

CULTURE, HERITAGE AND SPORT COMMITTEE

**MEETING TO BE HELD AT 2.00 PM ON FRIDAY, 27 OCTOBER 2023
IN DEWSBURY TOWN HALL, WAKEFIELD OLD RD, DEWSBURY WF12
8DG**

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**
 1. To highlight Appendices 1 and 2 to Agenda Item 7 which officers have identified as containing exempt information within the meaning of Schedule 12A to the Local Government Act 1972, and where officers consider that the public interest in maintaining the exemption outweighs the public interest in disclosing the information, for the reasons outlined in the report.
 2. To consider whether or not to accept the officers' recommendation in respect of the above information as set out in paragraph 7.1 of Agenda Item 7.
 2. If the recommendation is accepted, to formally pass the following resolution: -

RESOLVED – That in accordance with paragraph 3 of Part 1 of Schedule 12A to the Local Government Act 1972, the public be excluded from the meeting during consideration of Appendices 1 and 2 to Agenda Item 7 on the grounds that it is likely, in view of the nature of the business to be transacted or the nature of the proceedings, that if members of the press and public were present there would be disclosure to them of exempt information and that in all the circumstances of the case, the public interest in maintaining the exemption outweighs the public interest in disclosing the information.

- 4. MINUTES OF THE MEETING HELD 21 JULY 2023**
(Pages 1 - 4)
- 5. CHAIR'S UPDATE**

- 6. ECONOMIC AND SECTOR REPORTING**
(Pages 5 - 22)
- 7. WEST YORKSHIRE TOURISM**
(Pages 23 - 90)
- 8. DELIVERY UPDATE**
(Pages 91 - 100)
- 9. KIRKLEES YEAR OF MUSIC PRESENTATION**
(Pages 101 - 114)
- 10. DATE OF NEXT MEETING**
The date of the next meeting is 26 January 2024.

Signed:

A handwritten signature in black ink, appearing to read 'BOAM', with a horizontal line underneath it.

**Chief Executive
West Yorkshire Combined Authority**



**MINUTES OF THE MEETING OF THE
CULTURE, HERITAGE AND SPORT COMMITTEE
HELD ON FRIDAY, 21 JULY 2023 AT KEIGHLEY CREATIVE, 3-7
COOKE ST, AIREDALE CENTRE, KEIGHLEY BD21 3PF**

Present:

Mayor Tracy Brabin (Chair)	West Yorkshire Combined Authority
Councillor Jenny Lynn	Calderdale Council
Councillor Jonathan Pryor	Leeds City Council
Councillor Jo Coles	York Council
Nathan Clark	Private Sector Representative
Caroline Cooper Charles	Private Sector Representative
Wieke Eringa	Private Sector Representative
Boluaji Fagborun	Private Sector Representative
Amy Foster	Private Sector Representative
Alan Lane	Private Sector Representative
Deborah Munt	Private Sector Representative
Sam Nicholls	Private Sector Representative
Dominic Bascombe (Advisory Representative)	Advisory Representative (Equity UK)
Richard Butterfield (Advisory Representative)	Advisory Representative (Historic England)
Nigel Harrison (Advisory Representative)	Advisory Representative (Yorkshire Sport Foundation)
Catherine Mitchell (Advisory Representative)	Advisory Representative (Arts Council)

In attendance:

Rebecca Collier	West Yorkshire Combined Authority
Peter Glover	West Yorkshire Combined Authority
Jim Hinks	West Yorkshire Combined Authority
Philip Witcherley	West Yorkshire Combined Authority

34. Apologies for Absence

Apologies had been received from Cllr Ferriby, Cllr Mather, Cllr Masterman, Nicky Chance-Thompson, Halima Khan, Leigh-Ann Stradeski, Ben Walmsley, Paul Weed, Oliver Bray, Dave Russell, Kamran Rashid, Syima Aslam.

35. Declaration of Disclosable Pecuniary Interests

There were no declarations of pecuniary interests at the meeting.

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

There were no items that required the exemption of the press and public.

37. Minutes of the Meeting held 26 January.

Resolved: That the minutes of the last meeting be approved.

38. Chair's Update

The mayor thanked Keighley Creative for hosting the meeting and updated members on the events in the Culture, Heritage, and Sport Sector since the last meeting.

- The Royal Society of Arts had convened a meeting of the UK's key creative industries stakeholders which discussed key policy interventions which could help the northern creative sector.
- The Government had published their Creative Industries Sector Vision which set out shared ambitions to maximise growth in the sector.
- 20 million funding had been announced for Bradford UK City of Culture.
- Creative Catalyst had completed delivery of its schemes including the Accelerator and the Export Labs
- The Skills and business package "You can make it here", would be on the agenda at the Combined Authority meeting on 27 July.

39. Governance Arrangements

Members considered a report that set out the governance arrangements approved by the Combined authority at its annual meeting on 22 June 2023.

Resolved: That the governance arrangements be noted.

40. Economic and Sector Reporting

Members considered a report which provided an update on the latest economic data relating to the cultural sector.

It was report that employment in the Arts, Entertainment and Recreation sector remained flat over the last three quarters but employment in the information and communication sector continued to grow.

At the West Yorkshire level vacancies remained relatively strong across creative, cultural and sport occupations.

Members asked for more data relating to freelance and on new start-ups in the region.

Resolved: That the report be noted.

41. West Yorkshire Tourism

The Committee considered a report that set out the work underway to support the tourism and hospitality sector.

Members noted the update on the joint application made by the Combined Authority and the local authorities to become an accredited Local Visitor Economy Partnership.

Members asked about the possibility of measuring footfall in smaller cultural venues to give a more accurate picture and tell a better story about the region. Members also asked if there could be a metric for tourist engagement in deprived areas.

Resolved:

- (i) That the status of application, Yorkshire-wide project, Destination Management Plan, and governance model be noted.
- (ii) That the development of a funding proposal to establish the region's LVEP, subject to the Combined Authority's Assurance Framework, be endorsed.

42. TUC - Yorkshire and the Humber 2023 Cultural Manifesto Presentation

The Committee was provided with a presentation by Dominic Bascombe on the TUC Creative and Leisure Industries Committee's 2023 Cultural Manifesto.

Resolved: That the presentation be noted.

43. Update on Years of Culture

Members were provided with a presentation on the Leeds 2023 year of culture which set out the delivery to date as well as their future plans.

Resolved: That the presentation be noted.

44. Creative Catalyst Delivery Update

The Committee considered a report that provided an update on the Creative Catalyst delivery.

Members noted that a number of schemes had completed delivery and had met or exceeded their key performance indicators.

Further schemes across skills and business support were in delivery including the "You can make it here" which would include a further iteration of Creative Catalyst; Events and Venue Accessibility Resource; Freelance and Micro Business Support; Heritage and Sport Asset-Owning Business Support; further iterations of the Mayor's Screen Diversity Programme; Year of Culture Knowledge Transfer and Talent Escalator.

Resolved: that the update on Creative Catalyst and the wider skills and business support in the creative industries, be noted.

45. Date of Next Meeting

The next meeting would be held on the 27 October 2023.

Report to:	Culture, Heritage and Sport Committee
Date:	27 October 2023
Subject:	Economic and Sector Reporting
Director:	Alan Reiss, Chief Operating Officer
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 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 set out the baseline position for State of the Region indicators relating to Culture, heritage and sport.

2. Information

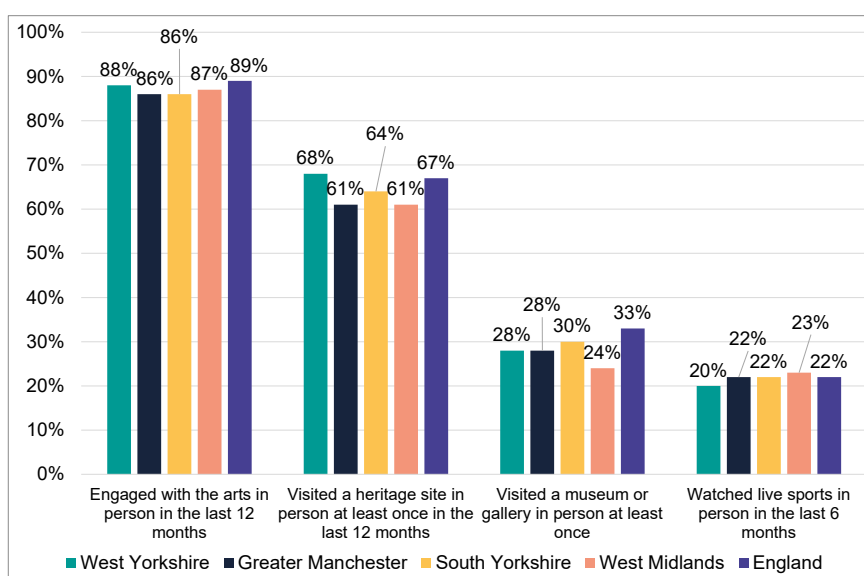
State of the Region Indicators

- 2.1. State of the Region is an annual stock-take of West Yorkshire's progress against key economic, social, transport and environmental indicators produced by the Combined Authority. The indicators reflect the outcomes and impact the Combined Authority and its partners want to achieve in order to improve the lives of people in West Yorkshire. State of the Region will be published later in 2023.
- 2.2. In 2023, the State of the Region indicators have been structured around the content of the five Missions set out in the [West Yorkshire Plan](#). State of the Region will provide the mechanism by which progress against the West Yorkshire Plan Missions will be reviewed. Additional indicators put forward in the West Yorkshire Plan have been incorporated into State of the Region 2023. Performance against two indicators that are of specific relevance to the Committee is examined below. The data presented provides a baseline position for future monitoring and contributes to our understanding of the performance of Culture, heritage and sport in West Yorkshire.

Participation in Culture, Heritage and Sport Activities

- 2.3 In the West Yorkshire Plan, access to culture, heritage, and sport is identified as a key ingredient for happy communities. This reflects the focus of the [Culture, Heritage and Sport Framework](#), a key theme of which is to ensure everyone in West Yorkshire can enjoy culture, heritage and sport. A key measure of success is the number of people who engage with these activities.
- 2.4 The Department for Culture, Media and Sport's [Participation Survey](#) is a continuous push to web survey of adults aged 16 and over in England, with paper surveys available for those not digitally engaged. The survey aims to provide statistically representative national estimates of adult engagement with the DCMS sectors. It provides data at a county level to meet user needs, including providing evidence for the levelling up agenda. There were 960 West Yorkshire respondents to the 2021/22 survey, which provides the basis for the results set out here.
- 2.5 The latest figures show that engagement with the arts is at a high level, with almost nine out of 10 West Yorkshire adults engaging with the arts in the previous 12 months. Around two-thirds of adults visited a heritage site in the previous year, whilst more than a quarter visited a museum or gallery. One fifth of West Yorkshire adults watched live sports in the previous six months.
- 2.6 The proportions for West Yorkshire are in line with the national average in each case, except for visits to museums and galleries which is lower to a statistically significant degree.

Figure: Adults' engagement with the arts, heritage, museums / galleries, and live sports, 2022/23



Source: Statistical Release for Participation Survey, October 2021 - March 2023, Department for Culture Media and Sport

2.7 Data is available from the Participation Survey to enable us examine changes in levels of engagement between 2021/22 and 2022/23. At national level there were statistically significant increases in engagement across all indicators. The biggest improvement was for visits to a museum or gallery. At West Yorkshire level the data also shows increases for all indicators, but these are not statistically significant due to the relative lack of precision of the estimates at this level. The single exception is visits to a museum or gallery which does show a statistically significant increase on the previous year for West Yorkshire.

