

## LEEDS 2023 update to Scrutiny Board

Date: 17 July 2023

Report of: Chief Officer, Culture and Economy

Report to: Strategy and Resources Scrutiny Board

Will the decision be open for call in?  Yes  No

Does the report contain confidential or exempt information?  Yes  No

### Brief summary

LEEDS 2023 is the city's Year of Culture, delivered by the Leeds Culture Trust (LCT), an independent charity set up in 2019 by Leeds City Council as part of its Culture Strategy and as a response to the cancellation of the UK's participation in the European Capital of Culture competition.

On 7<sup>th</sup> November 2022, Scrutiny Board provided feedback on progress made by LCC and LCT towards LEEDS 2023 Year of Culture. In response to the Scrutiny Board discussion, this paper follows up on specific areas of interest and provides an update on progress made six months into the year and after the delivery of the first few Signature Projects.

The update focuses on:

- Programme structure
- Signature projects
- Partner projects
- Research and Evaluation
- Impact
- Beyond 2023
- Fundraising and sponsorship
- Consultation and engagement with elected members

### Recommendations

- a) Scrutiny Board is requested to note and provide comments on the information provided in this report and the progress made.

## What is this report about?

- 1 LEEDS 2023 is run by the **Leeds Culture Trust** or LCT, an independent charity set up in 2019 by Leeds City Council as part of its Culture Strategy and as a response to the cancellation of the UK's participation in the European Capital of Culture competition. Leeds City Council recognises in a number of its key strategies the difference culture and creativity can make to a city, its economy and its residents and is the principal funder of LEEDS 2023. Our work delivering the city's culture strategy and the successful delivery of LEEDS 2023 are crucial components of achieving our Best City Ambition.
- 2 With 3 seasons, a number of Signature projects of original work and hundreds of partnerships, LEEDS 2023 is of **national and international significance** and a major cultural milestone on Leeds' major events calendar. This report provides an introduction to LEEDS 2023 to new members of Scrutiny Board, follows up on several areas which Scrutiny Board requested to explore in more depth and informs members on progress made since the last Scrutiny Board report in November 2022.
- 3 Leeds Culture Trust is led by a **board of trustees** which is described in detail in section 2 of the November 2022 Scrutiny Board report (see background papers). The council representatives on this board are Cllr Jonathon Pryor and Cllr Daniel Cohen.
- 4 The **City Readiness Board** is the council led governance structure bringing together LCC and Leeds Culture Trust to help ensure that the Year of Culture maximises its benefits and impacts across the city and the wider region. The way in which this Board operates, and its associated sub-groups are described in detail in sections 19-23 of the March 22 Scrutiny Board report (see background papers). The membership of the sub-groups has evolved over time and will continue to do so as the focus of LEEDS 2023 shifts from planning to delivery and then from delivery to legacy planning. A review of the City Readiness Board and its sub-groups took place in February 2023, led by the council's Executive Manager for the LEEDS 2023 Partnership. A further review will take place this year to ensure that sub-groups are building in legacy planning to their work.

### Programme structure

- 5 The LEEDS 2023 programme is of both national and international significance and consists of three Seasons which shape the year, with '**Awakening**' influencing Part One (January to April), '**Playing**' the focus of Part Two (May to August), and '**Dreaming**' a forward-looking end to the year (September to December).

Guides are being produced for each of the 3 seasons which are being widely distributed throughout the city at cultural venues, community hubs, sport centres, libraries etc, as well as at LEEDS 2023 events. All events and projects are also promoted on the LEEDS 2023 website and social media, with a collaboration with both Leeds Inspired and Visit Leeds helping to promote events to their audiences.

The LEEDS 2023 store in Trinity shopping centre is also key to promoting the programme to visitors and has branded merchandise on sale, as well as serving as a space for events and workshops.

- 6 There are three strands of activity in the programme – Produce, Partner and Promote.

The "**Produce**" strand consists of major signature projects, original works produced by LEEDS 2023. Each of the projects aim to be something special which would not take place without LEEDS 2023.

