
Report to: Place Panel

Date: 30 July 2019

Subject: **Culture and Citizen Experience**

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1. Purpose of this report

- 1.1 To inform the Place Panel about the ongoing activity of City Region partners who are working together to unlock the full potential of culture, sport and major events to deliver the City Region's vision.

This update covers:

- The approach of the City Region's advisor on culture and citizen experience and emerging areas of collective focus;
- Proposals for the future direction of activity on culture, heritage and major events, including the role of the Place Panel;
- Brief updates on associated regional and national topics.

2. Information

- 2.1 The LEP Board and Combined Authority's decision to broaden the City Region's policy range has resulted in a new theme of citizen experience and quality of life. This recognises the role of culture, sport and major events in achieving the strategic vision and addressing the priorities of boosting productivity and enabling inclusive growth.
- 2.2 The LEP Board (22 November 2018) noted a range of activity by partners and the need for a significant project to identify a shared vision and aims, linked to a strategic approach to funding and investment.

Secondment of a City Region advisor on culture and citizen experience

- 2.3 Partners recognised that additional capacity and specialist knowledge, experience and relationships were needed to drive this work to the next level. To this end, ten partners¹ are supporting a 12 month, part-time role to provide

¹ Bradford Council, Calderdale Council, Kirklees Council, Leeds City Council, Wakefield Council, City of York Council, Arts Council England, National Lottery Heritage Fund, Yorkshire Sport Foundation and the West Yorkshire Combined Authority/Leeds City Region Enterprise Partnership

dedicated capacity to develop the City Region's approach to culture, sport and major events. The anticipated outcomes of the role are to:

- Understand the place-based priorities for culture, sport and major events by working closely with the local authorities and sector partners.
- Create a high-level vision for culture, sport and major events; integrating this as a key consideration in the development of all aspects of the City Region strategic policy framework.
- Develop the funding frameworks for the City Region and partners, to generate place-based funding models which facilitate and maximise investment in the identified priorities.

2.4 This is a unique approach amongst LEPs and Combined Authorities, based on strong partnerships across the City Region including with strategic funders of cultural, heritage and sporting activity and delivery agencies including Arts Council England, National Lottery Heritage Fund and Yorkshire Sport who recognise the importance of aligning regional priorities.

2.5 The opportunity was advertised as a secondment opportunity for an employee of one of the ten partner organisations. An appointee was selected following the recruitment process, who took up the post in April. Post holder is seconded from Arts Council England for three days per week for one year and has experience in developing cultural strategies, extensive knowledge of the region and working with local authorities. She was recently seconded to the Department for Digital, Culture, Media and Sport (DCMS) to lead on work developing the UK City of Culture programme and other place-based DCMS initiatives including the Cultural Development Fund.

2.6 The first phase of work is to engage in detail with local authority and other cultural leaders (universities, social enterprises, strategic funders, etc.) to gain an overview of the latest cultural priorities and ambition. This is identifying both individual local ambitions/priorities and identifying broader areas of regional alignment. This will shape the common narrative around the role of culture in regional place making agendas, which is being enhanced by additional research on existing and emerging regional / national cultural policies with alignment to national activity, including the intersection of culture and regeneration, inclusive growth and well-being.

Emerging dimensions of a Cultural Vision / Framework

2.7 The emerging findings from engagement to date show the variety of ways culture, heritage, sport and major events can have an impact on inclusive growth in the City Region. Learning from the LEP's use of a framework approach for similar topics (e.g. the Digital Framework), there is potential to establish a new multidimensional cultural framework. From the initial research, emerging common themes could include:

