

Report to: Culture, Heritage and Sport Committee

Date: 28th October, 2022

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

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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 checked="" type="checkbox"/> Yes <input 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 type="checkbox"/> Yes <input checked="" type="checkbox"/> No

1. Purpose of this Report

1.1. The Framework is our plan to grow and sustain culture, heritage and sport in the region. It sets out our ambitions, the priorities of our investment of the £11.4m Culture Gainshare allocation, the ways we will collaborate with other organisations, and what we will ask from central government to make West Yorkshire a thriving and sustainable crucible of creativity.

1.2 This report provides an updated version of the Framework, which has been revised based on a series of stakeholder workshops and public engagement. This report summarises the feedback we have received during this phase of development, and the changes we have made. This report also asks for the Committee to approve the framework in advance of final sign off by the Combined Authority.

2. Information

2.1 At the Culture, Heritage and Sport Committee meeting in July 2022, the following timetable was agreed, with the ambition to sign off the revised framework in Autumn 2022.

Actions	Timescale
Priorities workshop with culture and sports sector	12 April 2022

External consultation exercise with sector and community groups	April – August 2022
Public Engagement on WYCA Your Voice	25 July – 18 Sept 2022
Draft Cultural Framework to Committee	Nov - 2022
Formal sign off by LEP and CA	Dec - 2022

2.2 The process engagement kicked off in April, with a workshop at John Smith’s Stadium in Huddersfield, where the mayor listened to views from a range of stakeholders in the sector, from arm’s length non-governmental bodies, to freelancers and volunteers. Since then, we have held workshops and 1-21s, in person and online, with a range of stakeholders from the culture heritage and sport sectors.

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.

2.4 Since the last CHS Committee meeting, we have engaged and consulted on the Culture Framework in the following way:

- Public engagement on Your Voice platform.
- Stakeholder engagement workshop with Bradford Sector.
- Feedback from Historic England, TUC, Ministry of Others, Yorkshire Sport Foundation, and WYCA Policy Review Board.
- Responses collated, and where actionable, implemented in the Framework.

2.6 The public engagement results clearly show that the majority of respondents support the direction of travel in our draft culture framework, with a high percentage of ‘agree’ and ‘partially agree’ responses, and low percentages of ‘disagree’ responses.

Area	Level of agreement		
	Agree	Partially agree	Disagree
The themes	75%	19%	6%
People ambition	74%	22%	4%
People interventions	68%	30%	2%
Place ambition	73%	23%	4%
Place interventions	71%	24%	5%
Skills ambition	78%	19%	3%
Skills interventions	66%	30%	4%
Business ambition	81%	14%	4%
Business interventions	75%	21%	4%

Definitions	78%	13%	9%
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2.7 We have also paid close attention to the text responses provided by those who indicated they ‘partially agree’ or ‘disagree’. Some feedback from these responses has been considered and implemented in the framework, where we felt it was a) in scope, b) actionable, c) did not conflict with an aspect of the framework that we feel has already been validated. This feedback included:

- more clarity on definitions
- increased reference to Health and Wellbeing
- increased reference to Sport and Physical Activity
- increased reference to Heritage
- increased reference to Rural Spaces and the Environment

2.8 Meanwhile spaces have proved contentious to a range of stakeholders, and caused confusion to the public, so reference has been removed. In theme 4 Business, the intervention **“we will invest in spaces for creative industry SMEs to locate and grow”** remains, which allows us to consider a broader range of interventions in this area.

2.10 There is public demand for action at the intersection of culture, heritage and sport policy and other policy areas, such as transport and planning. While the CA has some transport powers, planning decisions fall under Local Authority control and we must be cautious about overstating our agency.

2.11 Some feedback from different sources is contradictory, including requests for more detail vs requests for concision and less jargon; requests for more community-led initiatives vs requests for large scale interventions. We have attempted to strike a balance between these concerns but welcome further guidance from committee.

2.12 A summary of how we have specifically reflected these in the framework is included in Appendix 3.

2.8 A revised framework which addresses the results of the consultation is included as Appendix 1, for discussion and approval by committee.

3. Summary of Engagement

3.1 During the engagement period of April-September 2022, we consulted the following people and groups:

Stakeholder Workshops and 1-2-1s	People consulted
John Smiths Stadium, Culture, Heritage and Sport stakeholders	70
Wakefield Culture stakeholders	45
Kirklees Culture, Heritage and Sport stakeholders	26
Leeds Culture and Heritage stakeholders (online)	15
Bradford Culture and Heritage Stakeholders	53

Yorkshire Universities	25
Creative Health Sector	1
Yorkshire Sport Foundation	2
Historic England	3
Heritage Lottery Fund	1
Arts Council England	2
Directors of Development	5
Your Voice Survey Respondents	137
Total	385

3.2 Public engagement on the Your Voice platform.

3.2.1 Between 25 July-25 September 2022 (extended by one week due to the death of HRH), a period of public engagement was undertaken to gather feedback on proposed Culture Heritage and Sport Framework.

