



Introduction

West Yorkshire is the heart of the north. Our places are among the most diverse and youthful in the country. A successful and levelled-up north cannot happen without a successful and **levelled-up** West Yorkshire.

Culture, creativity and sport matter. They can inspire us to success, be the reason we choose 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.

Culture, creativity and sport have huge potential as levers to level up West Yorkshire. They can create jobs and growth. They give our people the confidence to succeed. They can be the medicine required to improve our mental and physical wellbeing.

Setting the stage: Our region as a platform for levelling up



The twenties are an exciting time for our region

Channel 4 have relocated to Leeds and are already having an impact on the local production and talent ecosystem. Bradford have been crowned the UK's new **City of Culture 2025**, preceded by major cultural events across the region, including **Leeds 2023** and **Kirklees Year of Music 23**, with years of culture in **Wakefield** and **Calderdale** in 2024.

The **Piece Hall in Halifax** has demonstrated the role of culture in creating vibrancy and passion in our places. We have major capital and regeneration projects, including the forthcoming **Bradford Live**, **British Library North** and **National Poetry Centre**.

We will work with our communities and grassroots organisations, our colleges and universities and our thriving creative and sports sectors to realise our full ambition for our region.



Eureka, Halifax

We are already delivering on culture, heritage and sport in the region

This includes:

The Creative Catalyst Programme – a £1.5m investment in the creative industries (with an emphasis on the screen and games sector), to help businesses grow and export.

The Mayor's Screen Diversity Programme, which ensures 72 people have already been supported with the skills, confidence and connections for a career in screen production, 30 of whom identify as being from a non-white background and 35 percent of whom identify as being from a disadvantaged socio-economic background.

We are making our wider skills, business-support and inward-investment offer accessible to the creative and sport sectors.

We have committed investment to our region's year of culture programmes, starting with Leeds 2023 and Kirklees Year of Music 2023.

We are also supporting key initiatives with impact across the entire region, including the **Bradford Literature Festival 2022** and a **new young poet laureate programme**.



Developing our Culture, Heritage and Sport Framework — the story so far

In a series of workshops across the region, we've consulted stakeholders from the culture, heritage and sport sectors, including regional organisations both large and small, businesses, freelancers, industry bodies and trade unions, community groups, educators, universities and colleges, national funders of culture, heritage and sport, and culture and sport leads from each of our five local authorities.



What we learned

These rich conversations have shaped our thinking on our new Culture, Heritage and Sport framework. Some of our key findings are:

Be ambitious, raise aspirations and lift the spirits

Use simple, clear language and avoid jargon

Support activities that tell the story of our region

Focus resources on things that only a combined authority can do, 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

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



From these learnings, we developed this Draft Framework.
Now we want to hear from you.

Our framework has four themes

1. People

Everyone in West Yorkshire can enjoy culture, heritage and sport

2. Place

West Yorkshire is a creative, sustainable and vibrant region with culture, heritage and sport at its heart

3. Skills

You can build a great career in culture, heritage or sport in West Yorkshire

4. Business

West Yorkshire is the place to grow your creative business

1. People

Everyone in West Yorkshire can enjoy culture, heritage and sport

West Indian Carnival, Leeds. Credit Maria Spadafora



Why It Is Important

Culture, heritage and sport make us happy, keep us active, bring us together, and increase our confidence and pride in our communities.

Our Ambition

- Everyone in West Yorkshire can enjoy culture, heritage and sport.
- People in West Yorkshire are proud of their culture, heritage and grassroots sport.
- There is a development pathway into roles in the creative industries

How we will do this

Invest

- We will invest in activities that are inclusive and accessible.
- We will ensure our major investments have region-wide impact and reach.
- We will nurture and support local community groups and organisations.
- We will support regeneration projects involving the creative industries.

Collaborate

- We will promote opportunities to engage with culture, heritage and sport across the region.
- We will work with our region's professional sports clubs to increase participation in sport and physical activity.

