

# The value of culture and creativity in Leeds' social and economic recovery from Covid-19

Date: 01 October 2021

Report of: Chief Officer, Culture & Economy

Report to: Scrutiny Board, Strategy and Resources

Will the decision be open for call in? Yes No

Does the report contain confidential or exempt information? Yes No

## What is this report about?

### Including how it contributes to the city's and council's ambitions

- The long-held recognition of cultural value is the reason why Leeds City Council (LCC) has preserved a strong culture service and invests to support a vibrant creative sector for the benefit of the city and its citizens. Even in the face of the recession and local government cuts when many UK authorities were choosing to sell cultural assets, LCC took the strategic decision to maintain its culture service with an understanding of the role culture and creativity plays in a city's social and economic wellbeing. Many other local authorities across the UK are now following suit as the world recovers from the pandemic.
- The Leeds Economic Recovery Framework, published in October 2020, outlines our approach to recovery from the Covid-19 pandemic as being centred around the need to Respond, Reset and Renew and Build Resilience, all within our overall ambition to create a strong economy set within a compassionate city.
- We said: "The Arts and Culture sector has a hugely important role to play in our economic and social recovery. Leeds is nationally recognised for the strength of its creative sector, which was demonstrated during lockdown as the sector adapted to reach and engage households and communities across the city in new ways. We will facilitate consolidation of best practice from this period whilst capitalising on opportunities to stabilise and re-establish sector growth".
- As well as economic benefit, cultural value is measured by its impacts on people and place and Leeds' growing creative sector (cultural and creative industries) delivers significant value to the city on these terms. This report provides an overview of:
  - cultural provision in the city and why a strong and stable cultural offer is critical now and for the city's future recovery and growth; and
  - how Leeds 2023 – our Year of Culture – will be a catalyst to accelerate recovery.
- This report demonstrates alignment with and contribution to key council strategies including the Best Council Plan and the Inclusive Growth Strategy:

- Inclusive Growth Strategy / Economic Recovery Plan – Supporting the city’s economic recovery from COVID-19 and building longer-term economic resilience. And as one of the 12 ‘big ideas: maximising the economic benefits of culture.
- 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.
- Health and Wellbeing – Supporting healthy, physically active lifestyles.
- Sustainable Infrastructure – Promoting a more competitive, less wasteful, more resource efficient, low carbon economy.
- Child-friendly City – Improving social, emotional and mental health and wellbeing; Enhancing the city now and for future generations.
- Safe Strong Communities – Promoting community respect and resilience.

## Recommendations

- a) Scrutiny Board is requested to note and provide comments on the information provided in this report which outlines the value of culture to the city; and,
- b) Scrutiny Board is also asked to feedback on plans for the refresh and delivery of the city’s Culture Strategy, including Leeds 2023 as a significant milestone in the city’s social and economic recovery.

## Why is the proposal being put forward?

### Leeds Culture Strategy Delivery Framework

- 1 On 17th July 2017 Leeds City Council’s Executive Board adopted a **new Culture Strategy for Leeds 2017–30**<sup>1</sup>. The Culture Strategy was the first of its kind in Leeds which was co-produced with the residents, artists and businesses of the city. The strategy includes six guiding values and principles, five aims and seven objectives.

On 14th February 2018, a further Scrutiny Board session approved the direction of travel and agreed to the Delivery Plan being extended up to 2023, to align with the Leeds 2023 Year of Culture.

Furthermore, on 1 April 2019 Scrutiny Board endorsed the continuation of a co-produced approach to developing the Culture Strategy Delivery Plan including the creation of an open-source online platform to host it.

- 2 Whilst progress was being made to deliver on these proposals, global events over the last 18 months has required that we review and adapt our approach to this work. We are now focusing on producing a Culture Strategy Delivery Framework which allows us to focus priorities on current needs and opportunities for city development. As such, we are reinterpreting the culture strategy ‘areas of focus’ to create more defined priority areas for our work. These draft priorities are:
  - Leeds 2023 – as a significant milestone in the city’s culture strategy, boosting Leeds’ cultural, social and economic recovery.
  - A thriving and innovative creative sector – supporting the recovery of the city’s creative sector and a return to cultural vibrancy.

---

<sup>1</sup> The strategy can be downloaded at [www.leedsculturestrategy.co.uk](http://www.leedsculturestrategy.co.uk).

- Children, families and young people – promoting Leeds as a centre for excellence underpinned by the cultural and creative entitlement for all children and young people across the city and increasing opportunities for young people, including strengthening pathways into the industry and wider employment.
- People, communities and place – enhancing the lived experience of people and communities across Leeds and promoting the city as a great place to live, work, study, visit and invest.
- International – Promoting Leeds as a global and collaborative city whilst celebrating our inherent internationalism through the communities that have settled here.

The draft Delivery Framework also has three essential cross-cutting themes:

- Equality, diversity and inclusion.
- Environmental sustainability.
- Maximising impact and measuring success.

Consultation on these priority areas commenced in November 2020 and is expected to conclude in early October 2021.

### Leeds City Council Culture Service

- 3 Part of the City Development Directorate, Leeds' has one of the largest culture services in the UK. This is testament to the Council's commitment to culture and its understanding of cultural value. This positions the Council well to respond to post-pandemic challenges for its creative sector, for residents and for visitors.
- 4 The **Arts, Events and Venues** (AEV) portfolio covers a range of activities from bands in Leeds parks in the summer, to major events such as the World Triathlon, the Rugby League World Cup and Light Night Leeds with the main objective being to ensure residents and visitors can both experience and engage in the development of high-quality cultural provision. The service promotes Leeds as a major centre of creativity nationally and internationally. AEV comprises:
  - Artistic Programming – Programming and management of the Town Hall, the Carriageworks Theatre and Millennium Square. With a strong emphasis on music, major annual programmes include oversight and delivery of Leeds International Concert Season, Leeds International Orchestral Season and Leeds International Chamber Season. Additionally, the team deliver summer activities in Leeds Parks such as the best of Brass series comprising over 100 band concerts across Leeds.
  - The Breeze team – Targeting young people in the city, Breeze delivers, a rich menu of cultural and sporting activities that are accessible, safe and inspiring. This includes the Lotherton Christmas Experience, and the summer, school holiday activities. Breeze also operates the Breeze app – replacing the Breeze card which had over 140,000 card holders, this is an interactive tool to support young people's engagement with the city's wider cultural and sporting offer.
  - Major Events Programme – Delivery of high-profile events coming to Leeds such as the World Triathlon, Rugby League World Cup and the Transplant Games. Work is now underway to develop a new **Major Events Strategy** so the city might capitalise on the economic and social benefits that only major cultural and sporting events activate.

- Events Team and Leeds Lights – Responsible for delivery and promotion of a year-round programme of outdoor events including Light Night Leeds, Holocaust Memorial Day and Armed Forces Day as well as the management of Victoria Gardens and Millennium Square. Leeds Lights delivers city centre Christmas lights and the displays in wards across the city.
- Leeds Film – Supported by the British Film Institute as one of its national delivery partners, the Leeds Film team delivers three annual film festivals, Leeds International Film Festival, Leeds Young Film Festival, and Directions Film Festival.
- Commercial Team – Manages business activity across AEV including commercial hires, corporate meetings and delivers income generating activity such as the International Beer Festival at Leeds Town Hall.