3.2.2 People were asked to share their views on the framework via a survey, which was hosted on the [Your Voice digital engagement hub](#). These documents were also available in Easy read format and in three different languages: Punjabi, Polish and Urdu. A press release was sent out to local and regional stakeholders, and various social media channels were used to promote the engagement, including the CA's and the Mayor's Facebook, Twitter, and LinkedIn channels. It was also promoted in the West Yorkshire Metro and West Yorkshire Combined Authority's newsletters and other online platforms, with emails being shared and circulated by key culture, heritage and sport sector stakeholders. Engagement materials were also displayed during public events organised at Piece Hall, Hebden Bridge Town Hall, Wakefield Town Hall and at Bradford Interchange.

3.2.3 The engagement information and materials, including the survey and Q&A, were hosted on Your Voice webpage (www.yourvoice.westyorks-ca.gov.uk/csf) which was the main source of information for people interested in the engagement.

3.2.4 Your Voice website categorises its visitors into three categories:

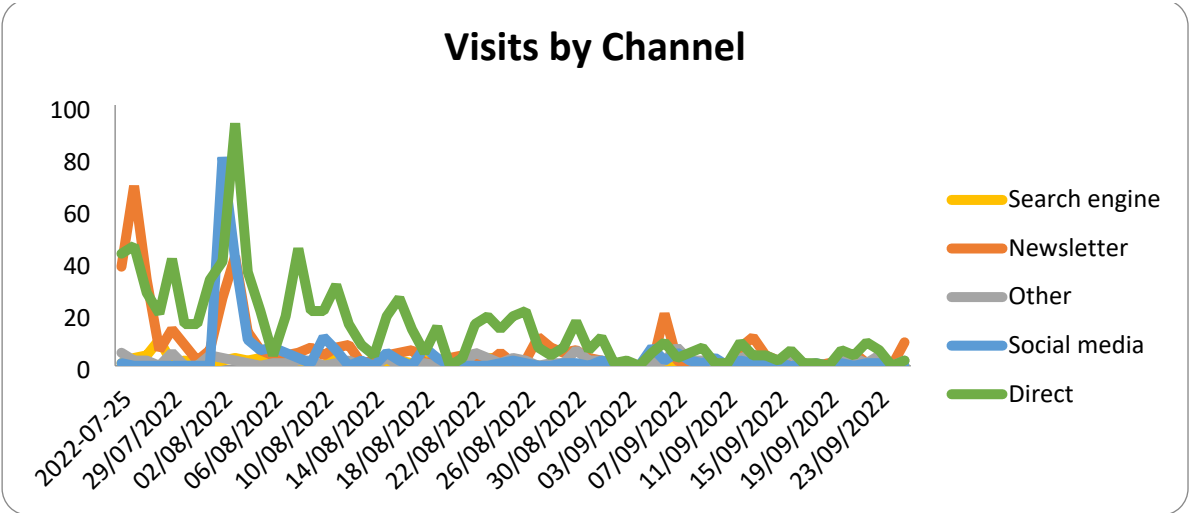
- **Aware participants**, counting all visitors who viewed at least one page.
- **Informed participants**, referring to those who took an action on the page such as downloading a document.
- **Engaged participants**, those who participated in the survey or submitted a question via the Q&A tool.

3.2.5 According to Your Voice data, during the engagement period, **1780 visitors** accessed the dedicated engagement page, of which **1281 were unique visits** which represents the participants who visited at least one page of the Culture, Heritage, and Sport Framework engagement page (**'aware participants'**). Of these, **548 participants** were **'informed participants'**, with common actions including downloading a document (356 participants), viewing multiple project pages (389 participants), and visiting the FAQ page (102 participants). A total of **137 participants** completed the survey (**'engaged participants'**).

3.2.6 Visitors came from a number of channels with majority arriving using direct links from accessing the page URL (913 visitors). This was followed by those who were directed by social media posts (442 visitors) or by newsletters (229 visitors).

3.2.7 A smaller number of visitors were directed to the engagement page from search engines (such as Google, Bing, etc) (105 visitors), or other sources such as news articles, internal advertising, etc (60 visitors).

