



# Place Narrative

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## Purpose

- Bring together our spatial priorities in one place
- Describe our places and how they interact
- Explain the key spatial layers in the infrastructure map
- Provides a home for information relating to our SPAs
- Signpost our other policy documents / delivery plans
- It does not aim to categorise / characterise all places
- But should help to tell the story of our city region and our ambition

# Place Narrative

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The Place Narrative will describe our places and how they relate to each other. It will summarise the investment plans in place to ensure that our places thrive and that collectively we can:

**Boost productivity** – helping businesses to grow and bringing new investment into the region to drive economic growth and create jobs

**Enable inclusive growth** – ensuring that economic growth leads to opportunities for all who live and work in our region

**Deliver 21st Century transport** – creating efficient transport infrastructure that makes it easier to get to work, do business and connect with each other

**Support clean growth** – growing our region's economy while also cutting CO<sub>2</sub>

# Place Narrative

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## How does it fit?

- It forms part of the Strategic Economic Framework
- It reflects Local Plan priorities of partner authorities
- It is not new policy it presents our existing priorities spatially
- It draws spatial priorities from documents such as
  - Local Plans
  - West Yorkshire Transport Strategy
  - Leeds City Region Connectivity Strategy
  - Leeds City Region Cultural and Inclusive Growth Frameworks and signposts to these documents / delivery plans.

# Place Narrative

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## Part 1: Our Places

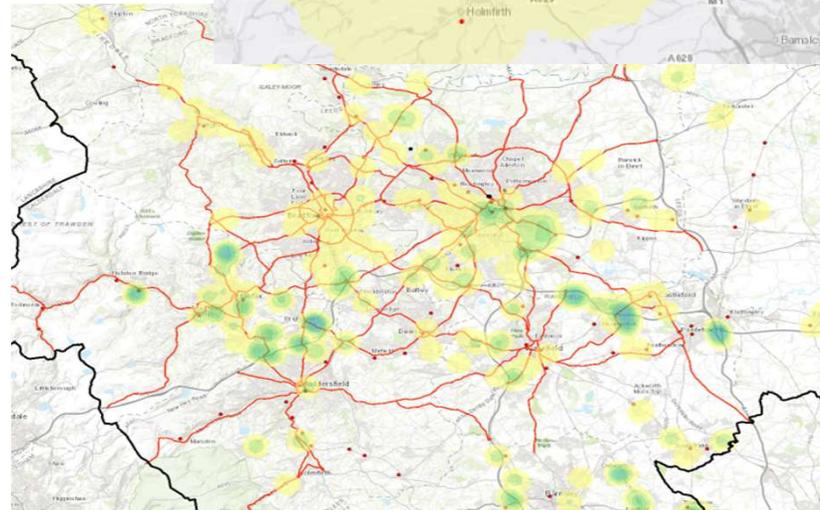
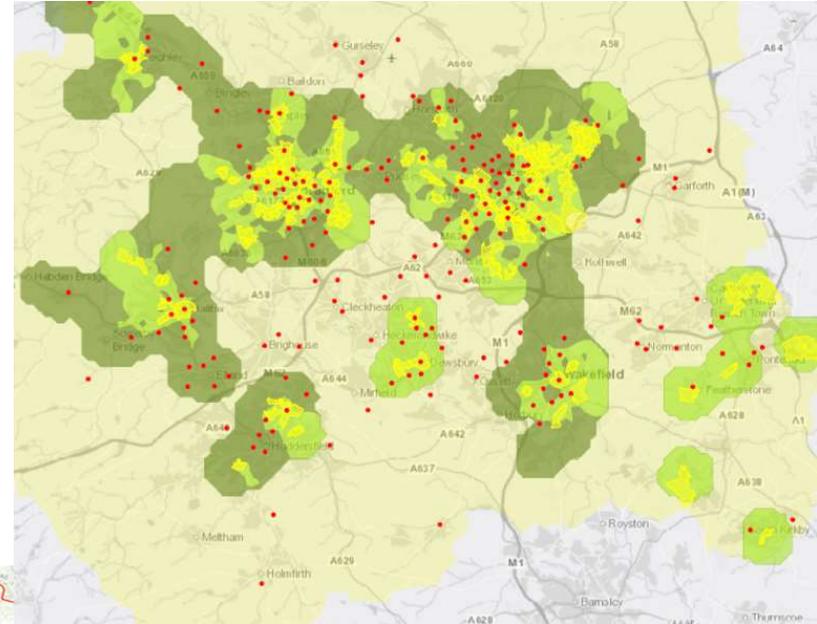
- Written description of our key places
- Illustrative maps
- Subjectivity in describing places
- Choosing the right examples