In 2018/19 Leeds Town Hall generated approx. £1.57million of income – comprising commercial activity generating £382k, food & beverage sales £188k and Programming £998k (including Leeds International Concert Season).

5 **Leeds Museums and Galleries (LMG)** operating across 9 sites<sup>2</sup>, is the largest Local Authority run museum service in the country and has one of the largest and most significant multidisciplinary collections in the UK totalling 1.3M objects. 4 of the collections are designated to be of national or international importance. In 2018/19, LMG sites welcomed 1.69M visitors. In 2019/20:

- LMG worked with over 180 community groups and organisations across Leeds and 37,882 people took part in LMG’s programme of community activities.
- 330 citizens contributed 10,709 hours, worth £187,707 through LMG’s volunteer programme.
- LMG sites were visited by 49,069 pupils and supported by 6,279 teachers.
- 2,033 teachers benefited from targeted training opportunities.
- 137,903 children and adults participated in family activities at LMG venues and in our communities.

The Service is in receipt of the largest Arts Council England National Portfolio Organisation (NPO) grant for any single museum service in the country of £1.59m per annum (2018-23). This is incorporated in section 10. of this report.

6 **Culture Programmes** was formed after the Chief Officer Culture & Sport retired in November 2020 and following a minor re-organisation with the culture service. The team’s work encompasses a range of activities that seek to promote the city’s rich and diverse cultural offer and works to maximise the social and economic benefits of culture for Leeds’ residents and visitors.

The wider team collaborates across Council directorates to help ensure that culture is embedded across the Council’s work and core strategies: The Service includes the following work areas:

---

<sup>2</sup> Abbey House Museum (Grade II\*), Kirkstall Abbey (Grade I listed and Scheduled Ancient Monument), Leeds Art Gallery (Grade II), Leeds Industrial Museum (Grade II\* and Grade II listed), Thwaite Watermill (Grade II), Leeds Discovery Centre, Lotherton Hall and Temple Newsam House (Grade I listed).

- Leeds Culture Strategy – oversight of the city’s Culture Strategy and responsible for the development a delivery plan / framework, (as 2. above).
- Managing the Council’s primary cultural grants programmes Leeds Inspired and arts@leeds which support the current cultural infrastructure and facilitate wider public engagement with culture and creative activities (see 9, below).
- Leeds2023 – Oversees the Council’s grant agreement with Leeds Culture Trust, supporting the Chief Officer to manage the day-to-day operational relationship and supporting development of the Leeds 2023 Legacy Plan.
- Strategic Projects – responsible for managing and/or supporting strategic interventions on behalf of the Council including: National Poetry Centre, Women’s Memorial Project, Morley Towns Fund, Statues Review and contributing to the British Library North vision.
- Sector relationship management and strategic partnerships – maintaining a broad range of relationships across Leeds’ cultural industries.
- International – represents Leeds and the Council through international working groups: EUROCITIES Culture Forum, Culture Next and Pilot Cities (a United Cities and Local Government initiative).
- Cultural impacts – Developing and delivering approaches to capturing Leeds cultural impacts including an audit of cultural and creative provision for children and young people in the city, developing an overview of library provision across Leeds and ongoing work to assess the impacts of the pandemic on Leeds’ creative sector.

7 The delivery of cultural and creative opportunities extends beyond City Development including:

- Leeds Library Service – In Communities, Housing and Environment directorate, Leeds Library Service comprises Leeds Central Library and 34 community library hubs across the city. The hubs are a strategic part of the city’s cultural infrastructure, enabling reach and engagement with Leeds communities.
- Leeds Music Service – situated in the Children and Families directorate, Leeds boasts the largest music service outside London. The service maintains Music Centres across the city and provides music education both in and out of school. The service currently benefits from means tested Arts Council ‘Music Education Hub’ investment currently totalling £1,165,599 for 2021/22.

### Economic benefits of culture

8 In a recent Yorkshire Evening Post article (June 2021), Darren Henley, Chief Executive of Arts Council England (ACE) said:

*“Culture is integral to the future prosperity of Bradford and Leeds.*

*And I’m heartened and impressed by the path being forged in Leeds and Bradford – and indeed across West Yorkshire – where culture and creativity is placed at the heart of both economic and community recovery. The commitment to arts, culture and creativity we are seeing now builds on a long history of local authorities here recognising the value of this sector.*

*And there is plenty to recognise in West Yorkshire, home to a rich mixture of nationally significant cultural institutions, much-loved historic venues, innovative artists and organisations and dynamic digital-led initiatives.”*

- 9 Leeds' strong cultural offer is vital to the city's economy and the social wellbeing of its residents. Underpinning this, the Council operates two primary cultural funding programmes:
- Leeds Inspired – a rolling, small grants programme for one off projects and events.
  - arts@leeds – providing annual support for 44 cultural, voluntary and community organisations to create opportunities for residents across the city to engage in cultural activity as a participant, an attendee or a creator.

For 2020/21, Leeds City Council (LCC) investment through these programmes totalled £2,177,077<sup>3</sup>.

- 10 Levels of ACE funding, alongside other major investors, signify the strength and value of the city's cultural and creative sector. The Council's ongoing financial commitment to culture and creativity is circular, whereby LCC funding levers significant levels of investment into the city.

For ACE funding alone:

- 25 cultural organisations in Leeds (including Leeds Museums and Galleries) are designated National Portfolio Organisations (NPOs) and attract a total £21,591,650 per annum (2018-2023).
- 72% of arts@leeds annual investment supports 14 Arts Council NPOs. This equates to £1,557,890 arts@leeds funding supporting NPOs attracting £17,223,464 NPO funding.
- In addition, ACE Project Grants (a rolling funding programme) supports a broad range of creativity activities, of different scales, in and for the city. It is standard (pre-pandemic) that applicants are required to provide a minimum 10% match funding. In 2019/20, Projects Grants funding in Leeds totalled £2,195,194. Many applicants use Leeds Inspired funding awards as match funding to lever Project Grants investment.
- As above, the Council's Music Service benefits with annual Music Education Hub funding. For 2021/22, this totals £1,165,599.

In terms of the circularity, for every £1 LCC invests:

- arts@leeds funded organisations matched this by £24.78 in 2020/21 – a decrease of 14% compared to 2019/20, due to the pandemic.
- For 2020/21 the ratio of LCC to ACE funding (not including the Culture Recovery Fund) was at least 1:12.
- The return on investment also delivers significant cultural and creative engagement opportunities for Leeds citizens and visitors.

- 11 We regularly monitor and report on the benefits of arts@leeds and Leeds Inspired funded activity across the city, including the geographical spread of benefits by ward.

In January 2022, the Culture Programmes team will conduct a full review of both funding programmes to ensure ongoing alignment with key Council strategies and the emerging Culture Strategy Delivery Framework priorities.

**The 2019/20 arts@leeds monitoring report is attached at Appendix 1**

### The social impacts of culture and creativity

- 12 The social impacts of culture and creativity are multifaceted and difficult to measure. However, there is growing appetite to better understand the role culture and creativity plays

---

<sup>3</sup> arts@leeds funding reduced by £293,545 as part of Service Reviews with effect from April 2021.

in enhancing the lives of UK citizens. This appetite is further fuelled by Covid-19 and its broad impacts on people, communities, towns and cities.

