

Culture, Heritage and Sport Interventions

December 2023



People

**Everyone in West Yorkshire
can enjoy Culture, Heritage
and Sport**



Intervention (Delivered as of December 23)	Impact
LEEDS 2023 (WOW Barn)*	<ul style="list-style-type: none"> • 500,000 people engage with the project either through the Think Ins, Build Programme, 2week festival of events including online activities or through watching content associated with the project. • 500 women and girls have taken part in physical activity/sports. • 8 consultation sessions delivered across W Yorkshire and online, enabling 320 people contribute to the design of the barn and the programme by participating in consultation sessions either online or in person. • 3000 female and non-binary students in Leeds and W Yorks will be reached through the call out to be a Barn Raiser. A further 12000 will receive comms about the programme. • 300 professional and non-professional participants in a 24-hour barn raising.
Bradford Literature Festival 2022 (Main Programme)	<ul style="list-style-type: none"> • 484 indoor and outdoor events. • 56,338 live attendances, with 48% of audiences from Black, Asian or other ethnic minority backgrounds.
Kirklees Year of Music 2023*	<ul style="list-style-type: none"> • 400,000 event attendees over the YOM duration plus 40,650 online engagements.

*Figures pending final evaluation

Culture – Black

Heritage – Brown

Sport – Blue

Creative Industries - Pink

Intervention (Forthcoming)	Impact
LEEDS 2023 (The Gifting and Northern Dreaming)	<ul style="list-style-type: none"> • 7,000 individuals attending “The Gifting” will be able to fully engage in the event, without accessibility barriers/limitations. • Creation of a documentary aiming to reach over 30,000 people. • Collaborating with 18 writers to craft the Northern Dreaming Anthology, and distributing the anthology to 10,000 children across Leeds.
CultureDale 2024	<ul style="list-style-type: none"> • 150,000 people engaging with creative and cultural activities in Calderdale. • 115 people with protected characteristics benefiting from free activities. • 10% enhanced participation in cultural activities particularly amongst deprived communities by promoting accessibility and providing targeted support to organisations in these communities. • 10 innovations for social good, especially health innovation by providing funding and support for relevant projects. • 20 schemes promoting access to improved health and wellbeing by partnering with health and wellbeing providers. • 3 Health/wellbeing impacts by producing projects directly with health partners. • Sport: Community Sport Development Officer • Community-led approach with Active Calderdale and ensuring reach across all of Calderdale, especially areas of deprivation and to engage communities who are least active or experience barriers to activity etc. Links are well underway between Year of Culture Team and Calderdale’s Sport. • Engaging new audiences/spectators. • Calderdale School Games programme, working with 94% of schools across Calderdale. • Better Sports Facilities - Looking into PlayZones (co-designed with communities), and more sustainable and energy efficient facilities.
Our Year – Wakefield District 2024	<ul style="list-style-type: none"> • Reaching 600,000 people over the year. • Participation (residents who visited an event / exhibition in the last 18 months) – 10% increase by 2025, compared to 2021 data. • Awareness (residents listing lack of awareness as a barrier to participation) – 15% decrease by 2025, compared to 2021 data. • Thematic maps created for Roving Festival – 5.
YCMIH: Events and Venue Accessibility Resource	<ul style="list-style-type: none"> • 50 events made more accessible through the provision of accessibility services.

Place

**West Yorkshire is a creative,
sustainable and vibrant
region with culture, heritage
and sport at its heart**



Intervention (Delivered as of December 23)	Impact
LEEDS 2023*	<ul style="list-style-type: none"> • Across the whole project: 10% increase in visitor numbers to Leeds during 2023 (usual year on year 4% increase plus additional 6%).
Bradford Literature Festival 2022	<ul style="list-style-type: none"> • 119 festival volunteers (40% under 25yrs, and 34% BAME) recruited and trained.
Kirklees Year of Music 2023*	<ul style="list-style-type: none"> • 4,870 volunteering opportunities created, with 200 young people taking part in the Volunteering Future project. • £739,291 in cumulative volunteering impacts.