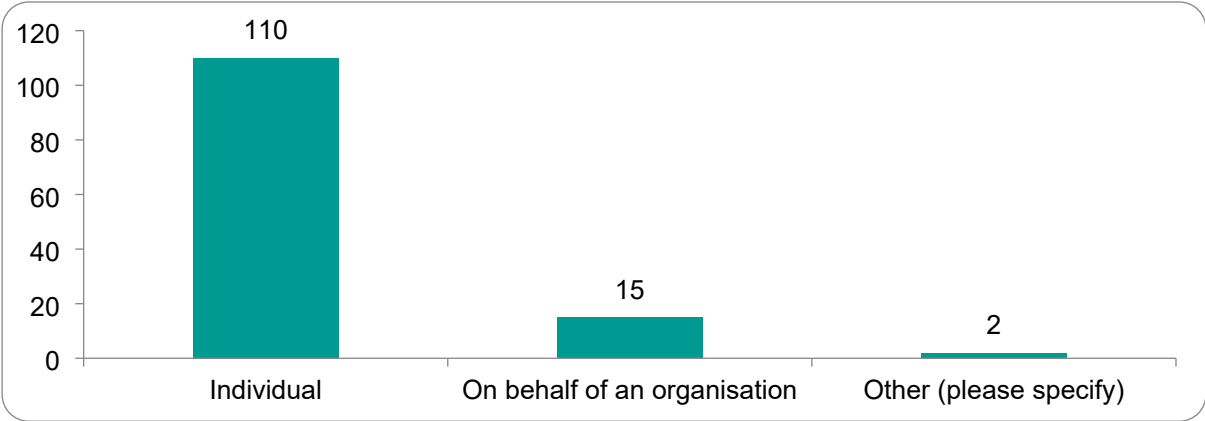
3.2.8 Fig 1. Number of visits over time to www.yourvoice.westyorks-ca.gov.uk/csf by referral



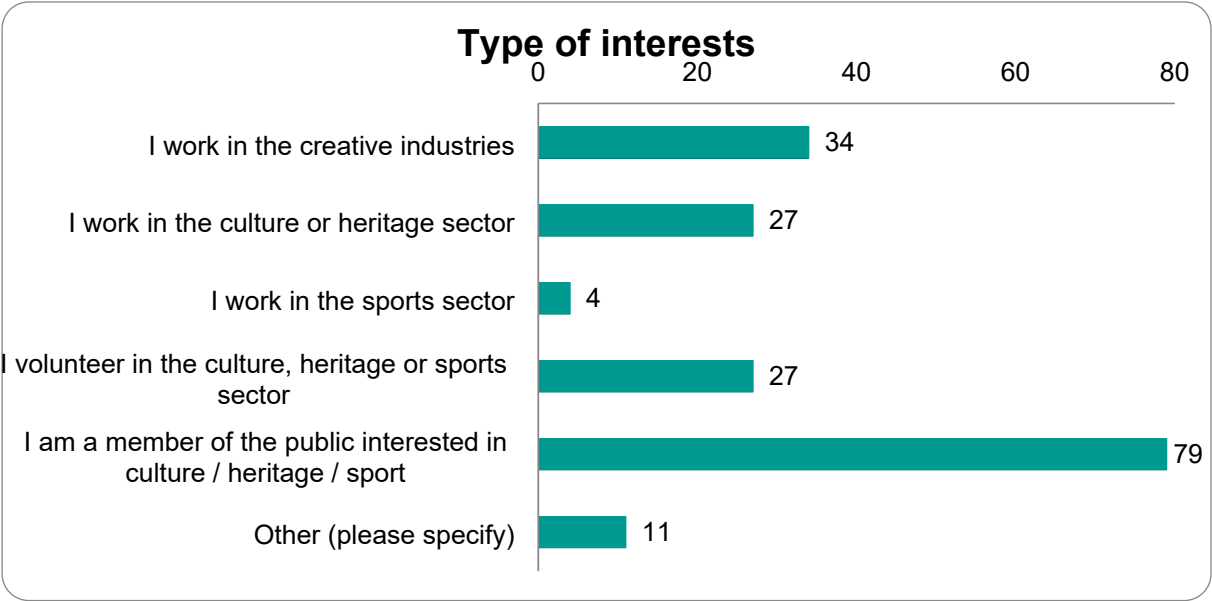
Survey respondents

2.2.9 Most survey responses were received from individuals, followed by those who work in one of the three sectors, and those who volunteer (see fig 1 & 2). Fifteen surveys responses were received on behalf of organisations and two responses were from respondents who identified as ‘other’. The ‘other’ responses received were on behalf of Sport Leeds, a constituted group of key organisations from across the district of Leeds, and from an individual representing a small cultural organisation as well as sharing their views as a professional in a higher education institution.

