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Report to: Combined Authority

Date: 22 June 2023

Subject: Project Approvals - Investment Priority 6 – Culture, Heritage, and Sport

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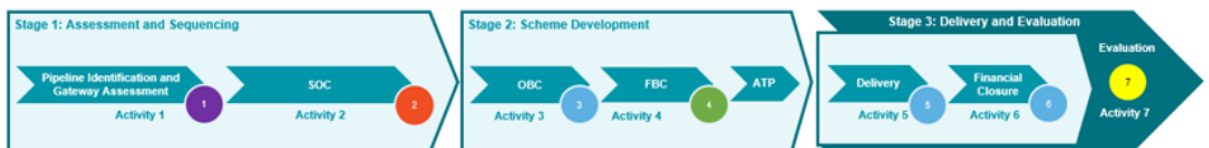
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## 1 Purpose of this report

- 1.1 To report on proposals for the progression of, and funding for projects under Investment Priority 6 – Culture, Heritage and, within the West Yorkshire Investment Strategy (WYIS), that have been considered at stages 1, 2 and 3 of the Combined Authority’s assurance process.



- 1.2 The recommendations can be found in Section 12 of this report.

## 2 Report

- 2.1 This report presents proposals for the progression of schemes through the Combined Authority’s assurance process in line with the Combined Authority’s Assurance Framework. Further details on the schemes summarised below can be found as part of this report.
- 2.2 For more detail on the Combined Authority’s Assurance Framework through which each of the schemes outlined in this report are being approved is provided in **Appendix 1**.

## 3 Investment Priority 6 (IP6) – Culture, Heritage, and Sport

- 3.1 The West Yorkshire Investment Strategy (WYIS) sets out the Investment Priorities for the period 1 April 2021 to 31 March 2024 across six areas. In each, a number of priority project / programme areas have been identified that are the focus for intervention.

3.2 Investment Priority 6 will deliver a range of programmes and schemes which focus on:

- Culture being recognised and developed for its role in supporting the visitor economy.
- Cultural and creative businesses and their supply chains are developed and supported to maximise their potential.
- More people being actively engaged in cultural activity.
- Increase in employment in culture, sport, and arts roles
- Developing and promoting cultural activity that promotes clean growth and sustainability.

3.3 The Culture, Heritage and Sport Framework will deliver Investment Priority 6 through:

#### **Theme 1 People**

- 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.

#### **Theme 2 Place**

- We will invest in culture, heritage and sport activity and assets that tell the story of who we are.
- We will collaborate with anchor institutions, including universities and libraries, to increase cultural participation in our communities.

#### **Theme 3 Skills**

- We will invest in organisations and activities that offer training opportunities for staff, volunteers, and participants.
- 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.

#### **Theme 4 Business**

- 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.

#### **Evaluation**

3.4 Both schemes, seeking approval via this report, have an Evaluation Plan in place, which has been devised in consultation with the Combined Authority's Culture, Heritage and Sport Evaluation lead, and both schemes have been issued with evaluation data requirements. The evaluation data requirements for these schemes are governed by the Combined Authority's Culture, Heritage and Sport Evaluation Framework and aligned to the Combined Authority's Evaluation Strategy, which in turn is based on the Magenta Book –

which sets out central government's approach to evaluation. The Evaluation Strategy is a component of the Combined Authority's Assurance Framework, which has recently been updated.

### **Publicity and Acknowledgement**

- 3.5 The West Yorkshire Combined Authority logo, and the Tracy Brabin Mayor of West Yorkshire logo, will be used to acknowledge the support of the Combined Authority in all activities it funds or part-funds.
- 3.6 It is also a standard term of the Combined Authority grant contract that the recipient agrees to participate in and co-operate with reasonable promotional activities relating to the project, and each party shall comply with all reasonable requests from the other party to facilitate visits, provide reports, statistics, photographs and case studies that will assist the other party in its promotional and fundraising activities relating to the project.
- 3.7 The Mayor of West Yorkshire will be invited to attend key events in both Year of Culture programmes, including the CYOC24 launch event in January 2024, the opening and closing ceremonies in April 2024 and 2025, the People's Park Festival, the Hebden Bridge Film Festival, BUFF/HUFF October 2023 and 24, and the Anne Lister Festival, and within Wakefield 'Our Year', the launch of OY24 (October 2023), Rhubarb Festival (February 2024), WordFest (May 2024), opening of Wakefield Exchange (May 2024), The Hatchling (August 2024), Light-Up (November 2024) as well as unveiling of major public art installations.