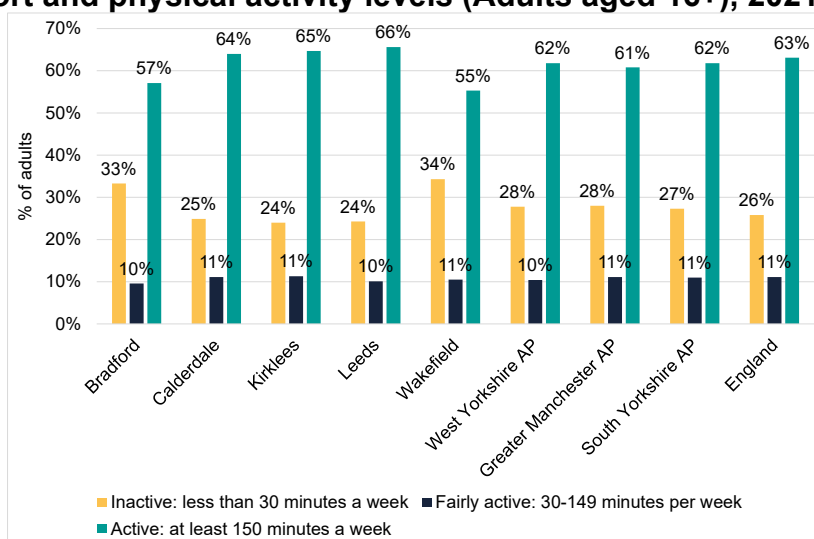
Sport and Physical Activity

2.8 The West Yorkshire Plan commits to putting the wellbeing of West Yorkshire’s people at the forefront of the regional agenda, ensuring that where you live helps promote good health, active lives, and wellbeing.

2.9 Sport England’s Active Lives Survey provides a comprehensive view of how people are getting active, with results available down to local authority level. The Active Lives Adult Survey is a survey of members of the public aged 16 or over. It is a “push to web” survey with the option to complete online or via a paper questionnaire. There were 4,460 responses to the survey from West Yorkshire residents 2021/22 iteration of the survey.

2.10 The latest available figures, for 2021/22, show that 62% of adults in the West Yorkshire Active Partnership¹ area can be classed as active (at least 150 minutes of activity² per week) with a further 10% classed as fairly active (30-149 minutes). The remaining 28% of adults are inactive, with less than 30 minutes of physical activity per week. This profile of activity is very similar to the national average and also to the picture for comparable devolved areas.

Figure: Sport and physical activity levels (Adults aged 16+), 2021-22



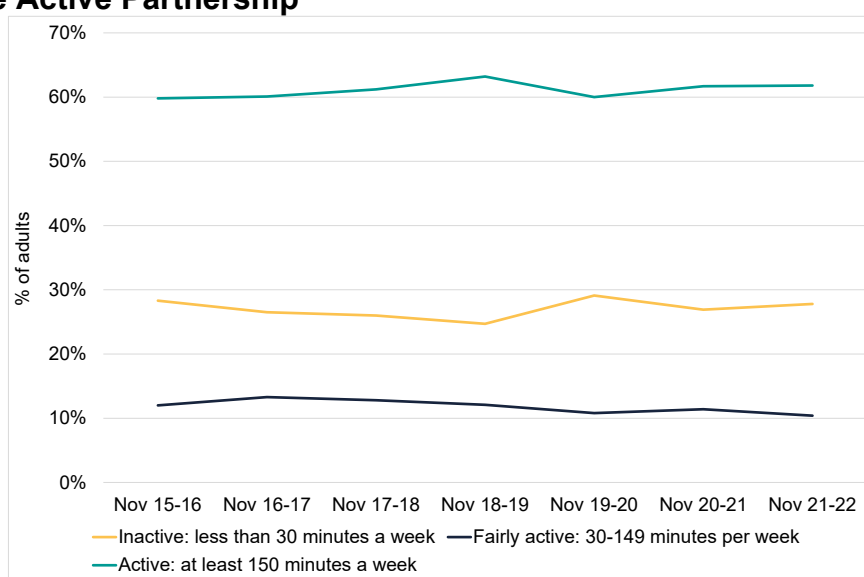
Source: Sport England Active Lives Adult Survey

¹ West Yorkshire Active Partnership is part of a network of 43 Active Partnerships who are locally-led, non-profit, strategic organisations cover the whole of England, bringing together people and organisations to increase physical activity levels.

² This is based on the number of minutes of moderate intensity equivalent (MIE) physical activity

2.11 There is strong [evidence](#) for the life-changing benefits of being active for people of all ages, in terms of physical and mental health and by connecting and strengthening communities. People who get active have greater levels of happiness, life satisfaction and feeling worthwhile. These benefits deliver value to our healthcare systems, society and economy. Therefore, the potential impact of an increase in physical activity is substantial.

Figure: Trend in Sport and physical activity levels (Adults aged 16+), West Yorkshire Active Partnership



Source: Sport England Active Lives Adult Survey

2.12 Looking at the period from 2015/16 to 2021/22 the profile of activity among adults has remained stable, with no statistically significant changes over this period or between 2020/21 and 2021/22.

Update on Economic Data

National Economic Context

2.13 The latest available data presents a mixed picture for the sector. In summary:

- Employment in *Arts, entertainment and recreation*³ has been flat in the last year but has grown steadily in *Information and Communication*⁴ over the same period.
- The *Information and communication* sector has seen strong growth in pay since early 2021 whilst the picture has been more subdued in the *Arts, entertainment and recreation* sector.

³ This category includes: Creative, arts and entertainment; Libraries, archives, museums; Gambling and betting activities; and Sports, amusement, recreation

⁴ This category includes: Publishing activities; Motion picture, video and TV programme production, sound recording and music publishing activities; Programming and broadcasting activities; Telecommunications; Computer programming, consultancy; Information service activities.

- The output of the *Information and Communication* sector has been growing steadily in the last two years, prior to a downward dip in the latest figures for July. The output of the *Arts, entertainment and recreation* sector has been on a strong upward trend since the beginning of the year.

Output (Figure 1 of Appendix)

- 2.14 The *Arts, entertainment and recreation* sector has seen an upward trend in terms of output since the beginning of 2023, growing by 17%. The latest figures show that there was growth of 7% in the sector's output between June and July 2023 (although it should be noted that the data is volatile on a month to month basis).
- 2.15 *Information and Communication* saw a decline of 2% in output between June and July 2023, offsetting growth earlier in the year. Prior to the July 2023 figures the sector's output had been on a steady upward trend and was still around 2% higher in July 2023 than in July 2022.

Employment (Figure 2)

- 2.16 Seasonally adjusted employment in the *Arts, entertainment and recreation* sector remained broadly flat across England between March 2023 and June 2023, growing by around 4,000 or 0.4%. This continues a trend seen over the last year during which the sector's employment has grown by 1% or 7,200, compared with growth of 2% across the wider economy. As of June 2023, employment in the sector remains 17,000 or 2% lower than in December 2019 (pre-pandemic).
- 2.17 Employment in the *Information and Communication* sector grew by 1.1% (+17,000) between March 2023 and June 2023 and was 5% (+71,000) higher than in June 2022. Employment in the sector is 182,000 or 13% larger than pre-pandemic (December 2019).

Pay (Figure 3)

- 2.18 At £1,126 per week, average earnings in the *Information and Communication* sector are 69% higher than across the *Whole Economy* average (£664), based on figures for July 2023. Average weekly earnings for *Arts, entertainment and recreation* are, at £464, 30% lower than the *Whole Economy* average.
- 2.19 The figures for average weekly earnings in *Arts, entertainment and recreation* declined by 7% year-on-year in nominal terms in July 2023. However, the data is volatile and, as the chart shows, the underlying trend seems to be upward since early 2022. *Information and communication* saw strong year-on-year earnings growth of 11%, compared with the equivalent figure for the wider economy of 8%. Both sectors saw a decline in average earnings between June and July, reflecting the position for the wider economy and signs of a potential softening of labour market conditions.

Vacancies (Figures 5 and 6)

- 2.20 According to the ONS Vacancy Survey the number of UK vacancies in the *Arts, entertainment and recreation* sector grew by 4% in the June to August 2023 quarter compared to the March to May 2023 quarter. In contrast vacancies across the wider economy fell by 6%, whilst vacancies in *Information and communication* fell by 12% over the same period.
- 2.21 The current level of vacancies for both *Arts, entertainment and recreation* and *Information and communication* remain higher than pre-pandemic levels (13% and 5% higher respectively than in December to February 2020 period) but have fallen from their peaks in 2022.
- 2.22 *Arts, entertainment and recreation* and *Information and Communication* are ranked sixth and ninth respectively in terms of the sectors with the highest ratio of vacancies to jobs. These ratios have declined from their peaks in early 2022, reflecting the softening in recruitment demand.
- 2.23 Data from online job postings allow us to assess the vacancy situation in West Yorkshire⁵ for occupations that are relevant to the sector; although the picture is not directly comparable to national vacancy figures. The data shows that recruitment activity remains relatively strong in historic terms, although it is now trending somewhat lower than at its peak period during late 2022 and early 2023 (see figure 6). Nonetheless, the annual count of unique postings for the period September 2022 to August 2023 was 45,800, 8% higher than in the previous year. Meanwhile, the count of postings at national level fell by 9% for the same period, indicating that West Yorkshire continues to outperform the national average in terms of recruitment into the sector.
- 2.24 The biggest occupational categories in terms of online job postings continue to be *IT, software and computer services* and *Advertising and marketing*. There are signs of slackening in demand for digital roles, which is contributing to the wider slowdown in the vacancy picture.

Visitor attraction data

- 2.25 Each year Visit Britain invites English visitor attractions to take part in an annual survey a key purpose of which is to capture visitor numbers. The following table summarises the top attractions in West Yorkshire, based on this survey data. Some key attractions are not featured and may not have responded to the survey. Across all West Yorkshire attractions for which data is available the number of visitors increased by 44% between 2021 and 2022, a similar rate of increase the overall national picture.

⁵ 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.

Table: Top visitor attractions in West Yorkshire based on survey data collected by Visit Britain

Attraction	District	Category	Visitors 2022
Leeds Art Gallery	Leeds	Museum and/or Art Gallery	308,147
Harewood House	Leeds	Historic House/ House and Garden / Palace	292,566
Leeds City Museum	Leeds	Museum and/or Art Gallery	242,638
Lotherton Hall & Gardens	Leeds	Museum and/or Art Gallery	208,771
National Science and Media Museum	Bradford	Museum and/or Art Gallery	177,847
Nostell Priory & Parkland	Wakefield	Historic House/ House and Garden / Palace	142,426
Kirkstall Abbey	Leeds	Museum and/or Art Gallery	132,175
Whistlestop Valley	Kirklees	Steam / Heritage Railway	68,858
The Hepworth Wakefield	Wakefield	Museum and/or Art Gallery	67,645
Cliffe Castle Museum	Bradford	Museum and/or Art Gallery	57,630

Source: Annual Survey of Visits to Visitor Attractions, Visit Britain

2.26 The highest ranked attraction in Calderdale, according to the Visit Britain data, is Halifax Minster, with 23,500 visitors.

