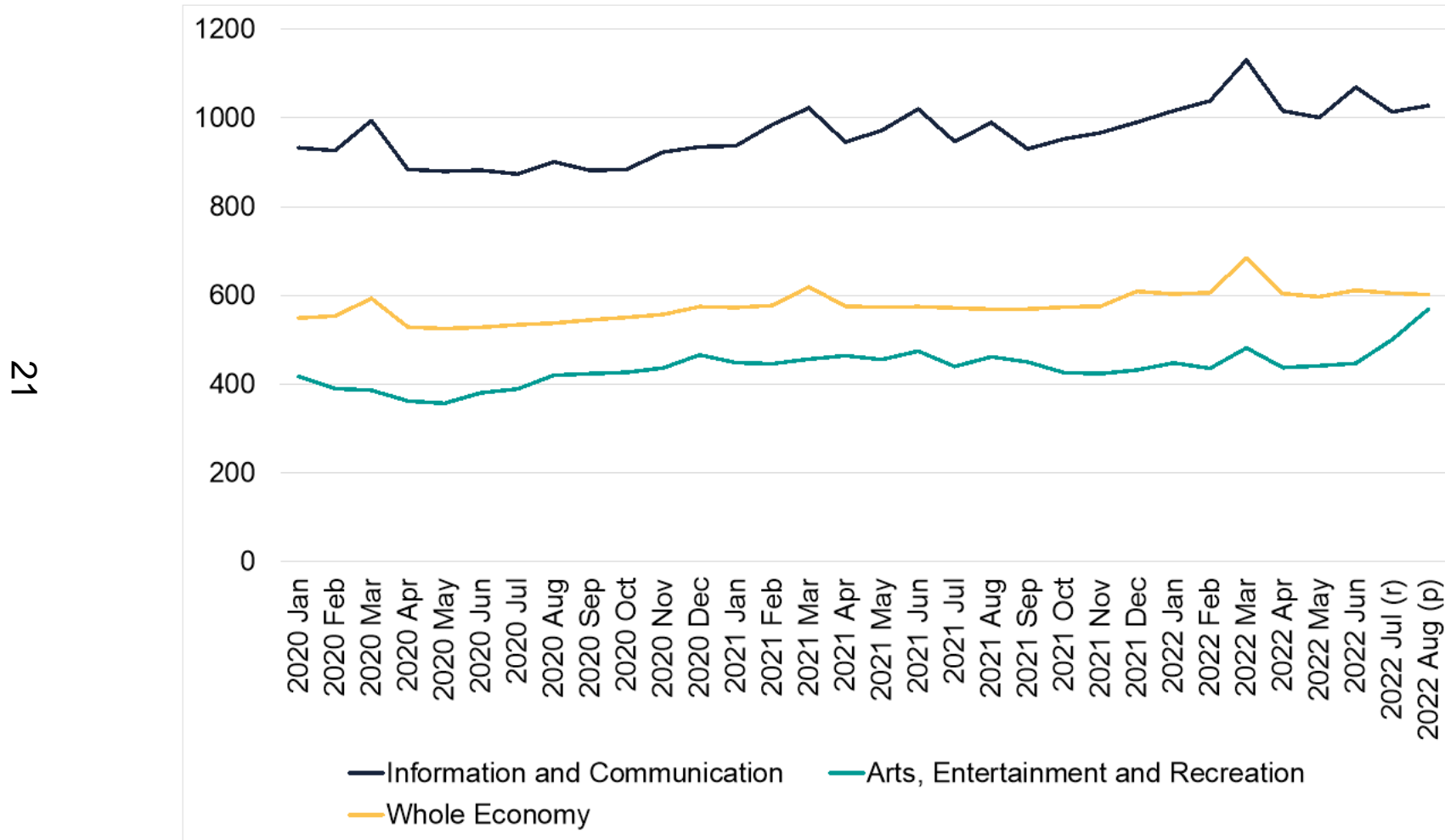
Figure 3: Output per hour worked by UK industries, index 2019=100, seasonally adjusted



Source: Flash productivity by industry section, UK, ONS

# Average weekly pay increased sharply in Arts, entertainment and recreation in August

Figure 4: Average weekly earnings by broad sector (£), nominal terms, Great Britain



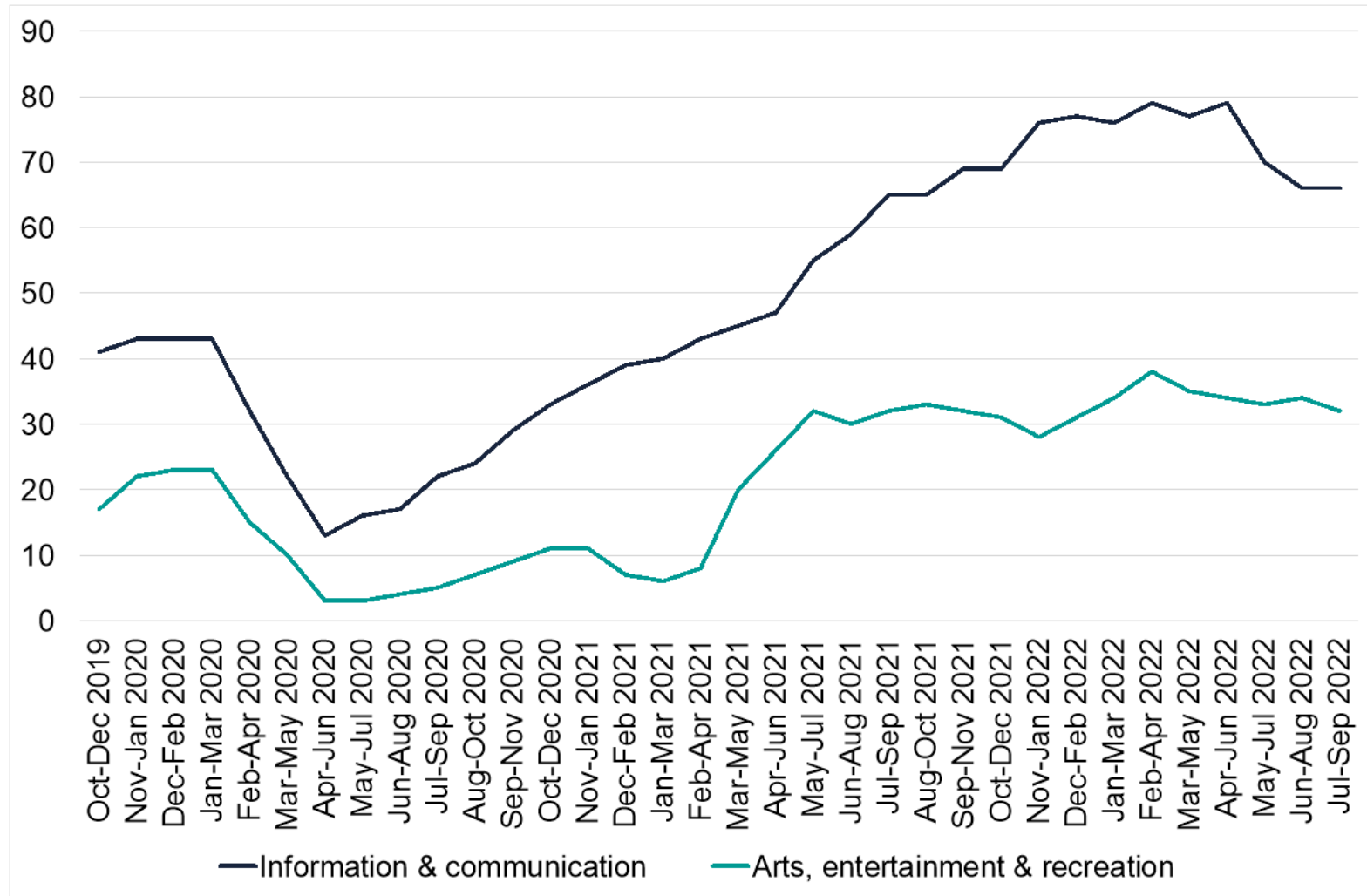
Source: Average Weekly Earnings (AWE) at industry level, ONS

Note: Not seasonally adjusted, includes bonuses and arrears

# Vacancy levels are down from the peaks seen in early 2022

Figure 5: Vacancies by industry (000s), seasonally adjusted, UK

22

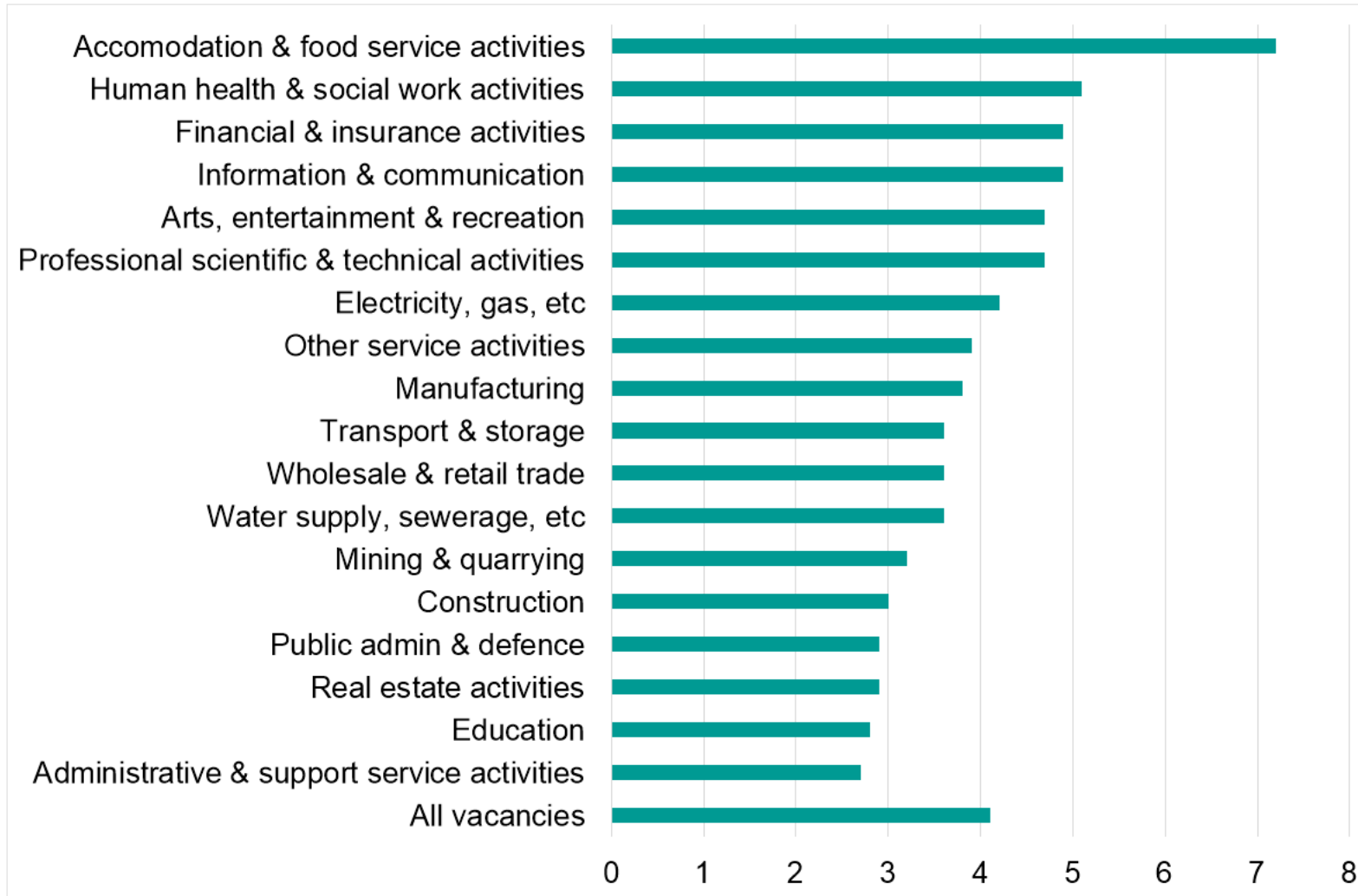


Source: Vacancies by industry, ONS



# Arts, entertainment and recreation and Information and Communication continue to have relatively high vacancy rates

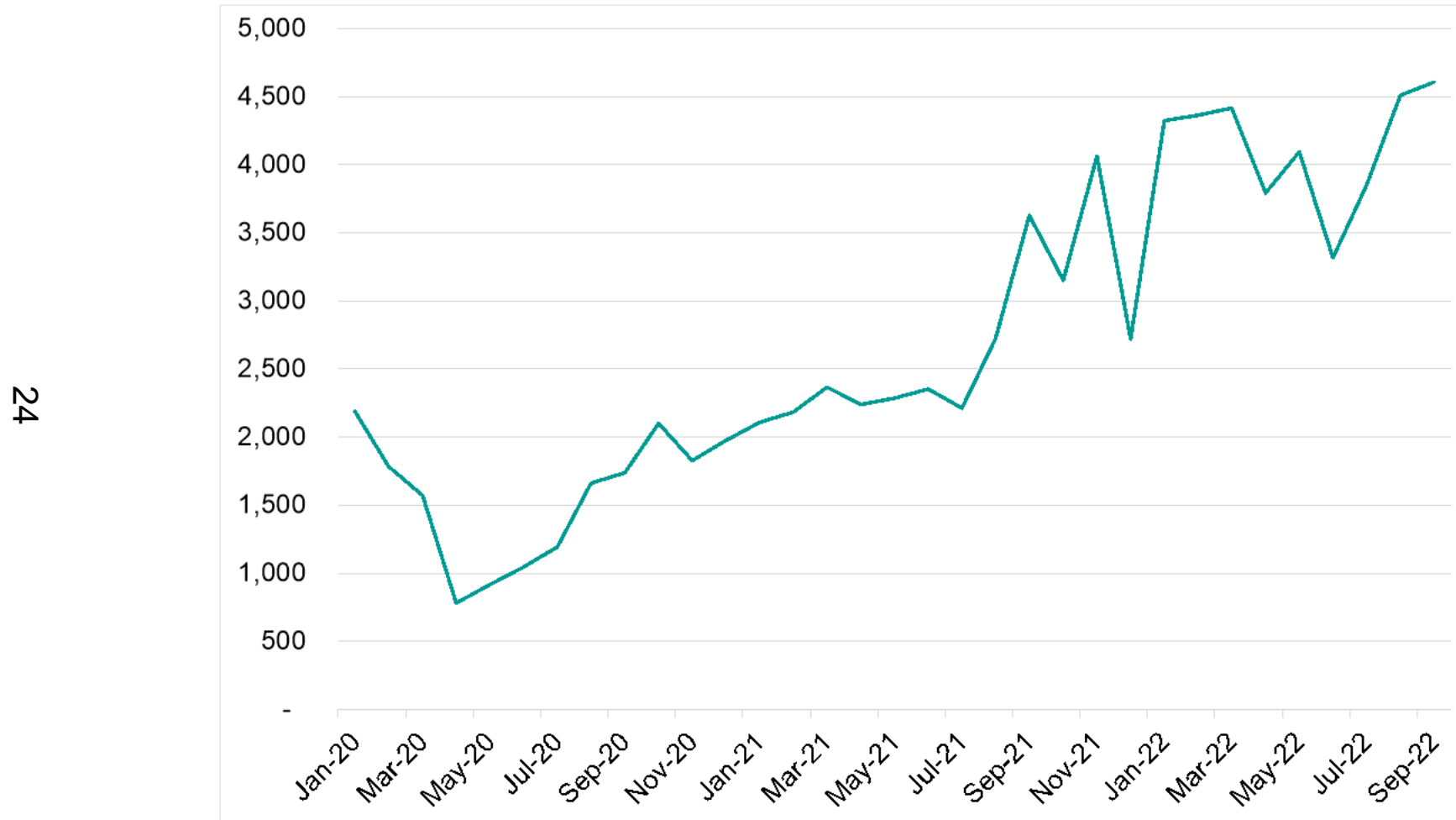
Figure 6: Vacancies per 100 employee jobs by industry, seasonally adjusted, UK



Source: Vacancies by industry, ONS

# Recruitment activity remained at high levels during September in West Yorkshire

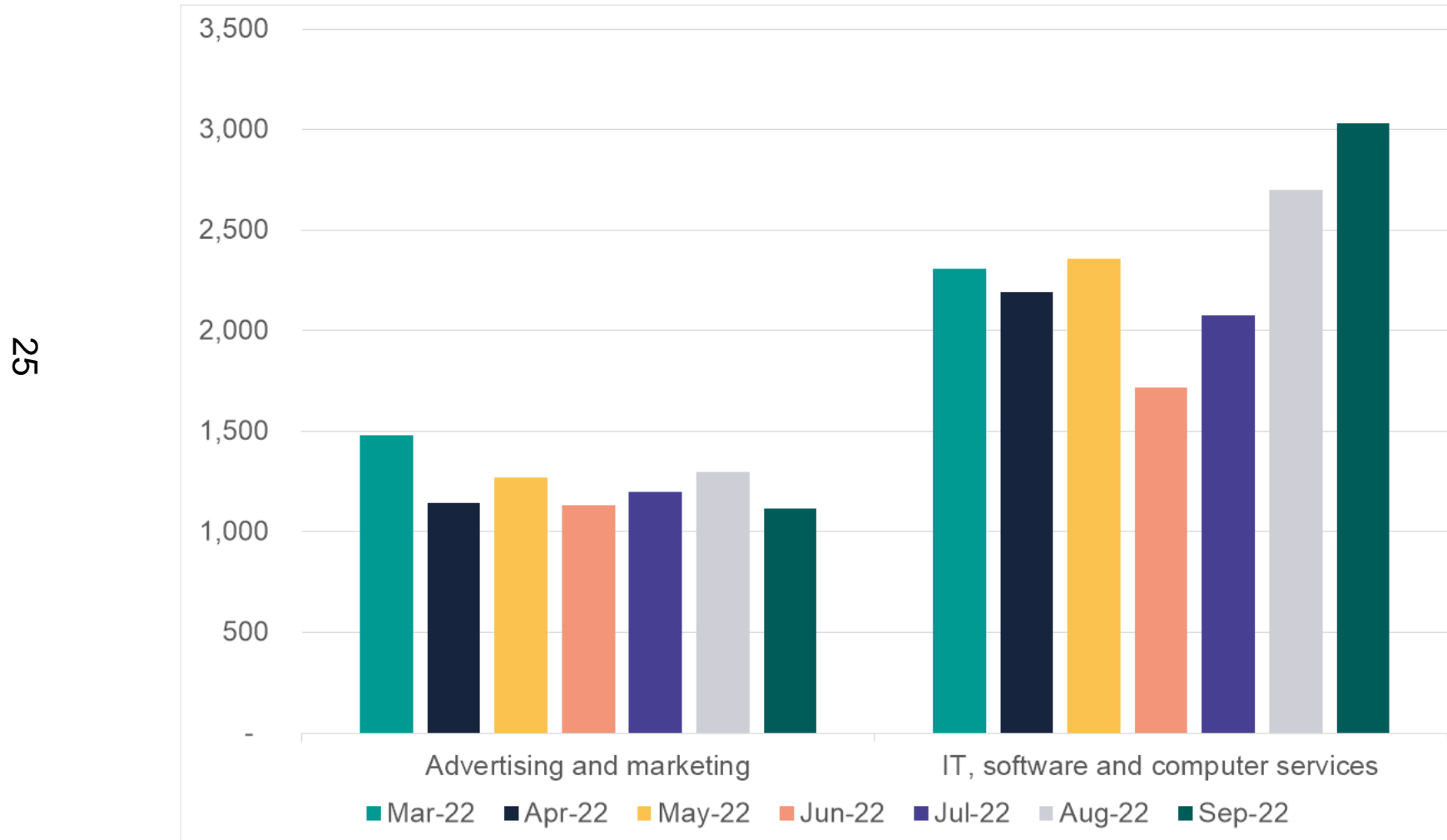
Figure 7: Monthly count of online job postings in creative occupations, West Yorkshire



Source: Lightcast

# Demand for digital workers continued to grow in September

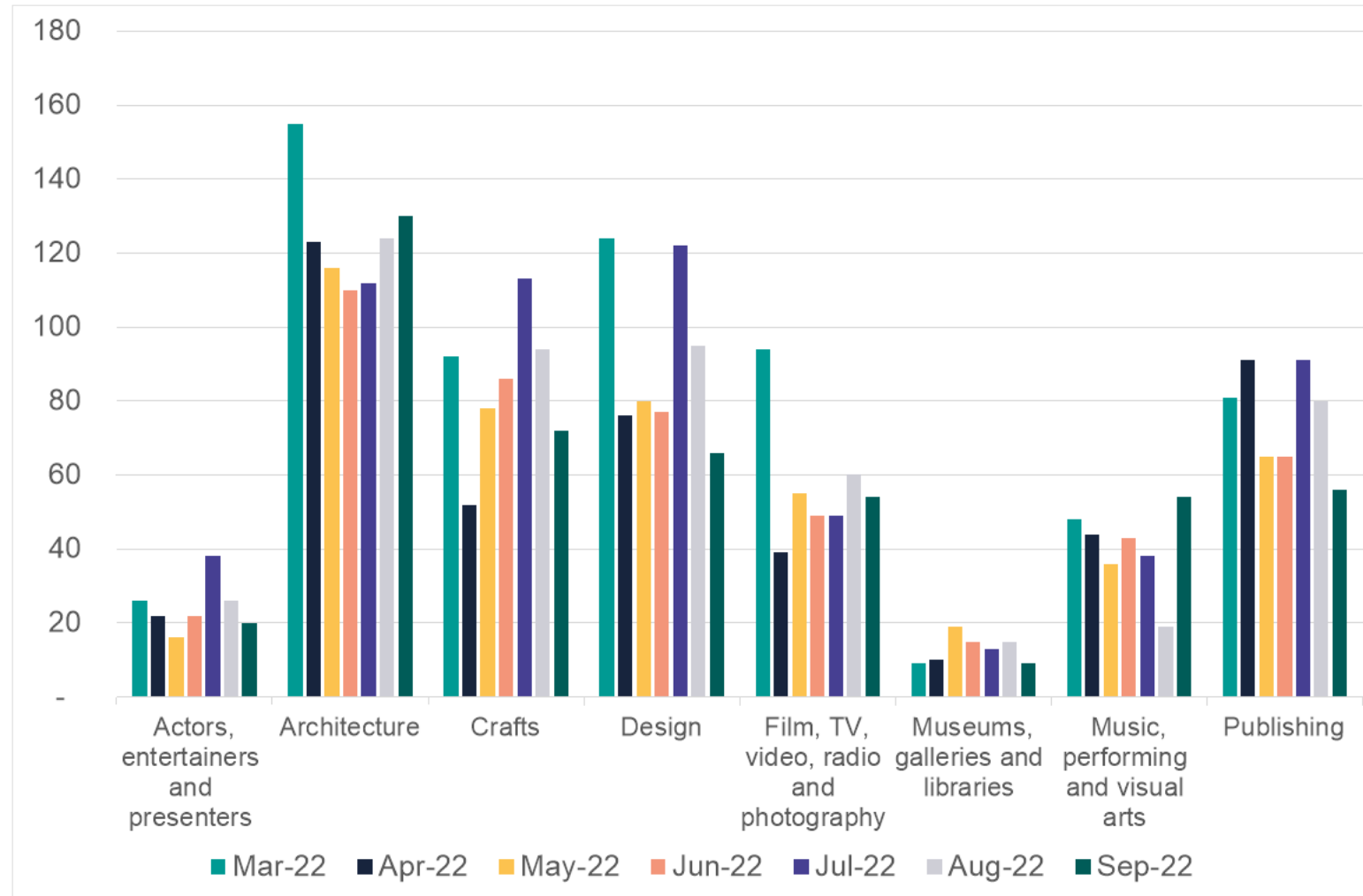
Figure 8: Monthly count of online job postings by creative occupation category, West Yorkshire



Source: Lightcast

# Remaining occupational areas present a mixed picture in terms of vacancy trends

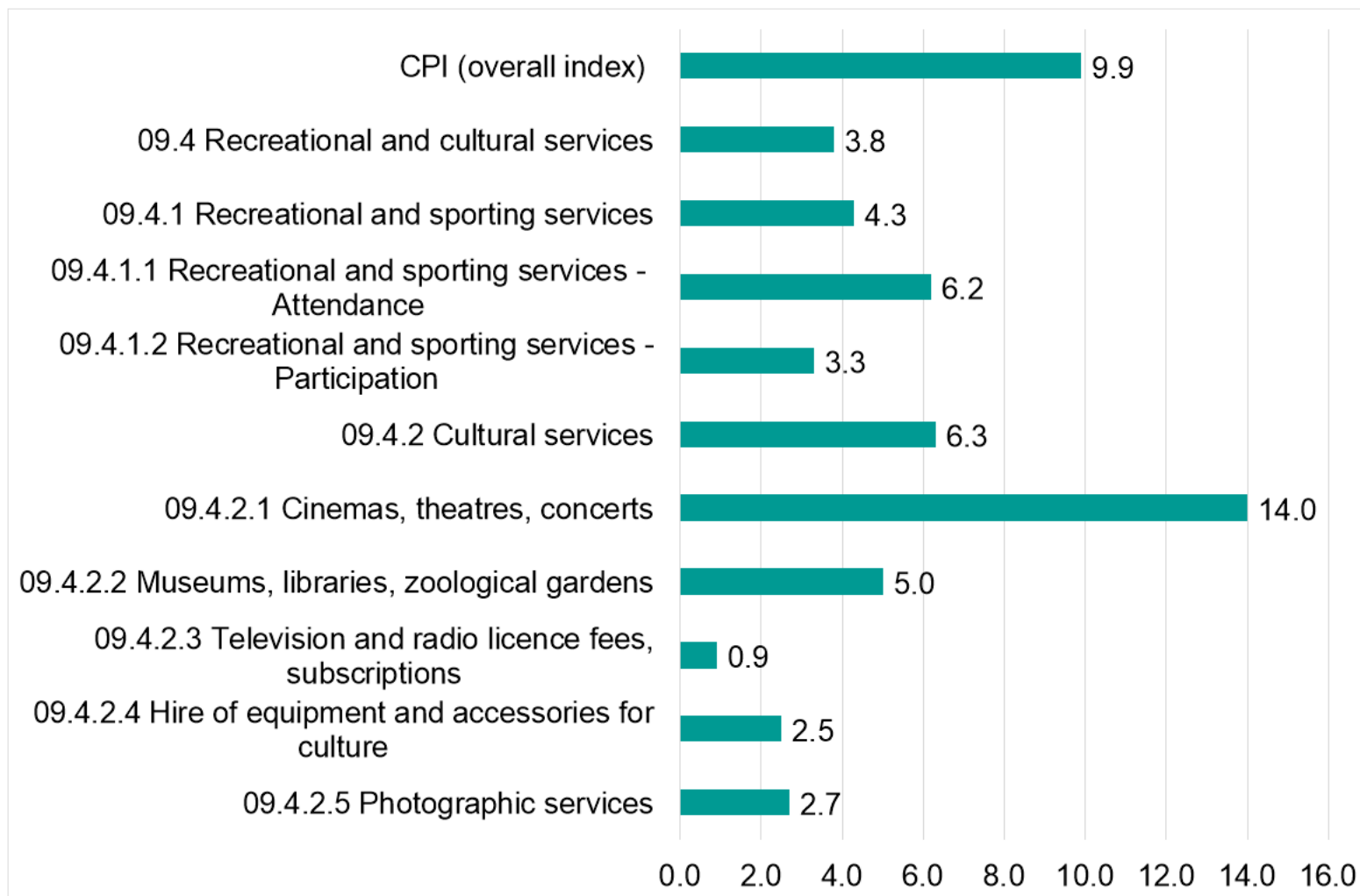
Figure 9: Monthly count of online job postings by creative occupation category, West Yorkshire



Source: Lightcast

# Recreational and cultural services have seen below average price rises in last year, except Cinemas, theatres and concerts

Figure 10: Consumer Price Index, percentage change in 12 months to August 2022



Source: Consumer Price Inflation, August 2022, ONS

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## Appendix 2



**Report to:** West Yorkshire Combined Authority

**Date:** 21<sup>st</sup> October 2022

**Subject:** Crisis in the Cost of Living and Doing Business

**Director:** Alan Reiss, Director of Strategy, Communications and Policing

**Authors:** Sarah Bowes, Policy Manager - Digital & Innovation

Is this a key decision?	<input type="checkbox"/> Yes <input checked="" 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

### 1. Purpose of this report

- 1.1 This report provides the latest economic and business intelligence within West Yorkshire, the CA's responses to the crisis, and outlines the resulting key asks of the Government.

### 2. Evidence

#### Macroeconomy

- 2.1. **CPI inflation rose by 9.9% in the 12 months to August 2022**, down from 10.1% in the year to July. Whilst the rate of inflation has fallen, it should be noted that this still means that **prices are rising, just at a slightly lower rate** than they were in the twelve months to July. This is, in part, due to household energy bills rising to an average of £2,500. Inflation is expected to spike again when prices are increased, but this measure is likely to keep inflation below expected levels throughout 2023. Falling motor fuel prices made the largest downward contribution to CPI, with prices falling by 14.3 pence per litre between July and August. However, current fuel prices are still 32.1% higher than they were in August 2021. Elsewhere, food prices continued to rise into August by 13.1%, offsetting the falls in motor fuels. What this means for people within West Yorkshire, where food poverty levels are already higher than the national

average, is that even more people will be pushed to the limits of their budgets to provide essentials for their household.

- 2.2. Producer input prices continued to rise by more than producer output prices through August 2022, meaning that **firms retain a headroom within which they could increase costs further for consumers**. Producer input prices rose by 20.5% in the year to August 2022, driven mainly by domestic steel prices, placing manufacturing firms at an increased risk of the impacts of inflation. Food products had the largest impact on increasing output prices, with an annual rate of 14.2%.
- 2.3. The Bank of England's Monetary Policy Committee met on 22 September 2022, and voted by a margin of 5-3-1 to **increase the Bank Rate by 0.5 percentage points to 2.25%**. 3 members voted to raise the rate by 0.75 percentage points, whilst one member preferred a 0.25 percentage point rise. This decision was taken in response to the persistent inflationary pressures within the economy at present, which are forecast to remain in the economy throughout 2023. Following the Growth Plan, delivered by Government on 23 September, the poor performance of Sterling against the Dollar has led to pressure on the Bank of England to raise the Bank Rate again before the MPC's next meeting on 7 November, with some commentators calling for a further raise of 1 percentage point or more. However, Governor of the Bank of England Andrew Bailey has been keen to quieten speculation of another announcement.
- 2.4. On 28 September 2022, the Bank of England announced emergency measures to intervene in the gilt market. This requires the Bank of England to temporarily purchase long-dated UK government bonds in order to restore orderly market conditions, following Sterling's all-time low performance against the US Dollar. Whilst the Bank has not said how many bonds they will buy, they have said that the purchases will be "time-limited" on "whatever scale is necessary" in order to ease the concerns of investors, and bring about financial stability in the UK. This action follows an urge from the International Monetary Fund for the UK Government to rethink the tax cuts announced as part of the Growth Plan 2022.

### Regional Data

- 2.5. The Combined Authority has access to a Regional Econometric Model ("REM"), which provides forecasts for the area. We have also commissioned updated forecasts to understand how the current cost of living crisis is impacting the wider West Yorkshire economy. The rate of growth in the updated forecasts is considerably lower than the REM, which was produced earlier in the year, for the years 2022 and 2023. The REM predicted growth of 5.7% and 1.7% for 2022 and 2023 respectively across West Yorkshire. The updated forecasts bring these figures down to 2.5% and 0.5%. The expectation then is that long-run growth will be slightly reduced until 2028, compared to pre-cost-of-living crisis, suggesting there will be some economic scarring from the ongoing economic climate.



## Households

- 2.6 Fuel poverty in West Yorkshire was greater than the national average prior to the pandemic (**17% of West Yorkshire households, compared with 13% nationally**). Ofgem announced that the energy price cap will rise from £1,971 to £3,549 from October - **an increase of 80%**. With standing charges in Yorkshire among the highest in the UK, **simply using less power will not solve the problem for many**. West Yorkshire households are in a worse position to deal with these increased costs for two reasons. Firstly, **dwellings with an EPC rating of C or above are lower in West Yorkshire than nationwide (46.9% compared with 53.8%)**. Secondly, **around 33% of the West Yorkshire population fall within the poorest 20% of neighbourhoods in England**.
- 2.7 Data from the End Fuel Poverty Coalition, a campaign group including trade union and think tank members, estimates that as many as 300,000 West Yorkshire households, or 30%, of homes will be in fuel poverty on 1 October 2022. By 1 April 2023, forecasts suggest that this figure may have risen to 330,000, or 1 in 3, West Yorkshire homes.
- 2.8 Data collected by the University of Sheffield in 2021 shows **four out of the five West Yorkshire districts as having a higher share of food insecurity than the national average**. Nationally, 4% of adults went hungry due to not being able to afford food. In Leeds this figure was 2%, it was 6% in Kirklees, 7% in Wakefield and 8% in both Bradford and Calderdale. A further 8% in Leeds, 10% in Wakefield and 12% in Bradford, Calderdale and Kirklees were worried about the cost of food. Since this data was collected, food prices have accelerated significantly, with the cost of wheat-related goods climbing drastically due to the Russia-Ukraine War.
- 2.9 In order to help with the rising cost of energy, the Government announced the Energy Price Guarantee for households, capping unit costs of electricity and gas at 34.04p per kWh and 10.33p per kWh respectively. This brings average household energy bills to £2,500 per year until September 2024. It should be noted that this Energy Price Guarantee still represents a doubling of household energy bills on Winter 2021. Furthermore, households using more than the average amount of energy will still face bills of more than £2,500, and this is likely to disproportionately affect the elderly. Support for businesses was also announced, capping the unit rate of electricity and gas for businesses at the same rate as those faced by households. At the time of costing these policies, the combined cost to Government was forecast to be around £60 billion for this current financial year. However, as energy fuels are traded globally in US Dollars, this cost is likely to have risen recently, following Sterling's plunge to all-time low exchange rates in September. However, it is likely that this measure will reduce inflation forecasts, due to unit rates being kept at a much lower rate than the market-prevailing rate for businesses, or Ofgem's price cap for individuals.

- 2.10 Analysis by the Bank of England in July showed that the poorest 10% of households spent close to all their income on essential goods and services. **The poorest 10% will need to spend more than their income on essential goods and services, and the poorest 20% will lose most of their remaining disposable income.** Around 30% of the West Yorkshire population fall into the poorest 20% nationally. What this means is that for the poorest people in West Yorkshire, they will have no money left after spending on essential goods and services. In addition to the obvious human cost of this situation, it will also lead to reduced demand for other sectors, causing a knock-on economic effect elsewhere.
- 2.11 **People who use pre-payment meters will pay more than the energy price cap** (105,000 households in West Yorkshire). There is also no price cap on alternative energy sources, such as oil, coal, and LPG gas. **This leaves rural communities more exposed to rising energy costs. In West Yorkshire, we already have 18% of people spending over 90% of their gross income on essential items such as food and fuel.** Yorkshire homes are less energy efficient than the national average. West Yorkshire homes are less energy efficient than the national average, which creates further difficulties in combatting fuel poverty.
- 2.12 Employment levels in West Yorkshire have continued to increase. Over the last 12 months, the number of payrolled employees in West Yorkshire has increased by 3%, in line with national figures. The median wage across West Yorkshire has increased by 7% over the last 12 months from £1,857 to £1,979. Nationwide, the median wage also increased by 7% over the last 12 months. However, **wages have not kept pace with inflation, and this is expected to continue throughout 2023.**

## **Businesses**

- 2.13 The Government's business Energy Relief scheme will run for six months, though this will be reviewed in three months' time to see if the help should be more targeted towards certain industries. It could then be extended for vulnerable businesses such as the hospitality sector. The support announced for businesses is unclear with significant uncertainty for businesses and other organisations (e.g. councils) beyond the six months support confirmed. Concerns remain in West Yorkshire in terms of impact already felt to date, business planning cycles (not aligning with timescales set out) and sheer scale of the challenge facing our business base.
- 2.14 There are 1,751 firms in West Yorkshire that are both energy intensive and operating in internationally competitive markets. Most of these are operating in the manufacturing sector. Due to the requirements around data reporting for businesses, it is not possible to provide accurate employee numbers or turnover, but a conservative estimate for these businesses most at risk are 57,000 employees and £8 billion in turnover.

- 2.15 For those at an enhanced risk of rising energy prices, those who are exposed to internationally competitive markets but do not meet intensity thresholds, there are an additional 6,266 firms in West Yorkshire, again covering much of the manufacturing sector. The same data restrictions apply to employee counts and turnover figures, but conservative estimates place these at 147,000 employees and over £20 billion in turnover.
- 2.16 Officers have had a number of meetings with the business community, including with the two Chambers of Commerce and the Federation of Small Businesses. Stakeholders are reporting ongoing uncertainty amongst businesses on the implications of the energy price cap and the future Government direction on this. The capacity of energy efficiency suppliers to help the business community improve their energy efficiency is also an issue. The disproportionate impact of some sectors was raised by business representative groups. This includes more obvious ones, such as manufacturing and hospitality, as well as those that can sometimes be overlooked, including beauty and other personal care services.
- 2.17 The Combined Authority has recently surveyed 1,000 West Yorkshire-based businesses with BMG Research to understand business sentiment in the current economic climate. The key results are:
- 41% of businesses believe that their performance has improved over the past 12 months. This was most evident in the financial sector, where 52% of businesses have seen an improvement. This is likely to reflect lower levels of volatility, now that Covid-19-related loans have started to be paid back. This allows the financial sector to be better informed about levels of loan defaults.
  - 43% of businesses expect the business climate to remain as it currently is, whilst 30% expect it to worsen. This outlook is more negative than the sentiment expressed during the pandemic. Among the most pessimistic were those in the catering and accommodation industries (48% expecting the business climate to get worse), which are more likely to be hardest hit by food and energy price inflation.
  - The two main barriers to growth cited by businesses were decline in demand (17%) and availability of skilled labour (16%).
  - **30% expect to increase employment levels**, whilst only 5% expect employment levels to decrease. This expectation aligns with job vacancy data, with strong vacancy growth across all local authorities and key occupations within West Yorkshire over the previous months. 42% of transport companies expect to increase employment levels, and there is evidence that this demand is present within the economy now. In the three months to August 2022, there were around 2,000 jobs advertised in the land transport sector, with only the NHS posting more vacancies within the period than the HGV Training Network.
  - **30% of respondents expect their wage bill to remain the same over the next 12 months.** Of the 66% that expect their wage bill to increase, over half anticipate wage increases of less than 10%. Firms in the transport and storage sector were the most likely to be anticipating inflation-beating wage rises, reflecting the relative difficulty in recruitment within the sector.

- **69% expect the prices they charge to customers to increase over the next 12 months.** Over half (51%) expect that price increase to be between 5 and 10%. Sentiment most prevalent in the manufacturing and construction sectors, largely driven by rising input prices.