*Figures pending final evaluation

Intervention (Forthcoming)	Impact
CultureDale 2023	<ul style="list-style-type: none"> • 5% increased visitors to West Yorkshire by providing a full year long programme of activities, promoting cultural and tourist attractions, listing activities on our CYOC24 website, and creating new and sustained marketing campaigns.
Our Year – Wakefield District 2024	<ul style="list-style-type: none"> • Public art commissions – 21 (on per ward basis). • Public art commissions secured by local and regional creatives – 14. • Number of community groups involved in development and delivery of Crossing and Gateways – 30. • Cycling paths redeveloped – 2. • Usage of cycling routes – 20% increase by 2025, compared to 2021 data. • Volunteering – 400 volunteers in the Our Year programme by March 2025. • Cultural grants distributed to community groups – 30. • Number of Our Stories exhibitions and events – 6. • Number of co-produced or community led heritage activities – 15. • Number of participants sharing their stories – 1,000. • Development of district heritage website. • Nurture and Nourish – 21 community events; 15 open allotments days; 15 cookery lessons for community groups; total participation – 15,000. • Attracting visitors – increase Experience Wakefield newsletter subscribers by 50% by December 2024 compared to December 2023. • Attracting visitors and promotion – support generation of 400 pieces of Our Year content (social media or other) by partners by 2025. • Perception and promotion – achieve 10 pieces of regional and national coverage in 2024 promoting Wakefield as a cultural destination.
Capital Projects	<ul style="list-style-type: none"> • British Library North - £25m • Dewsbury Arcade refurbishment and George Hotel, Huddersfield (Getting Building Fund)
YCMIH: Events and Venue Accessibility Resource	<ul style="list-style-type: none"> • 10 organisations receive small-scale capital grants to improve accessibility.
Local Visitor Economy Partnership (LVEP, Tourism)	<ul style="list-style-type: none"> • Increased awareness and appeal of West Yorkshire as a cultural destination, nationally and internationally. • Increased level of tourism to the region, including increased culture, heritage and sport tourism.

Skills

**You can build a great career
in culture, heritage or sport
in West Yorkshire**



Intervention (Delivered as of December 23)	Impact
LEEDS 2023 (WOW Barn)*	<ul style="list-style-type: none"> • 1,135 women and girls taken part in upskilling, training and volunteering opportunities. • 15 young people over 8 weeks who will participate in a youth leadership programme and deliver their own programme of events within the barn. • 2,000 children and young people will participate in 40 creative learning and engagement sessions in schools, libraries and community settings. • 150 women, girls and non-binary people will be given training and develop skills through hands on experience in construction and design. • 150 professional women from the construction industry volunteering to share their skills.
Kirklees Year of Music 2023*	<ul style="list-style-type: none"> • 110 gross job years supported (11 FTE jobs). • 139 net job years within the WYCA labour market (14 net FTE jobs).
Bradford Literature Festival 2022	<ul style="list-style-type: none"> • 17,085 children and young people participated in 177 specially designed events in the BLF2022 programme. • 5,595 from 22 institutions (12 primaries, 6 secondaries, and 4 Muslim/Sikh supplementary schools) participated in the Education Programme. • A further 11,490 children and young people (under the age of 20) took part in other aspects of the festival programme (Literature Unlocked, Better Start, etc.).
Mayor's Screen Diversity Programme: Beyond Brontës (2022)	<ul style="list-style-type: none"> • Delivered to 80 participants over two cohorts and was 5 times oversubscribed. It supported: <ul style="list-style-type: none"> ○ 62% women, 38% BAME (50% in first cohort), 43% disability
Creative Catalyst: Mentoring (delivered by Screen Yorkshire and Game Republic)	<ul style="list-style-type: none"> • 20 mentees matched with industry expert mentors, supporting those working in mid-level roles in TV production and Games looking to progress to a more senior position in the industry.
Adult Education Budget (AEB)	<ul style="list-style-type: none"> • The number of learners entering Arts, Media, and Publishing courses with the support of the Adult Education Budget (AEB) experienced a notable annual increase, reaching a total of 9,039, with a significant % rise year on year from 2020/21 to 2022/23.
West Yorkshire Young Poet Laureate (2023) (delivered by National Literacy Trust) *Figures pending final evaluation	<ul style="list-style-type: none"> • Engaged with 140 schools (73 primary schools, and 67 secondary schools). • A winner from primary (year 4), and secondary (years 9/10) were selected from a shortlist of 16, and they will be mentored by the Poet Laureate. • 45,022 students were engaged.

