

CULTURE, HERITAGE AND SPORT COMMITTEE

**MEETING TO BE HELD AT 2.00 PM ON FRIDAY, 26 JANUARY 2024
IN THE LEEDS LIBRARY, 18 COMMERCIAL STREET, LEEDS, LS1 6AL**

A G E N D A

Please note that this meeting will be filmed for live or subsequent broadcast via the Combined Authority's internet site. At the start of the meeting the Chair will confirm if all or part of the meeting is being filmed. Generally, the public seating areas will not be filmed; however, by entering the meeting room and using the public seating area, you are consenting to being filmed and to the possible use of those images and sound recordings for webcasting. If you have any queries regarding this, please contact Governance Services on 0113 251 7220.

- 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 ON 27 OCTOBER 2023**
(Pages 1 - 4)
- 5. CHAIR'S UPDATE**
Lead Member: The Mayor
- 6. DELIVERY UPDATE**
Lead Director: Felix-Kumi Ampofo, Lead Author: Becky Collier
(Pages 5 - 16)
- 7. LOCAL VISITOR ECONOMY PARTNERSHIP UPDATE**
Lead Director: Felix-Kumi Ampofo, Lead Author: Jim Hinks
(Pages 17 - 22)
- 8. PROGRESS AGAINST CULTURE, HERITAGE AND SPORT FRAMEWORK**
Lead Director: Felix-Kumi Ampofo, Lead Authors: Jim Hinks, Yusuf Ukadia

(Pages 23 - 44)

For Information

9. ECONOMIC AND SECTOR REPORTING

Lead Director: Sarah Eaton, Lead Authors: Peter Glover

(Pages 45 - 64)

10. DATE OF NEXT MEETING

The date of the next meeting is Wednesday 13 March 2023.

Signed:

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

**Chief Executive
West Yorkshire Combined Authority**



**MINUTES OF THE MEETING OF THE
CULTURE, HERITAGE, AND SPORT COMMITTEE
HELD ON FRIDAY, 27 OCTOBER 2023 AT DEWSBURY TOWN HALL,
WAKEFIELD OLD RD, DEWSBURY WF12 8DG**

Present:

Mayor Tracy Brabin (Chair)	West Yorkshire Combined Authority
Nicky Chance-Thompson (Deputy Chair)	Private Sector (LEP Board)
Councillor Yusra Hussain	Kirklees Council
Councillor Sarah Ferriby	Bradford Council
Councillor Jenny Lynn	Calderdale Council
Councillor Lynn Masterman	Wakefield Council
Kamran Rashid	Private Sector Representative (LEP)
Nathan Clark	Private Sector Representative
Caroline Cooper Charles	Private Sector Representative
Wieke Eringa	Private Sector Representative
Boluaji Fagborun	Private Sector Representative
Halima Khan	Private Sector Representative
Alan Lane	Private Sector Representative
Deborah Munt	Private Sector Representative
Sam Nicholls	Private Sector Representative
Ben Walmsley	Private Sector Representative
Richard Butterfield (Advisory Representative)	Advisory Representative (Historic England)
Nigel Harrison (Advisory Representative)	Advisory Representative (Yorkshire Sport Foundation)

In attendance:

Sarah Eaton	West Yorkshire Combined Authority
Rebecca Collier	West Yorkshire Combined Authority
Peter Glover	West Yorkshire Combined Authority
Jim Hinks	West Yorkshire Combined Authority

46. Apologies for Absence

Apologies had been received from Cllr Pryor, Cllr Coles, Syima Aslam, Alan Lane, Dominic Bascombe, Richard Butterfield, Paul Reed, Helen Featherstone, Michelle Stanistreet, Dr Oliver Bray, and Professor Dave Russell,

47. Declaration of Disclosable Pecuniary Interests

There were no declarations of pecuniary interests at the meeting.

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

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.

49. Minutes of the Meeting held 21 July 2023

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

50. Chair's Update

The Mayor provided an update on events in the Culture, Heritage, and Sports Sector since the last meeting.

51. Economic and Sector Reporting

Members considered a report that provided a review of performance against indicators in the Culture, Heritage, and Sport sector.

The West Yorkshire Plan indicator looked at participation to provide a baseline position for West Yorkshire. Future monitoring and evaluation work by the CA and local authorities would aim to show how our programme of activities would impact on participation,

Another indicator focused on sport and physical activity and used Sport England data to show how many adults in West Yorkshire could be classed as active.

Resolved: That the report be noted.

52. West Yorkshire Tourism

The Committee considered a report that provided an overview of developments of the newly established Local Visitor Economy Partnership (LVEP), including the Destination Management Plan, Governance Board, and Strategic Assessment.

Members noted the proposed workshop on 16 November to engage with officers on the development of the business case.

Members welcomed the update on the LVEP which would drive forward West Yorkshire's tourism offer and be a vehicle to work with partners to combine the strengths in the region.

Resolved:

- (i) That the Destination Management Plan be noted
- (ii) That the invitation to actively engage in the business case development be noted.
- (iii) That the governance arrangements and reporting mechanisms for the LVEP be noted.

53. Delivery Update

The Committee considered a report which provided 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.

Members discussed the Year of Culture Knowledge Transfer and Talent Escalator as an important scheme to maximise the benefits of the Years of Culture across the region by facilitating knowledge transfer and talent escalation across the region.

Members discussed the scheme to support freelancers and micro-businesses which would provide business and skills training to be delivered in consultation with the creative freelancers' networks.

Resolved: That the updates on the You Can Make it Here programme and the wider skills and business Creative Industries, Culture, Heritage and Sport support be noted.

54. Kirklees Year of Music Presentation

The Committee were provided with a presentation on Kirklees Year of Music 2023.

Members discussed the key learning from the Year of Music as well as the outcomes around jobs created, new venues, participation.

Resolved: That the presentation be noted.

55. Date of Next Meeting

The next meeting would be hold on 26 January.

This page is intentionally left blank

Report to:	Culture, Heritage and Sport Committee
Date:	26 January 2024
Subject:	Delivery Update
Director:	Felix Kumi-Ampofo, Director, Inclusive Economy, Skills and Culture
Author:	Becky Collier, Creative Industries Programme 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 This report is intended to provide an update on the **You Can Make it Here** programme and the schemes in delivery. The ambitions and outcomes of this programme will help deliver the Mayor's Creative New Deal, detailed in the Culture, Heritage and Sport Framework (Appendix 1), which was approved by Committee in Autumn 2022. This programme particularly focuses on delivering the Skills and Business themes in the Framework. The other two themes are People and Place.
- 1.2 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 schemes

Events and venue accessibility resource (November 2023 – March 2025)

- 2.1 We Are Unlimited, a disabled-led organisation based in Wakefield, is the successful delivery partner. The scheme will support West Yorkshire cultural events and venues to become more accessible to disabled artists and audiences. Delivery is underway with

recruitment of a Place Based Manager for the scheme, and planning for training dates/venues is in progress.

- 2.2 The scheme is being officially launched in January/February with training, finance (in the form of grants) and services becoming live. As soon as this is live, details will be shared with Members including how organisations can apply for any of the support.

Freelance and micro-business support (December 2023 – March 2025)

- 2.3 This scheme will deliver a region-wide suite of business and skills training for creative industries freelancers and micro-businesses. The tender for this closed in January and bids are currently being scored. The successful service provider will work closely with creative freelancer / microbusiness networks in each Local Authority to support referrals from these.
- 2.4 Another element under this scheme is to invest in each of the five creative freelancer / micro-business networks in each Local Authority, to enable them to diversify their membership by developing Equality, Diversity and Inclusion (EDI) representation and engaging a pipeline of HE and FE graduates, establishing models to become more self-sustaining. Grant support will be delivered between 2024 and 2026, across two financial years.

Create Growth Programme (December 2023 – March 2025)

- 2.5 In October 2023, the CA was successful in securing funding for the DCMS Create Growth Programme, to 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 support is focussed on the cluster sector strengths in our region of Screen / Convergent, Games, Music and Textiles and the successful business support delivery partner is developing a marketing campaign and referral system to recruit businesses onto the programme. Further details of how businesses can apply for the support will continued to be shared with Members.

Year of Culture Knowledge Transfer (January 2024 – March 2026)

- 2.6 This will support Year of Culture teams to share knowledge and learn from each other, benefitting from each other's findings, local knowledge, and insight, by facilitating knowledge exchange sessions for people currently working on, or who have been working on, Year of Culture programmes.
- 2.7 With the Spirit of 2012 funded support to Leeds and Bradford for knowledge transfer activities, 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.

Mayor's Screen Diversity Programme (January 2024 – December 2024)

- 2.8 Designed to help young people aged 18-30 from disadvantaged backgrounds to access opportunities in TV/film production through training and work placements, this support is aimed at increasing diversity in the screen sector. Following two successful cohorts being delivered in 2023, the programme is continuing in 2024.

Creative Catalyst –
Export Accelerator and Music Sector Capacity and Export (April 2024 – October 2025)

- 2.9 These two strands will build on Creative Catalyst’s previous iteration, to support creative industries businesses in the region to diversify revenue, grow new audiences, develop new business models and increase exports. The Export Accelerator strand will include an Export Grant Scheme to support creative industries businesses to attend international trade delegations and expos.
- 2.10 The Music Sector Capacity and Export strand will build capacity in the West Yorkshire music sector by convening music industry professionals in the region to support knowledge sharing activities, identify sector needs, priorities and opportunities to support sector growth, and by raising awareness of funding, career and business development opportunities within the regional music sector, and signposting to resources. This scheme will also look to attract national music sector activity into the region (conferences and sector events), and represent West Yorkshire at music trade and international expo events.

Heritage and Sport asset-owning business support pilot (June 2024 – March 2025)

- 2.11 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.

Wider Schemes – Heritage and Culture

British Library North

- 2.12 At the Combined Authority meeting on 29 July 2021, approval was granted for the Strategic Outline Case (SOC) for the British Library North project, including an indicative approval of £25.000 million (to be funded through the CA’s devolution deal) and approval of £5.350 million development costs to progress the scheme to decision point 3 (outline business case).
- 2.13 The project is extremely complex and since SOC approval, partners – including the British Library, Leeds City Council, the Combined Authority, and CEG (as owner of Temple Works, the indicative location for the project) – have been working hard to determine the best route to safely access the building to undertake the necessary feasibility work and surveys.

- 2.14 As a result, the project milestones are currently beyond the time tolerances approved in July 2021. A detailed update will be provided at the March meeting of the Culture, Heritage and Sport Committee, including in due course a Change Request to update the time tolerances, and potentially a request to update the criteria for the previously approved development funding.

Young Poets Laureate

- 2.15 Following the success of last year's region-wide competition to find two Young Poets Laureate, supported by National Poet Laureate Simon Armitage, the CA is running a second iteration of the project in 2024. This iteration is responding 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.
- 2.16 This is due to go out to tender in early 2024 to find a delivery partner to continue this great work.

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 You Can Make it Here schemes, ensuring proactive engagement with our disadvantaged communities and providing positive future progression.
- 5.2 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.
- 5.3 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.

- 5.4 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 EDI targets with the following groups supported; 62% women, 38% (over 50% in the first cohort) BAME, and 43% people with disabilities. EDI data from the 2023 programme is currently being compiled.

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 was prepared in Autumn 2023 for the following roles; Contracts Manager, Lead Programme Performance Officer, Programme Manager (extending the existing role), and a Secondment for a post-doctoral researcher from the Centre for Cultural Value.

- 8.2 The first two roles are currently being recruited for and we hope to have them in post as soon as possible, to support the You Can Make it Here schemes (Contracts Manager) and the Create Growth Programme (Lead Programme Performance Officer).

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.
- 10.2 That the Committee shares the Create Growth Programme opportunity in their networks, once details have been shared with Members.

11. Background Documents

There are no background documents referenced in this report.

12. Appendices

12.1 Appenix 1 – Culture, Heritage and Sport Framework [Culture, Heritage and Sport Framework](#).

Culture, Heritage and Sport Framework – Text Only Version

Our framework has four themes:

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

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.

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.

People: Everyone in West Yorkshire can enjoy culture, heritage and sport

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:

We will **invest** in activities that...:

- are inclusive and accessible.
- increase people's health and wellbeing.
- benefit local community groups and organisations (and volunteers, where this does not impact paid jobs).
- tackle the climate emergency and protect our environment.
- 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.
- Whether engagement with culture, heritage and sport are improving our health and well-being.

