



Report of Head of Scrutiny and Member Development

Report to Scrutiny Board (Sustainable Economy and Culture)

Date: 15 April 2014

Subject: Scrutiny Inquiry – Cultural Organisations' engagement with Communities

Are specific electoral Wards affected? If relevant, name(s) of Ward(s):	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Is the decision eligible for Call-In?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number: Appendix number:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

Summary of main issues

1. The Board decided in June that it wished to carry out an inquiry this year on how cultural organisations engage with communities. The attached terms of reference for the inquiry were agreed by the Board in November 2013 (Appendix 1).
2. The first formal session of the inquiry took place in February, where Members received a presentation from the Arts Council on engagement and participation in arts and culture – patterns, influences and impact. The Board also discussed a report from City Development which set out some of the current and future opportunities for delivering community engagement in Leeds. In order to assist members in preparing for this session, the report previously provided for the February session is attached as Appendix 2.
3. Also attached as Appendix 3 is a list of the Arts@Leeds grants made by the Council for the 2014/15 financial year. Appendix 4 sets out the investment by Arts Council England in Leeds over the past 3 financial years.
4. The second session of the inquiry, which will take place at this meeting, was set aside to allow members to hear directly from a number of cultural organisations about their work to engage with communities. The following organisations will be participating in the meeting:
 - Opera North
 - Northern Ballet
 - South Asian Arts UK

- Interplay (theatre company based in Armley)

In addition, Cape UK have been invited to attend the meeting. Members may recall that this is the 'bridging organisation' working with schools in Leeds, which was referred to at the previous session as a method of increasing engagement.

5. The Executive Member for Leisure and Skills and officers from City Development will also be at the meeting to respond to members' questions and comments.

The Economic impact of culture

6. At the first session of the inquiry it was agreed to provide a very brief summary of the economic impact of culture in Leeds, as further context to the Board's inquiry.
7. In Leeds, 5343 people are employed in the cultural sector, 1.3% of the City's total employment, compared to 0.45% for the UK as a whole¹. Leeds' share of the city region's overall GVA² is 34%, however for the cultural sector this share rises to 40%, and in 2011 the GVA of Leeds' cultural sector was £121m (£5.9b nationally³). It is estimated that for every £1 of GVA generated by the arts and culture industry, an additional £1.43 of GVA is generated in the wider UK economy through indirect and induced multiplier impacts⁴, bringing the overall impact in Leeds to an estimated £294m.
8. Every year, approximately 23m leisure day visitor trips to Leeds are made with an average spend of almost £30 per trip. It is estimated that the cultural sector is responsible for approximately £238m of the £683m spend generated by those trips.⁵ In addition, Leeds' own residents also indicate that they spend on average £190 per year on cultural activity, including tickets, transport, food and drink, accommodation and merchandise.

Recommendation

9. The board is requested to consider the issues raised by this session of the inquiry.

Background documents⁶

None used

¹ The contribution of the arts and culture to the national economy, Arts Council England May 2013

² Gross Value Added (GVA) is a measure of the value of the goods and services produced in the economy

³ The contribution of the arts and culture to the national economy, Arts Council England May 2013

⁴ The contribution of the arts and culture to the national economy, Arts Council England May 2013

⁵ Based on Visit England's 2012 The GB Day visit data for Leeds

⁶ The background documents listed in this section are available to download from the Council's website, unless they contain confidential or exempt information. The list of background documents does not include published works.