Intervention (Forthcoming)	Impact
LEEDS 2023 (The Gifting and Northern Dreaming)*	<ul style="list-style-type: none"> • 300 volunteers will acquire valuable experience and develop skills in the creative sector whilst actively contributing to the success of “The Gifting”. • Northern Dreaming Anthology providing educational enrichment for over 10,000 children.
Kirklees Year of Music 2023*	<ul style="list-style-type: none"> • 110 gross job years supported (11 FTE jobs). • 139 net job years within the WYCA labour market (14 net FTE jobs).
CultureDale 2024	<ul style="list-style-type: none"> • 35 unemployed (including long-term unemployed) participants supported by providing access to skills development and connecting them with career opportunities. • 110 inactive participants supported by providing access to training and other positive activities that address barriers to work and widen participation in creative industries. • 30 micro businesses engaging with schools by providing opportunities for collaboration and promoting entrepreneurship and creative careers. • 50 NEETs/ 16-24/ 50+ in disadvantaged groups supported engaging in positive activities that address barriers to work or widen participation in training and provided with access to skills development. • 50 people accessing careers advice. • 55 attending green skills training sessions with a focus on helping participants develop skills and awareness of sustainable practices.
Our Year – Wakefield District 2024	<ul style="list-style-type: none"> • Community anchors engaged in programme development and delivery – 20. • The Hatchling workshops and community activity – 300 active participants. • Place based curriculum – 3 toolkits developed and implemented. • Teachers' benefiting from CPD programme – 120. • Number of schools involved – 75. • Summer school engagement – 300 hours of creative learning. • Summer school participation – 1,000. • Number of digital badges awarded – 300.
Mayor’s Screen Diversity Programme: Beyond Brontes (2023)	<ul style="list-style-type: none"> • 80 (40 x 2) individuals participate in work experience placements, meeting targets for participants with protected characteristics and from lower socio-economic backgrounds.

*Figures pending final evaluation

Intervention (Forthcoming)	Impact
YCMIH Mayor's Screen Diversity Programme: Beyond Brontes (2024)	<ul style="list-style-type: none"> 80 (40 x 2) individuals participate in work experience placements, meeting targets for participants with protected characteristics and from lower socio-economic backgrounds.
West Yorkshire Young Poet Laureate (2024)	<ul style="list-style-type: none"> 30 in-person visits from local poets (reserved for highest FSM schools in the regions). 5 poetry events (1 in each LA). 694 primary schools and 195 secondary schools take part in Poetry Week. 4 sessions delivered to develop the skills of shortlisted poets. 12 hours of mentoring.
YCMIH: Writer's development scheme	<ul style="list-style-type: none"> 20 (10 x 2) writers participate in 5 x online sessions and a script surgery
YCMIH: Year of Culture Knowledge Transfer and Talent Escalator	<ul style="list-style-type: none"> 30 personnel from across each Year of Culture team participates in knowledge transfer activities. 30 freelancers and microbusinesses participate in talent escalator activities. Repository of learnings and toolkits created
YCMIH: Events and Venue Accessibility Resource	<ul style="list-style-type: none"> Face to face skills disability training for c. 50 people across cultural venues, festivals, local authority delivery staff.
Skills Bootcamps	<ul style="list-style-type: none"> 103 learners - Skills Bootcamp in Project Management and Digital Skills for Creative and Cultural Sectors 25 learners upskilled on Skills Bootcamp in Live Event Management for Graduates 25 - Skills Bootcamp in Live Event Production for Graduates 25 - Skills Bootcamp in Unreal Engine for Graduates 25 - Skills Bootcamp in Live Event Management for the Unemployed 25 - Skills Bootcamp in Live Event Production for the Unemployed 25 - Skills Bootcamp in Unreal Engine for the Unemployed 10 - Skills Bootcamp in Live Events (Calderdale Council pilot) 80 - Skills Bootcamp in Virtual and Augmented Reality 20 - Skills Bootcamp in Advanced Games Production 30 - Skills Bootcamp in EDI for Screen Production 60 - Skills Bootcamp in Business for Self-Employed Creatives 15 - Skills Bootcamp in XR/VR for the creative/cultural sector 50 - Skills Bootcamp in Stage and Screen Rigging