Broker

- We will advocate for the region's culture, heritage and sport sectors, and will seek opportunities to draw down funds from central government.

What we will measure

- The impact and reach of our investments across the region.
- The number of people engaging with culture, heritage and sports activity (including young people), and whether they reflect the diversity of our communities.
- Perceptions of our region's culture, heritage and sport offer.
- Whether engagement with culture, heritage and sport are improving our health and well-being.

2. Place

West Yorkshire is a creative, sustainable and vibrant region with culture, heritage and sport at its heart

True North Productions: Filming the Yorkshire Dales



Why It Is Important

Culture, heritage and sport bring joy to our communities at town, city, rural and regional level. They are part of our identity as a region, and closely linked to our wellbeing and community coherence. Beyond West Yorkshire, our culture tells the world the story of who we are, and attracts people to the region.

Our Ambition

- People are proud of their communities.
- People get involved in local culture, heritage and sport activity.
- People enjoy engaging with their local environment and being active.
- We have a thriving cultural tourism sector.
- National and international leaders in the creative industries invest in the region.

How we will do this

Invest

- We will support cultural activity that tells the story of who we are.
- We will support activity that benefits local community groups and organisations (and volunteers, where this does not impact paid jobs).

Collaborate

- We will collaborate with culture, heritage and sports organisations to increase engagement and volunteering.
- We will collaborate with anchor institutions, including universities and libraries, to increase cultural participation in our communities.
- We will collaborate to make parks and green spaces safe for sports and exercise.

Broker

- We will advocate for culture, heritage and sport in planning decisions, and support the use of meanwhile spaces for cultural activity.
- We will grow awareness of West Yorkshire as a cultural destination, nationally and internationally.

What we will measure

- The number of people engaging with heritage activities and locations across the region, and whether they reflect the diversity of our communities.
- The number of volunteers in culture, heritage and sport.
- The increase in meanwhile space use.
- The increase in culture, heritage and sports tourism in the region.

3. Skills

You can build a great career in culture, heritage or sport in West Yorkshire

Leeds Playhouse



Why It Is Important

We need people with the talent, vision, skills and drive to make our culture, heritage, creative industries and sport sectors thrive. We must promote diversity in the sector and develop, sustain and retain our own talent, and attract new talent to the region.

Our Ambitions

- West Yorkshire people from all backgrounds have the skills, opportunities, connections and confidence to build a sustainable career in culture, heritage, the creative industries or sport.
- More people have fair, well-paid employment in the sector.
- People move to West Yorkshire to forge a career in the sector.
- Creative industries freelancers are networked, know where to find help and resources, and are confident about their futures in West Yorkshire.

How we will do this

Invest

- We will invest in organisations that create and sustain fair, well-paid employment.
- We will invest in organisations and projects that offer training opportunities for staff, volunteers and participants.
- We will make WYCA skills training accessible to the creative industries and sport sectors.
- We will make WYCA skills and training opportunities available to community groups and volunteers, to grow a sustainable culture, heritage and sport ecosystem.

Collaborate

- We will build and support regional networks of freelancers and SMEs.
- We will work with schools to promote possibilities and pathways for careers in the creative industries.
- We will champion creative industries and sports role models from diverse backgrounds.
- We will work with Higher Education and Further Education Institutions on joined-up approaches to meeting the regional demand for skills in the sports and creative industries, and sharing lifelong learning opportunities.

Broker

- We will work with other organisations, such as Arts Council England, Sport England, universities, trade associations and unions, to address gaps in knowledge-sharing and professional development.
- We will work with universities to share research and data on the cultural, creative and sports sector.

What we will measure

- The number of people working in our creative industries and grassroots sports, and whether they reflect the diversity of our communities.
- The increase in the number of people with protected characteristics working in our creative industries and grassroots sports sectors.
- The number of HE graduates taking up employment in creative industries within the region.
- The number of creative industries freelancers.
- The number of training places made available for creative industries freelancers.
- Perceptions of freelancers on the sustainability of careers in West Yorkshire.