2.27 In conclusion, national figures indicate that both broad elements of the sector have performed relatively strongly in output terms so far this year but that there has been a divergence on employment and pay, with *Information and Communication* performing more strongly than *Arts, entertainment and recreation*. Local figures suggest that vacancies for jobs linked to Culture, heritage and sport has fallen from peak levels but still outperforms the national average. Meanwhile, the latest data for West Yorkshire visitor attractions shows that overall visitor numbers grew between 2021 and 2022.

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. National [evidence](#) shows that people from the most deprived neighbourhoods are significantly less likely to engage with the arts and heritage sectors.

5. Equality and Diversity Implications

5.1. The likelihood of engaging with the arts and heritage sectors varies for different groups, according to national [evidence](#). For example, people from the Chinese ethnic group are most likely to engage with the arts, while people from the Pakistani group are least likely to engage.

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

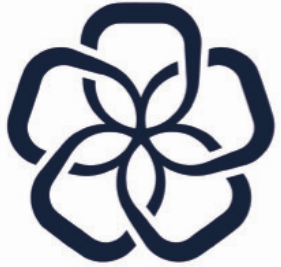
10.1. That the Committee notes the messages from the report.

11. Background Documents

There are no background documents referenced in this report.

12. Appendices

APPENDIX 1 – Economic and sector reporting



**West
Yorkshire
Combined
Authority**

**Tracy
Brabin
Mayor of
West Yorkshire**

13

Appendix 1 : Economic and Sector Reporting

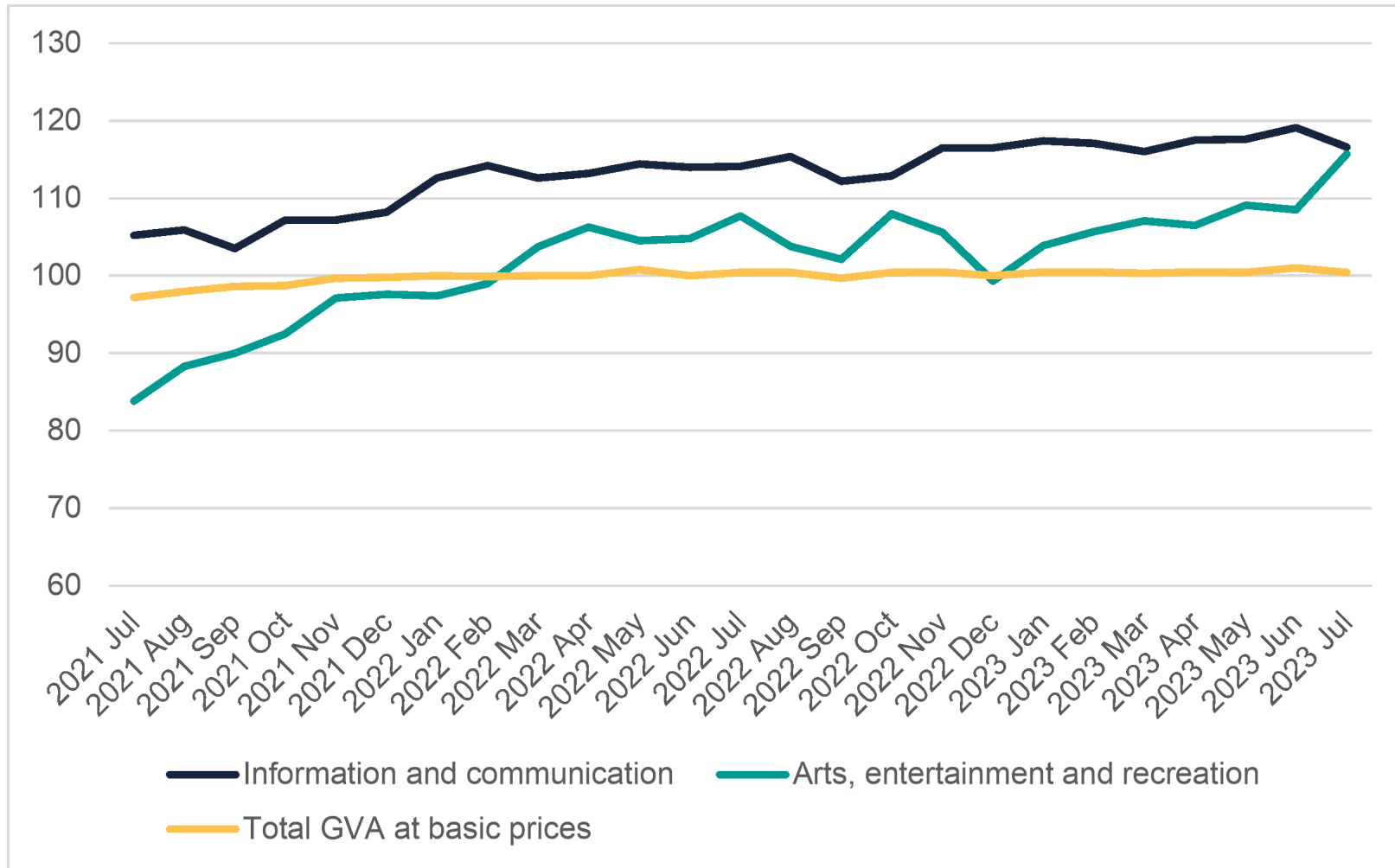
Culture, Heritage and Sport Committee – October

Agenda Item 6
Appendix 1

Increases in output for Arts and entertainment sector in recent months

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

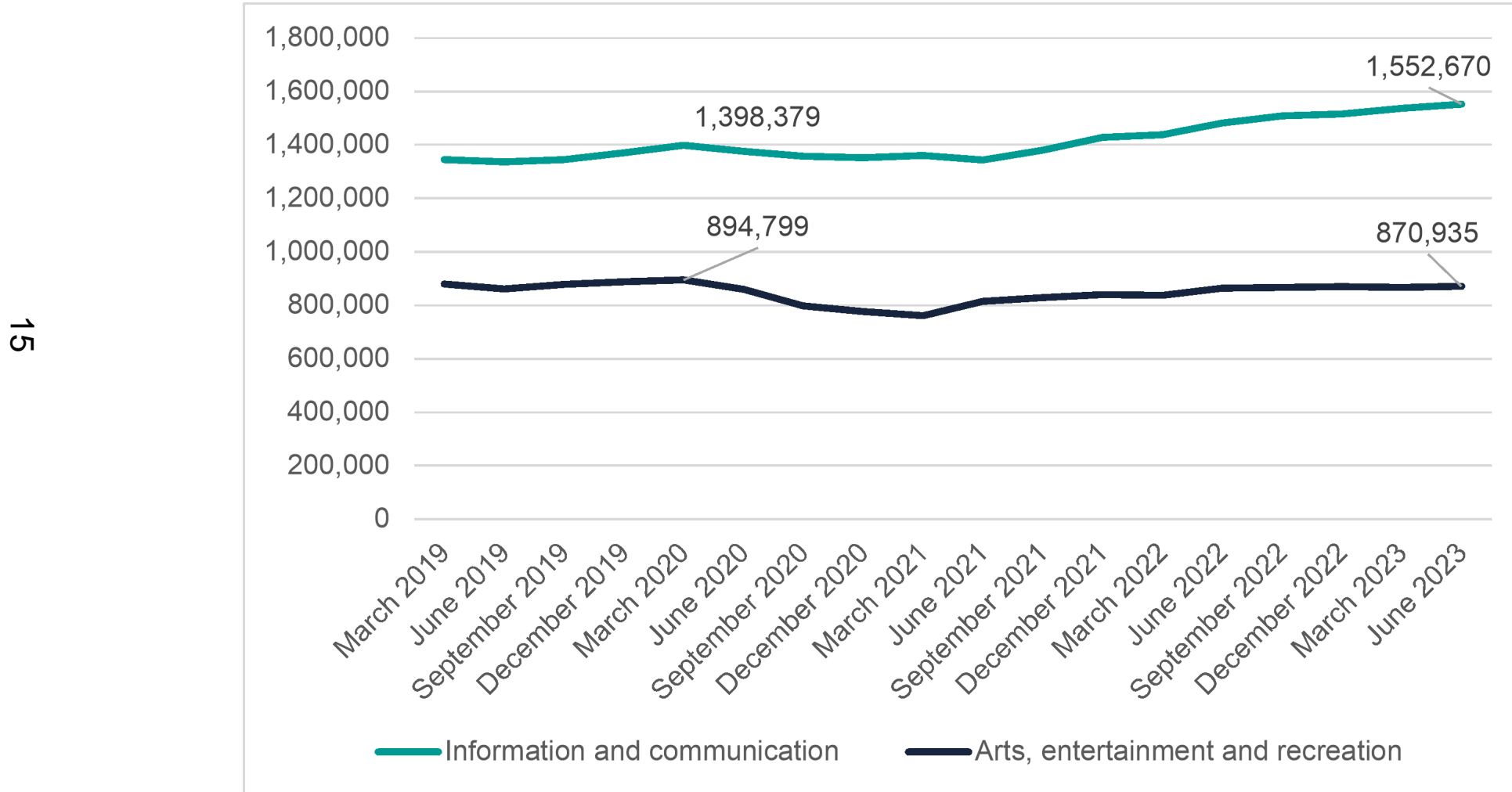
14



Source: Monthly GDP Table, ONS

Employment in Information and communication continues to grow but remains below pre-pandemic level for Arts, entertainment and recreation

