

Councillor Information Pack



An introduction to LEEDS 2023

2015-17: The LEEDS 2023 story began in 2015 when the city originally decided to bid to be European Capital of Culture for 2023. Hopes of success were dashed in 2017 when UK cities were banned from entering following the Brexit vote.

Despite this setback, the city collectively decided to hold its own Year of Culture. This decision had cross party support as well as a Yorkshire Evening Post public poll and dozens of local businesses backing it.

January 2018: By January 2018 Leeds City Council agreed to see the city host its own 'Year of Culture' by 2023. Six months later the Executive Board requested development of Leeds Culture Trust as the delivery vehicle for LEEDS 2023.

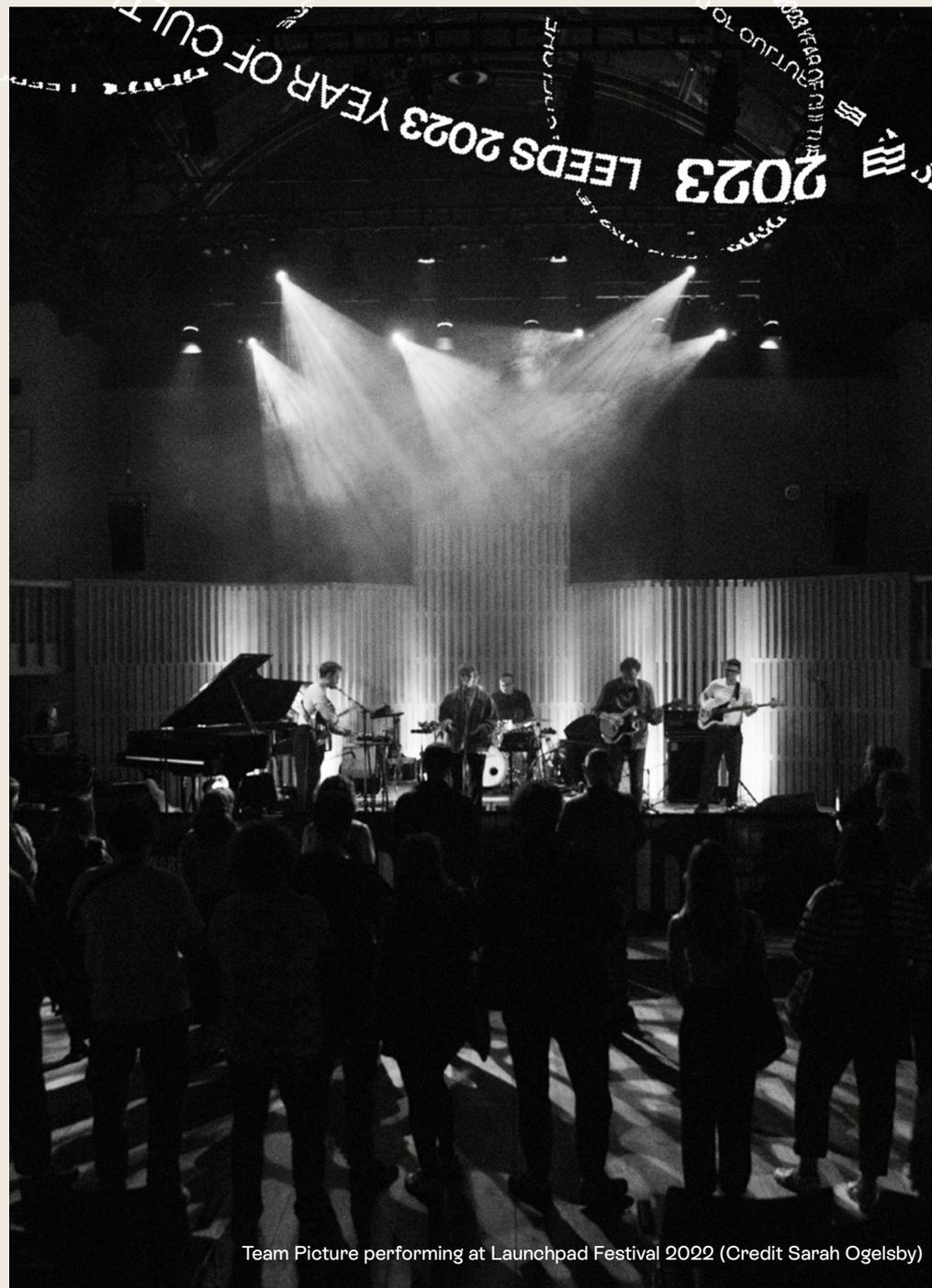
The Leeds Culture Trust had already been established as a concept as part of the European bid and an Independent Chair was appointed in 2018 with the Board of Trustees following. From the outset there have always been two trustees from the

