

Report to: Culture, Arts and Creative Industries Committee

Date: 18 January 2022

Subject: **Supporting Cultural Festivals in West Yorkshire**

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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 seek the views of the Committee on the principles under which the Combined Authority could provide financial support to Cultural Festivals in West Yorkshire.

2. Information

- 2.1 As part of the Combined Authority's Investment Strategy endorsed in June 2021, the Combined Authority adopted a dedicated Investment Priority around Culture and Creative Industries¹. This recognises the importance of this agenda to the region and commits the Combined Authority to making investments that will deliver the outcomes and success measures in the investment strategy, as outlined in the table below:

¹ See the full [West Yorkshire Investment Strategy](#) for further details

Outcomes	Measuring Success
<ul style="list-style-type: none"> • Culture is embedded within all place-based work and place planning and is used to deliver higher quality, more connected and sustainable places. • Culture is recognised and developed for its role in supporting the visitor economy. • Cultural and creative businesses and their supply chains are developed and supported to maximise their potential. • More people are actively engaged and take part in cultural activity and there is a growth in audiences and participants of all cultural activity. • There is an increase in employment in culture, sport and arts roles across the region. • Cultural activity that promotes clean growth and sustainability is developed and promoted including active travel, walking and cycling alongside programmes that deliver key messages relating to climate change and sustainability. 	<ul style="list-style-type: none"> • Increased employment in creative and cultural sectors • Increase in jobs created paying at Living Wage. • Increase in business start-ups. • Increased visitors to West Yorkshire • Enhanced diversity of the workforce • Enhanced participation in cultural activities particularly amongst deprived communities • Improved productivity • Carbon reduction • Health / wellbeing impacts

Cultural Festivals

- 2.2 Although the impacts of the COVID-19 pandemic have been to limit the number of cultural festivals and to reduce short term willingness to attend², cultural festivals are an important means by which the outcomes and success measures of the culture and creative industries investment priority referenced above can be achieved. Not only do festivals support championing our great places, enhancing the £9bn visitor economy of the wider Yorkshire region and increasing employment opportunities, they are also able to realise the participation and health and wellbeing benefits of engaging in culture among the people of West Yorkshire.
- 2.3 The positive economic and social benefits of cultural festivals and major events is confirmed by significant research from across the world³. Evaluations

² See for example the [Cultural Participation Monitor](#) survey results, part of a national research programme led by the Centre for Cultural Value

³ e.g. Absalyamov, T., 2015 The Influence of Cultural and Sport Mega-events on Sustainable Development of the City. *Procedia - Social and Behavioral Sciences*, 188, pp.197-201, Smith, A., 2010. Leveraging benefits from major events: maximising opportunities for peripheral urban areas. *Managing Leisure*, 15(3), pp.161-180. Liu,

of major festival and events point to their impact in terms of GVA, job creation and visitor numbers, but also in developing stronger culture networks, diversifying the culture stories of a place, engaging with local residents and profiling artists from diverse backgrounds⁴.

- 2.4 Over the course of the next few years, there already plans or proposals for major cultural festival activities that cover all local authority areas of West Yorkshire:

Bradford Literature Festival (annual)	Leeds 2023	Kirklees Year of Music 2023	Calderdale Vision 2024
Wakefield Year of Culture 2024	Bradford Capital of Culture 2025 (bid)		

Principles for investing in Cultural Festivals

- 2.5 Any investment made by the Combined Authority is subject to the decision making structure and approaches outlined in the Investment Strategy, including on the need for approvals through assurance and public accountability to the Combined Authority.
- 2.6 These principles will therefore apply to any decision making with regard to financial support to cultural festivals. However, with limited resources, and a large programme of potential festivals that could be supported, it is proposed that a further set of principles be set by the Culture, Arts and Creative Industries Committee to guide decision making on support provided to individual festivals on a case-by-case basis, subject to availability of funding. As outlined above in the wider research, festivals can unlock different outcomes, depending on their focus, and the Committee should be guided by the outcomes it thinks are most important to our regional priorities.
- 2.7 This paper proposes the following initial principles for investment in Cultural Festivals, for the Committee to consider and refine:
1. That the Cultural Festival must actively supporting a full West Yorkshire footprint.
 2. That the Combined Authority would support a specific programme/event/intervention within the Cultural Festival that fits strategically to the Investment Priorities – and therefore not provide funding in an undefined way to general costs/overheads of the Festival.
 3. That the specific programme/event/intervention must demonstrate clear defined outputs that relate to the Investment Priorities for Culture and Creative Industries, achieving these with evidence of additionality and value for money.