### **3. West Yorkshire activity**

3.1 Regional activity to support the issues faced above is focused around three areas for action: Relief, Prevention and Resilience:

- Relief aims for immediate action targeted at supporting people already in crisis and ramping up existing activity/programmes.
- Prevention aims for immediate action targeted to stop more people falling into crisis in the future.
- Resilience aims to act now to address medium- and long-term challenges.

#### **Mayoral Combined Authority support for the VCSE sector**

3.2 The VCS sector is seeing a significant reduction in philanthropic funding and donations (and increased costs) at a time when demand for its support and services, such as food banks, provision of warm spaces in the Winter, and for those with mental health problems is increasing. The Mayoral Combined Authority is therefore progressing at pace the West Yorkshire Mayor's Cost of Living Emergency Fund to provide funding to VCS organisations to enable them to help those most in need. Delivery routes for this will be via existing local authority delivery channels. Approval for this is being sought at item 9.

#### **Support for businesses with energy efficiency**

3.3 Given the appetite from businesses for support, the REBiz grant fund is likely to be fully committed by the end of October 2022, which will leave a gap for new applicants to apply until April 2023 when the new £10.6m Business Sustainability Programme (currently progressing through the CA's Assurance Framework process as part of a wider package of investments in response to the climate emergency) is expected to launch.

3.4 The new Business Sustainability Programme has been designed to provide a more a holistic package of support to a wider range of businesses, including retail and hospitality, which our existing support packages has been unable to support due to EU restrictions. Given the energy crisis facing businesses, the Combined Authority has brought forward at pace a funding package to support businesses. Approval for this is being sought at item 9.

- 3.5 In addition, the Combined Authority, in its role as the Growth Hub Cluster lead for Yorkshire and Humber, will shortly publish a tender opportunity for a delivery partner to deliver a programme of advice / support for SMEs related to energy efficiency. This will take the form of webinars at which SMEs can access expert guidance on reducing energy use and understand in more detail the impacts and implications of the energy price gap recently announced by Government.

### **Bus Fare Affordability**

- 3.6 As part of the Bus Service Improvement Plan the Combined Authority set out a proposal to reduce the daily cap on the MCard ticket to £4.50 from £5.50 and setting the maximum single day fare to £2. The “Mayor’s Fares” applied from the 4th of September 2022. Given the current cost of living crisis, the mayor felt that it was important that individuals and families obtained the benefit of this as soon as practically possible. Also, the start of the academic year was an opportune time to promote new fares as many people review and change travel habits at that time.

### **Support for businesses to innovate**

- 3.7 Every crisis breeds innovation because it demands a sharper, shared clarity of purpose. We saw this through COVID-19, with new processes, products and initiatives developed as both a means of business survival and solutions to the pandemic’s biggest challenges. There is a range of new/upcoming support available across West Yorkshire to support businesses and entrepreneurs to drive innovation from the crisis, including the Combined Authority’s new Innovative Entrepreneurs Programme, Mayoral Innovation Prize, Made Smarter and the new Business Productivity Programme, Innovation West Yorkshire (seeking approval as item 9) in addition to the new Digital Enterprise Programme. These products all contain elements of support related to the better use of digital technology to drive forward productivity and innovation, whilst also reducing energy usage and, hence, operating costs. Opportunities are also available through national products such as Innovate UK’s Regulators’ Pioneer Fund.

## **4. Ask of UK Government**

- 4.1 The ask of Government is centered around three pillars: Increased support for vulnerable households; Increased clarity and longevity of support for businesses; Increased commitment to a netzero transition; further devolution of AEB.

### **Increased support for vulnerable households**

- 4.2 Lobby for Universal Credit uplift to shield the most vulnerable and ongoing review of how these measures are affecting the most vulnerable.
- 4.3 Continued energy support for the public sector, and funding settlement for local Govt in order to enable Councils to provide the foundations necessary for economic growth and frontline service delivery

#### **Increased clarity and longevity of support for businesses**

- 4.4 Reconsideration by Government of the six-month cap on business prices and a input into the conversation on which sectors may be targeted/ prioritised at a review point and impact across public sector (eg councils)

#### **Increased commitment to a just netzero transition**

- 4.5 Input into the Chris Skidmore review into net zero commissioned by the PM.
- 4.6 Support locally and nationally the development and deployment of highly innovative technologies which could contribute to the reaching of the nation's carbon Net Zero Targets by 2050;
- 4.7 A national programme to increase energy efficiency measures and facilitate the switch of energy source by companies and households.
- 4.8 Reconsideration of the approach to providing relief to householders and businesses that doesn't proliferate the already record profits being made by energy generators
- 4.9 Lobby to accelerate the decoupling of gas from electricity prices to enable consumers to benefit fully from cheap domestic low-carbon generation.

#### **Increase in devolved Adult Education Budget**

- 4.10 AEB funding is critical in supporting adults to develop the skills they need to enter and stay in work, or enroll in an apprenticeship, traineeship, or other learning that meets the needs of the region's businesses. However, 26% of West Yorkshire's working population have low or no qualifications and this funding is not enough to support them all.
- 4.11 The rate at which adult education courses are funded has not increased in nearly a decade. Adult education is a key driver of West Yorkshire's economic aspirations, but real-terms investment has fallen over the last decade, in aggregate and on per course level.
- 4.12 An increase of the funding rate is urgently needed to continue to deliver the volume of skills and training for adults.

### **5. Tackling the Climate Emergency Implications**

- 5.1 Fuel use increases over the Winter due to colder temperatures. West Yorkshire homes are less likely to have an EPC C+, meaning that the region is more likely to need to use energy for heating. Analysis by the Resolution Foundation suggests it costs 58% more to heat a home rated as EPC D or lower, than it does C or above.

## **6. Inclusive Growth Implications**

- 6.1 According to the Resolution Foundation, lower-income households will have to reduce non-essential spending by three times as much as higher-income households to afford essential bills such as energy. West Yorkshire has a higher share of people in lower-income households, suggesting that spending will be cut significantly more across West Yorkshire than other areas.
- 6.2 Wages are already struggling to keep pace with inflation (median wages have increased by 7%, meanwhile inflation is above 10%). As of 17 August, the UK Government has not indicated that benefit payments (in and out of work) will be increased in-line with inflation. Therefore, many families will be facing real-term cuts in their household incomes (from wages and benefits). West Yorkshire has a higher percentage of people claiming out-of-work benefits compared to the national average (4.8% compared to 3.7%). West Yorkshire also has a higher percentage of people claiming in-work benefits compared to the national average (8.6% compared to 7.7%).

## **7. Equality and Diversity Implications**

- 7.1 A recent survey conducted by the Office for National Statistics showed that 89% of adults in Great Britain report concerns over the increase in the cost of living. Within this group, 57% have stated that they are spending less on non-essentials, 51% are trying to reduce their energy consumption at home, and 42% are cutting back on non-essential journeys. 23% are using their savings to cover the increased costs, whilst 13% have stated that they are using more credit than usual. Disabled people are more likely to have reduced their spending on food and essentials, than non-disabled people (42%, compared with 31%). Over 70% of the poorest people have already started to cut spending on food and other essentials. The survey also highlights that older people, particularly those aged between 55 and 74, have already started to reduce their energy consumption. The previous iteration of the survey highlighted that women and Asian people were in a particularly precarious position, relative to the national average.
- 7.2 In August the World Economic Forum reported that the cost-of-living crisis is expected to hit women hardest.

## **8. Financial Implications**

- 8.1 There are lots of financial implications in this report, but no financial decisions are required.

## **9. Legal Implications**

9.1 There are no legal implications directly arising from this report.

## **10. Staffing Implications**

10.1 Work on the crisis in the cost of living and doing business involves a reprioritisation of additional workloads and an increase in the intensity of work of colleagues both within the Combined Authority and Local Authorities.

## **11. External Consultees**

11.1 No external consultations have been undertaken, but the information within this report has been assembled from a range of sources.

## **12. Recommendations**

12.1 Members are asked to note the latest intelligence around the West Yorkshire economy and comment specifically on the asks of government.

## **13. Background Documents**

13.1 There are no background documents referenced in this report.

## **14. Appendices**

14.1 None





**Report to:** Culture, Heritage and Sport Committee

**Date:** 28<sup>th</sup> October, 2022

**Subject:** **Culture, Heritage and Sport Framework**

**Director:** Liz Hunter

**Author:** Dr Jim Hinks, Culture Heritage and Sport Policy Manager and Andra Sazbo, Consultation and Engagement Advisor

Is this a key decision?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is the decision eligible for call-in by Scrutiny?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information or appendices?	<input checked="" type="checkbox"/> Yes <input 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 type="checkbox"/> Yes <input checked="" type="checkbox"/> No

## 1. Purpose of this Report

1.1. The Framework is our plan to grow and sustain culture, heritage and sport in the region. It sets out our ambitions, the priorities of our investment of the £11.4m Culture Gainshare allocation, the ways we will collaborate with other organisations, and what we will ask from central government to make West Yorkshire a thriving and sustainable crucible of creativity.

1.2 This report provides an updated version of the Framework, which has been revised based on a series of stakeholder workshops and public engagement. This report summarises the feedback we have received during this phase of development, and the changes we have made. This report also asks for the Committee to approve the framework in advance of final sign off by the Combined Authority.

## 2. Information

2.1 At the Culture, Heritage and Sport Committee meeting in July 2022, the following timetable was agreed, with the ambition to sign off the revised framework in Autumn 2022.

Actions	Timescale
Priorities workshop with culture and sports sector	12 April 2022

External consultation exercise with sector and community groups	April – August 2022
Public Engagement on WYCA Your Voice	25 July – 18 Sept 2022
Draft Cultural Framework to Committee	Nov - 2022
Formal sign off by LEP and CA	Dec - 2022

2.2 The process engagement kicked off in April, with a workshop at John Smith’s Stadium in Huddersfield, where the mayor listened to views from a range of stakeholders in the sector, from arm’s length non-governmental bodies, to freelancers and volunteers. Since then, we have held workshops and 1-21s, in person and online, with a range of stakeholders from the culture heritage and sport sectors.

2.3 The consultation has been an iterative process: after each workshop, feedback has been collated and changes implemented, before issuing a revised version of the framework prior to the next workshop.

2.4 Since the last CHS Committee meeting, we have engaged and consulted on the Culture Framework in the following way:

- Public engagement on Your Voice platform.
- Stakeholder engagement workshop with Bradford Sector.
- Feedback from Historic England, TUC, Ministry of Others, Yorkshire Sport Foundation, and WYCA Policy Review Board.
- Responses collated, and where actionable, implemented in the Framework.

2.6 The public engagement results clearly show that the majority of respondents support the direction of travel in our draft culture framework, with a high percentage of ‘agree’ and ‘partially agree’ responses, and low percentages of ‘disagree’ responses.

Area	Level of agreement		
	Agree	Partially agree	Disagree
<b>The themes</b>	75%	19%	6%
<b>People ambition</b>	74%	22%	4%
<b>People interventions</b>	68%	30%	2%
<b>Place ambition</b>	73%	23%	4%
<b>Place interventions</b>	71%	24%	5%
<b>Skills ambition</b>	78%	19%	3%
<b>Skills interventions</b>	66%	30%	4%
<b>Business ambition</b>	81%	14%	4%
<b>Business interventions</b>	75%	21%	4%

<b>Definitions</b>	78%	13%	9%
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2.7 We have also paid close attention to the text responses provided by those who indicated they ‘partially agree’ or ‘disagree’. Some feedback from these responses has been considered and implemented in the framework, where we felt it was a) in scope, b) actionable, c) did not conflict with an aspect of the framework that we feel has already been validated. This feedback included:

- more clarity on definitions
- increased reference to Health and Wellbeing
- increased reference to Sport and Physical Activity
- increased reference to Heritage
- increased reference to Rural Spaces and the Environment

2.8 Meanwhile spaces have proved contentious to a range of stakeholders, and caused confusion to the public, so reference has been removed. In theme 4 Business, the intervention **“we will invest in spaces for creative industry SMEs to locate and grow”** remains, which allows us to consider a broader range of interventions in this area.

2.10 There is public demand for action at the intersection of culture, heritage and sport policy and other policy areas, such as transport and planning. While the CA has some transport powers, planning decisions fall under Local Authority control and we must be cautious about overstating our agency.

2.11 Some feedback from different sources is contradictory, including requests for more detail vs requests for concision and less jargon; requests for more community-led initiatives vs requests for large scale interventions. We have attempted to strike a balance between these concerns but welcome further guidance from committee.

2.12 A summary of how we have specifically reflected these in the framework is included in Appendix 3.

2.8 A revised framework which addresses the results of the consultation is included as Appendix 1, for discussion and approval by committee.

### 3. Summary of Engagement

3.1 During the engagement period of April-September 2022, we consulted the following people and groups:

<b>Stakeholder Workshops and 1-2-1s</b>	<b>People consulted</b>
John Smiths Stadium, Culture, Heritage and Sport stakeholders	70
Wakefield Culture stakeholders	45
Kirklees Culture, Heritage and Sport stakeholders	26
Leeds Culture and Heritage stakeholders (online)	15
Bradford Culture and Heritage Stakeholders	53

Yorkshire Universities	25
Creative Health Sector	1
Yorkshire Sport Foundation	2
Historic England	3
Heritage Lottery Fund	1
Arts Council England	2
Directors of Development	5
<b>Your Voice Survey Respondents</b>	<b>137</b>
<b>Total</b>	<b>385</b>

### 3.2 Public engagement on the Your Voice platform.

3.2.1 Between 25 July-25 September 2022 (extended by one week due to the death of HRH), a period of public engagement was undertaken to gather feedback on proposed Culture Heritage and Sport Framework.

3.2.2 People were asked to share their views on the framework via a survey, which was hosted on the [Your Voice digital engagement hub](#). These documents were also available in Easy read format and in three different languages: Punjabi, Polish and Urdu. A press release was sent out to local and regional stakeholders, and various social media channels were used to promote the engagement, including the CA's and the Mayor's Facebook, Twitter, and LinkedIn channels. It was also promoted in the West Yorkshire Metro and West Yorkshire Combined Authority's newsletters and other online platforms, with emails being shared and circulated by key culture, heritage and sport sector stakeholders. Engagement materials were also displayed during public events organised at Piece Hall, Hebden Bridge Town Hall, Wakefield Town Hall and at Bradford Interchange.

3.2.3 The engagement information and materials, including the survey and Q&A, were hosted on Your Voice webpage ([www.yourvoice.westyorks-ca.gov.uk/csf](http://www.yourvoice.westyorks-ca.gov.uk/csf)) which was the main source of information for people interested in the engagement.

3.2.4 Your Voice website categorises its visitors into three categories:

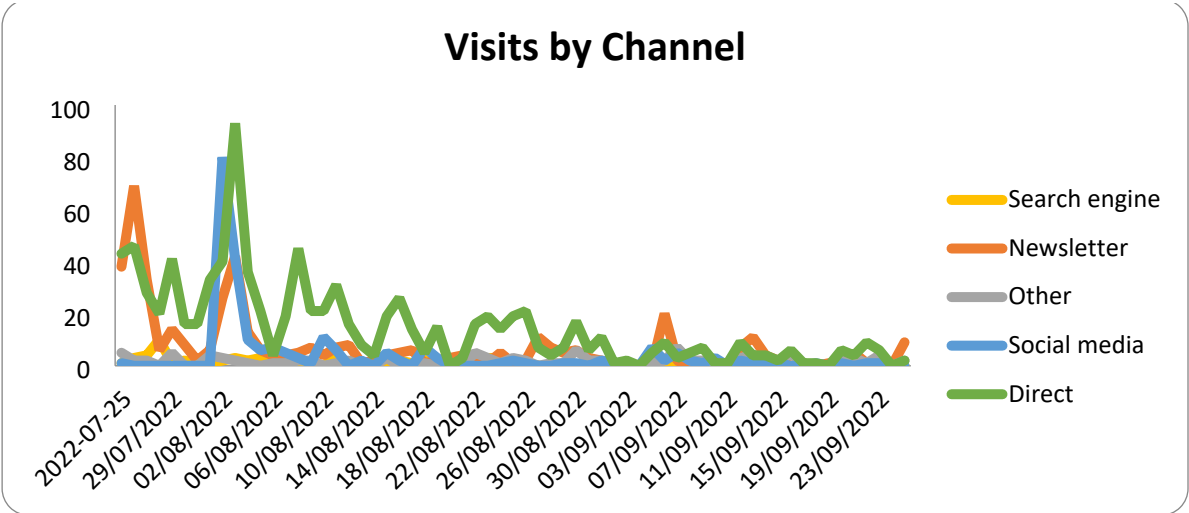
- **Aware participants**, counting all visitors who viewed at least one page.
- **Informed participants**, referring to those who took an action on the page such as downloading a document.
- **Engaged participants**, those who participated in the survey or submitted a question via the Q&A tool.

3.2.5 According to Your Voice data, during the engagement period, **1780 visitors** accessed the dedicated engagement page, of which **1281 were unique visits** which represents the participants who visited at least one page of the Culture, Heritage, and Sport Framework engagement page (**'aware participants'**). Of these, **548 participants** were **'informed participants'**, with common actions including downloading a document (356 participants), viewing multiple project pages (389 participants), and visiting the FAQ page (102 participants). A total of **137 participants** completed the survey (**'engaged participants'**).

3.2.6 Visitors came from a number of channels with majority arriving using direct links from accessing the page URL (913 visitors). This was followed by those who were directed by social media posts (442 visitors) or by newsletters (229 visitors).

3.2.7 A smaller number of visitors were directed to the engagement page from search engines (such as Google, Bing, etc) (105 visitors), or other sources such as news articles, internal advertising, etc (60 visitors).

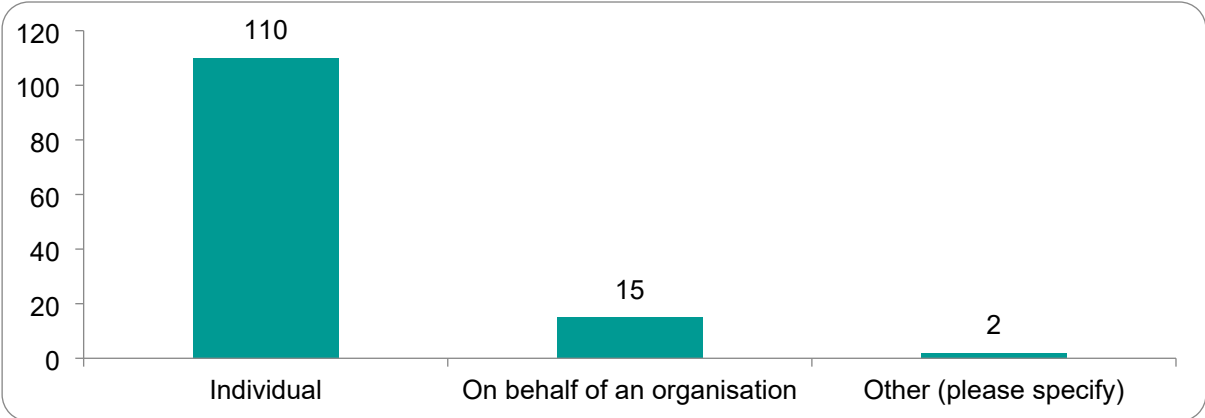
3.2.8 Fig 1. Number of visits over time to [www.yourvoice.westyorks-ca.gov.uk/csf](http://www.yourvoice.westyorks-ca.gov.uk/csf) by referral



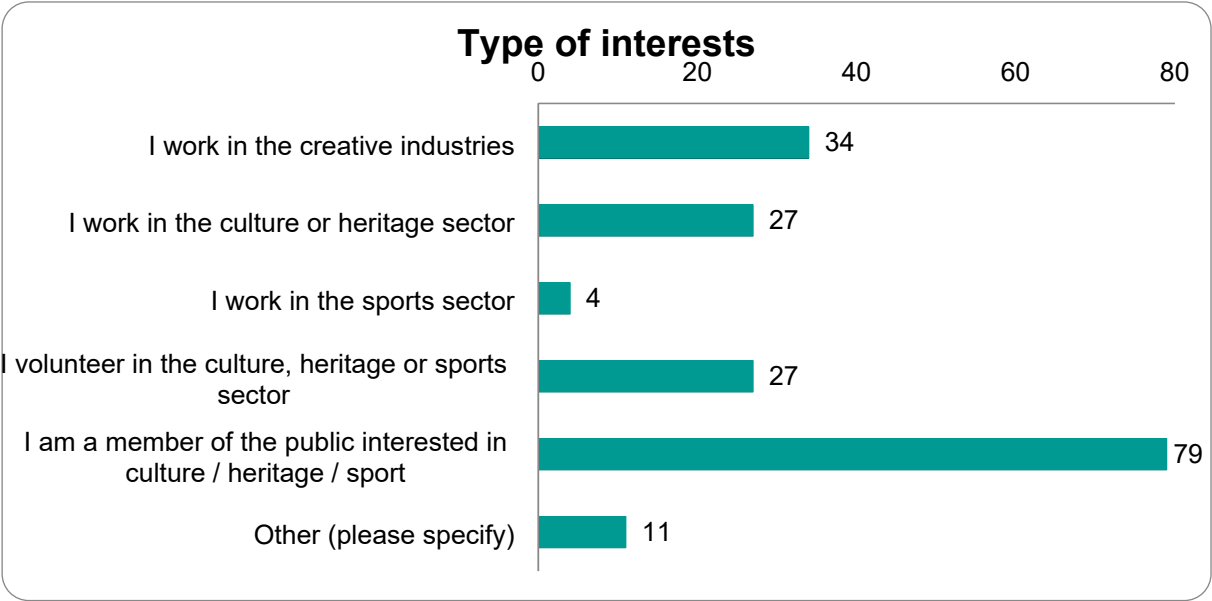
**Survey respondents**

2.2.9 Most survey responses were received from individuals, followed by those who work in one of the three sectors, and those who volunteer (see fig 1 & 2). Fifteen surveys responses were received on behalf of organisations and two responses were from respondents who identified as ‘other’. The ‘other’ responses received were on behalf of Sport Leeds, a constituted group of key organisations from across the district of Leeds, and from an individual representing a small cultural organisation as well as sharing their views as a professional in a higher education institution.

3.2.10 Fig. 2. Type of respondents (n=127)



3.2.11 Fig. 3. Respondents' interests (n=130)



3.2.12 When asked in more detail about their personal passions in culture, heritage and sports, the respondents gave various answers ranging from museums to books and literature, live music, theatre, art, rugby league, cycling and exploring the heritage of the local towns and cities. The below word-cloud highlights the key passions reported by the respondents.

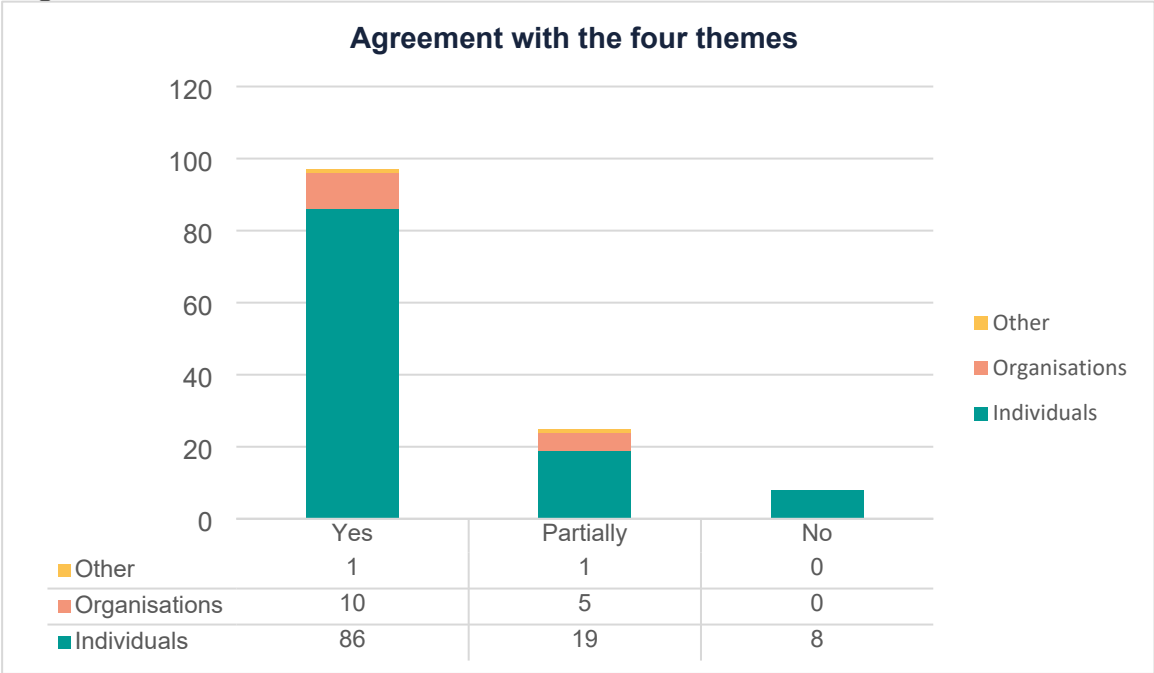
3.2.13 Fig. 4. Culture, Heritage and Sport Interests - Word Cloud



2.3.14 Fig 5. What makes West Yorkshire Culture, Heritage and Sport Unique?



2.3.15 Fig 6. Respondent agreement with the framework segmented by Individual / Organisation / Other.



**2.3.16 Qualitative Data Analysis**

2.3.17 The Culture, Heritage and Sport Framework engagement survey contained fourteen open ended questions, twelve of them being available only when respondents disagreed or partially disagreed with some of the proposals, prompting them to offer insights in how to improve those proposals. Please see Appendix 3 for a summary of these responses and actions.

Overall, 137 surveys were completed. Freeform correspondence was also received from both the public and key stakeholders.

**3.1 Next Steps**

3.2 If the Committee are content with the draft culture Framework, subject to any final amendments, it will go before LEP and CA for approval.

3.3 Following this, we will be developing our programme for delivery at pace for how we are going to invest in Culture, Heritage and Sport. This will be brought to the next Committee for discussion.

**4.1 Tackling the Climate Emergency Implications**

4.2 Due consideration has given to how the framework will contribute to tackling the climate emergency. Sustainability and environmental best practice was already considered a key theme of the previous framework, recognising the role that sport, culture and the creativity sector can play particularly in promoting clean growth and sustainability, and this is reflected in People, Invest: *we will invest in activities that tackle the climate emergency and protect our environment.*



## **5 Inclusive Growth Implications**

5.1. Culture, sports and creative industries will play a vital role to play in delivering an inclusive economic recovery, and this is a key element of the revised Cultural Framework. As recognised in our previous cultural framework, experiencing arts and culture and actively taking part can transform the quality of life for individuals and communities, improving physical and mental wellbeing, individual reliance, connectivity and enhanced capacity and skills.

## **6. Equality and Diversity Implications**

6.1. An Equality Impact Assessment screening has been completed for the framework. We recognise in particular that there are challenges for equality, diversity and inclusion in participation in culture, heritage and sport activities, and in terms of access to careers and employment opportunities in the sector. As a result of feedback and workshop consultation we have included the 2016 Equality Act list of protected characteristics in the People theme, to further clarify our inclusion priorities.

## **7. Financial Implications**

7.1. There are no financial implications directly arising from this report.

## **8. Legal Implications**

8.1. There are no legal implications directly arising from this report.

## **9. Staffing Implications**

9.1. There are no staffing implications directly arising from this report.

## **10. External Consultees**

10.1 No external consultations have been undertaken, beyond the engagement activities describes above.

## **10. Recommendations**

11.1. That the Committee notes the update on the Cultural, Heritage and Sport Framework, advises of any final amendments, and approves the Framework for publication.

## **12. Background Documents**

There are no background documents referenced in this report.

## **13. Appendices**

Appendix 1 – Culture, Heritage and Sport Framework

Appendix 2 – Culture, Heritage and Sport Framework Engagement Report

(full).

Appendix 3 – Detailed summary of how we have reflected consultation comments in the revised framework.



# Culture, Heritage and Sport Framework

# Introduction

**Culture, heritage and sport matter.** They are threaded through our lives. They give us reasons to live and work in a place, and foster local pride and coherence. The stories we tell shape the way we see ourselves, the way we see the world, and how the world sees us.

**Culture, heritage and sport have huge potential as levers to level up West Yorkshire.** They can create jobs and growth, and attract investment. They can inspire us to succeed. They can be the medicine that improves our mental and physical wellbeing.

**This framework** is our plan to grow and sustain culture, heritage and sport in the region. It sets out our ambitions, our investment priorities, the ways we will collaborate with other organisations, and how we want central government to help us make West Yorkshire a crucible of creativity.

## Setting the stage

West Yorkshire is blessed with world-class culture, heritage and sport assets: we are leaders in sculpture and contemporary art, with a thriving and fiercely independent music sector, a rich poetic and literary tradition, internationally significant theatre, dance and opera companies, major music and literature festivals, cutting-edge hubs for the games, screen and events industries, and a pioneering creative health sector, all served by an eco-system of innovative SMEs and freelancers.

Our colleges and universities provide national specialisms in creative skills and talent development, driving excellence in arts, humanities and sports science.



We have world-famous professional sports teams and stadia, and our grassroots sports clubs excel in making sport and physical activity accessible to everyone, with significant specialisms in rugby league, cricket, cycling and football.

## The twenties are an exciting time for our region

**Channel 4** have relocated to Leeds and are already having an impact on the local production and talent ecosystem. Bradford have been crowned the UK's new **City of Culture 2025**, preceded by major cultural events across the region, including **Leeds 2023** and **Kirklees Year of Music 23**, with years of culture in **Wakefield** and **Calderdale** in 2024.

The **Piece Hall in Halifax** has demonstrated the role of culture and heritage in creating vibrancy and passion in our places. We anticipate more major capital and regeneration projects in the region, including the forthcoming **Bradford Live**, **British Library North** and **National Poetry Centre**.

## Setting the stage: Our region as a platform for levelling up



## What we are already doing to support culture, heritage and sport in the region

**The Creative Catalyst Programme** – a £1.5m investment in the creative industries (with an emphasis on the screen and games sector), to help businesses grow and export.

**The Mayor's Screen Diversity Programme**, which supports people with the skills, confidence and connections for a career in screen production, with an emphasis on removing barriers for people from non-white backgrounds and socio-economically disadvantaged backgrounds.

We are making our wider skills, business-support and inward-investment offer accessible to the creative and sport sectors.

**We have committed investment to our region's year of culture programmes, starting with Leeds 2023 and Kirklees Year of Music 2023.**

We are also supporting key initiatives with impact across the entire region, including the **Bradford Literature Festival 2022** and a **new West Yorkshire Young Poet Laureate programme.**



# Our framework has four themes

1. People
2. Place
3. Skills
4. Business

Within each theme, the framework says **why we think this area of work is important**, our **ambitions**, the things we will do to achieve our ambitions (our **interventions**), and how we will **measure** the impact of this work.

<sup>53</sup> The **interventions** are organised into categories:

**Invest** – this means what we will spend money on.

**Collaborate** – this means working together with the five local authorities in West Yorkshire, and helping people and organisations to work together across the region.

**Broker** – this means persuading government or other funders to invest money in West Yorkshire’s culture, heritage and sport, or to change a policy to help these sectors. It also refers to our work in attracting businesses to invest in the region.

You can find full definitions of some of the other key terms we use in the framework (including **culture**, **heritage** and **sport**) at the end of this document.

## 1. People

Everyone in West Yorkshire can enjoy culture, heritage and sport

## 2. Place

West Yorkshire is a creative, sustainable and vibrant region with culture, heritage and sport at its heart

## 3. Skills

You can build a great career in culture, heritage or sport in West Yorkshire

## 4. Business

West Yorkshire is the place to grow your creative business

# 1. People

Everyone in West Yorkshire can enjoy culture, heritage and sport

West Indian Carnival, Leeds. Credit Maria Spadafora





## Why It Is Important

Culture, heritage and sport make us happy, keep us active, increase our wellbeing, bring us together, and foster confidence and pride in our communities.

## Our Ambition

- Everyone in West Yorkshire can enjoy culture, heritage and sport, and no one will face barriers due to age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex, sexual orientation, or socio-economic background.
- 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.
- People in West Yorkshire are proud of their culture, heritage and sport.

## How we will do this

### Invest

- We will invest in activities that are inclusive and accessible.
- We will invest in activities that increase people's health and wellbeing.
- We will invest in activities that benefit local community groups and organisations (and volunteers, where this does not impact paid jobs).
- We will invest in activities that tackle the climate emergency and protect our environment.
- We will ensure our major investments have region-wide impact and reach.

### Collaborate

- We will promote opportunities to engage with culture, heritage and sport across the region.
- We will work with our region's voluntary and professional sports clubs to increase participation in sport and physical activity.

### Broker

- We will advocate for public investment in the region's culture, heritage and sport sectors, and will seek opportunities to draw down funds from central government.

## What we will measure

- The impact and reach of our investments across the region.
- The number of people engaging with culture, heritage and sport activity (including young people), and whether they reflect the diversity of our communities.
- Perceptions of our region's culture, heritage and sport offer.

## 2. Place

West Yorkshire is a creative, sustainable and vibrant region with culture, heritage and sport at its heart

True North Productions: Filming the Yorkshire Dales



## Why It Is Important

Culture, heritage and sport bring joy and meaning to our communities at town, city, rural and regional level. They are part of our identity as a region, and closely linked to our wellbeing and community coherence. Beyond West Yorkshire, our culture tells the world who we are, and attracts people to the region.

## Our Ambition

- People are proud of their communities.
- People get involved in local culture, heritage and sport activity.
- People enjoy engaging with their historic and rural environment.
- We have a thriving cultural tourism sector.
- National and international leaders in the creative industries invest in the region.

## How we will do this

### Invest

- We will invest in culture, heritage and sport activity and assets that tell the story of who we are.
- We will invest in culture, heritage and sport venues to become more accessible to disabled people.
- We will invest in culture, heritage and sport activity that connects people to the historic and/or rural environment.
- We will invest in culture, heritage and sport activity that leaves a lasting legacy for local communities.

### Collaborate

- We will collaborate with culture, heritage and sports organisations to increase engagement and volunteering.
- We will collaborate with anchor institutions, including universities and libraries, to increase cultural participation in our communities.
- We will collaborate to increase the use of parks and green spaces, and to ensure they are safe for sports and exercise.
- We will support regeneration projects involving the creative industries and heritage sector.
- We will consider how culture, heritage and sport can contribute to other areas of policy such as regeneration, housing, health and wellbeing, policing and crime, and transport.

### Broker

- We will grow awareness of West Yorkshire as a cultural destination, nationally and internationally.

## What we will measure

- The number of people engaging with heritage activities and locations across the region, and whether they reflect the diversity of our communities.
- The number of volunteers in culture, heritage and sport.
- The level of culture, heritage and sport tourism in the region.

### 3. Skills

You can build a great career in culture, the creative industries, heritage or sport in West Yorkshire



## Why It Is Important

We need people with the talent, vision, skills and drive to make our culture, creative industries, heritage and sport sectors thrive. We must promote diversity and equity in these sectors and develop, sustain and retain our own talent, while attracting new talent to the region.

## Our Ambitions

- West Yorkshire people from all backgrounds have the skills, opportunities, connections and confidence to build a sustainable career in these sectors.
- There is a development pathway into roles in these sectors.
- More people have fair, well-paid work in these sectors.
- People move to West Yorkshire to forge a career in these sectors.
- Freelancers are networked, know where to find help and resources, and are confident about their futures in West Yorkshire.

### Invest

- We will invest in organisations that create and sustain fair, well-paid work.
- We will invest in organisations and activities that offer training opportunities for staff, volunteers and participants.
- We will make Combined Authority skills training accessible to the creative industries, heritage and sport sectors.
- We will make Combined Authority skills and training opportunities available to community groups and volunteers, to grow a sustainable culture, heritage and sport ecosystem.

### Collaborate

- We will build and support regional networks of freelancers and SMEs.
- 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.
- We will champion creative industries, heritage and sport role models from diverse backgrounds.
- We will work with Further Education and Higher Education Institutions on joined-up approaches to meeting the regional demand for skills in the creative industries, heritage and sport sectors, and share lifelong learning opportunities.

### Broker

- We will work with other organisations, such as Arts Council England, Historic England, Heritage Lottery Fund, Sport England, universities, trade associations and unions, to address gaps in knowledge-sharing and professional development.
- We will work with universities to share research and data on our creative industries, heritage and sport sectors.

- The number of people working in our creative industries, heritage and sport sectors, and whether they reflect the diversity of our communities.
- The increase in the number of people with protected characteristics working in these sectors.
- The number of HE graduates taking up work in these sectors.
- The number of freelancers in these sectors.
- The number of training places made available for freelancers in these sectors.
- Perceptions of freelancers on the sustainability of careers in West Yorkshire.

## What we will measure

# 4. Business

# West Yorkshire is the place to grow your creative business

Leeds Pride 2019 Credit Visit Leeds



## Why It Is Important

The creative industries sector is one of the most rapidly growing sectors of our regional economy. We need to grow and sustain our own businesses as well as attracting successful businesses to the region.

## Our Ambitions

- People in West Yorkshire are confident and supported to found and grow businesses in the creative industries, heritage, and sports sectors.
- Creative industries, heritage, and sports sectors view West Yorkshire as a desirable place to locate.
- Creative industries, heritage, and sports sectors in West Yorkshire nurture talent and create well-paid work.
- 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.

### Invest

- We will invest in spaces for creative industry SMEs to locate and grow.
- We will champion entrepreneurs, and develop a business support offer that helps creative industries, heritage and sports businesses to flourish.
- We will ensure that a range of different models, including co-operatives, CICs and social enterprises, can benefit from our business support offer.

### Collaborate

- We will take a multi-authority approach to developing and sustaining creative clusters and innovation hubs within the region.
- We will scope opportunities for the creative industries to share their perspectives and expertise with the wider West Yorkshire business community.

### Broker

- We will advocate and broker opportunities with central government for inward investment and drawing down business-support funds.
- We will develop our inward investment offer to scope and broker locations, with holistic consideration to supply chain, transport and workforce.
- We will scope opportunities for the creative industries to share their perspectives and expertise with the wider West Yorkshire business community.
- We will support accelerator schemes, and other interventions, to make our SMEs investment ready.

## How we will do this

- The level of inward investment into the region from the creative and sport sectors.
- The increase in creative industries, heritage and sports sector business growth and sustainability (including start-ups)

## Definitions

When we say **culture**, we mean the process or product of any form of creative endeavour, including visual arts, music, theatre, film and TV, literature and spoken word, video and board games, fashion, design, architecture and crafts.