The “**Partner**” strand entails working in partnership with local, national and international partners to showcase the wealth of diverse talent and cultural infrastructure to be found in Leeds. The aim of the Partner Programme is to increase the capacity of the city by working with and through others, to collaborate and champion interdisciplinary partnerships and increase Leeds’ international profile. Through this programme LEEDS 2023 plays an active role in helping to realise a project’s ambitions, be this by contributing financially or with support through marketing platforms, the volunteer programme and in-house expertise.

The “**Promote**” strand focuses on using LEEDS 2023’s platform and visibility to promote other cultural / artistic / sporting events and projects taking place across the city. The Promote strand is made possible through a collaboration with Leeds Inspired, the what’s on website managed by LCC’s Culture Programmes team.

- 7 Running alongside “Produce, Partner and Promote” is LEEDS 2023’s **Creative Learning programme** which is offering every child and young person of school age in Leeds the chance to take part in the Year of Culture. The programme features free activities for learners in all key stages, including classroom resources, facilitated workshops, participatory activities, and opportunities for learning outside the classroom. With links to the various key stages of the curriculum, the programme supports teaching across a variety of subject areas and helps learners develop their creativity. Learning resources for schools can be found on the LEEDS 2023 website <https://leeds2023.co.uk/learning-resources>. By working closely with Child Friendly Leeds, LCC’s Voice Influence and Change team and the Leeds Cultural Education Partnership (LCEP) LEEDS 2023 is working to bring together cultural provision across the city to promote child and youth voice and co-creation, with the participation of larger numbers of young people that are also representative of the city.
- 8 Also running alongside and supporting “Produce, Partner and Promote” is LEEDS 2023’s **volunteer programme** which is a flexible programme allowing participants to choose their shifts according to their own individual interests and availability. Following an online application, the applicants are given an opportunity to meet the team and find out more about the programme from other volunteers and finally they have an induction whereby they are given their branded uniforms. The volunteers are key to the success of LEEDS 2023 events, as well as helping out at partner events, by providing a warm welcome, information and general interaction with audiences, helping out backstage supporting artists and event teams or undertaking tasks in the LEEDS 2023 office. LCT have a target of attracting 1000 volunteers over the year and there are currently almost 700 volunteers confirmed from across all wards and over 200 in the next recruitment phase.

### Signature Projects

- 9 Currently halfway through the year, a number of signature projects have already been delivered and this section of the report looks at each of these projects as well as plans which have already been revealed for the rest of the year.
- 10 The opening event of the Year of Culture was “**The Awakening**” a huge performance celebrating Leeds past, present and future. The event took place at Headingley Stadium with an audience of over 5000 people after selling out the 10,000 tickets available and with over 500 people on the waiting list. The Scrutiny report from November 2022 describes in section 7 the approach to the ticket ballot for The Awakening involving the submission of artwork and public engagement sessions called “Creation Stations” held in shopping centres / schools / community organisations to encourage submissions from different parts of the city.