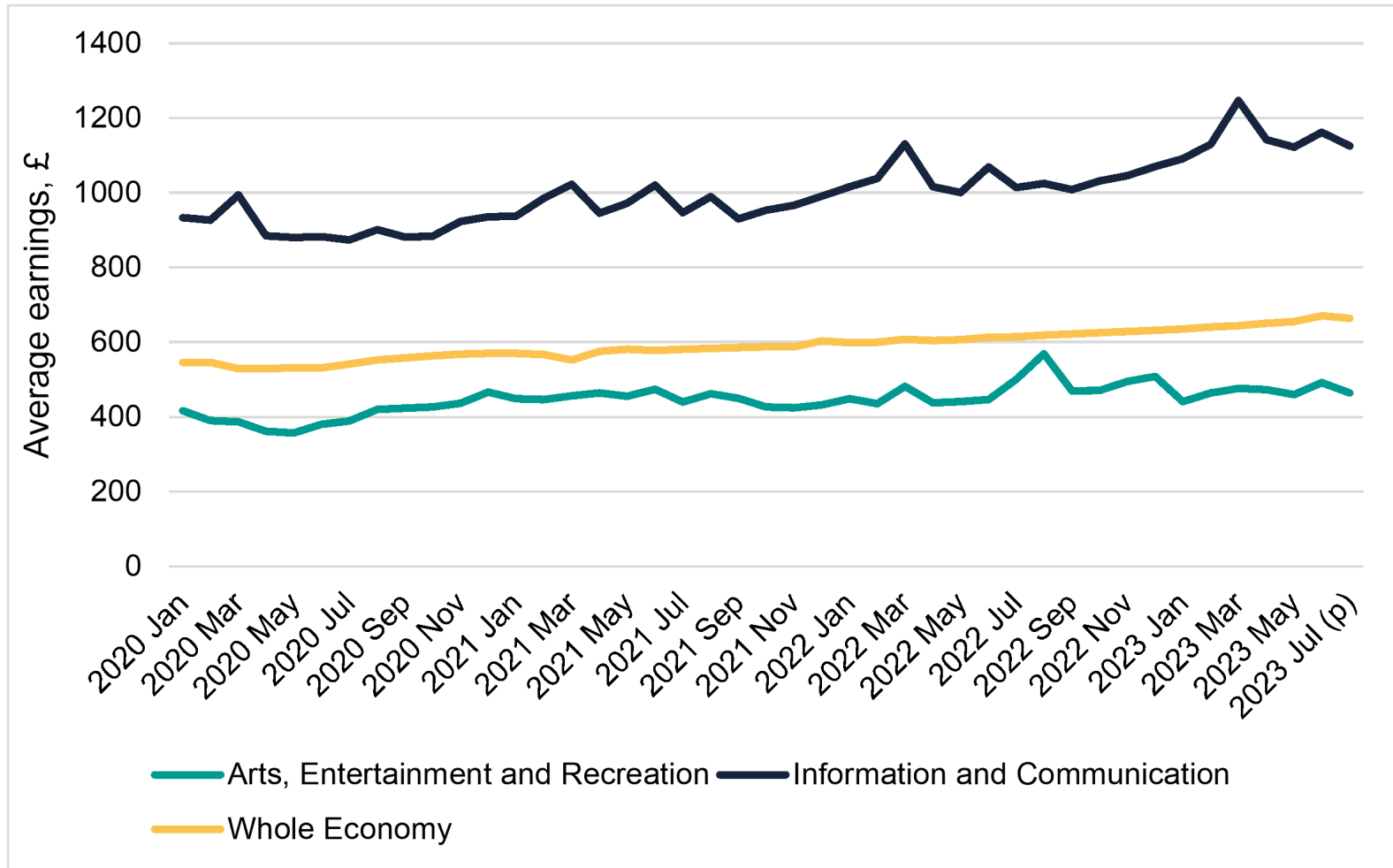
Figure 2: Trend in employment by broad sector, England



Source: Workforce Jobs, ONS

Both sectors saw a decline in pay levels in July but figures are volatile

Figure 3: Average weekly earnings by broad sector (£), nominal terms, Great Britain

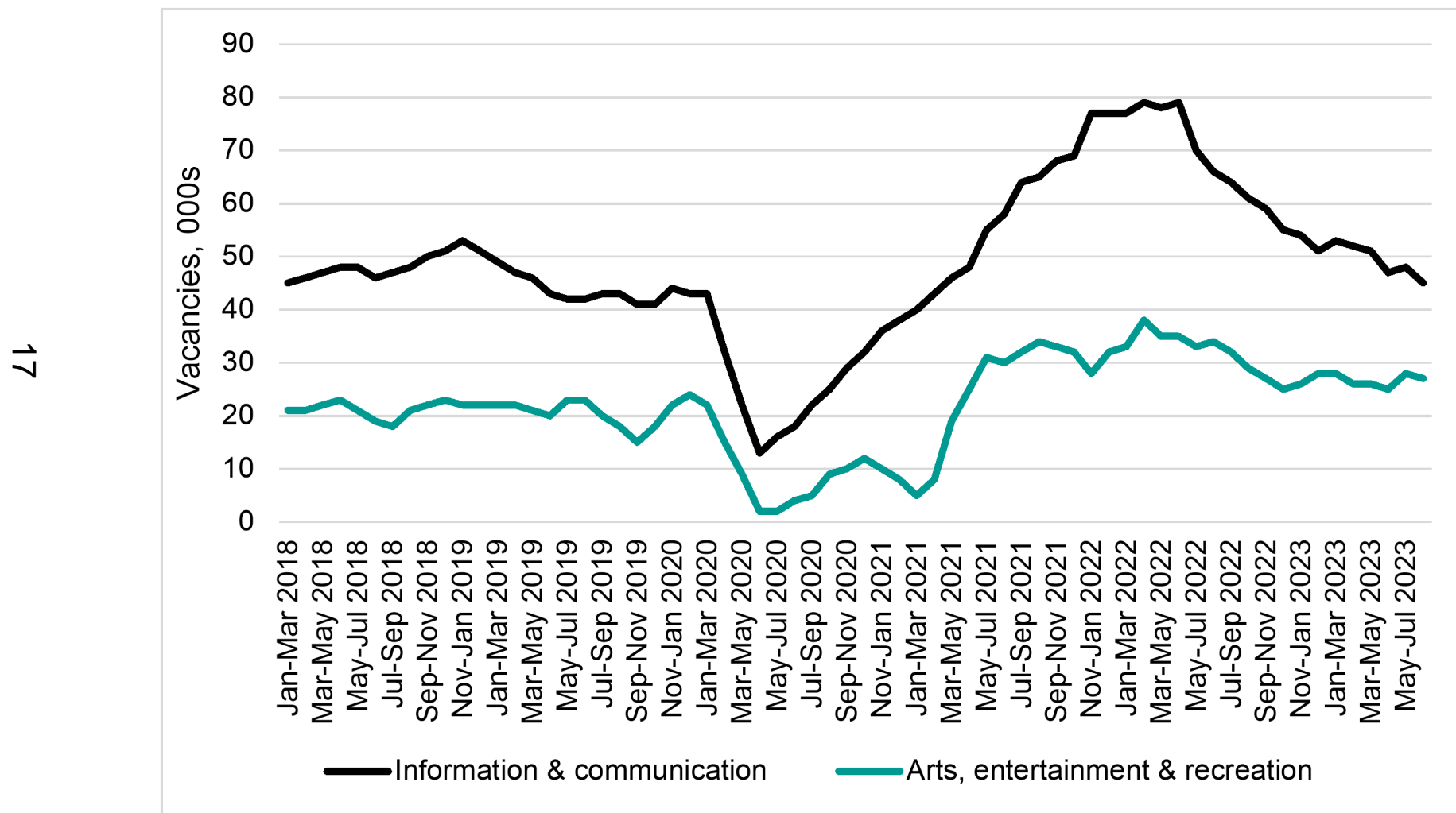


Source: Average Weekly Earnings (AWE) at industry level, ONS

Note: Not seasonally adjusted, includes bonuses and arrears; not adjusted for consumer price inflation

Vacancy levels are declining in Information and communication but trend is fairly flat in Arts, entertainment and recreation

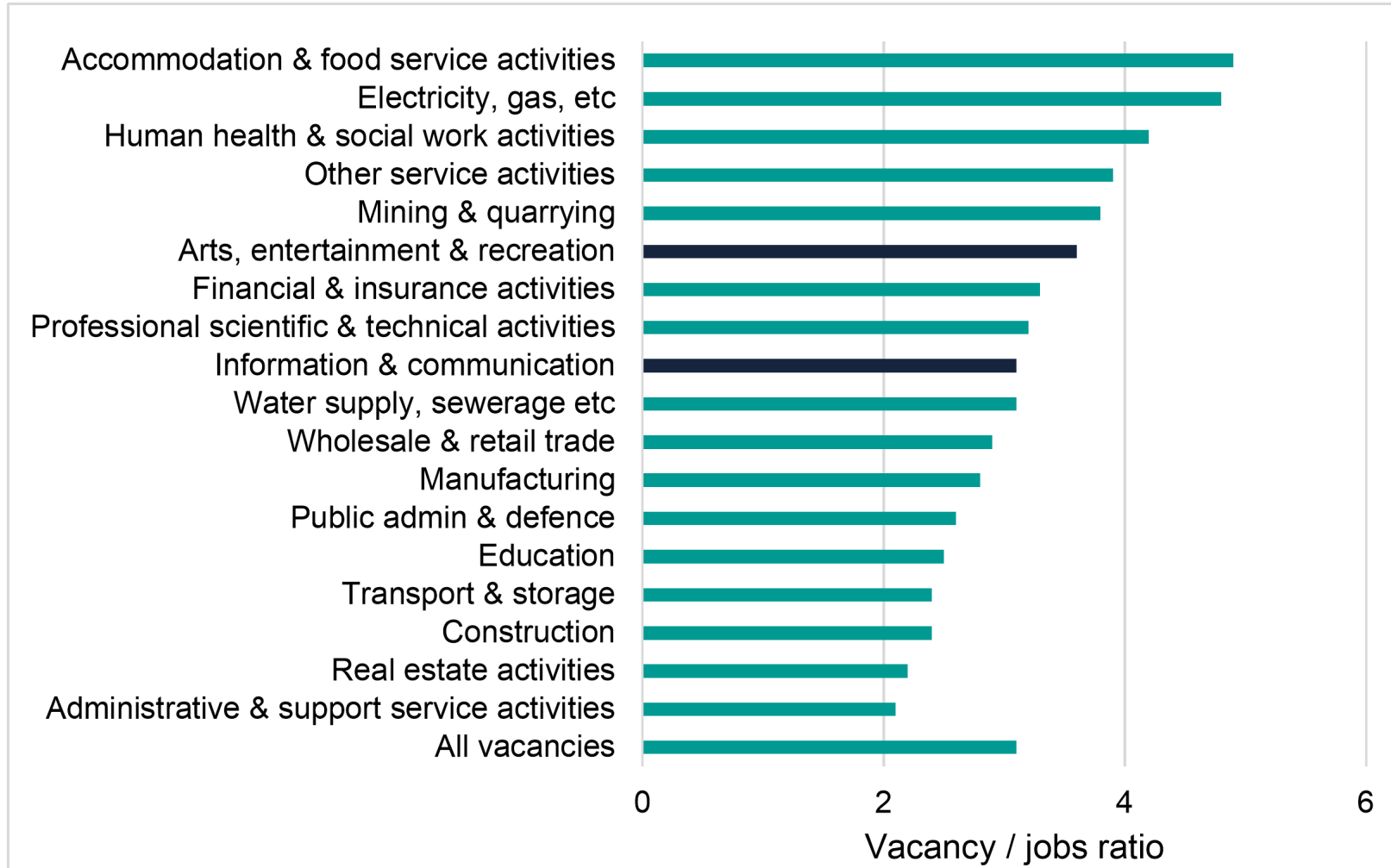
Figure 4: Vacancies by industry (000s), seasonally adjusted, UK



Source: Vacancies by industry, ONS

Arts, entertainment and recreation and Information and communication are mid ranked in terms of vacancy / jobs ratio

Figure 5: Vacancies per 100 employee jobs by industry, seasonally adjusted, UK



Arts, entertainment and recreation was ranked third among industries in early 2022

