



Report to:	Culture, Heritage and Sport Committee
Date:	29 November 2024
Subject:	Action Plan
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Is this a key decision?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is the decision eligible for call-in by Scrutiny?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information or appendices?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If the report does contain exempt information, what is the reason for exemption: <i>(indicate in the adjacent box the relevant paragraph of Schedule 12A, Local Government Act 1972, Part 1 – see Access to Information Rules)</i>	

1. Purpose of this Report

- 1.1 To update the Committee on ambitions for Culture, Heritage and Sport in West Yorkshire for future years, which will be the priorities for investment, brokering, collaboration and championing. (Culture includes Creative Industries and Sport includes physical activity.)

2. Recommendations

- 2.1 That the Committee approve the contents of the plan and continues to provide oversight on its development and implementation.

3. Information

Context

- 3.1 The West Yorkshire Combined Authority Culture, Heritage and Sport Action Plan has been developed in dialogue with key stakeholders including Arms Lengths Bodies, Local Authorities and sector representatives.

- 3.2 It fulfils relevant **Mayoral pledges** around young people's access to grassroots sports and culture as well as their literacy; West Yorkshire Promise; Creative Health and strength of the CHS sectors including the Creative Industries.
- 3.3 The action plan significantly services principal strategies. The **West Yorkshire Plan** has five missions for West Yorkshire: that it is prosperous, happy, well connected, sustainable and safe. Mission 2 specifically outlines activity levels and participation in culture, sport and heritage, wellbeing and access to culture.
- 3.4 The emerging **Local Growth Plan** (LGP) spotlights the essential role that CHS have in functioning, healthy and happy places and people. The Creative Industries are one of four priority sectors in the LGP, and one of eight in Central Government's Industrial Strategy green paper. With the leadership and advocacy of the Mayor, CHS is hard wired across all the CA's activities wherever possible such as transport, business growth, skills and education, active travel, police & crime commission and health.
- 3.5 WYCA's commitment to CHS, including the ongoing £11.5m investment, has helped to secure over £300m in public funds into the region since Mayor Tracy Brabin was elected.
- 3.6 Ambitions in this paper have been co-designed with stakeholders to cultivate the conditions for a thriving and reciprocal relationship between individual and economic fulfilment in West Yorkshire through culture, creativity, heritage, sport and physical activity. The Mayoral Combined Authority will do this through lobbying, convening, brokering and strategic investment as well as working across teams, such as the opportunities presented in skills, mass transit and nature recovery.

Culture, Heritage and Sport ambitions aligned with the CHS Framework and CHS Evaluation Framework



People

- 3.7 This will include improved child literacy through library provision in primary schools and a library book fund. WYCA will build on the highly successful Young Poet Laureate initiative, which will be rolled out nationally, to inspire and nurture talent in the region.

- 3.8 The Committee endorsed Yorkshire Sport Foundation's ambition that every child in West Yorkshire should be able to swim and ride a bike. One of a number of options to be explored is using WYCA's buying power and/or bus control to ensure young people can access swim lessons, as well as active travel. This will also contribute to sustainability of CHS venues, which are being impacted by fewer school trips.
- 3.9 A broad approach will be taken to meeting the Mayor's ambition for more sport and culture opportunities for all children aligned with Arts Council England and Sport England's strategies and priorities.
- 3.10 Creative Health is an essential and highly effective contributor to people's ability to work and their wellbeing. The Mayor has convened a Creative Health Programme Board to invest in and broker match to bring about change at system level. This will establish a West-Yorkshire wide infrastructure and enable pilot schemes targeted at health priorities in West Yorkshire, such as dementia.

Place

- 3.11 Significant proportions of the CHS sectors are really struggling. WYCA intends to work in partnership to secure their long-term viability. For example, exploring the possibility of green energy provision for venues and an uplift in ticket sales through the visitor economy and LVEP partnerships.
- 3.12 Lack of affordable creative workspace is evidenced as being a significant inhibitor of growth. WYCA and stakeholders have committed to exploring an investment-ready portfolio that meets the short, mid and long-term specific workspace needs with particular focus on heritage buildings.
- 3.13 WYCA is being proactive in securing investment for capital projects such as the National Poetry Centre, British Library North, Langthwaite creative cluster, Royal Armouries Museum, Brit School North and Huddersfield's cultural heart.
- 3.14 There is an evidenced need for a 5k+ seated sport and entertainment arena in West Yorkshire. Following agreement at a July 2024 CHS meeting, a feasibility study has been commissioned, for completion no later than 28 February 2025.
- 3.15 WYCA is working closely with local authorities, Arts Council England, Heritage Lottery Fund and other valued partners including sports foundations and private sector to fulfil the legacy of years of culture. After Bradford UK City of Culture 2025 there will region-wide thematic approaches to CHS major moments. These will enable place-based activity under banners inspired by West Yorkshire's unique identity, heritage, culture and offer. These will also serve to amplify core messages in regional and local Growth Plans. For example, 2026 as Green West Yorkshire takes inspiration from the fact the world's first nature reserve was established in Wakefield. Activity can reference the upcoming Local Nature Recovery Strategy for the region, green energy for the CHS sectors and

retrofitting homes and businesses as well as promote the region as a tourist destination. Other themes could be inspired by the fact that the world's oldest surviving film was made in Roundhay Park by Louis Le Prince as well as our reputation for textiles and innovation.

Skills

- 3.16 The Mayor's West Yorkshire Promise will ensure that the soft (employability) skills gained by young people including through creative and physical activity will be employer recognised and contribute to their life chances.

Business

- 3.17 Nearly 70% of the Creative Industries GVA is concentrated in London and the South East. The Mayor has brokered the pan-regional collaboration, One Creative North as outlined in Item 10, and appointed Jude Kelly CBE as its Chair in September to undertake a six-month scoping exercise. This is to establish what interventions are required to cultivate conditions in the North to unleash CI potential. This will expand on agreed pillars: a creative bank/fund, connectivity, skills & R&D and propose the mechanism for their realisation.
- 3.18 WYCA will evolve the 'You Can Make It Here' suite of support for freelancers and SMEs, such as the Music Network and Mayor's Screen Diversity schemes. WYCA will convene specialist sector future visioning initiatives to support industries such as screen and gaming to be at the forefront of the direction of the sectors as well as enabling original IP.

4. Risks and Mitigations

- 4.1 There are no risks directly arising from this report.

5. Tackling the Climate Emergency Implications

- 5.1 A number of the stated ambitions are aimed at tackling the Climate Emergency including awareness through culture activity and green energy provision.

6. Inclusive Growth Implications

- 6.1 All activity is directly or indirectly in support of inclusive growth.

7. Equity and Diversity Implications

- 7.1 All activity is directly or indirectly in support of equality and diversity.

8. Financial Implications

8.1 These ambitions form the basis of the IP6 budget.

9. Legal Implications

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

10. External Consultees

10.1 This paper has been developed in in consultation with stakeholders.

11. Background Documents

11.1 Culture, Heritage and Sport framework – as shared Item 9.

12. Appendices

None