

Cultural Framework

	How culture contributes (Why)	Ambition /outcomes Aims (What)	Potential interventions/opportunities (How EXAMPLES)
<p>Place Making and Branding</p> <p>Visitor and citizen experience</p>	<p>Culturally led regeneration and a high quality diverse cultural offer helps create an attractive place which in turn can increase a place's ability to attract inward investment.</p> <p>Culture is what makes a place special and unique. Culture tells the stories of where we have come from, who we are today and what our vision is for the future and links people – existing residents, new residents and visitors</p> <p>Culture can create new narratives that celebrate and join up USPs and tell a compelling story. It can build profile, both for specific places but also have potential to promote the region through cultural assets and wider 'brand'</p> <p>Culture cultivates civic pride, shared sense of identity and place and can also reveal and share multiple identities'</p>	<p>Culture is embedded within all place based work and place planning and is used to deliver higher quality, more connected and sustainable places. Culture is recognised and developed for its role in supporting the visitor economy.</p>	<p><i>Through developing local and regional plans that consider cultural outcomes as well as opportunities to engage with cultural activity including access to culture e.g. in transport plans.</i></p> <p><i>Through developing local and regional plans that also value the distinctiveness of the place and facilitate means by which this can be creatively expressed and through development of culturally led regeneration eg. Piece Hall</i></p> <p><i>By working collaboratively with cultural sector on place making agendas including housing / transport</i></p> <p><i>By development of effective and relevant bids or proposals for the area to external cultural funding opportunities – e.g. – High Streets fund – CDF – Northern Cultural regeneration</i></p> <p><i>Through creative development of Public Realm to inspire and engage</i></p>

	<p>A high quality connected cultural offer can lead to increased tourism, visitor numbers and overnights stays to boost LCR economy</p> <p>Cultural activity creates opportunities for creating new partnerships, including with the private and public sector</p>		<p><i>Through supporting and development of one-off or ongoing annual activity, including major cultural and sporting events- particularly where they can significantly enhance an area through increased visitor spend and in bringing communities together e.g. Tour de Yorkshire – Triathlon, Rugby League World Cup</i></p> <p><i>By supporting ongoing cultural programming, for example place based festivals, or pop-up activity in empty shops</i></p> <p><i>Through taking opportunities for hosting new, or expanding existing local, regional, national or international events particularly those which generate a stronger regional narrative (eg key themes such as sculpture, food & drink, rugby, textiles, walking etc)</i></p>
	How culture contributes (Why)	Ambition /outcomes Aims (What)	Potential interventions/opportunities (How EXAMPLES)
Creative, innovative business, and workspace development	<p>Culture and creativity can deliver innovation, enterprise, technology, and high value job potential.</p> <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>Cultural and creative businesses and their supply chains are developed and supported to maximise their potential.</p>	<p><i>Opportunities to increase investment based on specific sector capability, e.g. heritage</i></p> <p><i>Support to the sector itself, with networks to coach and build leadership skills and mentorship across the system</i></p> <p><i>Concentrated cultural investment that creates clustering effects, offering benefits of shared infrastructure, knowledge spill overs and innovation.</i></p>

	<p>There is good evidence that physically active employees are more productive; Physical activity programmes at work have been found to reduce absenteeism</p> <p>Cultural industries can be a catalyst for creativity and innovation across all sectors of employment that boosts productivity.</p>		<p><i>Through conversion of underused spaces into cultural venues or affordable spaces for creative businesses that can rejuvenate areas, create footfall and attract business investment, leading to sustainable solutions.</i></p>
	How culture contributes (Why)	Ambition /outcomes Aims (What)	Potential interventions/opportunities (How) EXAMPLES
Sustainability and Environmental best practice	<p>The cultural sector play a significant role in both raising awareness of environmental climate change and in encouraging sustainable economic, and environmental practices. That draw attention to issues, and create agency for change. Culture gives space to articulate ideas.</p> <p>Active travel options, including walking and cycling, help towards clean air targets and increase spend in local place</p> <p>Promotion and use of blue and green spaces enhances sustainability and environmental best practice</p> <p>Use of arts and culture can create opportunities to disrupt, generate new knowledge and foster cultural practice that can be disseminated across sectors.</p>	<p>The sport, culture and creativity sector promotes clean growth; sustainability is developed and promoted including active travel, walking and cycling alongside programmes that deliver key messages relating to climate change and sustainability</p>	<p><i>Support of activity which builds upon the areas competitive advantage to reflect the area's unspoilt nature and natural assets</i></p> <p><i>Commissioning processes emerging which prioritise environmental practice</i></p> <p><i>Develop and support activity and organisations that are articulating and demonstrating best environmental practice or highlighting climate crisis issues</i></p>

	Our natural heritage reconnects people to nature and is fundamentally to sustainability and carbon capture.		
	How culture contributes (Why)	Ambition /outcomes Aims (What)	Potential interventions/opportunities (How) EXAMPLES
Wellbeing / active, connected and engaged communities	<p>Engagement in cultural activity transforms the lives for individuals and communities; improving physical and mental wellbeing, individual reliance, connectivity and enhanced capacity and skills</p> <p>SE/VCS and cultural organisations are experts at engaging with communities thereby well placed to assist in delivering inclusive growth and community cohesion objectives</p> <p>Culture can deliver health benefits; including physical and mental health and wellbeing gained from participating in and enjoying sport and from access to cultural opportunities.</p> <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</p>	<p>More people are actively engaged and take part in cultural activity, and there is a growth in audiences and participants of all cultural activity</p>	<p><i>Community development and asset based approaches to community involvement such as the Creative People and Places Programme and other locally developed schemes.</i></p> <p><i>Finding connectivity between the culture, creative and physical activity sector in communities</i></p> <p><i>Volunteer development and community capacity programmes</i></p> <p><i>Development of fringe style approaches to all major regional events – supporting communities to be involved.</i></p> <p><i>Commissioning schemes which are accessible for all local organisations to support inclusive growth</i></p> <p><i>Active Partnerships - need to clarify what this role is?</i></p> <p><i>Sport England Local Delivery pilots (Calderdale & Bradford) to share their best practice and ensure regional learning</i></p>