Dimension	Relevance to quality of life and inclusive growth in the City Region
a) Placemaking	<p>This means embedding culture across all aspects of place-making so strategic decisions (planning, housing investment, transport investment) are taken with a view to creating a place that is attractive to live, work and visit.</p> <p>An example might be how culture can help redefine the purpose and composition of traditional town centres, particularly as Government that includes the regeneration / vibrancy of town centres will also assist with securing any future place based national funding for example the Stronger Towns Fund.</p>
b) Place-branding and tourism	<p>Culture helps to promote an area as distinctive and attractive for locals and visitors. This can cultivate civic pride, increase footfall and reach new audiences. Both can, in turn, improve retail spend. Putting culture at the heart of the regional brand, tourism and destination management plans will help deliver this.</p>
c) Creative business and workspace development	<p>The cultural offer helps build the business environment. Culture is a 'pull' factor for business location decisions, and areas with a culture, sport and heritage offer are more likely to see growth in creative industries.</p> <p>The conversion of underused spaces into cultural venues or affordable spaces for creative businesses can also rejuvenate areas, create footfall and attract business investment.</p>
d) Skills and talent development	<p>The Cultural and Creative Industries are regarded as one of the mainsprings of the British economy and are regionally significant. To develop and sustain their success we need to support the cultural and creative skills and talents that feed them. This may be through formal education but also through arts/ cultural skills acquisition, participation in arts and cultural events and opportunities for enhanced appreciation.</p>
e) Active and engaged communities	<p>Community-led cultural activity can help promote a sense of cultural belonging, which helps to inspire people, build a collective identity and raise aspirations.</p> <p>Culture can help build stronger communities through people actively participating together and by involving local people as co creators ambassadors, volunteers and campaigners.</p>
f) Wellbeing and health	<p>Experiencing arts and culture and actively taking part can transform the quality of life for individuals and communities.</p> <p>Arts and culture can help meet major challenges facing health and engagement with arts and culture can improve the overall effectiveness of the health and social care systems.</p>

g) World class cultural programmes	<p>One-off or ongoing annual events, including major cultural and sporting events particularly where they are developed as part of a wider cultural plan can significantly enhance an area through increased visitor spend and in bringing communities together through shared identity.</p> <p>Ongoing cultural programming, for example pop-up performances in empty shops, also increases the vibrancy of a place and attracts residents and visitors.</p>
h) Heritage	<p>Heritage plays a unique and valuable role in place shaping - Historic England have developed a comprehensive Places Strategy which sets out how to help communities to transform the places they love, using the historic environment to deliver public value and demonstrating the catalytic effect it can have.</p>

2.8 Complementing this framework will be a cultural vision that describes the City Region's existing cultural strengths, future opportunities and sets clear priorities and delivery mechanisms. Some of these will be taken from themes in existing cultural strategies where there is synergy, as well as factoring in national trends and alignment with funders' priorities.

The City Region's wealth of cultural assets of national and international significance will be referenced across:

Performing arts	Dance companies, theatres, brass bands, choirs, contemporary and popular music development
Visual Arts	World class galleries, community arts programmes, workspace development initiatives
Festivals	local, regionally and nationally significant festivals for music and the arts.
Diversity	Diversity is celebrated through festivals and arts projects and programmes
Industrial heritage	Textile and coal mining heritage
Innovation and growth	Universities, creative, cultural and design industries
Natural environment	Parks and gardens, landscapes, rivers, open spaces
Built Heritage	Ecclesiastic and Civic buildings, modern, postmodern and contemporary architecture and public realm
Literary, film and TV	Association with historic and contemporary artists / landscapes and places used in film and TV
Sporting connections	Football, rugby, cricket and outdoor pursuits such as walking, climbing, cycling

2.9 This month Arts Council England has published data² that shows the economic impact and significance of the arts and culture in the region. It shows:

- The arts and culture sector in Yorkshire and the Humber has contributed £370 million Gross Value Added (GVA) to the economy in 2016, a 26% increase from 2011.
- The sector contributed a turnover of £730 million to the economy, a £110 million increase from 2011.
- The industry now employs 6,000 people across Yorkshire and the Humber, an increase of nearly 2,000 jobs since 2011.
- In terms of Tourism, proportionally Yorkshire and Humberside received the most domestic cultural tourists across the North, with 58% of visits to the region including some cultural activity, this regenerated £308m in spending.
- In 2016 it is estimated that spending generated by overseas cultural visitors in Yorkshire and the Humber was £410m.
- Leeds’s art and culture sector was the largest in Yorkshire and Humberside.
- In Leeds the sector created £100 million Gross Value Added (GVA) in 2016. That equates to 27% of the total Gross Value Added in Yorkshire and the Humber during 2016.
- More information at a LEP level is available on the online dashboard³.

