
Report to: Place Panel

Date: 28 January 2021

Subject: **Place Narrative**

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1. Purpose of this report

- 1.1 To provide feedback on the consultation phase of the development of the Place Narrative and seek endorsement on the final draft document.

2. Information

- 2.1 One of the actions identified at the Place Panel workshop held on the 11 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 30 July 2019. The full action as recorded from the Place Panel on the 30 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 full draft of the Place Narrative content was shared with Place Panel members via a link on the 12th October and an update was provided to the Place Panel meeting on the 14 October 2020. This update included a request for feedback from Place Panel members through an engagement phase with local authority partners and Panel members. This engagement ended on the 20 November 2020. Feedback was requested to understand whether the draft narrative met the brief and expectations of the Panel and to further refine the content. A series of feedback questions were provided to help structure responses where useful.

2.3 A summary of the feedback received from Panel members and from the wider engagement undertaken with partner council officers will be presented at the meeting. The consultation questions as presented to the Panel on the 14 October 2020 were:

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?
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?
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?
4. Is the summary of our infrastructure investments useful, and is it well aligned with the challenges identified in the 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.

2.4 Changes have been made to further refine the content and to respond to issues raised through the engagement phase. A summary of the key changes made will also be provided at the meeting. A final draft of the Place Narrative document is now available [at this link](#) (this is the same link as previously circulated to panel members).

2.5 It is our intention that this document will be updated periodically to improve it and keep the content current.

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 We have engaged with Place Panel members and local authority officers (Leeds City Region) in drafting the Place Narrative document.

7. Recommendations

7.1 That the Panel notes and comments on the content of the report and endorses the final draft of the Place Narrative with the recommendation that the Narrative goes to the Combined Authority for approval as part of the Strategic Economic Framework (SEF).

8. Background Documents

None.

9. Appendices

None