Council on the board, currently Councillors Dan Cohen and Jonathan Pryor. Influential figures such as Gabby Logan (Chair), Jamie Jones-Buchanan, Frank Finlay and Sanchez Payne were appointed over time and still serve as Trustees on the Board.

2019: The Leeds Culture Trust was incorporated as an independent charity in 2019 and has spent the last three years, including throughout the pandemic, working towards and building up to the Year of Culture 2023.

2022: LEEDS 2023 has a core team of arts, events, marketing, education and fundraising specialists led by Creative Director and Chief Executive Kully Thiarai. These are the people tasked with funding, creating and delivering LEEDS 2023.

Sept 23rd 2022: An announcement is planned to unveil key elements of the programme for LEEDS 2023 on Friday September 23, 2022 – to coincide with the 100-day countdown.



Team Picture performing at Launchpad Festival 2022 (Credit Sarah Ogelsby)



The vision for LEEDS 2023

Built around diversity, inclusivity and sustainability, LEEDS 2023 Vision is for creativity to fuel opportunities for everyone and contribute to a thriving city and region.

LEEDS 2023 Mission is to deliver a landmark year of culture connecting and benefitting hundreds of thousands of people both now and in the future.

Scan here to read the full strategic plan.



Strategic Aims and Objectives:

- To unlock opportunities for everyone to find enjoyment and live their best life through participating in creative activity
- To boost engagement in culture particularly among people who face barriers because of their experience or circumstances
- To lead and showcase cultural transformation
- To play an active role in the city and region's social, economic and cultural recovery from the pandemic
- To create a diverse, inclusive and values driven organisation that can effectively deliver LEEDS 2023 and its legacy

The funding & partnerships of LEEDS 2023

July 2019: Leeds City Council entered into a grant agreement with the Leeds Culture Trust, lasting up until March 2024. The original core budget commitment was for £12.7m to be paid in quarterly instalments, this was reduced to £10.665m in 2021.

2021/22: The contribution to LEEDS 2023 from the core council budget was further reduced by making substitutions by applying funds which cannot be used to deliver core council services. These

substitutions include £1.7m from the Business Rates Pool and £1.1m from WYCA's Leeds' Gainshare 21/22 allocation and an additional £633K from WYCA's Leeds' Gainshare 22/23 allocation. This reduced the Council's net commitment to £7.23m.

LEEDS 2023 has a budget target of £21-26m and aims to invest 50% in programme delivery. Fundraising will continue throughout the year and some LEEDS 2023 events will also generate income.



The Promise of a Garden at Leeds Playhouse by the Performance Ensemble (Credit Zoe Martin)

Additional Funding

Arts Council England: £888k

British Council: £275k

The Netherland's Embassy:
£170k

National Lottery Heritage Fund: £2,499,852

Paul Hamlyn Foundation:
£500k

Esme Fairbairn Foundation:
£288,849

Leeds Community Foundation:
£23k

Total Funding to date:
£5.144.553m

Principal Education Partners:
University of Leeds and Leeds Beckett University

Gold Education Partners:
Leeds Trinity University
Leeds Arts University,
Luminate, Northern School of Contemporary Dance.

All Principal and Gold Education partners

Total Funding: £360k

14 Corporate Sponsors

Landsec: Headline Partner

Burberry: Platinum Partner

KPMG: Platinum Partner

Squire Patton Boggs: Gold Partner

Addleshaw Goddard: 2023 Club Member

Grammar School at Leeds: 2023 Club Member

Leeds Building Society: 2023 Club Member

True North: 2023 Club Member

Kinrise: 2023 Club Member

Henry Boot Developments: 2023 Club Member

Mott McDonald: 2023 Club Member

Yorkshire Mafia: 2023 Club Member

Q5: 2023 Club Member

Notre Dame College: 2023 Club Member

Quod: 2023 Club Member

Total Funding: £282,500

LEEDS 2023 is finalising contracts with a number of additional Corporate Sponsors with more in the pipeline.