## Scheme Summaries

<p><b>Culturedale: Calderdale Year of Culture 2024</b>  Calderdale</p>	<p><b><u>Scheme description</u></b></p> <p>This scheme will deliver a variety of cultural and sport events in Calderdale to boost the visitor economy, enable economic regeneration, support sustainability, and increase cultural skills and awareness.</p> <p>Events and activities expected to be delivered will include a People’s Park Festival, a Skills Development Programme focused on encouraging people into creative careers, an Anne Lister Programme, building on the publishing of Anne’s full diaries and a Heritage Programme which will include the establishment of a local Heritage Network, creative writing programmes, and women’s and LBGTQIA+ history research.</p> <p>The programme will also work with community groups to allocate grant funding to support mental health and wellbeing and will identify skill and knowledge gaps to develop skills development opportunities.</p> <p>The scheme will be funded by the gainshare allocation for Investment Priority 6 – Culture, Heritage and Sport.</p> <p><b><u>Impact</u></b></p> <p>Benefits of the scheme include increased cultural participation and engagement, increased tourism and economic growth, increased community cohesion and social integration, improved health and wellbeing and improved cultural infrastructure and sustainability.</p> <p>Due to the nature of the scheme, value for money is assessed based on the strategic value rather than a benefit cost ratio assessment.</p> <p><b><u>Decision sought</u></b></p> <p>Approval to proceed through decision points 2 to 4 (business justification) and work commences on activity 5 (delivery).</p> <p>Total value of the scheme - £2,370,000</p> <p>Total value of Combined Authority funding - £800,000</p> <p>Funding recommendation sought - £800,000</p> <p>A decision by the Combined Authority is sought as part of this report</p>
<p><b>Wakefield Year of Culture 2024</b>  Wakefield</p>	<p><b><u>Scheme description</u></b></p> <p>Wakefield Year of Culture 2024 is a yearlong programme of cultural events, opportunities and activities that will grow and develop the cultural landscape of Wakefield and the wider region. The programme will see a year of celebration that will support the marketing of the district and West Yorkshire as a destination for cultural audiences and investors.</p> <p>Events and activities expected to be delivered include The Key to the North, a programme of aspirational talks and workshops, including two major conferences, Nurture and Nourish which will boost community engagement in Wakefield’s food system, Our Stories which will explore and celebrate the diversity of Wakefield’s heritage and traditions and Roving Festival which</p>

	<p>celebrates Wakefield’s open spaces and encourages residents and visitors to connect with the outdoors.</p> <p>The programme will be funded by the gainshare allocation for Investment Priority 6 – Culture, Heritage, and Sport.</p> <p><u>Impact</u></p> <p>Benefits of the programme include increased cultural participation and engagement, increased tourism and economic growth, increased community, and social integration, improved physical and mental health and wellbeing and improved cultural infrastructure and sustainability.</p> <p>Due to the nature of the programme, value for money is assessed based on the strategic value rather than a benefit cost ratio assessment. This programme will have a strong strategic impact to the region.</p> <p><u>Decision sought</u></p> <p>Approval to proceed through decision points 2 to 4 (business justification) and work commences on activity 5 (delivery).</p> <p>Total value of the scheme - £4,500,270</p> <p>Total value of Combined Authority funding - £800,000</p> <p>Funding recommendation sought - £800,000</p> <p>A decision by the Combined Authority is sought as part of this report</p>
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3.8 Since the Combined Authority’s meeting on 16 March 2023, when the Project Approvals reports were last considered, no decision points or change requests have been assessed in line with the Combined Authority’s assurance process and approved through the agreed delegation to the Culture, Heritage, and Sport Committee.

#### 4 Information

4.1 The Combined Authority’s assurance framework requires that formal approval is given to the following elements of a scheme as part of its development:

- The progression of a scheme through a decision point to the next activity.
- Indicative or full approval to the total value of the scheme funding requested.
- The Combined Authority’s entry into a funding agreement with the scheme’s promoter.
- The assurance pathway and approval route for future decision points.
- The scheme’s approval tolerances.

4.2 This report provides information required to enable the Combined Authority to approve each of the above elements.

## Projects in Stage 1: Assessment and Sequencing

<b>Project Title</b>	<b>Culturedale: Calderdale Year of Culture</b>
<b>Stage</b>	1 (assessment and sequencing) and 2 (project development)
<b>Decision Point</b>	2 to 4 (business justification)

Is this a key decision?	<input checked="" type="checkbox"/> Yes	<input 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

### Background

4.3 Culturedale: Calderdale Year of Culture will deliver a variety of cultural and sport events in Calderdale including festivals to boost the visitor economy, enable economic regeneration, support sustainability, and increase cultural skills and awareness. Calderdale Council has developed a vision for CultureDale 2024 which consists of three themes:

- **Distinctiveness:** Establish infrastructure to enhance the visitor experience, accessibility and inclusive cultural venues and initiatives.
- **Kindness and Resilience:** Work with organisations and the NHS to develop relevant opportunities including arts and mental health programmes.
- **Talented and Enterprising:** Create strong digital offers including online exhibitions and activities and develop opportunities for the cultural sector including skills development and business support.

4.4 Programmes that will be delivered as part of CultureDale 2024 include:

- **Collaborative Commissions** – grants for the local cultural sector to co-deliver the programme which will identify skill and knowledge gaps and work with organisations including, Calderdale Creates, Visits Unlimited, and other education partners to develop skills development opportunities.

