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Report to: LEP Board
Date: 29 November 2017
Subject: Role of Culture, the Arts & Sport in LCR Strategy

1 Purpose

- 1.1 To advise the LEP Board of the conclusions from an engagement exercise with partners on the focus of a city region approach to culture, the arts and sport, and the rationale for doing so.

2 Information

City region ambitions on culture, the arts and sport

- 2.1 The LEP Board, along with the West Yorkshire Combined Authority, resolved to expand its policy range to cover the full direct and indirect determinants of inclusive growth. This includes the role of culture, the arts and sport in creating places with a high quality of life, helping to attract and retain talent, as well as the direct economic impacts (e.g. providing jobs and attracting visitor spend, etc.).
- 2.2 With partners, the WYCA commissioned an independent engagement exercise to broker agreement about the focus of city region work – and those things that should not be a city region priority at this time. It engaged with a wide range of city region leaders, regional cultural institutions and sector experts.
- 2.3 The full report is attached as **Appendix 1**. Its findings and recommendations span short, medium and longer-term actions so cultural, artistic and sporting activities are fully integrated into a city region inclusive industrial strategy.
- 2.4 While some practical steps can be taken immediately to improve coordination, achieving more transformative and ambitious changes depends on further investment. The LEP Board and WYCA have previously been advised that other similar city regions receive additional resources (including significant revenue component for a period of up to 30 years), and amounting to around an extra £50m+ per year. Although this won't all be targeted at cultural, arts or sporting projects and has to be set in context of larger public spending cuts, it nonetheless represents potential significant additional investment to be directed by local business and civic leaders.

2.5 The findings and recommendations associated with short-term actions are:

Finding	Recommendation	Short-term action (0 – 6mths)
<ul style="list-style-type: none"> • Culture, the arts and sport are referenced in the SEP and district strategies, but this rarely goes far enough. The position of culture, arts and sport should be considerably strengthened within city region strategy recognising benefits for place making, a quality of life that attracts and retains talent, and inclusive growth. • The LCR has a strong and diverse range of cultural arts and sport assets, although opportunity exists to further enhance the range, quality and use of these assets (but the city region should not necessarily aspire to fill all gaps). • There needs to be championing and profile building for culture, arts and sport in the city region, backed by strong co-ordination and networking, and with consideration of Yorkshire level join up. 	<p>Rec 1: Strengthening the position of culture, arts and sport in city region strategy could be achieved by:</p> <ul style="list-style-type: none"> ○ upgrading in a new inclusive industrial strategy; ○ developing a high level LCR culture/arts/sport framework ○ stronger content in, and connection between, local and city region strategies. <p>Rec 3: LEP, districts and cultural partners to map, plan and present the city region’s arts, culture and sport offer collectively to maximise the benefits they bring.</p> <p>Rec 10: Strong leadership and championing is needed to develop and promote the offer. While the focus should be on LCR, partners support connection to Yorkshire structures and identity where helpful.</p>	<ul style="list-style-type: none"> ➤ The new local inclusive industrial strategy to recognise the direct and indirect economic impacts of culture, art and sport. This should also link to stronger coverage in local plans. ➤ LEP/CA coordinate between partners the collective mapping and presentation of significant arts, cultural and sporting assets and how they together build a high quality of life. ➤ Partners (including LEP, local authorities and Welcome to Yorkshire) determine the best approach to provide strong city region leadership to champion the city region’s culture, arts and sporting offer, focusing on its attractiveness as a place to invest and provide a high quality of life, and deliver inclusive growth outcomes.

2.6 The findings and recommendations associated with medium-term actions are:

Finding	Recommendation	Medium-term action (6 – 12 months)
<ul style="list-style-type: none"> • Stakeholders place equal value on culture, art and sport, and connections between them. • Some gaps identified in the LCR ‘offer’ compared to other big city regions (elsewhere in the UK and abroad). • Partners prefer to focus on broad areas for investment rather than specific projects. • Rather than establishing ‘to do’ lists, as a first step agree a set of strategic investment principles around which a decision making framework can be built. • There is strong support for progressing inclusive growth through culture, art and sports initiatives. For example, projects should be located and have appeal across communities, including those that feel ‘left behind’. • There is slender information about the impact of public projects on indirect benefits (e.g. to place-making and quality of life), compared to economic criteria. 	<p>Rec 2: The LCR can help address the short supply of evaluation evidence into the wider ‘place-making’ impact of projects by commissioning evaluations, including to perceptions of quality of place.</p> <p>Recs 5 & 6: Do not single out any dimension of culture, arts or sport above others, and agree a set of investment principles to invest:</p> <ul style="list-style-type: none"> ○ Where there is a well made case; ○ In quality transformation; ○ In people and inclusive places; ○ Strategically, to connect partners, projects and places; ○ Catalysing business growth. <p>Rec 7: Most partners have specific local priorities, but there is room for a broad range of potential investments.</p>	<ul style="list-style-type: none"> ➤ Develop a high-level LCR culture / arts / sport framework to set shared priorities. The intention is for this to be jointly led with other major commissioners (e.g. Arts Council England) and coordinate funding (as available). ➤ The framework should reflect a set of agreed investment principles. ➤ Develop a means of evaluating the wider ‘place-making’ impact of projects.

2.7 The findings and recommendations associated with longer-term actions are:

Finding	Recommendation	Long-term action (12 months +)
<ul style="list-style-type: none"> • Other than the (very limited) Business Rates Pool, the city region currently has no significant funding streams with criteria that suitably cover place-making and quality of life dimensions. • In time, the city region should aspire to establish new, sustainable funding stream(s) that drive strategic place-making and quality of life. 	<p>Rec 4: There is support for long term sustainable funding mechanisms that can support culture, art and sports initiatives either through a new funding stream (should opportunity arise) or opening up existing funding streams through changes to prioritisation and appraisal processes (within powers).</p> <p>Rec 8: Inclusive growth benefits should be factored into project assessment and prioritisation.</p> <p>Rec 9: A new or revised assurance framework for culture, arts and sport projects (and wider place making ones) to enable benefits to be fully and fairly assessed and compared against other proposals. This should include indirect benefits and qualitative and judgement based factors – the concept of ‘strategic added value’ should be explored as a potential way forward.</p>	<ul style="list-style-type: none"> ➤ Keep under review the prospect of a new funding stream (should the opportunity arise), and the degree to which existing funding streams might be opened-up. ➤ To develop an assurance framework so that the benefits of culture/arts/sports projects are fully and fairly assessed, including indirect & qualitative factors; potentially via a strategic added value test.

3 Recommendations

3.1 That the LEP Board note the findings from the report about the city region focus of work on culture, arts and sport, and agree the set of actions to deliver its recommendations.