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

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:

We will **invest** in culture, heritage and sport...

- activity and assets that tell the story of who we are.
- venues to become more accessible to disabled people.
- activity that connects people to the historic and/or rural environment.
- 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.

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 ambition:

- 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.

How we will do this:

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.

What we will measure:

- The number of people working in our creative industries, heritage and sport sectors, and whether they reflect the diversity of our communities.
- 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.

Business: West Yorkshire is the place to grow your creative business

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 ambition:

- 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.

How we will do this:

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.

What we will measure:

- 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 and SMEs).
- The level of creative exports from the region including products, services, production and tourism.
- The increase in diverse leadership in the creative industries, heritage and sports sectors.

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.

Report to:	Culture, Heritage and Sport Committee
Date:	26 January 2024
Subject:	Local Visitor Economy Partnership Update
Director:	Felix Kumi-Ampofo
Author:	Jim Hinks, Head of CHS Policy

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 update members on the progression of the West Yorkshire Local Visitor Economy Partners. In July, VisitEngland, the national tourism body for England, approved the joint application of the West Yorkshire Combined Authority (CA) and the five 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 prioritisation of activities proposed in the Destination Management Plan, and a Business Case submitted as part of an emerging funding proposal.

1.3 Members are asked to note the progress of the scheme.

2. Context

2.1.1 The CA's Culture, Heritage and Sport Framework's Place theme reflects the importance of the visitor economy to the region, and its ambition to grow the sector:

Culture, heritage and sport brings 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.

Ambition: *We have a thriving cultural tourism sector.*

How we will do this: *We will grow awareness of West Yorkshire as a cultural destination, nationally and internationally.*

What we will measure: *The level of culture, heritage and sport tourism in the region.*

2.1.2 The Visitor Economy is also referenced in the West Yorkshire Investment Strategy, under Investment Priority 6, Culture, Heritage and Sport:

Visitor and Citizen Experience: *harnessing a vibrant West Yorkshire cultural offer to drive a confident COVID-19 recovery of our places visitor economy - creating a strong regional identity promoted globally, regenerating our places and ensuring our citizens can access quality experiences which enhance their lives.*

2.1.3 As part of the LVEP application to VisitEngland, the CA and LAs commissioned a **Destination Management Plan (DMP)**. The DMP focuses on the priorities and collaborative activities that, at a West Yorkshire level, will build a better and more productive visitor economy sector. It is intended to complement the localised visitor economy plans of Bradford, Calderdale, Kirklees, Leeds, and Wakefield.

2.1.4 The Destination Management Plan has three work streams:

- **Increase Awareness and Appeal**
- **Develop our Product and Places**
- **Manage Our Visitor Economy Effectively**

2.1.5 The DMP, which has previously been shared with the CHS Committee, includes proposals for a wide range of activities under each of these headings.

2.1.6 The LVEP Board, with input from CHS Committee members, has prioritised and refined these activities into a set of phased actions that are deliverable within a 2-year timeframe and a budget of £500k.

3.1 **Progress since last CHS Committee update (24 October, 2023)**

3.2 The LVEP Board, chaired by the Mayor, met for its inaugural meeting on 24/10/23, and discussed the aims and mission of the LVEP, governance, and prioritisation of Destination Management Plan Activities. A calendar of board meetings (every 2 months until Dec 2024) has been agreed and shared. See Item 7, Appendix 1 for LVEP Board membership.

3.2.1 High-level meeting between the Mayor and VisitEngland Director Andrew Stokes took place on 20th October 2023, to discuss LVEP plans and ambitions to become Tier 1 Destination Development Partnership.

3.2.3 A workshop was held on 16th Nov 2023 with LVEP Board members and CHS Committee Members, to prioritise Destination Management Plan Activities and scope available sector data and research.

4.1 DMP Prioritisation

LVEP DMP Workshop prioritised the following activities:

1. Develop a commercial strategy
2. Baseline data and research
3. Proposition scoping
4. Marketing campaign
5. Events campaign
6. Research and develop itineraries and bookable products
7. Scope visitor pass
8. Business Support and Skills Training

De-prioritized:

- Awards and conference activity
- Tourism Tsar / figurehead role

3.3.4 A business case has been submitted to secure the £500,000 funding needed to begin delivery. Final approval is expected in March 2024. **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 EDI priorities for the DMP are to:

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

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 The Business Case proposes that delivery of the DMP activities sits within Leeds City Council, who will recruit a Programme Manager to lead delivery of the work.

9. External Consultees

9.1 No external consultations have been undertaken.

10. Recommendations

10.1 Members are asked to note the progress of the LVEP scheme.

10.2 Members are asked to comment on the prioritisation of the DMP activities.

11. Background Documents

There are no background documents referenced in this report.

12. Appendices

Item 7, Appendix 1 – LVEP Board Membership

Local Visitor Economy Partnership

Membership	
Name	Organisation
Mayor Tracy Brabin (Chair)	WYCA
Nicky Chance-Thompson DL	CEO, Piece Hall & Representative of the WYCA Culture, Heritage & Sport Committee
Rebecca Yorke	Director, Bronte Museum
Charles Dacres	Director, Bradford Hate Crime Alliance
Olivia Colling	Deputy Director of the Hepworth Wakefield
Mike Briffett	President of the West & North Yorkshire Chamber of Commerce
Sam Sharp	Huddersfield BID Manager
Pam Warhurst	Chair of the Calderdale Tourism Board
Wayne Topley	Managing Director, The Cedar Court Hotels Group Yorkshire
Vincent Hodder	CEO Leeds Bradford Airport
Belinda Eldridge	Head of Destination Marketing and International Relations, Leeds City Council
Sam Scarpa	Development Manager - Festivals, Events & Tourism, Wakefield Council
Patricia Tillotson MBA	Visitor and Business Development Manager, City of Bradford MBC
Diana Greenwood	Tourism & Visitor Economy Manager, Calderdale Council
Richard Smith	Acting Head of Culture & Tourism, Kirklees Council
Jim Hinks	Head of Culture Policy, West Yorkshire Combined Authority
Additional Attendees	
Melanie Armitage	Tourism and Visitor Manager, Wakefield Council



Claire Heap	Visitor Economy Manager, Leeds City Council
Amanda King	Business Operations Manager, WYCA

Report to:	Culture, Heritage and Sport Committee
Date:	26 January 2024
Subject:	Progress Against Culture, Heritage and Sport Framework
Director:	Felix Kumi-Ampofo, Director, Inclusive Economy, Skills and Culture
Author:	Jim Hinks, Head of Culture, Heritage and Sport Policy and Yusuf Ukadia, Policy Officer, Culture, Heritage and Sport

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 To provide committee members with a summary update on progress made against the Culture Heritage and Sport Framework.

2. Information

- 2.1 The committee approved the Culture, Heritage and Sport Framework in October 2022, which is our plan to grow and sustain culture, heritage and sport in the region. It sets out our ambitions, our priorities for interventions, 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.
- 2.2 The following table is a summary of programmes delivered across the Combined Authority, against the four Framework themes of People, Place, Skills and Business.
- 2.3

Framework Theme	Programmes
-----------------	------------

<p>People</p> <p>Everyone in West Yorkshire can enjoy Culture, Heritage and Sport</p>	<p>LEEDS 2023 (WOW Barn, The Gifting, Northern Dreaming) Bradford Literature Festival 2022 (Main Programme) Kirklees Year of Music 2023 CultureDale 2024 Our Year – Wakefield District 2024 YCMIH: Events and Venue Accessibility Resource</p>
<p>Place</p> <p>West Yorkshire is a creative, sustainable and vibrant region with culture, heritage and sport at its heart</p>	<p>LEEDS 2023 Bradford Literature Festival 2022 Kirklees Year of Music 2023 CultureDale 2023 Our Year – Wakefield District 2024 British Library North Dewsbury Arcade refurbishment (Getting Building Fund) George Hotel, Huddersfield (Getting Building Fund) YCMIH: Events and Venue Accessibility Resource</p>
<p>Skills</p> <p>You can build a great career in culture, heritage or sport in West Yorkshire</p>	<p>Adult Education Budget (AEB) Skills Bootcamps LEEDS 2023 Kirklees Year of Music 2023 CultureDale 2023 Our Year – Wakefield District 2024 Bradford Literature Festival 2022 Mayor’s Screen Diversity Programme: Beyond Brontes (2022/23/34) Creative Catalyst: Mentoring (delivered by Screen Yorkshire and Game Republic) West Yorkshire Young Poet Laureate (delivered by National Literacy Trust) (2023/24) YCMIH: Writer’s development scheme YCMIH: Year of Culture Knowledge Transfer and Talent Escalator YCMIH: Events and Venue Accessibility Resource</p>
<p>Business</p> <p>West Yorkshire is the place to grow your creative business</p>	<p>Business Support Service Inward Investment LEEDS 2023 Kirklees Year of Music 2023 CultureDale 2023 Our Year – Wakefield District 2024 Creative Catalyst: Accelerator (delivered by Indielab) Creative Catalyst: Export (delivered by Indielab) Rural England Prosperity Fund YCMIH: Freelancer and micro business support YCMIH: Export Accelerator</p>

YCMIH: Music Sector Capacity and Export
YCMIH: Heritage and Sport Asset-Ownning Business Support Pilot
Create Growth

2.4 Appendix 1 details the specific interventions in more detail, with Leeds 2023 and Kirklees Year of Music data pending further evaluation.

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 There are no inclusive growth implications directly arising from this report.

5. Equality and Diversity Implications

5.1 There are no equality and diversity implications directly arising from this report.

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 this update on work taken to progress the Culture, Heritage and Sport Framework.

11. Background Documents

There are no background documents referenced in this report.

12. Appendices

Appendix 1 – Framework Tracker



27
**Culture, Heritage and
Sport Interventions**

People

28

**Everyone in West Yorkshire
can enjoy Culture, Heritage
and Sport**



Intervention (Delivered as of December 23)	Impact
LEEDS 2023 (WOW Barn)*	<ul style="list-style-type: none"> • 500,000 people engage with the project either through the Think Ins, Build Programme, 2week festival of events including online activities or through watching content associated with the project. • 500 women and girls have taken part in physical activity/sports. • 8 consultation sessions delivered across W Yorkshire and online, enabling 320 people contribute to the design of the barn and the programme by participating in consultation sessions either online or in person. • 3000 female and non-binary students in Leeds and W Yorks will be reached through the call out to be a Barn Raiser. A further 12000 will receive comms about the programme. • 300 professional and non-professional participants in a 24-hour barn raising.
Bradford Literature Festival 2022 (Main Programme) 29	<ul style="list-style-type: none"> • 484 indoor and outdoor events. • 56,338 live attendances, with 48% of audiences from Black, Asian or other ethnic minority backgrounds.
Kirklees Year of Music 2023*	<ul style="list-style-type: none"> • 400,000 event attendees over the YOM duration plus 40,650 online engagements.

*Figures pending final evaluation

Culture – Black

Heritage – Brown

Sport – Blue

Creative Industries - Pink

Place

31

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



Intervention (Delivered as of December 23)	Impact
LEEDS 2023*	<ul style="list-style-type: none"> • Across the whole project: 10% increase in visitor numbers to Leeds during 2023 (usual year on year 4% increase plus additional 6%).
Bradford Literature Festival 2022	<ul style="list-style-type: none"> • 119 festival volunteers (40% under 25yrs, and 34% BAME) recruited and trained.
Kirklees Year of Music 2023*	<ul style="list-style-type: none"> • 4,870 volunteering opportunities created, with 200 young people taking part in the Volunteering Future project. • £739,291 in cumulative volunteering impacts.