- 11 The artworks submitted by members of the public as part of the ticket ballot led to the “**Waking the Artist**” exhibition which was successfully delivered in April through an exhibition in Wade House, accessed through the Merrion shopping centre. The preview night included all featured ballot artists and their guests invited alongside the media and the artists were very excited to see their work showcased in this way. The artworks were also displayed on the concourse and walkways at Headingley Stadium for the Awakening and subsequently around the city, displayed on railings surrounding the city’s parks and public spaces.
- 12 In collaboration with the Women of the World Foundation, “**The WOW Barn**” was an impressive structure which was “raised” in 24 hours over May Day Bank Holiday by a community of 300 women and non-binary people in a performative action to challenge assumptions which limit access, imagination and opportunity. Sponsored by WYCA, 300 professionals and novices came together to build the barn, with around 200 women and non-binary people having been trained in the construction and technical skills needed to prepare, assemble, and erect this structure. The WOW Barn then became a festival site for 2 weeks in May hosting cultural events, school workshops with a focus on STEAM education and receptions, including a reception hosted by the Mayor of West Yorkshire for women in the property and construction industries, as part of UKREiIF (the UK’s Real Estate Investment and Infrastructure Forum which brings together thousands of representatives from the property sector to Leeds annually). The wooden frame making up the structure of the Barn has now been gifted to Kirkstall Valley Farm who intend to use it as an outdoor classroom.
- 13 “**Making A Stand**” is a sculptural forest in City Square designed by Michael Pinsky and Studio Bark Architects, an installation launched in June and inspired by the Forest of Leodis. Provoking conversations around climate change, the use and re-use of sustainable materials and the importance of trees in carbon capture, “Making A Stand” is both a physical installation as well as having an online “digital twin” which features illustrations and education information on the project’s themes. Within the installation is an event space which will be used for tours, classes, workshops, and events, including several events co-created by Leeds Beckett University students.
- 14 Funded by the Paul Hamlyn Foundation, the National Lottery Heritage Fund and Arts Council England, “**My LEEDS 2023**” is the signature project with the strongest focus on co-creation and the widest geographical reach throughout the city, a celebration of the people and stories that make up Leeds. The project has a **co-creation approach** through the appointment of 33 Neighbourhood Hosts, one for each ward and each attached to a local organisation already well embedded in the community which can offer support, referred to as an “anchor” organisation. This approach is enabling Leeds residents and community / cultural organisations to shape the programmes which are relevant to where and how they live. Since September 2022, the Neighbourhood Hosts – active members of their communities – have been participating in a paid training scheme, developing skills in engagement, producing, production and funding. Each Host is connected to a ward in which they live or to which they have a strong connection. All of the Neighbourhood Hosts have been introduced to their local ward councillors in order to encourage a supportive and collaborative approach to the My LEEDS project.
- 15 Since the start of the project, the hosts have been engaging with each other and their local communities to co-create cultural activity that celebrates their ward and enables participation by residents. The programme of events they co-created – **My LEEDS Summer** – includes 36 events taking place between June and September, within each ward of the city. To enable participation in My LEEDS Summer, the Hosts were provided with £99,000 to allocate as grants. Following workshops with funders, the Hosts opted to split this fund equally across the wards and designed the grant programme. Applications for grants opened in Spring and the grant scheme was widely published through citywide and hyperlocal channels, and the Hosts ran engagement sessions to promote the opportunity and over 500 applications were received.

Individuals over the age of 18 and not-for-profit organisations were eligible to apply. When the window for grant applications closed, the Hosts reviewed the applications in panels, which consisted of the Host and four other Hosts from neighbouring wards.

Grant applications were evaluated using the following criteria (which was made available to applicants when they applied).

- Does the proposal fit within the vision for the Ward event?
- Is it feasible within the plans for the event, including scale and budget?
- Is it suitable for the event's audience?
- Is it feasible within the grant budget requested?
- Will the activity be engaging, interesting and/or exciting in the context of the event?
- Does the applicant demonstrate a relationship with the ward?

A total of 295 grants have been made across all 33 wards, with an average of 9 grants awarded per ward.

Examples of My Leeds Summer events which have already taken place in different parts of the city include:

- Roundhay's World Food and World Music Festival on Soldiers' Field on 17 June which involved a live programme of musical artists from Leeds which ran alongside food traders and fairground attractions. It attracted a mixed audience of 2,500 people including families during the day and more adults in the evening.
- The Beeston & Holbeck Neighbourhood host programmed several acts as part of the Beeston Festival on 24 June, which attracted 3,500 very diverse participants including families and young children.
- Wetherby's Drovers Day attracted 2,350 participants across 3 sites on 1 July. The Town Hall and marketplace saw musical performances, craft stalls and history talks, Crossley Primary school held a summer fair and Wetherby hosted its first marching band competition with 15 bands competing.
- Kirkstall Moves and Makes community event organised by the Neighbourhood Host in conjunction with HAVA and Kirkstall Valley Development Trust on 11 June, which attracted 600 people. Part 1 of the event involved several stalls focused on arts and crafts, circus skills, sports and music, with part 2 held at KVDT's existing Kirkstall Jazz Festival event, which involved music and creative activities.

