

DRAFT

Leeds City Region: Culture Vision

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About the Leeds City Region

The facts - the City Region has:

- A £66.5 billion economy – the biggest contributor to the Northern Powerhouse
- The UK's largest regional finance centre and more manufacturing jobs than anywhere in the country
- Over 3 million residents and 1.4 million workforce – largest and fastest growing in the North
- Excellent connectivity being at the centre of the UK, within one hour's drive of 7 million people with greater opportunities to come through transformational transport programmes such as HS2 and Northern Powerhouse Rail



Culture is important

Culture and cultural activities take place everywhere, every day. We make, experience, learn and join in because it matters to us.

From YouTube dancers to library users, from heritage assets to global sporting events, **we turn to culture to have fun, to connect with friends and strangers, to express ourselves and make sense of the world.**

Culture benefits individuals, binds communities, and contributes to both local economic growth and the global success of our creative industries.

Outcomes influenced by culture:

- ✓ Sparks regeneration through cultural assets, remoulding places and their brands
- ✓ Retains and attracts new talent with a high quality of life
- ✓ Underpins a lucrative visitor economy
- ✓ Improves residents' health and wellbeing
- ✓ Offers different routes to develop skills and move into work
- ✓ Builds understanding and cohesion across diverse communities
- ✓ Stimulates new perspectives, which businesses use to innovate and solve commercial and societal challenges

Purpose of the Culture Vision

- Sets out the strategic ambitions for culture, heritage and major events so the Leeds City Region offers a high quality of life for residents and visitors.
- It will be developed with partners to ensure a collaborative approach and vision for culture in the City Region.
- All recognise they have a part to play in turning our collective vision into reality.
- To ensure partners have a clear understanding of Leeds City Region priorities –to alignment funding priorities
- To be an advocacy document for the Leeds City Region



Vision statement and ambitions

The Leeds City Region's attractiveness as a place to live, visit and invest depends on a great quality of life. This is at the heart of our approach to a strong and inclusive economy.

Our diversity of cultural and heritage assets, sporting and major events brings people together with pride in our places. But we want to go further.

We believe culture can help deliver a stronger economy and more inclusive communities.

The Leeds City Region Enterprise Partnership (LEP), working in partnership with the West Yorkshire Combined Authority, local authorities and strategic funders of culture, heritage and sporting events will deliver against a framework that aligns activities and ensures residents and visitors experience a better quality of life.

Opportunities

- i. More people take part in cultural activity, and there is a growth in audiences and participants of all cultural activity
- ii. A great quality of life, underpinned by stronger cultural offer, is at the forefront of place branding which attracts and retains talent
- iii. Culture is embedded within place-based planning and is used to deliver higher quality, more connected and sustainable places
- iv. Cultural and creative businesses and their supply chains are developed and supported to maximise their potential
- v. There is an increase in employment in culture, sport and arts roles across the City Region
- vi. Using culture to offer different routes to develop skills
- vii. Increased visitor numbers and spending
- viii. Sport, cultural and heritage organisations are developing and delivering key messages relating to climate change and sustainability



Terminology

Some definitions for the purpose of this vision:

Culture – tbc

Creativity – tbc

Creative industries - tbc

Sport – tbc

Arts – tbc

Heritage – tbc