	<p>co-creators ambassadors, volunteers and campaigners</p> <p>Community-led cultural activity promotes cultural belonging, which helps to inspire people and build a collective identity</p>		
	How culture contributes (Why)	Ambition /outcomes Aims (What)	Potential interventions/opportunities (How) EXAMPLES
Employment and Skills	<p>Cultural / creative organisations can deliver innovation, enterprise, technology, and high value job potential.</p> <p>Cultural engagement and volunteering opportunities build confidence, capacity and skills in individuals that provide routes into learning, work and training for people for whom traditional pathways have not worked.</p> <p>The strong links with creative industries and in particular the role both play in developing creative and the priority skills which employees agree are needed across the economy in the next 10-20 years.</p>	<p>Increased employment figures in culture, sport and arts roles across Leeds City Region</p>	<p><i>Through opportunities to building creative skills to inspire and motivate young people</i></p> <p><i>Connecting the sport, culture and creative skills opportunities into a more connected pathway;</i></p> <p><i>Ensuring industry is engaged and shaping apprenticeships and courses for the future generation.</i></p> <p><i>Creative local growth fund</i></p> <p><i>Future goals</i></p>

Summary

Outcome /Aim	Panel	WYCA / LEP sponsor / Champion
<p>Culture is embedded within all place based work and place planning and is used to deliver higher quality, more connected and sustainable places.</p> <p>Culture is recognised and developed for its role in supporting the visitor economy.</p>	Place Panel	
<p>Cultural and creative businesses and their supply chains are developed and supported to maximise their potential</p>	BIG	
<p>More people are actively engaged and take part in cultural activity, and there is a growth in audiences and participants of all cultural activity</p>	Inclusive Growth	
<p>There is an increase in employment in culture, sport and arts roles across Leeds City Region.</p>	Skills	
<p>Cultural activity that promotes clean growth and sustainability is developed and promoted including active travel, walking and cycling alongside programmes that deliver key messages relating to climate change and sustainability.</p>	Green	

What this might look like in practice

1 Culture is embedded within all place based work / planning and is used to deliver higher quality, more connected and sustainable places

Examples

- Boost LCR economy through development of high quality cultural and creativity products and programmes resulting in increased visitors to the region, including more overnight and longer stays and spend in all parts of the region
- Enhance infrastructure design through inclusion of active, creative and more sustainable elements
- Support projects that demonstrate how they can increase the international profile of the Leeds City Region
- Support new and existing events and festivals seeking to lift the profile of the City Region and contribute significantly to the economy, particularly those which are developed in an innovative and sustainable way and support wider regional growth.
- Support interventions which will enhance productivity of existing visitor attractions to extend the tourism season and encourage visitors to stay for longer.
- Develop High-level strategic marketing and brand promotion in order to build awareness to support the visitor economy –at a local level, City Region level and/or Yorkshire level
- Support activity which will improve cross-boundary collaboration between the local authority areas within the broader city region geography
- Develop a more coherent regional approach to economic impact data to review success and justify further investment. .
- Undertake more research and data capture that can demonstrate the impact of culture

2 Cultural and creative businesses and their supply chains are developed and supported to maximise their potential

Examples

- Support projects that provide opportunities to build the creative / cultural business environment
- Support projects that develop creative and innovative use of technology, such as 3D Imaging, Oculus Rift and other visual reality technology.
- Develop appropriate and sustained sector support for new and developing Creative industries; including tailored investment opportunities for companies with strong IP

3 More people are actively engaged and take part in cultural activity, and there is a growth in audiences and participants of all cultural activity

Examples

- Support projects that provide an exceptional quality of life for all residents, particularly the most disadvantaged so communities feel a sense of belonging and identity and are happy with the area where they live and work (impacts on physical and mental health and wellbeing)
- Support investment in small scale infrastructure for the development of outdoor tourism, such as cycling and walking
- Support interventions which will drive community engagement and build creative skills to inspire and motivate young people

4 There is an increase in employment figures in culture, sport and arts roles across Leeds City Region.

Examples

- Continue to develop strong links with creative industries sector and in particular support the role both play in developing
- Support projects and programmes that provide routes into learning, work and training for people for whom traditional pathways have not worked for them and improve community cohesion;
- Support industry led skills and course development:
- Support for new start up's and entrepreneurial-ship
- Support volunteering schemes to enable new skills which may lead to employment
- Support Multi venue apprenticeships –rounded experience opportunities

5 Sport, culture and creativity organisations are developing and delivering key messages relating to climate change and sustainability.

- Support projects and programmes that draw attention to issues, and create agency for change in relation to environmental issues.
- Support active travel options, including walking and cycling,

- Promote use of blue and green spaces to enhance sustainability and environmental best practice
- Support programmes that enhance or promote the natural heritage of the City Region

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