The full list of [My LEEDS Summer - LEEDS 2023](#) events can be viewed on the LEEDS 2023 website and ward councillors are receiving individual invitations alongside requests to help publicise them to residents.

16 To enable schools and learners to participate in My LEEDS 2023, 33 **My LEEDS School Grants** of £300 were made available for schools. Schools were invited to submit a proposal on behalf of their learners for a grant to add additional activity to an existing cultural event in their summer term, such as a summer fair, sports day or leavers assembly. The opportunity was promoted through LEEDS 2023, Leeds City Council and Leeds Cultural Education Partnership. The grants were assessed by a panel of LEEDS 2023 staff using the following criteria:

- Does the proposed activity add to an existing event?
- Does it respond to at least one of the Child Friendly Leeds Wishes?
- Does it increase engagement in the Year of Culture?
- Does it give children and young people the opportunity to take part or experience culture?

Grants have been awarded to 22 schools across 15 wards and the scheme will be reopened for applications before the end of term with a deadline of end September. Working with LCC, through collaboration in Young People and Skills City Readiness sub-group, the opportunity will be sent out directly to schools via Leeds City Council's Artforms and Leeds for Learning website and via headteachers' newsletters. It will also be promoted on the LEEDS 2023 website and via the Leeds Cultural Education Partnership. LEEDS 2023 will prioritise applications from wards who have not already received a grant but will not make them exclusively for these wards. Ward councillors will also be asked to help publicise the opportunity to local schools.

- 17 **The Gift** is an important component of the My LEEDS 2023 project. Artist Keith Khan has been working with the Neighbourhood Hosts to explore Leeds and has created a series of motifs that are being activated as textiles at My LEEDS Summer events and a new digital artwork which can be explored on the website [The Gift - LEEDS 2023](#) Plans are developing to gift the artworks to the 33 wards at an event in September, as part of a public exhibition.
- 18 **My LEEDS** also involves the **Hidden Stories** project which involves artists and researchers working with communities and heritage organisations to share the hidden stories of our city. This includes a project led by curator Gill Crawshaw, working with disabled artists to look for the "Hidden Stories" of disabled textile workers, brought together at Leeds Industrial Museum. **The Big Harewood Garden Party** involves Harewood House joining forces with visual artist Lucy Orta to explore the relationship between the estate, food and local communities through an updated version of one of Studio Orta's world renowned artworks.
- 19 **My World, My City, My Neighbourhood** is a project which kicked off in 2021 and saw over 20 artists work with their respective communities to research and develop project ideas that could inform the programme for 2023. Resulting from these initial collaborations are a calendar of activities designed and run by Mafwa Theatre, including a Family Flourish Day at the Roxby Community Garden and a series of events led by Creative Producer Ndidi Nkwopara as part of the Leeds International African Arts Festival.
- 20 **Children's Day Reimagined** is taking place on 14 July at Roundhay Park as a free, family-friendly event open to the public, which celebrates the children of Leeds. Inspired by the original Children's Day event which used to take place 60 years ago, the event has been reimagined for the future through a co-created approach involving artists Fevered Sleep, a group of Young Creatives (11 young people aged 8-14 from across the city) and around 1000 Leeds school children (from 22 schools across 17 wards). Throughout the day, these children are coming together to build and design the site, including an installation of the thousands of banners they have created which express their hopes, dreams, and demands. They are then inviting their family, friends, and the public to join from 7.30pm for food, performances and films.
- 21 Launching in August and with a focus on Leeds history and role in the birth of civil engineering, the project **SMEATON 300** will have a strong focus on STEAM (science, technology, education, arts and mathematics) education by exploring and celebrating the life, legacy and influences of Leeds born John Smeaton, all the way up to his 300th birthday in 2024. The project will include engineering events at museums, an exhibition at Armley Industrial Museum, STEAM activities in schools and interactive workshops in libraries. A beautiful mobile observatory called "Moon Palace" inspired by the work of John Smeaton will tour the city from August. A gift from East Leeds to the world, Moon Palace is a new artwork inspired by the legacy of John Smeaton and the observatory he built in East Leeds. Bringing together creativity and art, engineering and science, collaboration and public good, Moon Palace will offer after-dark moongazing with expert astronomers from August to December. The project will also include a teacher's conference with a focus on STEM and the Arts, to be held in September.