In 2015, to assess the positive benefits of engagement with culture and sport, DCMS commissioned research as part of the Culture and Sport Evidence (CASE) strategic research programme. The CASE programme is jointly funded by the Department for Culture, Media and Sport, Arts Council England, English Heritage and Sport England. The research, titled **Further analysis to value the health and educational benefits of culture and sport**<sup>4</sup>, conducted analysis using Understanding Society and the British Household Panel Survey data.

## Health and wellbeing

- 13 For health and wellbeing, key findings included (*with text modified for the purpose of this report*):
- People who engaged in the arts as an audience member, had visited heritage sites, libraries or museums in the last year are all more likely to report good health.
  - The predicted reduction in GP visits as a result of good health associated with culture participation has a value to society in that it leads to costs savings for the NHS of £5.07 (audience arts), £2.59 (heritage), £1.05 (library) and £1.89 (museum) per person per annum.
  - The predicted reduction in the use of mental health services as a result of good health associated with culture participation has a value to society in that it leads to costs savings for the NHS of £6.84 (audience arts), £3.50 (heritage), £1.42 (library) and £2.55 (museum) per person per annum.
- 14 The All-Party Parliamentary Group on Arts, Health and Wellbeing (APPGAHW) was convened in 2014 with aims to improve awareness of the benefits that the arts can bring to health and wellbeing. During 2015–17, the APPGAHW conducted an inquiry into practice and research in the arts in health and social care, with a view to making recommendations to improve policy and practice. The resulting [Creative Health report](#) was published in 2017 and is influencing local and national policy in this field of work – e.g. Arts Council England’s 10 year strategy ‘Let’s Create’ responds to Creative Health recommendations.
- The **National Centre for Creative Health** (NCCH), the new national centre for creativity and wellbeing, launched on 9th March 2021, also in response to the Creative Health report. NCCH aims to make creativity integral to health and social care systems. The NCCH is driving the development of Creative Health hubs across the country, local partnerships led by the health sector. Indications are that the West Yorkshire and Harrogate Health Care Partnership is responding to this brief.
- 15 The **Leeds Arts Health and Wellbeing Network** (LAHWN) was launched in 2019 to enable different sectors to work together, supporting Leeds residents to enjoy fulfilling lives. The Network was created in response to the Creative Health report and works to a vision: *Arts and creativity support Leeds to be a healthy city, where people who are the poorest improve their health the fastest*.

---

<sup>4</sup> The full report can be found here: [Health and educational benefits of sport and culture.pdf \(publishing.service.gov.uk\)](#)

The Network, now with over 700 members in the city, exists to drive collaboration between creative arts, culture, academia, health and social care sectors with aims to transform communities and improve the health and wellbeing of citizens.

The membership of the LAHWN Reference Group includes representation from LCC's Culture Programmes, Carmel Langstaff for LCC Adult Social Care, Dr Jim Barwick for Leeds GP Confederation, creative sector, Leeds Arts University and The Cultural Institute at University of Leeds.

LAHWN is well positioned to ensure that Leeds capitalises on opportunities emanating from the new NCCH and to drive best practice collaborations in the city to advance local practice, for example in Social Prescribing.

## Employment and skills

16 The DCMS **Further analysis to value the health and educational benefits of culture and sport** also assessed the likelihood of young people progressing into further education. Its findings:

- On average, within a sub-sample of 16-18 year olds, participants in the arts and those who visited heritage or libraries were found to be more likely on average to go on to further education in later years (0.99%, 1.02%, and 0.66% respectively). This is a statistically significant increase in the likelihood.
- The benefit of engaging in these cultural activities has an estimated value of about £3,000 for participation in arts and heritage and about £2,000 for library over the person's lifetime due to increased earnings.

These figures only represent the increase in earnings resulting from the increased likelihood of attending further education associated with cultural engagement.

17 The World Economic Forum's (WEF) most recent Future of Jobs report<sup>5</sup> maintains creativity in the top 10 skills for future employment – 'creativity, originality and initiative'.

A WEF senior writer, explains, 'With the avalanche of new products, new technologies and new ways of working, employees are going to have to become more creative in order to benefit from these changes. Robots may help us get to where we want to be faster, but they can't be as creative as humans (yet).'

Within the city's emerging Culture Strategy Delivery Framework, we aim to uphold culture and creativity as an entitlement of every child and young person in the city.

18 The Council is working with the wider industry through the Leeds Cultural Education Partnership and Grand Futures Leeds to better coordinate and increase skills development and employment pathways into the creative sector and for wider employment.

Further to this, Leeds City Council and Leeds Culture Trust have jointly appointed a Children and Young People's Partnership Manager to help ensure that **Leeds 2023** delivers strategic benefit for children and young people across the city.

---

<sup>5</sup> World Economic Forum, Future of Jobs report (October 2020): [WEF Future of Jobs 2020.pdf \(weforum.org\)](https://www.weforum.org/reports/future-of-jobs-report-2020)

## Leeds' creative sector recovery from the Covid-19 pandemic

19 Government figures show the country's Creative Industries contributed £111.7 billion to the UK economy in 2018, equivalent to £306 million every day; £12.7m every hour. The split across different areas of the creative industries was:

- £45,444m – IT, Software and Games
- £20,814m – TV and film
- £18,623m – Advertising and marketing
- £10,042m – Publishing
- £9,317m – Music, Arts and Culture
- £3,641m – Architecture
- £2,518m – Design and Fashion

Overall, this growth was up 7.4 per cent on the previous year, meaning growth in the sector was more than five times larger than growth across the UK economy as a whole, which increased by 1.4 per cent.

Integrated within the city's **Inclusive Growth Strategy**, Culture and Economy is capitalising on the booming creative economy for the benefit of the city and its future growth, for example:

- The Leeds Innovation District brings together the Leeds NHS Trust, University of Leeds, Leeds Beckett University, Leeds College of Art and Leeds City Council in an ambitious partnership to create a 21st century science and innovation park in the centre of Leeds. It will provide a base for entrepreneurs, start-up and scale-up companies to mix with established hi-tech businesses and tap into the expertise of world-class education institutions to create innovative new products and services.
- The relocation of Channel 4 headquarters to Leeds is boosting local growth in this industry. Working in collaboration with Bradford City Council, Screen Yorkshire and Channel 4, Culture and Economy is driving skills development initiatives that seek to grow the screen and content industries in the city whilst diversifying the workforce.
- Advertising and marketing were two of the key drivers of UK growth in the Creative Industries. This is a key area of strength for Leeds with a high number of advertising and marketing businesses based in the city.

20 The economic power of the UK's creative industries gives some indication of the impact of the pandemic on the UK's creative sector, one of the hardest hit sectors which struggled with the uncertainties of reopening and reclosure over the last 12 months.

In March 2020, when the majority of our creative sector 'closed their doors', many creative small and medium enterprises (SMEs) and freelancers had their work dry up and saw their projects disappear almost immediately. The Creative Industries Federation reported in April 2020 that more than 50% of creative organisations and professionals had already lost 100% of their income. A survey by creativehub<sup>6</sup> in May 2020 also found that 56% of 'professional creatives' had no work booked in.