# Place Narrative

## Part 2: Spatial Challenges

- Our People (inclusive growth, deprivation, access to jobs / skills / leisure and culture opportunities, employment land)
- Our Environment (clean growth, climate resilience / flood / green and blue infrastructure / energy)
- Our Housing (existing stock, affordability, design quality, planned housing growth)



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## Part 3: Investment in Places

Enabling infrastructure (what we have planned)

- transport infrastructure including active travel
- digital connectivity
- flood resilience
- place-based investment including SPAs and towns fund



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## What you said:

### Summary

- Supportive of the work
- Engaged with the work and happy to contribute to its development
- It should address distinctiveness and not try to achieve too much
- It should be a Leeds City Region document as well as focus on some individual places
- Recognition that this is a difficult task / drafting documents by committee

### Purpose / Audience

- Some uncertainty over audience and whether it is a promotional or technical document.
- It could become a base document that can be used for multiple different things, including bid documents and / or future policy development.
- It should have a clear spatial narrative to help to express our ambitions to government.

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## What you said:

### **Content / Approach**

- Agree that district by district doesn't give a sum of our parts.
- A description drawing out key themes such as beauty, people and connectivity may be better than going straight to describing key settlements.
- Polycentricity is a defining feature.
- Acknowledgement that we will have to prioritise which places we talk about.
- Cities are not necessarily driving growth, narrative around towns is important.
- Could use dynamic graphics and images to help understanding of places.
- Describe the places that we are trying to grow and develop.
- Narrative should be honest about the challenges.
- Like the idea of inter-connectivity and pulling in other documents.
- It must describe what is unique about our city region including the challenges such as flood risk.
- Use of metrics at the front end will be useful – profile of the area.

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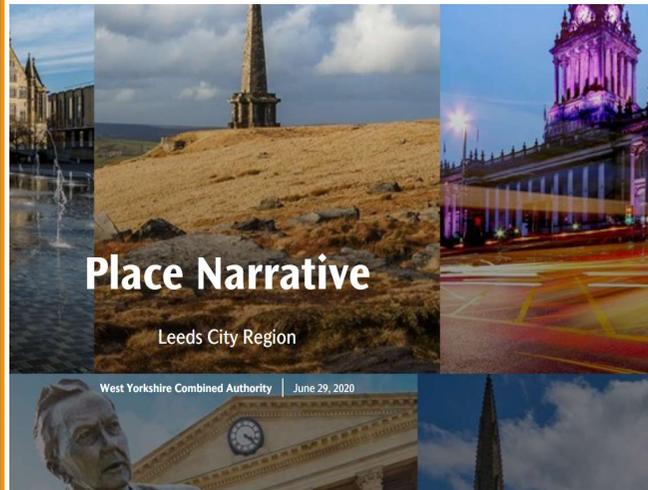
## Progress in response to feedback:

- The primary aim of the Place Narrative is to be a layer of economic policy not a communications piece.
- The narrative will primarily support the Local Industrial Strategy by having a clear spatial narrative to express our ambitions.
- Use of GIS storymap to address challenges presented by using static maps.
- Narrative describes the city region as whole followed by 4 quadrants, the storymap allows this to be done in a logical and user-friendly way.
- Key themes have been included: beauty, people and form, this includes reference to the polycentric nature of the city region.