22 **Hibiscus Rising** will be an artwork by internationally renowned artist Yinka Shonibare, which will be installed in Meadow Lane Green Space within the new Aire Park development. LEEDS 2023 is working alongside the David Oluwale Memorial Association (DOMA) to develop an artwork designed to commemorate the life of David Oluwale and to provide representation and aspiration to the community he came from. It will respond to the findings of the independent Statues Review commissioned by LCC in 2020 which confirmed the underrepresentation of diverse communities and their stories within the city's public spaces and recommended that the city "commission works of art that commemorate the varied contributions of the diverse citizens of Leeds". Developed in partnership with the DOMA, the artwork has been commissioned by LCT and will be gifted to LCC to own and maintain at the end of 2023. The statue will stand 10 metres high and represent a hibiscus flower, fabricated from steel and fibre glass. The sculpture's surrounding landscape will be a place of contemplation, a future space for curated events and a busy thoroughfare with new pedestrian routes linking the town, Aire Park and the new David Oluwale footbridge across the river Aire. It is planned that the sculpture will be unveiled at the end of November 2023 and DOMA are currently planning a series of community engagement workshops to take place in advance of the unveiling, to raise awareness of David Oluwale's story, and to support the local community in reflecting on the impact of his legacy.

The Hibiscus Rising sculpture will pass into LCC ownership at the end of the year and will be responsible for its maintenance. In June 2022 Executive Board agreed to front-fund the costs of the statue whilst fundraising for the project is progressed by LCT. The details of this arrangement can be seen in section 74 under "resource implications".

23 More Signature projects will be announced for season 3 of LEEDS 2023 which will be launched in August and will cover events and projects taking place from September to December. This will include a closing event that will act as a ceremony to pass the baton on to future generations as part of the Dreaming season.

### Partner programme

24 The Partner programme to date has involved many and varied projects, working with local, regional, national and international partners. Examples of the partner programme include:

- The **Leeds Artists Show 2023** at Leeds Art Gallery showcased artworks created by 90 artists from across the city following an open call for submissions, celebrating the richness and diversity of the city's art scene. The exhibition also introduced the next generation of artists with drawings and paintings by 21 young people from Leeds primary schools.
- The **In Short, Europe: Dream** film festival in collaboration with EUNIC London which brought the EU Ambassador and other European diplomatic representatives to the city, in recognition of LEEDS 2023's roots in the European Capital of Culture competition.
- **Seeds, Dreams and Constellations** was a collaboration between musician Corinne Bailey Rae and choreographer Sharon Watson MBE. Held at the Riley Theatre in May, this performance was inspired by migration, transformation, and tales of new beginnings.
- **Sonia Boyce: Feeling Her Way** at Leeds Art Gallery between May and November, was commissioned by the British Council for the Biennale di Venezia in 2022. It brings together collage, sculpture, video and music in an arresting body of work that centres around the vocal experimentations of five Black female musicians.
- **Summer Solstice: South Asian Music Festival** in cooperation with SAA UK, held in June at the Corn Exchange marked the longest day and shortest night.

- **Noah's Flood** at The Warehouse in Holbeck in July – a retelling of Benjamin Britten's community opera, involving 180 schoolchildren as the animals and poet Lemn Sissay as the voice of God, led by an orchestra of world-class musicians.
- **Requiem Mozart and Muyanga** at Leeds Grand Theatre pairs Mozart's iconic masterpiece with a new commission by South African composer Neo Muyanga, with dance from Phoenix Dance Theatre. This was an artistic collaboration between Leeds and South Africa as Opera North, Phoenix Dance Theatre, Jazzart Dance Theatre, and Cape Town Opera.
- **It's a Wrap Reggae Party** was a celebration for all ages bringing together generations of musical genres rooted in or shaped by Jamaican history and part of the Jamaica Society's "Out of Many" festival.
- **RUN graduate fashion show** led by Matty Bovan from Leeds Beckett University was the final year graduate showcase for Leeds Beckett's Fashion course. This is one example of the strong partnerships which LEEDS 2023 has developed with the further and higher education sectors in Leeds.