21 To assess the impact of the pandemic on the region's creative sector, Leeds City Council worked with other West Yorkshire authorities to survey the sector in May 2020. The findings were quite bleak.

---

<sup>6</sup> creativehub is a representative and development body for the independent creative sector

We received 289 completed responses, 198 of which were employers, representing 8,808 staff and 2,737 volunteers. Of a total £99.6m pre-pandemic turnover across the respondents, 82% said they had suffered financially, and 25% were fearful of whether they would survive beyond the next month.

- 22 Responding to the coronavirus pandemic, and the unprecedented challenges it brought to culture and creativity across the UK, the government announced a series of measures in March 2020 to 'help save' these sectors, maintain jobs and keep businesses afloat.

These included:

- The Bounce Back Loan Schemes.
- The Coronavirus Job Retention Scheme – extended to the end of September 2021.
- VAT reduction from 20% to 5% for tourism and hospitality firms – extended to the end of September 2021.
- The Self-Employment Income Support Scheme – extended to the end of September 2021.

On 5 July 2020, the Secretary of State for the Department for Digital, Culture, Media and Sport (DCMS) announced a £1.57bn Culture Recovery Fund (CRF) rescue package for cultural organisations to help the sector survive, and when possible, reopen.

The CRF has brought some respite for Leeds organisations, drawing £19,982,648 into the city to date. A third round of the fund launched in June 2021 to distribute the remaining £300m from the CRF package.

**A more detailed summary of CRF investments in Leeds is attached at Appendix 2**

- 23 However, whilst it's positive that some Leeds organisations have benefited from the Culture Recovery Fund, as well as a range of other support mechanisms, the majority of community, voluntary and small commercial organisations did not. Freelancers also struggled to find support risking their permanent loss from the sector.
- 24 To help mitigate local impacts, LCC quickly adapted its cultural funding programmes to maintain arts@leeds funding for 44 organisations to help ensure their survival. We also increased the frequency of Leeds Inspired funding rounds to enable creative organisations to reach and engage people where they live whilst sustaining freelancers in the city. And as Government restrictions were lifted in 2021, the Council invested a further £320k in the sector through Covid-19 Additional Restrictions Grants.
- 25 As the creative sector returns to becoming fully operational (subject to future Covid restrictions), we will continue to monitor the impacts on the sector to re-establish sector vibrancy in the city.

One of the greatest challenges will be in re-building public confidence to return to cultural venues whilst growing public engagement with culture. While footfall is returning to city and district centres, it will take longer for our creative sector to see audiences return to, at least, pre-pandemic levels. **Leeds 2023** will provide a much-needed boost for public engagement with culture as well as a range of social benefits, including those set out below.

- 26 Informed by the creative sector Covid-19 impacts survey, Culture and Creative Industries are also integrated within the West Yorkshire Combined Authority's Economic Recovery Plan.

Now also with the support of a new Metropolitan Mayor for West Yorkshire, we are confident that culture is at the forefront as a catalyst for wider regional recovery – tackling inequalities, individual and community wellbeing, skills development and a return to economic growth.

Mayor Tracy Brabin pledged: “I will lead a West Yorkshire Creative New Deal to ensure our creative industries are part of the broader recovery strategy”.

In June 2021, the Combined Authority also approved £500,000 of funding to support capacity building and development for the delivery of a **Creative New Deal**<sup>7</sup> to realise the potential of the creative and cultural industries in West Yorkshire, which will focus on upskilling the creative sector, providing placement opportunities for young people and supporting our night-time economy.

### Culture and the future of our city and local centres

27 The Leeds Economic Recovery Framework provided a catalyst for us to undertake a number of pieces of work to consider what the future of our city and local centres may be. In September 2021 a report was taken to Executive Board, entitled **Future trends and opportunities in our city and local centres**<sup>8</sup>, outlining the work that had been and was being undertaken in relation to the future of our centres and what it showed us, as well as what actions and interventions could be taken as a result.

One of the major findings from the work (which included a public survey/city conversation that received 1,300 responses) was the huge role Culture has to play in the renewal of our high streets and city centre, the significant opportunity for Culture as part of the future role of our centres and how, because of this, we should ensure to capitalise on Culture and the creative industries to bring people together, shape place identity and support communities.

28 Culture has an important role to play in the city’s economic and social recovery, bringing communities together, supporting creativity and spin-offs into the wider economy, sharing knowledge and innovation via spill-overs into other sectors and strengthening the city’s identity and brand. The work outlined in the future of our centres Executive Board report referenced above also highlighted how the role of our centres is changing to being one more of overall experience, including retail and consumption but also other areas such as Culture, Leisure and events.

Culture can act as a major draw in its own right for people to access our city and local centres, providing a shared experience that is not replicable online. For the same reason, Leisure is likely to play a similarly greater role in our centres from now and into the future.

29 As well as its direct benefits around community cohesion, creativity, learning and place brand, Culture can boost visitor footfall and spending, both during the daytime and by encouraging people into centres in the evening.

The run-up to Leeds 2023, as an example, provides a clear opportunity to use Culture to help reinvigorate the economy of both our local centres and our city centre by developing new connections and collaborations across our communities and enabling an everyday Culture by encouraging small acts of community and creativity and sharing experiences amongst people.

---

<sup>7</sup> West Yorkshire Mayor, Creative New Deal: [Creative Industries - Tracy Brabin for West Yorkshire Mayor \(laboursites.org\)](https://laboursites.org)

<sup>8</sup> Executive Board Report: [Local Centres Cover Report 130921.pdf \(leeds.gov.uk\)](https://leeds.gov.uk)

- 30 There are opportunities to reimagine our city and local centres as more collaborative, social, playful, liveable, inclusive, creative and sustainable places. Culture is vitally important here and we are committed to working to capitalise on its role for the future of our centres, including the opportunities presented through **Leeds 2023** and its legacy. Culture is already a key strength for our city but we want to support and grow its importance across our local centres and in our city centre further, supporting grass roots cultural activities, securing investment in continued improvements to landmark cultural facilities and destinations and protecting and identifying space for creative and cultural activities in local centres and the city centre alike. **Leeds 2023**, in particular, provides a fantastic opportunity within our communities to embed long-term aspirations around cultural and creative assets and activities.
- 31 Major capital projects can also be transformational for the wider economy, the social and cultural experiences available to Leeds residents and the growth of the city's creative industries. Over the next five years the city will see major developments that will expand the built infrastructure.

Public investment in the city's cultural infrastructure provides a strong indication of the confidence national agencies, such as Arts Council England (ACE) and National Lottery Heritage Fund (NLHF), have in Leeds' culture and creative industries. For example:

- British Library (BL) – £90m has been committed by the Government to support increased British Library presence outside London – a significant majority of this investment will be in Leeds. The development is two-fold:

Redeveloping the **BL Boston Spa** site to create much-needed storage capacity for the collection. Plans include to construct a new state-of-the-art storage facility and refurbish existing buildings to improve working environments for BL's 550 staff in the city. On a 44-acre campus close to Wetherby, BL Boston Spa is home to over three quarters of BL's collection of over 170 million items. BL will also open up the Library at Boston Spa with tours, public displays and new Reading Rooms, as well as a restaurant and café for visitors.