*Figures pending final evaluation



Skills

34

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

Intervention (Delivered as of December 23)	Impact
LEEDS 2023 (WOW Barn)*	<ul style="list-style-type: none"> • 1,135 women and girls taken part in upskilling, training and volunteering opportunities. • 15 young people over 8 weeks who will participate in a youth leadership programme and deliver their own programme of events within the barn. • 2,000 children and young people will participate in 40 creative learning and engagement sessions in schools, libraries and community settings. • 150 women, girls and non-binary people will be given training and develop skills through hands on experience in construction and design. • 150 professional women from the construction industry volunteering to share their skills.
Kirklees Year of Music 2023*	<ul style="list-style-type: none"> • 110 gross job years supported (11 FTE jobs). • 139 net job years within the WYCA labour market (14 net FTE jobs).
Bradford Literature Festival 2022 35	<ul style="list-style-type: none"> • 17,085 children and young people participated in 177 specially designed events in the BLF2022 programme. • 5,595 from 22 institutions (12 primaries, 6 secondaries, and 4 Muslim/Sikh supplementary schools) participated in the Education Programme. • A further 11,490 children and young people (under the age of 20) took part in other aspects of the festival programme (Literature Unlocked, Better Start, etc.).
Mayor's Screen Diversity Programme: Beyond Brontës (2022)	<ul style="list-style-type: none"> • Delivered to 80 participants over two cohorts and was 5 times oversubscribed. It supported: <ul style="list-style-type: none"> ○ 62% women, 38% BAME (50% in first cohort), 43% disability
Creative Catalyst: Mentoring (delivered by Screen Yorkshire and Game Republic)	<ul style="list-style-type: none"> • 20 mentees matched with industry expert mentors, supporting those working in mid-level roles in TV production and Games looking to progress to a more senior position in the industry.
Adult Education Budget (AEB)	<ul style="list-style-type: none"> • The number of learners entering Arts, Media, and Publishing courses with the support of the Adult Education Budget (AEB) experienced a notable annual increase, reaching a total of 9,039, with a significant % rise year on year from 2020/21 to 2022/23.
West Yorkshire Young Poet Laureate (2023) (delivered by National Literacy Trust) *Figures pending final evaluation	<ul style="list-style-type: none"> • Engaged with 140 schools (73 primary schools, and 67 secondary schools). • A winner from primary (year 4), and secondary (years 9/10) were selected from a shortlist of 16, and they will be mentored by the Poet Laureate. • 45,022 students were engaged.

Intervention (Forthcoming)	Impact
LEEDS 2023 (The Gifting and Northern Dreaming)*	<ul style="list-style-type: none"> • 300 volunteers will acquire valuable experience and develop skills in the creative sector whilst actively contributing to the success of “The Gifting”. • Northern Dreaming Anthology providing educational enrichment for over 10,000 children.
Kirklees Year of Music 2023*	<ul style="list-style-type: none"> • 110 gross job years supported (11 FTE jobs). • 139 net job years within the WYCA labour market (14 net FTE jobs).
CultureDale 2024	<ul style="list-style-type: none"> • 35 unemployed (including long-term unemployed) participants supported by providing access to skills development and connecting them with career opportunities. • 110 inactive participants supported by providing access to training and other positive activities that address barriers to work and widen participation in creative industries. • 30 micro businesses engaging with schools by providing opportunities for collaboration and promoting entrepreneurship and creative careers. • 50 NEETs/ 16-24/ 50+ in disadvantaged groups supported engaging in positive activities that address barriers to work or widen participation in training and provided with access to skills development. • 50 people accessing careers advice. • 55 attending green skills training sessions with a focus on helping participants develop skills and awareness of sustainable practices.
Our Year – Wakefield District 2024	<ul style="list-style-type: none"> • Community anchors engaged in programme development and delivery – 20. • The Hatchling workshops and community activity – 300 active participants. • Place based curriculum – 3 toolkits developed and implemented. • Teachers' benefiting from CPD programme – 120. • Number of schools involved – 75. • Summer school engagement – 300 hours of creative learning. • Summer school participation – 1,000. • Number of digital badges awarded – 300.
Mayor’s Screen Diversity Programme: Beyond Brontes (2023)	<ul style="list-style-type: none"> • 80 (40 x 2) individuals participate in work experience placements, meeting targets for participants with protected characteristics and from lower socio-economic backgrounds.

36

*Figures pending final evaluation


Intervention (Forthcoming)	Impact
YCMIH Mayor's Screen Diversity Programme: Beyond Brontes (2024)	<ul style="list-style-type: none"> 80 (40 x 2) individuals participate in work experience placements, meeting targets for participants with protected characteristics and from lower socio-economic backgrounds.
West Yorkshire Young Poet Laureate (2024)	<ul style="list-style-type: none"> 30 in-person visits from local poets (reserved for highest FSM schools in the regions). 5 poetry events (1 in each LA). 694 primary schools and 195 secondary schools take part in Poetry Week. 4 sessions delivered to develop the skills of shortlisted poets. 12 hours of mentoring.
YCMIH: Writer's development scheme	<ul style="list-style-type: none"> 20 (10 x 2) writers participate in 5 x online sessions and a script surgery
YCMIH: Year of Culture Knowledge Transfer and Talent Escalator	<ul style="list-style-type: none"> 30 personnel from across each Year of Culture team participates in knowledge transfer activities. 30 freelancers and microbusinesses participate in talent escalator activities. Repository of learnings and toolkits created
YCMIH: Events and Venue Accessibility Resource	<ul style="list-style-type: none"> Face to face skills disability training for c. 50 people across cultural venues, festivals, local authority delivery staff.
Skills Bootcamps	<ul style="list-style-type: none"> 103 learners - Skills Bootcamp in Project Management and Digital Skills for Creative and Cultural Sectors 25 learners upskilled on Skills Bootcamp in Live Event Management for Graduates 25 - Skills Bootcamp in Live Event Production for Graduates 25 - Skills Bootcamp in Unreal Engine for Graduates 25 - Skills Bootcamp in Live Event Management for the Unemployed 25 - Skills Bootcamp in Live Event Production for the Unemployed 25 - Skills Bootcamp in Unreal Engine for the Unemployed 10 - Skills Bootcamp in Live Events (Calderdale Council pilot) 80 - Skills Bootcamp in Virtual and Augmented Reality 20 - Skills Bootcamp in Advanced Games Production 30 - Skills Bootcamp in EDI for Screen Production 60 - Skills Bootcamp in Business for Self-Employed Creatives 15 - Skills Bootcamp in XR/VR for the creative/cultural sector 50 - Skills Bootcamp in Stage and Screen Rigging



Business

38

**West Yorkshire is the place
to grow your creative
business**

Intervention (Delivered as of December 23)	Impact
LEEDS 2023 (WOW Barn)*	<ul style="list-style-type: none"> • 2,000 women-led businesses taking part in the marketplace.
Kirklees Year of Music 2023*	<ul style="list-style-type: none"> • £6,518,186 in cumulative GVA impacts.
Creative Catalyst: Accelerator (delivered by Indielab)	<ul style="list-style-type: none"> • Delivered to 26 businesses from TV and games, boosting business growth and productivity, promoting ambitious creative ideas and enhancing understanding of investment, distribution and innovation. • 84 new jobs created in TV, and 16 new jobs created in games. • Average turnover increase of up to £200k, and games turnover increase of £150k. • 9 new commissions, 6 in TV, 3 in games. • 3 new distribution deals.
Creative Catalyst: Export (delivered by Indielab)	<ul style="list-style-type: none"> • Delivered to 30 businesses from the wider creative industries, including TV, Games, Arts and Culture.
 Business Support	<ul style="list-style-type: none"> • Since May 2021, 290 Creative Businesses have accessed support via the Combined Authority's business support service. Some of these have accessed support multiple times and via multiple programmes (512 programme engagements). • Between May 2021 and March 2023, #Grow (Capital grant scheme offering up to £50,000 (based on 50% of costs) to B2B SMEs in the priority subsectors of Creative & Digital) supported 36 CI businesses. <ul style="list-style-type: none"> ○ 68 new jobs (circa £6,000 grant per job) ○ £584,816 private sector match ○ Example: XR Games was awarded £50,000 towards a £300,000 renovation of a former warehouse at Armley gyratory to create a state-of-the-art headquarters, and created 25 new jobs. • Business Productivity Service: Supported Sticks & Glass Ltd, a TV audio post-production editing business based in Leeds. Sticks & Glass has been supported through BPS towards identifying key productivity gains that if achieved, will help the company achieve 50% additional turnover within two years. Alongside this, a £37,250 grant has been awarded to fund a £150,000 expansion, incorporating new office space, high tech production equipment, and editing space for live broadcast sports events, due for completion in 2024.

*Figures pending final evaluation

Intervention (Delivered as of December 23)	Impact
<p><i>Inward Investment</i></p>	<ul style="list-style-type: none"> • Tileyard North: in 2021 Rutland Mills received £4.9m funding from the LEP through LGF. Large scale redevelopment of the formerly derelict Rutland Mills complex in Wakefield, by City & Provincial Properties and Tileyard. When finished, the project will comprise of a hotel, shared working and office space, higher education facilities, and over 30 high specification music production suites over 20,000 square feet. • EMI North, WYCA brokered introductions and hosted scoping visits for Universal executives throughout 2021, 2022 and 2023. Other locations considered included Manchester, Sheffield, Newcastle and Scotland. EMI North has entered into commercial partnership agreements with six regional independent labels in the north of England, collaborating on A&R, publishing infrastructure and touring, while channelling royalties and funding to the grass roots level. EMI North comprises a new office opened in Leeds in 2023, and 5 new jobs .
<p>Rural England Prosperity Fund</p> <p style="text-align: center;">40</p>	<ul style="list-style-type: none"> • UKSPF Pillar 2 capital grant funding programme has attracted interest from several high profile CHS organisations. <ul style="list-style-type: none"> ○ A recent award has been IOU hostel, affiliated with ACE NPO IOU theatre awarded a £40,000 grant towards the £50,000 capital cost in redeveloping its grounds to improve accessibility, new cycle storage to attract out-of-season touring parties, and an expansion of its venue space to support greater outputs from group theatre workshops and artist residencies.

Intervention (Forthcoming)	Impact
CultureDale 2023	<ul style="list-style-type: none"> 75 businesses receiving support through Collaborative and Community Commissions, promoting a low carbon economy through resources and mentoring, offering skills development opportunities, and providing marketing. 5% increased employment in creative and cultural sectors by providing support and funding to small businesses and organisations in these sectors. 20 creative/ heritage/ sports businesses supported in the move to a low carbon economy with resources, mentorship, and training. 10 empty premises utilised by providing support to creative entrepreneurs, small businesses, and artists to set up residences and installations in these spaces.
Our Year – Wakefield District 2024 41	<ul style="list-style-type: none"> Local and regional creatives benefiting from Artists Development Programme – 15. Development opportunities for local creatives (The Hatchling) – 65. Commissions for local creatives (Festivals & Events) – 30. Cultural Grants distributed to local artists and creative organisations – 15. Job placement and traineeship opportunities – 100 young people in creative industries by 2025. Creativity around the corner – 3 businesses involved; 6 creative commissions; 150 active participants (employees from businesses involved).
YCMIH: Freelancer and micro business support	<ul style="list-style-type: none"> 150 (30 x 5) CI freelancers and microbusinesses supported with skills training, business support, knowledge sharing and networking. 75 (15 x 5) recent CI graduates supported with skills training, business support, knowledge sharing and networking.
YCMIH: Export Accelerator	<ul style="list-style-type: none"> 30 CI businesses engaged on the Export Accelerator Strand. 10 CI businesses participate in international trade delegations.
YCMIH: Music Sector Capacity and Export	<ul style="list-style-type: none"> c. 75 organisations and freelancers engaged in the music network. Each year, the music network will run: 5 x Music Network meetings, 5 x knowledge sharing sessions, and 5 x outreach sessions. Music Network resources created and maintained, including a map of live music venues in WY, WY Music Action Plan.

Intervention (Forthcoming)	Impact
YCMIH: Heritage and Sport Asset-Owning Business Support Pilot	<ul style="list-style-type: none"> • 60 Heritage and Sport asset-owning organisations receive business support, including co-operatives, CICs and social enterprises.
Create Growth	<ul style="list-style-type: none"> • 40 businesses to participate in and complete the programme by March 2025. • 10 CI businesses receive equity funding. • Work with investors to drive investment into the region, through priming and building investor networks, building new supply chains and creating pathways for future founders.