Overall, Leeds City Council's Strategy and Resources Scrutiny Committee is responsible for scrutinising the partnership, its progress and overall effectiveness, whilst delivering high quality events that offer value for money and a tangible Return on Investment for Leeds' residents. A number of Key Performance Indicators have been agreed to measure success.

Leeds City Council has established a City Readiness Board chaired by the Director of City Development to support LEEDS 2023 with their delivery of the year. Within this group council directors sit alongside the executive team of LEEDS 2023 to ensure coordinated operational management of the city's preparations for hosting the year of culture, including transport, infrastructure and place and event management. The operational governance provided by the City Readiness Board is strengthened through a number of sub-groups covering planning and feasibility, young people, education and skills, visitor welcome and strategic marketing.



Filming of the Magician by Slung Low's Leeds Peoples Theatre, supported by LEEDS 2023

What to expect during LEEDS 2023

2023 will be a transformational year like no other. 12 signature projects and a multitude of creative experiences will happen all over our city. From dance to design, art to architecture, poetry to pop, sculpture to sport, grassroots community theatre to performances on our world-class stages. LEEDS 2023 will be an explosion of colour, noise and brilliance that will show the world in our city and our city to the world.

This will include delivering some of the major events and activities outside of the city centre so outer wards and communities can also be centre stage at various points of the programme. Thanks to the nature and scale of regional, national and international partnerships that are being formed as part of LEEDS 2023 we are able to tap into the talent and experience of other organisations such as the National Youth Theatre, The British Library and renowned arts organisations as far as Estonia and The Netherlands.



The Welcome to Leeds stage at Leeds Jazz Festival 2022 (Credit Ellie Slorick)

A new commission by international artist Yinka Shonibare CBE RA will be unveiled in 2023 to honour the life of David Oluwale, the British Nigerian and Leeds resident whose personal story inspired local people to create a lasting legacy to mark his life.

Scores of creative partnerships are also in development to deliver events and activities across the year, including a programme building towards a new National Poetry Centre in Leeds, spearheaded by Simon Armitage, and creating a lasting legacy to his decade-long tenure as Poet Laureate.

On 15 July 2022, LEEDS 2023 held a Youth Summit at the Leeds Playhouse. Seventy young people, cultural practitioners, educators and people from third sector organisations came together to explore how young people view, access and engage with culture in Leeds and shape future cultural activity in the city. The Youth Summit is informing much of our programming and acted a springboard for an innovative year of youth voice activity, during which we will enable and empower young people to have a voice and be heard on issues important to them.

To make the celebrations as relevant and accessible as possible, LEEDS 2023 is taking on the broadest definition of culture. Heritage and the arts, as well as sport and communities, food, and everyday creativity, have all been included in the programme, key elements of which will be unveiled to the public on Friday September 23 with 100 days to go. Other season and project announcements will be rolled out throughout the year to keep the excitement and momentum at peak levels.

Independent financial analysis by BOP Consulting Group predicts that LEEDS 2023 will bring at least £100m to the visitor economy, creating jobs, increasing visitor numbers and with that a crucial boost to the retail, hospitality and travel industries that have been so badly impacted by COVID-19. Leeds City Council's Visit Leeds team is working in close partnership with LEEDS 2023 and local partners to ensure that these benefits to the local visitor economy are gained.

Community Events



The LEEDS 2023 Roadshow (Credit Ant Robling)

LEEDS 2023 is for everyone and will be the first large-scale event of its kind in the city region, championing all forms of creativity and reaching all 33 wards of the city. Hundreds of creative community events are going to take place and will form part of a cultural tapestry, helping to put our city firmly on the map regionally, nationally and internationally.

LEEDS 2023 has been working with communities across the city through My World My City My Neighbourhood (supported by Arts Council England) and Hidden Stories (supported by National Heritage Lottery Fund). Both projects gave opportunity for communities and artists to test out co-creative methodologies whilst building on existing cultural activity happening across the city.