This improved public offer at Boston Spa will develop in parallel with **BL North** - growing the institution's cultural and learning presence in Leeds city centre, with reach across the wider-North. As part of the expansion of Leeds city centre, development of Temple Works in Holbeck has started to revision this heritage site as the home for future creative and educational engagement. BL North will create new jobs in the city and new opportunities for the city's residents, students and visitors. The latest press release on the project: [Major step closer to British Library site at Temple Works in Leeds.](#)

- Plans are underway to establish the UK's first **National Poetry Centre** (NPC) in Leeds – with local, national and international reach. The NPC will be a contemporary, globally significant, accessible, public facing home for readers and writers. It will celebrate poetry from the 20th century onwards, reimagining and extending the art form. It will engage with everyone from all communities, but especially young people. This project is the vision of Poet Laureate Simon Armitage. We have received positive indications of public investment support from Government, the Arts Council and Historic England.

- NLHF very recently announced £250,000 investment toward the restoration of **Leeds Town Hall** (LTH). The project will involve the regeneration of the decorative features in the Victoria Hall, the main auditorium in LTH – the original Victorian designs on the walls, columns and doors of the hall date back to 1858, and over the years have become faded. Damaged by environmental pollution, they were also affected by insensitive renovations in the 1950s and 60s and are currently hidden from public view. The restoration will enhance public experience of LTH, once voted the city's favourite building.

Culture also has a role to play in wider city regeneration projects.

- In March 2020, the Council launched the **Our Spaces Strategy** – a regeneration of public spaces to transform how we connect with each other and with the city. Culture Programmes played an instrumental role in developing the strategy, ensuring that we develop our public spaces to host and celebrate the city's rich culture and commissioning artists to animate media boxes across the city. The development of City Square is also enabling us to re-design the space as a cultural meeting space reflecting the 'city welcome' we want the Leeds to inhabit. City Square will play host to **Leeds 2023** as a central hub before being developed as a key city social and event space beyond the Year of Culture.
- The **Morley Towns Fund** also presents opportunity for us to develop and understand approaches to integrating culture in our district centres. The Council received £24.3m from the Government's Town Fund initiative for a programme of activity focused on connectivity improvements, greenspace and woodland creation, employment and skills and the heritage-led regeneration of the town centre. Culture flows through much of this but is particularly emphasised in the refurbishment of the Grade 1 listed Town Hall, new town centre public realm and a grants scheme focused on improvements to town centre properties. Alongside the wider regeneration of the town, a key ambition through the Town Investment Plan is that investment in this infrastructure could support the growth of the creative and cultural sector in the town, creating a sustainable foundation for continuing local growth and vibrancy.

### Leeds 2023 and the value of major events

32 The European Capital of Culture (ECoC) initiative was established in 1985 with aims to:

- Highlight the richness and diversity of cultures in Europe
- Celebrate the cultural features Europeans share
- Increase European citizens' sense of belonging to a common cultural area
- Foster the contribution of culture to the development of cities

In addition to this, and across the 60+ ECoC designated cities in over 30 countries to date, the event provided excellent opportunity for:

- Regenerating cities
- Raising the international profile of cities
- Enhancing the image of cities in the eyes of their own inhabitants
- Breathing new life into a city's culture
- Boosting tourism

These were Leeds City Council's baseline expectations when bidding to become a 2023 ECoC and, following global events that have deeply affected how people live, these objectives are critical to the recovery and future growth of the UK's third largest city.

- 33 A growing number of UK towns and cities are now looking to the 'Year of Culture' model to effect social and economic recovery. A record number of places (20) across the UK are bidding to become City of Culture 2025. The London Mayor has announced the continuation of his London Borough of Culture initiative. Building on the 'Year of Culture' model, the Government has maintained its commitment to Festival UK 2022<sup>9</sup> – a collection of 10, large-scale, creative commissions designed to bring people together and showcase UK creativity globally.

It would be fair to assert that Leeds 2023 is influencing UK towns and cities to give prominence to the role of culture and creativity in recovery. Across West Yorkshire alone, the next five years could see:

- Leeds 2023
- Kirklees Year of Music 2023
- Calderdale Year of Culture 2024
- Either Bradford or Wakefield named as City of Culture 2025

And the West Yorkshire's Mayor is exploring a 'Town of Culture' initiative as part of her Creative New Deal.

- 34 When the EU determined that UK cities could no longer take part in the ECoC competition, Leeds City Council, confirmed that we would 'do it anyway' with clear sight of the defined local benefits. Post pandemic, these include:
- Economic recovery attracting inward investment and promoting Leeds as a great place to live, work, study and visit.
  - Boosting the visitor economy and associated benefits for the hospitality industry – building on a pre-pandemic baseline whereby 35% of visitors to the city were attracted by the city's cultural offer.
  - Creative sector recovery providing employment for freelancers, boosting public re-engagement with culture and promoting cultural and creative opportunities across the city.
  - The health and well-being of Leeds residents – boosting confidence and connecting people in the city.
  - Community voice and cohesion – enabling communities to create, share and celebrate culture and heritage where they live.
  - Young people – developing a strong learning offer for young people through which they can develop new skills and creative industry experiences.

### Leeds Culture Trust and Leeds 2023

- 35 The city's journey toward Leeds 2023 has been long and complex starting in 2013 when initial informal discussions with elected members, internal and external stakeholders and the city's creative sector sought views on Leeds bidding to become European Capital of Culture (ECoC) in 2023.

On 18th March 2015, Executive Board<sup>10</sup>, following extensive city-wide consultation, agreed a proposal that Leeds should bid for ECoC 2023 and that the city should seek to create a new Culture Strategy (a bidding requirement), co-produced with the citizens of Leeds. The

---

<sup>9</sup> Festival UK 2022 - [Home | Festival UK\\* 2022 \(festival2022.uk\)](#)

<sup>10</sup> Executive Board 18 March 2015 – Item 178: **European Capital of Culture 2023 - Should Leeds Bid?** See Background papers

establishment of an Independent Steering Group comprising representatives from the creative sector, higher education, private business and three elected members (to reflect the cross-party political support), to oversee the bid development, was also approved.

- 36 When the UK voted to leave the European Union in June 2016, DCMS announced its decision to launch the competition in December 2016. In response, the Independent Steering Group and Council officers, spearheaded an intensive programme of work to develop the city's bid, drawing ideas and responding to ambitions from across the city.

An Interim report to Executive Board on 17 July 2017<sup>11</sup>, reported actions being taken to establish a charitable trust in preparation, should Leeds win, to deliver the European Capital of Culture year of activity starting during the five years leading up to 2023.

- 37 On 18th October 2017<sup>12</sup>, Executive Board agreed to adopt the Leeds 2023 bid as recommended to it by the Independent Steering Group and with the support of major businesses and institutions in the city including Yorkshire Water, Yorkshire Building Society and many others. The report included a funding commitment from the Council of £12m to the project.

Six weeks later, the European Commission cancelled the ECoC competition for UK bidding cities, as a consequence of Brexit negotiations – just days before the 5 UK bidding cities were scheduled to present their bids.

