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

**Date:** 22 November 2018

**Subject:** **Culture, Sport and Major Events**

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## 1. Purpose of this report

- 1.1 To inform LEP Board Members of ongoing activity where City Region partners work together to unlock the full potential of culture, sport and major events to deliver the City Region's vision, vibrant places and a high quality citizen experience offer that is open to all. This update covers in particular:
- a) The position of culture, sport and major events in City Region strategy and future oversight by the Place Panel
  - b) Progress in securing funding, developing City Region services and influencing work with strategic funders
  - c) Connecting ambitious locally-led programmes that deliver the economic and social priorities of each place
  - d) Activity in creative industries linked to culture, sport and major events.

## 2. Information

### *Background and strategic position*

- 2.1 The LEP Board and Combined Authority's decision to broaden the City Region policy range has resulted in a new theme of citizen experience and quality of life. This recognises the role that culture, sport and major events play in achieving the strategic vision and addressing the priorities of boosting productivity and enabling inclusive growth.
- 2.2 By partners working together where it makes sense to do so, the aims are to:
- Deliver a high quality of life that attracts and retains residents
  - Regenerate places by developing major cultural anchor assets
  - Provide alternative routes to work and training for people at risk of being disconnected
  - Drive tourism, supporting the visitor economy
  - Prompt diversity of thought and perspectives to drive innovation across all industries in the City Region.

2.3 As well as pursuing these specific outcomes, supporting culture, sport and major events is also driven through cross-cutting work in other areas of strategy:

- The Combined Authority, working in partnership with the LEP, is developing plans for transformed connectivity for the City Region to create a network fit for the future which caters for future demand and maximises the opportunities that come with high speed rail (HS2). Developing a series of inclusive growth corridors will help enable all communities to benefit from growth. This also presents an opportunity to identify the priority 'places to connect' across the region and consideration is being given to how to connect a range of priorities including cultural assets, education establishments and employment and housing sites. A priority is to create improved accessibility to public transport in areas which are currently poorly served and have high levels of deprivation, enabling more people to travel more easily to more places across the City Region.
- Rethinking approaches to lifelong learning to show how people can benefit from experiencing culture and arts throughout their education, stimulating ingenuity in working lives. This also applies to skills priorities and career advice.
- Health and wellbeing (both physical and mental) can be improved by making the most of our culture and sporting assets.

2.4 The LEP Board received an update (13 June 2018) on its culture, sport and major events action plan. That included particular detail about how partners have helped map the City Region's significant culture and sport assets and this is being incorporated to highlight the high quality of life across new inward investment activity. This report provides further information about the other aspects of the action plan.

#### *Securing funding and strengthening services*

2.5 Since agreeing the action plan in November 2017, the LEP and its partner local authorities have secured and allocated investment of £12.2 million into cultural and major event activity. This includes:

- The LEP securing £4 million for the rejuvenation of the Bradford Odeon
- Investment from the City Region Business Rates Pool, including via a specific cultural dimension. This has led to projects including the Music District in Kirklees, Transforming Leeds events, the provision of multi-use art event space in Rutland Mills, Wakefield and York's castle gateway's events programme.

2.6 The City Region has also been helping shape the strategic activity of other major public funders of arts and heritage activity, with:

- LEP Chair Roger Marsh participating in discussions with Heritage Lottery Chair and Chief Executive as it develops its new 5 year programme to be launched in 2019.

- Arts Council England, which invests public funds in cultural and arts-led development, is consulting on its approach to ‘the next ten years’<sup>1</sup>. The LEP is able to shape this approach, including via Cllr Susan Hinchcliffe, Combined Authority Chair and Leader of Bradford Council, who is now a member of the North Area Council of Arts Council England.

- 2.7 The Leeds City Region has been selected to pilot an approach to promote creative skills and careers to reach 300,000 young people across Yorkshire and The Humber, part of the sector deal for creative industries announced as part of Government’s modern industrial strategy. The five year Creative Careers Pilot seeks to convene partners, including the Careers and Enterprise Company and creative industries, to develop an online toolkit/portal that will help teachers, parents and young people with information on:
- An overview of the sector, provided by The Burberry Foundation
  - Creative industry sub-sectors, regional businesses and entrepreneurs and events to learn more
  - Careers teaching resources, helping upskill 500 teachers
  - Young people telling their own stories in case studies and videos.

This complements existing private sector-led activity that relates to support provided by the LEP. Burberry, for example - which received support for its transformational investment in the City Region - is launching a four-year Burberry Inspire in-school programme<sup>2</sup> to understand how deep experience of the arts can have a positive effect on young people’s lives and driving inclusive growth.

- 2.8 In order to better understand how culture, sport and major events contribute to a high quality of life across the City Region, the Combined Authority is, working in partnership with the LEP, leading the development of a household survey. This will provide valuable intelligence about what different cohorts of society feel about their current citizen experience, and opportunities for improvement. This broader insight will also be used to strengthen the City Region’s approach to project assessment and evaluation. The Combined Authority’s research and assurance teams will develop a more structured approach to the assessment of culture and sport projects based on priority outcomes like inclusive growth and productivity using better quality evidence from sources like the household survey.
- 2.9 Following partners’ identification of significant cultural and sporting assets and major events, that information has enriched the City Region’s inward investment activity. By demonstrating the high quality of life available in the City Region, investors have confidence about attracting skilled and mobile workers, further helping to grow the economy. This also mirrors work, led by local authorities, across other parts of Yorkshire that have sought to show the variety of assets across a wider area.

