



CULTURE

- Growing the cultural and creative sector
- Ensuring that culture can be created and experienced by anyone
- Enhancing the image of Leeds through major events and attractions

We believe culture has a vital role to play in realising our Best City ambition.

Our approach set out in the Leeds Culture Strategy is to promote a positive attitude towards culture, focussing on the contribution it can make to the city's confidence, profile and economy and to wider community cohesion.

Hola
Cześć
170
different languages spoken in the city
नमस्ते
Привет



In 2016 the creative industries in Leeds provided

22,500 JOBS

Leeds has been selected to be part of the prestigious 'Pilot Cities' European project, a peer-learning programme which will help us benchmark key elements of our Culture Strategy with other cities, learning from each other.

Our approach is rooted in our communities and takes a wide definition of culture.

We aim to embed it across such diverse areas as urban regeneration, education and health and wellbeing.

More detail on the issues, planned activity and work in progress:

- Leeds Culture Strategy



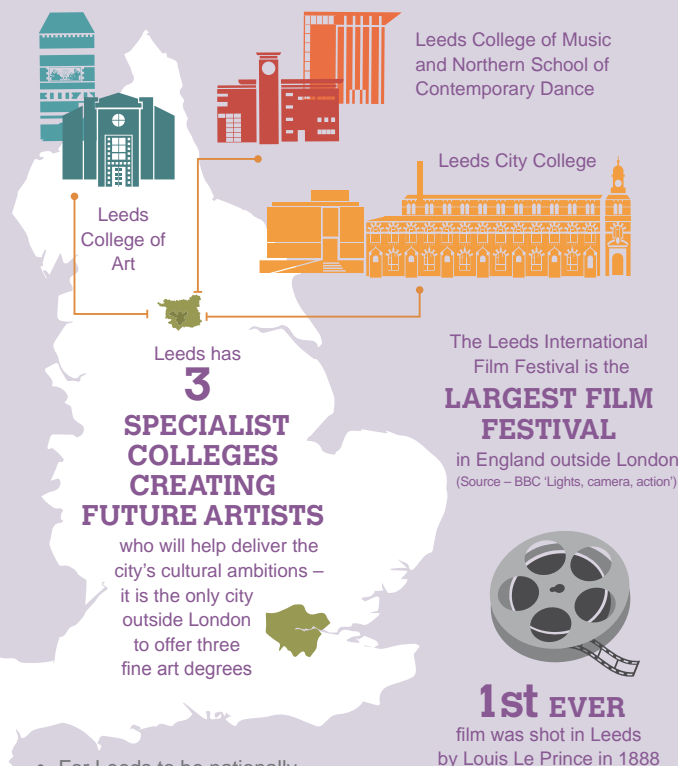
Leeds West Indian Carnival celebrated its
50th ANNIVERSARY
in 2017

Our objectives are:

- For the city to value and prioritise cultural activity, using it as a means of improving the quality of life of every person and every community in Leeds;
- For culture to build respect, cohesion and coexistence between and within communities and individuals;
- For people, whatever their background, to be supported to be creative through school, informal learning, training, volunteering and employment, ensuring that culture can be created and experienced by anyone;



The Times voted Leeds as the
NUMBER ONE CULTURAL PLACE
to live in Britain
(The Times March 2017)



- For Leeds to be nationally and internationally recognised as a liveable city, and a thriving, internationally connected cultural hub open to collaboration;

- For Leeds to be at the forefront of cultural innovation, making the most of new and emerging technologies;

LEEDS 2017 TRIATHLON HIGHLIGHTS:



According to the BBC, the viewing figures for the event peaked at
2 million+

Live TV coverage by the BBC for
6 hours
on the Sunday, including edited highlights of the Saturday events held at Roundhay Park

Estimated additional spend in the city (excluding residents) of
£1.2m+



3,000 PEOPLE took part in the amateur events from juniors and novices, to leading amateur athletes
(Source: WTS website).



Estimated
70,000+ ROADSIDE SPECTATORS

LARGEST CITY PARKS
in Europe

Roundhay Park is the largest park in Leeds and is one of the



KPIs

How we will measure progress and achievements

- Number of visitors at a range of venues and events
- Number of employees in the creative industries in Leeds
- The Leeds Culture Strategy delivery plan is in development at the time of writing; this may lead to additional KPIs being added to the Best Council Plan in-year in relation to this priority.

- For the culture sector to grow and increase its contribution to Leeds' economy, by placing culture at the heart of the city's narrative; and
- For established cultural organisations to be resilient, and to create an environment where new cultural organisations can flourish.