Young people will also be supported into creative careers. Examples of engagement opportunities include Calderdale Film Competition (a seven-minute film competition including film training workshops) and Opal's Comet tour, a theatre show, performed on a canal boat and using the canal network to visit various locations.

- **Community Commissions** - will work with community groups to allocate grant funding to support mental health and wellbeing, and hyper local engagement with the wider programme.
- **Festivals** – The People’s Park Festival will be established, with dates to be confirmed. Offer will be added to existing festivals. For example, mentorship for young musicians as part of Todmorden Folk Festival and engagement activities for South Asian Festival.
- **Anne Lister Programme** - year-round activities and events building on the publishing of Anne’s full diaries
- **Heritage Programme** – will include local history research, creative writing skills, Women’s and LBGQTQIA+ history.
- **Skills Development Programme** - various activities and training focused on encouraging people into creative careers including targeting skills development and training for businesses.

4.5 The scheme aligns with the Mayoral pledges to prioritise skills and training to ensure everyone has the skills they need to secure work, support local businesses and be a champion for our local economy and lead a creative new deal to ensure our creative industries are part of our broader recovery strategy.

4.6 A summary of the scheme’s business case is included in **Appendix 2**.

### **Tackling the Climate Emergency Implications**

4.7 The scheme tackling climate emergency implications are:

- Sustainable transport options will be promoted, and subsidies provided wherever possible. Calderdale Council will partner with SAIL (Sustainable Arts in Leeds) to ensure environmental targets are met.
- SAIL will advise on structures and decision-making process, monitoring and setting targets to ensure sustainability is a key factor throughout the scheme’s development and delivery.
- The scheme will use ISO 20121 standards in the development of events. The ISO 20121 standards offer guidance and best practice to help manage events and control their social, economic, and environmental impact, and opportunities will be explored for exhibitions and performances to be held in under and dis-used locations, with an emphasis on the reuse and recycling of heritage buildings.

### **Outputs and Benefits**

4.8 The scheme outputs and benefits include:

<b>Combined Authority, Calderdale Council and UK Shared Prosperity Funding Outputs</b>	<b>Additional outputs including National Heritage Lottery Fund and Arts Council England Funding</b>	<b>Total Outputs</b>
Four innovations for social good, especially health innovation by providing funding and support for relevant projects.	Not applicable	Four innovations for social good, especially health innovation by providing funding and support for relevant projects.
70 people with protected characteristics benefitting from free activities	Not applicable	70 people with protected characteristics benefitting from free activities
20,000 people engaging with creative and cultural activities in Calderdale	Additional 30,000 people engaging with creating and cultural activities in Calderdale.	50,000 people engaging with creative and cultural activities in Calderdale
Six schemes promoting access to improved health and wellbeing by partnering with health and wellbeing providers.	Additional two schemes promoting access to improved health and wellbeing by partnering with health and wellbeing providers.	Eight schemes promoting access to improved health and wellbeing by partnering with health and wellbeing providers.
Less than 3% enhanced participation in cultural activities particularly amongst deprived communities by promoting accessibility and providing targeted support to organisations in these communities.	3% enhanced participation in cultural activities particularly amongst deprived communities by promoting accessibility and providing targeted support to organisations in these communities.	3% enhanced participation in cultural activities particularly amongst deprived communities by promoting accessibility and providing targeted support to organisations in these communities.
15 businesses receiving support through Collaborative and Community Commissions, promoting a low carbon economy through resources and mentoring, offering skills development opportunities, and providing marketing.	Additional five businesses receiving support through Collaborative and Community Commissions, promoting a low carbon economy through resources and mentoring, offering skills development opportunities, and providing marketing.	20 businesses receiving support through Collaborative and Community Commissions, promoting a low carbon economy through resources and mentoring, offering skills development opportunities, and providing marketing.
15 inactive participants supported by providing access to training and other positive activities that address barriers to work and wider participation in creative industries.	Additional 15 inactive participants supported by providing access to training and other positive activities that address barriers to work and	30 inactive participants supported by providing access to training and other positive activities that address barriers to work and wider



