

## Appendix 2 Leeds consultations in more detail

Date	Audience	Potential Reach	Outcome
January 2014	Public open meeting - Cultural, community and business	300	Highly supportive of a Leeds bid, but on the condition that this will be a Leeds bid that benefits the region, rather than being a joint bid with another city.
January 2014	Leeds City Council's largest single survey (The Annual Citizens Culture survey) asked 3,000 respondents whether they supported a bid and why they said yes or no.	1,125	<p>Of the 77% who said Yes, many commented that they believe that it will benefit the city in terms of profile and in terms of boosting the economy and they see it as an investment in the future of the city.</p> <p>Of the much smaller percentage 23% who said No, comments ranged from 'the Council cannot afford to' or 'it's a waste of money' to 'Leeds cannot compete with other cities on an international level' or 'a northern city will not get it next time'.</p>
March 2014	Leeds Culture Network – Culture sector representatives	106	A lot of interest in the idea of a bid for 2023 but a lot of questions about the process and the implications of a bid.
May 2014	Citizens Panel – Two In depth focus groups with 18-30 year olds from all parts of Leeds	15	Two hour conversation incorporating current views of the cultural offer and future aspirations for how this could develop for 2023. This group were 100% supportive of a bid for 2023 but clear that a bid must include all communities in the city.
July 2014	Breeze Arts Foundation – Representative focus group with	13	Very positive and in favour

	members aged 16+		of a bid for 2023
August 2014	Queer Culture Workshop - Canvassed views at LGBT cultural community workshop.	30	Raised awareness of the conversation among this group.
August 2014	Child Friendly Ambassadors Meeting – canvassed views at CFL meeting	25	Raised awareness of the conversation among this group.
Summer 2014	Breeze Online Survey – The city council’s network of 47,000 children and young people between 5-25 years old who are leisure Breeze card holders	Potential reach to 47,000	555 responded to the survey of which 408 (94%) said Yes and (6%) said no, with 22% of respondents wanting involvement in the planning of the year.
Summer 2014	Breeze video booth consultation – A video box survey was conducted at the summer Breeze Festivals in Leeds parks. 189 children between the ages of 5 and 15 made suggestions for what activities might be included in a European Cultural Capital Year if Leeds were to win.	189	From the 189 young people who took part 148 (78%) said yes, 21 (11%) said no, and 20 (11%) were as yet undecided. Overwhelmingly those in favour wanted to be part of the planning for 2023 and wanted to see sport and cookery as part of the activities.
Summer 2014	Facilitated discussion with 16yr old national citizenship service volunteers, by Marvin Babs-Apata, My Leeds My Culture organiser	25	Unanimous vote in favour of bidding. Many want sport included.
September –December 2014	The City Talking – Online opinion features with the independent Leeds cultural sector <a href="http://thecitytalking.com/leeds-2023">http://thecitytalking.com/leeds-2023</a>	35 interviewed	Of the 33 interviewed only one (3%) said no, with two not sure (6%) and the majority, 30 (90%) voting in favour of a bid. A separate appendix summarises the responses in more detail.
September –December 2014	The City Talking (audience) – Website	12,987	Whilst some posts were more popular than others the posts in total garnered 12,987 views, 214 in-site likes and 15 comments.
September –December	The City Talking (audience) – Facebook	293,251	A total of seven posts were added to Facebook promoting Leeds 2023

2014			related content garnering 293,251 views, 3987 likes and 418 comments
September –December 2014	The City Talking (audience) – Newspaper	Circulation of 125,000	The newspaper is circulated with the Yorkshire Evening Post and across venues in Leeds and featured 21 pages of content across three editions of the paper
September 2014	Leeds Culture Network – A meeting of HE / FE sector representatives and previous ECOC title holders.	68	HEI sector has started to meet independently in support of a bid to determine what role they might play.
September 2014	Informal lunch hosted for 35 HE/FE sector representatives and previous ECOC title holders.	35 plus	Endorsements from Leeds' three universities, Leeds College of Music and Leeds City College, Leeds College of Art and Northern School of Contemporary Dance.
September 2014	SCCFRE BME Advisory Group Meeting – views canvassed	10	Group were very positive about a bid and want to remain involved and wanted to see the year led by citizens, not the city council.
October 2014	Discussion with community leaders organised by Leeds City Council's Citizens and Communities Team	9	All in favour of bidding but very strongly wanted to see local communities involved in delivery of 2023.
November 2015	Yorkshire Evening Post/ Yorkshire Post – Online poll to a single response question	Traffic to website: 893,000	65% were in favour of a bid.
December 2014	Coverage in Yorkshire Evening Post for results of the poll	Circulation: 30,000	YEP led with the headline #YESLeeds as their front page announcing the results of the vote
December 2014	One hour lunch time focus group with representatives of retired and older people of Leeds	6	All in favour of a bid.
December 2014	BBC Radio Leeds	72,000	On New Year's Eve the BBC Radio Leeds Andrew Edwards daytime show invited listeners to contribute their opinions on the kind of

			activities and events a Leeds European Capital of Culture in 2023 should include.
February 2015	Leeds Culture Network: Imagining the Future – Organised by a group of independent arts and culture organisations and reaching emerging artists and practitioners.	220	An open space discussion about what 2023 could be like for artists and cultural professionals embarking on their careers now, and the conditions that we need to create as a city to make this a possibility.
August - now	Leeds City Council Talking Point Survey - a single response question on Leeds City Council's website  <a href="http://www.leeds.gov.uk/leeds2023/poll">http://www.leeds.gov.uk/leeds2023/poll</a>	281	242 (86%) said yes, 33 (11%) said no and 6 (2%) were unsure.
Now	The conversation is still ongoing across social media using the #Leeds2023 hashtag and further conversations have been instigated by community groups, and various sectors of the Leeds business community to determine their role in a potential bid.  The city council is tracking this as best we can via storify.	TBC to date	A number of conversations have taken place on Twitter and Facebook debating the merits of bidding and these are not dependent on officers or elected members joining in.  Alongside independent press and broadcast media initiatives it means we are not able to track or take into consideration every conversation that has taken place over the year.
February 2015	Better Leeds Forum, Leeds University Student Union.  Proposal that LUU student body backs a #Leeds2023 bid to be European Capital of Culture.	30,000	Motion carried to back a #Leeds 2023 bid to be European Capital of Culture as a policy priority of LUU student body for three years 2015 - 2018.