My World My City My Neighbourhood

A project that has involved 23 artists across 23 different communities in Leeds. The projects focus on priority communities including the d/Deaf community and Leeds' African community.

For example, local artist and baker Benjamin Mills has been working on co-created project Common Thread in Calverley and Farsley exploring with residents the area's identity through creative activities. It has inspired the group to form a new creative collective, C.R.A.F.T (Calverley, Rodley and Farsley Together).

This programme of work has informed the development of one of LEEDS 2023's major events – My LEEDS 2023 - which will take place in communities across the summer in 2023. Integral to this major community project, 33 Neighbourhood Hosts are being recruited from each ward and will work with their community to decide how they wish to celebrate LEEDS 2023. A series of grants will be available to each ward to enable activity.

Some of these projects will receive further funding to develop their ideas into larger-scale events and projects that will take place in 2023.

Other examples include:

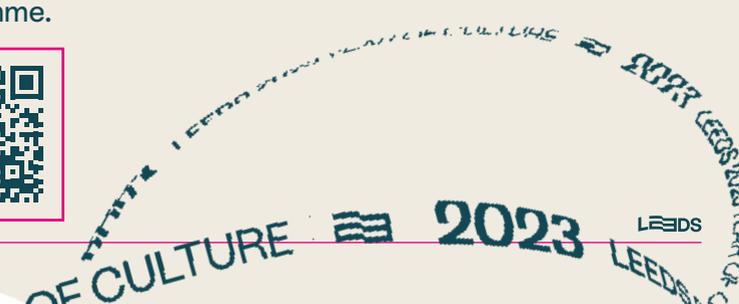
The Harehills Culture Show featuring exhibitions and film screenings by local artists and film-makers.

Penny's Community Arts developed projects working with local groups in Garforth to celebrate what it means to live, work and thrive in their community.

We are Bramley by artists Lucy Meredith and Zoe Parker (Yorkshire Life Aquatic) celebrates Bramley using community performances, walk & talks and art to pinpoint what is unique about the district.

Local residents will also be able to badge their events and activities as part of LEEDS 2023. You can now share an idea on the LEEDS 2023 website to be part of the programme.

Scan here
for more on
how to share
an idea.



My Leeds 2023 & Neighbourhood Hosts

My LEEDS 2023 will be one of the major community-based projects to take place next year. 33 Neighbourhood Hosts are being recruited who will work with their communities to engage with residents and create something beautiful about where they're from. This is a paid part-time training opportunity which will start in October and run throughout 2023.

The project is about showcasing the everyday creativity of Leeds communities. The project will take place over the next year with each ward working on different projects with their Neighbourhood Host leading up to some kind of celebration event.

The hosts will be appointed in September and announced in early October.

The training programme will begin in October 2022, running until January 2023, alongside this they will begin to lightly connect up to their ward.

Hidden Stories: celebrating the city's heritage

LEEDS 2023 Hidden Stories project centres around a number of Leeds' rich heritage sites and organisations including Harewood House, Royal Armouries, Leeds Civic Trust, Sunnybank Mills, Thackray Medical Museum, MILIM, Mill Hill Chapel, Royal Armouries, Space 2 and the Otley Courthouse.