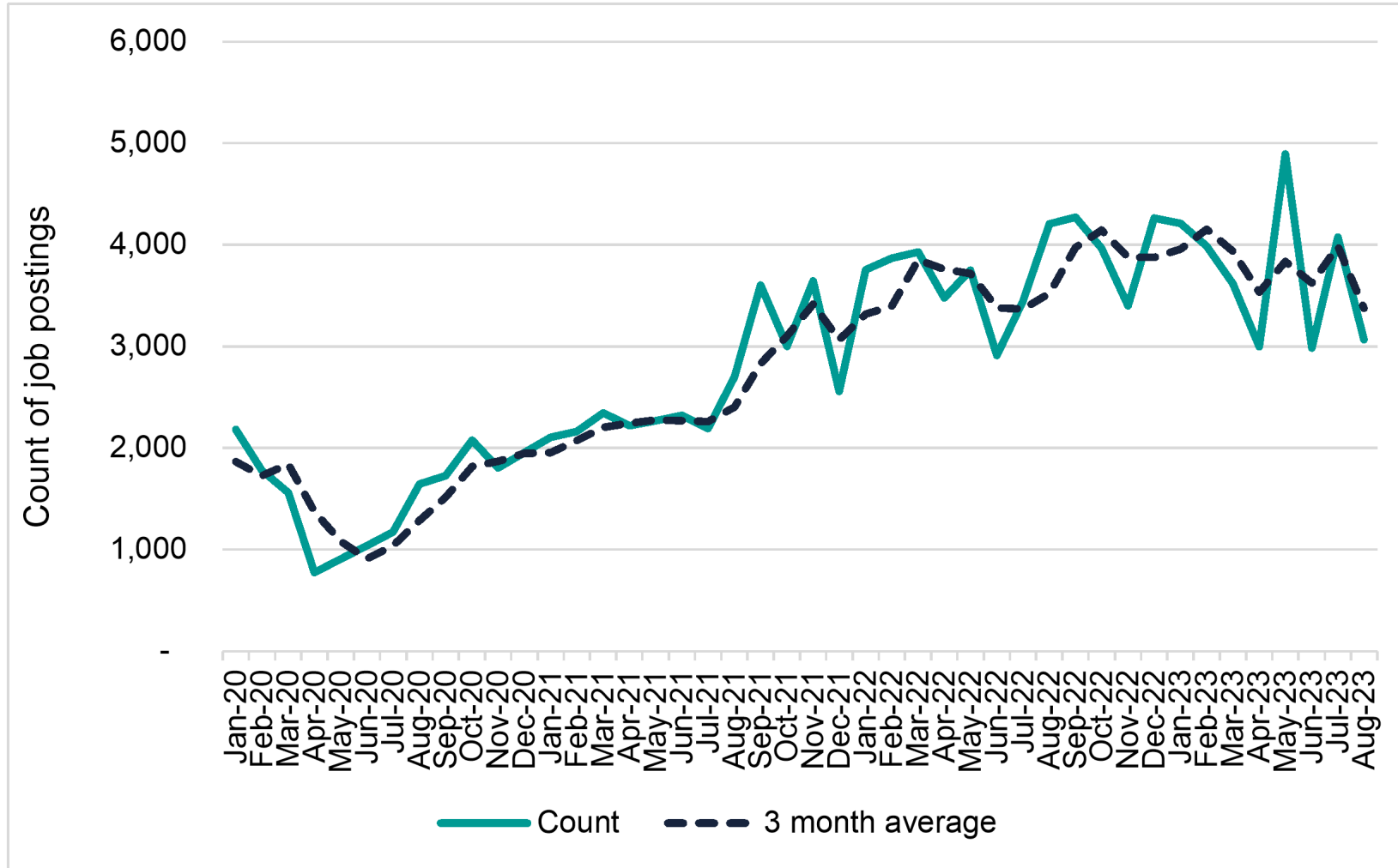
18

Source: Vacancies by industry, ONS

Recruitment activity remains at high levels but is somewhat below its peak in early 2023

Figure 6: Monthly count of online job postings in creative occupations, West Yorkshire

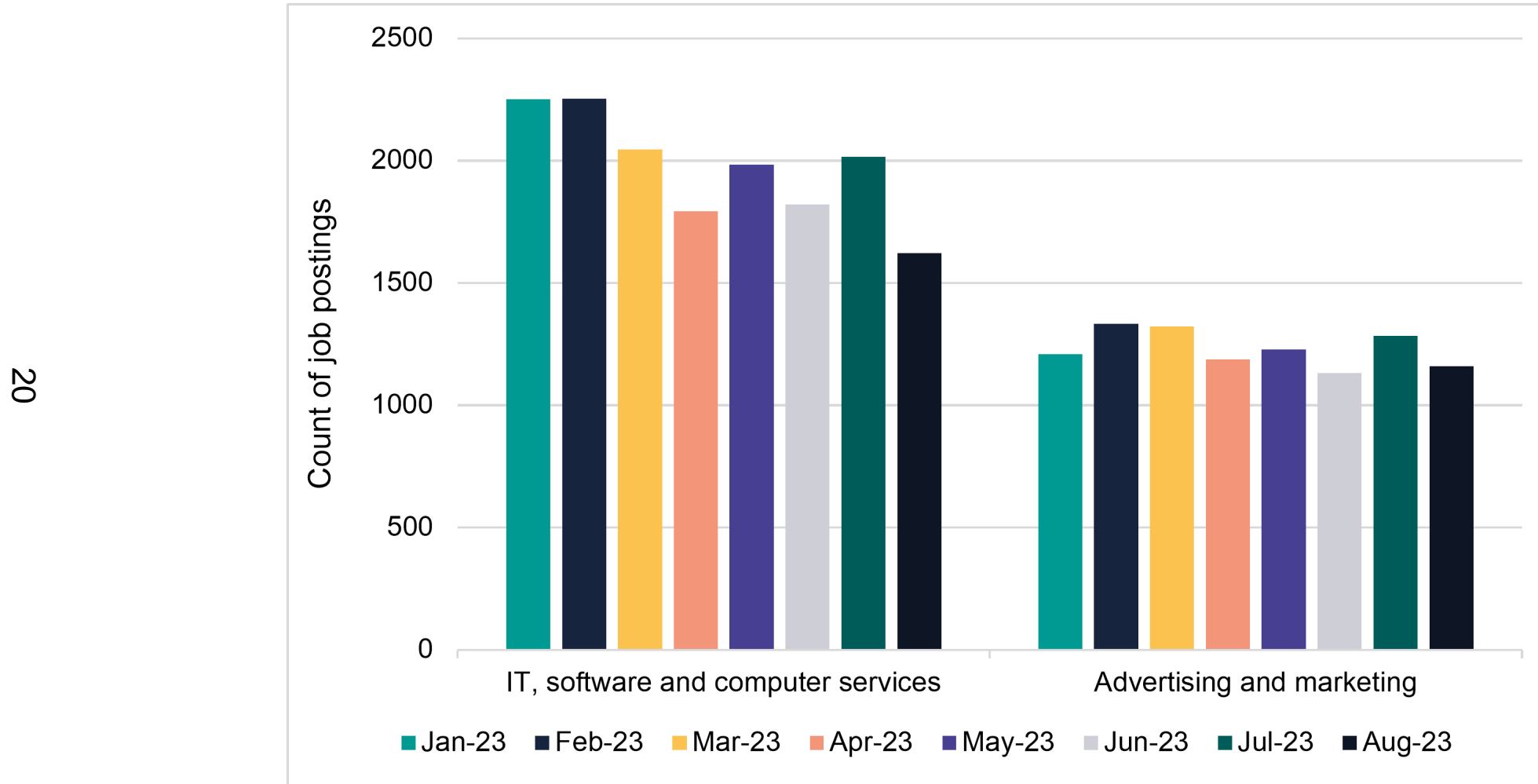
19



Source: Lightcast

Some signs that demand for digital workers is slackening

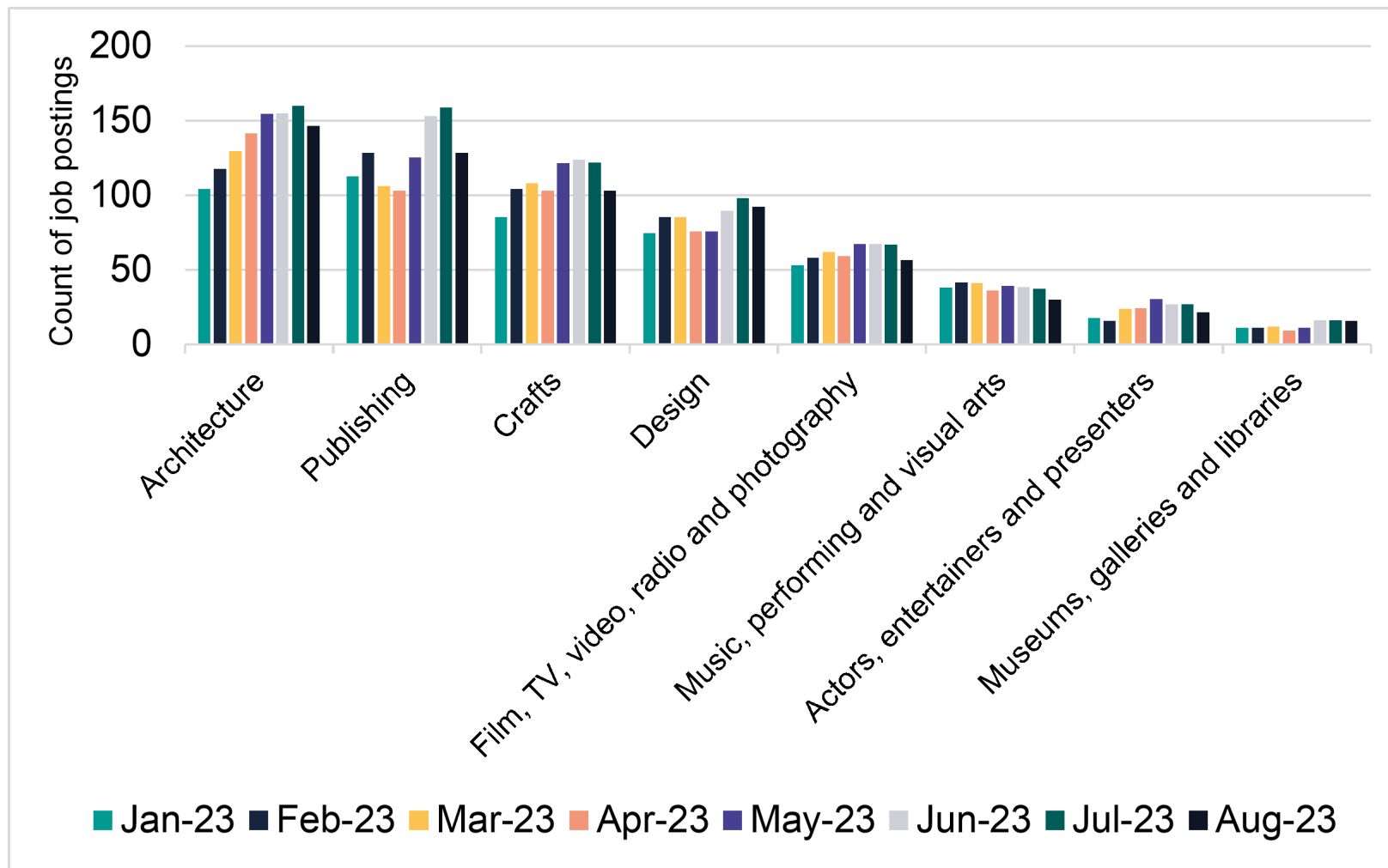
Figure 7: Monthly count of online job postings by creative occupation category, 3 month moving average, West Yorkshire



Source: Lightcast

There is still an upward trend in some occupational categories, such as Architecture

Figure 8: Monthly count of online job postings by creative occupation category, 3 month moving average, West Yorkshire



Source: Lightcast

This page is intentionally left blank

Report to:	Culture, Heritage and Sport Committee
Date:	27 October 2023
Subject:	West Yorkshire Tourism
Director:	Felix Kumi-Ampofo, Director, Inclusive Economy, Skills & Culture
Author:	Anika Gilbert, Policy Officer

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:	3
Are there implications for equality and diversity?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

1. Purpose of this Report

- 1.1 In July, VisitEngland, the national tourism body for England, approved the joint application of the West Yorkshire Combined Authority (CA) and all Local Authorities to become accredited as a Local Visitor Economy Partnership (LVEP) for West Yorkshire.
- 1.2 This paper provides an overview and update on a number of related developments concerning the newly established LVEP, including the Destination Management Plan, Governance Board and Strategic Assessment submitted as part of an emerging funding proposal.
- 1.3 Members are asked to:
 - Note the proposed governance arrangements and reporting mechanism for the LVEP.
 - Note the content of the Destination Management Plan, and the invitation for Committee Members to engage in activities that will prioritise its actions.
 - Members are invited to actively engage with the business case development via a proposed workshop (16th Nov) to build on the Strategic Assessment, which has been submitted in early October as the first stage in the Assurance process.