Ongoing direction of activity

2.10 The LEP Board has agreed how it and Panels will play complementary roles so the cultural agenda benefits from strong leadership with:

Role of LEP Board	To endorse and champion the overall approach to culture and citizen experience, and receive regular updates about impact.
Role of Place Panel	To oversee the development of the cultural framework and narrative, and join-up with associated work elsewhere (e.g. pan-Yorkshire on tourism). The Place Panel workshop on 11 April explored the role of culture as part of its future agenda.
Role of other Panels	To lead relevant aspects of the cultural framework (e.g. skills dimensions, or how cultural assets can be made more inclusive)

The formal panel roles will be informed/underpinned and supported by an inclusive steering/leadership group made up of relevant cultural representatives.

Updates on National Activity

² ‘The Economic Value of Arts and Culture’ (2019) by the Centre for Economics and Business Research (Cebr), commissioned by the Arts Council of England

³ <https://www.artscouncil.org.uk/research-and-data/economic-contribution-public-investment-and-engagement>

2.11 There are a number of recent national programmes and projects of cultural activity which align with, and can help support the LEPs cultural ambitions and which are feeding into the work to develop the cultural vision and framework.

2.11.1 LIS - Connected Growth: Manual for Places

DCMS has produced a set of guidelines for how culture can be incorporated within Local Industrial Strategies, through making places better to live, work and visit, and for businesses to invest

2.11.2 The Cultural Cities Enquiry and Cultural Compacts

The enquiry recently resulted in the delivery of a report ‘cultural cities’ This included a set of practical recommendations that will enable cities to make best use of new and existing resources for culture, to unlock maximum social and economic value for communities.

2.11.3 Northern Cultural Regeneration Fund

This Fund is the final part of the legacy to last year’s Great Exhibition of the North. The remaining funding has now been established as a Northern Cultural regeneration fund set up to provide a lasting legacy as part of the Government’s ongoing commitment to improving access to finance for local cultural and creative organisations⁴.

2.11.4 Tourism Sector Deal

In June 2019 the Government announced the first details of a Tourism Sector Deal. This includes a number of commitments, including the announcement of up to 5 pilot Tourism Zones which will provide support for growing the local visitor economy. It is expected that Tourism Zones will be developed and delivered by businesses, local authorities and local enterprise partnerships (in England) who will determine the specific priorities of an area.

More information about the bidding process will be released later in the year, with a view to commencing projects in 2020. This work is being taken into account in developing the new long-term plan for the visitor economy with Welcome to Yorkshire.

3. Financial Implications

3.1 There are no direct financial implications from this report.

4. Legal Implications

4.1 There are no direct legal implications from this report.

5. Staffing Implications

5.1 There are no direct staffing implications from this report.

⁴ <https://thekeyfund.co.uk/news/3-million-investment-into-creative-businesses-across-the-north/>

6. External Consultees

- 6.1 There are no external consultees for this report, although the project has engaged widely with partners to develop the approach.

7. Recommendations

- 7.1 That Place Panel endorses the report as an overview of City Region activity on culture, heritage, sport and major events and the progress of the culture and citizen engagement adviser since taking up the part-time position in April.
- 7.2 That Place Panel endorses the leadership of the City Region's cultural and citizen experience agenda as at para 2.10, with the Place Panel playing a coordinating role over a wider framework as the BIG Panel does on digital.
- 7.3 That Place Panel notes the associated regional and national updates, which will be taken into account as partners develop the cultural framework and narrative.

8. Background Documents

None.

9. Appendices

None.