

Report to: Culture, Heritage and Sport Committee

Date: 21 July 2022

Subject: **Culture, Heritage and Sport Framework Consultation**

Director: Liz Hunter, Interim Director Policy & Development

Author: Dr Jim Hinks, Culture Heritage and Sport Policy Manager

Is this a key decision?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is the decision eligible for call-in by Scrutiny?	<input checked="" type="checkbox"/> Yes <input 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. Context and Purpose of this Report

- 1.1. Culture, creativity and sport matters. It can inspire us to success, give us reason to live and work in a place, and create local pride. The stories we tell shape how we see ourselves, how we see the world and how the world sees us.
- 1.2. Culture, creativity and sport have huge potential as levers to level up West Yorkshire. They can create jobs and growth. They can inspire our people and give them the confidence and identity to succeed. They can be the medicine required to improve their mental and physical wellbeing.
- 1.3. This region will be bold and ambitious in its approach to culture and sport. We have a unique opportunity with devolution, a dedicated culture and sport committee and a series of planned years of culture beginning with Leeds 2023 and Kirklees Year of Music and culminating in Bradford being our nation's City of Culture.
- 1.4. Over the next three years, the Combined Authority wants to invest £11.5 million in culture and sport. We need a Framework that identifies the outcomes we want to focus on and how we prioritise our investments.
- 1.5. This should not be the limit of our ambitions, the region will also work should also make sure we are aligned as a region to coordinate our activities to

maximise the overall benefit of culture and sport to our region. Our Framework will aim to attract further private and public investment on culture and sport to meet our objectives.

- 1.6 We have been developing the framework with this committee and it has been updated for consultation. The Culture, Heritage and Sport Framework draft is attached as an Appendix to this report). **The Committee is asked for views on this framework and next steps before this goes to consultation over the summer.**

2. Information

- 2.1 The Culture Committee meeting in March 2022 agreed that the region's Cultural Heritage and Sport Framework should be revised in consultation with a range of stakeholders from the sector, and our communities. The proposed timeline for this is as follows:

Actions	Timescale
Priorities workshop with culture and sports sector	12 April 2022
External consultation exercise with sector and community groups	April – August 2022
Public Consultation on Your Voice	25 July – 16 Sept 2022
Draft Cultural Framework to Committee	Nov - 2022
Formal sign off by LEP and Combined Authority	Dec - 2022

- 2.2 **Since the last committee, we've held a range of face-to-face workshops and online sessions:**

- Consultation workshop on April 12 at John Smith's Stadium, Huddersfield with stakeholders from the region's culture, heritage and sports sector.
- Consultation sessions with sector and community groups: Yorkshire Universities (18 May), Wakefield Culture Sector (13 June), Leeds Culture Consortium (23 June), Kirklees Culture and Sport Sector (11 July).
- Consultation sessions with District Partners.
- Written consultation received from stakeholders including TUC.
- Collated feedback in 'You Said, We Did' document.
- Bradford and Calderdale Culture and Sport consultation sessions will be in July-August, dates to be confirmed.



We commissioned Leeds based illustrator (and Leeds Arts University alumni) Ellie Bazigos to capture the John Smiths Stadium session. See Appendix 2 for more images.

2.3 The consultation has been an iterative process: after each workshop, feedback has been collated and changes implemented, before issuing a revised version of the framework prior to the next workshop. This has been done to prevent the workshops focussing on issues we already know we need to address.

Key feedback



Mayor Tracy Brabin listens to feedback

2.4 There has been a lot of positive feedback on the framework – “we are on the right track!” - and most comments have centred on what should be added (rather than removed), and kind of language we should use. A longer digest of key feedback to date is attached as Appendix 3 to this report. Some key takeaways include:

- Be ambitious, raise aspirations and lift the spirits
- Use simple, clear language and avoid jargon
- Sport needs far more prominence
- Support activities that tell the story of our region
- Focus resources on things that only a combined authority can do, and which have region-wide impact
- Support community-led initiatives
- Support activity that increases engagement with culture and sport for all
- Make careers in the creative and sports industries visible, viable and accessible to people regardless of their background, and amplify role models.
- Ensure that culture, heritage and sport are given proper consideration in decisions on planning, transport and skills and business support
- Define what you mean by culture, heritage, sport and the creative industries
- Work closely with partners including LAs and universities on evaluation
- Many calls for WYCA to support specific organisations or initiatives, which may be out of scope for the framework itself (as one purpose of the framework is to guide our funding decisions, not commit us to funding specific organisations).