<b>Combined Authority, Calderdale Council and UK Shared Prosperity Funding Outputs</b>	<b>Additional outputs including National Heritage Lottery Fund and Arts Council England Funding</b>	<b>Total Outputs</b>
	wider participation in creative industries.	participation in creative industries.
Five micro businesses engaging with schools by providing opportunities for collaboration and promoting entrepreneurship and creative careers.	Additional Five micro businesses engaging with schools by providing opportunities for collaboration and promoting entrepreneurship and creative careers.	10 micro businesses engaging with schools by providing opportunities for collaboration and promoting entrepreneurship and creative careers.
20 NEETS/16-24/50+ in disadvantages groups supported engaging in positive activities that address barriers to work or widen participation in training and provided with access to skills development.	Not applicable	20 NEETS/16-24/50+ in disadvantages groups supported engaging in positive activities that address barriers to work or widen participation in training and provided with access to skills development.
20 people accessing careers advice.	Not applicable	20 people accessing careers advice.
Reduction in number of oof trips by private car by promoting public transport through reimbursement of expenses for 3 targeted projects.	Not applicable	Reduction in number of oof trips by private car by promoting public transport through reimbursement of expenses for 3 targeted projects.
3 empty premises utilised by providing support to creative entrepreneurs, small businesses, and artists to set up residences and installations in these spaces.	Additional 2 empty premises utilised by providing support to creative entrepreneurs, small businesses, and artists to set up residences and installations in these spaces.	5 empty premises utilised by providing support to creative entrepreneurs, small businesses, and artists to set up residences and installations in these spaces.
Less than 3% increased visitors to West Yorkshire by providing a full year long programme of activities, promoting cultural and tourist attractions, listing activities on the Calderdale Year of Culture 2024 website, and creating new and sustained marketing campaigns.	3% increased visitors to West Yorkshire by providing a full year long programme of activities, promoting cultural and tourist attractions, listing activities on the Calderdale Year of Culture 2024 website, and creating new and sustained marketing campaigns.	3% increased visitors to West Yorkshire by providing a full year long programme of activities, promoting cultural and tourist attractions, listing activities on the Calderdale Year of Culture 2024 website, and creating new and sustained marketing campaigns.

- 4.9 Due to the nature of the scheme, value for money is assessed based on the strategic value rather than a benefit cost ratio assessment. This scheme will have a strong strategic impact to the region.

### **Inclusive Growth Implications**

- 4.10 The scheme inclusive growth implications include:
- Calderdale Council will work with organisations and partners to develop culture and creative skills and engage with a minimum of 200 young people to provide them with apprenticeships, including a BAME apprenticeship with *Thingumajig Theatre*, opportunities to develop their practice, including the *Art as Natural Flood Management* young artist in residence, qualifications such as *Arts Award*, and a range of skills development through practical application, including opportunities directed, planned, and delivered by young people.

### **Equality and Diversity Implications**

- 4.11 The scheme equality and diversity implications are:
- The main aims of the programme are to increase access to the arts and cultural activities for underrepresented groups, promote cultural understanding and cohesion within the community, and boost the local economy through increased tourism and business growth.
  - Interventions will be targeted to address inequalities and Calderdale Council will work with the Neighbourhoods and Social Cohesion and Equality Team to partner with specialist organisations to connect with community groups to ensure representation is made.
  - Target participants for audiences and volunteers for training will be for low-income households, unemployed and those underrepresented in the cultural sector.
  - Calderdale Council will partner with Visits Unlimited to develop accessibility guides and ensure the programmes are as accessible as possible.
- 4.12 An Equality Impact Assessment (EqIA) has been undertaken for the scheme and equality and diversity impacts taken account of as part of the development of the scheme and the business case development.

### **Risks**

- 4.13 The scheme risks and mitigations include:
- Match funding not secured, mitigated by engaging with Arts Council England and The National Heritage Lottery Fund for guidance on the application process. The programme can be scaled as necessary should funding not be secured.
  - Lack of appropriate venues for the events, leading to a reduction in programme, audience numbers and failure to achieve objectives. This is

mitigated by maintaining and updating a database of capacity to avoid schedule conflicts and over bookings. Communication plans will be developed with venues and resources allocate to manage attendance.

- Lack of interest in the events and activities leading to reduced attendance. This is mitigated by the development of a marketing strategy and establishing mechanisms for feedback to measure engagement.

### Costs

- 4.14 The total scheme costs are £2,370,000.
- 4.15 The Combined Authority's contribution is £800,000 from the from the gainshare allocation for IP6.
- 4.16 The remaining funding is:
- £500,000 from Arts Council England
  - £400,000 from National Heritage Lottery Fund
  - £520,000 from Calderdale Council
  - £150,000 from UK Shared Prosperity Fund.
- 4.17 Further private sector funding options are being explored but have not been identified at this time.
- 4.18 The Combined Authority will need to enter into a funding agreement with Calderdale Council for expenditure of up to £800,000 from the gainshare allocation for IP6.

### Assurance Pathway and Approval Route

Assurance pathway	Approval route	Forecast approval date
2 to 4 (business justification)	Recommendation: Combined Authority's Programme Appraisal Team Decision: Combined Authority	22/06/2023
5 (delivery)	Recommendation: Combined Authority's Programme Appraisal Team Decision: Combined Authority's Chief Operating Officer	30/05/2025

### Other Key Timescales

Milestone	Date
Pre-launch activities, community engagement and pop-up events commence	01/07/2023
Soft opening event at the Piece Hall	02/02/2024

Delivery of major festivals	June- July 2024
Autumn/ Winter Programme commences	August 2024
Winter Festival	December 2024
LGBTQIA+ History Month	February 2025
Closing events	April 2025
Evaluation and learning shared	September 2025

## Assurance Tolerances

<b>Assurance tolerances</b>
Combined Authority costs remain within +10% of those outlined in this report
Delivery (DP5) timescales remain within +6 months of those outlined in this report
Outputs remain within -10% of those outlined in this report

