

Culture, Heritage and Sport Committee Report Appendix 3.

Summary of key feedback from the West Yorkshire Combined Authority **Culture, Heritage and Sport Framework** consultation to date (26 July 2022).

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You said	We did
General	
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
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 Specific means of delivery may need a separate table. Committee to advise?
Additionality across whole WYCA region needs to be emphasised, though this could come in delivery Ts and Cs.	Specific means of delivery may need a separate table. Committee to advise?
Language	
The language of the framework is too corporate and institutional. It needs to be simple, inspiration and ambitious; to 'Lift the spirits'.	Addressed in revised Framework. To be further addressed in intro text redraft
Joy/enjoyment/meaning - these are missing words in the draft framework at the moment	Added to theme 1 People: Everyone in West Yorkshire can enjoy culture, heritage and sport
What are our USPs and what unites us across WY?	To be addressed in intro text redraft
Sport needs due prominence (and include physical activity).	Now included throughout. Definitions of terms now included
Key terms such as Creative Industries and Sport should be defined.	Definitions of terms now included
People	
Communities should have more prominence	Now in theme 1 People: <i>We will support activity that benefits local community groups and organisations (and volunteers, where this does not impact paid jobs).</i> Communities included in definitions.

(conversely) too much emphasis on community doesn't reflect the ambition of having a cultural offer which can compete with other major cities and regions.	Committee to advise on this balance at final draft?
Increase visibility of people within communities who are making culture and sport activity happen - celebrating their achievements.	Now in theme 3 Skills: <i>We will champion creative industries and sports role models from diverse backgrounds.</i>
Model of participation / 'engagement'? – physically doing, conversation, involvement.	To address in definitions.
Enjoyment is missing from the aspiration. Our job is for young people to have fun growing up. Do we just want employment?	Addressed in theme 1 People: <i>Culture and sport make us happy, keep us active, bring us together, and increase our confidence and pride in our communities.</i>
Health and wellbeing needs to be more prominent.	Pending consultation with culture, health and wellbeing stakeholders.
Place	
Include place / destination marketing.	Addressed in theme 2, Place: <i>We will grow awareness of West Yorkshire as a cultural destination, nationally and internationally.</i>
Separate out tourism vs place-based work? There is tension between them and could be choices to be made.	Not actioned. Committee to advise? Current 'Why Is It Important' wording in theme 3 Place is as follows: <i>Culture and sport bring joy to our communities at town, city, rural and regional level. It is part of our identity as a region, and is 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.</i>
Missing: Pride in place. Ownership?	Now in theme 1 People ambition: <i>People are proud of their communities.</i>
We should celebrate our stories and heritage – our firsts.	Now in theme 2 Place: <i>We will support cultural activity that tells the story of who we are.</i>
Need to be clear about the WY narrative	To be addressed in intro text redraft
Planning needs to take culture and sport considerations into account	Now in Theme 2 Place: <i>We will advocate for culture, heritage and sport in planning decisions, and support the use of meanwhile spaces for cultural activity.</i>
Should reflect the role of anchor institutions (such as universities) in place-making and participation.	Now in Theme 2 Place: <i>We will collaborate with anchor institutions, including universities and libraries, to increase cultural participation in our communities.</i>
Skills	
Include volunteering (where this doesn't undermine paid work).	Now in theme 1 People: <i>We will support activity that benefits local community groups and organisations (and volunteers, where this does not impact paid jobs).</i> And in theme 2 Skills: <i>We will make WYCA skills and training opportunities available to</i>

	<i>community groups and volunteers, to grow a sustainable culture and sport ecosystem.</i>
How can we prevent talent drain from the region?	<p>Now in theme 3 Skills: <i>We will build and support regional networks of freelancers and SMEs.</i></p> <p><i>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.</i></p> <p>And what we will measure: <i>The number of HE graduates taking up employment in creative industries within the region.</i></p>
How can we encourage people from marginalised backgrounds to pursue careers in culture and sport?	<p>Now in theme 3 Skills: <i>We will work with schools to promote possibilities and pathways for careers in the creative industries.</i></p> <p><i>We will champion creative industries and sports role models from diverse backgrounds.</i></p> <p>And in what we will measure:</p> <p><i>The number of people working in our creative industries and grassroots sports, and whether they reflect the diversity of our communities.</i></p> <p><i>The increase in the number of people with protected characteristics working in our creative industries and grassroots sports sectors.</i></p>
Freelancers underpin the sector, but are overlooked.	<p>Addressed in theme 3, Skills: <i>We will build and support regional networks of freelancers and SMEs.</i></p> <p>And in what we will measure: <i>The number of creative industries freelancers.</i></p> <p><i>The number of training places made available for creative industries freelancers.</i></p>
Business	
Employment in the sector should be well paid.	Now in theme 4 Business: <i>We will invest in organisations that create and sustain fair, well-paid employment.</i>
Business support from government and WYCA doesn't meet needs of different business models within the sector (CICs, charities, co-ops).	Now in theme 4 Business: <i>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.</i>
Business offer needs to be about sustainability - supporting what we already have. Not just new start ups.	<p>Addressed in Theme 3 Business: Why Is This Important: <i>We need to grow and sustain our own businesses as well as attracting successful businesses to the region.</i></p>

	<p>How we will do this: <i>We will take a multi-authority approach to developing and sustaining creative clusters within the region.</i></p> <p>What We Will Measure: <i>The increase in culture, arts and sports sector business growth and sustainability (including start-ups and SMEs).</i></p>
WYCA business and inward investment offer needs to be tailored for Creative industries.	<p>Addressed in theme 4 Business: <i>We will support accelerator schemes, and other interventions, to make our SMEs investment ready.</i></p> <p><i>We will develop our inward investment offer to scope and broker locations, with holistic consideration to supply chain, transport and workforce.</i></p> <p><i>We will advocate and broker opportunities with central government for inward investment and drawing down business-support funds.</i></p>
Evaluation	
Needs to be consistent across region, but also be realistic about what is measurable.	Requires further consultation with evaluation stakeholders, and Culture Data and Evaluation lead.
Use resources already available (Centre for Cultural Value, Born in Bradford, LAs).	Requires further consultation with evaluation stakeholders, and Culture Data and Evaluation lead.
Qualitative as well as quantitative. Longitudinal well as short-term impact.	Requires further consultation with evaluation stakeholders, and Culture Data and Evaluation lead.
Delivery	
Framework may need section on Delivery.	Committee to advise?
WYCA investments should prioritise additionality across the region.	To be addressed in Delivery. Strategic Assessment and Business Justification case of gainshare investments to emphasise region-wide impact.
Year of Culture activities should deliver region wide impact.	To be addressed in Delivery Strategic Assessment and Business Justification case of gainshare investments to emphasise region-wide impact.
WYCA should not be positioned as first funder for activities that could be funded by other means.	<p>To be addressed in Delivery.</p> <p>'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.</p> <p>The kinds of investments WYCA will make may need further categorisation in a Delivery section, e.g. large-scale tentpole activities such as years of culture, which deliver on framework priorities with region-wide impact; community grant scheme delivering against framework priorities and local need.</p>

Any funding stream open to community organisations should have an easy application process.	To be addressed in Delivery. Scope community grant scheme (where this does not replicate other funds and delivers on framework priorities).
Funded activity should consult and co-design activities with communities.	To be addressed in Delivery Scope community grant scheme (where this does not replicate other funds and delivers on framework priorities).
Community grant scheme would help reach communities and orgs beyond cities and large towns, but must provide additionality.	Scope community grant scheme (where this does not replicate other funds and delivers on framework priorities).