
Report to: Place Panel

Date: 28 July 2020

Subject: **Place Narrative**

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1. Purpose of this report

- 1.1 To provide an update on progress on the development of the Place Narrative. One of the actions identified at the Place Panel workshop held on the 11th April 2019 was to ‘to develop a unified spatial narrative for the City Region’. This action was endorsed by Place Panel at the first formal meeting 30th July 2019.

2. Information

- 2.1 The full action as recorded from the Place Panel on the 30th July 2019 was to:

Develop a unified spatial narrative for the City Region, building from districts existing plans, in order to present the story of the region as a whole with a high level narrative describing the Combined Authority’s role in Place, to provide a conduit for closer working with district partners to add value and support collaboration where a collaborative approach is beneficial to the City Region as a whole: “the regional glue”. The Combined Authority to coordinate and facilitate.

Progress update

- 2.2 A Place Narrative is currently being drafted by the West Yorkshire Combined Authority. An overview of work to consider the scope, purpose and structure of the Place Narrative was presented to Place Panel members on the 30th January 2020 to gauge whether the work was progressing in line with the Panel’s aspiration. The same material was also presented to Heads of Planning and Directors of Development in February 2020.
- 2.3 The feedback received at the three meetings was informative and the document as been developed further to respond to the issues raised in these consultation sessions. We have sought to find creative solutions to respond to

the ideas put forward and to ensure that we are capturing what is unique about the city region. In direct response to the feedback received the Place Narrative is being developed as a StoryMap which is a web-based application that enables you to share maps in the context of narrative text and other multimedia content. The StoryMap can include maps, narrative text, lists, images, videos and embedded items, this ability to include dynamic content will help to describe the places in our city region and allow the user to navigate the document to points of interest.

2.4 As proposed at the Place Panel on the 9th April 2020 the StoryMap tool has now been demonstrated to a number of members of the Place Panel through individual sessions by video-link. The feedback received from these sessions was positive with all those participating in agreement that the tool is a more appropriate way to present the information than a static / traditional document. The following is a summary of the feedback received:

- A much more usable document
- Allows more content to be included without losing the main narrative
- Ensure we showcase the right things / only as good as the content
- Keeping links live and information up to date is a consideration
- Ability to embed content to reflect local priorities is appealing

3. Financial Implications

3.1 There are no financial implications directly arising from this report. The Place Narrative is being developed internally by the West Yorkshire Combined Authority Policy, Strategy and Communications Directorate.

4. Legal Implications

4.1 There are no legal implications directly arising from this report.

5. Staffing Implications

5.1 There are no staffing implications directly arising from this report.

6. External Consultees

6.1 No external consultations have been undertaken.

7. Recommendations

7.1 That the Panel notes and comments on the content of the report and presentation slides included as Appendix 1, and endorses the direction of travel subject to views.

8. Background Documents

None.

9. Appendices

Appendix 1: Place Narrative Update Presentation July 2020.