When we say the **creative industries**, we mean creative occupations whose work relies on creative endeavour. This includes artists, writers, composers, literary translators, musicians, actors, directors, curators, photographers, games designers, animators, graphic designers, fashion designers, set designers, dramaturgs, creative lighting designers, create makeup artists, craftspeople, dancers, performance artists, creative educationalists, architects and advertising creatives. We also include the ecosystem of companies and organisations that are the main employers of creative occupations, and/or facilitate creative activity, including film, TV and radio production companies, theatre companies, publishing companies, software developers, festivals and events companies, live music venues, museums, galleries and libraries, and book and record shops.

When we say **heritage**, we mean historic places or locations such as stately homes, mills and moors, high streets, conservation areas and parks, and places where our heritage assets are housed and studied such as museums, archives and libraries. Heritage also includes our non-tangible heritage, such as cultural practices, traditions, experiences and stories.



When we say **communities**, we mean groups of people with shared interests. This might be due to a shared location, a shared faith, a shared ethnicity or cultural heritage, a shared characteristic (such as LGBTQIA+ communities), or a shared disability (such as d/Deaf communities). It may also include people across the region who are united by an interest in the same activity (such as the gaming community, or the crafting community). We also recognise that these communities contain a diverse range of views, which cannot be represented by a single spokesperson.

When we say **sport**, we mean any kind of sport, exercise or recreational physical activity, engaged in individually or within a group, team or club. We sometimes use the term 'grassroots sport' to specifically refer to activities in which the majority of participants are non-professional players (however, grassroots sports may also involve some professional athletes, coaches, venues, or events organisers).

When we say **invest**, we mean what we will spend money on. This may refer to funds that have already been devolved to the West Yorkshire Combined Authority, or funding opportunities that we will apply for in future.

**Collaborate** – this means helping people and organisations to work together across the region.

**Broker** – this means persuading government or other funders to invest in West Yorkshire's culture, heritage and sport, or to change a policy to help these sectors. It also refers to our work in attracting businesses to invest in the region.

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# Culture, Heritage, and Sport Framework

## Public engagement report Consultation and Engagement Team

October 2022  
Draft V1

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## Executive summary

### Background

West Yorkshire’s diversity of cultural and heritage assets, sporting and major events bring people together, offer a better quality of life and help deliver a stronger economy and create more inclusive communities.

Following a series of workshops and engagement exercises with the culture, heritage and sport sectors stakeholders, a draft Culture, Heritage, and Sport Framework was proposed, which aims to unlock the full potential of culture, sport and major events in the region.

The [Culture, Heritage and Sport Framework](#) includes four themes, *People, Place, Skills* and *Business*, that represent the key areas of focus for future decisions and work pertaining to culture, heritage, and sport. For each of the themes the framework outlines an ambition, ways to achieve the ambition and how the progress and successes will be measured. The proposed definitions for culture, heritage, sport, creative industries and communities are also included in the framework.

### Public engagement

Between 25 July – 25 September 2022, a period of public engagement was undertaken to gather feedback on proposed Culture Heritage and Sport Framework.

People were asked to share their views on the framework via a survey, which was hosted on a dedicated page on the [Your Voice digital engagement hub](#) and promoted on a range of channels, including social media, a press release, and emails to key stakeholders.

Overall, 137 surveys were completed. Freeform correspondence was also received from both the public and key stakeholders.

### Respondent’s views on the framework

Area	Level of agreement		
	Agree	Partially agree	Disagree
<b>The themes</b>	75%	19%	6%
<b>People ambition</b>	74%	22%	4%
<b>People interventions</b>	68%	30%	2%
<b>Place ambition</b>	73%	23%	4%
<b>Place interventions</b>	71%	24%	5%
<b>Skills ambition</b>	78%	19%	3%
<b>Skills interventions</b>	66%	30%	4%
<b>Business ambition</b>	81%	14%	4%
<b>Business interventions</b>	75%	21%	4%
<b>Definitions</b>	78%	13%	9%

Many comments were also provided, which demonstrate the interest in these sectors, and the strength of feeling around the framework. This report contains a summary of the feedback received on the framework, which was mostly positive with suggestions for a more inclusive and accessible language.

## 1. Background information

### 1.1 West Yorkshire's rich and diverse offering

West Yorkshire is home to a high-quality and diverse cultural offer including world class arts facilities and sporting stadia. Its cultural assets stand out, from a rich heritage in textiles and world class sculpture to a more modern music, gaming, and production chain of industries. Its education institutions provide national specialisms in creative skills and talent development, including the Leeds Conservatoire and Leeds Arts University. The region is also preparing for landmark culture events over the coming years, including Leeds 2023, Kirklees Year of Music 2023 and Bradford City of Culture in 2025.

Furthermore, its term of its communities, West Yorkshire has one of the youngest and fastest growing labour markets in the UK. It is also highly diverse, meaning our cultural offer is enriched by experiences. The Combined Authority's (CA) work seeks to grow a cultural and creative sector that amplifies the diversity of communities and involves engagement at grass root level to unleash the talent and skills of diverse individuals which continue to go under the radar.

It has been recognised that attractiveness as a place to live, visit and invest depends on a great quality of life. The regions' diversity of cultural and heritage assets, sporting and major events not only bring people together, but offer a better quality of life and help deliver a stronger economy and create more inclusive communities.

Therefore, the Leeds City Region Enterprise Partnership (LEP), working in partnership with the West Yorkshire Combined Authority, local authorities and strategic funders of culture, heritage and sporting events, proposed a framework that aligns activities within these sectors and ensures a better quality of life for the region's residents and visitors.

### 1.2 The development of a cultural framework

In early 2020, the [Leeds City Region Enterprise Partnership \(the LEP\)](#) proposed a [Cultural Framework](#) and a [Culture Vision](#) document that aimed to unlock the full potential of culture, sport and major events in the region. These documents were produced as a result of collaborative work between members of the cultural steering group and following an engagement with the cultural funding bodies (including Arts Council England, Heritage Lottery Fund, Historic England, and Yorkshire Sport/Sport England).

The LEP and the CA endorsed the Cultural Framework in February 2020, and its priorities have been embedded into the [West Yorkshire Investment Strategy](#). However, following a series of events that took place since beginning of 2022, and which affected the cultural and creative industries, it was decided that the Framework needed to be revisited. These events include:

- The COVID-19 pandemic, and the particular challenges this has posed to culture and creative industries, participation and health and wellbeing.
- Significant changes to the economic landscape, including the UK's Exit from the European Union, inflationary pressures, and the labour market.
- The transition to [a Mayoral Combined Authority](#) and the establishment of a dedicated [Culture, Arts and Creative Industries Committee](#).

- The [Mayor's Creative New Deal pledge](#), and the contribution of culture to other Mayoral pledges.

It was expected that in developing the new, improved Cultural Framework due consideration is given to how the framework will contribute to tackling the climate emergency. Sustainability and environmental best practice were already considered as key in the previous framework, recognising the role that sport, culture and the creativity sector can play particularly in promoting clean growth and sustainability.

The revised Cultural Framework is also expected to recognise the role sports and creative industries play in delivering an inclusive economic recovery. As recognised in the previous cultural framework, experiencing arts and culture, and actively taking part can transform the quality of life for individuals and communities, improving physical and mental wellbeing, individual reliance, connectivity and enhanced capacity and skills.

### 1.3 The Culture, Heritage, and Sport Framework

Following a series of workshops and engagement exercises with the culture, heritage, and sport sectors stakeholders, including regional organisations both large and small, businesses, freelancers, industry bodies and trade unions, community groups, educators, universities and colleges, national funders of culture, heritage and sport, and culture and sport leads from each of our five local authorities, a revised framework was drafted.

Therefore, the Culture, Heritage and Sport Framework represents the CA's new and revised plan to grow and sustain culture, heritage, and sport in the region. It includes four themes that represent the key areas of focus for future decisions and work pertaining to culture, heritage, and sport. These are:

- **People** – which seeks that everyone in West Yorkshire can enjoy culture, heritage, and sport.
- **Place** – which recognises that West Yorkshire is a creative, sustainable, and vibrant region with culture, heritage, and sport at its heart.
- **Skills** – which focuses on providing opportunities for all people to build a great career in culture, heritage, or sport in West Yorkshire.
- **Business** - which sees West Yorkshire as the place to grow creative business.

Within each theme, the framework explains the importance of each area, the **ambitions**, the things the CA will do to achieve those ambitions (**the interventions**), and how it will measure the impact of its work.

The interventions are organised into three categories:

- **Invest** – this means what the CA will spend money on.
- **Collaborate** – this means helping people and organisations to work together across the region.
- **Broker** – this means asking government or other funders to invest money in West Yorkshire's culture, heritage, and sport, or to change a policy to help these sectors. It also refers to the CA's work in attracting businesses to invest in the region.

You can view and download the full draft framework by clicking [here](#) or visiting the dedicated Your Voice page: [www.yourvoice.westyorks-ca.gov.uk/csf](http://www.yourvoice.westyorks-ca.gov.uk/csf).

The framework also proposes definitions for culture, heritage, sport, communities, and creative industries as follows:

- **Culture** - the process or product of any form of creative endeavour, including visual arts, music, dance, theatre, film and TV, literature and spoken word, video and board games, fashion, design, architecture, and crafts.
- **Creative industries** - creative occupations whose work relies on creative endeavour. This includes artists, writers, composers, literary translators, musicians, actors, directors, curators, photographers, games designers, animators, graphic designers, fashion designers, set designers, dramaturgs, creative lighting designers, create makeup artists, craftspeople, dancers, performance artists, creative educationalists, architects and advertising creatives. The ecosystem of companies and organisations that are the main employers of creative occupations, and/or facilitate creative activity, including film, TV and radio production companies, theatre companies, publishing companies, software developers, festivals and events companies, live music venues, museums, galleries and libraries, and book and record shops, are also included.
- **Heritage** - historic places or locations such as stately homes, mills, and moors, and places where our heritage assets are housed and studied such as museums, archives, and libraries, but also our non-tangible heritage, such as cultural practices, traditions, experiences, and stories.
- **Sport** - any kind of sport, exercise, or recreational physical activity, engaged in individually or within a group, team or club. We sometimes use the term 'grassroots sport' to specifically refer to activities in which the majority of participants are non-professional players (however, grassroots sports may also involve some professional athletes, coaches, venues, or event organisers).
- **Communities** - groups of people with shared interests. This might be due to a shared location, a shared faith, a shared ethnicity or cultural heritage, a shared characteristic (such as LGBTQIA+ communities), or a shared disability (such as d/Deaf communities). It may also include people across the region who are united by an interest in the same activity (such as the gaming community, or the crafting community). It is also recognised that these communities contain a diverse range of views, which cannot be represented by a single spokesperson

## 1.4 Public engagement

Between 25 July – 25 September 2022 members of the public were invited to provide feedback on the draft Culture, heritage and sport framework through a survey and a series of workshops. 137 surveys were completed, and 12 workshops were organised as part of this engagement.

The draft framework and the survey were made available to the public on the Your Voice digital engagement hub, on a dedicated page [www.yourvoice.westyorks-ca.gov.uk/csf](http://www.yourvoice.westyorks-ca.gov.uk/csf).

These documents were also available in Easy read format and in three different languages: Punjabi, Polish and Urdu.

The engagement was promoted widely on various channels, including social media, a press release, and emails to key stakeholders. The engagement was also promoted during public events in different locations, such as Piece Hall, Hebden bridge, etc.

This report outlines people's opinions on the draft Culture, Heritage, and Sport Framework, including comments from key stakeholders.



## 1.5 Funding

The CA recognises that Culture, Heritage and Sport are key to levelling up the region and therefore has allocated a budget of £11.4 million to Culture, Heritage and Sport activity until 2025. This is part of the funding that was secured as a result of the [West Yorkshire devolution deal](#), agreed between the region's leaders and the government in March 2020. In February 2022, the Combined Authority Committee agreed to commit £11.4 million to Culture, Heritage and Sport (see the Committee minutes [here](#)).

Investing in culture, heritage, or sport activity, in most cases will mean using some of the £11.4 million funding allocated (for example, developing a grant to support a programme of cultural activity). The CA may also apply for additional funding (from central government or other sources) to support activity which helps realise the ambitions set out in the framework.

## 2. Engagement objectives

- To promote the Culture, Heritage, and Sport Framework.
- To inform local residents and interested parties of the framework.
- Gather views and support from the public and key stakeholders for the proposed framework.
- To provide an engagement report that accurately reflects the public and key stakeholders feedback, and which will be used to inform the final form of the framework.

## 3. Methodology

### 3.1 Information provision and feedback submission

- The engagement was open between 25 July – 25 September 2022.
- The engagement was hosted on the Your Voice digital engagement hub ([www.yourvoice.westyorks-ca.gov.uk/csf](http://www.yourvoice.westyorks-ca.gov.uk/csf)), which contained relevant information including the framework in various languages and easy read format, a series of [frequently asked questions](#) and an online survey allowing interested parties to provide feedback.
- The Your Voice site also hosted a Question & Answer tool (Q&A) which allowed participants to submit any queries for the project team to respond to.
- Responses were also accepted via email to the dedicated address; [yourvoice@westyorks-ca.gov.uk](mailto:yourvoice@westyorks-ca.gov.uk),
- 12 workshops and 1-2-1 sessions were organised with key stakeholders across the region.
- Virtual drop-ins were offered to people with accessibility needs.
- Paper surveys and printed information were available on request.

### 3.2 Outreach and promotion

- A press release was sent out to local and regional stakeholders.
- Various social media channels were used to promote the engagement including the CA's and the Mayor's Facebook, Twitter, and LinkedIn channels to reach the widest audience possible.
- The engagement was promoted by some of the key stakeholders.

- It was also promoted in the West Yorkshire Metro and West Yorkshire Combined Authority's newsletters and other online platforms.
- Emails were sent to key stakeholders.
- Engagement materials were displayed during public events organised at Piece Hall, Hebden Bridge Town Hall, Wakefield Town Hall and at Bradford Interchange.

### **3.3 Inclusive approach**

The term 'seldom-heard groups' refers to under-represented people who are typically harder to reach, or rarely have the same opportunities to express themselves as other stakeholders. Due to multiple barriers affecting access to and the use of public services, often the views of these groups are underrepresented. Some of these factors are disability, geographical or digital isolation, ethnicity or cultural barriers, mental health, sexuality, or other reasons.

It is key that efforts are made to connect and communicate with these groups, helping to facilitate better participation and ensuring that the engagement is as accessible and inclusive as possible.

An equality impact analysis completed before the launching of the engagement helped identify these groups.

Communication was sent to key contacts signposting the consultation materials and offering the opportunity to engage directly. It was also requested that those contacts circulate the information supplied to their wider networks.

In order to support those who are digitally disengaged, a freepost address was supplied for letters, along with a dedicated telephone number, articles in local newspapers and paper versions of materials upon request.

### **3.4 Data cleansing**

Before analysis commenced the raw dataset was cleaned to ensure that any test responses, blank responses, and duplicates were removed.

### **3.5 Quantitative Data Analysis**

The quantitative responses from the survey were analysed using standard frequency counts and percentages.

### **3.6 Qualitative Data Analysis**

The Culture, Heritage and Sport Framework engagement survey contained fourteen open ended questions, twelve of them being available only when respondents disagreed or partially disagreed with some of the proposals, prompting them to offer insights in how to improve those proposals. The analysis of this type of free text qualitative data was undertaken using thematic coding. This process involves the identification of themes that are present throughout the dataset and the assignment of responses, or elements of responses, to these themes. Comments relating to each theme are then grouped together and counted which allows the most common themes to emerge, thus aiding a deeper understanding of respondents' feelings and thoughts regarding the proposals.

## 4. Summary of engagement

### 4.1 Respondents

A total of 141 responses or comments were received during the engagement period from three different sources:

- Survey responses: 138
- Email entries: 3 (public and stakeholders)
- No questions or comments were received via the Q&A sections on Your Voice page

The engagement information and materials, including the survey and Q&A, were hosted on Your Voice webpage ([www.yourvoice.westyorks-ca.gov.uk/csf](http://www.yourvoice.westyorks-ca.gov.uk/csf)) which was the main source of information for people interested in the engagement.

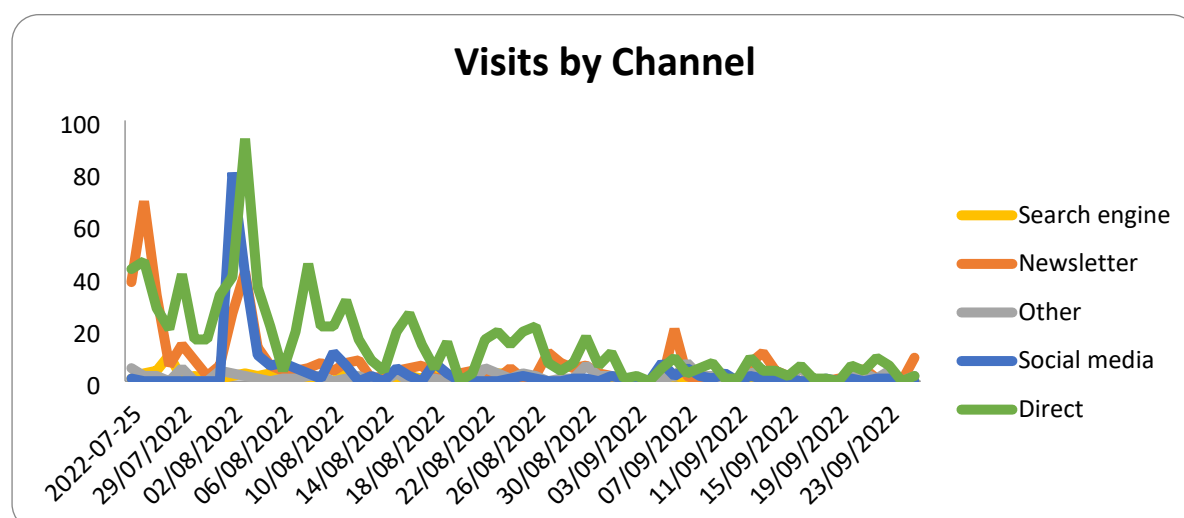
Your Voice website categorises its visitors into three categories:

- **Aware participants**, counting all visitors who viewed at least one page.
- **Informed participants**, referring to those who took an action on the page such as downloading a document.
- **Engaged participants**, those who participated in the survey or submitted a question via the Q&A tool.

According to Your Voice data, during the engagement period 1780 visitors accessed the dedicated engagement page, of which 1281 unique visits, which represents the participants who visited at least one page of the Culture, Heritage, and Sport Framework engagement page. Of these, 548 participants were informed participants, with common actions including downloading a document (356 participants), viewing multiple project pages (389 participants), and visiting the FAQ page (102 participants).

Visitors came from a number of channels with majority arriving using direct links from accessing the page URL (913 visitors). This was followed by those who were directed by social media posts (442 visitors) or by newsletters (229 visitors).

A smaller number of visitors were directed to the engagement page from search engines (such as Google, Bing, etc) (105 visitors), or other sources such as news articles, internal advertising etc (60 visitors).



Number of visits over time to [www.yourvoice.westyorks-ca.gov.uk/csf](http://www.yourvoice.westyorks-ca.gov.uk/csf) split by channel.

## 4.2 Survey responses

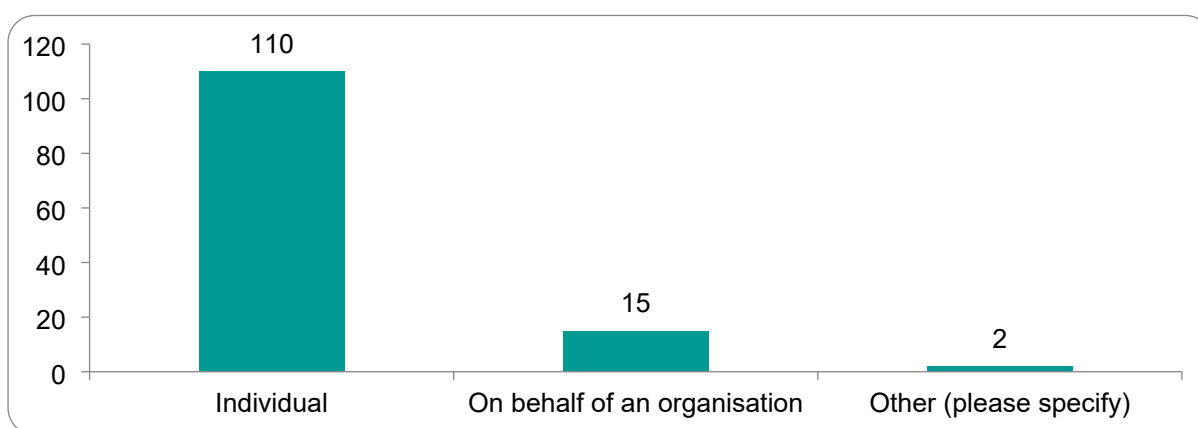
A total of 137 surveys were completed.

Any quotes or comments presented in this report have been copied verbatim from their source and have not been altered, updated, or amended, unless they include personal or identifiable data.

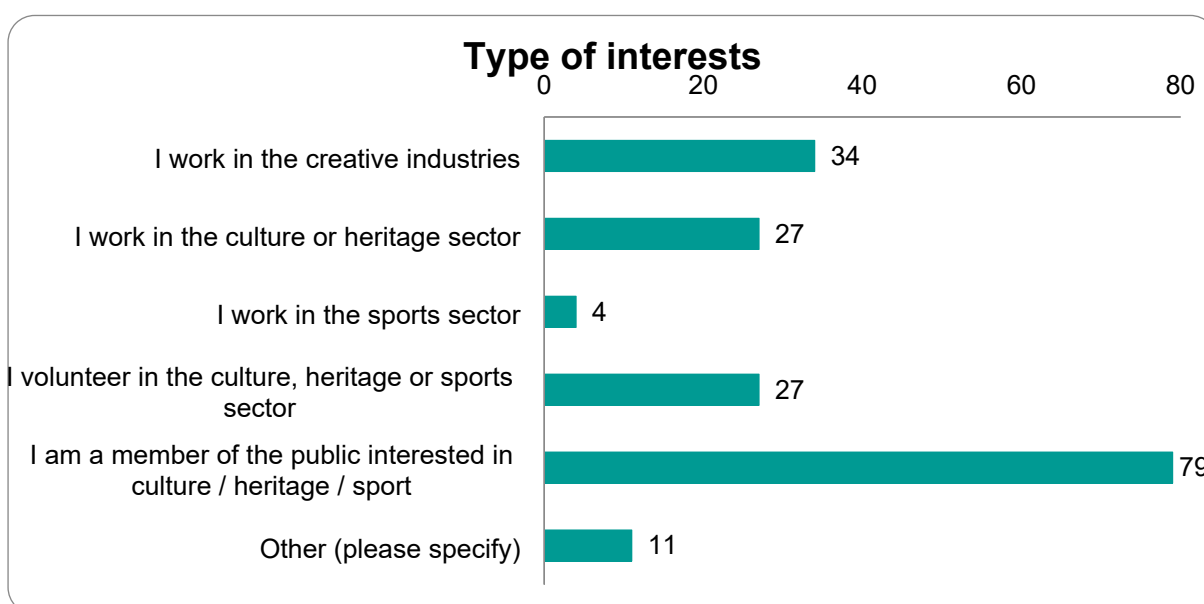
### 4.2.1 Survey respondents

Most survey responses were received from individuals interested in culture, heritage, and sport, followed by those who work in one of the three sectors and those who volunteer (see fig 1 & 2). Fifteen surveys responses were received on behalf of organisations and two responses from respondents who identified as 'other'. The 'other' responses received were on behalf of Sport Leeds, a constituted group of key organisations from across the district of Leeds, and from an individual representing a small cultural organisation as well as sharing their views as a professional in a higher education institution.

**Fig. 1. Type of respondents (n=127)**



**Fig. 2. Respondents' interests (n=130)**



When asked in more detail about their passions related to culture, heritage and sports, the respondents gave various answers ranging from books, to museums, rugby, literature and exploring the heritage of the local towns and cities. The below word-cloud highlights the key passions reported by the respondents.

Fig 3. A visual representation of people's responses to what makes West Yorkshire unique

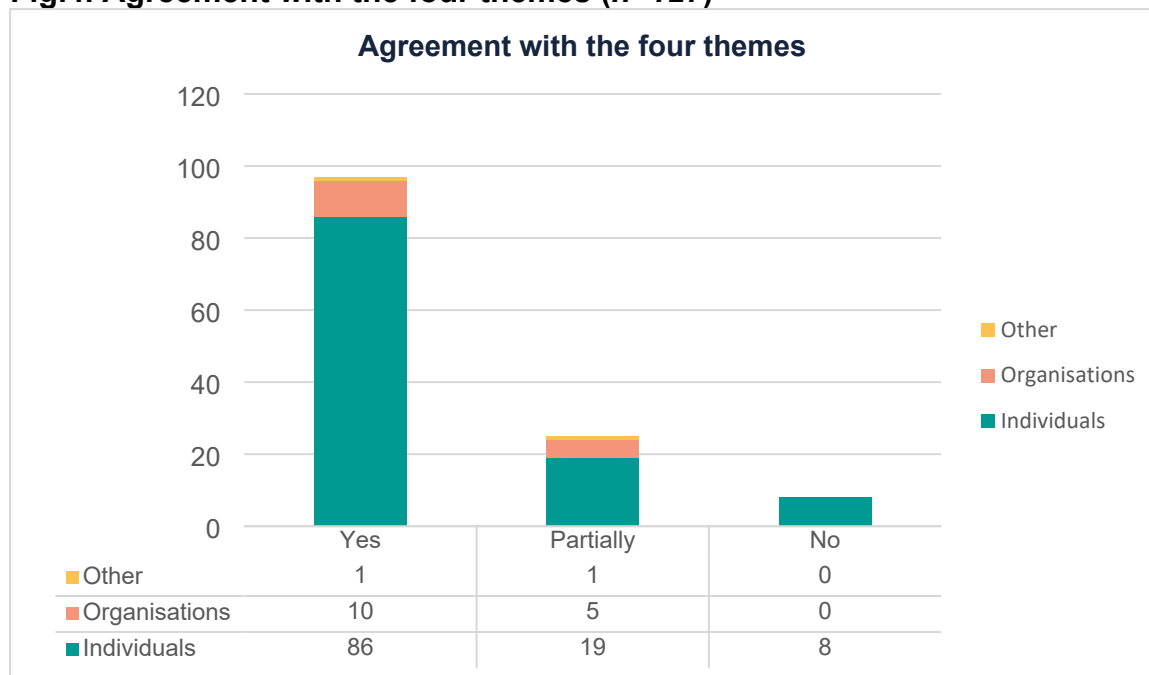


## 4.2.2 Framework's themes

Respondents were asked a set of questions to help understand their views on the four proposed themes: people, places, skills, and business.

First, the respondents were asked if the four themes cover all the areas of culture, heritage, and sport and were invited to indicate what is missing if they disagreed or partially disagreed. As indicated in fig. 4, the majority of respondents (n=97, 75%) agreed with the four themes proposed, followed by those who partially agreed (n=25, 19%). Eight people disagreed with the four themes.

**Fig.4. Agreement with the four themes (n=127)**



Those who partially agreed or disagreed were prompted further to explain what they felt it is not covered by the four themes. Their answers are presented in the table below.

**Table 1. Comments received by participants who partially agreed with the four themes indicating what it is missing from the framework**

- Sustainability
- Innovation
- Development
- Nature, green spaces, allotments
- Suggestion to change of the framework's language to indicate a proactive approach to encourage more people to engage in culture, heritage and sport (e.g. *'Everyone can' is weak [...] This message needs to be more proactive'*.)
- Space: as more affordable spaces for cultural venues, creative projects, etc are needed. Grassroots and DIY venues are essential to growing talent for a thriving cultural sector, however most of the venues in the region have closed in the past few years due to increasing costs. These venues should be supported by local authorities either through grants or by capping rents on small cultural venues and/or capping the number of licenses issued to huge chains and big capital.

- Culture as an instrument to break down barriers and bring communities together.
- Two of the themes seem to have an economic focus. The framework should include an explanation as to why economic development is important.
- Community - culture, heritage and sport are connecting diverse communities and supporting inclusivity
- Affordable and reliable public transport to venues and events are needed
- The wellbeing and health benefits of culture are not emphasised enough in the framework.
- The definition should include the world heritage sites and any future map promoted by the framework should include the UNESCO World Heritage Sites in Yorkshire, Saltaire and Bradford UNESCO City of Film. Of great importance and not to be missed in any future map is Haworth, the home of Bronte family.
- Culture, heritage, and sport are part of the *identity of people* in West Yorkshire
- Create - which covers the cross section of each theme but centres on the creativity. You can build a sustainable career as a creator in West Yorkshire, with access to culture, heritage, and sport to inspire you.
- Study – as the region has strong educational institutions which can attract talent from other regions or shape the local one. Attracting more people to study provides sustainability of these program and increase the level of skills
- The Wellbeing and Health benefits of engaging in Culture, Heritage and Sport could be included as this can align the framework directly with the WY Integrated Care Partnership strategy and overlapping priorities.
- 'Creative Health' – a new sector that has gained ground in recent years should be considered
- Facilities and cultural venues where different forms of art can be explored, e.g. fulldome.
- Connections – how we connect with the rest of the world.

Those who disagreed with the themes reported that in their opinion the themes do not cover:

- Those who live outside West Yorkshire and are attracted by the region due to the cultural, heritage and sport provision.
- The provisions for disabled people.
- Self-expression and identity
- Connectivity / Transport
- Food, as it is closed linked to heritage and culture.

Some of the respondents also stated that:

- There should not be any support for these areas as '*culture is bottom up*' and the government should not '*impose*' culture on others.
- Culture and heritage in the region are underdeveloped.
- Sport sector should not be part of the framework as there is already enough investment and interest in the sector.



- The definition of culture seems to represent just art, which is not accurate as *'culture is much broader, deeper, wider than art.'*
- The opportunities provided by the framework do not eliminate some of the historical barriers that are unseen.
- Some women might not be able to engage in sport due to cultural constraints.
- More attention should be given to retaining talent in the region.

Following this question, the respondents were asked about their opinion of the ambition and interventions for each area of the framework.

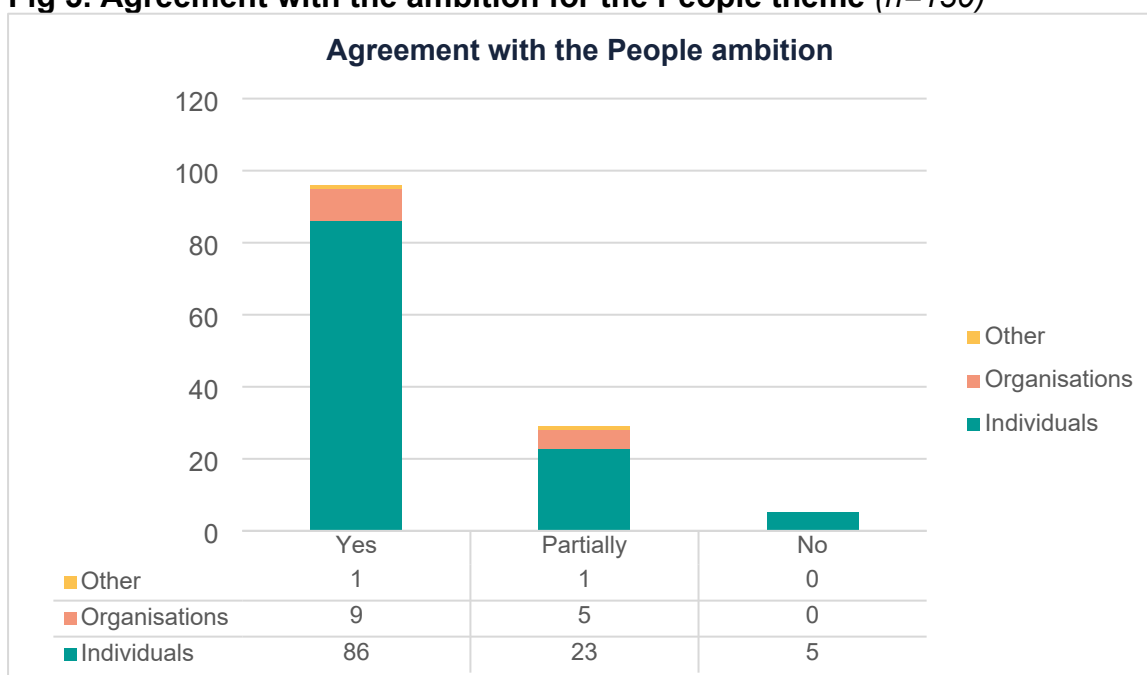
### 4.2.3 Framework area 1: People

First of the draft framework theme is the People's theme, which seeks that everyone in West Yorkshire enjoys culture, heritage, and sport.

#### 4.2.3.1 Ambition

As per fig 5 below, the majority of respondents (n=96, 74%) agreed that the ambition set by the draft framework for the first theme is the right ambition. Of the rest of the respondents, 22% partially agreed (n=29) with the ambition and 4% (n=5) disagreed.

**Fig 5. Agreement with the ambition for the People theme (n=130)**



Those who did not fully agree or disagreed with the ambition were offered the opportunity to explain what they feel it is uncovered by the ambition. Their answers are highlighted below. Due to diversity of the comments, it was difficult to group answers into general themes, therefore a summary of the main comments is presented below. For full comments please view appendix A.

Table 2 highlights key suggestions or comments to be considered for the final version of the framework from those who partially disagree with the ambition.

**Table 2. What is missing from the People's ambition**

- Some elements of the ambition need to be better defined as they are too vague (e.g. what does 'enjoy' culture mean; 'proud' – people should be proud of themselves and their contribution to culture)
- People are tolerant, curious about and proud of the culture, heritage, and sport *of others*
- Support and encouragement for volunteering
- The role that culture, heritage, and sport play in creating or celebrating the unique identity of West Yorkshire and ways to promote it
- More proactive approach to encourage people to engage with culture, heritage and sport
- It needs to include disabled people, and everyone covered by the Equality Act
- Reference to everyone having the opportunity to participate in culture, heritage, and sport
- There is an overemphasis on culture and its economic value
- Supporting young people and those looking to change careers in developing the skills before they show an interest in these industries (e.g. ensuring education is accessible and school curriculum includes relevant information that supports employment in these fields)
- '*Everyone can*' does not encourage everyone to engage with culture, heritage, and sport. Suggestion to replace it with '*Everyone feels welcomed to take the opportunities that are available*'
- That the culture, heritage, and sport on offer reflects the communities in West Yorkshire and that communities feel seen and that the offer is relevant and engaging
- All people are represented in heritage culture and sport at every level
- Should mention the benefits of health and wellbeing of arts and culture
- Attracting inward business development for modern industries
- Development pathways need to include work in *heritage*
- Everyone can *access and enjoy* culture, heritage, and sport
- The development pathways need to build pathways for both new/emerging talent and established talent – focus on retaining and bringing back talent into the region
- Referring to diverse cultures would seem more inclusive
- In the table under 'why is it important' rather than the term 'keep us active' is it more appropriate to use '*helps our physical and mental health and well-being*'
- 'Creative Health' to be included
- Reference to inspiring entrepreneurial skills, confidence, and pride in the communities and across communities

Those who disagreed with the ambition suggested that:

- There should be a focus on attracting talent and people from outside the region

- Local groups and events need promote culture, heritage and sport and the framework
- Sport should be covered separately as it is already heavily funded, whereas culture and heritage sectors are underdeveloped
- The difference between art and culture needs to be emphasise more

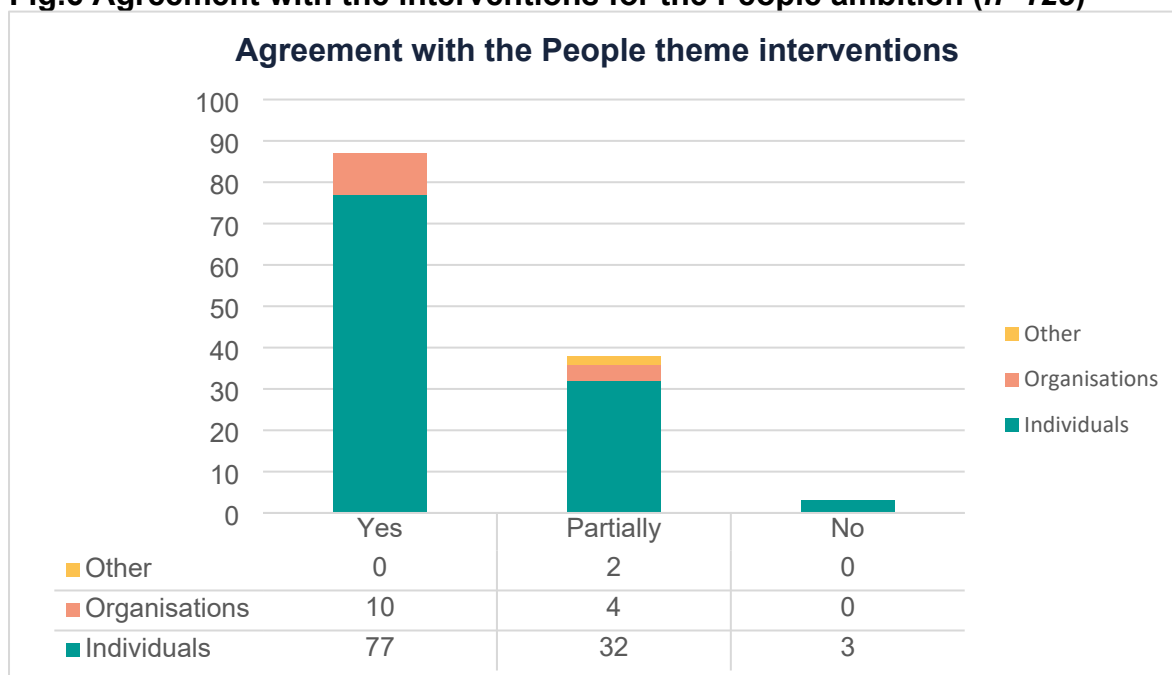
Other comments provided by the respondents:

- Some people currently experience a disconnection from (their) culture
- Lack of transport affects access to culture, heritage, and sport – suggestion to equalise access by offering minibuses to community groups, which have supported many community groups in the past to access different aspects of culture, heritage, and sport.

#### 4.2.3.2 Interventions

Respondents were also asked about their opinion on the interventions set to achieve the People ambition. The majority of people (68%, n=87) agreed with the interventions, followed by those who partially agreed (30%, n=38) and who disagreed (2%, n=3) as per fig. 6 below.

**Fig.6 Agreement with the interventions for the People ambition (n=128)**



As before, those who did not fully agreed with the interventions were invited to comment further on the missing elements. These comments and suggestions are presented in Table 3 below.