2. Information

Background

2.1 VisitEngland are in the process of creating a national network of strategic Local Visitor Economy Partnerships (LVEP) across England. The LVEPs work in local, regional and national collaboration on shared priorities and targets to support and grow the visitor economy. The creation of LVEPs was part of the UK Government's response to the recommendations of 'The de Bois Review: an independent review of DMOs in England,' to reshape destination management across England, reducing fragmentation and bringing coherence to its DMO landscape.

2.2 There are now 25 LVEPs across England. West Yorkshire was accredited in July 2023.

Destination Management Plan for West Yorkshire

2.3 Part of the application process was to develop a Destination Management Plan - a tourism strategy - for the region. The plan focuses on the priorities and collaborative activities that, at a West Yorkshire level, will build a better and more productive visitor economy. The plan is intended to complement rather than duplicate what exists for Local Authority areas.

2.4 The visitor economy makes a significant contribution to economic activity in the region. In 2019, West Yorkshire attracted approximately 53m visitors and the visitor economy generated £2.3bn of direct expenditure (Great Britain Tourism Survey, International Passenger Survey and Great Britain Day Visits Survey), with an overall contribution of nearly £5bn (Office for National Statistics). West Yorkshire competes with other Northern destinations (e.g. Greater Manchester, Liverpool, York, the Peak District etc.) and for example attracts fewer overnight trips and spend than Greater Manchester and the national average (2019 figures):

- Total overnight trips (international and domestic) per head of population in WY = 1.3; national average = 2.4; GM = 2.0
- Total overnight spend (international and domestic) per head of population in WY = £263; national average = £779; GM = £552

2.5 This has not been helped by the enormous change and uncertainty seen over recent years caused by Covid-19, Brexit, the cost-of-living crisis, and inflation.

2.6 West Yorkshire has considerable strengths as a destination, including:

- Strong products and well-established events, with our culture, heritage and sport offer forming a significant proportion of those;
- A track record for TV and film locations;

- A core conference offer in Leeds,
- Being part of the wider Yorkshire brand;
- Our large and diverse population, which adds to our rich cultural heritage but also forming our two largest visitor groups (day visits and visiting friends and relatives).
- The years of culture culminating in Bradford UK City of Culture 2025, representing a huge opportunity to raise West Yorkshire's profile- regionally, nationally, and internationally and explore legacy events.

2.7 Challenges include our under-developed holiday and international markets, limited hotel capacity outside of Leeds, and a lack of a purpose build/larger convention centre, strong competitor destinations (e.g. Liverpool, Manchester, York, Peal District etc.).

2.8 The Destination Management Plan identified three priority areas for activity:

Priority 1: Increase awareness and appeal of West Yorkshire as a destination;

Priority 2: Develop our product and places;

Priority 3: Manage our visitor economy effectively.

2.9 The DMP will be delivered in two main phases. The Foundation Phase (year 1-2) will focus on developing the LVEP and creating delivery structures, building stakeholder partnerships across the region, implement new programmes of activity and develop more sustainable funding streams. The Development Phase (year 3 onwards) will focus on delivering sustainable funding streams, enhancing programme activity and maximising growth opportunities for the visitor economy. Below is a summary of indicative actions which will be refined and prioritised with the LVEP Governance Board (see section 2.9).

Action area	Description	Phase
Proposition Scoping	Research and market testing of potential leisure concept to identify interest, markets and refine messaging	Foundation
Partnership and campaign development	Identify and develop 2-3 core campaigns, implement and monitor impact. Likely to include the core cultural offering	Foundation / Development
Cross marketing	Create a local channel network, distribution process and monitor impact	Foundation+
PR	Collaboration to support campaigns. Specialist PR resources to support existing teams (e.g. WYCA)	Foundation+
Itinerary development	Development of itineraries and bookable products	Development
Group marketing	Audit the current group offer by individual destinations and identify opportunities to extend reach	Foundation/ Development

Action area	Description	Phase
Conference - development marketing	Scoping expansion of the Ambassador programme and explore a Venues of Character portfolio.	Development

- 2.10 Members are asked to note the update on the DMP, discuss the proposed areas for action and provide a steer towards prioritising them.

Local Visitor Economy Partnership Governance

- 2.11 Mayor Tracy Brabin will chair the West Yorkshire LVEP Governance Board. In addition, Nicky Chance-Thompson is a Member, and will represent the Culture, Heritage and Sport Committee. Other Members include the Local Authority Destination Management Organisations, and representatives for CHS, business, accommodation, transport and tourism.
- 2.12 The WY LVEP Governance Board will oversee the strategic direction, performance, and funding of the LVEP. The first meeting will be held on 24th October.
- 2.13 Committee oversight will be provided by the Culture, Heritage and Sport Committee, with the LVEP Board providing updates on DMP development and delivery as a standing agenda item at quarterly CHS committee meetings.
- 2.14 The proposed Governance structure for the West Yorkshire LVEP reflects the importance that has been attributed to the stewardship and development of the region's visitor economy at a senior political level. The proposed structure was presented and endorsed by CHS Committee Members at the [July 2023](#) meeting.

Funding proposal

- 2.15 The CHS Committee endorsed the intention to develop a funding proposal to establish the West Yorkshire LVEP, with the intention of the partnership becoming self-sustainable in the medium to long-term, and deliver initial activity to support and grow the regional visitor economy in the [July 2023](#) meeting.
- 2.16 In line with the CA's Assurance Framework, a Strategic Assessment was submitted in early October. Subject to approval, a Business Justification Case will be submitted for consideration in December 2023, and funding approval may then be provided in early 2024.
- 2.17 The Strategic Assessment details the strategic fit of the proposal with regional ambitions, priorities and the Mayor's key pledges. It outlines how the LVEP will implement the activity identified in the Destination Management Plan, including the coordination of research and intelligence, marketing, product development, skills and business support,

to enhance the quality, diversity and sustainability of the tourism offer in the region, leading to increased visitor numbers and spend, economic activity and job creation.

- 2.18 The proposal provides the structure and resource for West Yorkshire to participate in the Yorkshire-wide Destination Marketing group. This initiative was created by the Yorkshire and Humber Leaders Board, triggered by the closure of Welcome to Yorkshire in spring 2022. The primary remit of the project is on Destination Marketing and to build the Yorkshire brand, through data and research, targeted marketing campaigns and the delivery of county wide major events.
- 2.19 Subject to approval of the Strategic Assessment, Members will have an opportunity to steer the development of the Business Justification Case. A workshop with Committee Members is being proposed to take place in November but we would welcome feedback on additional / alternative mechanisms for engagement.

3. Tackling the Climate Emergency Implications

- 3.1. Embedding sustainable tourism is one of the key programme goals for the LVEP programme. The strategic development of the West Yorkshire visitor economy enables a focus on sustainable activities for and by visitors and businesses and other actors within the sector that minimise the negative environmental impact of tourism. There is also an opportunity to link existing activity delivered with the Combined Authority's net-zero ambitions, such as promoting sustainable travel of visitors to and within the region.

4. Inclusive Growth Implications

- 4.1. The creation of an LVEP realises the ambition that place matters, and that West Yorkshire is an outward looking global region with its people and businesses operating on the world stage. Strategic development and support of our visitor economy intends a positive shift of local and wider perceptions of our region, contributing to local pride, as well as attract new investment, grow businesses and create jobs. As outlined in the West Yorkshire Investment Strategy, inclusive growth cannot be a bolt-on and any project seeking funding from the Combined Authority must demonstrate a proactive and targeted approach to engaging with and bringing benefit to disadvantaged groups. This approach will apply equally to any proposals for investment in the West Yorkshire LVEP.

5. Equality and Diversity Implications

- 5.1. The approach to tourism will draw on the experience of our existing work and focus on promoting initiatives that support people from a diverse range of backgrounds to access tourist attractions and employment in the tourism and hospitality sector.

6. Financial Implications

- 6.1. The meeting of the Combined Authority in February 2023 outlined indicative funding of £500,000 for the West Yorkshire tourism workstream from gainshare. A Business Justification Case, subject to the Combined Authority's Assurance Framework and final decision, is being developed.

7. Legal Implications

- 7.1. The information contained in Appendices 1 and 2 are exempt under paragraph 3 of Part 1 to Schedule 12A of the Local Government Act 1972 as it contains information relating to the financial or business affairs of any particular person including the Combined Authority. It is considered that the public interest in maintaining the content of Appendices 1 and 2 as exempt outweighs the public interest in disclosing the information, as publication could prejudice the financial or business affairs of the Authority.

8. Staffing Implications

- 8.1. There are presently no staffing implications directly arising from this report. However, the Strategic Assessment proposes the creation of a role either within the Combined Authority or within Leeds City Council, to manage delivery of the Destination Management Plan activity.

9. External Consultees

- 9.1. The application for Local Visitor Economy Partnership status was a joint project between all five West Yorkshire Local Authorities and the Combined Authority and has been approved by the Combined Authority. The CHS Committee provided a joint Letter of Support to the application. The development of the Destination Management Plan included consultation with the visitor economy and key stakeholders from the public and private sector.

10. Recommendations

- 10.1. Note the content of the Destination Management Plan, and the invitation for Committee Members to actively engage in prioritising its actions by sending comments to Officers by email and/or via a face-to-face workshop (provisionally on the afternoon of 16th Nov).
- 10.2. Note the invitation for Committee Members to actively engage with the business case development by sending comments to Officers by email and/or via a face-to-face workshop (provisionally on the afternoon of 16th Nov).
- 10.3. Note the proposed governance arrangements and reporting mechanism for the LVEP.

11. Background Documents

Culture, Heritage and Sport Committee 21 July 2023: [Item 8 – West Yorkshire Tourism](#)

12. Appendices

‘EXEMPT – Item 7, Appendix 1, Strategic Assessment Application Form’

‘EXEMPT – Item 7, Appendix 2, West Yorkshire Destination Management Plan (Draft)’

This page is intentionally left blank

Document is Restricted

This page is intentionally left blank

Document is Restricted

This page is intentionally left blank

Report to:	Culture, Heritage, and Sport Committee
Date:	27 October 2023
Subject:	Delivery Update
Director:	Felix Kumi-Ampofo, Director, Inclusive Economy, Skills and Culture
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 This report is intended to provide an update on the **You Can Make it Here** programme and the schemes in delivery which form part of the Mayor's Creative New Deal. The report will also update Members on the wider skills and business support across Creative Industries, Culture, Heritage and Sport.