Whilst this table covers many of our direct interventions, it does not cover other initiatives such as:

Involvement in the Northern Creative Corridor project: a cross-regional partnership that is committed to working together to develop regional strategies that can deliver on the potential of the North's Creative Industries. We hosted the initial meeting, and have signed up to the charter committing us to:

- To attend biannual meetings as part of NCC Steering Board
- To provide in-kind staff time and support for at least one working group
- To proactively seek out opportunities to develop creative partnerships or investments that could support the creation of the corridor
- To contribute (financially or in-kind) to the administration and programme development of the Northern Creative Corridor
- To commit to support at least one cross-regional initiative in 2024 as agreed by the NCC Steering Board

We have also collaborated with the Centre for Cultural Value (CCV) based at the University of Leeds, and have secured a policy placement from the CCV, working one day a week to:

- Support the Lead Evaluation Officer for Culture in the development of the CHS Evaluation Framework so that it is aligned to the policy framework and the Centre's evaluation principles, which have been adopted by Leeds 2023 and Bradford 2025, and so that it is embedded effectively across the Authority's work and the local authorities in the region.
- Support the CHS Team to gather and generate robust evidence to celebrate successful activity and reflect on learning opportunities as a result of an improved learning and evaluation culture.
- Advise WYCA on understanding and articulating the economic impact of their funded activity in a more holistic way, taking approaches from other authorities into account.
- Help to build networks and partnerships in cultural data and evaluation with local and national bodies, e.g. other CAs and DCMS.

Regional Evaluation Work

- We have established a Cultural Data and Evaluation Working Group, with the objective of bringing colleagues together from across the West Yorkshire Local Authorities, Combined Authority and cultural trusts working on monitoring and evaluation in the Culture, Heritage and Sport sectors, creating a forum for sharing knowledge, developing joined-up ways of working, and promoting good practice.
- A key part of the group's remit will be to identify opportunities to share and standardise cultural data across the region, and build on the data and evaluation legacy of the Years of Culture.
- The first meeting took place on Monday 18th December 2023.

This page is intentionally left blank

Report to:	Culture, Heritage and Sport Committee
Date:	26 January 2024
Subject:	Economic and Sector Reporting
Director:	Sarah Eaton, Director of Strategy, Communications and Intelligence
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

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

- Employment in *Arts, entertainment and recreation*¹ grew to a modest extent in the quarter to September 2023 with annual growth of around 1%. Employment in this part of the sector remains below pre-pandemic levels. Employment in *Information and Communication*² grew only slightly in the latest quarter but increased at a similar rate to the wider economy for the preceding 12 month period at three-times the rate for the wider economy in the period since 2019 (pre-pandemic)

¹ This category includes: Creative, arts and entertainment; Libraries, archives, museums; Gambling and betting activities; and Sports, amusement, recreation

² 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.

- Strong pay growth in the *Information and communication* sector appears to have flattened out in recent months; the picture for *Arts, entertainment and recreation* has only been flat.
- The output of the *Arts, entertainment and recreation* sector has grown quite strongly over the last year.
- UK vacancies in both parts of the sector have been falling since the early part of 2022, with further falls in the latest quarter. The vacancy count is now in line with pre-pandemic levels for both parts of the sector.
- The count of online job postings in occupations relevant to culture, heritage and sport is now falling steadily in West Yorkshire.
- The count of businesses in culture, heritage and sport sectors remained flat between 2022 and 2023 in West Yorkshire. A decline in the number of digital businesses offset growth for other sectors.

Output (Figure 1 of Appendix)

- 2.14 Output data are volatile at this level but the figures suggest that the *Arts, entertainment and recreation* sector has seen an upward trend in terms of output over the last year. Output in the latest 3 month period to October 2023 was 7.5% higher than for the same period of 2022 and there have been increases in recent months.
- 2.15 *Information and Communication* output was 3% higher in the three months to October 2023 than for the same period of 2022. Output for this part of the sector has remained fairly flat in recent months.

Employment (Figure 2)

- 2.16 Seasonally adjusted employment in England in the *Arts, entertainment and recreation* sector increased to a modest extent between June 2023 and September 2023, growing by around 4,000 or 0.5%. Employment levels remained fairly flat over the previous 12 months (September 2022 to September 2023) increasing by 1% or 11,000, compared with growth of 3% across the wider economy. As of June 2023, employment in the sector remains 15,000 or 2% lower than in December 2019 (pre-pandemic).
- 2.17 Employment in the *Information and Communication* sector in England was fairly flat in the latest quarter, growing by around 3,000 or 0.2% between June 2023 and September 2023. Growth in the previous 12 months was similar to the average for the wider economy at 3% (+48,000). Employment in the sector is 147,000 or 11% larger than pre-pandemic (December 2019) compared with a growth figure for the wider economy of 4%.

Pay (Figure 3)

- 2.18 At £1,127 per week, average earnings in the *Information and Communication* sector are 74% higher than across the *Whole Economy* average (£648), based on figures for October 2023. Average weekly earnings for *Arts, entertainment and recreation* are, at £451, 30% lower than the *Whole Economy* average.

- 2.19 The figures for average weekly earnings in *Arts, entertainment and recreation* declined by 4% year-on-year in nominal terms in October 2023. However, the data is volatile and, as the chart shows, the underlying trend seems to be fairly flat over this period. *Information and communication* saw strong year-on-year earnings growth of 9%, compared with the equivalent figure for the wider economy of 6%, although the level of pay in this part of the sector has been flat in the last few months.

Vacancies (Figures 4 and 5)

- 2.20 The trend in vacancies is downward. According to the ONS Vacancy Survey the number of UK vacancies in the *Arts, entertainment and recreation* sector fell by 5% in the September to November 2023 quarter compared with the June to August 2023 quarter. Vacancies across the wider economy fell by 5%, whilst vacancies in *Information and communication* declined by 7% over the same period. This is a continuation of an existing trend and vacancies fell over the preceding 12 months by 22% in *Arts, entertainment and recreation*, by 28% in *Information and communication* and by 19% across the wider economy.
- 2.21 The current levels of vacancies for both *Arts, entertainment and recreation* and *Information and communication* have now fallen to levels that are broadly similar to their pre-pandemic position.
- 2.22 *Arts, entertainment and recreation* and *Information and Communication* are ranked eighth 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 and both are now below the average ratio for the wider economy.

Online job postings in West Yorkshire (Figures 6-8)

- 2.23 Data from online job postings allow us to assess the vacancy situation in West Yorkshire³ 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 is now in decline (see figure 6) in West Yorkshire. Although still above pre-pandemic levels, the average count of postings in the three-months to December 2023 was 44% lower than in the same period of 2022. Meanwhile, the count of postings at national level fell by 31% for the same period.
- 2.24 The biggest occupational categories in terms of online job postings continue to be *IT, software and computer services* and *Advertising and marketing*. Both of these categories have seen substantial falls in job postings in recent months, with a decline of 59% for the former and 30% for the latter when comparing the average for the three months to December 2023 with the same period of 2022..

West Yorkshire business counts (Figures 9-12)

³ 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.

- 2.25 Each year a data extract is published, compiled from the Inter Departmental Business Register (IDBR) recording the number of enterprises that were live at a reference date in March. Analysis of this dataset provides a picture of the number of businesses operating in culture, heritage and sport sectors in West Yorkshire, based on [definitions](#) developed by the Department for Culture, Media and Sport.
- 2.26 As of March 2023 there were 17,400 businesses in the DCMS sectors in West Yorkshire, 22% of all businesses in the region. This is slightly lower than the UK average representation of 24%.
- 2.27 Leeds has a higher representation of businesses in DCMS sectors than the other local authorities in West Yorkshire, accounting for 24% of total businesses. This includes a relatively strong representation of Creative businesses.
- 2.28 In the period covered by the data, from 2012 to 2023, the number of businesses in the DCMS sectors grew by 33%, a faster rate than the UK average growth of 26%. However, growth has stalled since the pandemic, with the number of businesses increasing by only 1% in West Yorkshire between 2019 and 2023 and declining by 1% at UK level. The business count for DCMS sectors remained static between 2022 and 2023 in West Yorkshire, whilst declining by 1% across the wider economy of the region.
- 2.29 The lack of growth in the stock of businesses in the DCMS sectors since the pandemic is due to the *Creative* sector, which saw a decline of 10% between 2019 and 2023, including a fall of 1% between 2022 and 2023. All other sectors grew throughout this period (2019-2023): the *Cultural* sector saw an increase of 16%, *Tourism* grew by 10% and *Sport* by 14%. In addition, *Culture* and *Sport* each grew by 5% between 2022 and 2023. The decline in *Creative* businesses during the period was centred on the *IT, software and computer services* sub-sector, which experienced decline of 26% between 2019 and 2023.

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. Evidence shows that people from lower socio-economic backgrounds face problems of exclusion in terms of employment in some parts of the culture, heritage and sport sector and accessing senior roles.

5. Equality and Diversity Implications

- 5.1. Equality, diversity and inclusion is a key challenge with regard to the culture, sport and creative workforce. National data shows that females are under-represented and face an acute gender pay gap. People from ethnic minorities are strongly represented in the digital sector but poorly represented in sport.

