

Report to: Leeds City Region Enterprise Partnership Board (LEP Board)

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Subject: **Culture, Sport and Major Events in City Region strategy**

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1 Purpose of this report

- 1.1 To set out progress on the Local Enterprise Partnership (LEP) Board’s action plan on culture, sport and major events to highlight the different ways in which partners are driving a stronger offer across the City Region.
- 1.2 This report also highlights links between this work and wider City Region activity. This includes the importance of exposing young people to a strong cultural, arts and sport offer in education (i.e. a STEAM¹ curriculum), and issues related to links between culture and the creative industries².

2 Information

- 2.1 In November 2017 the LEP Board agreed an action plan to embed culture and sport within City Region activity (see below). This implemented the recommendations from an engagement exercise with 40 civic, business and cultural leaders from across the City Region to identify where there was consensus to act collectively. The following sections provides an update on the relevant actions.

Timeframe	LEP Action Plan
Short Term (to May 2018)	<ul style="list-style-type: none"> i. Considerably strengthen the position of culture and sport in the City Region’s strategic approach. ii. Map, plan and present the City Region’s cultural and sport offer collectively to maximise the benefits it brings.

¹ Science, Technology, Engineering, Arts and Mathematics

² The definition of creative industries comprises seven sub-sectors: advertising and marketing; architecture; graphic and fashion design; film, TV, radio and photography; IT software and computer services; music, performing and visual arts, and publishing.

Medium Term (to November 2018)	iii. Explore sustainable funding mechanisms that can support culture and sports initiatives. iv. Produce new or revised assurance framework for culture and sports projects. This will enable their benefits to be fully and fairly assessed and compared against other proposals and will encourage a strategic way of thinking. v. Shape strong leadership and championing to develop and promote the City Region’s culture and sport offer.
Longer Term	vi. Produce good quality evidence on the economic impact of culture and sport as this is currently in short supply.

2.2 In agreeing the action plan, LEP Board members recognised links with several outcomes:

- Delivers a high quality of life that attracts and retains residents.
- Regenerates places by developing major anchor assets.
- Provides alternative routes to work and training for people at risk of being disconnected.
- Drives tourism, supporting the visitor economy.
- Prompts diversity of thought that will be vital in giving everyone the ingenuity improve innovation across (especially coming from exposure to different cultures and perspectives at a young age).

Strengthen the position of culture, sport and major events in City Region activity

2.3 As well as being a key part of the action plan, the Yorkshire TUC’s Cultural Manifesto³, published in March 2018, calls for authorities to have an up-to-date strategy. The LEP Board (27 March 2018) agreed a policy framework that broadens the policy range to include a dedicated dimension about **culture and the citizen experience**. The aim is to agree a collective vision about the City Region offer with reference to:

- Each district’s vision about culture, sport and major events – including outcomes like driving greater engagement of people from deprived communities.⁴
- Aligning work with partners across Yorkshire to increase tourism and improve the destination offer.
- Aligning with Government’s ambitions for industrial strategy, culture and the creative industries and the approach of national organisations.

2.4 The collective vision will build upon the City Region’s cross-cutting strengths:

- A strong Yorkshire identity, rich heritage, many cultural assets and internationally-renowned champions.

³ https://www.tuc.org.uk/sites/default/files/y%26h_culturemanifesto_2018_final.pdf

⁴ The evaluation of Hull’s year as UK City of Culture in 2017 showed 95% of residents took part in at least one cultural activity.

- A young population, with 27% of the City Region's population under 25 years old, providing a pipeline of talent for cultural businesses and new audiences/consumers for a culture and sport offer.
- One of the most diverse City Regions in the country, with a black and minority ethnic population of almost 500,000 people. This mix of backgrounds and global links can boost creativity and cohesion.
- Strengths in complementary industries like digital, where with over 10,000 digital businesses in Leeds City Region, and the significant digital opportunities arising for those traditionally non digital businesses.
- A strong academic base, including the only specialist arts university in the North of England and the recent founding of the School of Performance and Cultural Industries at the University of Leeds.

Map, plan and present the City Region's cultural and sport offer collectively

2.5 The action plan includes a commitment to **map, plan and present the City Region's cultural and sport offer collectively** to maximise the benefits it bring. This has seen local authorities work together to co-design the approach and provide information about City Region's significant cultural, sport and tourist assets. This information has been shared with other major funders of cultural, arts and sporting activity to check and enrich the data. Analysis by partners to identify strengths and opportunities, and shape potential products that champion how these assets provide a high quality of life.

2.6 A high-level summary of the mapping shows:

- 329 regionally-significant assets such as galleries, theatres, sports stadia, major festivals, natural infrastructure (e.g. national parks), etc.
- This includes 49 organisations that are parts of the Arts Council England's national portfolio organisations, in receipt of over £21 million per year (2018-22).
- 22% of assets (73) are museums or visitor centres – from historic houses to Eureka! This highlights the regions diverse and historic cultural heritage. In total, assets across the City Region welcomed over 6 million visitors in 2017, with 11 assets reported welcoming over 100,000 visitors.
- There's a rich variety of significant cultural and sporting assets in places across the City Region, but there are particular concentrations in city centres – York in particular, which is a significant draw for visitors to the region.

The raw data will be further refined by partners, with the information then used to:

- **Develop a shared vision** described in 2.3 that champions the quality of life that draws on the diversity of assets. This will have the power of Yorkshire to the fore, reflecting the recommendation from the engagement exercise. The City Region's activity has also been extended, via the work of the shadow Yorkshire Leaders' Board, to neighbouring areas.
- Consider across partners **opportunities to create new products** (such as joined-up promotional material, ticketing options, etc.) that helps to make cultural and sporting assets more accessible.