**Table 3. Respondent’s views on what is missing from the interventions set for the People theme**

- The role of socioeconomic and educational background should be considered
- The framework needs to include the ambition of creating more green spaces to allow for more physical activity and walking

- Mentioning of heritage sector e.g. We will support regeneration projects involving the creative industries *and heritage sector*
- Innovation
- Sustainability, and in particular climate change mitigation
- Equality, diversity, and inclusion
- Public health outcomes for active lifestyles
- Explicit reference to finding better ways to engage with the voluntary sector in culture and heritage (especially in rural and non-metropolitan areas where much of culture & heritage is delivered predominately by volunteers)
- Suggestion to replace the term '*invest*' with '*spend*'
- More focus on faith and disabled communities
- Participation in cultural activities should be encouraged just like participation in sport and physical activity is
- Accessibility aspect to include making the venues accessible – most venues promoting culture have been built at a time when accessibility wasn't a requirement, but they currently don't have funds to make the proper adjustments – therefore funding can be allocated to achieve this.
- '*Local community groups*' might be misleading – need more clarity around which groups will be supported and how the decision will be made
- Participation in cultural activities as well as sport
- Environmentally friendly and sustainable activities
- Empowering people to organise events and activities
- Regeneration needs to include built heritage - a strategy for development of prior textile mills at the very least, as places for art, small businesses, and leisure.
- Inclusive cultural shift in the way we engage with, enjoy, and take part in cultural, heritage related, and sport activities must be priorities.
- Supporting schools to embed or develop their culture offer
- Grow - to grow the existing framework through investment and collaboration
- It should be more explicit that investment and collaboration will be focused on active efforts to make sporting activity more inclusive
- Training opportunities – investing in training schemes such as NHS Walk Leader Level 2
- Reference the collaboration with local authorities
- Creative Health sector organisations will benefit from regional funding initiatives.
- Health & wellbeing of creative practitioners
- Affordability - recognise and address the class and income barriers that can prevent people entering and sustaining careers in creative industries and prevent our communities participating in cultural activities
- Comment: supporting smaller organisations with direct connection with young people and communities will improve the number of people engaging with culture and reflect the diversity of our communities

- Invest: to achieve integration and understanding across communities and geographies
- Collaboration to include giving particular attention to city/rural collaboration

Those who disagreed argued that:

- Sport should be covered separately as it is already heavily funded, whereas culture and heritage sectors are underdeveloped
- Targeting national and international events to provide aspiration, inspiration, and engagement for those in WY region and further afield

Other comments:

- There is a need for a wider framework embedded in the educational establishments and businesses that supports apprenticeships and skills building in the sector and supports career shifts and entrepreneurship.
- Reliable, affordable, and safe public transport is needed to unlock any ambition.
- Making things inclusive and accessible takes time and effort and requires engagement with certain communities in order to break the invisible barriers built in time
- Certain types of cultural activities require greater investment in order to survive - eg classical music, opera, ballet etc
- Educational establishments need funding to be able to provide opportunities in the cultural sector for children and families
- Suggestion to work with other sectors and encourage them to use culture, sport and heritage as tools to address people's needs and concerns e.g. loneliness, wellbeing, unemployment, skills deficit.
- The people theme should be shaped more by participation
- Schools should not be built without sport/playing fields – currently in Bradford there are schools that are being built with no playing fields
- Sport is already heavily funded, culture and heritage need more support
- Public transport needs to be improved to allow people to access culture and heritage across the region
- Using the expertise of organisations and communities, asking for their views of what is missing and what works well already
- Comment: supporting smaller organisations with direct connection with young people and communities will improve the number of people engaging with culture and reflect the diversity of our communities

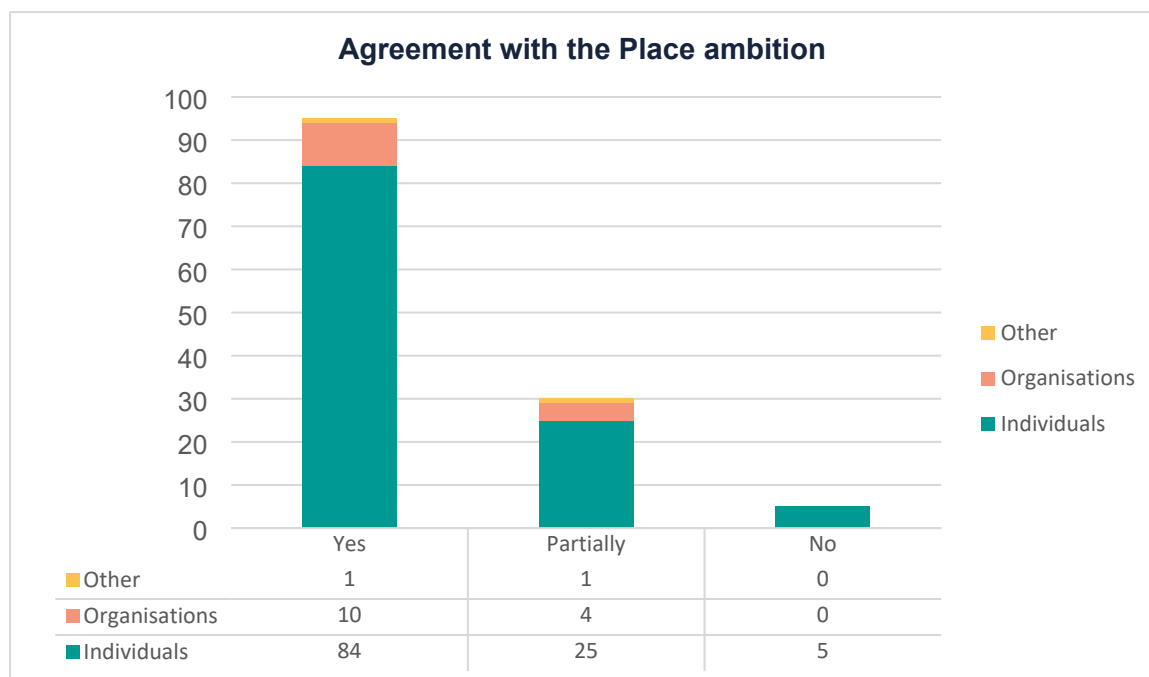
## **4.2.4 Framework area 2: Place**

The second theme of the framework, Place, aims to make West Yorkshire a creative, sustainable, and vibrant region with culture, heritage, and sport at its heart.

### **4.2.4.1 Ambition**

Similar to first theme, the second theme ambition received support from the majority of respondents (n=95, 73%). Those who partially agreed with the ambition accounted for 23% (n=30) of the respondents, followed by those who disagreed with it (n=5, 3%).

**Fig. 7 Agreement with the Place ambition (n=130)**



As with the people theme, the comments provided in the open text boxes were varied, which made identifying themes difficult. Therefore, to ensure that comments are not missed a summary of key comments and suggestions are presented in the Table 4 below. The feedback provided includes a mixture of comments related to the framework, but also suggestions pertaining to culture, sport and heritage for wider consideration, which were reported separately.

**Table 4. Respondent’s views on what is uncovered by the Place theme ambition**

- More emphasis on sustainability and environment and ensuring that all activities contribute to net zero ambition
- Reference to tolerance and pride in the community and culture *of others*
- Existing culture and heritage are better protected
- Addressing the regional imbalances in cultural provision and engagement
- Commitment to establishing culture, heritage, and sport as a key asset for community development (both in terms of place-making and also in terms of growing resilience)
- Asset-based and community-led approach to culture
- National culture that aligns with our ambition
- Involvement in planning to preserve heritage buildings
- Recognition of thriving cultural spots outside city centres that encourage tourism.
- Encouraging people especially children to connect and enjoy the natural environment in their area
- People having autonomy to use the spaces to organise cultural activities
- Intercultural interaction through culture, heritage, and sports
- Clarification on what ‘local’ means i.e., local communities or the region of WY

- It reads/suggests division not oneness. Yorkshire is comprised of so many 'culture' groups, each with their own customs, culture, and language
- Everyone can see and feel the benefit of culture, heritage, and sport in their lives
- Mentioning of the internationally recognised heritage – such as the Green Flag parks
- That people choose to live and work in a place rich in culture, heritage, and sport
- Emphasis on the need to fund transport to allow minority groups to access culture, heritage, and sport
- Investment in training schemes
- National and international leaders in the creative health sector are aware of pioneering work happening in West Yorkshire.
- Having the right facilities to explore new and emerging art forms
- People have access to other environments and the diversity of places and cultures, e.g. access to rural places

Those who disagreed mentioned that in their views:

- Investment should come from all sectors
- Continue issues with green spaces: littering, people not looking after their garden, developers taking over green spaces

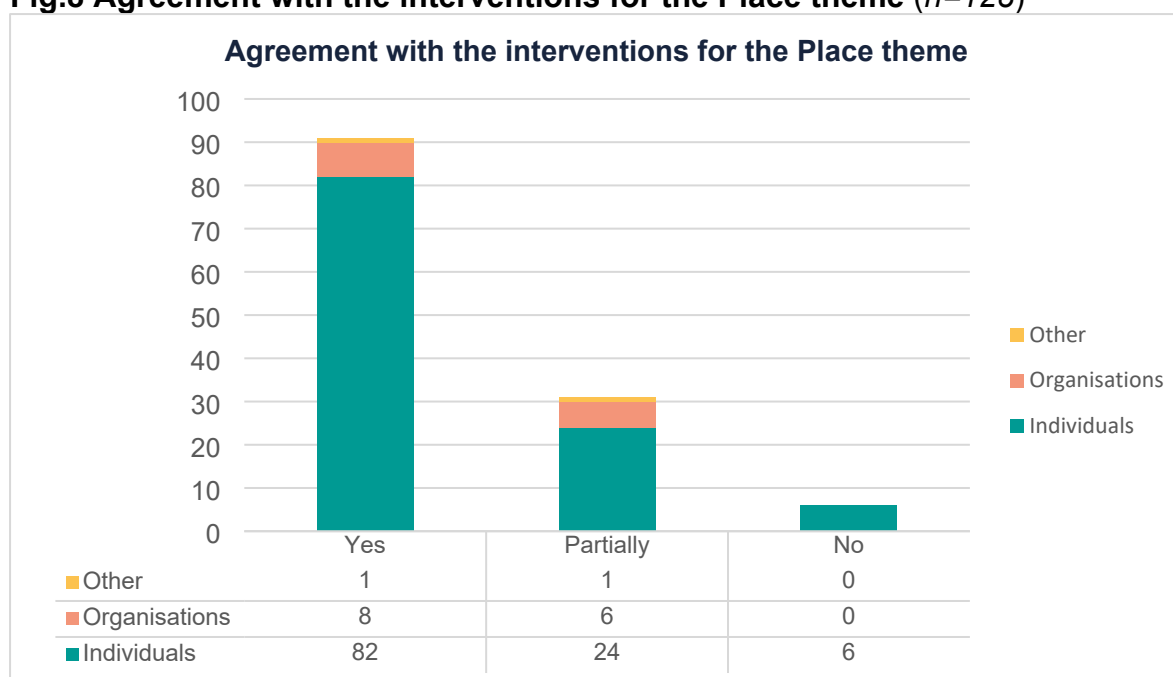
Other comments to be considered in future decisions:

- Suggestion: Destination country park in Lofthouse with visitors centre.
- People caring for and about their heritage. Responsibility of residents and businesses to keep local places as safe and sustainable.
- Signposting all local historical and cultural assets.
- Ensuring a safe and welcoming environment across West Yorkshire.
- Secure facilities for people to leave their belongings when visiting places.
- Some current programs limit people's access to green spaces to those living nearby.
- More investment in boxing and art is needed.

#### **4.2.4.2 Interventions**

The proposed interventions for the Place ambition received high levels of support, with 71% of respondents (n=91) agreeing with the draft interventions. Almost a quarter of participants (24%, n=31) partially agreed with them, whereas 5% (n=6) disagreed (see fig 8).

**Fig.8 Agreement with the interventions for the Place theme (n=128)**



All those who partially agreed provided an explanation for their partial disagreement. Their comments and suggestions are summarised in table 5 below.

**Table 5. Respondent’s views on what is uncovered by the interventions of the Place theme**

- Transport infrastructure – ensuring that getting to events and different assets in the region is affordable and accessible.
- Investing in the infrastructure of places to support sport and culture.
- ‘*Story of who we are*’ to be reviewed as it suggests one story and can lead to marginalisation. It can also be restrictive for artists and creative people.
- Specific reference to help women and ethnic minority groups to join sports.
- Existing culture and heritage are better protected
- Commitment to creating better opportunities for communities to help shape policy, delivery and outcomes of culture, heritage and sport.
- Affordable spaces for those in the smaller and independent cultural sector.
- The term ‘*invest*’ to be reviewed.
- Must be led from bottom up and not imposed by those in power
- Focus on activities for all ages, not just the young
- Facilitating an understanding, appreciation and love for our green spaces and nature corridors in their own right.
- Including street pride – people bringing creativity into their individual streets
- Specific objectives within a time scale and measurable results
- Engaging with place in a sustainably and environmentally friendly way
- The encouragement of green policies within all areas of work across West Yorkshire to be embedded within the cultural/heritage/sport sectors/



- Engagement with public and community voices.
- Connecting with wide well-established networks and the people who work in them in our area
- "Meanwhile spaces for cultural activity' needs explaining
- Collaboration needs to include local town councils and the Councils for Voluntary services
- Support for a range of institutions which host many heritage activities, like churches
- Collaboration with the local authorities is missing from the statement
- Attracting major events to WY – there is growing research on the social benefits and 'pride of place' generated from hosting major events and our ambition should be to continue to work with UK Sport and Government on hosting such events locally
- Creative interventions to be available to people with long term health conditions

Disagreement with the interventions:

- 'We will collaborate to make parks and green spaces safe for sports and exercise' – parks are public spaces and should not be transformed to be used solely for sport
- 'We will support culture, heritage and sport activity that tells the story of who we are' suggests a particular narrative that is supported. Suggestion for this to be replaced with *supporting everyone who wants to tell a story*
- Growing awareness is not ambitious enough - commitment to delivering instead
- Offering incentives to individuals to create art

Other comments and suggestions to be considered:

- Working with the people who are already engaged in making places better. e.g., local Civic Societies
- More green projects
- Advocate for the sport, heritage, and culture as tools to address people's needs and concerns
- Social prescribing teams to promote culture and creativity
- Seeking support from local communities to make everybody feel welcome
- The story of West Yorkshire should include the things it makes it special, such as rugby league
- Liaise with and support any remaining historical re-enactment groups (e.g., the English Civil War Society, the Napoleonic Association).

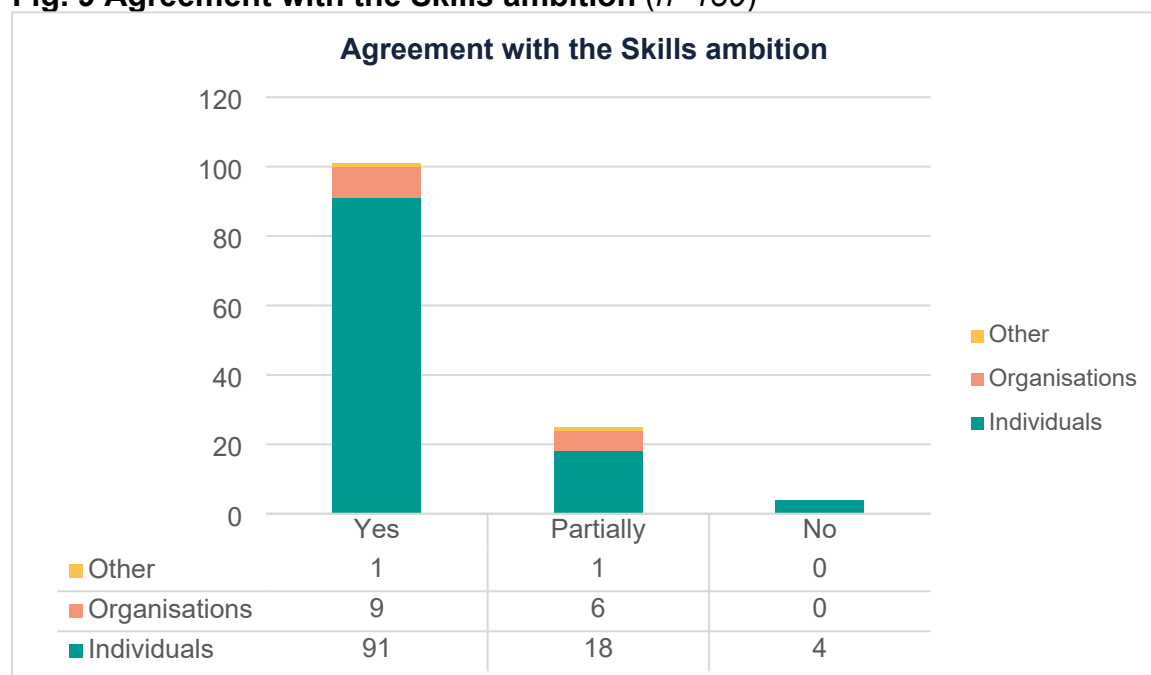
### 4.2.5 Framework area 3: Skills

The third theme of the framework, Skills, seeks to ensure that everyone can build a great career in culture, heritage, or sport in West Yorkshire.

#### 4.2.5.1 Ambition

More than two thirds (78%, n=101) of respondents agreed that the draft sets the right ambition for the Skills theme, whereas 19% (n=25) partially agreed and 3% (n=4) disagreed (see fig 9).

**Fig. 9 Agreement with the Skills ambition (n=130)**



**Table 6. Respondent’s views on what is uncovered by the Skills theme ambition**

- Referencing how creative skills can add value to businesses - it's not just about developing creative skills & pathways into creative industries but also finding ways creative skills can be pathways into other industries (e.g., enhancing innovation, corporate communications etc.).
- Young people gaining critical life skills through early opportunities in culture and sport regardless of entering the creative industries.
- Ensuring that skills pathways are recognised, and that networking and shadowing opportunities are relevant to the market and those seeking access.
- Investment in the future – taking in consideration how the sector will evolve.
- National professional and trade bodies from representation in our region.
- Setting our region out as a world leader in creative skills that boosts the wider workforce.
- More focus in sustainability and the role creative industries.
- Mentioning that local authorities employ and commission many artists and practitioners.
- Empowering minorities and those on low income.
- Opportunities for people of all ages – apprenticeships to be offered to older people as well
- Industry members to be aware of rights and have access to employment support
- No mention of increasing participation in cultural and sporting activities in schools

- Support for amateur or semi-professional groups
- Connecting West Yorkshire to national and international networks
- Mentioning efforts to keep talent in West Yorkshire once trained
- Reference to the future of build heritage
- Reference about collaboration with local authorities
- Utilising cutting edge venues and facilities to develop and exhibit work, including full dome facilities
- Ambition to include that people are aware of the transferable skills they gain and understand the benefits to health and employment opportunities that can be opened up

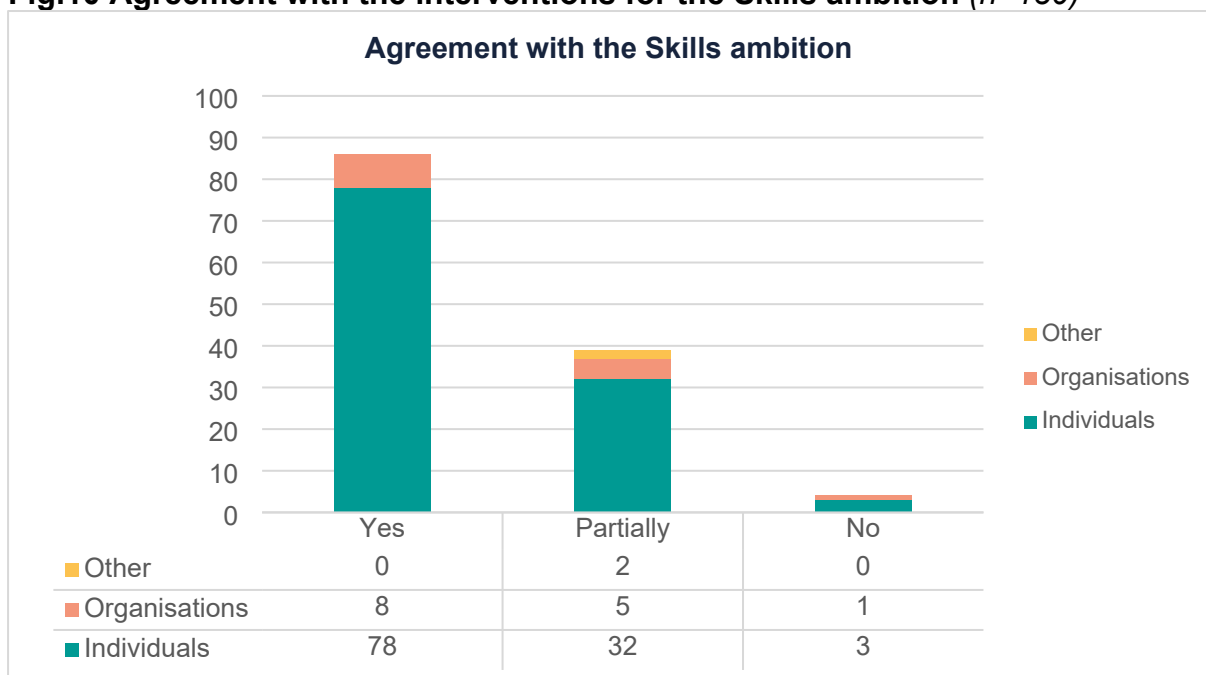
Other comments provided by respondents for consideration in future decision:

- Whisky creative industries are important.
- Other sectors and businesses to grow by employing creative people, such as hospitality, engineering, digital marketing.
- No opportunities in my area
- Routes into and careers in heritage are biased towards financially secure individuals. Low pay, part time roles, reliance on volunteering and placements make it unattainable and unsustainable.
- Involving local people in decision-making and utilising established networks
- Socially Engaged Creative Health practice and specialist creative health training

#### 4.2.5.2 Intervention

Similarly, the proposed interventions for the Skills ambition received high support from the respondents, with 62% (n=86) of them agreeing with them and 30% (n=39) agreeing partially. A minority of 4% of respondents did not agree with the interventions.

**Fig.10 Agreement with the interventions for the Skills ambition (n=130)**



The views of those who partially agreed with the interventions are highlighted below.

**Table 7. Respondent's views on what is uncovered by the interventions of the Skills theme**

- Suggestion: 'making the skills training accessible to the creative *and heritage industries and sport sectors*'.
- Suggestion: 'We will work with other organisations, such as *Historic England, Arts Council England, etc*'.
- National professional and trade bodies in the sector are based in the West Yorkshire region.
- Broader focus on the benefits of engaging with culture to building a broader skills base.
- 'We will invest', - 'we will direct funding towards'
- Affordable spaces for cultural venues, projects, etc seem to be severely lacking in Leeds compared to other cities.
- Sports to include any physical activity
- Skills and training to be offered to all ages, including those over 45
- School curriculum to include culture, heritage, and sport
- Further education should be mentioned before higher education as many adults access further education before higher education therefore the skills opportunities should follow this order
- The framework should include specific goals and specific time frames
- Opportunities to be created for and offered to those underrepresented in culture, heritage and sport at entry level and promote it as a viable career
- Diversity should be at the forefront of the culture, heritage, and sport agenda – suggestion to change wording: We will invest in organisations and projects that offer training opportunities for *a diverse range* of staff, volunteers and participants.
- Consider the overlap between technology with music, sculpture, media, and theatrical production & engineering.
- Potential careers in heritage and blue badge guiding are missing.
- Community-led, well established, innovative grassroots organisations are often overlooked. There is a need for radical rethinking of the way partnerships are build, sustained, and implemented and making sure that people with lived experiences are involved throughout the process.
- Engaging with local community members to understand their needs and tailor activities and investments based on them.
- Including sole traders and partnerships in investment plans.
- Having designated flagship schemes in particular sports with targeted projects
- Commitment to ensure women and people from minority backgrounds (especially South Asian) can make a career in sports.
- The framework doesn't address the fact that access to some types of training is impacted by expense and over-complex course requirements. The requirements imposed by the Education and Skills Funding Agency in order to

access public funds are disproportionately impacting small organisations which are more likely to be accessed by minority groups and therefore, affecting indirectly minority groups access to training.

- Working with local authorities should be included in the framework
- Measurement section to include the increase of students from WY attending courses in culture, heritage, and sport
- More could be made of the contribution of volunteers, especially in the sports sector
- Recognition and support for careers to be developed within Creative Health as a socially engaged artistic practice
- Broker and support collaboration across creative industries across the whole of West Yorkshire, with opportunities for networking and peer to peer support and learning and opportunities for collaborative work

**Those who disagreed with the proposed interventions argued that:**

- Attracting inward investment to provide opportunities for people in these and create competition and a destination
- Investing in schools and the sector to promote careers in the Creative Industries through work experience opportunities.
- Career and progression opportunities need to be made visible to young people earlier in the decision-making process
- Career advice and guidance in school around the Creative Industries is poor and outdated.

Many of the comments provided by the respondents also referred to the wider culture, sport and heritage provision and offered suggestions for improvement or consideration. Some of these comments are presented below:

- Active engagement with cultural organisations and higher educational institutions to increase the diversify of students interested in creative careers.
- Creating better opportunities for creative skills to feed into business e.g., drawing on some of the models in Arts and Business Scotland for sharing ideas, skills and brokering projects, resources etc
- Awareness and recognition of appropriate skill sets should start in schools.
- Investment in Apprenticeship schemes is necessary
- Funding the small grassroots organisations to help them grow and offer opportunities to interested people
- Large organisations to collaborate with smaller ones
- Small and medium size enterprises are not right for many grassroots organisations as they cannot access this route
- Small organisations to be added on the council agreed list for schools so schools can share the organisation's activities with its pupils
- Working with already established local area sports clubs to promote your vision
- People with complex needs need support to access opportunities
- Some schools lack funding which affects their sports and culture facilities

- Exposure to and participation in the arts and culture from early ages (infancy). Story/music/dance workshops are being offered to families privately with infants however these are not accessible to low-income families. This is an area often underfunded which needs sustainable programme offer and training for practitioners.
- Focus on girls to become more active
- Grants to be offered to individuals who want to pursue art or sport
- Street sculptures
- Promoting the Metro brand at sport events.

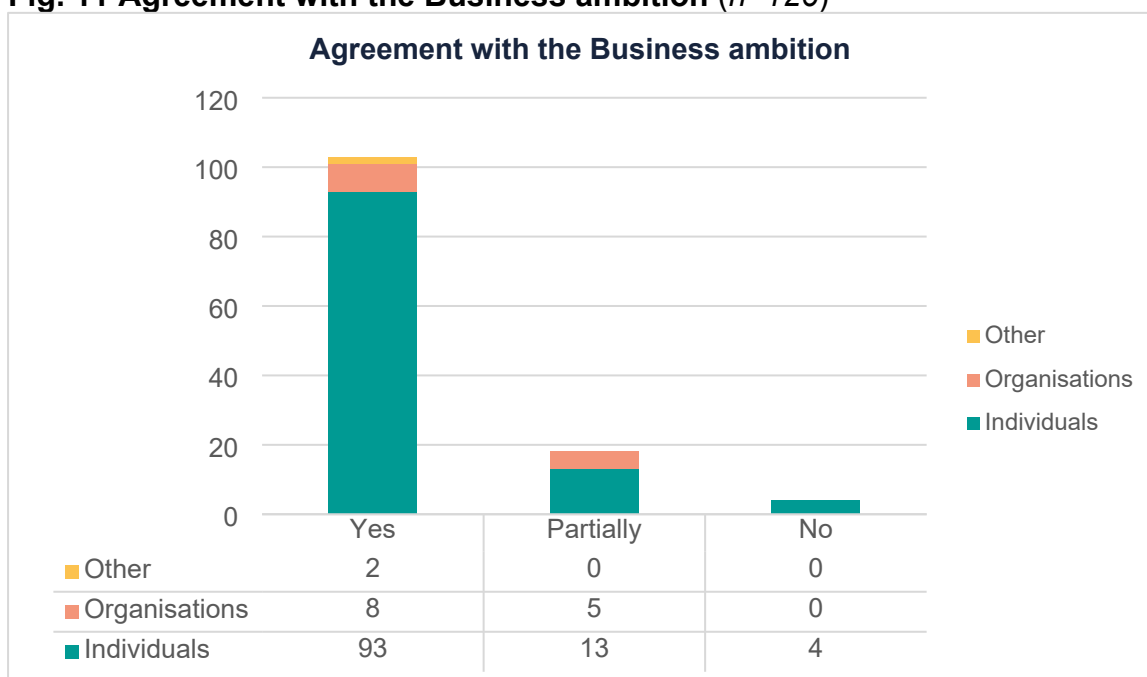
## 4.2.6 Framework area 4: Business

The last theme of the framework, Business, seeks to make West Yorkshire the place where everyone can develop and grow their creative business.

### 4.2.6.1 Ambition

The ambition for the Business theme received high level of support from respondents with 82% (n=103) of them agreeing with the set ambition. Less than 15% (n=18) of people partially agreed and 4%(n=5) disagreed.

**Fig. 11 Agreement with the Business ambition (n=126)**



**Table 7. Respondent's views on what is uncovered by the Business theme ambition (n=20)**

- Suggestion to add celebrating the entrepreneurialism of the creative industries and supporting them to be seen as a core part of the wider private sector
- Innovation or productivity should be mentioned
- Emphasis on developing existing assets
- Sport should be related to our identity and recognised as part of Bradford 2025
- Acknowledging that amateur sports clubs are businesses too.

- Innovation Hubs to support the creative industries linked to climate sustainability and digital technology can fit well under the framework
- Creative Health specialists are recognised and further developed through targeted investment.
- Support and recognition for creative industries beyond WY
- Supporting them to navigate a post-Brexit environment in terms of trade and export
- Develop strong international links with cultural hubs around the world to collaborate internationally with the best in the world in certain niches
- Art to be incorporated into new developments as part of planning development

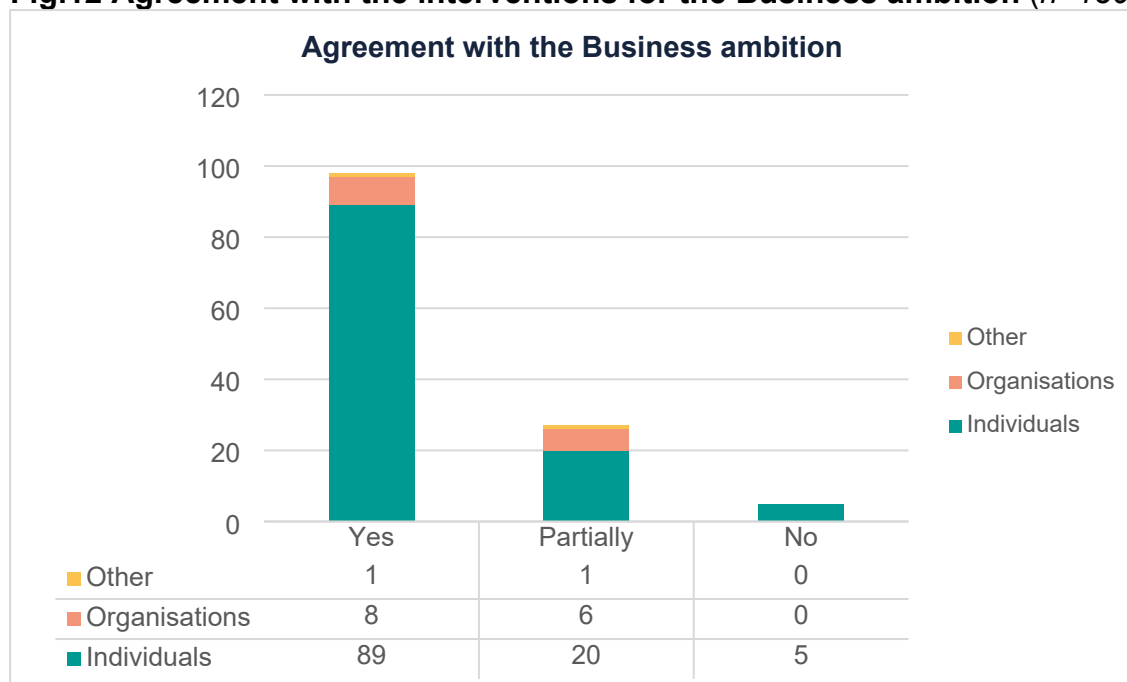
Other suggestions provided for wider consideration:

- Year of Culture/ City of culture programmes must have a viable legacy built in, including a 10-year action of development and they should not be limited to city centres.
- Infrastructure to make culture, heritage, and sport more accessible
- Investment to be shared equally across the region
- Support to be offered only to businesses which offer good salaries (at least 10% above living wage)
- Suggestion for creating a film academy in Bradford at the Richard Dunne Sport centre
- Creating sustainable organisations requires more than financial support, such as endorsements, networking, case studies etc.
- New/future technology industries and the re-emergence of much in textile production
- Large investments rarely benefit the fabric of grassroots communities
- Co-production in decision making and delivering programmes
- Too many developments
- Grants for individuals

#### **4.2.6.2 Interventions**

The proposed interventions for the Business theme, receive high levels of support with 75% of respondents (n=98) agreeing with them and 21% (n=27) partially agreeing. 4% of respondents did not agree with the interventions proposal.

**Fig.12 Agreement with the interventions for the Business ambition (n=130)**



**Table 8. Respondent’s views on what is uncovered by the interventions of the Business theme**

- Include a reference to only seeking investment from sources that are both ethically and environmentally responsible.
- "Multi-authority approach" – clarification needed if this refers to West Yorkshire local authorities or wider
- Libraries should be at the fore of this
- Extending the commitment to meanwhile spaces to include co-working and flexible working spaces that bring creative industries and other industries together - to drive creative exchange & cross-fertilisation and facilitate collaboration
- The term invest is not appropriately used
- Free support to register as a CIC
- Support needs to start from the bottom and include individuals wanting to start new groups and activities in the sector
- Affordable spaces for cultural venues, projects
- Include places which are already doing this
- Ensure creative industries and sport are supported to export
- It is not clear ‘how’
- Excellence in design should permeate the strategy as a benefit to everybody in the region and as a skills export
- Heritage work
- Definite lines of investment and support should be established with regard to culture, heritage, and sport



- Small businesses to be included when considering investment in business support, like sole traders and partnerships that operate in the creative industries.
- There should be an explicit commitment to supporting the transfer of ownership of sporting clubs to fan co-operatives, particularly for semi-professional clubs playing at lower tiers
- Many creative people are freelance, and the framework doesn't mention helping people into self-employment
- Within 'Invest', and the action linked to the business support offer, it is really important that this support included the many voluntary sports clubs and other cultural organisations that have capital assets such as studios, pitches, gyms, and associated facilities
- Setting the standard for fair pay – by funding/ providing support only to organisations that offer actual living wage and salary ratios not exceeding 10:1 between highest and lowest paid within any creative industry in west Yorkshire
- Specific commitment to local live music industry, in recognition of how vital it is to the culture and economy of local region especially in the light of current economic crisis.
- Invest: joining up investment from multiple sources in an outline framework which aligns funding from outside the CA, such as NHS and National Lottery, to achieve more in terms of volume, reach and time period of investment
- Collaborate: to connect wider services, in particular to ensure people and places are accessed by those who may not easily engage or are able to access
- Broker: collaborations across public, private and VCSEs, with new engagement initiatives in place to delivery CSR activities

#### Other comments:

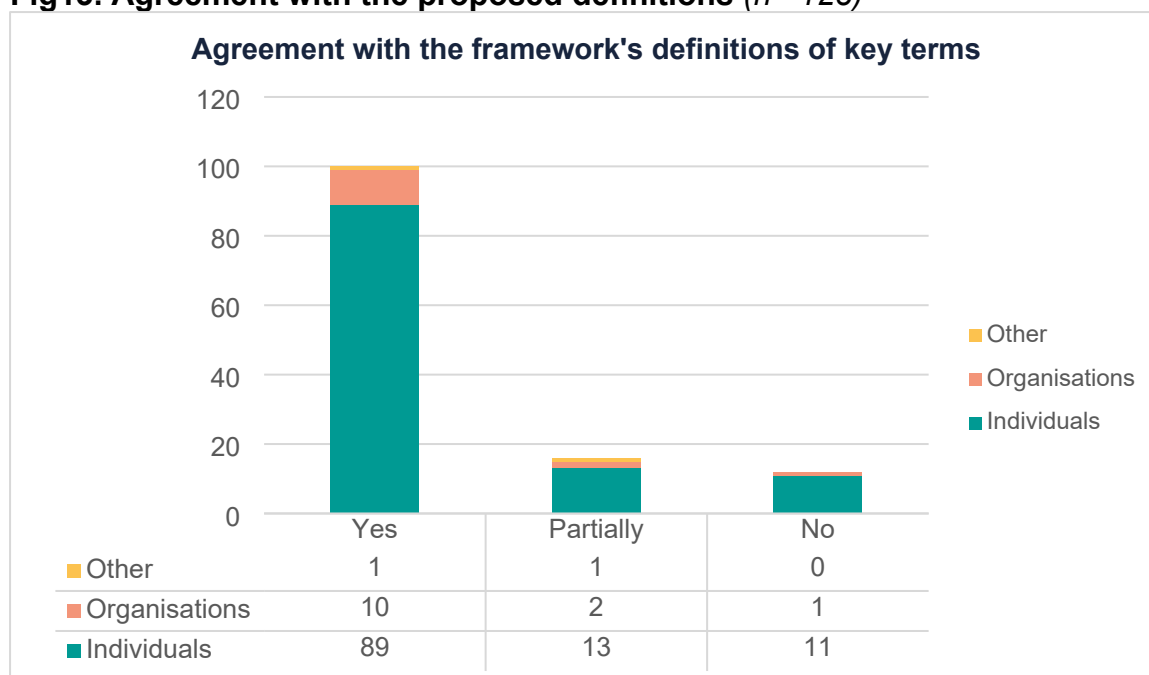
- Mixing the activities within all 3 sectors, for example West Yorkshire football and rugby teams to do art projects
- Promoting the environmental benefits of adaptive reuse
- Expertise support to be offered to small businesses like sole traders and partnerships to help them grow.
- A regional CAFE-type set-up to mentor and champion project excellence across the sector - specialist teams available
- Outreach to global businesses both in and out of West Yorkshire to fund and sponsor projects
- Public transport infrastructure needs improving

### 4.2.7 Framework's language and definitions

The next section of the survey focuses on the clarity of the language used in the framework to ensure that it is accessible to all readers, and on the definitions of key words used in the framework.

The vast majority of respondents (78%, n=100) agreed with the culture's definitions for *culture*, *creative industries*, *heritage*, *communities*, and *sport*. They were followed by those who partially agreed (13%, n=16) and those who disagreed (9%, n=12) (see fig 13).