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

This page is intentionally left blank



West
Yorkshire
Combined
Authority

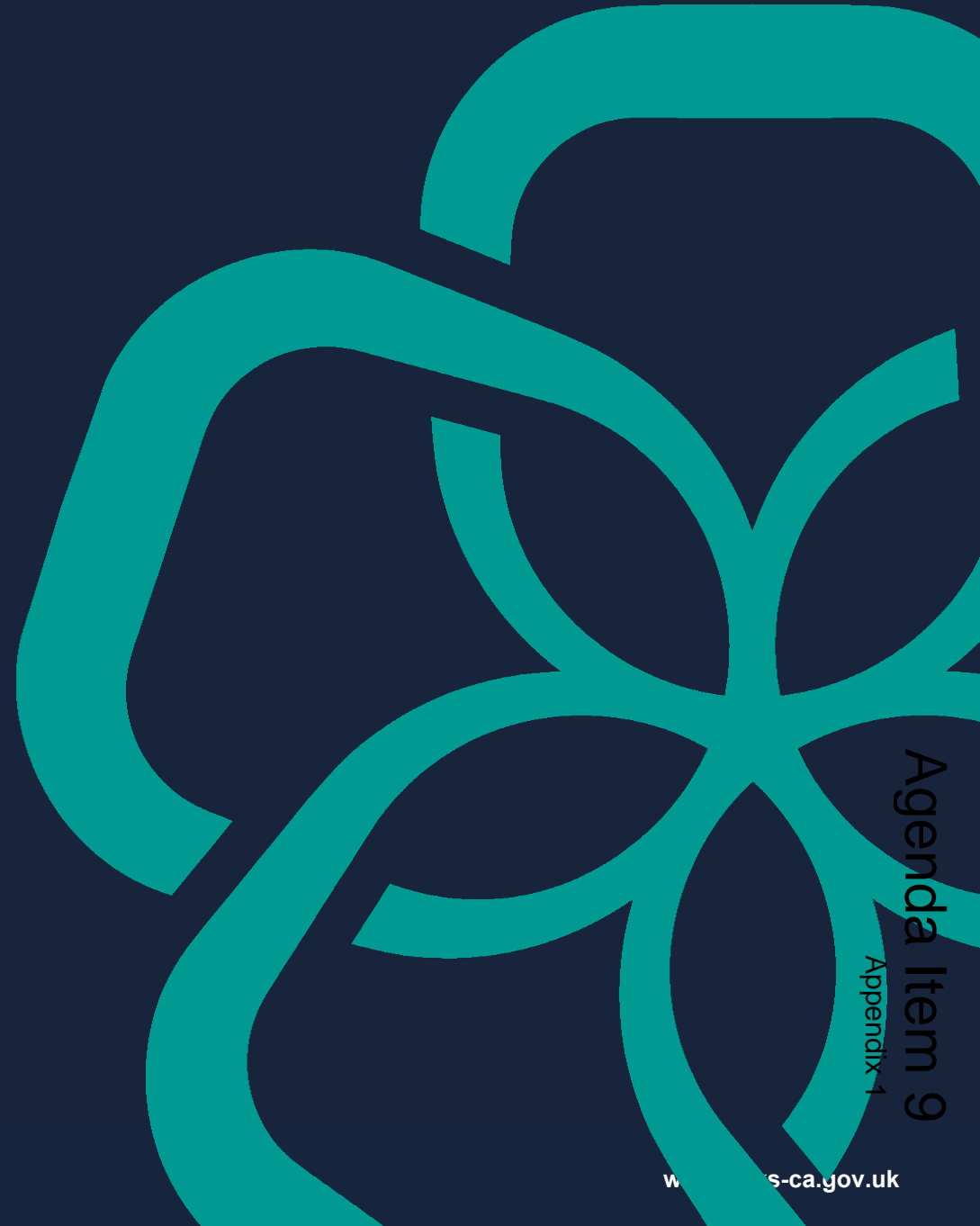
Tracy
Brabin
Mayor of
West Yorkshire

51

Appendix 1: Economic and sector reporting

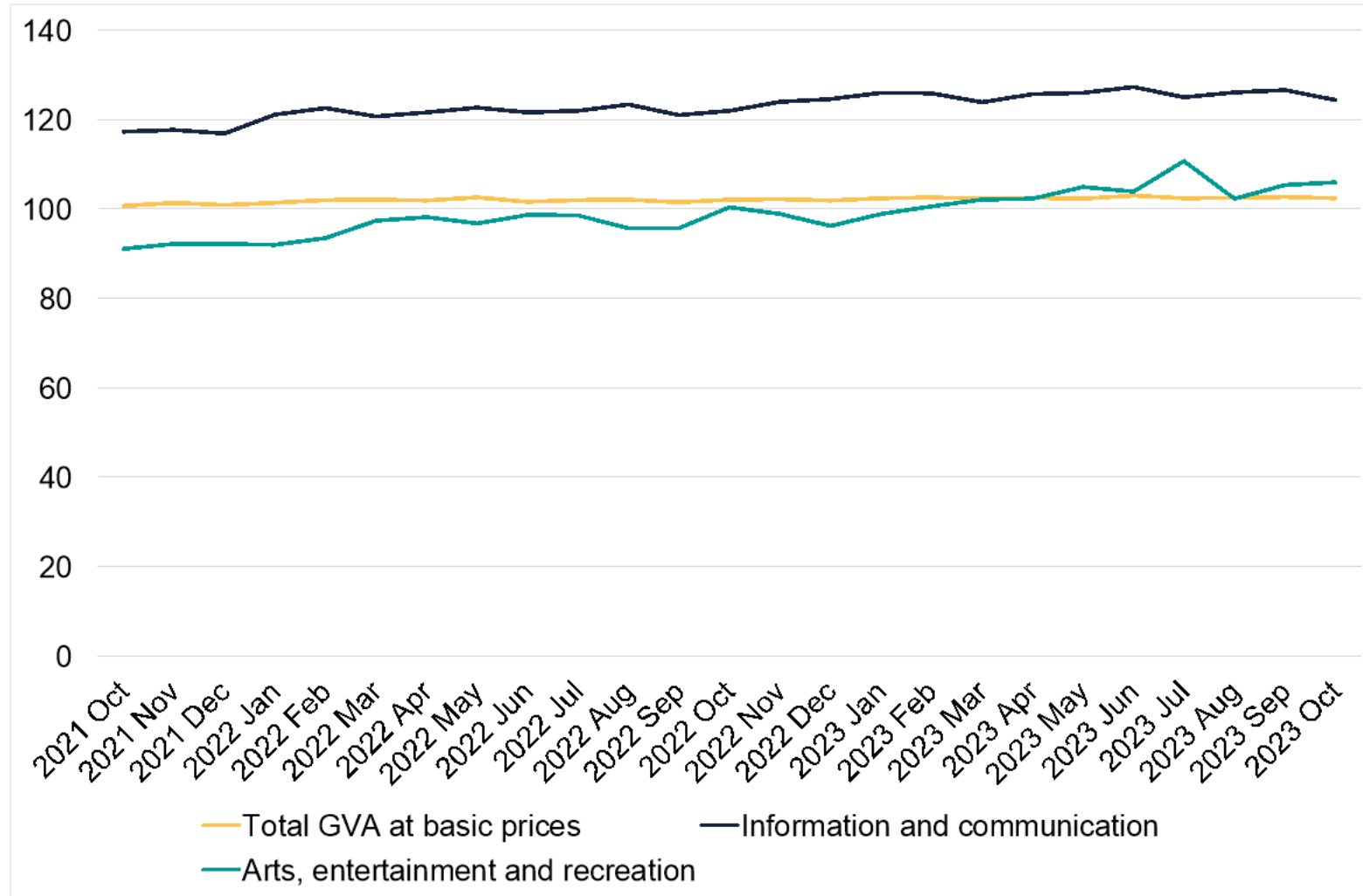
Culture, Heritage, And Sport Committee

26 January 2024



Arts, entertainment and recreation output has been on an upward trend over the last year

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



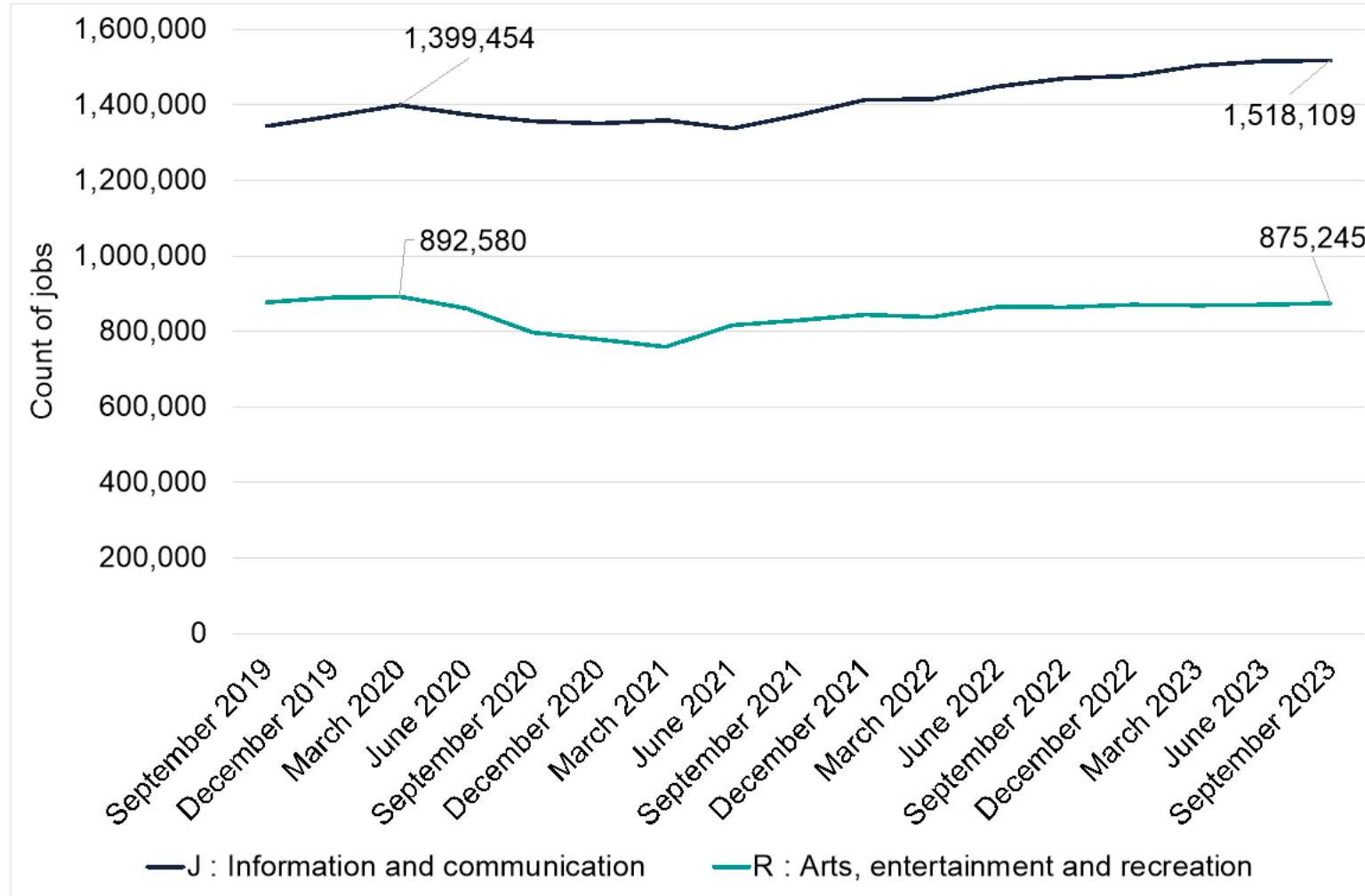
Arts and entertainment includes: Creative, arts and entertainment; Libraries, archives, museums; Gambling and betting activities; and Sports, amusement, recreation

Information and communication 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.

Source: Monthly GDP Table, ONS

Employment continues to grow in *Information and communication* but remains flat for *Arts, entertainment and recreation* during the third quarter of 2023

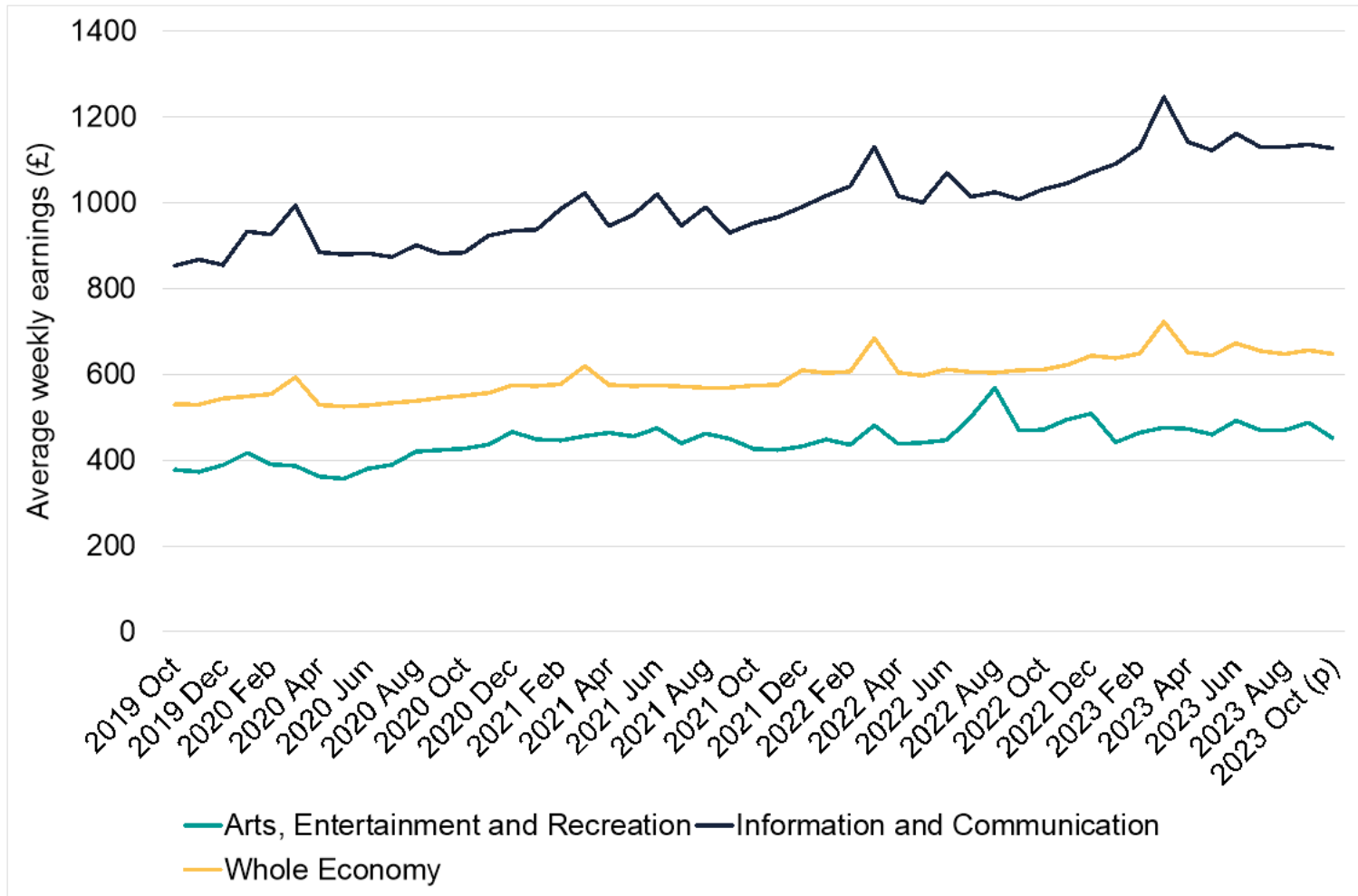
Figure 2: Trend in employment by broad sector, England