## Appraisal Summary

- 4.19 CultureDale is an ambitious programme of festivals, activities and events that aims to increase cultural awareness and skills. The scheme has undergone significant development to enable successful delivery of the programme.
- 4.20 The business case provides detail on how this scheme aligns with multiple local policies and strategies including Calderdale Council's Corporate Plan 2022-2024, the Inclusive Economy Strategy for Calderdale 2018-2024, Calderdale Climate Action Plan 2022-25 along with Combined Authority strategies such as the West Yorkshire Investment Strategy.
- 4.21 Significant detail has been provided on the goods, services, and works that are required to be procured. This includes equipment, marketing services, stage equipment, translation, and interpretation services etc. All procurement will be undertaken in line with Calderdale Council processes and procedures.
- 4.22 Match funding is not yet secured. Funding from The National Heritage Lottery Fund is expected to be confirmed in August 2023 and Arts Council England funds are anticipated to be confirmed in September 2023. There remains a risk that these funds will not be secured, which will lead to changes to the programme. The programme of events can be scaled as necessary should all funding not be confirmed.
- 4.23 This programme includes the provision of subsidies to rail operators to facilitate audience participation at the festivals and events. The full details of this are not yet confirmed, however Calderdale Council will continue to work with relevant stakeholders to enable participation at the events and activities.

## Recommendations

- 4.24 The Combined Authority approves that:

- (i) The CultureDale: Calderdale's Year of Culture 2024 programme proceeds through decision point 2-4 (business justification) and work commences on activity 5 (delivery).
- (ii) Approval is given to the Combined Authority's contribution of £800,000. The total programme value is £2,370,000.
- (iii) The Combined Authority enters into a funding agreement with Calderdale Council for expenditure of up to £800,000
- (iv) Future approvals are made in accordance with the assurance pathway and approval route outlined in this report and where required, any change requests are delegated to the Culture, Heritage, and Sport Committee. This will be subject to the programme remaining within the tolerances outlined in this report.

<b>Project Title</b>	<b>Wakefield Year of Culture</b>
<b>Stage</b>	1 (assessment and sequencing) and 2 (project development)
<b>Decision Point</b>	2 to 4 (business justification)

Is this a key decision?	<input checked="" type="checkbox"/> Yes	<input 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

## Background

- 4.25 Wakefield Year of Culture 2024 is a yearlong programme of cultural events, opportunities and activities that will grow and develop the cultural landscape of Wakefield and the wider region. The programme will see a year of celebration that will support the marketing of the district and West Yorkshire as a destination for cultural audiences and investors.
- 4.26 The programme aims to develop and deliver an outstanding programme of activity for residents and visitors to support the district in becoming a leading destination.
- empower communities to embrace culture and creativity to improve quality of life and their local area, to increase cultural participation.
  - develop and deliver a collaborative audience development, communications, and marketing plan with our partners to ensure a legacy of more consistent, efficient, and collective practices.
  - To develop and promote high quality skills development and employment opportunities for local and regional creative practitioners.
- 4.27 The programme is expected to deliver a range of events and activities including:
- The Hatchling:** This will be a major cultural event which will act as a curtain raiser for Bradford City of Culture 2025. It will be a theatrical performance and a production on an international scale across the August bank holiday weekend.
  - Wakefield Exchange launch:** expected to launch in Spring 2024 and will increase the regional commissioning of events, business and skills support and promotion. This programme will be an opportunity to

promote Wakefield and West Yorkshire as a dynamic cluster of creative businesses and talent which offer opportunities for investment in Wakefield's creative sector.

- **Audience:** This element is for promotions and marketing work to develop regional and national audiences across the wider programme.
- **Festivals & Events:** The phased programme over 2024 is curated to engage the widest audiences with outdoor arts performances, creative installations, and food and craft markets, including the Rhubarb Festival in February and the Liquorice Festival in July.
- **The Key to the North:** is a programme of aspirational talks and workshops, including two major conferences and six thematic events focusing on key issues.
- **Creativity around the Corner:** will tell stories of the contemporary world of work in Wakefield, partner with employers in the district and reach into local neighbourhoods with creative opportunities and employ disabled artists in partnership with Unlimited to creatively co-produce artworks.
- **Crossing and Gateways:** will deliver larger commissions in five existing high footfall areas in town centres and near transport hubs celebrating Wakefield's significant gateways, crossings, and connections.
- **Nurture and Nourish:** will boost community engagement in Wakefield's food system, help wider work to address food scarcity and test new ways of working and support development of a food strategy for the district with the addition of embracing creativity to boost participation.
- **Our Stories:** will explore and celebrate the diversity of Wakefield's heritage and traditions and will capture remarkable stories told by local people, and work with different communities to create a unique portrait of the district for future generations.
- **Roving Festival:** will celebrate Wakefield's open spaces and encourage residents and visitors to connect with the outdoors.
- **Building on Brilliance:** will celebrate the existing cultural landscape and transform how Wakefield's cultural; heritage and creative sectors connect and work in partnership.
- **Schools Programme** addressing gaps in cultural education and developing a creative continuous professional development (CPD) framework for teachers. Cross cutting menu of opportunities for 50 schools and other educational establishments to connect to the Programme and engage 10,000 students.
- **Young People:** will ensure every child and young person in the district has an opportunity to engage in cultural and creative learning.
- **Communities and Volunteering:** will take a local approach to connect to residents via community organisations such as the network of libraries. The volunteering element will champion local voices and skills and coordinate volunteer opportunities.
- **Evaluation and regional coordination:** will evaluate the impact on a regional basis and inform development of evaluation frameworks and