**Fig13. Agreement with the proposed definitions (n= 128)**



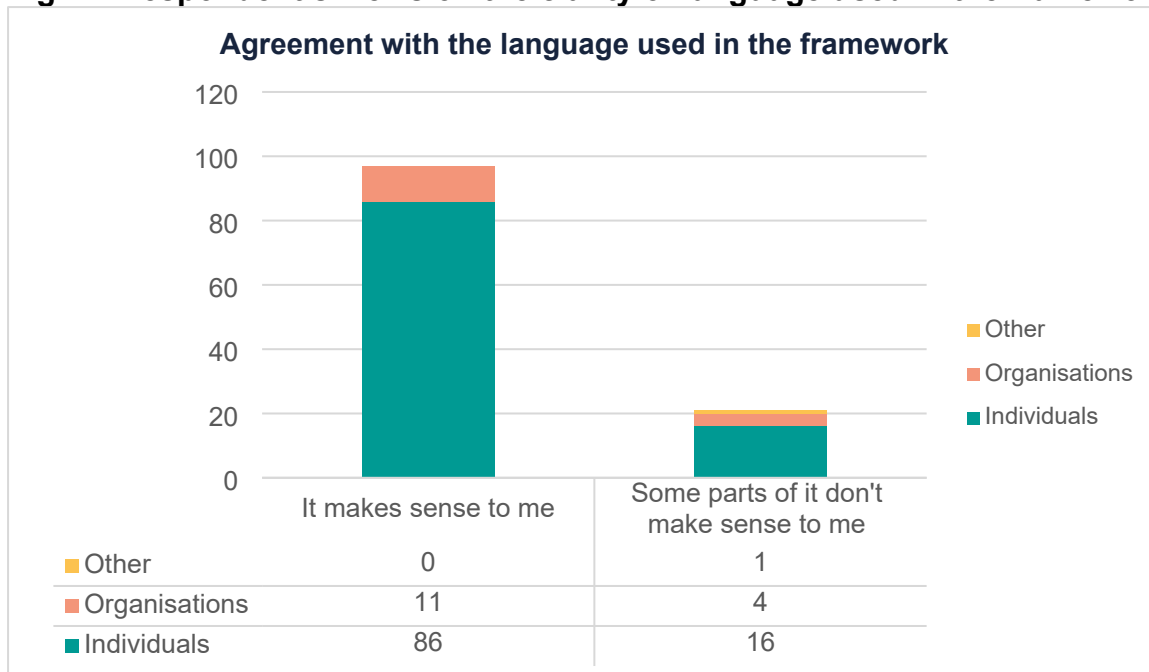
Those who partially agreed suggested that:

- Creative industries definition should include food industry, landscape and environment, conservation professionals, artisan makers.
- Culture definition should include popular culture.
- Definition for communities to include people who have not activated in arts and sex-based community groups (such as Andy’s Man Club, which is dedicated to males).
- The definition of culture seems to consider only the material aspects of production.
- ‘LGBTQIA+’ and ‘d/Deaf’ are used as examples of shared characteristics for community groups – suggestion to replace by more widely understood example as these are not as easy to understand.
- Definition of heritage is not accurate.

Several respondents, including the majority of those who answered ‘no’, mentioned that the link from the survey text for the definitions did not work for them.

When asked if the language used in the survey was clear and accessible to them, the majority of respondents (76%, n=97) reported that the information provided by the framework made sense to them and a quarter of them sustained the opposite (see fig. 14).

**Fig 14. Respondent's views on the clarity of language used in the framework**



Those who reported that some parts of the framework don't make sense to them argue that:

- some of the language is inaccessible due to the use of complex sentences, jargon such as '*meanwhile spaces*', acronyms, such as *SME*, and business-like words such as framework, broker, assets.
- the framework is too vague
- it needs to be more concrete/shorter
- the Business section should include voluntary and community groups
- the framework should include references to rural areas
- some terms are not clear what they mean, such as term support, which can mean funding but also more than financial help.

### 4.2.8 What makes West Yorkshire's culture, heritage, and sport unique?

The participants were asked what makes West Yorkshire unique in terms of its culture, heritage, and sport offer. 105 people responded to this question, with vast majority of these answers being very positive with a clear sentiment of pride in the region's cultural, heritage and sport assets.

Many people spoke of the beautiful countryside and architecture, the richness of cultural diversity, unique rural and industrial history, and wealth of talent in traditional and new artforms that West Yorkshire has to offer. The word cloud below and the quotes are a testament to that.

Fig 15. A visual representation of people's responses to what makes West Yorkshire unique



*'WY has a deep heritage of creativity from its world famous authors (e.g. Brontes), poets (e.g. Hughes), artists (e.g. Hockney), its historic creative industries (e.g. Leeds printing that has be superseded with a vibrant digital economy), its distinct music scenes (e.g. Goth) and its wonderful cultural diversity (e.g. South East Asian arts), its enthusiasm and dedication to a broad range of sports (e.g. Yorkshire's unofficial placing of 13th in the 2012 Olympic medal table). I could name many more examples that make up the melting pot of WY. WY has particularly successful in converting its cultural energy into a powerful creative economy supporting a wide range of both 21st century economy and traditional craft skills.'*

*'In a county as diverse and historic as West Yorkshire, the richness of the cultural, heritage and sporting offer is huge. The legacy of figures from the Brontes to Nicola Adams combined with the unique identities of our cities, towns, and rural areas makes West Yorkshire different to everywhere else.'*

*'We have a rich history with Wool and trade, this needs to be recognised and nurtured more. We have some amazing athletes and successful sports people that need to be celebrated more. The people are amazing. We have some amazing buildings and mills that other cities do not have.'*

*'Rugby League; Brass Bands; Opera North and Northern Dance; the use of our landscapes for filming for TV and big screen; Channel 4 moving to Leeds; Channel 5's Yorkshire programmes.'*

#### **4.2.9 Other comments**

The last question of the survey invited the respondents to share any other thoughts related to the framework. Many people used this space to provide their endorsement for the framework and share their positive feedback.

*'Excellent to see that Culture and Heritage are seen as an important strategy in the region.'*

*'Be great to see this implemented.'*

*'I think it is a powerful statement of intent and it will give WY the vision, drive and commitment to build a better region.'*

Others used this opportunity to reshare some of their ideas or to provided new suggestions to be considered either as part of the framework or wider as part of any future decisions, programmes, or activities. To avoid repetition, the table below highlights now ideas that have not been mentioned before in other parts of the report.

#### **Any other comments**

- Better graphic design for the framework.
- Certain cultural activities are extremely expensive and need financial support to survive and education to interpret them. Many of these have helped to shape Yorkshire's cultural identity, but will not survive without financial support, especially during a cost-of-living crisis.
- Using the right communication and communication channels is essential.
- Each town should be encouraged to have a civic society.
- Ensuring that our transport network can support the night-time economy.
- Framework is too generic, seems impossible to achieve everything with limited resources.

- Great ambition - it needs to be adequately resourced.
- Having collaboration as a central way of working is very important but the time to develop relationships to work collaboratively needs to be funded for VCSE partners.
- West Yorkshire should have full dome venue like CultVR this sector can grow in the region and become the UK's hotspot for this emerging artform.
- It is important to nurture talent and create well-paid employment in these fields, especially heritage.
- It is not focused on heritage enough.
- It needs to be promoted widely and within diverse range of communities.
- It needs to connect with other frameworks (green action, transport infrastructure, and levelling up) for it to have intrinsic value.
- More clarity is needed around the barriers that prevent people to enter these fields that motivated programs such as the Mayor's Screen Diversity Programme.
- Need for a clear, fair, and transparent application for the allocation of funds for culture projects.
- Need to also focus on local assets.
- Needs clarity around how the framework will be turned into actions.
- Ongoing engagement and participation with the citizens of West Yorkshire beyond this consultation.
- Promote Metro wider on different culture, heritage, and sport promotional merchandise.
- Promoting sites and protecting pricing to make culture, heritage and sport accessible to all.
- Provides a chance to inspire big ambitious for Culture Heritage and Sport eg to establish the region as the leading region outside London for culture, heritage and sport in the country.
- Put more heritage plaques on buildings and in the street.
- Seems closely aligned with ACE which may help funding but suggestion to not lose the unique character of the region.
- Sport teams like Castleford tigers to do more promotional activities to encourage WY to be on the map.
- Strategy for boosting the role of creative businesses in the night-time economy
- Support for open water swimming in the region
- The projects funded need to be truly representative of West Yorkshire.
- The region needs a major modern concert hall
- The section on how interventions will be measured are well detailed however not all easily measured.
- Use spaces in derelict /closed shops

### 4.3 Email responses

An email address was publicised during the engagement period as an additional mechanism by which members of the public, groups or businesses, could feedback or contact the project team: [yourvoice@westyorks-ca.gov.uk](mailto:yourvoice@westyorks-ca.gov.uk).

Comments were collected, with questions receiving a response from the project team. 3 pieces of email correspondence were received during the engagement. These were from individuals, stakeholders and representatives of residents and community groups.

#### Stakeholders

Below is a summary of key comments and concerns received from stakeholders:

Key stakeholder	Summary of response
TUC Yorkshire & the Humber Creative and Leisure Industries Committee	<ul style="list-style-type: none"> <li>• Cultural Framework would benefit from referencing more equality, equity, and inclusion</li> <li>• Suggestion for replacing the word <i>employment</i> with the word <i>work</i> in the Ambition and Intervention sections of and in the Ambition section of the Business theme.</li> <li>• Suggestion for a policy development over meanwhile spaces. Often, a meanwhile space might be a single empty unit in a shopping area and when this is needed back, moving to another empty unit may be an option</li> <li>• Current or recent arts, culture and entertainment uses should be highlighted in site specific planning briefs when these are drawn up by local authorities</li> <li>• It is important to understand if the resources for creative industries exists and if not, to be created.</li> <li>• Suggestion to amend the text of the framework under Place, <i>How we will do this</i> to read: “<i>We will collaborate to <b>ensure</b> that parks and green spaces are safe for sports and exercise</i>”.</li> </ul>
Trans Pennine Trail partnership	Welcomes the framework with no further comments
Member of the public	Lack of appropriate and affordable public transport in some areas are impacting on people’s ability to access culture, heritage and sport.

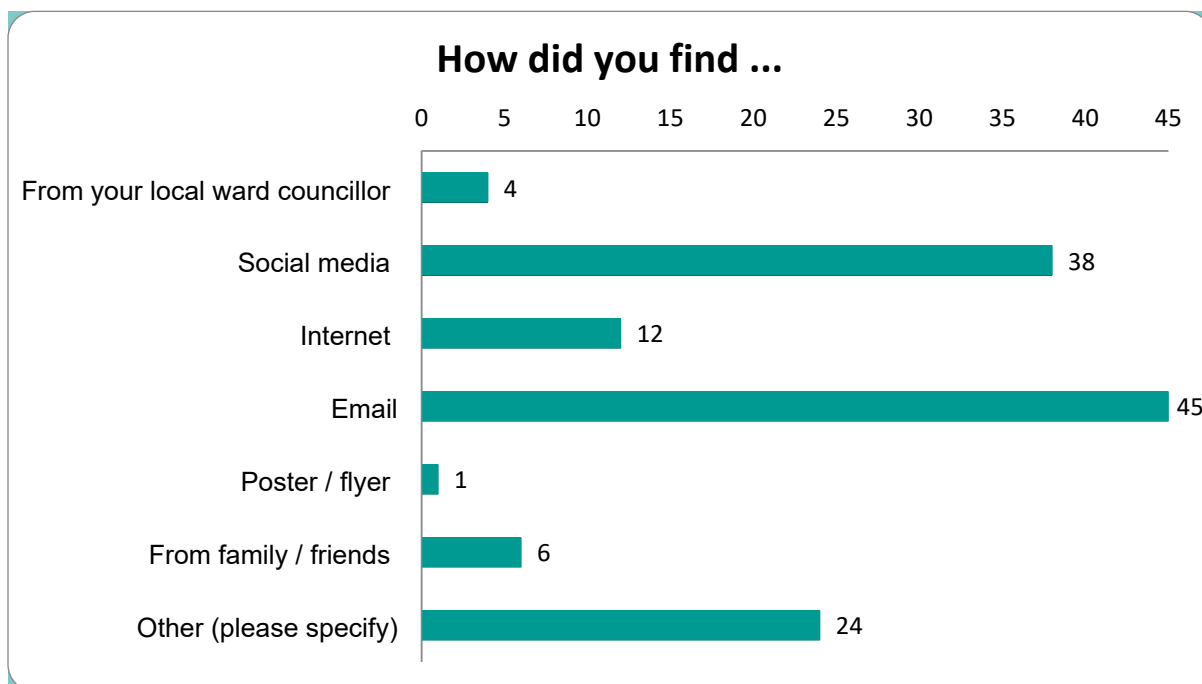
The full list of emails can be found in Appendix B.

### 4.4 Questions and answers

Interested parties had the option of asking public questions on the dedicated page for the engagement, which were answered by the project manager, however no questions were received throughout the engagement period. A member of the public used the dedicated email address to ask a question, which was responded to by the relevant project member. The question is included in Appendix B.

## 5. Optional questions

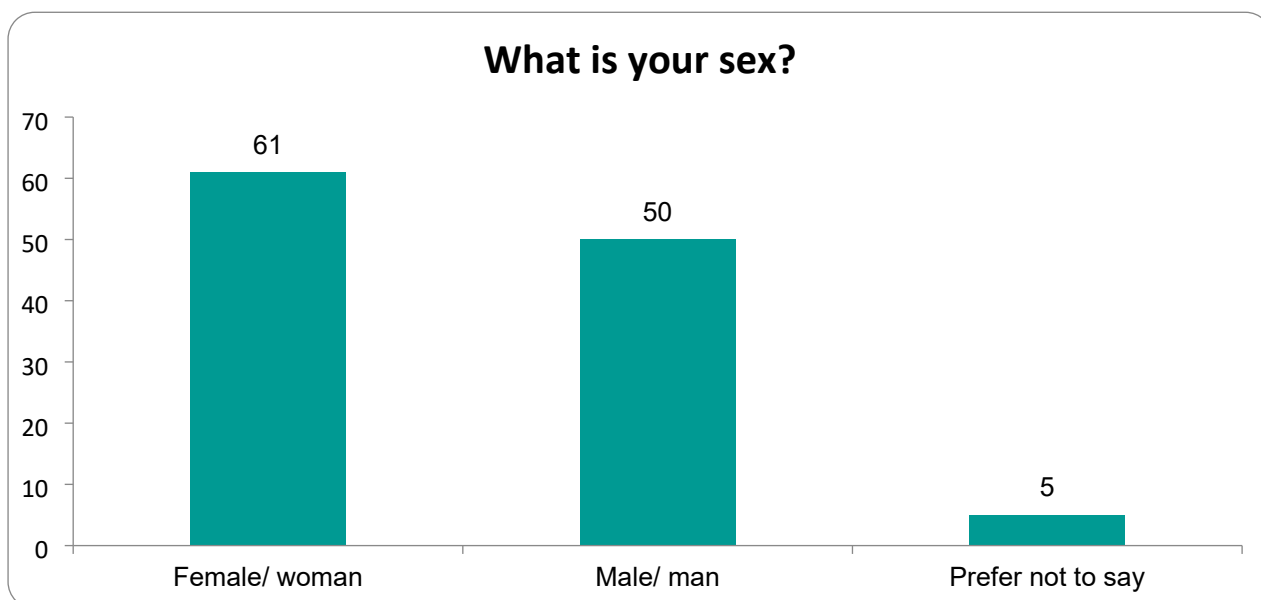
### 1. How did you find out about this engagement? (n=116)



### 5.1 Individuals

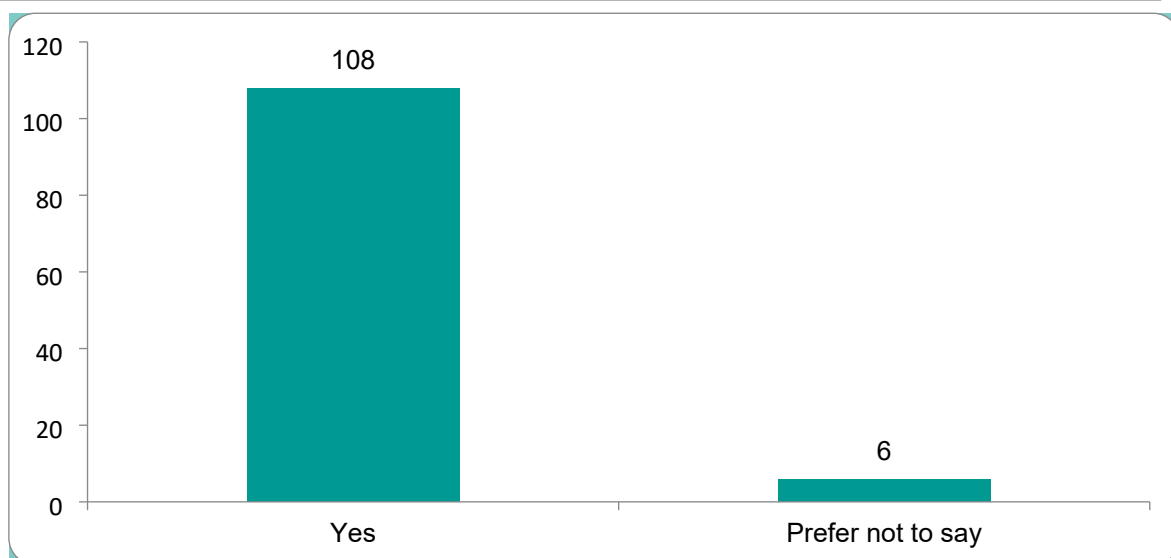
#### Equality monitoring data

### 1. What is your sex (n=116)

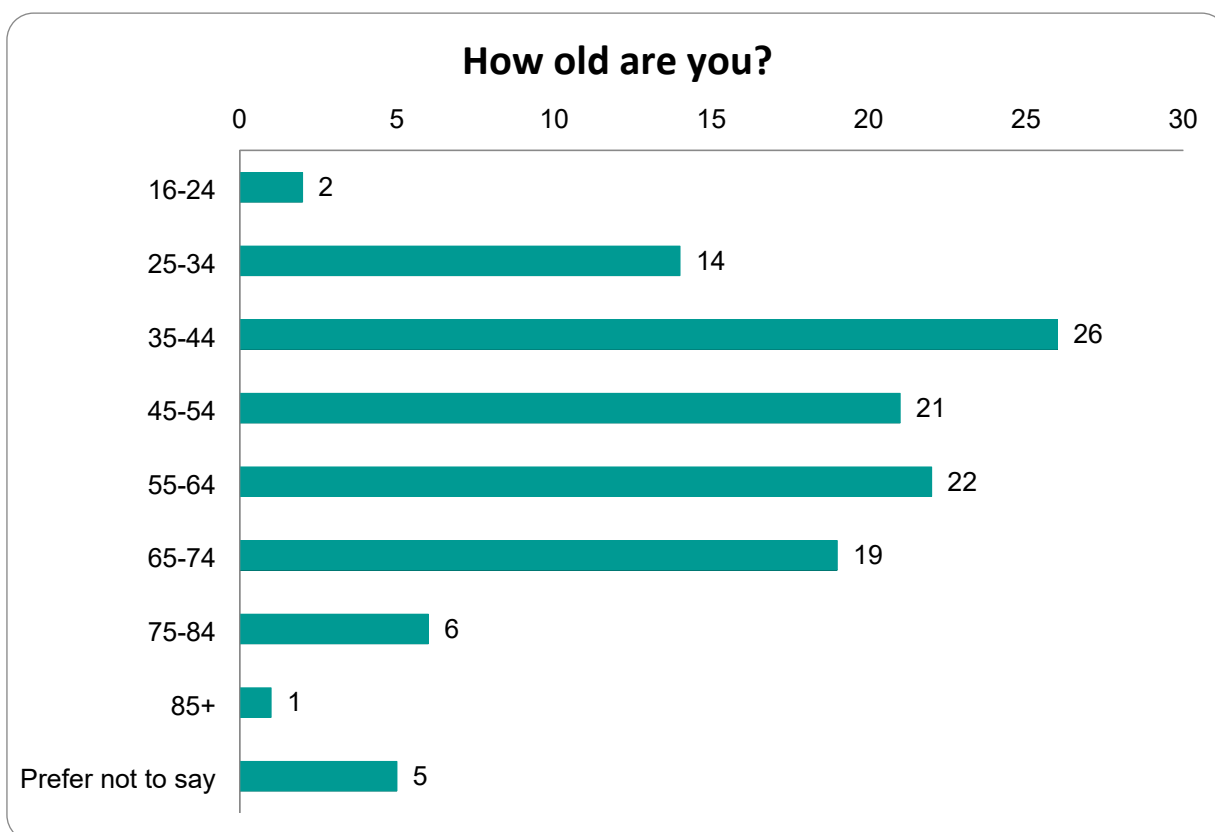


### 2. Is the gender you identify with the same as your sex registered at birth? (n=114)

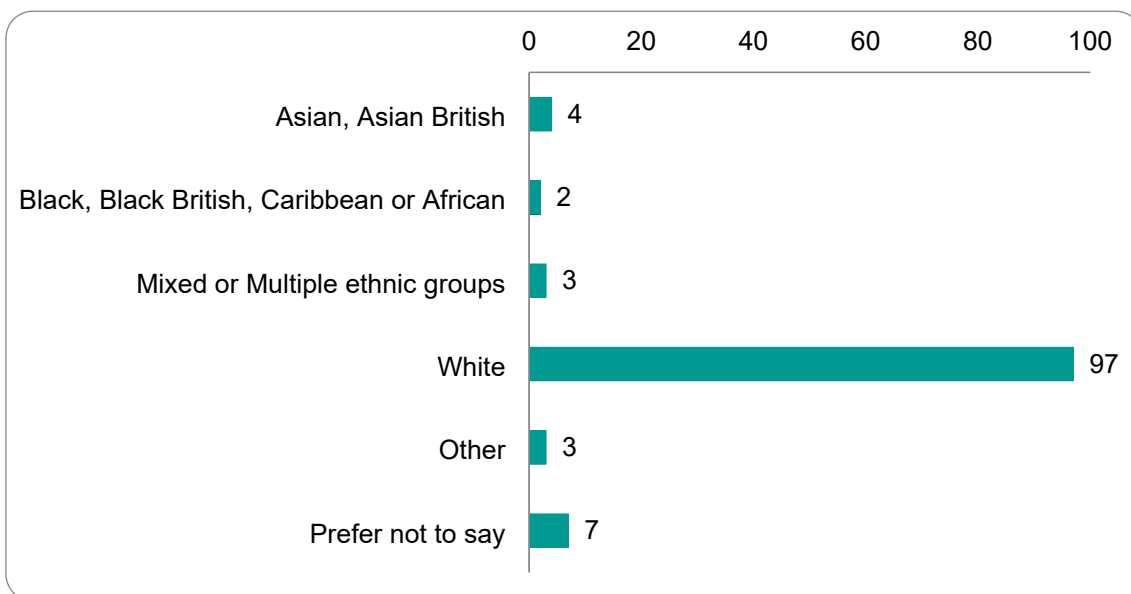




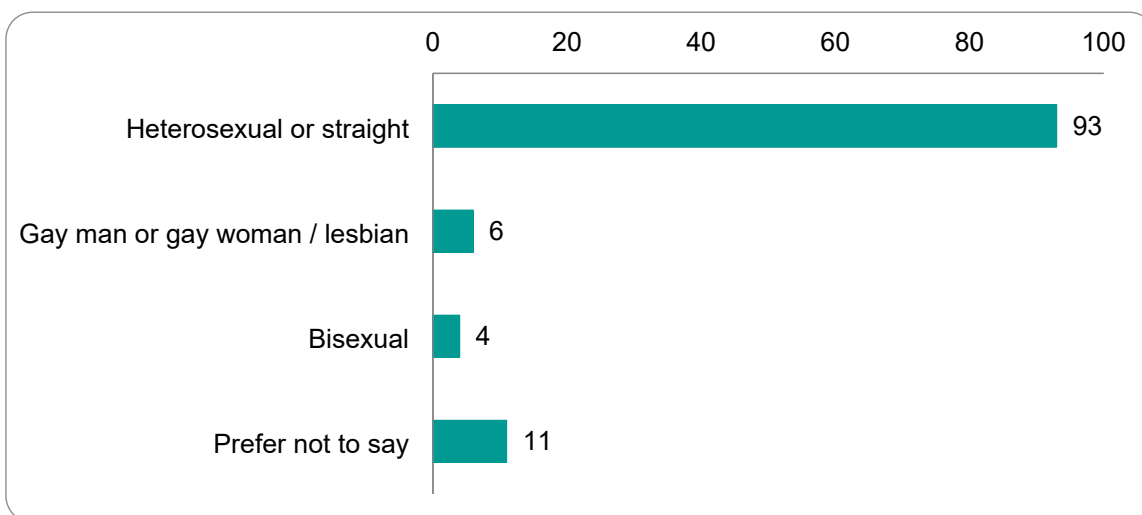
**3. How old are you? (n=116)**



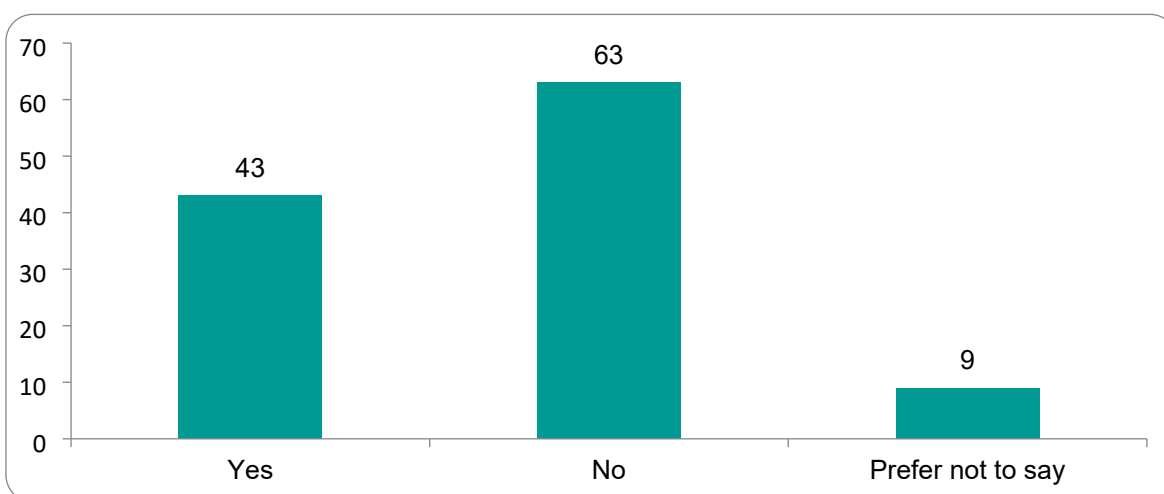
**4. How would you describe your ethnicity or ethnic background? (n=116)**



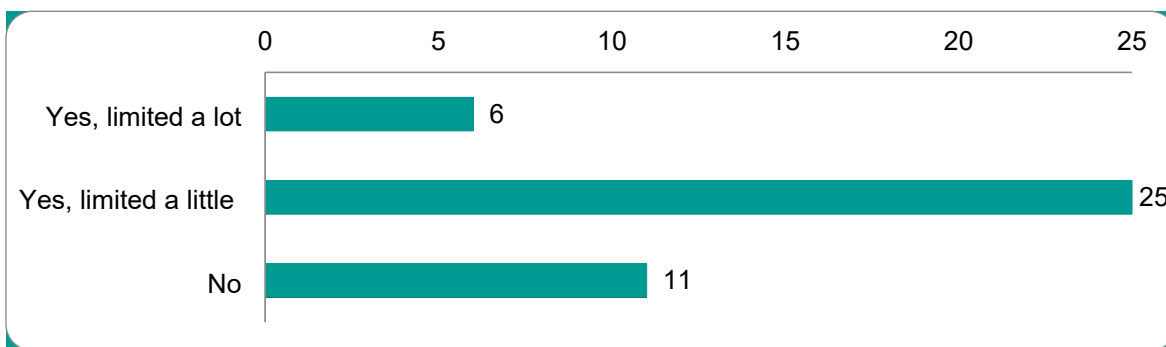
**5. How would you describe your sexual orientation? (n=114)**



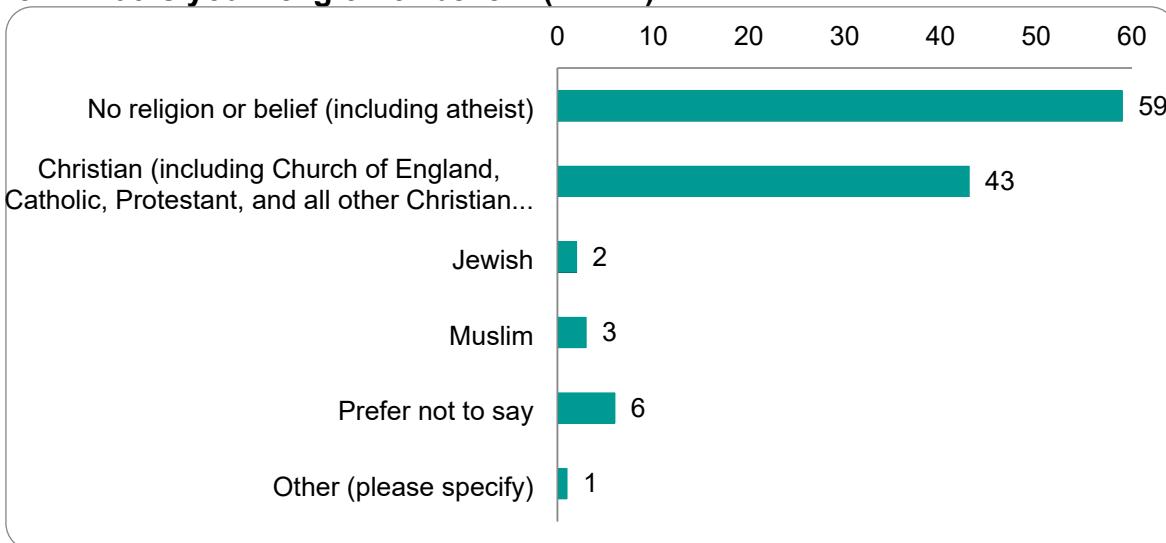
**6. Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more? (n=115)**



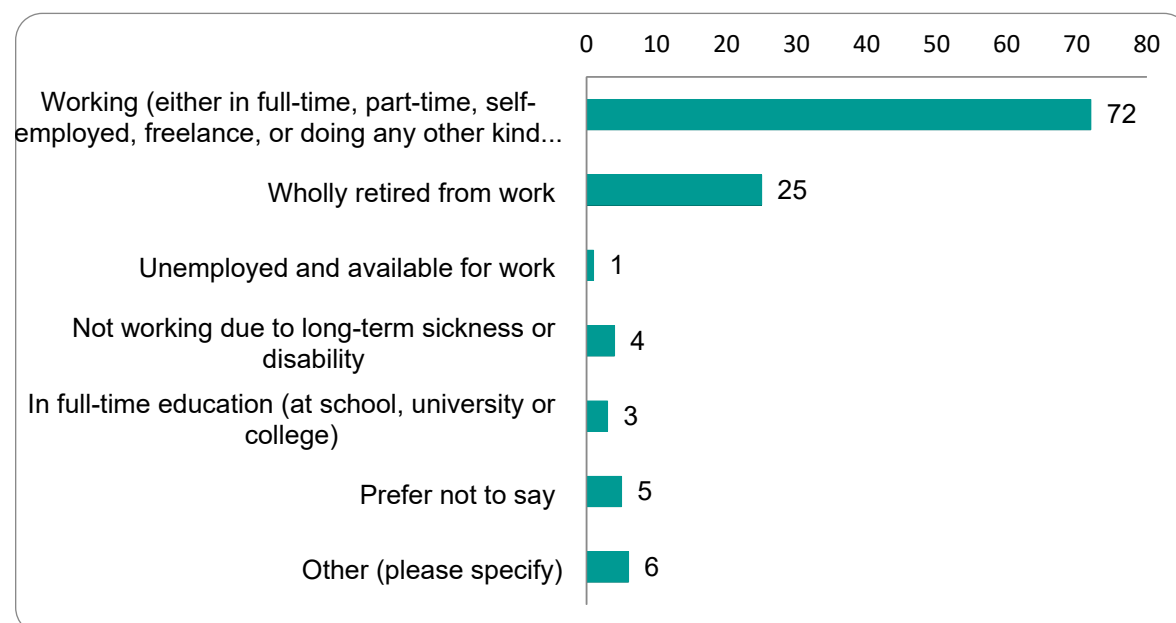
**7. Do any of your conditions or illnesses reduce your ability to carry out day-to-day activities? (n=42)**



### 8. What is your religion or belief? (n=114)

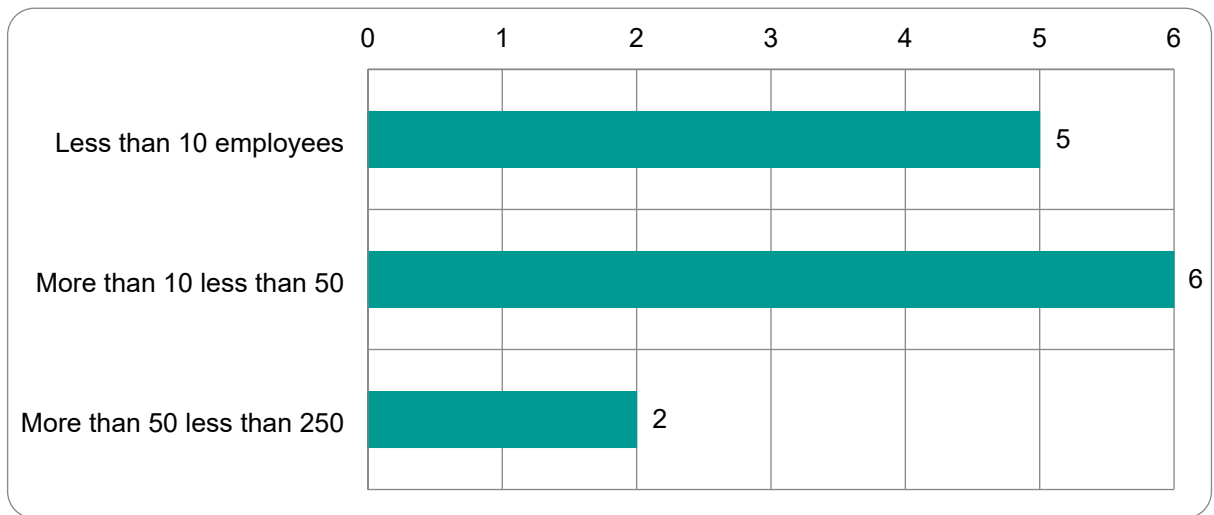


### 9. What is your employment status? (n=116)

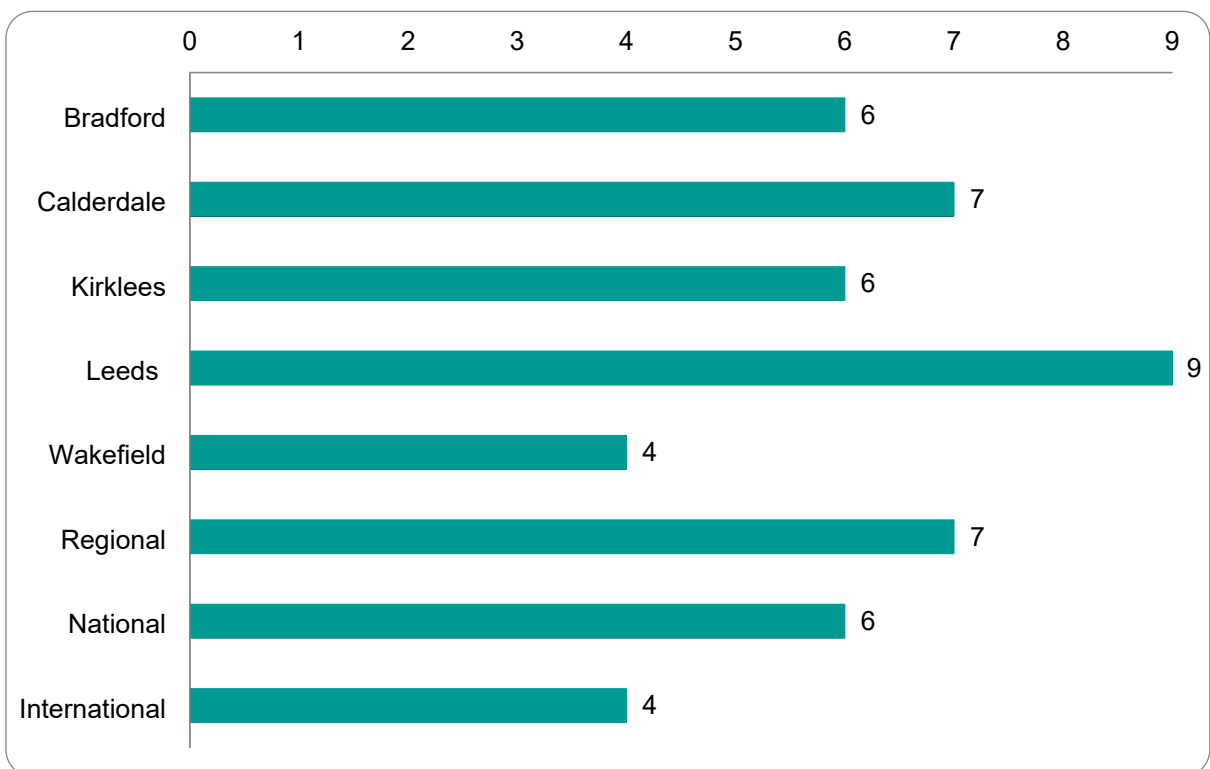


## 5.2 Organisation details

### 1. How many employees does your business have? (n=13)



**2. Please tell us at what geography area your business is interested in / or covers (please select all that apply) (n=14)**



## Appendix A - Survey comments

Redacted: Any information that could potentially identify an individual has been redacted from the content of this report to retain anonymity, and best practice data handling in line with our privacy statement.

Redacted information includes names, addresses and contact information. Where this information is relevant or necessary for a timely response to have been provided (emails), this information has been given freely, however redacted for the purposes of this report only.

Please also note that these comments have been copied verbatim from their source and have not been altered, updated, or amended.

