

Project Overview

Project Title	Wakefield Our Year of Culture 24
Main Funding Programme	Gainshare allocation for Investment Priority 6 (IP6) - Culture and Creative Industries.
Current Forecast Project cost	£4,500,270
Funding Applied for from the Combined Authority now	£800,000
Other public sector funding amounts and sources	Wakefield Council: £2,718,270 UK Shared Prosperity Fund: £202,000 Arts Council England: £500,000 National Lottery Heritage Fund: £250,000
Private sector funding amounts and sources	£30,000 – sponsorship from businesses taking part in the 'Creativity around the corner' residency strand

Scheme Description

The scheme will deliver a programme of cultural, creative and community events and opportunities across the Wakefield district. This will boost the visitor economy, enable economic growth post-COVID, and increase community and social integration.

Activities will include festivals, workshops, and volunteering. Marketing, events, and activities will be held in multiple languages, have British Sign Language interpreters where possible and be neuro diverse-friendly. There will also be places to rest and step free access to make every cultural offering as accessible as possible.

Business Case Summary

Strategic Case

The scheme will help communities in Wakefield engage with cultural events, helping them to unlock their own creativity, while increasing visitor numbers and supporting the local economy.

The scheme will provide access to quality creative skills and learning opportunities. It will also increase the strength of Wakefield's creative sector, to provide quality employment opportunities.

The scheme aligns with Combined Authority, Wakefield Council, and other national and local strategies and policies.

Economic Case

The scheme will aim to support and develop the district and wider region's cultural landscape and increase economic benefits through cultural and creative activities.

The scheme aims to engage with a live audience of up to 600,000 during the year and engage digitally with up to 15,000 people.

Activities will take place in every ward in Wakefield with a target to engage at least 50% of the district's schools.

Value for money is assessed based on the strategic value rather than a benefit cost ratio assessment. This scheme is expected to have a strong strategic impact to the region.

Commercial Case

Procurements that will be undertaken as part of this scheme will be in line with Wakefield Council's procedures.

Financial Case

The total scheme cost is £4,500,270. This will be funded by £800,000 from the Combined Authority's gainshare allocation for IP6 with additional funding from:

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

Management Case

Wakefield Council will manage the scheme. A robust governance structure is in place consisting of a project delivery team, which will manage the with any escalation or change management approvals being the responsibility of the programme board.