
Report to: Place Panel

Date: 14 October 2020

Subject: **Place Narrative**

Director(s): Alan Reiss, Director Policy, Strategy and Communications

Author(s): Alison Gillespie, Head of Planning Coordination

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 An overview of progress towards a full draft of content was provided to the Panel at the 28th July 2020 meeting. At this meeting it was confirmed that following feedback from Panel members we were progressing the narrative 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 includes maps, narrative text and images (videos and embedded items can also be included). This ability to include dynamic content helps to describe the places in our city region and allow the user to navigate the document to points of interest.

- 2.3 At this meeting panel members welcomed the progress that had been made and made the following comments:
- Distinctiveness of places and how to describe our region to ensure it is a balanced description will be important.
 - Useful to consider how the narrative can help inform the wider work that the Panel is overseeing to ensure that we achieve our aspirations such as inclusive growth and reaching disadvantaged communities.
 - A good piece of work and support for the narrative being a technical document with the inclusion of evidence.
 - Good progress on the project, the narrative is a means of communicating the complexity of what we are trying to achieve for our places.
 - Ongoing dialogue on this will be required, including feedback being provided by panel members outside of the formal meetings.
 - Link to the draft content to be provided as soon as possible.
- 2.4 A full draft of the Place Narrative is now available and we are in a consultation phase with local authority partners and Panel members to gain feedback on whether the draft meets the brief and expectations of the Panel and to further refine the content.
- 2.5 The following is a list of questions / areas that we would be grateful for feedback on from the panel specifically however we welcome all comments on the narrative (all paragraphs have been numbered to assist with providing detailed feedback):
- 2.6 The StoryMap tool has a number of selectable headings following the title page of the document, these can be used to navigate to different sections of the report. Most maps have interactive content that you can click on and many of the charts can be enlarged by clicking on these.

1. Do you think the StoryMap tool is a useful way to present the Place Narrative content and do you find it easy to use?

The storymap covers the Leeds City Region geography in describing places (rather than West Yorkshire), this is to reflect that neighbouring districts to the north, east and south of West Yorkshire are an important part of our place story because of our economic geography and travel-to-work area.

2. Does the 'Our Places' section help to describe the character and diversity of the city region? and if not, how could this be further strengthened?

The 'Challenges' section identifies 6 key challenges under the headings of People, Housing and Environment, these six challenges have been targeted as they underpin our strategic policy approach on infrastructure. They are:

1. Reducing deprivation and inequality
2. Creating good jobs that are accessible to all
3. Building homes where people want to live
4. Ensuring homes are well designed and affordable for all
5. Tackling the climate emergency by reducing carbon emissions

6. Building resilient communities

3. Are the 6 challenges the right ones and if not what do you think is missing from this section that would help to explain / inform our approach to infrastructure investment?

The 'Infrastructure Investment' section provides information on our current investments and our Spatial Priority Areas (SPAs) under the following headings (please note that we are awaiting some mapped content to add to this section).

1. Transport Connectivity
2. Flood Risk Management
3. Digital Tech
4. Tackling the Climate Emergency (Energy and Green Infrastructure)
5. Commercial Sites
6. Housing (including retrofit)
7. Spatial Priority Areas (SPAs)

4. Is the summary of our infrastructure investments useful, and is it well aligned with the challenges identified Place Narrative? If not, how could this be further strengthened?

5. We would be also grateful for any additional content to add to the asset maps (from paragraph 2.25 in the Place Narrative document) and content that links to district level activity that you think would be appropriate to embed within the Place Narrative.

2.7 A six week window has been scheduled to gather feedback on the Place Narrative, please provide feedback to Alison Gillespie, (Head of Planning Coordination) at the West Yorkshire Combined Authority alison.gillespie@westyorks-ca.goc.uk by **Friday 20th November**. A summary of all feedback received will be provided at the 28th January 2021 meeting of the Place Panel and access to a final draft of the document will be provided.

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 endorses the direction of travel subject to views.

8. Background Documents

None.

9. Appendices

None