### Q1. Do these four themes cover all the areas of culture, heritage, and sport that we should support?

Sustainability and development.
Innovation Sustainability
I wouldn't have included sport. Sports have their own bodies to look after their own interests.
Nature, green spaces, more allotments
Does everyone understand heritage and historic and developing culture(s) of West Yorkshire
'Everyone can' is weak. Everyone in Leeds already 'can' visit the city art gallery. Most don't. This message needs to be more proactive.
I don't think that West Yorkshire can correctly be described as a 'region'
SPACE: Affordable spaces for cultural venues, projects, etc seem to be severely lacking in Leeds compared to other cities. Many small, DIY, underground venues have had to close over the last decade due to it being impossible to make ends meet without becoming too expensive for the local population, especially young and marginalised people, to attend. Big, corporate venues are all well and good, but grassroots and DIY venues are essential to growing talent for a thriving cultural sector as seen in Manchester, Glasgow and Brighton. The council must find a way to help underground / DIY venues survive, if not via grants, then perhaps by capping rents on small cultural venues and/or capping the number of licenses issued to huge chains and big capital, who drive small DIY venues out of business. Something's got to give - iconic venues like Joseph's Well and the Cockpit are still sitting completely empty after being closed for years - in a normal European city these spaces would have been snapped up by creatives - we need to make it affordable for young creatives to do so here too - perhaps taxing owners through the roof if they won't bring the rents down to affordable levels?
Ethnic communities restrict young females from doing sport.
Culture as an instrument to break down barriers to help us not only tolerate difference but embrace it. An understanding that the local environment is the backdrop to it all.
Two of the four themes are clearly economic. I think a little more could be done to communicate why economic development is important and speak a little more to

development generally.

But generally, I think they're pretty good.

Community - using culture, heritage and sport to pro-actively bring different races together, and to enable communities to start knowing their neighbours and being proud of their streets

The framework does give a broad range of opportunity, but does not tackle the problem that even when given opportunities, people need help/guidance to navigate the barriers that exist. By that I mean that even though there is the opportunity to go to an event, for example, sometimes people will feel that event is not for people like them - for example. We need to provide opportunities, and remove the historical barriers that are often unseen.

A decent affordable reliable transport system to get to all the events and places you intend to fund is an absolute necessity

I think the wellbeing and health benefits of culture should be explicitly mentioned in the framework.

There are only two World Heritage Sites in Yorkshire and the framework map completely misses out SALTAIRE as a UNESCO WH site in West Yorkshire - in the Bradford District.. This is also missed from the 'definitions' at the end. This is a very important omission - given that UNESCO regard the site as being of international importance. Also missing is Bradfords UNESCO City of Film and Howarth - home of the Bronte family. All reasons to attract visitors and boost the local economy. Saltaire, through the Town's Fund has a new building in planning which will house future technology classrooms for Shipley College and the first Heritage Hub in the village by 2024. Please let me know that some space can be given to rectify these omissions.

Culture, heritage and sport are part of the very identity of people in West Yorkshire

Nature is such a huge theme since the pandemic, this needs to intertwine with the themes of culture, heritage and/or sport

Create - which covers the cross section of each theme but centres on the creativity. You can build a sustainable career as a creator in West Yorkshire, with access to culture, heritage and sport to inspire you - it combines the other four into a real output that reflects the talent base already existing in west yorkshire that just needs this framework to allow it to succeed and grow

Overlapping all 4 themes, there is something around retention. Making sure as many as possible of the very high quality graduates that study in Leeds/W Yorks, decide to stay here to establish their future careers rather than always migrating to London (this is far better than 10 yrs ago already)

The four themes cover most aspects of C,H & S but we believe that 'study' could have a greater emphasis within one of these areas, for example skills. West Yorkshire has a strong group of FE and HE institutions that offer a wide range of courses and programmes within the C,H & S sector. Attracting people to the area to study and to encourage the local community to study will increase the sustainability of these programmes and help increase the level of skills within the West Yorkshire area. It will also increase awareness and access to these opportunities for people in West Yorkshire.

The Wellbeing and Health benefits of engaging in Culture, Heritage and Sport could be included as this can align the framework directly with the WY Integrated Care Partnership strategy and overlapping priorities. It may not need to be a separate section but can be referenced in the 'People' or 'Place' themes. There are important links between economy and health that would be worth highlighting.

'Creative Health' - a sector that has made huge structural & evidence based strides in recent years and now has a centre of gravity in North of England including key organisations and leaders within West Yorkshire. A sector that is supported now through ACE 10 year strategy and work on embedding creative health within the newly establishing ICS/ICB structures.

Facilities - so for example the kind of cultural venues where we can explore artforms like full dome. Also connections, so how we connect with the rest of the world via culture, exporting our talent.

## Q2. Is this the right ambition for the People theme?

More defined ambition - 'enjoy' culture is vague - does this mean 'have the opportunity to engage and experience culture'

Proud- better aim is to be proud of themselves and their contribution to culture, rather than the more vicarious 'proud of their culture ', which again is quite a vague ambition.

I might add people are also tolerant, curious about and proud of the culture, heritage and sport of others (where different from their own).

Suggest

There is a development pathway into roles in the creative, AND HERITAGE industries and sport sectors.

Support and encouragement for volunteering

Something explicit about what makes West Yorks unique to all other regions and what role culture, heritage and sport play in creating/celebrating that unique identity

How do we promote the culture of West Yorkshire and give it a strong identity?

As above. Just unlocking a door does nothing to enable people to enter.

It needs to be every one covered by the EQ act 2010

I don't think all people in Yorkshire are proud of their culture currently. There is a disconnect and an ambivalence and even an element of culture wars that needs attending to. I have neighbours who don't feel their culture is valued anymore and that makes them angry, resentful and disinclined to engage with any cultural practices/events. I have worked with families who don't feel they even have a culture. There are plenty who also feel culture is not for them, that it is divorced from them and their everyday life.

I think there should be some reference to everyone having the opportunity to participate. eg I might enjoy watching a musical at the theatre. It is also a good ambition for me to have the opportunity to participate in music or dance activities if I wish.

I think it's good to have pathways to jobs. But I think a danger is overly emphasising culture as important because of it's role in economies. Ie that we undervalue non economic culture.

The part where we support young people, and those wanting to transition careers, so that they have the skills before they start looking to these industries. (e.g. thinking about education, how accessible it is, what is covered in our schools, the practical elements needed to be employable)

Everyone can, but the research would show that plenty of people who can/would like to, are not. A stated ambition could be that - which is difficult and really granular detail, but is probably the biggest problem to overcome as getting to a certain demographic of people (probably the people already engaging) is relatively easy. Getting to the other people is not.

<p>We need a clearer understanding of 'culture'. Who's culture. There will always be division and diversity as long as we write material in different languages. Once you choose to write in different languages you have to choose which languages to include and which to exclude. We should all be singing from the same hymn sheet. This is not racism. It is the only way to ensure that everyone is treated the same. While you write of culture in different languages then you will have diversity of interpretation.</p>
<p>That the culture/heritage/sport on offer reflects the communities in West Yorkshire and that communities feel seen and that the offer is relevant and engaging</p>
<p>All people are represented in heritage culture and sport at every level.</p>
<p>I think this is where the right to health and wellbeing benefits from arts and culture for people could be specifically mentioned.</p>
<p>For people to gain pride in West Yorkshire, attracting inward business development for modern industries - such as future technology - needs to be in the plan and the development pathways need to include work in heritage.</p>
<p>Add in promotion of health and well-being. This may be implied by sport but I think it's important</p>
<p>'Everyone in West Yorkshire can access and enjoy culture, heritage and sport'</p>
<p>the development pathways need to build pathways for both new/emerging talent and established talent - bring home those who have left for the cultural centre of London with jobs that match salaries and offer career growth that isn't capped or limited</p>
<p>Not everyone has access to Culture, Heritage and Sport, often because of lack of transport. Whilst public transport can offer some access, it does not (and cannot) link all the possible venues for CHS activities. We need a return to minibuses that are accessible to and affordable for community groups, with associated driver training. Some of the few groups that have been able to use such flexible transport have been able to take young people to evening theatre trips (and deliver them to homes), people with mental health conditions to walking venues in the countryside, isolated BME women for walks &amp; picnics, deaf people to a coal mine, and disadvantaged family groups to the seaside. Every ward of every council should have at least one vehicle that can be used to equalise access.</p>
<p>Some element including diverse cultures would feel more inclusive</p>
<p>In the table under 'why is it important' rather than the term 'keep us active' is it more appropriate to use 'helps our physical and mental health and well-being'? This is used in a similar way within the 'what will we measure' section - 'health and well-being'</p>
<p>Again 'Creative Health' - can be seen as an element of creative industry and playing a part in addressing the crisis in social care and preventative care provision. There is a role for the creative health sector within training of health and social care workforce that is being explored here in Huddersfield in relation to the National Health Innovation Campus.</p>
<p>The ambitions should bring in reference to inspiring entrepreneurial skills, confidence and pride in the communities and across communities</p>
<p>We should also be attracting people from Outside our region</p>
<p>Local groups and events to promote this</p>
<p>See below</p>



There is a great deal of misunderstanding whenever there is a conversation about the difference between culture and art, they are often regarded by many as the same thing, especially, I find, in the world of artists, of all kinds. Culture and art is not the same thing.

Leeds culture is about our society, the nature and quality of our lives in the city. It is about all aspects of our life and activities. This does of course include, for some, the arts and so it follows that investment in the arts to deliver access and involvement for all is a very significant and good thing. Culture is however everything that we encounter in the environment in which we live, what we create in our physical space including the way we communicate, the way we grow, access, provide and prepare food, the creation of buildings, spaces and places and many, many more things. Investment in all these things would also be a very significant and good thing.

The brief synopsis in the draft Cultural Strategy of the current state of the City of Leeds titled; 'It is 2017, and now is the time to act', rightly raised some very important cultural issues. None of which, will be solved or changed simply by investing in a series of arts events. The issues you have mentioned that are facing Leeds; housing, population growth, inadequate transport, pollution, the poverty gap and others that you have not mentioned; urban regeneration, health provision, community politics, devolution, unemployment, investment in green infrastructure and many more, all require a Cultural Strategy to deliver our shared vision of 'Best City to Live'.

To fill this gap between promoting and celebrating 'art' the following is needed:

- a permanent, dynamic internal/external space, strategically located in the heart of Leeds, open to all living and working in West Yorkshire
- an open permeable ground level space for inclusive and informal social activity with flexible upper level spaces for display, presentations and both formal and informal meetings
- a fully resourced mission based on the strengths of our shared cultural heritage to inspire, promote and facilitate the delivery of better, healthier places to live, work and relax throughout our urban, suburban and rural communities
- a focus on the delivery of sustainable buildings, places and spaces by demonstrating and promoting the value of good design, increasing awareness and raising expectations
- an inclusive social and economic hub for all to have the opportunity to rethink, work together, advance education and research in all aspects of our physical and cultural environment

There are significant changes in our local, regional, national and global society that require us all to individually and collectively take action now. Leeds is now part of the 'West Yorkshire Combined Authority ('working in partnership with the Leeds Enterprise Partnership') together with Bradford, Calderdale, Kirklees and Wakefield. In the current post-pandemic' crisis, not for the first time, society is in need of significant reinforcement by way of advancement of (bottom-up) citizenship and community action. The 'Global Climate Crisis' is of overriding concern with architecture, civic design and the built environment a key part of how communities and citizens can effectively and positively respond both globally and locally.

The creation of a 'Centre of Excellence for Design and Placemaking' using latent resource and knowledge in our many and varied local West Yorkshire communities will provide for a much needed 'coming together' of the wider public, politicians, professionals and academics to actively place design and social value at the heart of delivering better places.

**Q3. Are these the right ways to achieve the People ambition?**

The role of early years and education settings and families
Investing in accessible activities is great, but there needs to be a wider framework embedded in local education and business that prioritises engagement in the sector, incentivises apprenticeships and skills-building, and recognises career shifts, entrepreneurship.
Clarity watching or participating in sport are two very different things- I thought this framework was sport as culture- so watching sport. If the objective is to increase physical activity then widen the remit to include things like creating more green space for self-directed activities and walking etc rather than narrow focus on using sport as a conduit to physical activity. Do things like dance classify as a sport?
Reliable, affordable and safe public transport is a huge part of unlocking this (so may need to reference that).
We will support regeneration projects involving the creative industries AND HERITAGE SECTOR
Innovation Sustainability, and in particular climate change mitigation EDI Public health outcomes for active lifestyles
Without some support for people who can't afford to access all culture due to their financial circumstances, their experiences will be reduced to free/low cost, potentially excluding them from what they enjoy. Similarly for sport - equipment costs may be a barrier
I would explicitly reference finding better ways to engage with the voluntary sector in culture and heritage (especially in rural and non-metropolitan areas where much of culture & heritage is delivered predominately by volunteers)
The word 'invest' is inappropriate here, more honest to say 'spend'.
There is currently plenty of support for non disabled but a massive divide fir faith and disabled communities
Bradford is building schools without playing fields.
Sport is already very heavily funded, I believe that Heritage and Culture need the majority of the funding. But also transport needs to be improved so that people can access Culture and Heritage, as currently the trains and buses are appalling.
Really taking the time to capture the voices and experiences of the older/more vulnerable people who do not get out into the city centre, do not take part in these surveys, and maybe do not recognise their own potential contributions.
You have a bullet about participation in sport and physical activity - what about ways to encourage participation in cultural activities eg creative arts.
I think the people element especially should include a heavy dose of participation. Ie that it should be difficult before involving citizens as to what it should look like. That aside, looks good!
I think around accessibility we need to add something about making venues accessible. A lot of venues are unable to be as accessible as they would like to be due to their building having been built at a time when it wasn't a legal requirement. It is unaffordable for these venues to develop in the way they would like to, but if there was funding or support available so that they could increase their

accessibility it would mean that more people were able to enjoy culture, heritage etc.
Being super-critical here, I know! There needs to be some plans behind the sentence 'inclusive and accessible' because simply making things inclusive will not necessarily bring some people to activities - the barriers are often historical/unseen. It takes time and genuine engagement with people from those communities to lead other people.
The term 'local community groups' can be very misleading. Which community groups will you support and which groups will you not support? Who decides?
What about encouraging participation in cultural activities, such as music, dance and theatre, as well as sport?
Ensuring activity is sustainable and encourages environmentally friendly practice
Work with/encourage all sectors and public bodies to utilise sport, heritage and culture as a tool to address people's needs and concerns e.g. loneliness, wellbeing, unemployment, skills deficit.
Empowerment of individuals to initiate micro events and activities
Research and public and organisation's voices. What do the community think we already do really well, what would they like to see? What do the organisations think do well, what do they need to expand further?
Regeneration needs to include built heritage - a strategy for development of prior textile mills at the very least, as places for art, small businesses and leisure. Very positive things happen when these magnificent monuments to prior industrial textile wealth are made feasible places to study art, create drama, provide retail and restaurant spaces.
Lost term sustainability and an inclusive cultural shift in the way we engage with, enjoy and take part in cultural, heritage related and sport activities must be priorities. No ad hoc short term interventions.
Supporting schools to embed or develop their culture offer.
Certain types of cultural activities require greater investment in order to survive - eg classical music, opera, ballet etc - these are extremely expensive and cannot afford to be put on based on ticket sales alone. If these art forms are to survive in this part of Yorkshire, where they hang on by their finger-tips and do not end up being only available in London and the south-east, they need preferential investment. Yorkshire would be culturally deprived without its brass bands, choral singing, local orchestras etc. In addition, educational services need funding to be able to provide opportunities for children and families to experience these types of cultural experiences.
Grow - to grow the existing framework through investment and collaboration
It should be more explicit that investment and collaboration will be focused on active efforts to make sporting activity more inclusive e.g. by listening more closely to the experiences of the South Asian community with regard to rugby league.
Training. It's fine to invest in activities that are inclusive and accessible", but who is going to organise them? For example, there has been growing awareness of the value of outdoor activities (walking/climbing in particular) for promoting both physical and mental health; yet training for outdoor leaders has become more and more expensive and complicated over the last 10-20 years, with minute numbers from BME groups achieving qualifications. No wonder that those groups are still largely unseen in the countryside, and miss the health benefits.

Investment and support should go to schemes like the NHS Walk Leader Level 2, which is simple and inexpensive, suitable for volunteers to provide for volunteers.
There doesn't appear to be any reference within this section or the framework more broadly, of working with the local authorities. They are major players in all of the four themes and working in collaboration with them seems vital to achieving successful outcomes.
1/ Creative Health sector organisations will benefit from regional funding initiatives to strengthen its ability to advocate within NHS structures and service re-designs. 2/ health & wellbeing of creative practitioners...in particular those working within health and social care.
Does 'inclusive' include affordability? We need to recognise and address the class and income barriers that can prevent people entering and sustaining careers in creative industries and prevent our communities participating in cultural activities
The ambition is clear, and it is good to see that investment will be prioritised to "nurture and support local community organisations." I hope moving away from traditional investment in major cultural providers in the region, supporting smaller organisations with direct connection with young people and communities will improve the number of people engaging with culture and reflect the diversity of our communities.
See 4 above.
Invest to achieve integration and understanding across communities and geographies, Collaboration to include giving particular attention to city/rural collaboration
We will target National and international events as a means of providing aspiration, inspiration and engagement for those in our region and further afield and display WY on the National and world stage
See below
Inclusive? You mean opposing pubs and cafes or traditional native festivals because they serve beer or bacon sandwiches then stick your head in the sand when the new culture that emerges is heroin dealing, weapon carrying, rape gangs. Very inclusive. Great job.

**Q4. Is this the right ambition for the Place theme?**

Peace-making, for a sustainable future
Not much on Sustainability in there- There needs to be something to ensure that all activities are environmentally sustainable and contribute to net zero. If you are talking about Place then the natural environment is part of that community that defines it and provides value.
Again I'd personally like a reference to tolerance and ideally pride in the community and culture of others.
Existing culture and particularly heritage is better protected
It's shouldn't just be investment from One sector but all sectors
It would be good to see something at the top level of this area that addresses regional imbalances in cultural provision and attitudes towards attending
I would like to see a commitment to establishing Culture Heritage & Sport as key assets for community development - both in terms of place-making and also in terms of growing resilience (i.e. a nod towards an asset-based and community-led

<p>approach to culture etc rather than an instrumentalised approach where the benefits are defined centrally by the Authority)</p>
<p>We need a destination country park in Lofthouse with visitors centre. It's not currently a destination</p>
<p>We have a recognised national culture that aligns with our ambition</p>
<p>THE NEED FOR GREATER INVOLVEMENT IN PLANNING MATTERS TO PRESERVE HERITAGE BUILDINGS IN PLACES SUCH AS OTLEY.</p>
<p>People caring for and about their heritage. Responsibility of residents and businesses to work towards presenting places as safe and sustainable. Graffiti tagging to be treated as ASB and a crime, with the perpetrators brought to book for making people feel unsafe and running down areas. Education towards 'street art' in appropriate and approved places only.</p>
<p>Please recognise that there are thriving cultural spots already away from the city centre that encourage tourism.</p>
<p>Because so many do not care about the area they live, littering is a problem many gardens are a mess. Our green space is being taken over by developers</p>
<p>An emphasis on the environment. Many people in the Bradford district are divorced from the natural world on their doorsteps. The rivers in Bradford and Keighley are hidden behind walls and under the ground. I am passionate about helping everyone but particularly children to connect to the environment through these nature corridors in their areas. The waterways in the district have been essential to its very existence since the last Ice Age. I think in understanding ourselves now and telling our stories it's important to see the continuum. The story of our waterways are a rich source for that.</p>
<p>I think also adding that people have autonomy within their spaces. Ie that they can organise culture, it is not something that comes in from outside.</p>
<p>people are currently house proud, before they can become community proud they need to become street proud</p>
<p>Something about intercultural interaction through culture, heritage and sports.</p>
<p>See below</p>
<p>Local - does that mean local communities within West Yorkshire or West Yorks as a region. It would also be good if West Yorkshire could influence the North of England.</p>
<p>To me, this reads of division not oneness. Yorkshire is comprised of so many 'culture' groups, each with their own customs, culture and language.</p>
<p>Commitment to sustainability and environmentally friendly approaches</p>
<p>All people can see and feel the benefit of culture, heritage and sport in their lives</p>
<p>Signposting and bus destinations! Locality is critical, and people should find themselves in their local heritage. Why have all the urban villages disappeared? Holbeck, Roundhay, Crossgates maybe but what about Little London, Middleton? And many more in Leeds alone, plus rivers, lost rivers, canals, old railway routes as well as new routes, locations and cycle paths. These should be as obvious as car signage to signal change to all. Why should we be forced to talk in roadspeak; what is "Armley gyratory" except a place to get through as fast as possible? (Ironically it now has a history of its own!)</p>
<p>The only good parts of West Yorkshire remaining are the white traditional areas that have pubs and churches and organic capitalism. Halifax town centre is the only decent town centre and its the only one showing almost zero influence of multiculturalism. Conservative influences mean architecture, festivals and cinema</p>

are respected. It's the only part of West Yorkshire without a university as well, so doesn't have a bunch of naive utopian socialist morons trying to destroy the culture. They exist on Calderdale but instead live in Hebden Bridge where everyone is white and surprise surprise it's considered a very desirable place to live.

The Internationally recognised heritage is a key missing component as are the Green Flag parks

Ensuring a safe and welcoming environment across West Yorkshire, to enable everyone in West Yorkshire to feel safe and comfortable joining in community activities.

Provide secure facilities for people to leave their belongings. For example, secure bike racks for people to leave the bikes safely onsite. Umbrella locks at heritage centres, so people can securely leave their wet umbrella without worrying about anyone stealing them. Locker facilities to leave handbags or school rucksacks in a safe secure location onsite. These could be code or coin operated.

People choose to live and work in a place rich in culture, heritage and sport

It depends what you mean by "engaging with their local environment". One local authority has recently issued a physical activity plan which appears to limit people's access to green space to whatever is within 10 minutes walk. This is a recipe for ghetto-isation. I volunteer for a charity that took women from Marshfields (BD5) for walks in local countryside, including Judy Woods (Wyke, 2 miles down the road). None of the women had been there before. Most had never heard of the place.

This shows why transport and training (see two previous comments) are critical to making equal access.

national and international leaders in the creative health sector are aware of pioneering work happening in west yorkshire. West Yorkshire can host conferences and symposia to encourage this as a pathway within creative industries.

Tying in with previous comment about facilities - that there are the right facilities to explore new and emerging artforms.

See 4 above

People have access to other environments and the diversity of places and cultures, bringing in greater rural access and enjoyment of rural places for everyone

Needs more investing in boxing and art

#### Q5. Are these the right ways to achieve our Place ambition?

Is there something missing about investing in the infrastructure of places to support sport and culture? Is the destination marketing angle downplayed a little?

Review "story of who we are" not one story, leads to marginalisation

I think 'tells the story of who we are.' is so restrictive for artists and creative people, and who gets to decide who 'we' are?

We will collaborate to make parks and green spaces safe for sports and exercise. Make parks safe, but these are public spaces that people will use for many different activities, do not turn them into outdoor sports centers - if additional sport facilities are required then build new sport centers that can be used in any weather and leave parks as public space (there is already arguments between runners/football coaches/personal trainers at our local park when they all turn up

to run their activities at the same time - and the local youths who turn up with a football have got no chance of getting any space so end up mooching about disenfranchised in the street)

We will support culture, heritage and sport activity that tells the story of who we are.

Sounds a bit right wing and like there's a particular narrative that your supporting - How about supporting anyone who wants to tell a story, regardless of if it fits with a specific narrative. Maybe have a better set of , quantitative metrics to evaluate what is/is not supported.

Specific reference to helping to grow sport for women and ethnic minority groups? They are often statistically less likely to be involved in these activities and we need to help breakdown the structural and cultural barriers that create this.

Existing culture and particularly heritage is better protected

Growing awareness is not ambitious enough - we need to make commitment to delivering

continuing the asset-based and community-led approach advocated in my previous comment, I feel that we should commit to creating better opportunities for communities to help shape policy and delivery of Culture etc and for communities to define the outcomes for their neighbourhoods that they want Culture etc to help achieve. So this might be stronger forums and local networks; formal processes within policy and decision-making and new, collaborative forms of funding and decision-making relating to grants etc

We need affordable spaces for those in the smaller and independent cultural sector.

You need to understand and work with the people who are already engaged in making places better. e.g. local Civic Societies

Rather than say 'invest', more honest to speak of 'expenditure'.

it must be led from bottom up and not imposed by those in positions of power. Funding must be available.

we have football and cricket in the area, nothing other than bowls for seniors. In todays world it seems it is all about the young.

Facilitating an understanding, appreciation and love for our green spaces and nature corridors in their own right. Not just spaces for this or that activity. It could help everyone love these places more and act to protect them when needed.

Ownership,love,pride,collaboration.

I think we need more green projects, greening up random spaces in each area. There are some lovely examples in Ktown of people informally planting up spaces with coriander and garlic they use for cooking. I really see it all being connected. Some amazing culinary and gardening skills going on in so many homes. Let's bring them out of the homes and share across streets and areas.

I would add something about street proud, how can people bring creativity into their individual streets?

See below

I think something could be added about the transport infrastructure around accessing cultural heritage etc. in W. Yorks. - making sure that methods to get to events and to the region are affordable and accessible to everyone.

Again as before a decent, affordable reliable transport system

I will try not to be skeptical but applaud what you describe. but the many words you use add to the complexity of the problem. I would like to see specific

objectives within a time scale and measurable results. Your overall aim sounds nebulous to me.

An explanation of 'meanwhile places'. This is a grammatical nonsense! Are you going to support the development of a range of affordable venues for the performing arts for example?

Engaging with place in a sustainably and environmentally friendly way, encouraging green policies within all areas of work across west yorkshire to be embedded within the cultural/heritage/sport sectors

Advocate for the sport, heritage, and culture as tools to address people's needs and concerns e.g. loneliness, wellbeing, unemployment, skills deficit.

Again, engagement with public and community voices. Connecting with wide well established networks already established and the people who work in them in our area. Hebden Bridge and Mytholmroyd are filled with production companies, BBC producers, directors etc, Soap Opera directors, Soap Actors - I struggle to walk down the street without meeting people who are incredibly successful in this area - I'm sure many would love to support.

See above.

I'm not quite sure "meanwhile spaces for cultural activity" is a commonly known term yet, and may need further explanation to the layperson.

You'll basically try and create myths and a false history of the non existent contributions of low skilled migrant groups so they can get funding they don't deserve, and in the mistaken belief this false history will encourage them to succeed. In reality you're destroying the native peoples' culture with their own taxes and promoting a parasitical, crime ridden, low skilled, unevolved community who will just continue to create failure and destroy West Yorkshire like a virus spreading around a body, continuously infecting healthy cells until nothing is left.

Collaboration needs to include local town councils and the Councils for Voluntary services

You will need to get the buy-in of the local community to ensure they are onboard and will make others feel welcome, especially when new people try to get involved with activities at the local level. It does not matter how pretty a park looks, if people are made to feel unwelcome or are even bullied or subjected to harassment they will not want to take part.

Support for institutions like churches which host many heritage activities, at a time of increased financial burden to survive.

It should be explicit within the ambition that telling the story of West Yorkshire means recognising those things that make West Yorkshire distinct, that make it special, the things that West Yorkshire has sustained even when others have paid no interest or deliberately got in its way e.g. rugby league.

Knowing about heritage is pretty meaningless unless people can visit heritage sites (see previous comments on the need for community self-drive minibus transport).

English Heritage discovered several decades ago that empty buildings have some appeal but when there are "living history" displays, the past comes to life. Given the number of historical sites in the West Yorkshire area (e.g. East Riddlesden Hall, Sandal Castle, Oakwell Hall), it would make good sense to liaise with and support any remaining historical re-enactment groups (e.g. the English Civil War Society, the Napoleonic Association).

There doesn't appear to be any reference within this section or the framework more broadly, of working with the local authorities. They are major players in all of



the four themes and working in collaboration with them seems vital to achieving successful outcomes.

There is the opportunity to specifically refer to attracting major events to West Yorkshire. There is growing research on the social benefits and 'pride of place' generated from hosting major events and our ambition should be to continue to work with UK Sport and Government on hosting such events locally. Examples include the World Triathlon Series hosted in Leeds and a number of places hosting Rugby League World Cup matches in October and November 2022, building on the social and economic impact from the Grand Depart and Tour de Yorkshire.

I have included some examples of research on major events for information:

Get Doncaster Moving - <https://getdoncastermoving.org/major-events>

Rugby League World Cup - Blazing a Trail -

[http://www.rlwc2021.com/uploads/docs/ExecSI\\_InterminReport\\_Digital.pdf](http://www.rlwc2021.com/uploads/docs/ExecSI_InterminReport_Digital.pdf)

Kirklees needs to be a place where creative interventions are available for people with long term health conditions such as dementia. A Place where 'Creative Care Plans' are a usual and familiar practice throughout the life course and where Social Prescribing Link workers work closely with specialist creative health organisations to help promote culture and creativity as a preventative or recuperative tool.

See 4 above

What about engaging with individuals to provide budgets to get them to create art especially if it gives the creative/person a mental health boost

#### **Q6. Is this the right ambition for the Skills theme?**

Is there something missing about all young people gaining critical life skills through early opportunities in culture and sport even if they don't enter the creative industries?

Ensuring that skills pathways are recognised and that networking and shadowing opportunities are relevant to the market and those seeking access.

Routes into and careers in heritage are biased towards financially secure individuals, low pay, part time roles, reliance on volunteering and placements make it unattainable and unsustainable

Investment in the future, these sectors will evolve how will we invest and adapt

National professional and trade bodies in the sector are better represented in our region

Whisky creative industries are important we need to be growing other sectors to developing their businesses with our creative people eg gaming, hospitality, engineering , digital marketing

There's no mention of how creative skills are transferrable and desirable in all other sectors. Its not just about delivering cultural activity to sustain the creative industries - rather setting our region out as a world leader in creative skills that boosts the wider workforce. it feels too narrow and misses opportunities for other conversations and investment - we want to retain skilled people across the region and market ourselves as resilient, critical thinkers, ideas people, innovators etc, confident speakers etc etc Also more focus on sustainability and the role creative industries can play in this, including investment in upskilling.

I think there would be value in also referencing how creative skills can add value to business - cf some conversations around the Leeds Conservatoire Knowledge Exchange project etc - so it's not just about developing creative skills & pathways

into creative industries but also finding ways creative skills can be pathways into other industries (eg enhancing innovation, corporate communications etc )

Local authorities employ and commission many artists and practitioners, and deserve a special mention - this is the way a democratic body can directly affect public delivery

empowerment of less well off forgotten communities who dont see the relevance of the arts etc or it isnt a priority due to austerity.

I have yet to find any opportunities in the Ardsley and Tingley areas. As a councillor pointed out when you go over the M62 bridge from Middleton Leeds City Council do nothing for us.

A lot of older people 45+ do not have the technology skills being taught in schools today to be on a level playing field in creative roles, allow apprenticeships for older people. We don't want people to move to West Yorkshire we already have an abundance of unemployed who just need the training.

See below

Something about industry members in W. Yorks. understanding their employment rights in the sector (whether freelancers or otherwise) and having access to employment support (e.g. being networked with a trade union for example, or other support networks)

Support for amateur or semi-professional groups. No mention of increasing participation in cultural and sporting activities in schools.

Connecting West Yorkshire to national and international networks

As above, make sure you are asking the right questions of the people in the area and utilising established networks - I'm sure you will.

Good design impacts everything from places to beautiful and functional objects and need not cost more. It is the excellent transition to function.

We want local people once they've developed these creative skills to be able to stay in the region so I would add this to the end of this sentence: "West Yorkshire people from all backgrounds have the skills, opportunities, connections and confidence to build a sustainable career in culture, heritage, the creative industries or sport in West Yorkshire."

Leave capitalism to do its thing. Sheffield was going to be a digital tech hub, then it became a refugee sanctuary city, and now it's a crime infested, drug filled dump. It is top down left wing initiatives that create failure everywhere from Bradford to North Korea, you total morons. How many examples do you need? Croydon council, Cambodia, Jonestown, the French Revolution, Dewsbury town Center etc.. etc..

reference to the major elements of built heritage and how this can be a part of the future with the right investment.

There doesn't appear to be any reference within this section or the framework more broadly, of working with the local authorities. They are major players in all of the four themes and working in collaboration with them seems vital to achieving successful outcomes.

Socially Engaged Creative Health practice has its home here in West Yorkshire and this includes specialist creative health training for the next generation of health and social care professionals.

We have cutting edge venues and facilities in which to develop and exhibit work, including fulldome facilities. Currently we must travel to Cardiff to CultVR to do the kind of work we would like to be able to do in West Yorkshire.

See 4 above

Ambition to include

People are aware of the transferable skills they gain and understand the benefits to health and employment opportunities that can be opened up

This may be more relevant to the skills section

### Q7. Are these right ways to achieve our Skills ambition?

Suggest

We will make the Combined Authority skills training accessible to the creative AND HERITAGE industries and sport sectors.

And also

We will work with other organisations, such as HISTORIC ENGLAND, Arts Council England, Sport England, universities, trade associations and unions, to address gaps in knowledge-sharing and professional development.

National professional and trade bodies in the sector are better represented in our region - not just that we talk to them, but they are based here.

We will attract inward investment to provide more opportunity for those in this sector and create competition and a destination

Again, a broader focus on the benefits of engaging with culture to building a broader skills base.

Work with Schools or school-age young people will need to be more than promotion - active engagement with cultural organisations and HEIs to diversify who feel those careers are for them

I would add something about creating better opportunities for creative skills to feed into business (so perhaps something about collaboration with employers and WNY Chamber to increase awareness of the value and benefits to business; maybe a commitment to creating some sort of forum - e.g. drawing on some of the models in Arts and Business Scotland (and possibly in Business in the Community) for sharing ideas, skills and brokering projects, resources etc

See above about direct employment and commissioning

Awareness' and Recognition of appropriate skill sets should start in schools, not wait until university. Investment in Apprenticeship schemes absolutely necessary, the idea that 50% of students should attend university (and run up huge overdrafts) is not an appropriate way forward.

Instead of saying 'we will invest', better to say 'we will direct funding towards'.

Investing in organisation that already have funds to pay people well and offer training opportunities is not helping the small grassroots organisations. These smaller organisations need to be funded and supported to grow and offer the opportunities they want to, to the people and the community. If the organisation is already well funded and networked this closes opportunities for smaller organisations to develop if you are invested in the developed ones to grow further!

You need to get larger organisations to collaborate with smaller ones to help them grow. SME's are not right for many grassroots organisations and they can not access this route, I have tried. If larger organisations are securing large pots of funding they need to build partners with small, local organisations who they then fund to deliver certain projects rather than advertising high paid jobs that freelancers leave small organisations for as they need to afford to live. Once they leave the small organisation for stability the small organisation loses out.

Finally, schools need to share small organisations work. If the organisation is not on a council agreed list the school will not allow them in or share their info. Again, I've been reaching out to all schools in Leeds to offer their SEN pupils FREE music sessions for 2.5yrs and not one has accepted the offer. 4 spoke to me but then couldn't get the head teacher or governors to sign off on it to allow us to reach the young people, they advised it was due to safeguarding!

Young people are our future yet they are so well protected from the outside world that they are not resilient and able to make choices and decisions for themselves. I am a mother of 2 teenagers and I live with this, I see it daily and I'm the one trying to give them opportunity and freedom outside of the educational bubble. What happened to work experience in year 11? I did it in the 1990's You had no choice, work on young people being able to experience life in this sector and encourage volunteering. Universities hide behind a slavery policy now that I can not get any students as volunteers unless I pay them minimum wage. This has become a major problem for our sector unless the young person is driven enough to find us and not involve their place of study.

Work needs to be done on removing barriers which have been put in place and dressed up as safeguarding by the Education bodies.

Working with already established local area sports clubs to promote your vision in order for people to be able to assess this they need help with there everyday needs so they are able to access these opportunities

As above: Affordable spaces for cultural venues, projects, etc seem to be severely lacking in Leeds compared to other cities. Many small, DIY, underground venues have had to close over the last decade due to it being impossible to make ends meet without becoming too expensive for the local population, especially young and marginalised people, to attend. Big, corporate venues are all well and good, but grassroots and DIY venues are essential to growing talent for a thriving cultural sector as seen in Manchester, Glasgow and Brighton. The council must find a way to help underground / DIY venues survive, if not via grants then perhaps by capping rents on small cultural venues and/or capping the number of licenses issued to huge chains and big capital, who drive small DIY venues out of business. Something's got to give - Joseph's Well and the Cockpit are still sitting completely empty after being closed for years - in a normal European city these spaces would have been snapped up by creatives - we need to make it affordable for young creatives to do so here too - perhaps taxing owners through the roof if they won't bring the rents down to affordable levels?

Please focus on girls being more active, especially 12-20 year olds. Please ensure that sport includes ANY physical activity.

But where will they be held? West Yorkshire is a big place

Lack of funding in schools - selling off land once used for sports and play - their neglect of and lack of facilities for music education

Exposure to and participation in the arts and culture from birth. We have in the past run story/music/dance workshops with babies as young as 6 weeks. There are some organisations that still do this commercially but they are not accessible for the poor, displaced, isolated families and their children. We need a sustainable programme delivered in accessible spaces. across the district delivered by QUALITY practitioners to help build better people and communities. I have seen many very well intentioned people doing similar work but the skill level is generally low-it is not an area of expertise that is prioritised or well understood or resourced. An ongoing training programme for practitioners would be ideal.

Again a lot of work in schools but 45+ forgotten. These are the people being made redundant and not having the technology skills to be able to progress beyond call centres, younger people will learn their skills and many will leave, but this is a real opportunity to have the settled workforce that for no other reason than recession etc. lost their jobs learn skills that would be useful the next time a film crew come calling.

The school curriculum is key to this. How can we influence national policy won what is / isn't included on curriculum for all schools?  
Opportunities for people to retrain at any stage of their career in order to enter the sector.

See below

Why Higher education before further education . Many young people and adults access further education before entering higher education. The ladder of skills opportunities needs rungs in the right order! FE works with schools and HE and should be a key mover in skills training.

You need to SHOUT about it. Other regions are more in the headlines with efforts such as these - and although it is a little crass, it does help.

Reach for the sky but the question is how and with what over what period of time, under what economic conditions and individual ambitions.

Create opportunities for those under-represented in culture, heritage and sport at entry level and promote it as a viable career - e.g. working class, global majority etc.

We will invest in organisations and projects that offer training opportunities for A DIVERSE RANGE OF staff, volunteers and participants.  
Put diversity front and centre in that agenda if you would like communities to work together and to live out the community values that we'd wish to see.

Don't ignore the overlap into technology with music, sculpture, media and theatrical production & engineering.

How can you build a great career in towns now filled with third world morons with no complex culture or contributions? Just Idiotic drug dealing men and women who will only ever claim benefits and knock out more idiotic welfare dependent kids.

Again, potential careers in heritage, blue badge guiding etc. etc is missing

There is a risk that anchor institutions and partners are always the same usuals, already involved in supporting whichever initiative is 'in fashion'. According to our experience real anchor institutions are community-led, well established, innovative grassroots organisations, which are often overlooked when it comes to give visibility to success soothers or allocate funding. If this pathway were to be successful, a radical rethinking of the way we build, sustain and implement partnerships must be prioritised, making sure not just institution but people with lived experience have a say throughout the process.

You need to engage with local community members to find out what they want. Everyone's idea of sport is different, and everyone's physical capabilities are different. By asking what people want, activities can be tailored to the needs of the people that live, work and frequently visit West Yorkshire.

Please remember to include sole traders and partnerships in your investment plans, as they can also employ staff and many operate in the creative industries.