Structure

2.5 In response to feedback, we also made some changes to the *structure* of the framework. This is outlined in the below table.

Be ambitious, raise aspirations and lift the spirits	Added an introduction , setting the scene.
Themes aren't understandable at a glance.	4 themes renamed as People, Place, Skills and Business
There are overlaps between all themes but the most evident ones are between People and Place, and between Skills and Business.	4 themes ordered as People, Place, Skills and Business
Insert a 'missing step' of things WYCA will do to deliver its vision, not naming specific projects but types of activities.	Each of the 4 themes now has the following subheadings: Why it is important Our Ambitions How We Will Do This (the missing step) What We Will Measure (NB. This also better aligns the framework with the structure of 'Theory of Change' and 'Project Logic Model' templates that are often required to draw down funds from government).
The framework makes it look as though investment is the only thing WYCA does – we should manage expectations about WYCA becoming funder of first resort.	'How We Will Do This' is divided into 3 categories, to clarify that WYCA's role is not only about funding (and to align internal workflows): Invest Collaborate Broker
What do you mean when you say 'sport', 'heritage', and 'creative industries'?	Glossary of definitions added to the end of the framework

Next Steps

2.6 The Framework will be published for public consultation on the Your Voice webpage from 25th July – 16th Sept (in a glossy, 'designed-up' format). We will

encourage stakeholders to share it within their networks, and will promote it via our channels (including paid advertising).

- 2.7 We will target resources at those groups who may not have been sufficiently represented 'in the room' so far (we collected suggestions for this at our workshops), including more disabled-led organisations, community and faith groups, people with learning disabilities and special educational needs, and young people (including cared for young people).
- 2.8 The Framework and feedback survey will be available in Braille, easy-read format, and in translation in three languages other than English (provisionally Urdu, Gujarati and Polish). It will also have an EDI monitoring questionnaire, collect postcode data, and ask respondents whether they work in the sector.
- 2.9 Following the closure of the public consultation period, we will provide a final draft of the framework for approval by the Culture Committee in November 2022. The Culture and Sport committee will also be asked to agree the development and framing of our future Action Plan, including KPIs.

3. Tackling the Climate Emergency Implications

- 3.1 In developing the new Cultural Framework it will be essential that due consideration is given to how the framework will contribute to tackling the climate emergency. Sustainability and environmental best practice was already considered a key theme of the previous framework, recognising the role that sport, culture and the creativity sector can play particularly in promoting clean growth and sustainability.

4. Inclusive Growth Implications

- 4.1. Culture, sports and creative industries will play a vital role to play in delivering an inclusive economic recovery, and this will be a key element of the revised Cultural Framework. As recognised in our previous cultural framework, experiencing arts and culture and actively taking part can transform the quality of life for individuals and communities, improving physical and mental wellbeing, individual reliance, connectivity and enhanced capacity and skills.

5. Equality and Diversity Implications

- 5.1 An Equality Impact Assessment will be completed prior to the launch of the public consultation, to maximise inclusivity and understand how it will affect local communities.
- 5.2 The consultation will target resources at those groups who may not have been sufficiently represented so far, including more disabled-led organisations, community and faith groups, people with learning disabilities and special educational needs, and young people (including cared for young people).
- 5.3 The Framework and feedback survey will be available in Braille, easy-read format, and in translation in three languages other than English (provisionally

Urdu, Gujarati and Polish). It will also have an EDI monitoring questionnaire, collect postcode data, and ask respondents whether they work in the sector.

- 5.4 It is also recognised in particular that there are challenges for equality and diversity in both participation in culture and sport activities, and in terms of access to careers and employment opportunities in the sector. Both of these issues will be considered in the revised framework.

8. Financial Implications

- 8.1. The public consultation will be funded through the already approved Culture Development funding.

9. Legal Implications

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

10. Staffing Implications

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

9. External Consultees

- 9.1. Please see paragraph 2.2 for the engagement carried out so far.

10. Recommendations

- 10.1. That the Committee notes the update on the Cultural, Heritage and Sport Framework revisions, and endorses that public consultation can commence on the revised priorities.

11. Background Documents

There are no background documents referenced in this report.

12. Appendices

Appendix 1 – Revised Culture, Heritage and Sport Framework.

Appendix 2 – Illustrations and images from the Framework workshops

Appendix 3 – Summary of key feedback from Framework consultation to date.