25 An important part of the partner programme is centred around **international collaboration**. This involves:

- partnerships with other former, current and future European Capitals of Culture such as Leeuwarden 2018 (Netherlands), Lille 3000 (France), Chemnitz 2025 (Germany), Tartu 2024 (Estonia), Eleusis 2023 (Greece)
- collaboration with Embassies and national institutes of culture, such as a funded programme with the Embassy of the Netherlands to facilitate exchanges between artists from Leeds and the Netherlands
- hosting visits from international dignitaries such as the German Ambassador and the EU Ambassador who headed up the launch of the EUNIC film festival
- supporting international artistic collaborations such as East Street Arts' work with Portuguese visual artist Add Fuel to create a mural painted on the two-storey gable-end of a former pub in Mabgate to celebrate the area's important ceramics heritage.

### Promote

26 Examples of events and activities which are currently being promoted by LEEDS 2023 include:

- Circus Skills at Harehills Lane Baptist Church
- A performance by Brazilian musicians Olaya at Clothworkers Centenary Concert Hall
- In Motion – Dance for Wheelchair Users at Northern Ballet
- Wellbeing Wednesdays at Leeds Art Gallery
- Leeds International Organ Festival at Leeds Cathedral
- Summer Series concerts on Millennium Square

### Research and evaluation

27 LEEDS 2023's research and evaluation programme is linked to everything which LEEDS 2023 delivers. Its role is to support:

- Telling the story of LEEDS 2023
- Being open and transparent about LCT's work
- Day-to-day decision making to help the Year of Culture have a greater impact
- Measuring progress, outcomes and impact against LEEDS 2023's strategic aims, KPIs and funding requirements outlined in LEEDS 2023's Business Plan (see appendix 1)



- Sharing learning that will contribute to the legacy that can be handed back to the city

28 The Scrutiny Board report on 28 March 2022 (see background papers) gave a full description of the evaluation approach which LEEDS 2023 were developing and which is now being utilised to capture data to measure impact and reach. The evaluation will allow LCC to assess the efficacy of the Year of Culture in delivering against the target outcomes set out in the grant agreement which are:

- At least 75% of Leeds households engaged as audience or participant, in the programme with all sectors of the city fully represented
- All 33 wards in Leeds engaged.
- Digital engagement
- Increased engagement opportunities for children and young people
- Job creation and skills development – employment and progression opportunities delivered by Leeds Culture Trust
- Investment into Leeds of at least £20m – wider economic benefit in the city created by the Leeds 2023 Year of Culture
- 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 the UN’s 17 Sustainable Development Goals, specifically:
  - Goal 3 - Promote health and wellbeing
  - Goal 5 - Gender equality
  - Goal 8 - Sustainable and inclusive economic growth
- A demonstrable improvement in the health and wellbeing of citizens of Leeds arising from the programme
- A demonstrable improvement in the financial resilience of Leeds’ culture sector

29 LCT is working in partnership with appointed evaluation partners the Audience Agency, the University of Leeds’ Centre for Cultural Value, and Open Innovations. There is a LEEDS 2023 evaluation Working Group which includes all these partners and nominated leads within LCT who design and implement the evaluation frameworks that apply to each project. Each project has its own evaluation framework and the support of the above partners.

30 The success of the Year of Culture will be measured against the delivery of outcomes in LEEDS 2023’s strategic plan, through both their headline KPIs, assumptions made in the Theory of Change model (see appendix 2), and further methodologies developed by an appointed university led, research and evaluation partner Centre for Cultural Value. LCT will use quantitative data that will allow them to assess how successful they are in relation to engagement and accessibility, inclusion and diversity, among other figures.