I would suggest having designated certain flagship schemes in particular sports with targeted projects as this will drive development and jobs in that area

The explicit commitment from the mayor and combined authority to advocate for and 'broker' investment/policies/initiatives that ensure women and people from minority backgrounds (especially South Asian) can make a career on and off the pitch from rugby league.

The ambition is fine but it does not address the fact that access to some types of training is minimised by expense and over-complex course requirements. There is a specific issue in that public funds for training are distributed by the Education and Skills Funding Agency; and their Minimum Contract Level (£500,000) ensures that small training providers are excluded. Since much "niche" training, such as outdoor leadership, is provided largely or only by small organisations, such types of training are disproportionately affected by the ESFA policy.

When you add the DBIS research finding that ethnic minority groups are 12% more likely to access training through a small provider, the policy begins to have a hint of racism.

- There doesn't appear to be any reference within this section or the framework more broadly, of working with the local authorities. They are major players in all of the four themes and working in collaboration with them seems vital to achieving successful outcomes.
- Within the measurement area, could an increase in the number of students from West Yorkshire attending courses in C, H & S be included?

More could be made of the contribution of volunteers, especially in the sports sector. The sector is less reliant on 'freelancers' and there is a thriving volunteer workforce that contributes to personal and professional development. We need to build skills for the sector and promote the range of opportunities available for both paid and volunteer roles. Many of the roles lend themselves to young people's first experiences of work and can be used as a foundation for further career development and qualifications. For example, lifeguards, sports coaches, leisure attendants, events support. The Cultural sectors are extremely good at supporting people development and we can't underestimate the transferable skills that culture, heritage and sport can offer to the wider labour market.

Recognition and support for careers to be developed within Creative Health as a socially engaged artistic practice. Explicit with ACE strategy 'Let's Create' is engagement with health and social care. Organisations such as hoot creative arts need a larger workforce to deliver the range and scale of work they are developing. We will not be the only Creative Health organisation experiencing that and funding to train artists and creatives and administrators and producers in the sector is vital if the centre of gravity in this region for Creative Health is to be maintained and grow.

Can we broker and support collaboration across creative industries across the whole of West Yorkshire, with opportunities for networking and peer to peer support and learning and opportunities for collaborative work? For example we have an extensive live music offer across all of our districts, ranging from large arenas to small and micro grass roots music venues. Smaller venues find it harder to resource comms and marketing - and a collaborative approach could have a huge impact.

There is a need to invest in schools and the sector to promote careers in the Creative Industries through work experience opportunities. To improve diversity in the sector, career and progression opportunities need to be made visible to young people earlier in the decision making process (taking

subject options). Career advice and guidance in school around the Creative Industries is poor and out dated and not based on the current regional opportunities. Invest in careers education not collaborate.

See 4 above

Yet again no mention of individual grants to promote 'people' to be artists or to take up a sport.

Do more street sculptures like the ones outside Exeter crown court concrete steps, etc

Please have Metro logo boxing gloves made and sports events and make the gloves available and just have Metro to promote their brand and push the [...] for sport / people to participate

#### Q8. Is this the right ambition for the Business theme?

This describes sectoral development well. I wonder if it's missing a wider point about celebrating the entrepreneurialism of the creative industries and supporting them to be seen as a core part of the wider private sector ...also doesn't mention innovation or productivity which is curious given how innovative these businesses can be

Year of Culture/ City of culture programmes must have a viable legacy built in including a 10 year action of development. These programmes should also not be limited to the city centre regions of their respective areas.

Investment needs to be shared more equally across the region, there also needs to be the infrastructure to make it more accessible for people

Minimum wage or living wage business shouldn't be supported. 10% above living wage is the minimum acceptable

Far to many developments

I think this looks great. I would place an emphasis on developing what's already there. Sometimes there can be new initiatives that don't fully support those already working away in the sector.

Creating a film academy in Bradford at the Richard Dunne Sport centre, with sound stages. getting Bradford on the National rail line so equipment cast and crew can be easily transported.

See below

people with the same commitment and desire. differences in agreeing on what is 'success'. Differences in political and religious outcomes will make progress very difficult. The differences in the very word 'culture'. what it means and how is it shared and understood. For me the future depends on KISS

Is that a joke? What business? Money laundering the drugs trade through take aways, barbers and nail salons? Those are the only businesses left because of Labour's idiotic and evil social engineering. Only Halifax has dodged this and they just have no foreign cultures visible in the own centre. Can you geniuses not grasp this?

New/Future Technology industries and the re-emergence of much in textile production. South Asian and Eastern European Cultural voices

Re: City of Culture. As seen with investments such as the LDP from Sport England, those kind of large investments rarely benefit the very fabric of grassroots communities. Too often consultation is the only 'active' stage of these programmes, and decisions are made without any meaningful co-production. Sport should be a topic related to our very identity, and we hope that this is

received and acknowledged by Bradford 2025. Moreover, in order to create sustainable organisations support must be available. This comes as financial support but also endorsements, networking, viability, promotion, case studies, etc. From major investments previous mentioned, not a lot has been made available/seen.

Need to acknowledge that amateur sports clubs are businesses too, albeit run by volunteers, and they need recognition and help too.

Innovation and new enterprise is an area of expansion and can be linked to supporting the future generation into roles and industry that we dont yet know exists. Innovation Hubs to support the creative industries linked to climate sustainability and digital technology can go hand in hand with the cultural framework.

Creative Health specialisms are recognised and further developed through targetted investment.

A recognition that our creative industries have reach beyond West Yorkshire. How can we support them to navigate a post-brexite environment in terms of trade/export and for example touring and merchandise sales for live music creators/performers - highlighted in a recent APPG ON MUSIC REPORT and House of Lords Round Table Discussion <https://www.carryontouring.uk/>

Develop strong international links with cultural hubs around the world to collaborate internationally with the best in the world in certain niches.

See 4 above

Do grants for individuals who want to pursue art

When new buildings go up make it compulsory in planning to put a piece of modern art art/ sculpture on the building  
( as part of permitted development)

### Q9. Are these the right way to achieve our Business ambition?

See above

By "multi-authority approach" do we mean within the five districts within West Yorkshire or with other authorities beyond WYCA? Also maybe include a reference to only seeking investment from sources that are both ethically and environmentally responsible?

Suggest promoting the environmental benefits of adaptive reuse.

Hate the reference to creative clusters - elitist nonsense that prioritises where some people believe they deserve more support than others.

How are we brokering out to national professional and trade bodies?

The bit about the business support offer for a range of different models is odd.

Are you trying to promote different management/delivery models? Are you suggesting anyone adopting a different management model should be prioritised? I see the relevance of additional help for CIC or social enterprises, as offering greater benefits to our communities, but this section is confusing.

Export

Libraries should be at the fore of this - they are already doing excellent work regionally with Leeds taking the lead.

I would extend the commitment to meanwhile spaces to include co-working and flexible working spaces that bring creative industries and other industries together - to drive creative exchange & cross-fertilisation and facilitate collaboration



with our mickey mouse Leeds Bradford Airport it is hard to see how businesses would want to invest here without connectivity. Our only airport is a disgrace. I cannot believe that driving across the Pennines to pick up flights to and from Manchester is at all helpful when it comes to competition with Lancashire. Our bus and train services still need more work.

Again, don't like use of the word 'invest' since it has a specific meaning in Local Authority terminology and this is not it!

People can not register as a CIC if they do not have support of a professional who understands the paperwork. We need FREE support in completing this. I'm working with someone who is trying to set up a new CIC in arts, crafts and gardening but has the job centre refusing to pay their benefits, forcing them into work and piling them with so much paperwork to complete to become a CIC or registered charity that they are giving up and looking at a 9-5 job. support needs to start at the bottom for the people wanting to start new groups in this sector and they should be made to feel that they are doing something good and worthwhile for their community instead of forced into the mainstream work force.

As above: Affordable spaces for cultural venues, projects, etc seem to be severely lacking in Leeds compared to other cities. Many small, DIY, underground venues have had to close over the last decade due to it being impossible to make ends meet without becoming too expensive for the local population, especially young and marginalised people, to attend. Big, corporate venues are all well and good, but grassroots and DIY venues are essential to growing talent for a thriving cultural sector as seen in Manchester, Glasgow and Brighton. The council must find a way to help underground / DIY venues survive, if not via grants then perhaps by capping rents on small cultural venues and/or capping the number of licenses issued to huge chains and big capital, who drive small DIY venues out of business. Something's got to give - Joseph's Well and the Cockpit are still sitting completely empty after being closed for years - in a normal European city these spaces would have been snapped up by creatives - we need to make it affordable for young creatives to do so here too - perhaps taxing owners through the roof if they won't bring the rents down to affordable levels?

Please include places that are already doing this, and ensure that they can keep running.

See below

the same as all previous answers.

Outreach to global businesses both in and out of West Yorkshire to fund and sponsor things.

Ensure creative industries and sport are supported to export

How is not clear; a confused offering is the same as none at all.

Excellence in design should permeate the strategy as a benefit to everybody in the region and as a skills export ("oh they're from West Yorkshire, so they'll know about good design, culture, sport etc"). Look how trashy, monotonous & ubiquitous it can be!

You need a regional CAFE-type set-up to mentor and champion project excellence across the sector - specialist teams available. It could be voluntary, and may be less 'political' if it is. We certainly have a diversity of experienced sports, arts, media, design, heritage people so give them a chance to contribute! Don't go just for the NPH-style businessman in grey suits (although you can help and partner with them). Exciting!

Wait till you see new businesses attracted by that kind of support.  
Brand it clearly.

Pakistani solicitors will funnel the loans and grants to their community who will declare bankruptcy and keep the cash. Same old, same old.

Heritage work

Definite lines of investment and support should be established with regard to culture, heritage and sport. They are separate and well defined areas which can (but not always) overlap.

When considering investment in business support, please remember ALL small businesses, including sole traders and partnerships that operate in the creative industries. Many business support programs focus on coaching and mentoring, which is fine if you have the money and expertise in-house to implement their suggestions and advice.

Sole traders and partnerships can employ staff to generate double-digit turnovers. However, further growth can easily be prevented due to a lack of expertise in-house to enable them to transition from simple cash-basis accounting to traditional accounting, which is required to run a limited company. In addition, there is very little affordable support for sole traders to get help with understanding the responsibilities of becoming a Director of a company.

Offering accountancy support and help to transition to a Director for a year would make it less risky for many small businesses to seriously consider registering their business in the creative industries. We all know that registered businesses are eligible to apply for a wider range of funds, such as those provided by Innovate UK.

As above comment

There should be an explicit commitment to supporting the transfer of ownership of sporting clubs to fan co-operatives, particularly for semi-professional clubs playing at lower tiers e.g. football and rugby league.

Many creative people are freelance, but this makes no mention of helping people into self-employment.

Within 'Invest', and the action linked to the business support offer, it is really important that this support included the many voluntary sports clubs and other cultural organisations that have capital assets such as studios, pitches, gyms and associated facilities. These struggle and have found the last few years very hard; they now face huge increases in energy costs.

Actual Living Wage and salary ratios not exceeding 10:1 between highest and lowest paid within any creative industry in west Yorkshire will be mandatory before any grant aid or support can be received.

<https://equalitytrust.org.uk/sites/default/files/Pay%20Ratios%20and%20Income%20Inequality.pdf>

union membership will be encouraged within Creative Industries to protect workers rights and avoid traps such as unpaid internships.

Agree with all of the above. I would also like to see specific commitments to our local live music industry, in recognition of how vital it is to the culture and economy of our local region (UK music industry's contribution to UK economy in 2021 was £4 billion!). The sector is still working hard to recover after the catastrophic impact of Covid, but now faces a serious threat from the current economic situation. Could we look to Manchester's example with the Greater Manchester Music review they undertook a couple of years ago as a starting point?

See 4 above

Invest, joining up investment from multiple sources in a outline framework which aligns funding from outside the CA, such as NHS and National Lottery, to achieve more in terms of volume, reach and time period of investment

Collaborate, to connect wider services, in particular to ensure people and places are accessed by those who may not easily engage or are able to access

Broker collaborations across public, private and VCSEs, with new engagement initiatives in place to delivery CSR activities

Yes mix these eg get WY football and rugby teams to do art projects

**Q10. Do you agree with our definitions of culture, creative industries, heritage, communities and sport?**

Perhaps landscape and environment, conservation professionals, artisan makers need to be noted in the creative industries definitions. Should the food industry be referenced?

THE LINK TO DEFINITIONS DIDN'T WORK - ERROR 403

Definitions unavailable - I don't know!

This link tells me it is 'forbidden' Error 403 !!

Definitions were blocked

They don't address were other schemes have not worked or have worked but funding has gone to the wrong people

I believe culture should include popular culture

As your link doesn't work so can't see your definitions

The link doesn't work to see definitions

Because you fail to say where it will be developed it could be miles from the area I an others live.

Link not working.

community should not be people in the arts etc. it should be those people who had never been encouraged to take up a pen or paint brush etc.

Link didn't work error 404

See below

As before

Link won't open.

Slightly tangential however, please include 'sex' as a community group within your examples of communities - and hear me out in my request.

West Yorkshire has a serious issue with male violence against women with the pandemic seeing a sharp increase in Domestic Violence and serious cases.

Having said that, West Yorkshire also has some of the best Women's organisations fighting tooth and nail to support these women; with the Calderdale Kirklees Women Centre - that successfully supports women throughout West Yorkshire with engagement in exercise: walks, yoga etc and that already engages with West Yorkshire Women's teams to create funds and community engagement - as well as providing counselling, mental health support and housing. It's community groups like this that should be leading the way. In addition, Bradford Rape Crisis is also leading the way with their DaizyBell Housing Project that is buying and providing homes for victims of domestic violence across Bradford. The work that these incredible organisations do to create a healthier and safer community group should not be ignored.

Equally, West Yorkshire has an issue like many other areas in the country with

Male suicide - the amazing Andy's Man Club was established in Halifax and is a sex based community group that is leading the way across the country with these issues. Again these amazing men should be platformed.

Currently in public documents such as this, LGBTI+ communities are always, rightfully, mentioned (which, by the way all the above support) yet the category of sex always seems to be ignored. I think in West Yorkshire's case, where we lead the way with sex based community groups that do incredible spearheading work, that the rest of the nation looks to us for, we would be silly to do the same.

Excellence in design is a visible symbol of what is proposed. We have a very long way to go before we get back to our Victorian understanding of this.

West Yorkshire Heritage is pubs and bacon sandwiches.

You completely miss out a real understanding of heritage in your definitions

The definition of culture seems to take into account only the material aspects of production. Culture is what define us as human beings, the system of believes, social interactions, customs, expressions that we share in a space and time. This informs the production of material artefacts, in the shape of visual arts, music, dance, theatre, film and TV, literature and spoken word, video and board games, fashion, design, architecture and crafts, but the definition seems to mistake the byproduct with the source.

In 'communities' you use 'LGBTQIA+' and 'd/Deaf' as examples of shared characteristics. These are not easily understood terms and I think could be replaced by better, more widely understood examples.

'Culture is the expression of beliefs and values in the everyday conduct of life. Art is the toolbox that enables people to interfere with their own culture.'

'...art , as part of culture, cannot only confront. Its role is also to ease and unite, which is partly why it is often valued as a collective experience.' (A Restless Art - Francois Matarasso 2019)

As above

More boxing investment, make it so individuals can write to WYCA to get some boxing gloves

**Q11. Are there any parts of the framework, or the language used within it, that don't make sense to you, or need more explanation?**

Some of the language could do with being more accessible and speaking more to diverse audiences

The word 'support' is used. Is this funding support? If so, be explicit.

IT WASN'T ACCESSIBLE

Some of the language used to describe the means by which to achieve the goals set , comes a cross as " middle class " complex sentence structures that might put some people off.

See my comments above.

The business areas I'm struggling to understand your vision

get rid of jargon buzz words

Some of it is very vague and seems to be an ' of course' we should that. For example ' We will support culture, heritage and sport activity that tells the story of who we are.'

Because they give little information and areas which may be involved

SME's ? Meanwhile spaces?

I was not familiar with the term 'Meanwhile space' and had to google it.

I think it's generally great. But could maybe be shorter / more concrete so it's super clear / precise.
meanwhile? Not sure what that means
See below
Read all the individual comments
See previous comment on 'meanwhile spaces'
You've exposed reams of business-speak here, probably straight out of documents. It's not especially meaningful. And all of it is undermined by a lack of decent, frequent and affordable transport infrastructure. Leeds needs trams or an underground system. It's needed it for at least 30 years.
How exactly these things will be achieved. I think it lacks methodology around how a collaborative culture will be established to create multifaceted engaging destinations
Too much business-speak and vagueness (scope, framework, broker).
Already mentioned 'meanwhile spaces' which I understand but think some others may not.
Low attention to heritage - it uses the word but doesn't convey what it means
The language and definition could be simplified and made more accessible to ensure everyone, regardless of age, gender, disability, background etc can understand, identify and own the framework.
Culture is such a capture all term - it would be good to define investment in each sector more clearly as the scheme moves forward
I know it's a framework focussing on the overall vision but when will you tell us WHAT you are going to do - this is still quite top level and vague
<ul style="list-style-type: none"> <li>• In 'communities' you use 'LGBTQIA+' and 'd/Deaf' as examples of shared characteristics. These are not easily understood terms and I think could be replaced by better, more widely understood examples.</li> <li>• In 'business' within the invest section, the term 'meanwhile spaces'. We don't think this phrase will be understood by many people not working in this area of business.</li> </ul>
They make sense to me however I think some of the terminology used could be more accessible, referring to assets and broker for example sounds quite corporate
Your definitions of what you mean by 'creative' is woeful.
<p>'It makes sense to me. A couple of suggestions:</p> <ul style="list-style-type: none"> <li>- looking at the references to 'business' which could useful explicitly state 'including voluntary and community groups'</li> <li>- given the rural geography which is included in WY, reference to rural areas as part of places in particular in relation to people experiencing these spaces and communities.</li> </ul>

**Q12. Please describe, in a few words, what you think makes West Yorkshire's Culture, Heritage and Sport unique, compared to other parts of the country.**

Diversity and sense of community and togetherness across West Yorkshire.
N/A
Hmm the search for exceptionalism can be elusive but we have ingenuity, tenacity and determination woven into the fabric of our cultural sector, we have breadth and depth across genres, world renowned artists (Hockney), sculptors (Hepworth) writers (the Brontes, Priestley, Alan Bennett and so many

others,, too many to mention but notably great writing from Asian authors like Saima Mir, AA Dhand, Sairish Hussain, Shanaz Ahsan to make but a few, a long tradition in film and TV making (and a UNESCO designation) including companies, script writers, iconic set locations, major producing organisations like northern ballet, opera north, the Leeds playhouse, fantastic touring venues and infrastructure, more Olympians than many small countries, some great elite sports clubs that are invested in community and place, incredible rural landscapes, heritage including a UNESCO world heritage site - and we can tell the diverse stories of the people of our nation and the stories of the world

In a county as diverse and historic as West Yorkshire, the richness of the cultural, heritage and sporting offer is huge. The legacy of figures from the Brontes to Nicola Adams combined with the unique identities of our cities, towns, and rural areas makes West Yorkshire different to everywhere else.

West Yorkshire has a diverse mix of people and mainly a very open and inclusive nature. Friendly, open and diversity is always a really good mix for allowing for creativity, business and diversity in culture. West Yorkshire people are open to each other in the main, in ways some other parts of the country are not.

Driven by the local communities due to shambolic shameful stewardship of cultural assets by local authorities

The variety of events and the sheer ingenuity of the creative teams to deliver quality art to as many people as possible

I don't, I think culture especially is really underfunded and undervalued in West Yorkshire.

Unique history in all areas leaves legacy internationally, eg modernist Yorksite sculptors Hepworth and Moore or writers like Brontes and Alan Bennett, etc.

There's a humble approach with grass routes mentality

The range and diversity of culture and sub-culture that is found in the region is quite unique. I always think no matter what your cultural interest you will find some opportunity to share or engage in that interest somewhere in West Yorkshire

How are we defining West Yorkshire against Yorkshire as a whole? Yorkshire is certainly unique, I think I'd struggle more to set out a specific West Yorkshire definition.

Industrial heritage

Dales

Literary heritage- Brontes

Diversity

Proud, unique and innovative. Where we have come from, but also where we want to be going

People, diversity, assets and drive

Our independent producers, makers, facilitators, small scale and younger creatives are finding new styles of making work and moving away from relying on public funding. We have such culturally diverse communities but our large-scale venues and programmes do not actually represent this

grown from a very specific geography and history; culture grown from millstone grit; strong working-class and egalitarian traditions (from birth of Rugby League to plug riots, dissenters etc); incredible literary (especially poetry) heritage - Morrison, Armitage, Hughes etc etc; ability to have a global, internationalist view while rooted in the place - eg Ethel Carnie Holdsworth publishing an Anti Fascist

magazine from Heptonstall in the 1920s; the UK's longest running West Indian Carnival; a unique concentration of national cultural institutions outside London; Headingley's Janus view of international cricket and Rugby League from the same origin point; history making sportswomen like Nicola Adams and Beryl Burton; our Mayor..(yes I know it's not a few words, but there's so much more....)

It isn't and doesn't have to be particularly unique, it just needs to be good quality.

Yorkshire has some incredible cultural and heritage sites. wonderful countryside, beautiful gardens open to the public

The exceptional wide range available in a relatively small geographical area, outside London.

Mining heritage

THE HISTORY OF INDUSTRY, MULTI-CULTURAL SOCIETIES, THE GEOGRAPHY AND LANDSCAPE ITSELF.

The diversity of landscapes and environments, within easy distances found a round Yorkshire

People. Yorkshire has & attracts an abundance of talented people with varying backgrounds who are exceptionally gifted collaborators.

Town halls. Brass bands. Choirs. Best amateur orchestras in the country. Good street scene.

Plenty of bottom up organisations who listen to the people rather than inflicting events on them that they struggle to engage with.

E.g. Leeds Civic Trust volunteers work towards encouraging and supporting openers for Heritage Open Days, a National 10 day Festival each September. Many other towns and cities do this through paid council officers, Leeds does this through people who know their communities and are prepared to volunteer to make contact and present to the people places and spaces they may never have visited before - Free of Charge.

Vibrant culture, a huge sense of pride and belonging, beautiful architecture, historical buildings and countryside.

We are not unique, we have strong regional flavour as in most other parts of the country.

Not sure what other parts are doing or not doing but this all sounds great so long as it's not aimed at the established organisation ONLY.

The diverse nature of West Yorkshire's communities

The diversity and range of cultures that make up West Yorkshire.

Unique mix of organisations in a relatively small and accessible area

West Yorkshire's industrial heritage and Leeds' student population contributed to our outsize contributions to alternative music over the years, particularly goth which sees a renaissance regularly. We should strive to keep Leeds weird and not homogenise the city centre and venue offerings any more than we already have. Make space for weird kids and the music, art and theatre scene will thrive again!

We have a passion to win

This is very jinoistic. No region is better than any other. And people wonder why wars happen.

a certain arrogance

Pride in Yorkshire and an established amateur scene in many sports. What we don't have is a velodrome.

West Yorkshire has a diverse range of natural and man-made heritage and cultural places, along with a diverse ethnic mix.
Our diversity is our greatest strength
West Yorkshire has the lot, but unfortunately our public Parks are not being looked after. As they should be, North Yorkshire look after theirs, Temple Newsam park for instance, Grass Tracking by cars every night of the week, hand brake turns the lot. It has been happening for over 4 months. And unfortunately. Someone or pet dog will get maimed. Please ,Please look after what our forebears left us, because this generation is not.
We have a rich rich history with Wool and trade, this needs to be recognised and nurtured more. We have some amazing athletes and successful sports people that need to be celebrated more. The people are amazing. We have some amazing buildings and mills that other cities do not have.
The lack of it
Rugby League; Brass Bands; Opera North and Northern Dance; the use of our landscapes for filming for TV and big screen; Channel 4 moving to Leeds; Channel 5's Yorkshire programmes.
I think its the diverse nature of all three areas, World famous places of .interest from Mills to Moors, The assimilation of other cultures from around the world. Home to Rugby League, home to the poet laureate, both place of other famous poets, writers and artists.
Not sure I do.
It's variety and diversity.
I'm not sure I know others well enough. But I do think our lack of defined past makes things useful going forward.
It doesn't, I think we can do better.
Yes , West Yorkshire does really well
Energy and determination to deliver. We have a ground swell of achievements to date.
how we use our landscape and places as a way to promote our culture and heritage; rugby history; specific authors (e.g. bronte), communities (migration playing a big part)
Not being competitive.
The richness of diversity in the region, well established creative local communities. Bradford as city of culture. Support of small businesses needed. Not sure about sport , but a huge opportunity to promote and grow sport for girls and women.
It often isn't known about either here or elsewhere
West Yorkshire has an amazing landscape which has shaped our industries, influenced our writers and poets and developed new exciting sports. And through the years new diverse cultures have added extra vibrancy to this enriched locality.
Annual events such as Light Night which other cities do not have. There always seems to be a lot going on and ways to engage yourself in your surroundings.
Yorkshire is naturally differentiated by its geography, history and racial blend. Most other parts of the country could lay similar claim to other features.



There is genuine pride in where people come from, and their own communities and often upbringing. That is a unique opportunity to be harvested to achieve results - people who have migrated to London (for example) do not have that 'buy in' which is a real advantage.

We have a very wide variety of landscapes historical sites and entertainment venues in Yorkshire it is just a shame that efforts are made to discourage car use and many of the above can only be visited if you use a car either because of the location or the fact that you can't get home after an event because the transport services don't run late evenings.

Why should you think it is unique?

First answer that question , then write your proposal.

The recent experiences at Yorkshire cricket club give a pretty good example of the problems Yorkshire as a whole faces. The cricket club is not different to any other Yorkshire bred activity, custom culture or heritage. The change has to come from those who come to live in God's own County, the county won't change.

Long history of top class choral singing and brass bands

Strong sense of community and identity

Intergenerational, part of everyday life, not high brow and pretentious

Diverse and rich both in terms of people and places/landscapes.

Birthplace of Rugby League, Birthplace of Film, a key role in the industrial revolution, great sports teams,

Nowhere else is Yorkshire

What's unique is there are 4 mid to large sized cities in close proximity each with it's own character.

The amount of free activity and events meeting the needs of diverse communities

Brontes, Hockney, Bradford, Asian influences: curry, community, caring, dancing, hospitality. Ted Hughes & Sylvia Plath. Calderdale and Kirklees Women's Centre, Piece Hall, Andy's Man Club, The Trades Club, The Hebden Bridge Arts Festival. Cricket, Rugby Union, Football. Hardcastle Craggs. The beautiful countryside. I feel blessed to live here.

Honestly and passion

Combination of graft and diversity of heritage.

The variety and volume of the offering, and the enthusiasm and openness of West Yorkshire people

Labour have destroyed it through their utopian Jonestown style mania, turning a lovely part of the world into a wretched hellhole populated with worthless, backwards Third World peasants who have no right to be here.

I don't know that it is unique?

The hard-working people, the unique landscape, and the specific history of this region.

Industrial heritage and Yorkshire pride

West Yorkshire has an incredible rich history of innovation, entrepreneurship, openness to the world, embracing and welcoming people from all over the world. It is a region of strong passions, ideas and beliefs.

We are in a very green area, so many people like walking and have pets. All communities have a lot of families, so it is a family friendly area. West Yorkshire is very culturally diverse, so activities need to be tailored to meet the needs of the local communities. Equally, some activities may need to be split by age or gender in order for all community members to be able to participate.

We are also in a cost of living crisis, so activities need to be accessible to all and made affordable. It is beneficial for everyone to keep fit and healthy, as it reduces the burden on our NHS system.

breadth and depth.

I don't have any knowledge of any other part of the country and how they are approaching his sector.

Huge sporting heritage but feel that infrastructure does not currently match other parts of the country

West Yorkshire has unique built heritage and landscape, from neolithic stones through industrial to the digital age. There is a freedom to forge a creative career in a friendly, thriving community here.

We have some unique buildings telling the history of Yorkshire that need to be preserved.

Its geography and history.

WY has a deep heritage of creativity from its world famous authors (eg Brontes), poets (eg Hughes), artists (eg Hockney), its historic creative industries (eg Leeds printing that has been superseded with a vibrant digital economy), its distinct music scenes (eg Goth) and its wonderful cultural diversity (eg South East Asian arts), its enthusiasm and dedication to a broad range of sports (eg Yorkshire's unofficial placing of 13th in the 2012 Olympic medal table). I could name many more examples that make up the melting pot of WY.

WY has particularly successful in converting its cultural energy into a powerful creative economy supporting a wide range of both 21st century economy and traditional craft skills.

Its locally bases and relates to the local community. We are passionate about our culture, heritage and sport in Yorkshire.

The heritage is of a proud county but now has been joined by other cultures. These other cultures have allowed for great diversity but sometimes with bad undertones, hopefully this new initiative will help build bridges and move West Yorkshire forward.

Passion, dedication and commitment

An openness to collaborate, a shared pride in the region. The openness to collaborate is unique and something we should push further as others comment that it generally doesn't happen in other cities/parts of the country

Where else in the UK is there a successful example of people living far away from centralised political, economic, media and cultural power deciding to sort things out for themselves, to run their own affairs and to do it in a way that is more socially just than the establishment's version? Not only that, but creating something that people all over the world saw as attractive and, in the case of Vichy France, worth fighting the Nazis about? West Yorkshire created rugby league against the odds, West Yorkshire sustained RL despite interference. Rugby League attitude runs through the best of West Yorkshire's arts and culture. It could be a model for the future of devolution in West Yorkshire. Rugby League has helped make West Yorkshire unique but in the modern world of professional sport, it is going to need West Yorkshire's help to keep being special.

The cultures are multiple and varied, thanks to centuries of migration. The heritage has to include the unique landscapes, of which many West Yorkshire residents are unaware.

Sport is a mixed picture, with great success for those who are already involved,

<p>but large numbers who give up any kind of physical exercise as soon as they leave school. This is particularly the case for young women, as Sport England's research found. For young people, there needs to be a shift from the assumption that schools can do everything (they can't) to greater support for out of school provision, at evenings, weekends and school holidays.</p>
<p>The region is a melting pot for worldwide cultures, as well as a strong yorkshire culture, and we need to celebrate all of these</p>
<p>Diverse, multicultural, breadth of activities</p>
<p>Strong regional identity. History of industry. Diverse ethnic mix from various waves of migration, all contributing in their own way to the region, even going back to Romans and Vikings too. Music unique to the area, including Brass bands associated with mining communities. Yorkshire foods. Rhubarb triangle. Famous sculptors. Channel 4 HQ. Many Celebrities and famous people from the area. The balance and transition between urban sprawl and rural areas, green spaces even in urban areas. Transport links, major arterial routes such as M1 and M62 intersect in region.</p>
<p>I love how many Olympians have grown up in West Yorkshire!</p>
<p>West Yorkshire has a diverse range of culture, heritage and sport as a result of it's history within the industrial era and before and because of it's diverse communities.</p>
<p>The diversity and scope of opportunity across all our geographical communities. Difference is celebrated and the unique combination of our rich history across the five places provides a welcoming and competitive advantage. Collaboration and established ways of working between partners provide the environment for future innovation and growth.</p>
<p>Unique rural/industrial history and built heritage. Population is socially and ethnically diverse which makes West Yorks' culture and heritage offer both vibrant and diverse. Fabulous countryside, easily accessible.</p>
<p>The breadth of what we have in place already across the whole of West Yorkshire is a reflection of the rich cultural diversity we have in our communities.</p>
<p>Creatives are naturally keen to collaborate and support each other. We have a wealth of different kinds of rural and urban communities and landscapes as part of our offer, and each of these has its own unique strengths. We have so much talent in traditional as well as new and digital artforms. This makes it an exciting place to imagine the live / traditional and digital collaborations which could emerge from the region.</p>
<p>West Yorkshire is populated by people who live and work in West Yorkshire. To define what is unique we need to define the people of West Yorkshire!</p>
<p>We need to really push and promote W/Y outside the area. get people here to stay at weekends etc. Make hotels cheap and encourage people to come</p>
<p>The richness of diversity of people and places, and the potential that brings for new experiences and stories to be created</p>
<p>Countryside, hills and mills Sport rugby - rowing - boxing - even NPSY</p>
<p>Promote it better brollies / reusable canvas bags / metal water bottles etc</p>
<p>We have great galleries spaces but need to be free for benefits recipients, eg Hepworth / Wakefield</p>

**Q13. Please tell us more about the cultural, sport or heritage activities you are passionate about (for example, if you have a particular interest in books, or cycling, or visiting museums):**

Game development, books
Cycling needs investment as we move away from petrol cars. Museums and galleries are great for sharing key messages
Books, theatre, film, food, outdoor events, family activities, dance, the chance to be creative myself
Access to books of any kind, not as easy now branch libraries have closed.
The great outdoors. It's wonderful.
History visiting art galleries not the Hepworth centers not everyone likes modern art the old gallery was far superior, visiting museums and local markets Wakefield council destroyed Wakefield Market. Morley town council and Leeds City council are doing very little if anything to help and promote the market.
My 4 year old son has just got involved at Mytholmroyd Cricket Club - every Friday so much of the village seems to come together to centre around a sport that brings people together from both in and out of the area and celebrates our culture. I am a passionate advocate for Women's Rights - I'm a former board member of the Calderdale and Kirklees WomenCentre and currently on the board of Bradford Rape Crisis, DaizyBell's housing project. Bringing people together from different communities to support each other through cultural (poetry, crafting, sewing etc) and sport activities is what the WomenCentre in particular lives and breathes. The work of Andy's Man Club and the work that the community does around #getfitformentalwellness should be highlighted and celebrated. These huge community efforts that make me feel so proud to be from West Yorkshire.
Not a sporty person, but family members are. More interested in heritage, museums, arts, culture (historic and evolving). Passionately believe in place as an enabler and facilitator and believe that surroundings influence wellbeing very strongly. Favourite places: YSP, York Gate, Saltaire Old favourites: Harewood, Haworth Lost opportunities: Elland Road, WYPH (the places not not the contents!) urban waterways & canals, the Wharfe
Music and the arts are important and having access to affordable studio space. Many cities now do not accommodate this at a reasonable price for people so there's a real opportunity here. The arts and creativity tend to be what define new places and draw people and businesses in. Nature is a big part of all of these themes and how people are as much part of the landscape as they are of the cultural content happening there. The environment lent itself to water power and wool and cotton industries, the geology to coal mining and quarrying. Now we need to protect it in order to survive the future. All businesses and people should be doing their part to look after the place where they live. It's important that nature has a voice within these themes.
Theatre, historical re-enactment (I initiated the English Heritage Special Events programme many years ago), mountain & hill-walking, live music, driving minibuses, leading groups to all of the above and more.
creating culturally intelligent participatory offers for people to manage their mental health and wellbeing

Sustainable Urban Design.

As the Rural Community Council for WY, we see all these with equal relevance to the themes and investment

It's good but please involve a mix of culture and sport together to promote crossover e.g. a good effect might be a big fake [...] vase on a pedestal and a local boxer going ..... get it before punching it from its stand but then then some art expert like an antiques roadshow person introduces them to culture / art etc

**Q14. Do you have any other comments on the Culture, Heritage, and Sport Framework?**

West Yorkshire is not a creatively inspiring place to live in my opinion. I think we are great at Heritage and Sport but Culture is definitely lacking. There's huge economical value in creative industries, and this could be investing in spaces that tourists (and locals!) would be interested in visiting, such as better quality museums, events, etc.

It's a promising start. In needs to connect with other frameworks (green action, transport infrastructure, and levelling up) for it to have intrinsic value, but I like the ambition.

Looks very closely aligned with ACE which may help with funding but hopefully not missing unique character of the region

Excellent to see that Culture and Heritage are seen as an important strategy in the region

Generally looks good/great.

For a document all about creative industries, it isn't such an inspiring graphic design!

As I've mentioned in other fora, I think there's a chance to raise a big ambitious flag for Culture Heritage and Sport - so I'd like to see some big statements of ambition - eg to establish the region as the leading region outside London for CHS in the country (eg more nationals - including new ones - more democracy and collaboration - more innovation and diversity - fewer jobs for the boys - etc etc)

Regarding the Mayor's Screen Diversity Programme on "...removing barriers for people from non-white backgrounds and socio-economically disadvantaged backgrounds." Sound like positive discrimination. If there were any actual barriers, they we'd know about them, and they'd be illegal.

Need to stop thinking centrally based, especially considering groups on low incomes, limited mobility. Don't just have centres, eg Halifax, Sowerby, Brighouse, these are not always easy to get to without cars.

The region lacks a major modern concert hall (cf Manchester, Birmingham, Newcastle/Gateshead, Cardiff, Belfast). There's an opera company, but it only does things in Leeds (in our region). The Conservatoire in Leeds doesn't connect with communities in Leeds. Music: Leeds is brilliant.

It does seem rather generic. Impossible to see how hand on heart you can tick all these boxes with limited resources.

Need for a clear, fair and transparent application for the allocation of funds for culture projects.

Framework and the projects funded need to be truly representative of West Yorkshire.

Be great to see this implemented

Included the disabled community user lead not by chairman's of groups
Bradford MC is a useless council and the schemes / money should be channelled through the West Yorkshire Mayoral office
Too much emphasis on sport, which on the whole is heavily infested in, and often gendered towards men.
No
Each town should be encouraged to have a civic society, Wakefield have an amazing society
No
No, thanks for the interesting read.
Please don't isolate those who have never had culture etc. in their lives. If we want to live in a better west yorkshire we need to reach out to those who say "they don't mean me".
no
To me Sport should be covered separately. I understand it's entwined into the regions financial sector, but in general it is one thing that is well catered for in our region. I think in terms of Culture and Heritage. The region is massively under developed. People are too quick to talk about how amazing we are and all the good stuff that happens. But a quick look to Manchester or Liverpool shows we are light years behind. This survey feels like something that will just maintain the status quo of certain groups being funded to do projects (some good/some bad) including lots of community projects. Whilst I understand these have a place, they are not the BIG BOLD steps we need to be taking to properly put WY on the culture map.
I definitely think it is important to nurture talent and create well-paid employment. So often heritage roles are undervalued and wages are not comparable to the skills they want for certain roles. The enrichment and education they bring need to be fairly paid.
n/a
Lovely idea. All you have to do is get everyone to speak Yorkshire, all political opinion to be honed as one, Yorkshire law is to be followed more than religious or political law.
Transport is key if you want any of this to work. What more can be done to connect these sort of locations, not only to their cities but each other and across ring roads too. And for big events like football or rugby matches or festivals what can you do to unlock the transport issues. Eg matchday busses or small train stations that only are used on match/event days.
Communication channels are vital, for people to know what is on.
I know it's a framework so there's no detail. I would like to see regular car free days set up around the region similar
I also work for MigrantLeaders, a charity that supports 16-25 year olds with FTSE and top professional mentorship, work experiences and opportunities. We are proud to work with Bradford University and are delighted to continue our connections in the West Yorkshire area.
It's critical. A simple but great idea. How can we deliver it cost-effectively and simply? (Are we allowed local bonds?) How can we harness local goodwill apolitically?