impact measures which can be adopted to coordinate planning, delivery and evaluation of Calderdale Year of Culture 2024, Bradford City of Culture 2025, and future cultural programming across West Yorkshire.

- 4.28 The programme aligns with the Mayoral pledges to prioritise skills and training to ensure everyone has the skills they need to secure work, support local businesses and be a champion for Wakefield's local economy and lead a creative new deal to ensure Wakefield's creative industries are part of our broader recovery strategy.
- 4.29 The programme also aligns with the Strategic Economic Framework through the priorities 'Growing Businesses' creating opportunities for delivery / commissions for local creative businesses, 'Skilled People and Better Jobs' and the West Yorkshire Investment Strategy (WYIS) investment priorities, particularly IP6 Culture, Heritage, and Sport.
- 4.30 The programme will be funded by the gainshare allocation for Investment Priority 6 - Culture, Heritage, and Sport.
- 4.31 A summary of the programme's business case is included in **Appendix 3**.

### **Tackling the Climate Emergency Implications**

- 4.32 The programme will use ISO 20121 standards in the development of events. The ISO 20121 standards offer guidance and best practice to help manage events and control their social, economic, and environmental impact,
- 4.33 Wakefield Council will work with SAIL (Sustainable Arts in Leeds) to explore how working collaboratively could help Wakefield achieve its climate goals and measure performance.
- 4.34 All event management and marketing will incorporate promotion and use of sustainable and public transport including the use of free transport to venues and cycling and walking options. Free city bus links to mainline stations to cultural venues in the city centre will be provided, existing and planned cycling routes (Wakefield Wheel; Wonder of Wakefield) will also benefit from new maps and wayfinding.
- 4.35 The programme has been developed under the operational and procurement requirements described within Wakefield's corporate Climate Action Plan.

### **Outputs and Benefits**

- 4.36 The programme outputs and benefits include:
- Increasing cultural engagement by 15% by 2025, compared to 2021 data
  - Increasing the percentage of residents who have visited an event / exhibition in the last 18 months by 10% by 2025, compared to 2021 data
  - Lowering the percentage of residents listing lack of awareness as a barrier to participation by 15% by 2025, compared to 2021 data
  - Achieving 10 pieces of regional and national media coverage in 2024 promoting Wakefield as an exciting cultural destination



- Increasing Experience Wakefield newsletter subscribers by 50% by December 2024 compared to December 2023
- Involving or employing 400 creative practitioners, who are people who exhibit and use creative behaviours in their profession, in the programme by March 2025.
- Involving and supporting 400 volunteers in the programme by March 2025
- Engaging a live audience of over 600,000 people over the year long programme
- Engaging a digital audience of over 15,000 people over the year long programme
- Developing job placement and traineeship opportunities for over 100 young people in creative industries by 2025.
- Generating over 400 pieces of content (social media or other) by partners by 2025
- Engaging at least 50% of the district's schools in the programme.
- Delivering activity in every ward in the Wakefield district
- Improving and developing skills through skills programmes and volunteering for residents of all ages, leading to job opportunities in creative and visitor economy
- Improving wellbeing, physical and mental health, increasing access to healthy and social activities and increasing social support and connection
- Children and young people have increased access to cultural educations within their communities
- Increasing demand in visitor economy businesses and workers, from resulting from perceptions improving about Wakefield and West Yorkshire as a cultural destination.
- Attraction and retention of staff (improved image of West Yorkshire through presentation of cultural offer, greater confidence in job security through promotion of district and regional programmes of events).

4.37 The two match funding sources which are not yet secured are Arts Council England (ACE) funding and National Heritage Lottery Fund (NHLF) funding. The following table shows which elements of the programme will be impacted if this funding is not secured:

Programme element	ACE funding	Impact on OY24 if funding not secured
<i>Festivals &amp; Events (Light Up)</i>	£50,000	20% budget reduction resulting in the removal of one of the key light commissions.
Nurture and Nourish	£100,000	Fully funded by ACE grant and would not be delivered if funding not secured.