31 Whilst quantitative data is important, LCT knows that individuals can experience very personal life enhancing changes through engagement with cultural activity. To reflect this, they are also

implementing qualitative analysis to monitor and evaluate their work. This qualitative data will help them understand outcomes for communities, the city, and the arts and cultural sector across themes such as health and wellbeing, agency, confidence, increased skills, and quality of experience, among others. In using both quantitative and qualitative methods, this ensures that LCT is gaining the breadth and depth of knowledge needed to understand outcomes.

32 Quantitative and qualitative data is being analysed quarterly, allowing them to reflect and review project plans and adapt their offer so that they can best serve the city and its residents. This data will be collected and compiled into a final overall evaluation that will explore the delivery of the entire programming offer. LCT will produce this final LEEDS 2023 evaluation report in 2024, wherein they will assess the impacts of the year against their aims and objectives. Themes within this final report will also include overall evaluation as well as event-based evaluation and assessment. LCT understands that softer outcomes may not be realised immediately, and this idea informs a big part of the legacy work being developed with LCC.

33 It should be noted that as part of the evaluation, LCC has asked LCT to focus on 5 wards to boost engagement during the year and they are:

- Little London and Woodhouse
- Calverley and Farsley
- Armley
- Gipton and Harehills
- Hunslet and Riverside

These wards were selected to give geographical balance, include both inner and outer wards, and with a strong focus on the priority neighbourhood areas.

34 As mentioned above, each Signature project has its own evaluation framework, and the precise parameters of the evaluation varies from project to project. For example, for the Children's Day Reimagined event, the evaluation will cover:

- The process of co-creation with Young Creatives
- Engagement with pupils in schools and education settings
- Attendance and experience of the Children's Day event.

Through the evaluation, LEEDS 2023 will investigate:

- Aspects of our approach to co-creation with children that were successful and those which require further consideration and development. This will support the continual development of best practice engagement with youth voice in Leeds, and ensure practices effectively enable young people to influence key decisions in the city.
- The extent to which participation supported pupils personal and social development.
- The number and demographic of attendees at Children's Day
- The experience of people attending an event co-created with children.

The evaluation and learnings will be shared with key departments in Leeds City Council, including the Voice and Influence team, Artforms, Child Friendly Leeds and Schools Improvement Services through the 'Children and Young People City Readiness Board'.

Additionally, the placards and banners recording the wishes of children, will be documented and shared with Leeds City Council and partners, offering significant insight into the needs and wishes of diverse young people across the city.

- 35 The Quarter 1 evaluation for the Year of Culture is now available (including audience and artist experience of The Awakening, early engagement data in the lead up to the WOW Barn, baseline data for the Neighbourhood Hosts involved in My LEEDS 2023, data for partner projects, volunteering, creative learning with schools, digital engagement, PR and Comms and more) and this can be found in appendix 3.
- 36 A snapshot of the Q1 and draft Q2 evaluation can be seen below. It should be noted that this data includes all activities in association with The Awakening (from the Ticket Ballot through to the Waking the Artist exhibition), the WOW Barn Raising and Festival, associated activity for upcoming Signature Projects, and all the participatory activity associated with Signature events in Q1 and Q2, plus the activities and engagements generated by the Creative Learning and Engagement team. The data excludes Making A Stand and a range of activities linked to the Promote strand.
- 535 different events and activities (1,042 activities including those repeated)
  - 60 different Partner Programme events
  - Number of schools engaged – 65 in quarter one and 31 in quarter 2
  - All 33 Leeds wards involved in the My LEEDS 2023 Signature Project alongside a range of schools and community engagement associated with other Signature Projects and the work of the Creative Learning and Engagement team, which is being delivered across all the wards.
  - Audiences and participants are also being drawn from across all 33 wards of Leeds to Signature Projects.
- 37 The data for Quarter 2 is currently being analysed and the full Quarter 2 evaluation will be available in late July.