- Consider which **gaps or opportunities** are the highest priority to strengthen the offer.

Explore sustainable funding mechanisms

2.7 The action plan commits partners to examine sustainable funding arrangements, reflecting a desire to increase investment in culture, sport and major events. At the City Region level, recent successes have together channelled over **£6.6 million into culture and major events**, with potential for more:

- The LEP's successful bid to the Northern Cultural Regeneration Fund secured £4 million in March 2018 for the rejuvenation of the Bradford Odeon into a mid-sized music and events venue, attracting 270,000 visitors a year to central Bradford.
- The City Region's Business Rates Pool confirmed in February 2018 £1.3 million of new funding for cultural, sporting and major events – covering an extension of Great Exhibition of the North, globally recognised UNESCO heritage and international cycling championships⁵. This doubles the £1.3 million it had already committed⁶ for activity in 2018/19.
- The City Region's successful request to extend the business rates pilot in 2018/19 was largely based on the prospect of extending investment into culture, sport and major events. The larger pool increases monies potentially available to invest in cultural projects that contribute to collective City Region aims. A Prospectus has recently been launched for partners which describes the priority outcomes and types of interventions that will be supported for the £12.3 million, with culture, sport and major events being one of the four priority areas.
- The LEP's Growth Service offer continues to cultural and sports businesses seeking to grow through its business support programmes. In the last three years, 140 businesses in the sector have been supported with a mix of apprenticeships support, skills planning and capital grants.

2.8 Under the leadership of the lead chief executive for culture and tourism across the City Region and Yorkshire, discussions have taken place with other significant funders of cultural, sporting and major events (e.g. Arts Council England, Heritage Lottery Fund, Sport England/Yorkshire Sport). As other organisations respond to budget pressures, their approach to place is becoming even more important. Practically, this means that there is an opportunity to align funding processes, albeit it may not be possible to fully join-up decision-making processes. There are ad hoc examples of projects where funding has been aligned (e.g. the Yorkshire Sculpture International Festival), and there is an opportunity to learn how to take this further.

2.9 Furthermore, the Combined Authority's policy and strategy team are actively shaping activity on other opportunities:

⁵ Mediale, York (£230k); 2019 UCI World Road Cycling Championships, Harrogate (£673k), Tour de Yorkshire, Calderdale, Leeds and Bradford (£420k); Great Exhibition of the North satellite, Bradford (£50k).

⁶ Welcome to Yorkshire (£830k), Leeds City Council (£350k).

- £3.7 million of the Northern Cultural Regeneration Fund remains uncommitted. Government is assessing the feasibility of leveraging this to drive social investment in smaller projects that deliver the aims of the Fund – to drive regeneration across communities in the North that have not traditionally benefitted from arts and cultural investment.
- The Creative Industries sector deal⁷ (summarised in Appendix 1) includes £20 million for a Cultural Development Fund, with a competition expected in summer 2018 for cities and towns to bid for investment in culture and creative industries.
- University-led Creative Cluster Research and Development Partnerships (more detail below), which also has potential to increase investment in R&D and meet one of the City Region’s identified key challenges.

Case Study: Creative Cluster Research and Development Partnerships

The £80 million Creative Industries Clusters Programme aims to significantly improve collaboration between the country’s internationally-renowned creative industries and UK universities to help catalyse economic growth and provide the skills necessary for the creative jobs of the future.

Funded through the Government’s Industrial Strategy Challenge Fund, the programme will support up to eight Research and Development Partnerships between industry and groups of universities to respond to challenges identified by the creative industries in their cluster.

The LEP supported three submissions led by City Region universities. The Arts & Humanities Research Council, which manages the programme, recently announced that 65 bids were made nationally, with 22 shortlisted to provide more detail in April. This includes two proposals from the City Region:

- University of Leeds: **Future Fashion Factory** - digitally enabled design and manufacture of designer products for circular economies
- University of York: **Creative Media Labs** - innovations in screen storytelling in the age of interactivity and immersion

- 2.10 The Combined Authority’s evaluation and assurance teams will develop a more structured approach to the assessment of culture and sport projects based on priority outcomes. However, much of the funding activity described above relates to monies outside the direct control of the LEP.

Links across policy framework

- 2.11 As well as these actions identified in the LEP Board’s action plan, all City Region policy can harnesses the power of culture, sport and major events, including:
- Rethinking approaches to lifelong learning and skills can reflect how young people benefit from experiencing culture and arts throughout their education, stimulating ingenuity in working lives

⁷https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/695097/creative-industries-sector-deal-print.pdf

- Health and wellbeing (both physical and mental) can be improved by making the most of our culture and sporting assets.
- The creative industries play an important role in portraying the City Region nationally and internationally and inspiring ambition in young people. Following Leeds' hosting of the first creative cities convention, the City Region made a compelling proposition to attract Channel 4. This brings to life how the Channel can be "4 All the UK", including changing the UK's media landscape to be more representative of the nation. The City Region's proposal builds on its comparative advantages in digital technologies and complementary sectors, a great location and quality of life, and having a skilled and diverse population.

3 Financial Implications

3.1 There are no direct financial implications arising from this report.

4 Legal Implications

4.1 There are no legal implications from this report.

5 Staffing Implications

5.1 There are no direct staffing implications arising from this report.

6 External Consultees

6.1 There have been no external consultations.

7 Recommendations

7.1 That the LEP Board note and provide comments on the progress of delivering the action plan on culture, sport and major events, and how these considerations can be driven across City Region strategy.

8 Background Documents

8.1 Report and appendix on Culture and Sport - LEP Board (29 November 2017)
Report and appendix on the City Region policy framework (28 March 2018)

9 Appendices

9.1 Appendix 1 – Summary of the Creative Industries Sector Deal