2. Information

You Can Make it Here – Creative Industries Skills and Business Support

- 2.1 You Can Make it Here (YCMIH) was approved at the Combined Authority on 27 July to provide skills and business support to address a range of market failures in West Yorkshire's Culture, Heritage and Sport sectors.
- 2.2 Support will be delivered to businesses, residents, and higher education leavers, with an aim to diversify and increase the creative industries talent pools. Delivery will target people who have historically missed out on creative and cultural opportunities due to socio-demographic reasons, with a focus on how to make culture, heritage and sport industries, workplaces, and events as accessible and inclusive as possible. This programme consists of the following schemes:

2.3 **November 2023 – March 2025**

Events and venue accessibility resource: will make West Yorkshire cultural events and venues more accessible to disabled artists and audiences.

2.1 **December 2023 – March 2025**

Freelance and micro-business support: will provide grants to creative freelancer / microbusiness networks via Local Authorities, to fund events and CPD training, develop EDI representation of membership, engage a pipeline of HE and FE graduates, and establish models to become more self-sustaining. The activity will also support referrals and localised delivery of a region-wide suite of business and skills training for freelancers and micro-businesses.

2.2 **January 2024 – March 2026**

Year of Culture Knowledge Transfer and Talent Escalator: will ensure that Year of Culture teams learn from each other and benefit from each other's findings, local knowledge, and insight, by facilitating knowledge exchange and talent escalator sessions for people working on Year of Culture programmes.

2.6 The CA notes the recent news the Spirit of 2012 awarded funding to Leeds and Bradford for Knowledge Transfer activities, and CA Officers are working with them on how to complement and add value to this work, to enable all the Years of Culture across our region to contribute and share best practice.

2.3 **April 2024 – March 2025**

Creative Catalyst: will build on previous iteration which supported over 50 creative businesses, by increasing the creative exports from the region through business support, international delegations and targeted meet the buyer events, and supporting diverse leaders in the creative industries sector.

2.4 **December 2023 – March 2025**

Create Growth Programme: in September, the CA submitted an application to the DCMS Create Growth Programme. If successful, this will fund a package of business support for high-growth potential creative industries in the region, while developing equity investor networks, and brokering finance opportunities. Our application emphasised the cluster strengths in our region of Screen / Convergent, Games, Music and Textiles. We expect to hear the outcome of the application in late October. The delivery of the business support is currently out to tender, at risk, on the YorTender portal. In the event that the Create Growth Programme funding application is successful, we are considering options to repurpose some Creative Catalyst budget (where aspects of the Create Growth Programme would cause duplication), to support regional sub-sector networks, and to provide additional export opportunities for our CI sector.

2.5 **June 2024 – March 2025**

Heritage and Sport asset-owning business support pilot: this pilot will provide training sessions and resources (tailored to different business models), on fundraising, volunteer engagement, EDI and accessibility, and low carbon heating and retrofitting measures.

2.10 **January 2024 – December 2024**

Mayor’s Screen Diversity Programme: is currently in delivery, with two cohorts running throughout 2023. The programme is designed to help individuals from disadvantaged backgrounds to access opportunities in the creative and cultural sector, aiming to increase diversity in the screen industries by delivering TV/film production training and work placements to young people aged 18 to 30.

2.11 The programme will continue in 2024, with the aim to continue to increase the number of people with protected characteristics working in creative and/or cultural sectors.

Wider Schemes – Skills and Business

2.10 Wider schemes across skills and business support in relation to creative industries and wider culture include:

2.11 **Young Poets Laureate**: the Combined Authority this year ran a region-wide competition to find two Young Poets Laureate. Supported by National Poet Laureate Simon Armitage and the National Literacy Trust, this competition was created as part of the Mayor’s mission to boost skills and inspire more young people to explore careers in the creative industries, to discover and celebrate a new generation of creative talent in the region.

2.12 In September, West Yorkshire’s first ever ‘Young Poets Laureate’ were revealed, following this region-wide search. The Mayor and Simon Armitage (England’s Poet Laureate) held a masterclass with 16 shortlisted poets at a Masterclass at Bradford Libraries, and then selected Isabelle Walker, currently in Year 10 at Bradford Academy, as the winner in the secondary school category. Her personal poem, entitled Muse, was inspired by her relationship with her mum. In the younger primary school aged category, nine-year-old Alina Brdar, now in Year 5 at Lydgate Junior and Infant School in Batley, won with her heart-warming rhyming poem, Mr Callaghan's Class (see Appendix 2 for the full poems).

2.13 Isabelle and Alina will hold their prestigious titles for a year and are set to inspire people at events across West Yorkshire over the coming months writing poetry commissions, to highlight the power of creativity and the opportunities it can bring. They made their debut at the 50th anniversary of the British Library in Leeds on 19th September, followed by the opening event for this year’s poetry and performance festival, the BBC’s Contains Strong Language, in Leeds on 21st September. They were officially appointed on 23rd September at Leeds Central Library, where they performed and received their awards from the Mayor and Simon Armitage.

- 2.14 Following the success of the West Yorkshire Young Poets Laureate project, the Combined Authority is planning to run a second iteration of the scheme in 2024. This iteration will respond to findings from the evaluation of the pilot, and aims to increase engagement with poetry in schools, increased creative literacy and raised aspirations and awareness of pathways to the wider creative industries.
- 2.15 **Creative Skills Bootcamp:** a procurement exercise has recently been run to procure a specific Skills Bootcamp offer to deliver training within the creative and cultural sector, with the contract due to be awarded in October 2023 and training to commence shortly after. This will support up to 175 individuals to upskill in the creative and cultural sector and access new employment opportunities.
- 2.16 Delivery is also underway on a range of other Skills Bootcamps, including Virtual and Augmented Reality and Live Event Management for graduates, and Live Event Production for the unemployed. This is currently being delivered by the Academy of Live Technology – see Appendix 1 for the case study video highlighting their offer.
- 3. Tackling the Climate Emergency Implications**
- 3.1 The You Can Make it Here schemes are 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 is a focus on providing a sustainable future.
- 4. Inclusive Growth Implications**
- 4.1 You Can Make It Here supports inclusive growth within the Creative Industries, Culture, Heritage and Sport sectors. Inclusive growth outputs will be measured across each strand of the programme, including turnover of participating businesses, investment, job creation, sustainability, and export revenue.
- 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.
- 5.3 Further steps are being taken to increase participation across these impact measures by engaging with the sector and networking groups and recruiting from across all five West Yorkshire districts to enable maximum uptake from our diverse communities.
- 5.4 For the Mayor’s Screen Diversity Programme, there is a strong focus on diverse talent to assist those from underrepresented backgrounds to seek employment in the screen industries. Individuals have been recruited through community engagement including Employment Hubs and outreach to ensure equality and diversity targets are met.

5.5 The programme ran successfully in 2022, with the cohort being 5 times oversubscribed; recruitment specifically targeted disadvantaged groups including gender, ethnicity, disability and socio-economic background, as well as district split of participants. The programme exceeded all Equality, Diversity and Inclusion (EDI) targets with the following groups supported; 62% women, 38% (over 50% in the first cohort) BAME, and 43% people with disabilities.

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 An RfD is being prepared for the following roles; Contracts Manager, Service Manager, Programme Manager (extending the existing role), and a Secondment for a post-doctoral researcher from the Centre for Cultural Value.

9. External Consultees

9.1 No external consultations have been undertaken.

10. Recommendations

10.1 That the Committee notes the updates on the You Can Make it Here programme and the wider skills and business Creative Industries, Culture, Heritage and Sport support.

11. Background Documents

11.1 There are no background documents referenced in this report.

12. Appendices

12.1 **Appendix 1:** Skills Bootcamps – Virtual and Augmented Reality and Live Event Management for graduates, and Live Event Production for the unemployed, delivered by the Academy of Live Technology: case study video highlighting their offer futuregoals.co.uk/learn/free-adult-training-courses/skills-connect-training-courses/digital-courses/skills-bootcamp-in-virtual-production/.

12.2 **Appendix 2:** Young Poets Laureate poems –

- Isabelle Walker, Year 10, Bradford Academy – winner in the secondary school category with her poem, Muse.
- Alina Brdar, Year 5, Lydgate Junior and Infant School in Batley – winner in the primary school category with her poem, Mr Callaghan's Class.

Appendix 2: Young Poets Laureate poems

Isabelle Walker, Year 10, Bradford Academy – winner in the secondary school category with her poem, Muse:

Muse

*It's 5:30 in the morning and I'm out listening for her.
A year and a half ago, she would have been listening out for me
but since then things have changed
She's like a dying dog,
unwilling to show her vulnerability and pain to anyone else.
But somebody notices it.
It's me.*

*It's 5:30 in the morning and I know what she is getting out of her car.
A woman who swore she would never smoke is a chimney now.
She smokes because of me,
and I smoke because of her.
She's past the point of trying to care that the smoke doesn't just come from her.
It's me.
We are a bonfire.*

I look at our daughter -
She looks strikingly like her father,
Strikingly like you,
You
the man who robbed me of any dignity I so scarcely held on to
- And I don't recognise her anymore,
nor would I recognise you.
She reminds me of you:
how she dismisses me
how she shouts
how she doesn't care what I want.
And if she ever tried to leave as you once did
I think I'd pack her bags for her
Just to watch her fail without me
so, I could welcome her home again.

Sometimes I wish she never got better.
That she could remain
the miserable, emaciated girl
that she was year and a half ago.
Just so I could be near her again.

*I resent her for not realising that I couldn't get better in 30 days
If she cared about my eating disorder*

*as much as she cared about her image,
As much as I care about the space between my legs,
the callouses on my knuckles would tell a very different tale.
The way we speak to each other is vile, all I can taste is bile.
How has she not realised?*

*And for a woman whose CV describes her as 'pragmatic'
I often wonder why my jaw had to ache for so long.
Did you ever look into my pupils?
If there was one thing I could inherit from her
It wouldn't be her nose,
her heart murmur,
or her wheat allergy,
but the unearthly strength and courage she possesses.
She's like a female spider
Anything to protect her offspring,
Unbothered without her mate.*

She's getting older now
Like a cat dragging her hapless prey,
she meets a new boy every week.
I wonder if these boys will ever be aware
of how little they mean to her.
If anything, she is trying to fill cracks that you engraved in her
long before I could even hold her.

*Only 2 weeks ago I became somebody's show pony
for the first time.
I usually flaunt my body but the unwanted admiration of 3 middle aged men has
disembowelled me.
To those men I was their prey,
nothing more than a pretty face who wanted their harassment,
who put her body on display
But worst of all, I foolishly entertained my sick audience of aliens
Why?*

I reflect upon years of constant arguments
Time can't tear us apart
Shrieked in tongues
Two territorial female cats
Jealous
Aim for her throat
Her appearance
Why my appearance?
You share half of my genes.

We both know that the ash on the bathroom window ledge is mine,

and the cigarette butts in the recycling bin are yours.
But it's the same fire that lights them.
It's us

Alina Brdar, Year 5, Lydgate Junior and Infant School in Batley – winner in the primary school category with her poem, Mr Callaghan's Class:

Mr Callaghan's Class

Mr Callaghan's class is a vibrant hub,
Alina always has her hand up.
Jack really loves his maths,
Adam has all the laughs.
Callie is always writing her English
When will she finish?