- 38 Following this setback, it was resolved at Full Council on 10 January 2018: “...*Rather than lose the work that has already gone into this ambitious project, this Council calls for an alternative approach that would see Leeds host its very own ‘Year of Culture’ by 2023.*”<sup>13</sup>

Wider public support for this decision was tested at a public meeting at the end of January 2018 when, with relatively short notice, 700 people attended a meeting at Leeds Town Hall to hear about the Council's resolution to continue with Leeds 2023. The Leader of the Council announced a commitment to invest fully in the plans for Leeds 2023 and invited the Independent Steering Group members to remain in place for an additional 12 months to oversee the implementation of revised plans.

- 39 On 27 June 2018<sup>14</sup>, to determine arrangements for delivering Leeds 2023, Executive Board resolved that officers be requested to develop Leeds Culture Trust as the delivery vehicle for Leeds 2023, and to develop a Service Level Agreement between the Council and Leeds Culture Trust which reflects the Council as a major funder.

Leeds Culture Trust was first registered in March 2017 as a Company Limited by Guarantee. Following Executive Board Resolution, Council officers moved to establish governance arrangements for the Trust as the Leeds 2023 delivery vehicle. An independent Chair was appointed in 2018 and the Board was developed to include Council representation by (then) Councillor Judith Blake and Councillor Dan Cohen. When (now) Baroness Blake stood down from Leeds City Council, Councillor Jonathan Pryor, as Executive Member for Culture, was appointed to this role on the Board.

The Trust was incorporated as a Charity in 2019.

---

<sup>11</sup> Executive Board 17 July 2017 – Item 35: **Leeds 2023 European Capital of Culture Bid Interim Report**. See Background papers

<sup>12</sup> Executive Board 18 October 2017 – item 76: **Leeds 2023 European Capital of Culture Bid**. See Background papers

<sup>13</sup> Full Council meeting 10 January 2018 – Item 80: **White Paper Motion (in the name of Councillor Buckley) - Capital of Culture**. See Background papers

<sup>14</sup> Executive Board 27 June 2018 – Item 10: **Leeds 2023 Update**. See Background papers

At the outset, the Chief Officer, Culture and Sport attended Board meetings as an observer. The Chief Officer, Culture and Economy now observes Leeds Culture Trust Board meetings

- 40 Significant time, commitment and resource, as set out in this report, has been invested in realising Leeds 2023, borne out of Leeds’ profile as a culturally vibrant and richly diverse city, driven by a world class creative sector. Leeds City Council’s nationally distinct commitment to culture continues to generate investment and support well beyond our cultural offer and now positions Leeds well, with the significant boost offered by **Leeds 2023**, to create the conditions for social and economic recovery.

Leeds City Council grant agreement with Leeds Culture Trust

- 41 In July 2019, the Council entered into a grant agreement with Leeds Culture Trust for delivery of Leeds 2023 over the period July 2019 to March 2024. The original grant award was for £12,015,000, with grant payments through quarterly instalments.
- 42 When, in 2020/21, Leeds faced a series of unprecedented financial challenges, largely due to the impacts of Coronavirus on the city, the Council reviewed and consulted on several service areas across the authority to identify potential savings whilst protecting front line services and jobs.
- 43 The proposal to reduce the remaining grant for Leeds 2023 by 15% (£1.35m) was taken to Executive Board in October 2020. This proposal was subsequently opened to public consultation (the results summary is below). At that time, the remaining grant in scope of cost savings (i.e., the amount still due to paid to Leeds Culture Trust) was £8.8m.

Leeds 2023 public consultations results			
Strongly agree		35.89%	285
Agree		29.85%	237
Neither agree nor disagree		8.82%	70
Disagree		12.22%	97
Strongly disagree		13.22%	105

Following the outcome of the public consultation, the 15% reduction to the remaining grant for Leeds 2023 was confirmed at Full Council on 24 February 2021.

- 44 During January 2021, the Council also achieved a £1,100,107 contribution to Leeds 2023 from the city’s Gainshare allocation. These funds have substituted the allocation of funds from Leeds City Council by the same amount, **increasing the Council’s financial saving, for the remaining period, to £2,450,107.**
- 45 Council officers subsequently entered into a process of re-setting the grant agreement with the Trust, integrating these savings whilst at the same time refreshing the agreement in light of Covid-19 impacts on the economy and creative sector.

Payment conditions are set against each payment; each set of conditions need to be met prior to the release of funds. A snapshot of payment conditions for 2021/22 is set out below.

<b>45. Leeds Culture Trust – payment conditions 2021/22</b>	
01/05/2021	Business/strategic plan for 2021/22 approved by your Board and with KPIs agreed by LCC
	Budget for 2021/22 reviewed and approved by your Board
	Financial report including cashflow projection for 2021/22
	Risk Register and Insurance Review
	Most recent Board papers
	Company policies that demonstrate compliance with the grant agreement
01/07/2021	Progress report (against business/strategic plan)
	Financial report including updated cashflow projection
	Annual monitoring report (for the previous financial year)
	Most recent Board papers
01/10/2021	Progress report (against business/strategic plan)
	Financial report including updated cashflow projection
	Annual accounts for the previous financial year
	Updated legacy plan
	Most recent Board papers
01/01/2022	Progress report (against business/strategic plan)
	Financial report including updated cashflow projection
	Most recent Board papers
	An evaluation framework for Leeds 2023 (agreed by Leeds City Council)

46 The Council's contribution remains significant and will continue to be properly scrutinised through the revised grant agreement. The Council's financial contribution for Leeds 2023 is summarised below – (46a) the original schedule of payments and (46b) the revised schedule incorporating budget savings.

Covering a five-year period between July 2019 and end March 2024, the value of the original grant agreement was £12,015,000.

<b>46a. Original Leeds 2023 Payment Schedule</b>							
	<b>2018/19</b>	<b>2019/20</b>	<b>2020/21</b>	<b>2021/22</b>	<b>2022/23</b>	<b>2023/24</b>	<b>Total</b>
	£	£	£	£	£	£	£
Original allocation of funds for Leeds 2023	385,000	1,465,000	1,850,000	2,000,000	3,060,000	3,940,000	<b>12,700,000</b>
LCC resourcing Leeds 2023	<b>(385,000)</b>	<b>(60,000)</b>	<b>(60,000)</b>	<b>(60,000)</b>	<b>(60,000)</b>	<b>(60,000)</b>	<b>(685,000)</b>
<b>Grant Payments to Leeds Culture Trust</b>	<b>0</b>	<b>1,405,000</b>	<b>1,790,000</b>	<b>1,940,000</b>	<b>3,000,000</b>	<b>3,880,000</b>	<b>12,015,000</b>
<u>Substitutions</u>							
Business Rates Pool Funding	0	<b>(350,000)</b>	<b>(350,000)</b>	0	0	0	<b>(700,000)</b>
Net LCC payments to Leeds Culture Trust	0	1,055,000	1,440,000	1,940,000	3,000,000	3,880,000	<b>11,315,000</b>

