

Report to: Culture, Arts and Creative Industries Committee

Date: 4 November 2021

Subject: **Mayoral Pledges**

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| Is this a key decision? | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No |
| Is the decision eligible for call-in by Scrutiny? | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No |
| Does the report contain confidential or exempt information or appendices? | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No |
| If relevant, state paragraph number of Schedule 12A, Local Government Act 1972, Part 1: | |
| Are there implications for equality and diversity? | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No |

1. Purpose of this report

- 1.1 To provide Committee members with an update on Mayoral pledge activity in relation to the Culture, Arts and Creative Industries Committee and to seek their views and ideas in relation to developing the forward programme of the Committee around the Creative New Deal pledge.

2. Information

Mayoral pledges

- 2.1 The West Yorkshire Mayor has identified 10 pledges that will be prioritised for delivery over the Mayoral term:
- Create 1,000 well paid, skilled, green jobs for young people
 - Prioritise skills and training to ensure everyone in West Yorkshire has the skills they need to secure work
 - Support local businesses and be a champion for our local economy
 - Lead a Creative New Deal to ensure our creative industries are part of our broader recovery strategy
 - Appoint an Inclusivity Champion to ensure that the region's recovery benefit's us all

- Put women and girls at the heart of the Mayor's policing plan
- Recruit 750 more frontline police officers and staff to fight crime
- Bring buses back under public control, introduce simpler fares, contactless ticketing and greener buses
- Build 5,000 sustainable homes including council housing and affordable homes
- Tackling the Climate Emergency and protecting our environment

2.2 The pledge to "Lead a Creative New Deal to ensure our creative industries are part of our broader recovery strategy" will be an important part of this committee's forward plan. The Committee will also consider the implications of other pledges led by other committees that have an impact on its terms of reference. For example the Committee will have a clear interest in the cultural and creative perspective of the following pledges:

- Prioritise skills and training to ensure everyone in West Yorkshire has the skills they need to secure work
- Support local businesses and be a champion for our local economy
- Tackling the climate emergency
- Put women and girls at the heart of the Mayor's policing plan (particularly where this relates to safety and the night-time economy).

Role of the Committee in the Creative New Deal pledge

2.3 In taking a leading role on the Mayor's manifesto commitment to 'Lead a Creative New Deal to ensure our creative industries are part of our broader recovery strategy', a key task will be to monitor progress and give direction to this pledge. This will be a substantial element of the forward plan for the Committee, considering the potential options for the pledge and to provide a clear structure for delivery of this pledge, which has the potential to cover a wide range of activity and areas of focus.

2.4 The views of the Committee are sought on what areas of action should take place under the Creative New Deal pledge. As a starting point for discussion, a number of action areas have been identified, building on specific commitments made as part of the Mayor's manifesto¹, and previous collective discussions with culture leads across the five West Yorkshire local authorities as part of the West Yorkshire Economic Recovery Plan². Areas identified so far include:

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| Piloting Creative New Deal activities. |
| Supporting routes into screen industries for young people. |
| Reskilling for creative and cultural sector . |

¹ Published here: <https://tracybrabinmetromayor.laboursites.org/creative-industries/>

² The latest West Yorkshire Economic Recovery Plan draft is published here: <https://westyorkshire.moderngov.co.uk/documents/s21942/Item%205%20-%20Appendix%201%20-%20Draft%20West%20Yorkshire%20Economic%20Recovery%20Plan.pdf>

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| Exploring the possibilities of social prescribing . |
| Undertake a Development Plan for supporting concepts around Towns of Culture . |
| Developing the concept of a theatre without walls |
| Supporting the recovery of the night-time economy of West Yorkshire. |
| Yorkshire Youth Theatre creating a pipeline and talent spotting for Creative Industries |

- 2.5 A budget of £500,000 has been allocated by the Combined Authority to support development work in relation to the delivery of the Creative New Deal pledge, which is covered in more detail at item 7 on the agenda.
- 2.6 The Committee will also oversee **programme delivery** (new and existing) including the Creative Catalyst Programme, see item 8 on the agenda.
- 2.7 As part of its forward plan, the Committee may also want to consider how it might engage with wider culture and creative activities taking place across West Yorkshire over the coming years, including maximising opportunities to link in with programmes across local authorities such as Leeds 2023, Kirklees Year of Music 2023, Calderdale Year of Culture 2024, the Wakefield Festival in 2024 and Bradford's bid for City of Culture in 2025.

Next steps

- 2.10 Feedback and ideas are sought from the Committee on the content of Creative New Deal pledge, and also how the Committee wishes to also consider the wider set of pledges. This feedback will be used to develop the work programme, and this will be brought back to the next meeting of the Committee.

3. Tackling the Climate Emergency Implications

- 3.1 Tackling the Climate Emergency and protecting our environment is one of the Mayoral Pledges. The Culture, Arts and Creative Industries Committee will have a key role to play in ensuring that this considers the role of culture and arts in meeting our climate objectives.
- 3.2 In delivering the specific pledge around the Creative New Deal, it will be critical to ensure that any support makes a positive contribution to Tackling the Climate Emergency. It is therefore expected that any activity developed as part of this pledge will demonstrate a positive impact on tackling the climate emergency.

4. Inclusive Growth Implications

- 4.1 Appoint an Inclusivity Champion to ensure that the region's recovery benefit's us all is one of the Mayoral Pledges. Once this appointment has been made the Committee will seek to engage the Champion on Committee activities.
- 4.2 In delivering the pledge around Creative New Deal, specific focus will be given to the importance of community culture, arts and sport not just in economic terms but also in their contribution to positive health and wellbeing. Ensuring also that the creative industries sector provides high quality employment opportunities for individuals will be considered by this Committee.

5. Equality and Diversity Implications

- 5.1 Reducing inequality is a key cross cutting theme across the Mayoral Pledges, and is at the forefront of the role of the Inclusivity Champion that will be appointed. From the perspective of the Culture, Arts and Creative Industries Committee, equality and diversity will be considered both from a participation perspective as well as from a social and economic one.
- 5.2 Equality Impact Assessments will be undertaken as part of scheme development for the Creative New Deal pledge to ensure that as schemes progress through Assurance Framework equality, diversity and inclusion is given due regard. This will also ensure that engagement takes place prior to commencement of delivery, and involve engagement with potential end user beneficiaries from underrepresented groups.

5. Financial Implications

- 5.1 There are no financial implications directly arising from this report.

6. Legal Implications

- 6.1 There are no legal implications directly arising from this report.

7. Staffing Implications

- 7.1 There are no staffing implications directly arising from this report.

8. External Consultees

- 8.1 No specific consultation has occurred in relation to this report.

9. Recommendations

- 9.1 That the Committee notes the update on the Mayoral Pledges, and provides feedback and views on the following:
 - The scope of the Creative New Deal pledge and alignment to existing activities with the region

- How the Committee would like to engage with the Mayoral pledges as part of its forward work plan, including those that will be led on by other Committees of the Combined Authority.

10. Background Documents

None.

11. Appendices

None