Creativity Around the Corner	£100,000	59% budget reduction resulting in fewer businesses being engaged and a reduced audience.
Schools' programme	£100,000	56% budget reduction meaning only 30 out of expected 65 schools are involved, fewer teachers benefit from continuous professional development opportunities and fixed term co-ordinator is not appointed.
Communities & Volunteering	£80,000	54% budget reduction resulting in all outputs reduced by c50% and fixed term co-ordinator is not appointed.
Audience development and marketing	£50,000	17% budget reduction meaning impact is reduced, particularly on target groups and hyper local events.
Evaluation	£20,000	20% budget reduction, resulting in a reduced scope for the evaluation, with particular impact on hyper local events and community capacity building (evaluation toolkits and associated training and data gathering).
Programme element	NHLF funding	Impact on OY24 if funding not secured
Our Stories	£250,000	Majority funded by NHLF grant and would not be delivered if funding not secured.

### **Inclusive Growth Implications**

4.38 The programme inclusive growth implications include:

- The programme has been developed to help drive inclusive growth, with a real focus on embedding culture and creativity within Wakefield's communities, building capacity and providing opportunity by inspiring residents, connecting them to skills pipelines, and increasing employment opportunities within the creative sector. Whilst the programme has a small number of national-level artists commissions, the majority of opportunities for creative commissions will be targeted at a local and sub-regional level, driving opportunity and growth.
- Community focused activity has been developed to ensure culture and creativity benefits residents' wellbeing and connects them to wider support and opportunities.
- The Creativity around the Corner part of the programme will work with local businesses to engage employees from sectors who currently may

not take part in cultural activity and help them gain new experience and skills.

- Priority audiences have been developed to provide reach across our district's communities (driving wider engagement levels), whilst also targeting vulnerable groups and providing opportunities for young people in particular to develop creative skills and inspire them to follow creative career pathways.

### **Equality and Diversity Implications**

- 4.39 A Stage 2 Equality Impact Assessment (EqIA) has been undertaken for the programme and equality and diversity impacts taken account of as part of the development of the programme and the business case development.
- 4.40 The main aims of the programme are to increase access to cultural activities and events for underrepresented groups, promote cultural understanding and cohesion within and across different communities and boost Wakefield's economy through increased tourism and business growth as well as the introduction of arts and culture within schools.
- 4.41 Programme communications and marketing will be inclusive of the languages which are most popular in the district; Polish, Panjabi, Urdu and Latvian, to boost cultural awareness of those who have English as their second language.
- 4.42 High quality programming for early years and children will be available enhanced by partnerships with Childrens' Services and specific support organisations such as Seaglass Collective who support adopted young people, will ensure Wakefield's youngest residents can access culture in an engaging and accessible way.
- 4.43 Older people's voices and stories will be celebrated and championed in a museums and libraries led project and welcomed into all of the public events with adaptations for hard of hearing, physical mobility and people living with dementia.
- 4.44 The Nurture and Nourish part of the programme, will seek to develop multi-faith and inter-generational activities, connecting different communities, breaking down barriers and supporting enhanced cohesion.
- 4.45 Organisation wide commitment to ensure accessibility for people living with a disability such as step-free access, places of rest, British Sign Language interpretation, Plain English and considering sensory sensitivities for neuro-diverse visitors will remove barriers of accessibility to large-scale events.
- 4.46 The programme is committed to ensuring employment opportunities for artists and creatives with physical, sensory, and learning disabilities and those who define as neuro diverse.

### **Risks**

- 4.47 The programme risks include:

- Failure to complete the development of the Wakefield Exchange in time for 2024, mitigated by robust project management focusing on budget and delivery timeframes.
- Failure to engage with new audiences, mitigated by developing a robust Audience Development Plan, informed by research including cultural participation and perceptions surveys
- Events and activities are not deliverable within budget allocations or delivery timeframes. This will be mitigated by each event / activity being clearly defined with specific budget allocation, delivery plan regular support/monitoring of progress
- Insufficient funding to effectively deliver the programme. This will be mitigated by Wakefield Council's core budgets and culture and public health investment fund to support the core programme, an external funding strategy which identifies key strategic funders, where bids can focus on additionality to enhance the programme. and plans for targeted programme reduction if key funding bids unsuccessful.

### Costs

4.48 The total programme costs are £4,500,270.

4.49 The Combined Authority's contribution is £800,000 from the gainshare allocation for Investment Priority 6 – Culture, Heritage, and Sport.

4.50 The remaining funding is:

- £2,718,270 from Wakefield Council
- £500,000 from Arts Council England
- £250,000 from the National Heritage Lottery Fund
- £202,000 from the UK Shared Prosperity Fund
- £30,000 in sponsorship from businesses taking part in the 'Creativity around the corner' activity.

4.51 Subject to approval, the Combined Authority will need to enter into a funding agreement with Wakefield Council for expenditure of up to £800,000 from the gainshare allocation for IP6.