The playtime bell rings,
And excitement begins.
Sir shouts "Stop kicking that ball!"
The boys run down the hall.
The playground is full of children
Jumping, running, forward and back
Whilst others are having their snack.

Soon it's time for the spelling test,
Faces concentrating trying their best.
This term's project is set,
Chatter of ideas and searching the Net.
Home time bell rings at three,
Tired minds are now free!

This page is intentionally left blank

Report to:	Culture, Heritage and Sport Committee
Date:	27 October 2023
Subject:	Kirklees Year of Music Presentation
Director:	Felix Kumi-Ampofo, Director, Inclusive Economy, Skills, and Culture
Author:	Yusuf Ukadia, Policy Officer

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 type="checkbox"/> Yes <input checked="" type="checkbox"/> No

1. Purpose of this Report

- 1.1 This presentation is to provide an update to committee members on Kirklees Year of Music 2023 (KYOM23). Kirklees Council will present on their delivery to date and inform committee members on future plans.

2. Information

- 2.1 The West Yorkshire Combined Authority provided £850,000 of funding to Kirklees Council to support this programme.

3. Tackling the Climate Emergency Implications

- 3.1 KYOM23 has established a Green Music initiative and aims to align with best practice in the music industry.
- 3.2 Kirklees Council has a focus on the Climate Emergency, and relevant departments are assisting in the development of tool kits and other information to support partners to consider more environmentally sustainable practices.

4. Inclusive Growth Implications

- 4.1 KYOM23 aims to enable as many people as possible to contribute to, and benefit from, economic growth in Kirklees communities and towns.

4.2 This includes equipping people with the skills and expertise to have a viable career in the sector and still live in Kirklees. The children and young people programme also has skills development and experience at its core, equipping the next generation of music makers with support to establish a career in the sector.

5. Equality and Diversity Implications

5.1 KYOM23 will ensure inclusivity and representation by working with communities and adopting inclusion tools. This ensures that considerations are made to remove barriers for communities to engage, experience and participate.

5.2 A Public Sector Equality Duty assessment (PSED) has been undertaken as part of the business justification report. This plan explores what measures are in place for protected characteristics and is a suitable equivalent to the Combined Authority's Equality Impact Assessment (EQIA). It ensures appropriate measures are in place for protected characteristics.

5.3 To ensure inclusivity through representation KYOM23 has worked with a collective of informal working groups that represent the range of communities in Kirklees. This representation is also reflected in the membership of the governance board.

5.4 Kirklees Council will continue to make sure that all documents and online information is accessible to all, is compliant with the Equality Act 2010 and legislation regarding digital accessibility.

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 Culture, Heritage and Sport Committee notes the presentation from Kirklees Council.

11. Background Documents

There are no background documents referenced in this report.

12. Appendices

Appendix 1 – Kirklees Year of Music 2023 Presentation Slides

This page is intentionally left blank



**West Yorkshire Combined Authority
Culture, Heritage & Sport Committee**

Where it started

The Kirklees Year of Music 2023 (KYOM23) programme strands:

1. **Music Industry:** giving flight to the ambitions, strengthening the resilience, growing the capacity of the music ecology in Kirklees.
2. **Young People's Year Of Music:** empowering young people to find their voice, how to express themselves and develop skills and leadership all through music.
3. **Major Chords:** special events and commissions that put KYOM23 on the map and tell our stories to the world.
4. **Musical To The Core:** Celebrating centuries of music-making and enjoying music, the annual programme of festivals, concert seasons, competitions and carnivals demonstrate the depths and range and ambition of Kirklees' musical heritage
5. **Rhythm Of Life:** Enjoying and making music is part of everyone's everyday lives with amazing benefits for health and wellbeing.
6. **Marketing & Communications:** creating a brand and visibility for Year of Music and Kirklees' music; capturing and telling the story of KYOM23.

STRUT
FASHION + MUSIC + IDENTITY

DEWSBURY TOWN HALL (outside)
Saturday 3rd June 2023, 11am - 6pm
Join us for a free family day of fashion, music & fun!

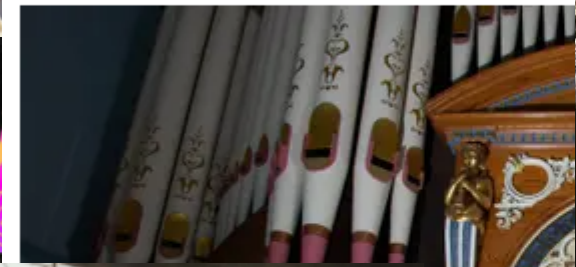
Logos for sponsors: WOMEN'S CENTRE, Kirklees, Black Lives Matter, LEVELLING UP, and others.



'A bonkers gig' are helping ke

The Guardian

Surprise musical pairing let audiences in concerts with heavy r



KIRKLEES YEAR OF '23 MUSIC

IT'S ALL ABOUT THE MUSIC!

Music Distribution in Emerging Markets - MENA
(Middle East and North Africa)

DATE: 31 MAY 2023
TIME: 3PM BST / 2PM GMT

SPEAKER: MOUNYA ABU RAHAL
PRODUCTION EXECUTIVE, ANGHAMI

A COMMUNITY THAT LIVES AND LOVES MUSIC

Kirklees Year of Music 2023
Music Cities Forum

KIRKLEES YEAR OF '23 MUSIC

IT'S ALL ABOUT THE MUSIC!

...pe, left, and Dr Mark Mynett, seni...
sfield. Photograph: Richard Saker,

Heritage Open Days in Kirklees

FREE

96 FREE EVENTS

8-17 Sept 2023



Music Industry

- Kirklees Music Ecosystem Network
- Music Industry Resources
- Platform
- Kirklees Music Cities Forum
- Seminars and webinars
- Independent Venue Week
- Onwards Festival
- Yours to Keep

108



Discussion in Discussion with Des Agyekumhene on NFT...

DISCUSSION WITH GYEKUMHENE

Des Agyekumhene World about NFTs, and AI in the music industry



Kirklees Council

West Yorkshire

LP Leeds City Region

PLATFORM
A music exchange and showcase event



KIRKLEES YEAR OF '23 MUSIC

Are you based in Kirklees and currently use music to create value in the district, the UK or the rest of the world?

Be part of 'Kirklees Music Ecosystem Network' a brand-

Young People's KYOM23

- Live performance, singing and playing
- Teacher CPDL
- Learning resources
- A Pocket Full of Rhymes
- Make Music Month
- Create & Sing
- Future Creatives
- Music of Tomorrow

109



Major Chords



- Townsounds
- Herd
- Beowulf
- Taking the Lead



Musical to the Core



- Bands in the Park
- Mela
- Carnival
- Kirklees Concert Season
- 100s of events led by the Kirklees community



**KIRKLEES
YEAR OF '23
MUSIC**

Bands in the Park
7th May – 27th August

Health & Wellbeing

- 16 projects with Creative Minds
- Speak Our Music
- Creative Care Resource

DREAM WEAVERS - MULTI-SENSORY THEATRICAL MUSICAL EXPERIENCES FOR YP WITH PROFOUND DISABILITIES AND ADDITIONAL NEEDS, THEIR SCHOOLS AND FAMILIES.

KIRKLEES ACCORD CHOIR - SINGING AND PERFORMANCE SESSIONS FOR SPECIAL SCHOOLS

MAKERWORLD OUTREACH - DRUM WORKSHOPS ACROSS KIRKLEES FOR YP

SING & BREATHE KIRKLEES - SINGING FOR LUNG HEALTH/LONG COVID

SONG GEET KIRKLEES - TASTER SESSIONS, REHEARSALS AND PERFORMANCE FOR NEW CHOIR FOR WOMEN FROM SE ASIAN COMMUNITY

MISSION MUSICIANS - SOCIAL EVENTS INVOLVING MUSIC, FOOD AND MINDFULNESS

GOOD MORNING BLUES - BLUES RELATED WORKSHOPS AND PERFORMANCE

DANCE AND SING - TUTOR-LED DANCING TO MUSIC FOR PEOPLE WITH LD, AN, FAMILIES

MUKIRKA 2023 - BRINGING TOGETHER UKRAINIAN MUSICIANS WITH OTHERS FOR REHEARSALS AND 2 PERFORMANCES

BOLLY-HUDD, DAYTIMERS - FUSION OF MUSIC AND BOLLYWOOD INSPIRED SESSIONS AND CONTRIBUTION TO HERITAGE FESTIVAL

ASPIRE VOICES - SINGING SESSIONS WITH OVER 55 COMMUNITIES, ACROSS 7 GROUPS

SOUND CIRCLE, SING GLOBAL, SOUND GLOBAL TECH - EXPLORING MUSIC IMPROVISATION

INDOORS AND OUTDOORS FOR MIXED COMMUNITIES

CROSS CULTURAL MUSIC : WE FEEL GOOD ! MUSIC COLLABORATIONS AND CONNECTIONS INCLUDING WORKING WITH MUMS AND TODDLERS

HOLME VALLEY MUSIC MAKERS - EXPLORING MUSIC MAKING, TRAINING IN MUSIC EVENT MAKING, AND GAINING SUPPORT TO ATTEND THE HOLMFIRTH ARTS FESTIVAL

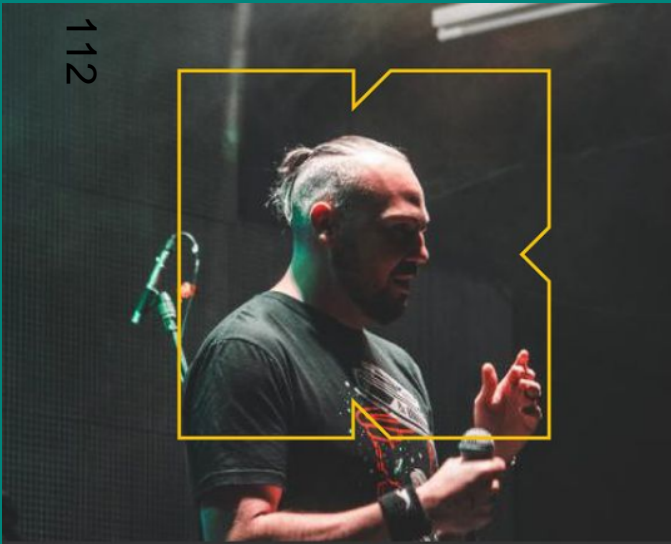
CREATE - MUSIC WORKSHOPS FOR 2 GROUPS OF YP WITH DISABILITIES/LD

RAISING ASPIRATIONS THROUGH MUSIC PRODUCTION - FOR YP IN TOUCH WITH JUSTICE SERVICES, SCHOOL EXCLUSION WORKING WITH PIVOT ACADEMY



song_geet

Did you see our #KYOM23 Health & Wellbeing & Creative Minds project, South Asian Women's choir, @song_geet perform as part of the Coronation Choir over the weekend? Here's a snap of them just before the show - repost: @song_geet Here we are, hours away from performing to a crowd of 20,000 people here to enjoy the Coronation Concert.



112

KIRKLEES
YEAR
OF '23
MUSIC



Speak our music

Tuesday 31st January

6:00 - 8:00PM

hoot creative arts Huddersfield HD1 3DX

FREE ENTRY

KIRKLEES
YEAR
OF '23
MUSIC

What next?

Programme



- Evaluation
- Learning
- Legacy

www.musicinkirklees.co.uk