3.2.10 Fig. 2. Type of respondents (n=127)

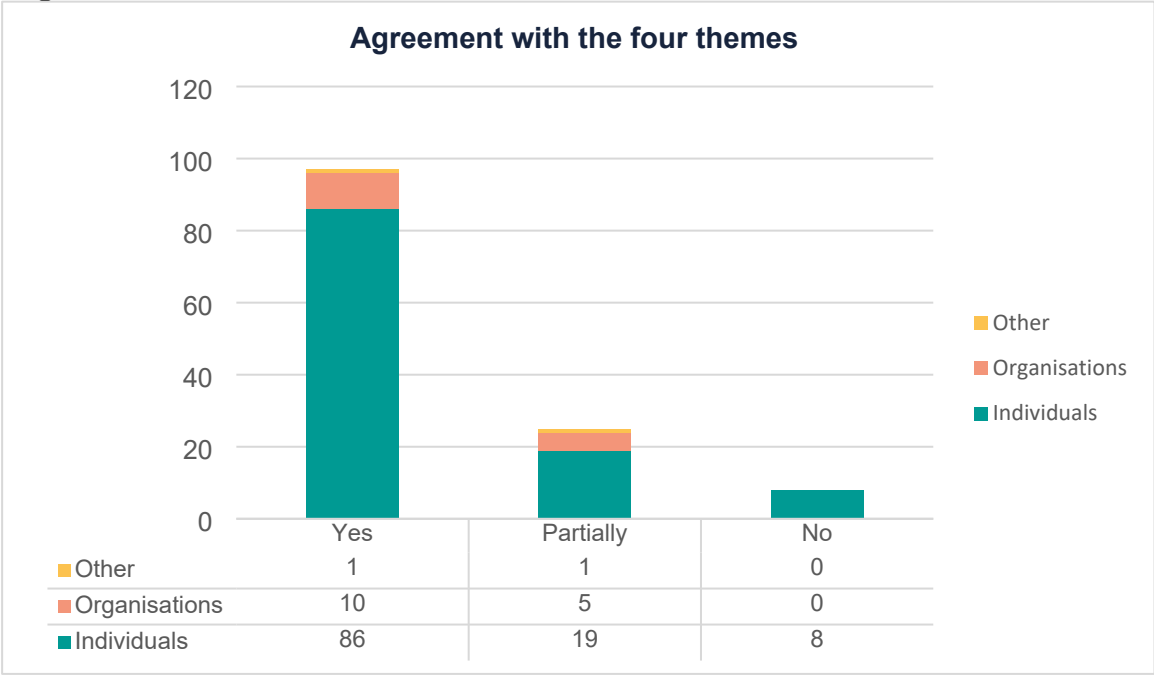


3.2.11 Fig. 3. Respondents' interests (n=130)



3.2.12 When asked in more detail about their personal passions in culture, heritage and sports, the respondents gave various answers ranging from museums to books and literature, live music, theatre, art, rugby league, cycling and exploring the heritage of the local towns and cities. The below word-cloud highlights the key passions reported by the respondents.

2.3.15 Fig 6. Respondent agreement with the framework segmented by Individual / Organisation / Other.



2.3.16 Qualitative Data Analysis

2.3.17 The Culture, Heritage and Sport Framework engagement survey contained fourteen open ended questions, twelve of them being available only when respondents disagreed or partially disagreed with some of the proposals, prompting them to offer insights in how to improve those proposals. Please see Appendix 3 for a summary of these responses and actions.

Overall, 137 surveys were completed. Freeform correspondence was also received from both the public and key stakeholders.

3.1 Next Steps

3.2 If the Committee are content with the draft culture Framework, subject to any final amendments, it will go before LEP and CA for approval.

3.3 Following this, we will be developing our programme for delivery at pace for how we are going to invest in Culture, Heritage and Sport. This will be brought to the next Committee for discussion.

4.1 Tackling the Climate Emergency Implications

4.2 Due consideration has 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, and this is reflected in People, Invest: *we will invest in activities that tackle the climate emergency and protect our environment.*

5 Inclusive Growth Implications

5.1. Culture, sports and creative industries will play a vital role to play in delivering an inclusive economic recovery, and this is 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.

6. Equality and Diversity Implications

6.1. An Equality Impact Assessment screening has been completed for the framework. We recognise in particular that there are challenges for equality, diversity and inclusion in participation in culture, heritage and sport activities, and in terms of access to careers and employment opportunities in the sector. As a result of feedback and workshop consultation we have included the 2016 Equality Act list of protected characteristics in the People theme, to further clarify our inclusion priorities.

7. Financial Implications

7.1. There are no financial implications directly arising from this report.

8. Legal Implications

8.1. There are no legal implications directly arising from this report.

9. Staffing Implications

9.1. There are no staffing implications directly arising from this report.

10. External Consultees

10.1 No external consultations have been undertaken, beyond the engagement activities describes above.

10. Recommendations

11.1. That the Committee notes the update on the Cultural, Heritage and Sport Framework, advises of any final amendments, and approves the Framework for publication.

12. Background Documents

There are no background documents referenced in this report.

13. Appendices

Appendix 1 – Culture, Heritage and Sport Framework

Appendix 2 – Culture, Heritage and Sport Framework Engagement Report

(full).

Appendix 3 – Detailed summary of how we have reflected consultation comments in the revised framework.