### Assurance Pathway and Approval Route

Assurance pathway	Approval route	Forecast approval date
2 to 4 (business justification)	Recommendation: Combined Authority's Programme Appraisal Team Decision: Combined Authority	22/06/2023
5 (delivery)	Recommendation: Combined Authority's Programme Appraisal Team	30/04/2025

	Decision: Combined Authority's Chief Operating Officer	
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### Other Key Timescales

- September 2023 - Start of delivery
- 30 April 2025 - Completion of delivery
- 30 September 2025 - Programme evaluation

### Assurance Tolerances

Assurance tolerances
Combined Authority costs remain within +10% of those outlined in this report.
Delivery (DP5) timescales remain within +3 months of those outlined in this report.
Outputs: Remain within -10% of those outlined in this report.

### Appraisal Summary

- 4.52 The programme is a transformative year long programme of cultural activity,
- 4.53 which builds on the successful cultural offering in Wakefield and the wider district. The programme will offer new events and opportunities for people who have often faced barriers to accessing cultural events and activities.
- 4.54 The programme has strong strategic alignment to the Combined Authority's priorities and policies, the mayor's pledges, and Wakefield Council's priorities.
- 4.55 There is a risk that not all the programme's events and activities are delivered, as not all the funding has been secured yet, although the funding has been applied for and decisions are pending. It is noted that the risk of not securing funding is low due to Wakefield Council's experience of securing cultural funding and delivering cultural programmes and schemes.
- 4.56 A Stage 2 Carbon Impact Assessment (CIA) will be completed throughout programme delivery once the level of funding secured and the content of the final programme has been confirmed.
- 4.57 Overall, this programme appears well planned with expected positive effects and benefits on inclusive growth, social integration, equality and diversity, visitor economy and wellbeing for the Wakefield district which may reach into the wider West Yorkshire region.

### Recommendations

- 4.58 The Combined Authority approves that:
- (i) The Wakefield Our Year 2024 programme proceeds through decision point 2 to 4 (business justification) and work commences on activity 5 (delivery).

- (ii) Approval to the Combined Authority's contribution of £800,000. The total programme value is £4,500,270.
- (iii) The Combined Authority enters into a funding agreement with Wakefield Council for expenditure of up to £800,000.
- (iv) Future approvals are made in accordance with the assurance pathway and approval route and tolerances outlined in this report. Where required, any future committee level approvals are delegated to the Culture, Heritage, and Sport Committee.

### **Projects in Stage 2: Scheme development**

4.59 There are no schemes to review at this stage or enter scheme details.

### **Projects in Stage 3: Delivery and Evaluation**

4.60 There are no schemes to review at this stage or enter scheme details.

## **5 Tackling the Climate Emergency implications**

5.1 The Climate Emergency implications have been considered on all projects included in this report as part of their business case development.

## **6 Inclusive Growth implications**

6.1 The inclusive growth implications have been considered on all projects included in this report as part of their business case development.

## **7 Equality and Diversity implications**

7.1 Equality Impact Assessments (EqIA) have been undertaken on all projects included in this report as part of their business case development.

## **8 Financial implications**

8.1 The report seeks endorsement to expenditure from the available Combined Authority funding as set out in this report.

## **9 Legal implications**

9.1 The payment of funding to any recipient will be subject to a funding agreement being in place between the Combined Authority and the organisation in question.

## **10 Staffing implications**

10.1 A combination of Combined Authority and local partner council project, programme and portfolio management resources are or are in the process of being identified and costed for within the schemes in this report.

## **11 External consultees**

11.1 Where applicable scheme promoters have been consulted on the content of this report.

## **12 Recommendations (Summary)**

### **CultureDale: Calderdale's Year of Culture 2024**

12.1 The Combined Authority approves that:

- (i) The CultureDale: Calderdale's Year of Culture 2024 scheme proceeds through decision point 2-4 (business justification) and work commences on activity 5 (delivery).
- (ii) Approval is given to the Combined Authority's contribution of £800,000. The total scheme value is £2,520,000.
- (iii) The Combined Authority enters into a funding agreement with Calderdale Council for expenditure of up to £800,000
- (iv) Future approvals are made in accordance with the assurance pathway and approval route and tolerances outlined in this report. Where required, any future committee level approvals are delegated to the Culture, Heritage, and Sport Committee.

### **Wakefield Our Year of Culture 2024**

12.2 The Combined Authority approves that:

- (i) The Wakefield Our Year 2024 scheme proceeds through decision point 2 to 4 (business justification) and work commences on activity 5 (delivery).
- (ii) Approval to the Combined Authority's contribution of £800,000. The total scheme value is £4,500,270.
- (iii) The Combined Authority enters into a funding agreement with Wakefield Council for expenditure of up to £800,000.
- (iv) Future approvals are made in accordance with the assurance pathway and approval route and tolerances outlined in this report. Where required, any future committee level approvals are delegated to the Culture, Heritage, and Sport Committee.

## **13 Background Documents**

13.1 None as part of this report.

## **14 Appendices**

**Appendix 1** - Background to the Combined Authority's Assurance Framework

**Appendix 2** – CultureDale: Calderdale's Year of Culture 2024 – Business Case Summary

**Appendix 3** - Wakefield Our Year of Culture 2024 - Business Case Summary