



# Culture, Heritage and Sport Framework



# Introduction

**Culture, heritage and sport matter.** They are threaded through our lives. They give us reasons to live and work in a place, and foster local pride and coherence. The stories we tell shape the way we see ourselves, the way we see the world, and how the world sees us.

**Culture, heritage and sport have huge potential as levers to level up West Yorkshire.** They can create jobs and growth, and attract investment. They can inspire us to succeed. They can be the medicine that improves our mental and physical wellbeing.

**This framework** is our plan to grow and sustain culture, heritage and sport in the region. It sets out our ambitions, our investment priorities, the ways we will collaborate with other organisations, and how we want central government to help us make West Yorkshire a crucible of creativity.

## Setting the stage

West Yorkshire is blessed with world-class culture, heritage and sport assets: we are leaders in sculpture and contemporary art, with a thriving and fiercely independent music sector, a rich poetic and literary tradition, internationally significant theatre, dance and opera companies, major music and literature festivals, cutting-edge hubs for the games, screen and events industries, and a pioneering creative health sector, all served by an eco-system of innovative SMEs and freelancers.

Our colleges and universities provide national specialisms in creative skills and talent development, driving excellence in arts, humanities and sports science.





We have world-famous professional sports teams and stadia, and our grassroots sports clubs excel in making sport and physical activity accessible to everyone, with significant specialisms in rugby league, cricket, cycling and football.

## 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 and heritage in creating vibrancy and passion in our places. We anticipate more major capital and regeneration projects in the region, including the forthcoming **Bradford Live**, **British Library North** and **National Poetry Centre**.

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





## What we are already doing to support culture, heritage and sport in the region

**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 supports people with the skills, confidence and connections for a career in screen production, with an emphasis on removing barriers for people from non-white backgrounds and socio-economically disadvantaged backgrounds.

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 West Yorkshire Young Poet Laureate programme.**





## Our framework has four themes

1. People
2. Place
3. Skills
4. Business

Within each theme, the framework says **why we think this area of work is important**, our **ambitions**, the things we will do to achieve our ambitions (our **interventions**), and how we will **measure** the impact of this work.

The **interventions** are organised into categories:

**Invest** – this means what we will spend money on.

**Collaborate** – this means working together with the five local authorities in West Yorkshire, and helping people and organisations to work together across the region.

**Broker** – this means persuading government or other funders to invest money in West Yorkshire’s culture, heritage and sport, or to change a policy to help these sectors. It also refers to our work in attracting businesses to invest in the region.

You can find full definitions of some of the other key terms we use in the framework (including **culture**, **heritage** and **sport**) at the end of this document.

### 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, increase our wellbeing, bring us together, and foster confidence and pride in our communities.

## Our Ambition

- Everyone in West Yorkshire can enjoy culture, heritage and sport, and no one will face barriers due to age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex, sexual orientation, or socio-economic background.
- Culture, heritage and sport is threaded through the lives of people in West Yorkshire so that it is relevant, enjoyable and supports our sense of well-being. It is shaped, produced and participated in by all parts of our population.
- People in West Yorkshire are proud of their culture, heritage and sport.

## How we will do this

### Invest

- We will invest in activities that are inclusive and accessible.
- We will invest in activities that increase people's health and wellbeing.
- We will invest in activities that benefit local community groups and organisations (and volunteers, where this does not impact paid jobs).
- We will invest in activities that tackle the climate emergency and protect our environment.
- We will ensure our major investments have region-wide impact and reach.

### Collaborate

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

### Broker

- We will advocate for public investment in 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 sport activity (including young people), and whether they reflect the diversity of our communities.
- Perceptions of our region's culture, heritage and sport offer.

## 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 and meaning 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 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 historic and rural environment.
- 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 invest in culture, heritage and sport activity and assets that tell the story of who we are.
- We will invest in culture, heritage and sport venues to become more accessible to disabled people.
- We will invest in culture, heritage and sport activity that connects people to the historic and/or rural environment.
- We will invest in culture, heritage and sport activity that leaves a lasting legacy for local communities.

### 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 increase the use of parks and green spaces, and to ensure they are safe for sports and exercise.
- We will support regeneration projects involving the creative industries and heritage sector.
- We will consider how culture, heritage and sport can contribute to other areas of policy such as regeneration, housing, health and wellbeing, policing and crime, and transport.

### Broker

- 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 level of culture, heritage and sport tourism in the region.



### 3. Skills

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





## Why It Is Important

We need people with the talent, vision, skills and drive to make our culture, creative industries, heritage and sport sectors thrive. We must promote diversity and equity in these sectors and develop, sustain and retain our own talent, while attracting 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 these sectors.
- There is a development pathway into roles in these sectors.
- More people have fair, well-paid work in these sectors.
- People move to West Yorkshire to forge a career in these sectors.
- 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 work.
- We will invest in organisations and activities that offer training opportunities for staff, volunteers and participants.
- We will make Combined Authority skills training accessible to the creative industries, heritage and sport sectors.
- We will make Combined Authority 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, heritage and sport sectors, and to recognise the value of transferable creative skills in the wider business sector.
- We will champion creative industries, heritage and sport role models from diverse backgrounds.
- We will work with Further Education and Higher Education Institutions on joined-up approaches to meeting the regional demand for skills in the creative industries, heritage and sport sectors, and share lifelong learning opportunities.

### Broker

- We will work with other organisations, such as Arts Council England, Historic England, Heritage Lottery Fund, 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 our creative industries, heritage and sport sectors.

## What we will measure

- The number of people working in our creative industries, heritage and sport sectors, and whether they reflect the diversity of our communities.
- The increase in the number of people with protected characteristics working in these sectors.
- The number of HE graduates taking up work in these sectors.
- The number of freelancers in these sectors.
- The number of training places made available for freelancers in these sectors.
- 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, heritage, and sports sectors.
- Creative industries, heritage, and sports sectors view West Yorkshire as a desirable place to locate.
- Creative industries, heritage, and sports sectors in West Yorkshire nurture talent and create well-paid work.
- 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 invest in spaces for creative industry SMEs to locate and grow.
- We will champion entrepreneurs, and develop a business support offer that helps creative industries, heritage and sports businesses to flourish.
- We will ensure that a range of different models, including co-operatives, CICs and social enterprises, can benefit from our business support offer.

### Collaborate

- We will take a multi-authority approach to developing and sustaining creative clusters and innovation hubs within the region.
- We will scope opportunities for the creative industries to share their perspectives and expertise with the wider West Yorkshire business community.

### Broker

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

- The level of inward investment into the region from the creative and sport sectors.
- The increase in creative industries, heritage and sports sector business growth and sustainability (including start-ups



## 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, high streets, conservation areas and parks, and places where our heritage assets are housed and studied such as museums, archives and libraries. Heritage also includes 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).

When we say **invest**, we mean what we will spend money on. This may refer to funds that have already been devolved to the West Yorkshire Combined Authority, or funding opportunities that we will apply for in future.

**Collaborate** – this means helping people and organisations to work together across the region.

**Broker** – this means persuading government or other funders to invest in West Yorkshire's culture, heritage and sport, or to change a policy to help these sectors. It also refers to our work in attracting businesses to invest in the region.