

Theory of change

Inputs
Funding
R&D
LEEDS
2023
team

Activities
12 signature projects
CLE
Partnerships projects

The Invitation
Audience
Learners
Participants
Volunteers
Co-creators
Leaders
Creatives
Producers

KPIs
£20m investment

10% increased visitors to Leeds; leverages +1000 FTE jobs into visitor economy; +£100m extra direct and indirect revenue to visitor economy

75% Leeds households engage

Increased participation from those facing barriers by 10%

+2000 jobs in the creative economy post 2023

LEEDS 2023 will embed legacy by design
Original programming
Inclusivity, accessibility

Skills, jobs, pathways, employability and work, digital skills

Cultural education

Collaboration and partnerships

Community voice and representation

International visibility of Leeds

Sustainability towards net zero

Outcomes 'baskets'
LEEDS 2023 will enhance/increase
Investment in cultural and creative sectors and creative talent

Diversify reach of cultural engagement and activity

Active participation by individuals and communities

Sense identity, place, pride

Social capital, sense of community

Health and wellbeing, happiness

National and international profile and connectedness

Transformation of cultural confidence & reputation of Leeds
Cultural and creative sectors strengthened and grow

Culture and creativity embedded across policy and strategy

Creativity and culture increases quality of life and strengthens communities

Growth of visitor economy as a cultural destination

Understanding of the climate crisis

Investment in Leeds increases