Source: Workforce Jobs, ONS

Average weekly pay has been fairly flat in both parts of the sector in recent months

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

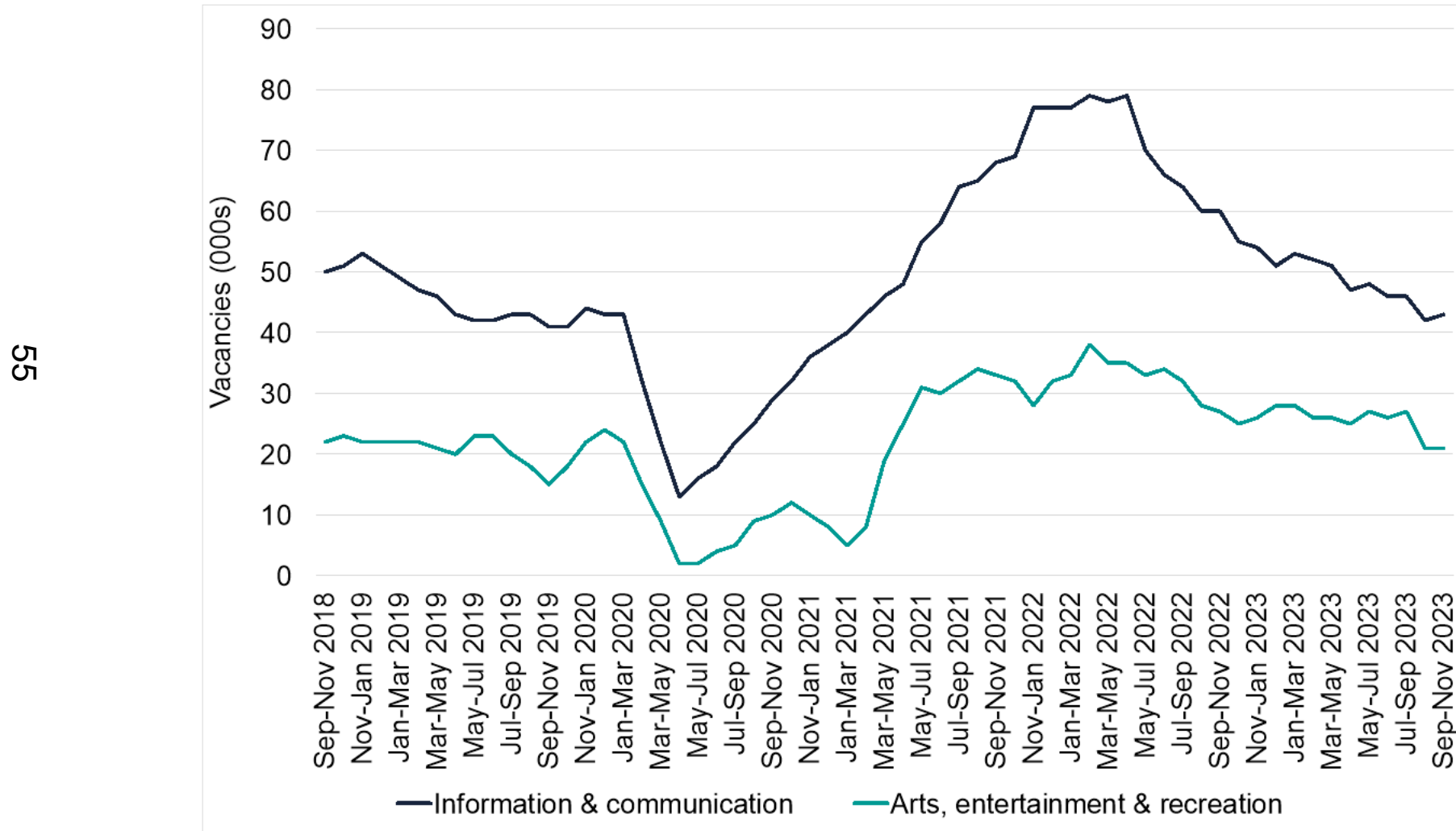


Source: Average Weekly Earnings (AWE) at industry level, ONS

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

Vacancies have fallen to pre-pandemic levels in both parts of the sector

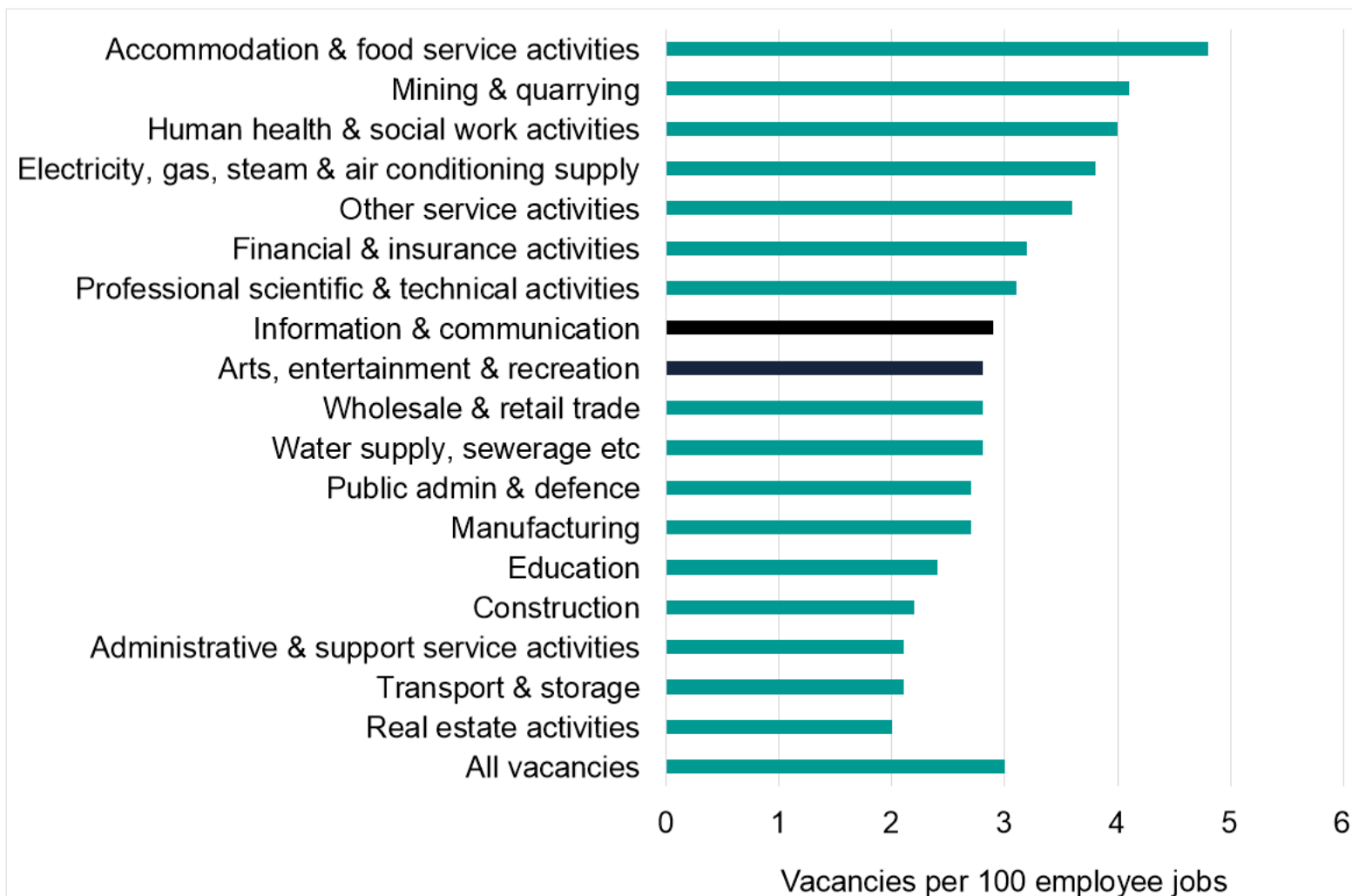
Figure 4: Vacancies by industry (000s), seasonally adjusted, UK



Source: Vacancies by industry, ONS

Both parts of the sector are below average in terms of ratio of vacancies to employment

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



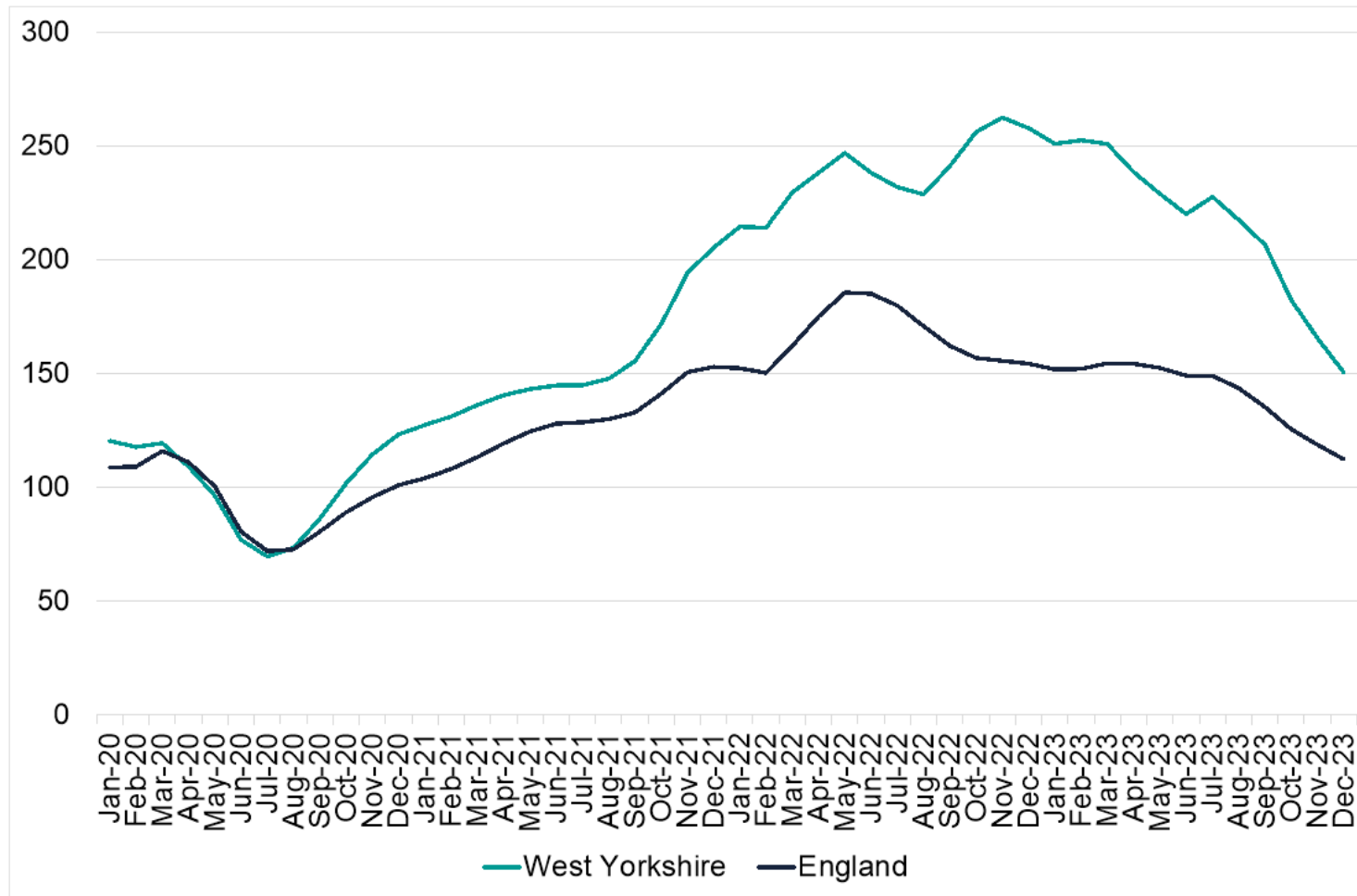
Arts, entertainment and recreation was ranked third among industries in early 2022

