

DRAFT

Leeds Culture Trust Grant Agreement - Schedule 1 – The Project

Purpose and background

Leeds Culture Strategy was adopted by the Council in 2017 using the following definition of Culture:

“Culture is what we do and who we are, encompassing a broad range of actions and activities which have the capacity to transform, challenge, reassure and inspire, giving a place and its people a unique and distinctive identity.”

Leeds 2023 Trust has been set up to deliver a five-year, £35 million cultural investment programme to culminate in a year of celebration in 2023 which will also create a positive legacy for the City. Leeds 2023 will be an international cultural festival which will harness the energy, creativity and ambition of the Leeds previous bid to be European Capital of Culture.

Setting up Leeds Culture Trust is both an action of the Culture Strategy and a response to the cancellation of the UK's participation in the European Capital of Culture competition.

The Trust should therefore contribute to all of the Culture Strategy published objectives which are:

- For the city to value and prioritise cultural activity, utilising it as a means of improving the quality of life experienced by 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.
- 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.
- For the culture sector to grow and increase its contribution to Leeds' economy, by placing culture at the heart of the city's narrative.
- For established cultural organisations to be resilient, and to create an environment where new cultural organisations can flourish.

Funding is provided for the Trust from the Council to deliver a programme of cultural activity based on three specific principles which align with the Culture Strategy, namely:

1. Leeds 2023 will be for everyone. Leeds 2023 will connect us, celebrating all our diversity. Leeds 2023 will mean activity in all our communities that brings people together to watch, to listen and - of course - to take part.
2. Leeds 2023 will showcase world class culture. Building on our heritage of innovation and creativity, Leeds 2023 will transform Leeds into a global cultural city. It will help bring visitors, jobs, new skills and economic growth.
3. Leeds 2023 will invest in our children and young people as an intensive creative education for the future, Leeds 2023 will have children and young people at its very heart. It will help develop their natural creativity, and prepare them to thrive in a future world of work and play which will be very different from the one we see today.

In addition to these three elements, a legacy plan will ensure the momentum will continue far into the future. The Trust's work will leave a lasting legacy for the city, create a step change in awareness of Leeds' thriving and rich cultural scene, maximise its economic and social impact, further our citizens' pride in the city, and deepen and develop our international cultural relationships and profile.

Against this backdrop the Trust will have the artistic freedom to create an inclusive, diverse and exciting programme of activity from 2019 to 2023 including live events, on line activity and broadcast partnerships.

Outputs

Overall the Trust will:

Develop and deliver an exceptional creative programme of cultural activity from 2019, culminating in 2023 which will see activity across the city (and potentially with partners in West Yorkshire) and in line with the three principals set out above.

Honour any programming commitments already made by the Council and actively consider other proposals for inclusion which were published in Leeds' European Capital of Culture programme bid book.

Commit to continue to support other initiatives to which Leeds 2023 has offered provisional support including the artistic programme of Veszprem, the Hungarian European Capital of Culture in 2023.

Embrace the commitment to whole city by offering funding from its own resources to third parties to deliver projects, as well as deliver and produce cultural projects itself.

Fundraise to a total budget of at least £35m from diverse sources. Third parties may also fundraise for their own projects locally as part of the cultural programme. Trust's own fundraising approach must serve to increase overall cultural sponsorship in the city in the long term, and respect existing sponsor relationships.

Create and deliver locally, nationally and internationally a clear communications and marketing strategy for effective PR, media, and stakeholder relations, working in partnership with Visit Leeds.

Agree an annual programme of activity and set of KPIs (see Outcomes below) to the satisfaction of the Funder, and commit to evaluation of the programme. The activity and KPIs should be agreed by September 2019 in the first instance and by April for subsequent years.

Develop a legacy plan with the Funder which informs, and is informed by, the programme of activity and which includes plans for ongoing private, public and philanthropic support of cultural activity in Leeds. An indicative plan to be agreed by July 2020, which could then be amended on an annual basis in light of the year itself and the external operating environment.

Outcomes

Outcomes which the Trust must aim for and which will inform the development of annual KPIs include:

At least 75% of the population of Leeds to take part, as audience or participant, in the programme with all sectors of the city fully represented.

Investment into Leeds of at least £20m

A demonstrable increase in visitor numbers arising from the programme

A demonstrable economic benefit to the city arising from the programme

A demonstrable improvement in perceptions of Leeds and its cultural offer arising from the programme

A demonstrable contribution towards sustainable development goals

A demonstrable improvement in the health and wellbeing of citizens of Leeds arising from the programme

A demonstrable improvement in the sustainability of Leeds' culture sector

Organisational behaviours

The Trust is a new organisation in the city and its organisational behaviours and that of its Trustees and staff will determine its success. In order to do so it is the expectation of the Funder that it will, for instance:

Seek to assist the city's cultural organisations to become part of the cultural programme by shining a light on them, not putting existing organisations in the Trust's shadow.

Programme cultural activity of the highest standards working in partnership with the city's cultural infrastructure and others

Encourage full participation of the people of Leeds, particularly young people

Communicate in a voice aimed to include, not exclude

Build on and develop the last 5 years work bidding to be European Capital of Culture.

Look to the positive in everyone's ideas, even those that are not selected to be part of the programme

Be a living wage employer

Be at the forefront of best practice in environmental policies and practices

The Recipient is identified as Data Controller

General Requirements for this Grant

In accordance with Data Protection Legislation, the Recipient has been identified as the Data Controller for all Personal Data which is being processed in relation to this Grant.

As a Data Controller the Recipient determines both the purposes for which and the manner in which all Personal Data, which is being handled in relation to the performance of the contract, is to be processed. The Recipient is responsible for ensuring compliance by any of its sub-contractors with Data Protection Legislation.

As a Data Controller the Recipient is required to ensure that any processing of Personal Data, which is needed to fulfil the terms of the Grant, is carried out in accordance with Data Protection Legislation, and any information security breaches or security incidents must be reported to the Funder immediately after the Recipient becomes aware of the breach.

Further information about the six principles and the Recipients obligations as Data Controller can be found on the Information Commissioner's website (<http://www.ico.org.uk>)