Business

**West Yorkshire is the place
to grow your creative
business**



Intervention (Delivered as of December 23)	Impact
LEEDS 2023 (WOW Barn)*	<ul style="list-style-type: none"> • 2,000 women-led businesses taking part in the marketplace.
Kirklees Year of Music 2023*	<ul style="list-style-type: none"> • £6,518,186 in cumulative GVA impacts.
Creative Catalyst: Accelerator (delivered by Indielab)	<ul style="list-style-type: none"> • Delivered to 26 businesses from TV and games, boosting business growth and productivity, promoting ambitious creative ideas and enhancing understanding of investment, distribution and innovation. • 84 new jobs created in TV, and 16 new jobs created in games. • Average turnover increase of up to £200k, and games turnover increase of £150k. • 9 new commissions, 6 in TV, 3 in games. • 3 new distribution deals.
Creative Catalyst: Export (delivered by Indielab)	<ul style="list-style-type: none"> • Delivered to 30 businesses from the wider creative industries, including TV, Games, Arts and Culture.
Business Support	<ul style="list-style-type: none"> • Since May 2021, 290 Creative Businesses have accessed support via the Combined Authority's business support service. Some of these have accessed support multiple times and via multiple programmes (512 programme engagements). • Between May 2021 and March 2023, #Grow (Capital grant scheme offering up to £50,000 (based on 50% of costs) to B2B SMEs in the priority subsectors of Creative & Digital) supported 36 CI businesses. <ul style="list-style-type: none"> ○ 68 new jobs (circa £6,000 grant per job) ○ £584,816 private sector match ○ Example: XR Games was awarded £50,000 towards a £300,000 renovation of a former warehouse at Armley gyratory to create a state-of-the-art headquarters, and created 25 new jobs. • Business Productivity Service: Supported Sticks & Glass Ltd, a TV audio post-production editing business based in Leeds. Sticks & Glass has been supported through BPS towards identifying key productivity gains that if achieved, will help the company achieve 50% additional turnover within two years. Alongside this, a £37,250 grant has been awarded to fund a £150,000 expansion, incorporating new office space, high tech production equipment, and editing space for live broadcast sports events, due for completion in 2024.

*Figures pending final evaluation

Intervention (Delivered as of December 23)	Impact
<i>Inward Investment</i>	<ul style="list-style-type: none"> • Tileyard North: in 2021 Rutland Mills received £4.9m funding from the LEP through LGF. Large scale redevelopment of the formerly derelict Rutland Mills complex in Wakefield, by City & Provincial Properties and Tileyard. When finished, the project will comprise of a hotel, shared working and office space, higher education facilities, and over 30 high specification music production suites over 20,000 square feet. • EMI North, WYCA brokered introductions and hosted scoping visits for Universal executives throughout 2021, 2022 and 2023. Other locations considered included Manchester, Sheffield, Newcastle and Scotland. EMI North has entered into commercial partnership agreements with six regional independent labels in the north of England, collaborating on A&R, publishing infrastructure and touring, while channelling royalties and funding to the grass roots level. EMI North comprises a new office opened in Leeds in 2023, and 5 new jobs .
Rural England Prosperity Fund	<ul style="list-style-type: none"> • UKSPF Pillar 2 capital grant funding programme has attracted interest from several high profile CHS organisations. <ul style="list-style-type: none"> ○ A recent award has been IOU hostel, affiliated with ACE NPO IOU theatre awarded a £40,000 grant towards the £50,000 capital cost in redeveloping its grounds to improve accessibility, new cycle storage to attract out-of-season touring parties, and an expansion of its venue space to support greater outputs from group theatre workshops and artist residencies.