Get going ASAP but keep going - it's a 100-year legacy and we have much to live up to but must start; don't dither.
Resign, you will do nothing except to accelerate West Yorkshire's decay into a third world scum infested slum.
Disappointing in the scant attention paid to actual heritage in the region
It needs to be promoted widely and within diverse range of communities. This shouldn't be a top down movement where the social groups it effects don't get a chance to hear about it until it's a month before the deadline
No
No, although it does all seem very wordy. Will be interested to see how it converts into real actions.
Not sure if it is the right place to mention this but there needs to be support for open water swimming. We have elite triathlon in the region but next to no swimming availability due to Yorkshire water. A change in this would benefit everyone from elite sport, to junior progression to life long health as it is something which can be done throughout life.
This may be helpful - <a href="https://gbslep.co.uk/resource/report/a-toolkit-for-delivering-economic-value-through-heritage-investments/">https://gbslep.co.uk/resource/report/a-toolkit-for-delivering-economic-value-through-heritage-investments/</a>
We need to promote sites and protect pricing to make accessible for all. As prices are increasing for Fuel/Housing and food we need to make family activities a priority so that families do not feel; isolated and stuck at home.
As said above, certain cultural activities are extremely expensive and need financial support to survive and education to interpret them. Many of these have helped to shape Yorkshire's cultural identity, but will not survive without financial support, especially during a cost of living crisis., these need special care if they are to be part of the future of the cultural framework for this region.
I think it is a powerful statement of intent and it will give WY the vision, drive and commitment to build a better region.
It is important it includes everyone in West Yorkshire not just Leeds and Bradford.
No, other than good luck.
Thank you for not closing your consultation in the middle of the busiest period for those of us who run activities for young people.
None
It reads easily and well. It needs clarity in the future regarding how the framework will turn into actions. The 'what we will measure' sections within each of the four themes are generally very detailed outcomes and may not be easily measured. If all these outcomes can be measured then great; if not, would it be better to limit the indicators to those which can be measured?
Strong use of culture, heritage and sport throughout. There are significant opportunities for interconnections between all three and good to see that they are not being seen in isolation.
Very interested to see further developments on this framework. Would be good to know more about how the ambitions would be delivered, for example promoting the county on a wider scale and managing a varied and equal promotion for our diverse culture, sport and heritage businesses and organisations. With three national parks in surrounding areas it would be good to see collaboration with districts outside of West Yorkshire to make the most of visitors to the wider region.

Great ambition - It needs to be adequately resourced.
I look forwrd to seeing and hearing how the consultation impacts on the final document
I would love to see a fulldome venue like CultVR in West Yorkshire so we can grow this sector and become the UK's hotspot for this emerging artform, which itself incorporates so many other existing artforms.
Plenty but enough said to create an ongoing dialogue.
Please, please do not treat this as the usual 'six week' consultation. Please create ongoing engagement and participation with the citizens of West Yorkshire
<p>I have already responded to the survey but wanted to add further comments. We need to set out a strategy to take positive steps to boost the role of creative businesses in the night-time economy. The sector is hugely fragile as it emerges from the pandemic, and is under additional threat from the cost of living crisis and the impact this will have on energy bills, other increased costs and the likely reduction in footfall due to lack of disposable income. We are in danger of losing the rich and varied infrastructure we have in place.</p> <p>If we are serious about supporting and boosting the role of creative businesses, we also need to ensure that our transport network can support the nighttime economy. Currently there are very few trains leaving our towns and cities after 11pm on weekdays and weekends. For example the last train from Leeds to Huddersfield and Manchester on a Saturday night is 23:07.</p>
<p>Sad to say, I feel the draft framework and survey are totally off putting largely because of the hyperbole 'use simple, dear language and avoid jargon' e.g. 'meanwhile space' (slide 11) etc, etc.</p> <p>Yes West Yorkshire is (or could be) great in many ways and WYCA should have the ability to bring people together but these proposals are totally over the top in boasting.</p> <p>Please think again about how to attract and bind real people and real possibilities together.</p> <p>Long live Bradford City of Culture, not just 2025.</p>
Please get sport teams like Castleford tigers to do more promotional stuff to encourage WY to be on the map. Eg. rugby players run through a giant paper banner of famous painting etc
<p>The idea of stories is very important and good to be referenced in the plan</p> <p>There is potential for buddying communities of people and places. Thinking of places it could be a rural village buddies with a city community for sharing of activities across all ages and involvement in one another's events</p> <p>Exciting and focussed plan. Having collaboration as a central way of working is very important but please ensure the time to develop relationships to work collaboratively is funded for VCSE partners, as this takes a good deal of personal, one to one and small group conversations to feel comfortable and confident that a 'true' and equal partnership has been established.</p>
<p>Use spaces in derelict /closed shops etc.</p> <p>Do a project where you get rugby players + local boxing/ footballer do giant street boxing artworks where they punch paint onto canvases for effect.</p>
<p>Use Metro to give/ send out culture/sport/heritage goodie bags with [...] just etc</p> <p>Do umbrella with West Yorkshire printed on them as freebies</p>
Put more heritage plaques on buildings and in the street. Pictures of what used to be there and where those buildings have gone now





## Appendix B - Emails

This appendix includes emails received from both members of the public and specific stakeholders. Where stakeholder correspondence spanned multiple emails, the key points relating to the proposals have been included, while general conversation has been excluded.

Redacted: Any information that could potentially identify an individual has been redacted from the content of this report to retain anonymity, and best practice data handling in line with our privacy statement. Redacted information includes names, address and contact information. Where this information is relevant or necessary for a timely response to have been provided (emails), this information has been given freely, however redacted for the purposes of this report only.

Please also note that these comments have been copied verbatim from their source and have not been altered, updated or amended.

<b>Email</b>	Date:25/09/2022
<p>Dear Mesdames and Sirs</p> <p>Attached to this e-mail is the TUC Yorkshire &amp; the Humber Creative and Leisure Industries Committee's response to the draft West Yorkshire Culture, Heritage and Sport Framework consultation.</p> <p>We hope that the proposed changes we advocate in our response will be incorporated into the final Framework.</p> <p>Thank you in anticipation.</p> <p>Regards</p>	
<b>Email</b>	28/08/2022
<p>Before completing the questionnaire I realised that how I might respond would be the Ideal. In reality much is impacted by the lack of public transport. For example an Event at the Piece Hall finishing at 22.30 for someone living at Denholme and other areas north of Halifax would mean they need to leave at around 18.00 to catch the last bus back. Some people who work there cannot work later as the cost of taxi fares would be unsustainable. Facilities must be supported by allowing all people young and old the means to get there and home again in a safe environmentally way. As for Sunday's, forget it.</p>	
<b>Email</b>	15/08/2022
<p>Please find attached response on behalf of the Trans Pennine Trail partnership.</p> <p>Regards</p>	
<b>Email</b>	22/08/2022
<p>To whom it may concern</p> <p>I've been sent some information in relation to the culture heritage and sports framework that's on your website.</p> <p>As a physical education lead I'm interested in how this could help our community at outwood academy city Fields, Wakefield particularly to try and improve our sports offer to school community and wider community.</p> <p>Is this something you can help with?</p> <p>Kind regards</p>	

## Reply

Dear [redacted],

Thanks very much for your query and for engaging with the framework.

The purpose of the framework is to define our strategy for Culture, Heritage and Sport over the coming years. If you think we should support increasing the sports offer available to schools and communities, please tell us in the [feedback survey](#) (along with any other comments you'd like to share).

Once we have reviewed all the feedback, and finalised the framework, we will determine which specific interventions can best deliver on our ambitions (which may include funding opportunities that organisations can apply for). Please do follow our social media accounts where any such opportunities will be announced.

In the meantime, here are some links to sources of Sports funding that may be of use:

[Yorkshire and the Humber - News - Grants Online](#)

[Yorkshire Sport Foundation - Funding \(sportsuite.co.uk\)](#)

[Home | The National Lottery Community Fund \(tnlcommunityfund.org.uk\)](#)

[Our funds | Sport England](#)

With best wishes and thanks,



**Find out more**

[westyorks-ca.gov.uk](http://westyorks-ca.gov.uk)

**West Yorkshire Combined Authority**

Wellington House

40-50 Wellington Street

Leeds

LS1 2DE

All information correct at time of writing



**Appendix 3.** Detailed summary of how we have reflected public engagement comments in the revised Culture, Heritage and Sport framework.

**Author:** Jim Hinks, Head of Culture, Heritage and Sport Policy.

The public engagement shows that the majority of respondents support the direction of travel in our draft culture framework, with a high percentage of ‘agree’ and ‘partially agree’ responses, and low percentages of ‘disagree’ responses.

Area	Level of agreement		
	Agree	Partially agree	Disagree
<b>The themes</b>	75%	19%	6%
<b>People ambition</b>	74%	22%	4%
<b>People interventions</b>	68%	30%	2%
<b>Place ambition</b>	73%	23%	4%
<b>Place interventions</b>	71%	24%	5%
<b>Skills ambition</b>	78%	19%	3%
<b>Skills interventions</b>	66%	30%	4%
<b>Business ambition</b>	81%	14%	4%
<b>Business interventions</b>	75%	21%	4%
<b>Definitions</b>	78%	13%	9%

While we see this as validation of the key themes, ambitions and interventions proposed in the framework, we have also paid close attention to the text responses provided by those who indicated they ‘partially agree’ or ‘disagree’.

Some feedback from these responses has been considered and implemented in the framework, where we felt it was a) in scope, b) actionable, c) did not conflict with an aspect of the framework that we feel has already been validated. The comments below are summarised for space and clarity, and representative of trends within the feedback (i.e. is a thematic point made by more than one respondent).

**Do these four themes cover all the areas of culture, heritage, and sport that we should support?** Agree 75%, Partially Agree 19%, Disagree 6%.

Key themes of comments	Actioned?
Include more sites including UNESCO World heritage sites in the intro and map	To implement at <b>design phase</b>
Sport shouldn't be included – should be separate.	N/A – noted but out of scope.
Culture needs better transport so people can get to it.	See Place: <i>We will consider how culture, heritage and sport can</i>

	<i>contribute to other areas of policy such as regeneration, housing, health and wellbeing, policing and crime, and transport.</i>
Health and wellbeing should be included.	Health and wellbeing now in intro, People <b>Ambition</b> , People ' <b>why it is important</b> ' and People ' <b>what we will measure</b> '.
Culture can bring diverse people together	N/A
More about attracting students and retaining graduates.	See <b>Skills</b>

**Q2. Is this the right ambition for the People theme?** Agree 74%, Partially Agree 22%, Disagree 4%

<b>Key themes of comments</b>	<b>Actioned?</b>
Should mention all groups covered by the EQ act 2010	Actioned in 'Ambition': <i>Everyone in West Yorkshire can enjoy culture, heritage and sport, and no one will face barriers due to <b>age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex, sexual orientation, or socio-economic background.</b></i>
Supporting events is no use if people don't engage because they don't feel like culture is for them	Actioned in Introduction: <i>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. <b>It is shaped, produced and participated in by all parts of our population.</b></i>
Include health and wellbeing	Actioned in Ambition: <i>Culture, heritage and sport is threaded through the lives of people in West Yorkshire so that it is relevant, enjoyable and <b>supports our sense of well-being.</b> It is shaped, produced and participated in by all parts of our population.</i> Invest: <i>We will invest in activities that increase people's <b>health and wellbeing.</b></i>
Address climate and environment	Actioned in People, Invest: <i>We will invest in activities that <b>tackle the climate emergency and protect our environment.</b></i>
Should be less about 'Pride'	N/A
Should be more about 'Pride'	N/A

**Q3. Are these the right ways to achieve the People ambition?** Agree 68%, Partially Agree 30%, Disagree 2%

<b>Key themes of comments</b>	<b>Actioned?</b>
Certain types of cultural activities require greater investment in order to survive – e.g. classical music, opera, ballet etc.	Not actioned. Not appropriate for certain types of cultural activity/art forms to be singled out in the framework, but considered on a case by case basis in delivery.
Reference collaboration with LAs	Have included this line in the intro: <i>this means <b>working together with the five local authorities in West Yorkshire</b>, and helping people and organisations to work together across the region</i>
More investment in sport activities, training and equipment.	Covered in Place Skills.
We need to recognise and address the class and income barriers that can prevent people entering and sustaining careers in creative industries and prevent our communities participating in cultural activities	Addressed in Ambition: <b>or socio-economic background.</b>

**Q4. Is this the right ambition for the Place theme?** Agree 73%, Partially Agree 23%, Disagree 4%

<b>Key themes of comments</b>	<b>Actioned?</b>
Need for local / community agency in planning decisions particularly in relation to built heritage.	Actioned in Place: <i>We will consider how culture, heritage and sport can contribute to other areas of policy such as <b>regeneration, housing, health and wellbeing, policing and crime, and transport.</b> However, it should be noted that the CA does not have local planning powers.</i>
Commitment to sustainability and environmentally friendly approaches	Actioned in People, Invest: <i>We will invest in activities that <b>tackle the climate emergency and protect our environment.</b></i>
People have access to other environments and the diversity of places and cultures, bringing in greater rural access and enjoyment of rural places for everyone.	Actioned in Ambition: <i>People enjoy engaging with their <b>historic and rural environment</b> and in invest: We will invest in culture, heritage and sport <b>activity that connects people to the historic and/or rural environment.</b></i>
The Internationally recognised heritage is a key missing component as are the Green Flag parks	Actioned in Collaboration: <i>We will support regeneration projects involving</i>

	<i>the creative industries and heritage sector.</i>
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**Q5. Are these the right ways to achieve the Place ambition?** Agree 71%, Partially Agree 24%, Disagree 5%

<b>Key themes of comments</b>	<b>Actioned?</b>
Review "story of who we are" not one story, leads to marginalisation. Sounds a bit right wing and like there's a particular narrative that you're supporting.	Story amended to <b>stories</b> .
Better opportunities for communities to help shape policy and delivery of Culture etc and for communities to define the outcomes for their neighbourhoods. So this might be stronger forums and local networks; formal processes within policy and decision-making and new, collaborative forms of funding and decision-making relating to grants, etc	Delivery – if we launch a community funding strand?
We have football and cricket in the area, nothing other than bowls for seniors. In todays world it seems it is all about the young.	Delivery – if we launch a community funding strand?
Facilitating an understanding, appreciation and love for our green spaces and nature corridors in their own right.	Actioned in Ambition: <b><i>People enjoy engaging with their historic and rural environment</i></b> and in invest: <b><i>We will invest in culture, heritage and sport activity that connects people to the historic and/or rural environment.</i></b>
An explanation of 'meanwhile places'. This is a grammatical nonsense! Are you going to support the development of a range of affordable venues for the performing arts for example?	Reference to meanwhile spaces removed.
Knowing about heritage is pretty meaningless unless people can visit heritage sites (see previous comments on the need for community self-drive minibus transport).	Actioned in Collaborate: <b><i>We will consider how culture, heritage and sport can contribute to other areas of policy such as regeneration, housing, health and wellbeing, policing and crime, and transport.</i></b>
There doesn't appear to be any reference within this section or the framework more broadly, of working with the local authorities. They are major players in all of the four themes and working in collaboration with them	Actioned in introduction



seems vital to achieving successful outcomes.	
There is the opportunity to specifically refer to attracting major events to West Yorkshire. There is growing research on the social benefits and 'pride of place' generated from hosting major events and our ambition should be to continue to work with UK Sport and Government on hosting such events locally. Examples include the World Triathlon Series hosted in Leeds and a number of places hosting Rugby League World Cup matches in October and November 2022, building on the social and economic impact from the Grand Depart and Tour de Yorkshire.	Covered in People, Collaborate: <i>We will work with our region's voluntary and <b>professional sports clubs to increase participation in sport and physical activity</b></i> and Place, Invest: <i>We will invest in culture, heritage and <b>sport activity that leaves a lasting legacy for local communities.</b></i>
Social prescribing: What about engaging with individuals to provide budgets to get them to create art especially if it gives the creative/person a mental health boost	Actioned in People, Ambition: <i>Culture, heritage and sport is threaded through the lives of people in West Yorkshire so that it is relevant, enjoyable and <b>supports our sense of well-being.</b> It is shaped, produced and participated in by all parts of our population.</i> And in People, Invest: <i>We will invest in activities that increase people's <b>health and wellbeing.</b></i>
Affordable spaces for cultural venues, projects, etc seem to be severely lacking in Leeds compared to other cities. Many small, DIY, underground venues have had to close over the last decade due to it being impossible to make ends meet without becoming too expensive for the local population, especially young and marginalised people, to attend.	This is primarily a local authority issue – CA doesn't have planning powers as such. But worth considering for delivery interventions in business – e.g. support for venues?

**Q6. Is this the right ambition for the Skills theme?** Agree 78%, Partially Agree 19%, Disagree 3%

<b>Key themes of comments</b>	<b>Actioned?</b>
Is there something missing about all young people gaining critical life skills through early opportunities in culture and sport even if they don't enter the creative industries? There's no mention of how creative skills are transferrable and desirable in all other sectors.	Actioned in Collaborate: <i>We will work with <b>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.</b></i>

Support for amateur or semi-professional groups. No mention of increasing participation in cultural and sporting activities in schools.	See above
Routes into and careers in heritage are biased towards financially secure individuals, low pay, part time roles, reliance on volunteering and placements make it unattainable and unsustainable	Actioned in Skills, 'Why it is Important' now references <b>heritage</b> . Ambition states: <i>West Yorkshire people <b>from all backgrounds</b> have the skills, opportunities, connections and confidence to build a sustainable career in these sectors</i>

**Q7. Are these the right ways to achieve the Skills ambition?** Agree 66%, Partially Agree 30%, Disagree 4%

<b>Key themes of comments</b>	<b>Actioned?</b>
We will make the Combined Authority skills training accessible to the creative AND HERITAGE industries and sport sectors. And also We will work with other organisations, such as HISTORIC ENGLAND, Arts Council England, Sport England, universities, trade associations and unions, to address gaps in knowledge-sharing and professional development.	Actioned: heritage now mentioned throughout skills theme.  Not actioned. The issue is, we would have to name <i>all</i> applicable organisations, which is incompatible with keeping the framework punchy and readable.
Suggest: We will attract inward investment to provide more opportunity for those in this sector and create competition and a destination	See Business.
Work with Schools or school-age young people will need to be more than promotion - active engagement with cultural organisations and HEIs to diversify who feel those careers are for them	Consider for delivery
If larger organisations are securing large pots of funding they need to build partners with small, local organisations who they then fund to deliver certain projects rather than advertising high paid jobs that freelancers leave small organisations for as they need to afford to live.	Consider for delivery
Please focus on girls being more active, especially 12-20 year olds. Please ensure that sport includes ANY physical activity.	Actioned in definition or Sport to include <b>physical activity</b> .

Opportunities for people to retrain at any stage of their career in order to enter the sector.	Covered in Collaborate: <i>We will work with Further Education and Higher Education Institutions on joined-up approaches to meeting the regional demand for skills in the creative industries, heritage and sport sectors, and <b>share lifelong learning opportunities.</b></i>
Why Higher education before further education . Many young people and adults access further education before entering higher education.	Actioned in Collaborate: <i>We will work with <b>Further Education</b> and Higher Education Institutions on joined-up approaches to meeting the regional demand for skills in the creative industries, heritage and sport sectors, and share lifelong learning opportunities.</i>
There is a risk that anchor institutions and partners are always the same usuals, already involved in supporting whichever initiative is 'in fashion'. According to our experience real anchor institutions are community-led, well established, innovative grassroots organisations, which are often overlooked	Consider in delivery
Please remember to include sole traders and partnerships in your investment plans, as they can also employ staff and many operate in the creative industries.	Covered in Ambition: <i><b>Freelancers</b> are networked, know where to find help and resources, and are confident about their futures in West Yorkshire.</i>  And in Collaborate and What we will Measure.
There is a specific issue in that public funds for training are distributed by the Education and Skills Funding Agency; and their Minimum Contract Level (£500,000) ensures that small training providers are excluded. Since much "niche" training, such as outdoor leadership, is provided largely or only by small organisations, such types of training are disproportionately affected by the ESFA policy.	Consider in Delivery.
Can we broker and support collaboration across creative industries across the whole of West Yorkshire, with opportunities for networking and	Covered in Collaborate: We will build and support regional networks of freelancers and SMEs.

peer to peer support and learning and opportunities for collaborative work? Smaller venues find it harder to resource comms and marketing - and a collaborative approach could have a huge impact.	Consider in delivery.
Yet again no mention of individual grants to promote 'people' to be artists or to take up a sport.	Consider in delivery.

**Q8. Is this the right ambition for the Business theme?** Agree 81%, Partially Agree 14%, Disagree 4%

Key themes of comments	Actioned?
This describes sectoral development well. I wonder if it's missing a wider point about celebrating the entrepreneurialism of the creative industries and supporting them to be seen as a core part of the wider private sector ...also doesn't mention innovation or productivity which is curious given how innovative these businesses can be	Actioned in Invest: We will <b>champion entrepreneurs</b> , and develop a business support offer that helps creative industries, heritage and sports businesses to flourish.
Need to acknowledge that amateur sports clubs are businesses too, albeit run by volunteers, and they need recognition and help too.	Covered in Invest: We will ensure that a <b>range of different models</b> , including co-operatives, CICs and social enterprises, can benefit from our business support offer.
Innovation Hubs to support the creative industries linked to climate sustainability and digital technology can go hand in hand with the cultural framework.	Actioned in Collaborate: We will take a multi-authority approach to developing and sustaining creative clusters and <b>innovation hubs</b> within the region.
Creative Health specialisms are recognised and further developed through targeted investment.	Covered in People
Investment needs to be shared more equally across the region, there also needs to be the infrastructure to make it more accessible for people	Consider in delivery

**Q9. Are these the right ways to achieve the Business ambition?** Agree 75%, Partially Agree 21%, Disagree 4%

Key themes of comments	Actioned?
Hate the reference to creative clusters - elitist nonsense that prioritises where some people believe they deserve more support than others.	Not actioned. Conflicts with other feedback about including creative clusters and hubs.

<p>How are we brokering out to national professional and trade bodies? The bit about the business support offer for a range of different models is odd. Are you trying to promote different management/delivery models? Are you suggesting anyone adopting a different management model should be prioritised? I see the relevance of additional help for CIC or social enterprises, as offering greater benefits to our communities, but this section is confusing.</p>	
<p>Libraries should be at the fore of this - they are already doing excellent work regionally with Leeds taking the lead.</p>	<p>Libraries covered in Introduction and People.</p>
<p>I would extend the commitment to meanwhile spaces to include co-working and flexible working spaces that bring creative industries and other industries together - to drive creative exchange &amp; cross-fertilisation and facilitate collaboration</p>	<p>Consider in delivery</p>
<p>People can not register as a CIC if they do not have support of a professional who understands the paperwork. We need FREE support in completing this.</p>	<p>Consider in delivery – offer to include aspirant CiCs?</p>
<p>Affordable spaces for cultural venues, projects, etc seem to be severely lacking in Leeds compared to other cities.</p>	<p>See Place</p>
<p>Ensure creative industries and sport are supported to export</p>	<p>Consider in delivery</p>
<p>We certainly have a diversity of experienced sports, arts, media, design, heritage people so give them a chance to contribute! Don't go just for the NPH-style businessman in grey suits</p>	<p>Covered in Collaborate: We will scope opportunities for the creative industries to <b>share their perspectives and expertise</b> with the wider West Yorkshire business community</p>
<p>When considering investment in business support, please remember ALL small businesses, including sole traders and partnerships that operate in the creative industries. Many business support programs focus on coaching and mentoring, which is fine if you have the money and expertise in-house to implement their suggestions and advice. Offering accountancy support and help to transition to a Director for a year would make it less risky for many small</p>	<p>Covered in Invest: We will ensure that a <b>range of different models</b>, including co-operatives, CICs and social enterprises, can benefit from our business support offer.</p> <p>Consider in delivery</p>

businesses to seriously consider registering their business in the creative industries.	
There should be an explicit commitment to supporting the transfer of ownership of sporting clubs to fan co-operatives, particularly for semi-professional clubs playing at lower tiers e.g. football and rugby league.	Covered in Invest: We will ensure that a <b>range of different models</b> , including co-operatives, CICs and social enterprises, can benefit from our business support offer.
Actual Living Wage and salary ratios not exceeding 10:1 between highest and lowest paid within any creative industry in west Yorkshire will be mandatory before any grant aid or support can be received. <a href="#">Link</a> . union membership will be encouraged within Creative Industries to protect workers rights and avoid traps such as unpaid internships.	Consider in Delivery
Within 'Invest', and the action linked to the business support offer, it is really important that this support included the many voluntary sports clubs and other cultural organisations that have capital assets such as studios, pitches, gyms and associated facilities. These struggle and have found the last few years very hard; they now face huge increases in energy costs.	Covered in Invest: We will ensure that a <b>range of different models</b> , including co-operatives, CICs and social enterprises, can benefit from our business support offer.  Consider in delivery – Cost of Doing Business grants?

**Q10. Do you agree with the definitions?** Free text answer.

<b>Key themes of comments</b>	<b>Actioned?</b>
Perhaps landscape and environment, conservation professionals, artisan makers need to be noted in the creative industries definitions. Should the food industry be referenced?	To consider in definitions.
I believe culture should include popular culture	Popular culture is implicit within culture definition: When we say culture, we mean the process or product of any form of creative endeavour, including visual arts, <b>music</b> , theatre, <b>film and TV</b> , literature and spoken word, video and board games, fashion, design, architecture and crafts.
You completely miss out a real understanding of heritage in your definitions	Doesn't explain how. However the definition of heritage has been amended to include: <i>high streets, conservation areas and parks</i>

<p>The definition of culture seems to take into account only the material aspects of production. Culture is what define us as human beings, the system of believes, social interactions, customs, expressions that we share in a space and time. This informs the production of material artefacts, in the shape of visual arts, music, dance, theatre, film and TV, literature and spoken word, video and board games, fashion, design, architecture and crafts, but the definition seems to mistake the byproduct with the source.</p>	<p>Not actioned in definitions. It's a reasonable point (and covered in the introduction, to some extent) but we have to balance this with providing a definition that people can easily understand, in the context of this framework.</p>
<p>community should not be people in the arts etc. it should be those people who had never been encouraged to take up a pen or paint brush etc.</p>	<p>This doesn't reflect the definition of Community given.</p>

**Q11. Are there any parts of the framework, or the language used within it, that don't make sense to you, or need more explanation? Free text answer.**

<b>Key themes of comments</b>	<b>Actioned?</b>
<p>Some of the language could do with being more accessible and speaking more to diverse audiences. Some of the language used to describe the means by which to achieve the goals set , comes a cross as " middle class " complex sentence structures that might put some people off.</p> <p>Too much business speak.</p> <p>Too many buzz words, e.g. 'meanwhile spaces'.</p>	<p>We've tried to balance this requirement against the wishes of other stakeholders and respondents who have requested specific terminology.</p> <p>Reference to meanwhile spaces removed.</p> <p>In digital version of framework, any specific terms could be hyperlinked to the definition in the glossary.</p>
<p>The word 'support' is used. Is this funding support? If so, be explicit.</p>	<p>Amended to <b>invest</b> where applicable.</p>
<p>Looking at the references to 'business' which could useful explicitly state 'including voluntary and community groups'.</p>	<p>See People and Place themes.</p>
<p>Low attention to heritage - it uses the word but doesn't convey what it means</p>	<p>Definition amended.</p>
<p>know it's a framework focussing on the overall vision but when will you tell us WHAT you are going to do - this is still quite top level and vague</p>	<p>Action plan / delivery detail, on publication of final framework.</p>

**2.3.18 Key stakeholder feedback since last Culture, Heritage and Sport Committee**

<p><b>Historic England</b></p> <p>Place: We suggest reinforcing emphasis on West Yorkshire’s unique nature and distinctiveness as a place.</p> <p>Place ambition: we suggest adding that people are proud of their places, not just their communities (we know from work such as the HSHAZ programme that celebrating heritage at the heart of communities can bring people together in support of transforming their local places).</p> <p>Specifically, we propose that the actions could include collaboration on place-shaping, including with public bodies such as Historic England, and including a mention of specific places to collaborate on or within, such as historic high streets.</p> <p>Collaboration should also include parks and green spaces not just in terms of safety but rather the increased use and enjoyment of these valuable spaces, which contribute greatly to shaping places, and which in many places are also part of the wider historic environment. We would be happy to pick up a discussion around collaborating along these lines.</p> <p>In Theme 4, Business: <i>West Yorkshire is the place to grow your creative business</i> amended to explicitly include heritage.</p>	<p>To cover in intro / foreword</p> <p>Addressed in Ambition: People enjoy engaging with their historic and rural environment.</p> <p>Addressed in Invest: We will invest in culture, heritage and sport activity that connects people to the <b>historic and/or rural environment</b>.</p> <p>Actioned in Introduction, People, Place, Skills, and heritage definition amended to include <b>high streets, conservation areas and parks</b></p> <p>High streets included in definition of heritage. Framework is too high level to set out specific places for interventions, and if we mention one public body, we would have to list all possible applicable ones. This conflicts with the need to keep it succinct.</p> <p>Actioned.</p> <p>Not actioned: I think this is implicit, and we have competing demands to keep it punchy.</p>
<p><b>Ministry of Others</b></p>	



<p>West Yorks as hub for Creative Health</p> <p>The ambition section - a couple of sentences/a short paragraph in a narrative might read better than bullet points?</p> <p>What we will measure - 'How we will demonstrate impact'</p> <p>I do also wonder whether skills and business need to be separate themes</p> <p>I have just realised that there is little or no reference to children and young people in the document.</p>	<p>West Yorks as hub for Creative Health now included in Introduction. Health and wellbeing now included in <i>People: Invest</i> and <i>People: What we will measure</i>.</p> <p>To consider, though bullets help readability.</p> <p>Can see the merits of this, but measure can include qualitative too.</p> <p>Helps with WYCA and LA workstreams.</p> <p>Correct – though there is reference to different skills interventions which imply age - in schools, lifelong learning.</p>
<p><b>TUC</b></p> <p><i>People, How we will do this, Broker to read: “We believe that increased public investment in the region’s culture, heritage and sport sectors is vitally important, will advocate for these sectors in the region, and will lobby and seek opportunities to draw down funds from central government”.</i></p> <p><i>“You can build a great, well-paid career in culture, heritage or sport in West Yorkshire”.</i></p> <p>Under 3. <i>Skills, Our Ambition</i> we urge the second bullet point to be amended to read <i>“More people have fair, well-paid work - low pay, poor working conditions and discrimination should have no place in the sector”.</i></p> <p>TUC YH CLIC welcomes the draft Cultural Framework’s strong emphasis on Equalities. In drafting more recent versions of the TUC YH Cultural Manifesto, TUC YH CLIC has moved away from referring to diversity and more to talking about equality and we</p>	<p>Have included <b>public investment</b> in Broker</p> <p><b>Well-paid work</b> now referenced</p> <p><b>Well-paid work</b> now referenced</p> <p>‘Why it is important’ now references <b>equity</b>.</p>

<p>suggest the Cultural Framework would benefit from talking more about equality, equity and inclusion and less about diversity.</p> <p>Replace 'employment' with "work"</p> <p>TUC YH CLIC believes there needs to be further policy development over meanwhile spaces. Often, a meanwhile space might be a single empty unit in a shopping area and when this is needed back, moving to another empty unit may be an option.</p>	<p>Actioned</p> <p>Reference to meanwhile spaces removed</p>
<p><b>Yorkshire Sport Foundation</b> Reference voluntary as well as professional sports clubs</p> <p>Several instances where sport needs to be referenced in addition to culture and heritage.</p> <p>Sport definition to include physical activity.</p>	<p>Actioned</p> <p>Actioned</p> <p>Actioned</p>
<p><b>Bradford Cultural Voice Forum</b> Makes sense to refer to culture as culture/s in some cases</p> <p>What is the WY cultural identity? What defines us? E.g. people from Keighley don't want to be defined as from Bradford. How do we build pride and ambition?</p> <p>Meanwhile spaces cause instability and uncertainty for the sector.</p> <p>In People, specific demographics should be mentioned</p>	<p>Actioned in places (and stories pluralised)</p> <p>To consider in delivery (e.g. if working with a DMO).</p>



**Report to:** Culture, Heritage and Sport Committee

**Date:** 28 October 2022

**Subject:** **Creative Catalyst – update**

**Director:** Brian Archer, Director of Economic Services

**Author:** Becky Collier, Programme Manager – Creative Catalyst

Is this a key decision?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is the decision eligible for call-in by Scrutiny?	<input type="checkbox"/> Yes <input checked="" 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

## 1. Purpose of this Report

- 1.1. To provide an update on the schemes in delivery and development which form part of the Creative Catalyst programme.

## 2. Information

- 2.1 The Creative Catalyst is a sector development scheme. Its core aim is to support the growth of the creative industries, collaborating with key stakeholders and working with partners to strengthen and bring the sector together in West Yorkshire. The scheme was developed following Channel 4’s relocation to Leeds and its broadcaster commitment to increase commissioning in the Nations and Regions. The following schemes have been developed under the Creative Catalyst, to support the region’s businesses to grow and thrive.

### Indielab West Yorks: Creative Accelerator

- 2.2 The Accelerator has a focus on boosting business growth and productivity, promoting ambitious creative ideas and enhancing understanding of investment, distribution and innovation.
- 2.2 Supporting 26 businesses in the screen industries across 2 cohorts including TV and Games, the scheme is now in the second 6 months of delivery with

coaching and investor readiness workshops. There will be an investor pitching event at the end of November.

- 2.3. The Key Performance Indicator's (KPI's) on the scheme include; turnover increase (average of £150k per participant business); new commissions or products brought to market (5-10 in each cohort); new distribution deals (1-2 within 12 months (TV cohort only)); securing external investment (£1-1.5m across the cohorts), this includes equity investment, and project investment for games.

#### Indielab Export Labs

- 2.4. Export Labs is delivering a blended, bespoke and intensive export programme. This will help screen content businesses in West Yorkshire generate income revenues from the highly profitable export markets and assist them with exporting their content internationally. The scheme is supporting 30 businesses from the wider creative industries, including screen; TV and Games, and; Arts/Culture.
- 2.5. With delivery beginning in September, the programme is supporting and driving international growth within the region's key creative sectors, to include a package of measures to create global opportunities to help participant businesses expand their international opportunities and boost their work in overseas markets.
- 2.6. The Key Performance Indicator's (KPI's) on the scheme include; delivering an export action plan for each participant business; targeted meetings with approximately 5 buyer/publishers/distributors for each participant business; in-market focused activities including MIPCOM, 'Meet the TV Distributors' market hall event and Gamescom.

#### Mentoring scheme

- 2.7. The Mentoring scheme will utilise the experience of TV, film and gaming professionals to further the careers of the next generation of content makers and is designed to help people stay and thrive in the industry and the region.
- 2.8. This scheme is due to start in November with the successful delivery partner being announced once the contract has been finalised. It will support 20 individuals working in mid-level roles in the screen industries who are looking to progress to more senior positions and ready for the next stage in their career.

#### Creative Collectives

- 2.9. The aim of this fund is to provide financial support to creative events, to enhance the vibrancy of the region's creative industries ecosystem, engaging with disadvantaged communities and individuals ensuring the creative sector

makes steps to become more permeable for individuals from diverse backgrounds.

- 2.10. The fund is due to be launched late Autumn and applications are welcomed from community events where support will help disadvantaged communities to grow and networks to develop and thrive across West Yorkshire.
- 2.11. Packages of support will be up to approximately £5,000 per application and a marketing campaign will be launched to promote this once the fund is live. Full details will be shared with Committee Members.

### Creative Industries Showcase

- 2.12. The Creative Industries Showcase document contains over 30 case studies, profiling our significant strengths and talent we have in West Yorkshire across the creative industries and showcasing the rich variety of sectors which lie within this.
- 2.13. The aim of the Showcase is to highlight the investment and partnership opportunities of our region's diverse and innovative businesses, organisations and talent, for UK and international audiences.
- 2.14. The Yorkshire launch is planned for late November and will showcase the amazing businesses and organisations we have across West Yorkshire who are part of our creative industries. We would like to welcome over 100 stakeholders to this high profile event with all Committee Members invited. Further details including date, time and location will be confirmed.

## **3. Tackling the Climate Emergency Implications**

- 3.1. The Creative Catalyst is providing benefits to tackling the climate emergency, with participant businesses' carbon emissions reducing over time, for example in their supply chains via sustainable business models. A key theme across the schemes has a focus on providing a sustainable future.

## **4. Inclusive Growth Implications**

- 4.1. There are inclusive growth implications relating to the Creative Catalyst schemes in delivery. The Accelerator and Export Labs schemes have specific outputs around economic growth including increase in turnover in the participant businesses through a number of targets including increased commissions, distribution deals and content being sold abroad. The Mentoring scheme has direct targets relating to skill development with career tracking of participants and work placements. Creative Collectives will look to grow the creative industries ecosystem, creating opportunities for individuals to progress across the sector through the networks developed and grown through the fund.

## **5. Equality and Diversity Implications**

- 5.1. Equality, Diversity and Inclusion impact measures have been developed to provide outputs against each of the above schemes, ensuring proactive engagement with our disadvantaged communities and providing positive future progression.
- 5.2. For the Accelerator and Export Labs, 50% of places to be awarded to companies from under-represented groups, including but not limited to female-led companies, companies founded by BAME talent and companies founded by people with disabilities.
- 5.3. For the Mentoring scheme, there is a strong focus on diverse talent to assist those from underrepresented backgrounds to seek support from relevant industry figures to support their career progression. Individuals will be recruited through community engagement including Employment Hubs and outreach to ensure equality and diversity targets are met.
- 5.4. For Creative Collectives, the main aim of the scheme and fund is to engage with disadvantaged communities and individuals to ensure that the creative sector makes steps to become more permeable for individuals from diverse backgrounds and grow the ecosystem.

## **6. Financial Implications**

- 6.1. There are no financial implications directly arising from this report.

## **7. Legal Implications**

- 7.1. There are no legal implications directly arising from this report.

## **8. Staffing Implications**

- 8.1. There are no staffing implications directly arising from this report.

## **9. External Consultees**

- 9.1. No external consultations have been undertaken.

## **10. Recommendations**

- 10.1. That the Committee notes the updates on the Creative Catalyst programme.

## **11. Background Documents**

There are no background documents referenced in this report.

## **12. Appendices**

- 12.1. Appendix 1 – Link to Creative Industries Showcase.

Item 10, Appendix 1

With reference to the West Yorkshire Creative Industries Showcase at paragraph 12.1, please see the below link.

<https://www.westyorks-ca.gov.uk/media/9336/item-10-appendix-1-creative-industries-for-culture-cttee-v2.pdf>

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