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<sup>1</sup> <https://www.artscouncil.org.uk/nexttenyears>

<sup>2</sup> <https://www.burberryplc.com/en/news-and-media/press-releases/responsibility/2018/the-burberry-foundation-launches-first-in-school-arts-and-cultur.html>

- 2.10 A thriving network of smaller cultural organisations also helps build a diverse cultural offer with significant community reach. With local place leaders best placed to help nurture this and no discrete City Region resource, the focus is instead on securing benefits from national funding streams – such as Nesta’s £3.7 million Arts Impact Fund<sup>3</sup>. Partners will closely monitor the results of such innovative, returnable investment, in order to shape new local approaches.

*Collaborative leadership and building from place priorities*

- 2.11 The LEP, working with the Combined Authority and lead chief executive for culture and tourism, have convened partners to better share information and shape how best to achieve collective aims. This has resulted in networks of senior local authority officers and partners from major strategic funders to determine how local priorities can be delivered faster and ensure impact is maximised across the region. These networks will also challenge and make links across all aspects of the City Region’s policy framework to harness the power of culture, sport and major events (e.g. in the skills system, or the accessibility of major cultural assets to people on low incomes).
- 2.12 As leaders of place, local authorities are best placed to prioritise and drive culture-led regeneration. Accordingly, most City Region authorities submitted expressions of interest for the Cultural Development Fund, announced as part of the creative industries sector deal which forms part of Government’s modern industrial strategy, and which will award grants (between £3 million - £7 million) to places across England. From over 90 initial expressions of interest nationwide, Leeds and Wakefield have been invited to submit a full proposal, with Ministers expected to select the successful places (it is expected there will be around five) in the new year.
- 2.13 The strong response of local authorities to the Cultural Development Fund provides an excellent foundation for the ongoing development of the City Region’s culture and experience narrative. Recognising this opportunity, and to fill a gap in capacity and expertise within the Combined Authority, the West Yorkshire and York local authorities, plus Arts Council England, Heritage Lottery Fund and Yorkshire Sport Foundation have agreed to support a time-limited, part-time secondment beginning early in 2019 for a senior leader to build a strategic narrative about the City Region’s offer and opportunities.
- 2.14 This will ensure that culture and citizen experience is fully embedded within the City Region’s emerging local inclusive industrial strategy (expected to be completed in early 2020), with the Place Panel leading activity to ensure the quality of life and citizen experience . Additionally, the secondee will help partners set clearer priorities and forge stronger partnerships with major funders that better align investment around joint outcomes, including inclusive growth and better productivity.

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<sup>3</sup> <https://www.nesta.org.uk/news/nesta-launches-its-latest-social-impact-investment-fund-help-arts-cultural-and-creative-organisations-fulfill-their-social-mission/>

- 2.15 Building on the array of international and local sporting assets and events in the City Region, the Yorkshire Sport Foundation is working with district-level partnerships to develop and deliver programmes to increase physical activity and participation in sport, particularly amongst groups that are more difficult to reach. The recent Active Lives survey showed West Yorkshire to be one of only three places in England that have had a significant reduction in inactive people over the last two years; estimated to be around 40,000 people moving from being inactive (less than 30 minutes per week) to doing more. These outcomes help create a healthier workforce with stronger skills, such as increased motivation and teamwork.

#### *Links to other creative industries*

- 2.16 Previous LEP Board discussions have illustrated the importance of a vibrant cultural offer to support growth and diversification across the creative industries. The supply of young, diverse and creative skills combined with an excellent quality of life have been major themes of activity to secure the City Region's position as the home of Channel 4's new national headquarters. This will unlock a programme of activity to maximise the growth of creative industries.
- 2.17 In late 2017, the LEP endorsed three university-led submissions to the Arts and Humanities Research Council's (AHRC) creative cluster R&D partnerships programme. This £80 million programme will support nine partnerships across Great Britain to bring together world-class research talent with companies and organisations from across the UK's four nations with significant research and development investment. The results were announced in September 2018<sup>4</sup>, including:
- University of Leeds led bid to transform the fashion industry's capacity for creative innovation and reducing lead times and waste by embracing digital technologies in the design process
  - University of York led bid to establish the screen industries of Yorkshire and the Humber as a centre of excellence in immersive and interactive storytelling.
- 2.18 An exciting range of cultural, sporting and major events also acts as a compelling destination offer to drive tourism. The local authority leaders on the City Region's Business Rates Pool have asked the Combined Authority to lead, with Welcome to Yorkshire, a joint report to go to the Business Rates Panel and Welcome to Yorkshire Board that will set out the support and investment received to date and the future ambitious direction of Welcome to Yorkshire, which builds on the success of the brand to date.

### **3. Financial Implications**

- 3.1 There are no direction financial implications arising from this report.

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<sup>4</sup> <https://ahrc.ukri.org/newsevents/news/r-d-investment-set-to-provide-step-up-for-creative-industries/#ref1>

#### **4. Legal Implications**

4.1 There are no direct legal implications arising 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 in developing this report.

#### **7. Recommendations**

7.1 The LEP Board endorses the report as an overview of City Region activity on culture, sport and major events, notes that partners have come together to support a secondment that will further drive this work, and that the Place Panel will direct future activity on culture, sport and major events.

#### **8. Background Documents**

8.1 LEP Board – 20 September 2018 (Item 10 – Channel 4)

LEP Board – 13 June 2018 (Item 21 – Culture, Sport and Major Events in City Region Strategy)

LEP Board – 29 November 2017 (Item 10 – Role of Culture and Sport in City Region Strategy)

#### **9. Appendices**

None.