4. Business West Yorkshire is the place to grow your creative business

Leeds Pride 2019 Credit Visit
Leeds



Why It Is Important

The creative industries sector is one of the most rapidly growing sectors of our regional economy. We need to grow and sustain our own businesses as well as attracting successful businesses to the region.

Our Ambitions

- People in West Yorkshire are confident and supported to found and grow businesses in the creative industries and sports sectors.
- Creative industries view West Yorkshire as a desirable place to locate.
- Creative industries in West Yorkshire nurture talent and create well-paid employment.
- Each major Year of Culture and/or City of Culture initiative grows audiences, creates jobs, and develops skills across the region, creating a sustainable cultural ecosystem.

How we will do this

Invest

- We will support the creation of spaces for creative industry SMEs to locate and grow (including the use of meanwhile spaces).
- We will review our business support offer for the creative industries and grassroots sports sectors, and ensure that a range of different models, including co-operatives, CICs and social enterprises, can benefit from business support.

Collaborate

- We will take a multi-authority approach to developing and sustaining creative clusters within the region.

Broker

- We will support accelerator schemes, and other interventions, to make our SMEs investment ready.
- We will develop our inward investment offer to scope and broker locations, with holistic consideration to supply chain, transport and workforce.
- We will advocate and broker opportunities with central government for inward investment and drawing down business-support funds.
- We will scope opportunities for the creative industries to share their perspectives and expertise with the wider West Yorkshire business community.

What we will measure

- The level of inward investment into the region from the creative and sport sectors.
- The increase in creative and sports sector business growth and sustainability (including start-ups and SMEs).
- The level of creative exports from the region including products, services, production and tourism.
- The increase in diverse leadership in the creative industries and sports sectors.

Have your say

The West Yorkshire Combined Authority Culture, Heritage and Sport Framework will be open for public consultation from 25th July 2022 to 16th September 2022.

To have your say, please visit our Your Voice website: <https://www.yourvoice.westyorks-ca.gov.uk>

Definitions

When we say **culture**, we mean the process or product of any form of creative endeavour, including visual arts, music, theatre, film and TV, literature and spoken word, video and board games, fashion, design, architecture and crafts.

When we say the **creative industries**, we mean creative occupations whose work relies on creative endeavour. This includes artists, writers, composers, literary translators, musicians, actors, directors, curators, photographers, games designers, animators, graphic designers, fashion designers, set designers, dramaturgs, creative lighting designers, create makeup artists, craftspeople, dancers, performance artists, creative educationalists, architects and advertising creatives. We also include the ecosystem of companies and organisations that are the main employers of creative occupations, and/or facilitate creative activity, including film, TV and radio production companies, theatre companies, publishing companies, software developers, festivals and events companies, live music venues, museums, galleries and libraries, and book and record shops.

When we say **heritage**, we mean historic places or locations such as stately homes, mills and moors, and places where our heritage assets are housed and studied such as museums, archives and libraries, but also our non-tangible heritage, such as cultural practices, traditions, experiences and stories.

When we say **communities**, we mean groups of people with shared interests. This might be due to a shared location, a shared faith, a shared ethnicity or cultural heritage, a shared characteristic (such as LGBTQIA+ communities), or a shared disability (such as d/Deaf communities). It may also include people across the region who are united by an interest in the same activity (such as the gaming community, or the crafting community). We also recognise that these communities contain a diverse range of views, which cannot be represented by a single spokesperson.

When we say **sport**, we mean any kind of sport, exercise or recreational physical activity, engaged in individually or within a group, team or club. We sometimes use the term 'grassroots sport' to specifically refer to activities in which the majority of participants are non-professional players (however, grassroots sports may also involve some professional athletes, coaches, venues, or events organisers).

DRAFT

Yorkshire and the Humber
Local Enterprise Partnership
Centre for
Sport and Physical Activity
West Yorkshire