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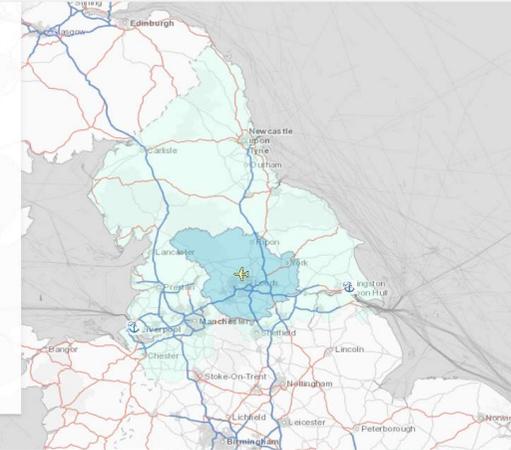
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- The narrative does focus on some places rather than others but includes narrative around our towns. We will be seeking contributions and feedback from all authorities on how to shape this.
- We are aiming to be honest about the challenges and continue to work on these (people / environment / housing) as no specific feedback was provided on the scope.
- The investment section will describe the places that we are trying to grow and develop and will include work recently undertaken to update SPAs.
- The narrative signposts other documents and policy work.
- Metrics will be used to provide a profile of the city region as a whole and of key places within the city region.



At the heart of the North of England, Leeds City Region is an attractive place to live. Increasingly drawing highly skilled, knowledge intensive service sector workers, the City Region also has a strong tourism offer and outstanding cultural and leisure opportunities. In transport terms, the Leeds City Region is ideally placed, within one hour's drive of seven million people. Significant investment is coming to our region through High Speed Rail and Northern Powerhouse Rail and we already form the key link for transport between the North and the South.

The Leeds City Region is key to re-balancing the national economy and enabling the North of England to contribute fully to, and benefit from, national economic growth. Leeds City Region is the UK's largest economy and population centre outside of London, generating 5% of England's total economic output - £69.6 billion, predicted to rise by 47% in real terms by 2036. Outside of London, this makes us the largest city region economy in the UK, with an output larger than 10 EU countries, and the biggest contributor to the Northern Powerhouse.



This Story is divided into 4 sections, the buttons above quickly navigate between the sections.

1. Introduction
2. Our Places
3. Challenges
4. Investment in Infrastructure

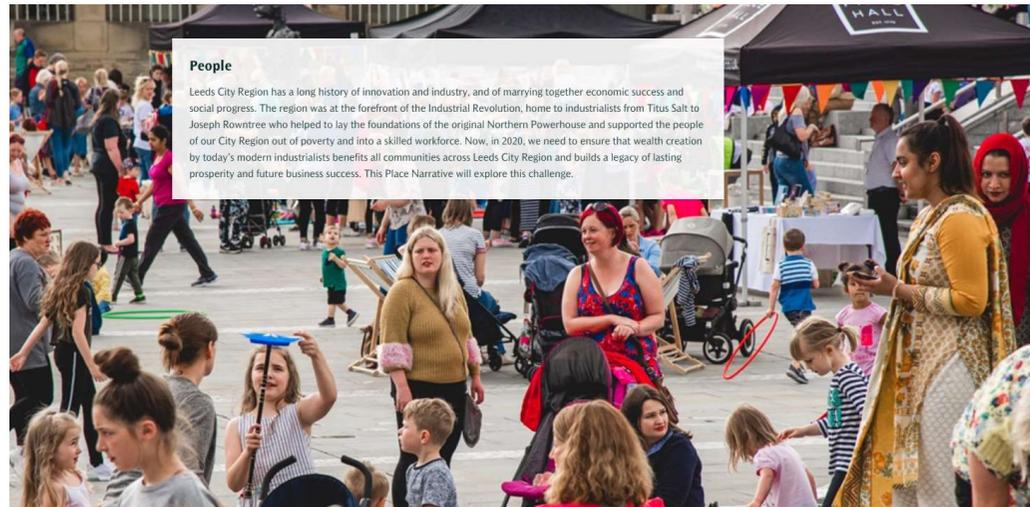
## 1 Introduction

This Place Narrative describes our places, how they relate to each other and the investment plans we have in place to ensure that our places do thrive and that collectively we can enable inclusive growth, boost productivity, tackle the climate emergency, deliver 21st century transport.