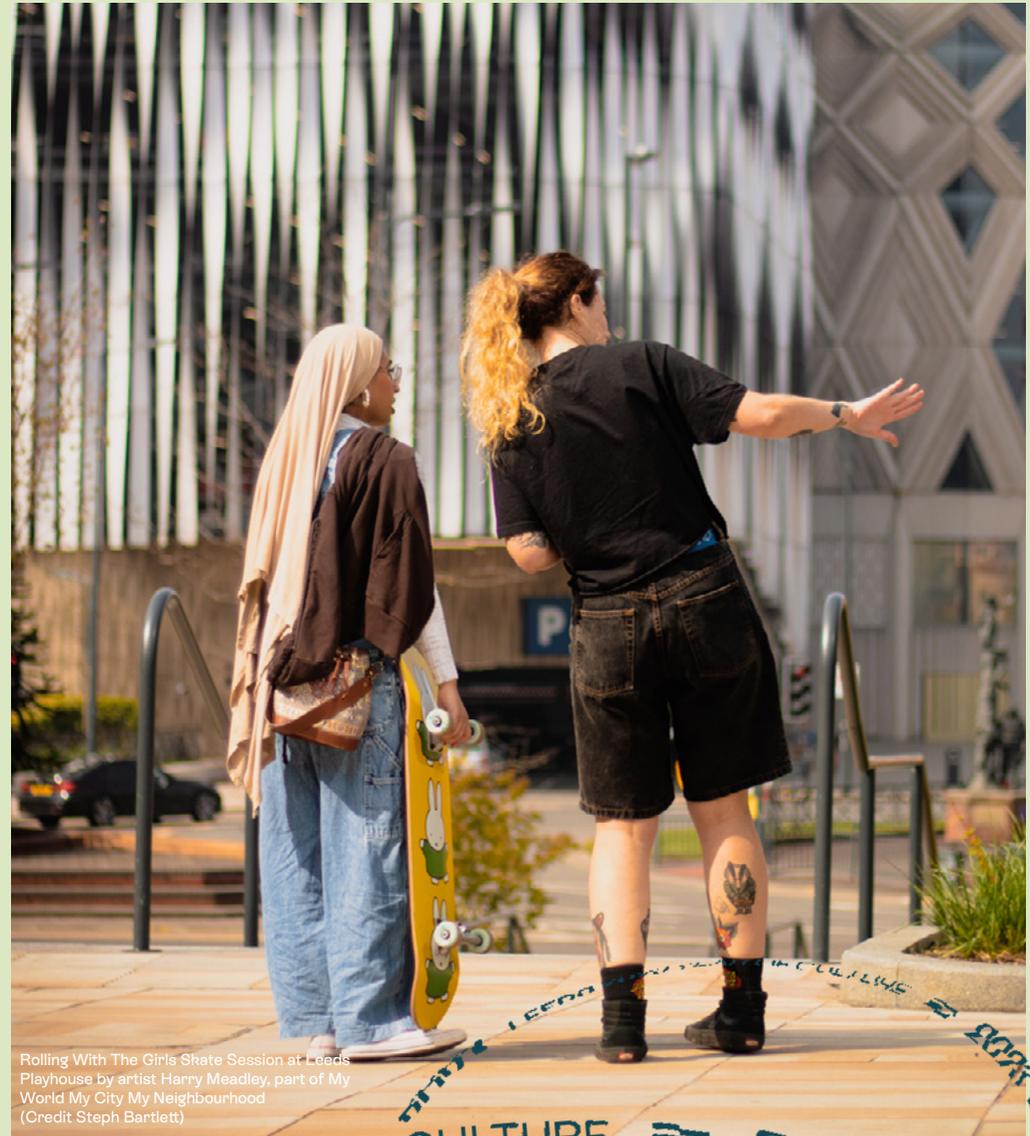
Examples include: Poet Matt Abbott has been working with Sunny Bank Mills to explore the hidden stories of the Mill, Farsley and Pudsey, which led to the sharing of new poetry at the Mill in April 2022.

Or "The Day The Elephants Came to Town", a series of craft workshops based on an historical event that took place in Otley. Storyteller and artist Vickie Orton researched and uncovered new facts, working with several community groups - including the local Brownie pack, knitting circle and The Men's Shed.

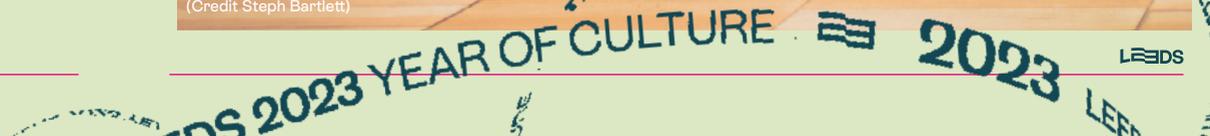
The Photographers Lens Lab Leeds, who use portraiture to tell stories, has also been very well received. The team has been working with faith communities in Leeds, including Mill Hill Chapel in central Leeds, United Hebrew Congregation in Shadwell and the Al Hassan Centre in Harehills, to start exploring faith and faith-based spaces in the city.