56

Source: Vacancies by industry, ONS

The level of recruitment activity in the sector is now falling

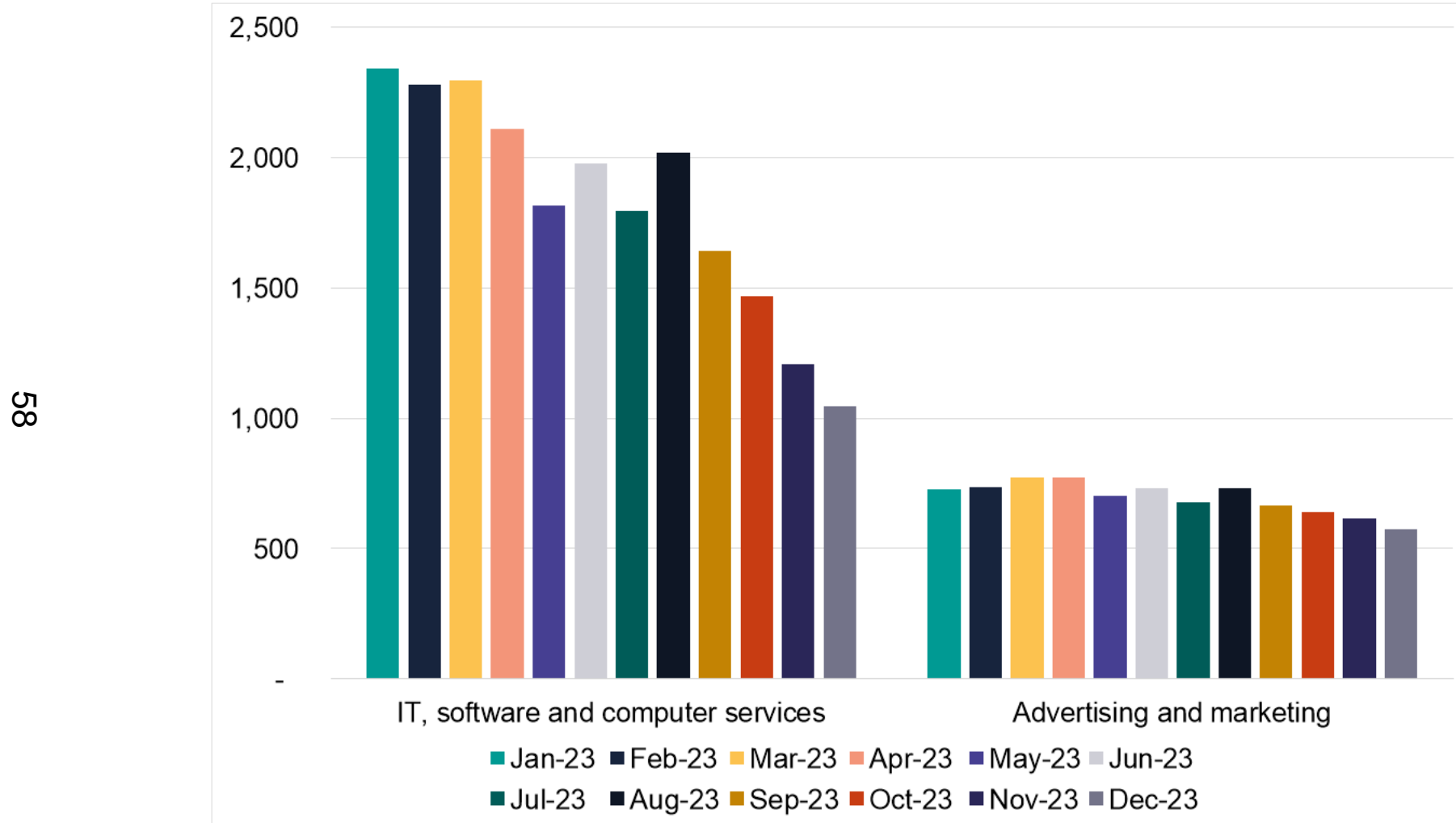
Figure 6: Index of monthly count of job postings in culture, heritage and sport occupations, 3 month moving average, 2019=100



Source: Lightcast

Postings for IT occupations have declined over several consecutive months

Figure 7: monthly count of job postings in culture, heritage and sport occupations, 3 month moving average, West Yorkshire

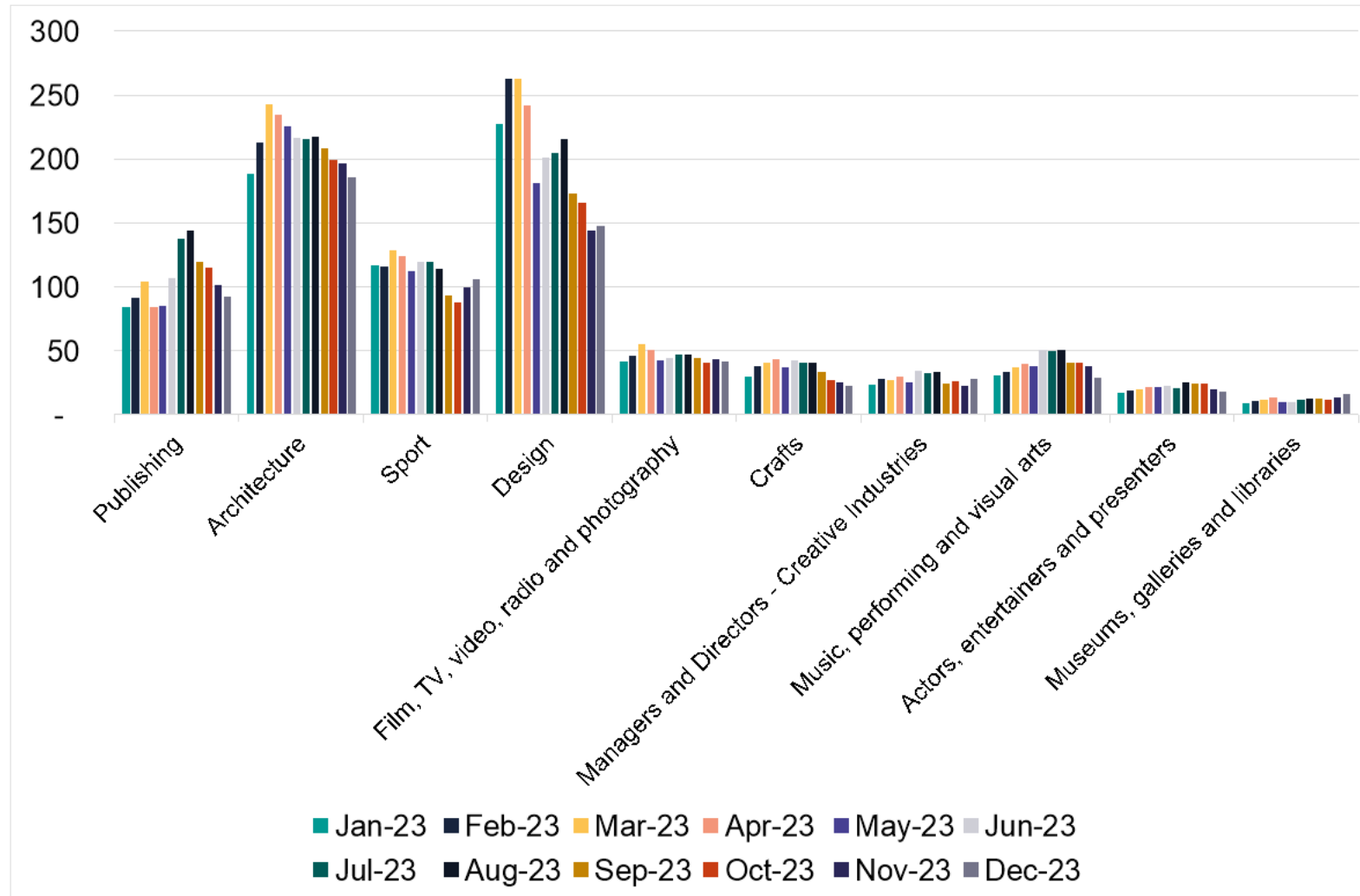


Source: Lightcast

Majority of remaining occupational categories now also in decline

Figure 8: monthly count of job postings in culture, heritage and sport occupations, 3 month moving average, West Yorkshire