<b>46b. Revised Leeds 2023 Payment Schedule Reflecting 2021/22 Budget Savings</b>							
	<b>2018/19</b>	<b>2019/20</b>	<b>2020/21</b>	<b>2021/22</b>	<b>2022/23</b>	<b>2023/24</b>	<b>Total</b>
	£	£	£	£	£	£	£
Original allocation of funds for Leeds 2023	385,000	1,465,000	1,850,000	2,000,000	3,060,000	3,940,000	<b>12,700,000</b>
LCC resourcing Leeds 2023	<b>(385,000)</b>	<b>(60,000)</b>	<b>(60,000)</b>	<b>(60,000)</b>	<b>(60,000)</b>	<b>(60,000)</b>	<b>(685,000)</b>
2021/22 budget savings (15%)	0	0	0	<b>(300,000)</b>	<b>(459,000)</b>	<b>(591,000)</b>	<b>(1,350,000)</b>
<b>Grant payments to Leeds Culture Trust</b>	<b>0</b>	<b>1,405,000</b>	<b>1,790,000</b>	<b>1,640,000</b>	<b>2,541,000</b>	<b>3,289,000</b>	<b>10,665,000</b>
<u>Substitutions</u>							
Business Rates Pool	0	<b>(350,000)</b>	<b>(350,000)</b>	0	0	0	<b>(700,000)</b>
21/22 Gainshare	0	0	0	<b>(1,100,107)</b>	0	0	<b>(1,100,107)</b>
Net LCC payments to Leeds Culture Trust	<b>0</b>	<b>1,055,000</b>	<b>1,440,000</b>	<b>539,893</b>	<b>2,541,000</b>	<b>3,289,000</b>	<b>8,864,893</b>

### Leeds 2023 budget

- 47 Leeds 2023 has an ambitious budget target of £32m with aims to invest 50% of this in programme delivery. This is commensurate with the actual spend in Hull 2017 (£31.6m) and the budget for Coventry City of Culture 2021 (£31.3m). However, Hull and Coventry are fractions of the size of Leeds. Reaching this £32m target will be challenging, especially in the current post-pandemic climate.
- 48 Leeds 2023's recent business plan (June 2021) also offers two alternative budget envelopes: one at £25m and one at £15m. Costs of overhead and awareness raising about the year will not reduce in line and a £25m budget would likely reduce the proportion of budget to be invested in the programme. An open and transparent management of expectation externally and internally is going to be critical.
- 49 Despite these challenges, Leeds Culture Trust is working to ensure that Leeds 2023 will deliver wide social and economic benefits. Modelling on a £20m budget, recent work (January 2021) undertaken by BOP Consulting for Leeds 2023 suggests that the year will still deliver a positive (direct and indirect) impact on the Leeds's visitor economy of c. £114m – a sixfold return on investment. Other defined benefits include:
- 1,310 new jobs in the visitor economy, rising to 1,620 by 2030.
  - 10% growth in the Leeds visitor economy in 2023 and 4% growth thereafter
  - 1,000 freelance opportunities and 2,000 trained volunteers
  - 150 internships/work placements for students and young people
  - 100 apprenticeships/accredited training opportunities
  - 50 entry-level opportunities for young people via education programmes and partnerships and,
  - 6 to 1 return on investment for Leeds (as well as 8 to 1 investment for West Yorkshire and a £49m annual boost to the regional visitor economy).

## Leeds 2023 Progress

50 Kully Thiarai was appointed as the Creative Director for Leeds 2023 in 2019 and commenced in post in January 2020. Weeks later, the UK went into lockdown. Like the rest of the creative sector, this significantly affected the rate at which Leeds Culture Trust could progress its plans towards the Year of Culture.

As the economy began to reopen in 2020, Leeds Culture Trust worked quickly to regain ground – recruiting to the wider team and delivering engagement sessions in schools and communities and creating new opportunities for Leeds' creative sector, particularly freelance practitioners and small organisations.

The Trust's organogram is effectively structured for the development and delivery of a transformative Year of Culture with specialist roles incorporated to deliver meaningful engagement opportunities across the city and to maximise cultural and social impacts – e.g., a Community, Collaborations and Partnerships Producer is in place to develop Leeds communities' capacity to respond to and engage with Leeds 2023; and a Children and Young People's Partnership Manager was jointly appointed by Leeds City Council and Leeds Culture Trust to advance cultural learning opportunities for the children and young people of Leeds.

Other examples of this progress are set out below, aligned with the emerging culture strategy delivery framework.

### **A thriving and innovative creative sector**

- Supporting the recovery of the city's creative sector, Leeds 2023 has provided at least 48 new creative commissions, involving 1 or more artists. This is making a strong contribution to sector recovery with greatest benefit to SMEs and freelancers. These commissioning opportunities are spread across the themes below.

### **Children, families and young people**

- Leeds City Council and Leeds Culture Trust has jointly appointed a Children and Young People's Partnership Manager to work with the city's Local Cultural Education Partnership (LCEP) delivering strategic creative learning benefits for children and young people across the city in the run up to and during the Year of Culture.
- During 2021, the Leeds 2023 team worked with 6 Leeds schools to ask children to submit their ideas for 'a Leeds of the future'. The children's drawings, models, writing and ideas will inform a series of posters designed by four Leeds Arts University graduates. Leeds 2023 will return to work with the six schools to lead training sessions with the teachers and deliver creative workshops next term.
- A new Head of Creative Learning and Engagement is now in post and will be working closely with the Leeds 2023 team to shape and structure the programme for the benefit of children and young people in the city.

### **People, communities and place**

- With Arts Council England funding, 'My World, My City, My Neighbourhood' received 60 applications from artists/organisations for the opportunity to embed and work closely with Leeds communities to develop their creative and curatorial engagement with Leeds 2023.

23 artists/organisations have been selected to deliver a mix of locality-based projects and a few wider city-based projects working with underrepresented communities. They will come together as a peer learning network through which they will foster the guiding principles around co-creation when working alongside communities.

- The next engagement phase with communities will prioritise social and geographical areas of the city with limited engagement with Leeds 2023, to date. This will focus on increasing the visibility of Leeds 2023, delivering new activity and forging interactions with key influencers across the city and testing new approaches through co-creation with targeted communities including Older People, Faith Sector, Sports Sector and deepening the relationship with Leeds schools.

### **International**

Leeds Culture Trust has established a strong working relationship with the British Council creating new opportunities for artists and organisations to collaborate internationally. There were four recent opportunities open for applications; each one distinctly different to solicit a wide response under the four categories below:

- **Tech for the Public Good** – an online international residency programme for 10 people who want to work together to find answers to some of the biggest challenges faced by citizens around the world.
- **The World in our City, our City in the World** – applications were invited for projects that will be co-created between artists/groups in Leeds and artists/groups in the identified countries; focus on exchange and research and development of projects that could be realised in both Leeds and the participating countries in 2023. These projects should enable a collaboration that wouldn't be possible otherwise

Applications are sought from people based in Leeds and in the British Council's priority areas of ODA countries.

- **International Consultant** – to research and produce a scoping study for the international dimension of Leeds 2023 National Retrospective as part of our Windrush 75 programme - a retrospective of work by international artists that have influenced the UK's cultural landscape.
- **Independent Producer** – is a freelance opportunity for an experienced producer with understanding of working nationally and internationally on partnership programmes. We are actively encouraging applications from people with lived experience as part of a diaspora community, or of diasporic lineage

### Leeds 2023 Legacy

- 51 Leeds Culture Trust is currently in the process of contracting the Evaluation Partner for the Year of Culture. While the full evaluation of Year of Culture might take around 6 months after the year to be delivered, we will work closely with the Leeds Culture Trust to develop a shared plan for the Leeds 2023 legacy. The legacy needs to be comprehensive, helping to ensure that the Council's cultural services can maintain the connections and impacts for the benefit of all who live and work in the city.