Community Roadshows

Throughout the summer the LEEDS 2023 team have visited every ward of Leeds with the Roadshow. Now completed, the event engaged with local residents, shared plans for the Year of Culture and ways to get involved during 2023. Each event had food and entertainment from local caterers and performers. Over 750 people attended the events.



Rolling With The Girls Skate Session at Leeds Playhouse by artist Harry Meadley, part of My World My City My Neighbourhood (Credit Steph Bartlett)



Volunteering

LEEDS 2023 is building a team of around 1,000 volunteers to support all kinds of different activities across the Year of Culture. Individuals are being recruited from all corners of Leeds districts from all walks of life.

Volunteers will learn new skills, play an active role in their local community and help behind the scenes on events. The programme is really flexible and can work around peoples other existing commitments.

Applications are open now with new applicants being accepted on a ongoing basis.

Scan here for more information about volunteering with LEEDS 2023.



Education Outreach Projects

LEEDS 2023 has already been working on a pilot project with artists in a number of schools in 2021/22. From 23 September, there will be opportunities for all schools and education settings to take part in the engagement programme around the Opening Event; this is part of a wider plan of tailored engagement, classroom resources and workshops with artists to in-depth exchanges and co-created projects which will roll out throughout the year of culture.

Work ranges from key creative learning programmes in schools in partnership with Leeds Cultural Education Partnership (LCEP) through to partnerships with Leeds Rhinos as well as other sports agencies working together with children and young people to reimagine a 21st Century Children's Day.

The education streams include Literature, STEAM (science, technology, engineering, arts and mathematics), Leeds Cultural Heritage, International, Sustainability and the Natural World with a strong youth voice across the programme.

As well as the events and activities there will also be teacher CPD (Continuing Professional Development) and other development opportunities throughout to create a lasting legacy of skills for future school cohorts to learn from. LEEDS 2023 is also working with several departments of Leeds City Council including, for example, Employment and Skills, Child Friendly Leeds and the Voice, Influence and Change team.

LEEDS 2023 has developed strategic partnerships with the Universities and FE colleges in Leeds and we are working on specific activities with each partner.

Leeds Inspired Grants – www.leedsinspired.co.uk

Leeds Inspired is a Leeds City Council initiative that gives grants to local arts projects and also runs a popular events' listings website. A number of community projects that have been developed with the LEEDS 2023 team in the last year have also received funding from Leeds Inspired. We are working together with the Leeds Inspired team to deliver more community grants next year that can really benefit a broad range of communities who want to take part in the year of culture.

Skills & Development

Across the signature programme there has been a timetable of skills & development embedded to promote skills and development in Music Promotion, Arts and Cultural Event Production and Women in Engineering and Construction. LEEDS 2023 is also partnering with Leeds City Council's first Creative Skills Festival taking place 14-18 November 2022, at Leeds First Direct Arena.

A Digital Skills' Programme has been piloted and will inform the bigger programme next year with the Digital Inclusion team at Leeds City Council.

LEEDS 2023 is also a partner in the Content Creatives scheme with Channel 4, which offers young people from diverse backgrounds opportunities entry level placements in the creative industries.



Letting Culture Loose schools workshops
(Credit Ant Robling)

How to get involved

How Councillors can help

- Encourage volunteers to sign up and help us let culture loose.
- Support and encourage your Neighbourhood Host once they are announced in October.
- Talk to the LEEDS 2023 team about your ward – share inside knowledge and tips, tell us what's going on.
- Join the conversation on social media, share what you're up to with us so we can amplify the message.

Help spread the word via social media

Instagram: @leeds2023

Twitter: @LEEDS_2023

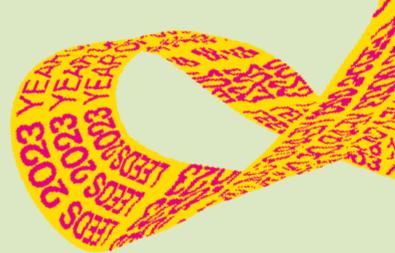
Facebook: @2023leeds

Key Contact Details

For general enquiries about LEEDS 2023 please e-mail us at info@leeds2023.co.uk.

For questions about Leeds City Council's role in supporting LEEDS 2023, please contact:

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LEEDS
YEAR OF
CULTURE **2023**

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