Y., 2012. Cultural Events and Cultural Tourism Development: Lessons from the European Capitals of Culture. *European Planning Studies*, 22(3), pp.498-514.

⁴ Evaluations reviewed include: Derry-Londonderry City of Culture, Hull City of Culture, Liverpool Capital of Culture, London 2012 Olympic Games, Edinburgh International Book Festival

4. That Festivals must have a clear Equality, Diversity and Inclusion (EDI) action plan for how the Festival will maximise the benefits and opportunities for EDI.
5. That best practice should be shared between festival organisers and talent / collateral be available to be passed on from one festival to another wherever possible, delivering further benefits to wider partners in West Yorkshire.
6. That the Culture Festival must have a clear evaluation approach and measures of success that capture both economic and social/participation impacts.

Next steps

- 2.8 Feedback is sought from the Committee on the proposed principles for investment in Cultural Festivals. Subject to agreement by the Committee, the principles will be adopted and utilised in future meetings to consider any proposals for investment brought forward.
- 2.9 It is recognised that from the festivals listed above, Bradford Literature Festival and Leeds 2023 are this year and next year. Funding decisions for both of these are therefore needed more quickly. Subject to the Committee's views on the process above, it is proposed that discussions are held with both festival organisers to understand how the festivals meet the principles. The outcomes of this can be shared with the Committee with a view to a decision on funding to be taken at the Combined Authority in February, subject to the assurance framework.
- 2.10 A similar process can start with the other festivals if and when funding is sought from the Combined Authority.

3. Tackling the Climate Emergency Implications

- 3.1 Tackling the Climate Emergency and protecting our environment is one of the Mayoral Pledges, and is central to the West Yorkshire Investment Strategy. Any Cultural Festival that seeks financial support of the Combined Authority will be asked to demonstrate how it contributes to Tackling the Climate Emergency and this will form part of the assurance process.
- 3.2 In utilising their judgement in considering proposals for investment in Cultural Festivals, the Committee will be asked to take into consideration how a specific programme/event/intervention supported by the Combined Authority could maximise its contribution to this ambition.

4. Inclusive Growth Implications

- 4.1 As outlined in the West Yorkshire Investment Strategy, inclusive growth cannot be a bolt-on and any project seeking funding from the Combined Authority must demonstrate a proactive and targeted approach to engaging with and bringing benefit to disadvantaged groups (outreach, tailored support etc). This approach will apply equally to any proposals for investment in Cultural Festivals.

5. Equality and Diversity Implications

- 5.1 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. Therefore, in assessing proposals for investment in Cultural Festivals one of the principles suggested in this report is that all festivals must have a clear Equality, Diversity and Inclusion (EDI) action plan for how the Festival will maximise the benefits and opportunities for EDI.
- 5.2 Cultural Festivals are significant opportunities to engage individuals and groups from across all of West Yorkshire, but it should be acknowledged that not all communities have the same needs and opportunities to engage. Therefore, it will be important that there is a clear plan and measures in place for the festival before the commencement of delivery. The Combined Authority may also undertake their own Equality Impact Assessment on any festival it decides to support.

6. Financial Implications

- 6.1 There are no financial implications directly arising from this report. Any proposals for investment in Cultural Festivals will be subject to submission to the Combined Authority's assurance process and to further decision making about the allocation of funding.

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 provides comments and input to the development of principles for investment in Cultural Festivals, and subject to further development approves their adoption by the Committee for use in future decision making on investments.
- 9.2 That the Committee endorses the approach to engage with Bradford Literature Festival and Leeds 2023 on potential funding support, based on the principles agreed by the Committee, with a view to a funding decision being taken at a forthcoming Combined Authority meeting.

10. Background Documents

[West Yorkshire Investment Strategy](#)

11. Appendices

None