Intervention (Forthcoming)	Impact
CultureDale 2023	<ul style="list-style-type: none"> • 75 businesses receiving support through Collaborative and Community Commissions, promoting a low carbon economy through resources and mentoring, offering skills development opportunities, and providing marketing. • 5% increased employment in creative and cultural sectors by providing support and funding to small businesses and organisations in these sectors. • 20 creative/ heritage/ sports businesses supported in the move to a low carbon economy with resources, mentorship, and training. • 10 empty premises utilised by providing support to creative entrepreneurs, small businesses, and artists to set up residences and installations in these spaces.
Our Year – Wakefield District 2024	<ul style="list-style-type: none"> • Local and regional creatives benefiting from Artists Development Programme – 15. • Development opportunities for local creatives (The Hatchling) – 65. • Commissions for local creatives (Festivals & Events) – 30. • Cultural Grants distributed to local artists and creative organisations – 15. • Job placement and traineeship opportunities – 100 young people in creative industries by 2025. • Creativity around the corner – 3 businesses involved; 6 creative commissions; 150 active participants (employees from businesses involved).
YCMIH: Freelancer and micro business support	<ul style="list-style-type: none"> • 150 (30 x 5) CI freelancers and microbusinesses supported with skills training, business support, knowledge sharing and networking. • 75 (15 x 5) recent CI graduates supported with skills training, business support, knowledge sharing and networking.
YCMIH: Export Accelerator	<ul style="list-style-type: none"> • 30 CI businesses engaged on the Export Accelerator Strand. • 10 CI businesses participate in international trade delegations.
YCMIH: Music Sector Capacity and Export	<ul style="list-style-type: none"> • c. 75 organisations and freelancers engaged in the music network. • Each year, the music network will run: 5 x Music Network meetings, 5 x knowledge sharing sessions, and 5 x outreach sessions. • Music Network resources created and maintained, including a map of live music venues in WY, WY Music Action Plan.

Intervention (Forthcoming)	Impact
YCMIH: Heritage and Sport Asset-Owning Business Support Pilot	<ul style="list-style-type: none"> • 60 Heritage and Sport asset-owning organisations receive business support, including co-operatives, CICs and social enterprises.
Create Growth	<ul style="list-style-type: none"> • 40 businesses to participate in and complete the programme by March 2025. • 10 CI businesses receive equity funding. • Work with investors to drive investment into the region, through priming and building investor networks, building new supply chains and creating pathways for future founders.

Whilst this table covers many of our direct interventions, it does not cover other initiatives such as:

Involvement in the Northern Creative Corridor project: a cross-regional partnership that is committed to working together to develop regional strategies that can deliver on the potential of the North's Creative Industries. We hosted the initial meeting, and have signed up to the charter committing us to:

- To attend biannual meetings as part of NCC Steering Board
- To provide in-kind staff time and support for at least one working group
- To proactively seek out opportunities to develop creative partnerships or investments that could support the creation of the corridor
- To contribute (financially or in-kind) to the administration and programme development of the Northern Creative Corridor
- To commit to support at least one cross-regional initiative in 2024 as agreed by the NCC Steering Board

We have also collaborated with the Centre for Cultural Value (CCV) based at the University of Leeds, and have secured a policy placement from the CCV, working one day a week to:

- Support the Lead Evaluation Officer for Culture in the development of the CHS Evaluation Framework so that it is aligned to the policy framework and the Centre's evaluation principles, which have been adopted by Leeds 2023 and Bradford 2025, and so that it is embedded effectively across the Authority's work and the local authorities in the region.
- Support the CHS Team to gather and generate robust evidence to celebrate successful activity and reflect on learning opportunities as a result of an improved learning and evaluation culture.
- Advise WYCA on understanding and articulating the economic impact of their funded activity in a more holistic way, taking approaches from other authorities into account.
- Help to build networks and partnerships in cultural data and evaluation with local and national bodies, e.g. other CAs and DCMS.

Regional Evaluation Work

- We have established a Cultural Data and Evaluation Working Group, with the objective of bringing colleagues together from across the West Yorkshire Local Authorities, Combined Authority and cultural trusts working on monitoring and evaluation in the Culture, Heritage and Sport sectors, creating a forum for sharing knowledge, developing joined-up ways of working, and promoting good practice.
- A key part of the group's remit will be to identify opportunities to share and standardise cultural data across the region, and build on the data and evaluation legacy of the Years of Culture.
- The first meeting took place on Monday 18th December 2023.