We will also work to maintain cross-council working to ensure that culture remains embedded and impactful across directorates e.g., Adults and health promoting the positive

impacts of culture on the city's wellbeing; regeneration continuing to integrate culture in the city's growing infrastructure; Children and Families maintaining a high quality cultural education offer in Leeds' schools and Communities, Housing and Environment enabling everyday creativity to foster local ownership, leadership, voice and pride.

### What impact will this proposal have?

#### Wards Affected:

Have ward members been consulted?       Yes       No

- 52 This paper sets out wide ranging benefits of culture in Leeds through Leeds Culture Strategy, Leeds 2023 (a significant milestone within the culture strategy) and through the Council's Culture Service and wider provision.

### What consultation and engagement has taken place?

- 53 A comprehensive and inclusive programme of consultation was undertaken in developing the city's culture strategy and the Leeds Bid Book for European Capital of Culture (ECOC). Subsequently, when the UK was excluded from the ECOC competition, the public was invited to respond to the proposal to continue with the Leeds 2023 Year of Culture. Finally, the public was consulted about the proposed 15% reduction of Leeds City Council's remaining grant for Leeds 2023.
- 54 The Culture Programmes team has delivered a wide-ranging programme of internal and external consultations (framed as internal workshops and external conversations) on the draft Culture Strategy Delivery Framework. This work is expected to conclude in October 2021.

### What are the resource implications?

- 55 The Council's original total commitment for Leeds 2023 was **£12,700,000**, of which:
- £685,000 is retained by the Council for resourcing and staffing costs toward Leeds 2023 (2018-24).
  - £1,350,000 was withdrawn in 2021/22 Council cost savings.

Substitutions from the Business Rates Pool and Gainshare reduce the Council's total net commitment to **£8,864,894**.

- £4,425,000 has been paid to Leeds Culture Trust, to date (October 2021).
  - Of which £2,624,893 (59%) came from LCC core budget and £1,800,107 (41%) is from Business Rates Pool and Gainshare funds.
  - The remaining commitment is now **£6,240,000**.
- 56 There are ongoing resource implications associated with maintaining the city's cultural investment programmes Leeds Inspired and arts@leeds. Based on current levels, this will be at least £2,177,077 per annum.

### What are the legal implications?

- 57 There are no significant legal issues relating to the recommendations in this report.

## What are the key risks and how are they being managed?

- 58 The Council recognises that growing the economy has positive benefits to the city and that our work developing the city's culture strategy and the successful delivery of Leeds 2023 are crucial components of achieving our Inclusive Growth Strategy ambitions.
- 59 It is a requirement of funding that Leeds Culture Trust maintains a risk register and that this is monitored by the Board. As a condition of payment, the Trust files a copy of the risk register with the Council, at least annually.

## Does this proposal support the council's 3 Key Pillars?

Inclusive Growth       Health and Wellbeing       Climate Emergency

- 60 The Council's three pillars provide a framework for the culture strategy and its associated delivery framework priorities and cross-cutting themes.
- 61 Culture and Leeds 2023 are integrated within the city's Inclusive Growth Strategy, Economic Recovery Plan and Best Council Plan.

## Options, timescales and measuring success

### a) What other options were considered?

62 N/A

### b) How will success be measured?

- 63 Within the current period of the culture strategy delivery framework, 2021-25, we will continue our work to establish a comprehensive and coherent approach to measuring cultural impacts.
- 64 Alongside this, we will engage the people and communities of Leeds and generate case studies which promote the benefits of culture in the city whilst also promoting Leeds as a great place to live, learn, work, visit and invest.
- 65 We will continue to work with Economic Development colleagues to explore the integration of culture within a Social Progress Index for the city.
- 66 We will continue to play an active role in regional, national and international networks and partnerships such as West Yorkshire Cultural Leads network, Core Cities Culture Forum and EURO CITIES Culture Forum to benchmark Leeds' cultural performance whilst promoting and drawing on best cultural practice.
- 67 Finally, we will continue to support Leeds 2023 to develop and deliver an effective evaluation of the Year of Culture and to develop a meaningful Leeds 2023 Legacy Plan which seeks to capitalise on and sustain the multiple positive impacts of the Year of Culture on the city.

### c) What is the timetable for implementation?

- 68 A number of policy development areas and strategic initiatives are cited in this report with implementation across the period 2021-2025. We will continue to work cross-directorates to maximise the opportunities and benefits for culture and creativity in Leeds.

The WY Mayor is developing a delivery plan for her Creative New Deal. We will work with WYCA to support these developments and ensure that Leeds' cultural offer is positioned to

capitalise on emerging opportunities. We will also continue to advocate for culture as part of the region's Economic Recovery Plan.

## Appendices

- 1 arts@leeds report
- 2 CRF data summary

## Background papers

- 3 Leeds Culture Strategy: [www.leedsculturestrategy.co.uk](http://www.leedsculturestrategy.co.uk).
- 4 Leeds Economic Recovery Framework: [Leeds Economic Recovery Framework – Leeds Inclusive Growth Strategy \(leedsgrowthstrategy.co.uk\)](http://Leeds Economic Recovery Framework – Leeds Inclusive Growth Strategy (leedsgrowthstrategy.co.uk))
- 5 Creative Health: [All-Party Parliamentary Group on Arts, Health and Wellbeing \(culturehealthandwellbeing.org.uk\)](http://All-Party Parliamentary Group on Arts, Health and Wellbeing (culturehealthandwellbeing.org.uk))
- 6 DCMS 'Further analysis to value the health and educational benefits of sport and culture': [Health and educational benefits of sport and culture.pdf \(publishing.service.gov.uk\)](http://Health and educational benefits of sport and culture.pdf (publishing.service.gov.uk))
- 7 World Economic Forum, Future of Jobs report (October 2020): [WEF Future of Jobs 2020.pdf \(weforum.org\)](http://WEF Future of Jobs 2020.pdf (weforum.org))
- 8 Executive Board Report: [Local Centres Cover Report 130921.pdf \(leeds.gov.uk\)](http://Local Centres Cover Report 130921.pdf (leeds.gov.uk))
- 9 Executive Board 18 March 2015 – Item 178: **European Capital of Culture 2023 - Should Leeds Bid?** [Council and democracy \(leeds.gov.uk\)](http://Council and democracy (leeds.gov.uk))
- 10 Executive Board 17 July 2017 – Item 35: **Leeds 2023 European Capital of Culture Bid Interim Report** [Council and democracy \(leeds.gov.uk\)](http://Council and democracy (leeds.gov.uk))
- 11 Executive Board 18 October 2017 – item 76: **Leeds 2023 European Capital of Culture Bid** [Council and democracy \(leeds.gov.uk\)](http://Council and democracy (leeds.gov.uk))
- 12 Full Council meeting 10 January 2018 – Item 80: [White Paper Motion \(in the name of Councillor Buckley\) - Capital of Culture .](http://White Paper Motion (in the name of Councillor Buckley) - Capital of Culture .)
- 13 Executive Board 27 June 2018 – Item 10: **Leeds 2023 Update.** [Council and democracy \(leeds.gov.uk\)](http://Council and democracy (leeds.gov.uk))