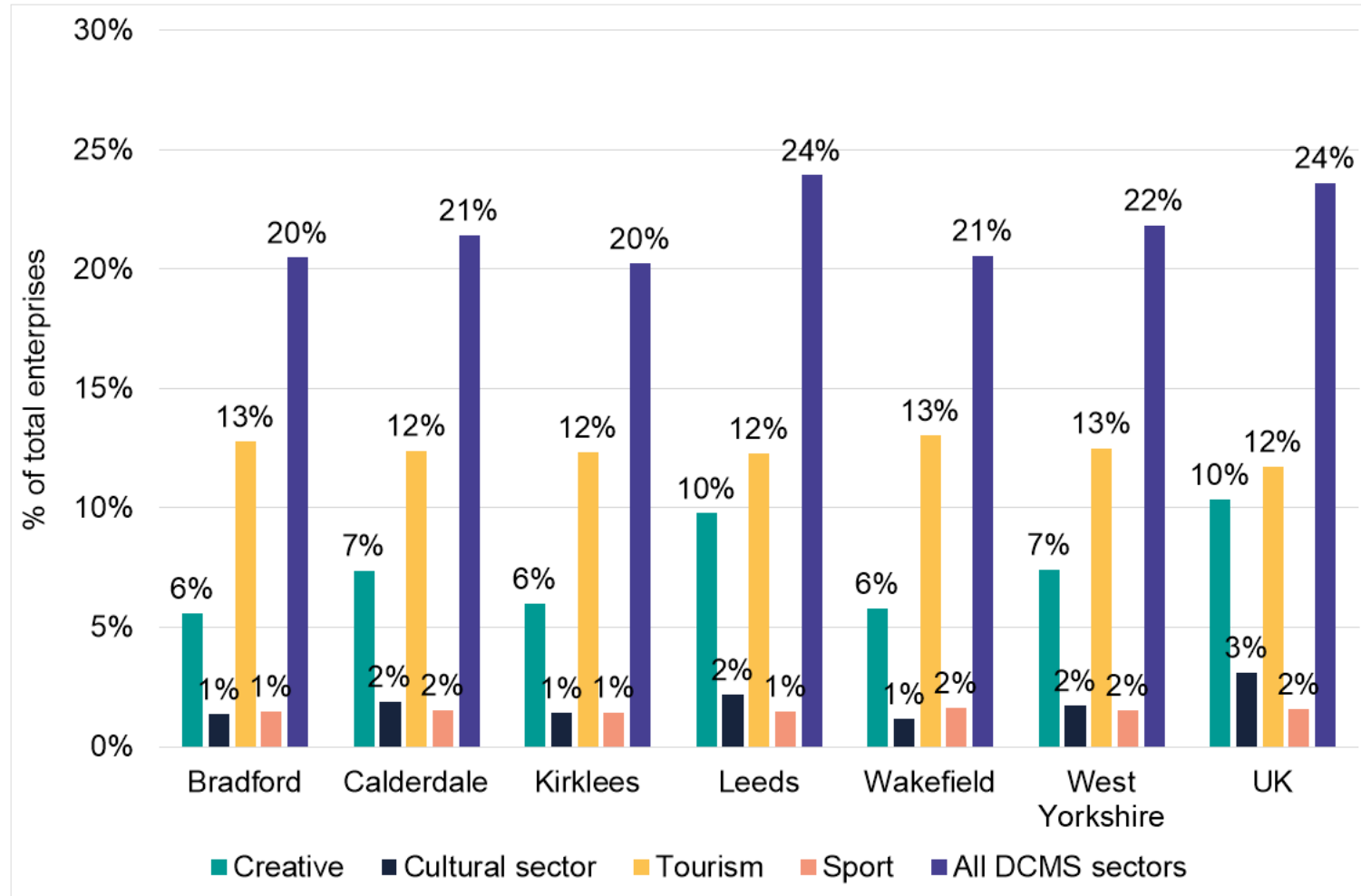
59



Source: Lightcast

Leeds has the strongest representation of businesses in the DCMS sectors

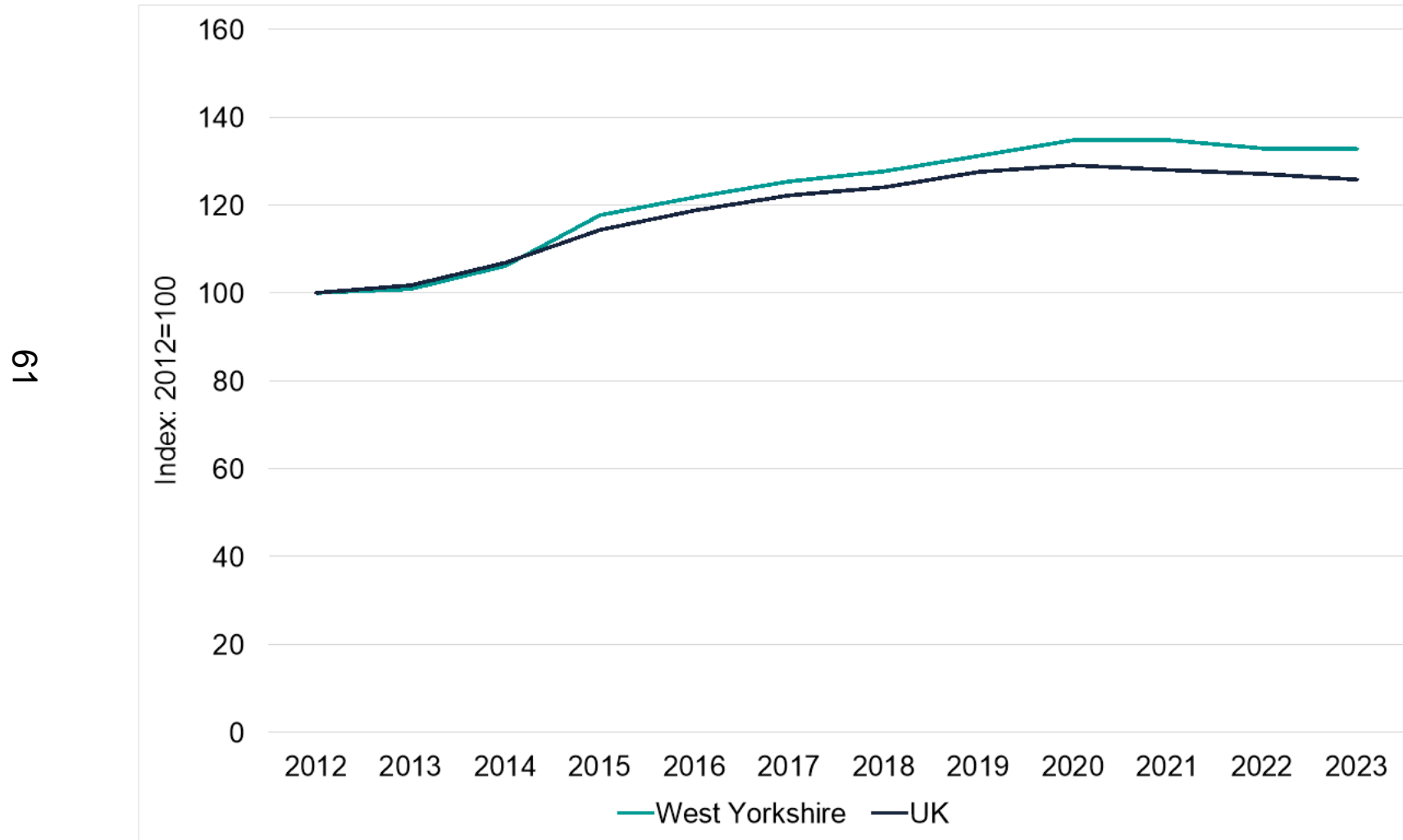
Figure 9: Representation of Culture, heritage and sport businesses (DCMS sectors) as % of all businesses, 2023



Note: There are overlaps between the DCMS sectors, for example some industries are simultaneously classed as being in the creative industries and cultural sector. Source: Inter Departmental Business Register, Office for National Statistics

The count of culture, heritage and sports businesses has grown faster in West Yorkshire than nationally over the last decade

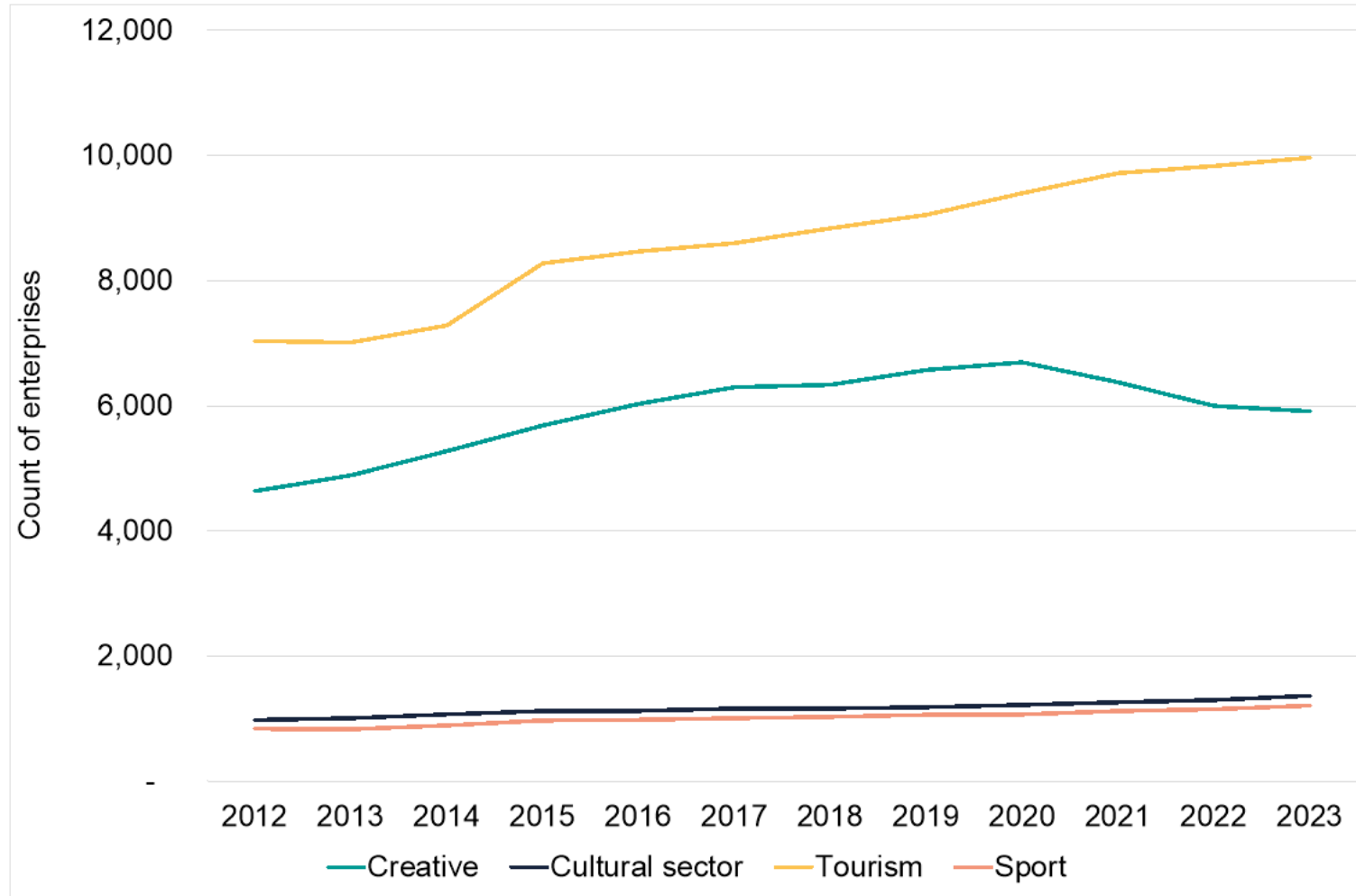
Figure 10: Trend in business count – Culture, heritage and sport (DCMS sectors total), index: 2012 = 100



Source: Inter Departmental Business Register, Office for National Statistics

All parts of culture, heritage and sport sector are growing their business count except Creative, which has declined since the pandemic

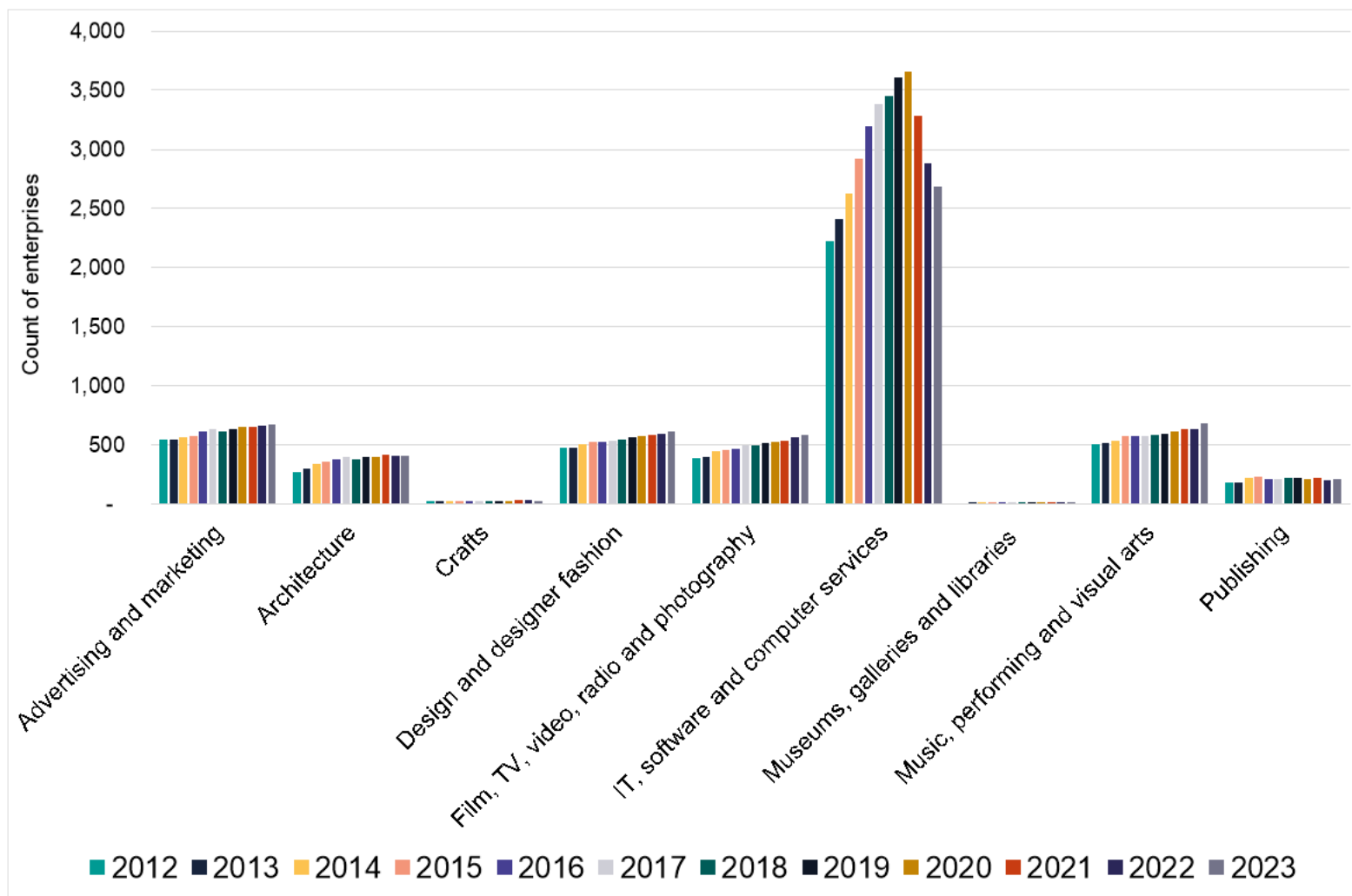
Figure 11: Trend in business count – Culture, heritage and sport (DCMS sectors), West Yorkshire



Note: There are overlaps between the DCMS sectors, for example some industries are simultaneously classed as being in the creative industries and cultural sector. Source: Inter Departmental Business Register, Office for National Statistics

The decline in Creative businesses seen since the pandemic is due to a fall in IT businesses, with growth in other sub-sectors

Figure 12: Trend in business count Creative sub-sectors, West Yorkshire



Source: Inter Departmental Business Register, Office for National Statistics

This page is intentionally left blank