The Leeds City Region is committed to delivering inclusive growth. We believe that ensuring all of our residents can contribute to and benefit from economic growth is crucial to securing a prosperous future for our City Region. We are also committed to clean growth and have recently

### People

Leeds City Region has a long history of innovation and industry, and of marrying together economic success and social progress. The region was at the forefront of the Industrial Revolution, home to industrialists from Titus Salt to Joseph Rowntree who helped to lay the foundations of the original Northern Powerhouse and supported the people of our City Region out of poverty and into a skilled workforce. Now, in 2020, we need to ensure that wealth creation by today's modern industrialists benefits all communities across Leeds City Region and builds a legacy of lasting prosperity and future business success. This Place Narrative will explore this challenge.



1. Introduction 2. Our Places 3. Our Challenges 4. Our Investments

### Smaller Cities and Larger Towns

Our smaller cities and larger towns have a complementary role but independently they also have distinctive strengths, for example their heritage and character and their continuation and adaptation of traditional industries. The city of Wakefield has strengths in manufacturing and logistics and the towns of Huddersfield and Dewsbury have world-leading engineering and textile businesses. York and Harrogate are renowned for their historic built environment and are some of the city region's most attractive places to live.

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**City Park**

**First Direct Arena**

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## Wakefield, The 5 Towns and Barnsley

The south east of the city region is home to the city of Wakefield which has a population of almost 127,000. To the north-east of Wakefield are the Five Towns, comprising Castleford, Pontefract, Normanton, Knottingley and Featherstone which have a collective population of 113,000. These towns are located astride the M62 and A1 and they share strong historic, economic and cultural links based around the growth and subsequent decline of coal mining and other industries.

Further south the town of Barnsley with a population of around 113,000 people is the most southern large urban area in the Leeds City Region. Wakefield, Barnsley and the Five Towns are ideally placed to support sustainable economic growth in the Leeds City Region, in particular through offering more affordable homes and premises to the urban centre of Leeds. Wakefield's location, close to key transport corridors and the availability of land to accommodate housing and employment has put it in a strong position to grow

#### Boosting productivity

Work with our businesses and universities to close the productivity gap, create thousands of jobs and add substantially to our economy.

#### Tackle the climate emergency

Achieve our target for a zero-carbon economy by 2038 through lowering carbon emissions and taking advantage of new innovations to create jobs and growth

#### Enabling inclusive growth

Enable as many people as possible to contribute to and benefit from economic growth, and contribute to improved health and wellbeing of our residents.

#### Delivering 21st century transport

Create a transport system which addresses the challenges we face around capacity, connectivity, sustainability and air quality.

# Place Narrative

## Next Steps:

- Aiming to get a full draft of the storymap content by end July ready to share with officers and members in August / September.
- Hoping to share it as a link to the interactive storymap document (this may require a guest login)
- Outline programme identifies 14<sup>th</sup> October Place Panel as an opportunity to consult on a full draft.
- Proposed period to gain approvals from Nov to Feb 2021 (targeting Place Panel 28<sup>th</sup> January and 04<sup>th</sup> February CA).

Place Narrative - Indicative Outline Programme to completion													
	Lead	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21
<b>KEY ACTIVITY</b>													
Consult individual Place Panel members on storymap template	AG												
Provide feedback on GIS template / agree template for final version	ALL												
Early comms engagement / demo	AG/AF												
Drafting of remaining content	AG/RG/ML												
Consult Place Panel on emerging draft / respond to early engagement													
WYCA policy leads input in finalising draft content	AG/ML												
Full draft of content to be added to final version template	AF/JH												
Consult local authority officers / members on draft version (images subject to change)	AG/ML/RG												
Amendments following officer feedback	ALL												
Comms support (copy writing / proof language / image library)	TBC												
Circulation of final draft	AG												
Approval of final version (HoP/DoDs/ Place Panel/CA)	ALL												
<b>KEY MEETINGS</b>													
Combined Authority				27-Jul			01-Oct		10-Dec		04-Feb		22-Apr
LEP Board				14-Jul									
Place Panel				28-Jul			14-Oct			28-Jan			15-Apr
SLT													
DoDs			05-Jun	03-Jul		04-Sep	02-Oct	06-Nov		08-Jan	05-Feb	05-Mar	09-Apr
HoP				03-Jul		04-Sep	23-Oct		11-Dec				