## Impact

- 38 Using the data collected, LEEDS 2023 is also working with Leeds open data organisation Open Innovations to pull through some of the data from its systems to visualise engagement across the city in a data microsite. The work of Open Innovations involves **data collection, analysis and visualisation**, breaking down engagement data from events / the volunteer programme / the creative learning and engagement programme / media articles and social media to build a picture of participation at ward level. This information is being used by the LEEDS 2023 team to identify the parts of the city where additional intervention needs to be targeted to ensure city-wide participation in the Year of Culture.
- 39 The data microsite can be accessed publicly here [Welcome – LEEDS 2023 Data](#). The data and visualisations displayed on this site are drawn from a variety of systems run by LEEDS 2023. They are indicative figures only, published and visualised to support operational decision-making by the team as well ensuring LEEDS 2023 is being transparent about their work. It provides headlines and highlights to date the ways in which LEEDS 2023 are engaging with communities in Leeds. This does not represent the entirety of the programme, nor does it represent everyone who will be engaged by the end of the year, but it helps to provide a good near live picture of engagement. A more robustly tested and analysed evaluation of LEEDS 2023's impact will be delivered by The Audience Agency by October 2024, as set out in the sections on research and evaluation above (sections 27-37).
- 40 The data microsite includes an [Impact Dashboard – LEEDS 2023 Data](#) aligned with some of the target outcomes set in the council's grant agreement, so that performance information is easy to access and readily available. It should be noted that the figures relating to the numbers of events and engagements with residents are works in progress. More events have taken place than are currently included in the data, and there have been more engagements by residents with LEEDS 2023 activities than currently counted. Data related to each of the displayed

metrics are updated at different intervals and, as such, the data displayed may not be up to date. Scrutiny members are invited to click through on any metric to understand more about how this data is captured and how frequently it is updated.

- 41 The data captured on the data microsite provide a useful insight not just for LEEDS 2023 but also for LCC, the wider culture sector and other partners across the city. Cultural data is of great interest from a legacy point of view and will constitute an important part of the council's legacy planning.
- 42 One of the most important impacts of the Year of Culture is through lifting the profile of Leeds at a regional, national and international level. Numerous press articles have featured LEEDS 2023, the city's rich cultural offering and position the city as a great place to visit. These include 2 articles in Financial Times, editorials in The Yorkshire Post, features in the National Geographic as well as in the international press (see appendix 4).
- 43 LEEDS 2023's current press and media figures are as follows:

Website stats year to date:

- 233,000 unique visitors
- 269,000 total visits
- 547,000 total page visits

The digital audience for the LEEDS 2023 website grew from 7.4k visitors a month to a peak of 59.6k in January 2023, at the time of The Awakening.

Press coverage:

- 1120 pieces of coverage
- Circulation of 401,765,900

Social media

- 42,037 audience across all LEEDS 2023 social media channels
- 316,335 total social media engagement with LEEDS 2023.

- 44 Raising the city's profile through public investment in major cultural initiatives such as Leeds 2023 is seen as critical for the city's visibility and soft power and this in turn can help to lever new private investment into the city. In its recent "UK's Most Talked About Cities" report unveiled in May 2023 at UKREiiF in Leeds, a new "Investment Opportunity Rank" was launched which is a combined benchmark aggregating cities' digital visibility, soft power and Foreign Direct Investment rankings. Leeds comes out second, only behind London, in this new ranking and third in terms of soft power, with this success attributed to the city's investment in culture and particularly in LEEDS 2023 Year of Culture.

## Beyond 2023

- 45 The impacts of the decision to bid for European Capital of Culture and the subsequent decision to do it anyway have already delivered significant impact across the cultural sector in the city. For example:
- There have been physical changes to cultural places and spaces such as the transformation of Thackray Medical Museum and the Leeds Playhouse, and the expansion of the East Street Arts campus to include the Arts Hostel and Convention House

- Light Night has grown from a small event with an audience of 30,000 over one night to the UK's largest annual arts festival with 150,000 people attending over two nights
- We have seen a growth in our ambition and ability to host major events such as the World Triathlon and the Rugby League World Cup

46 At the November Scrutiny Board meeting, LCC was able to report on a 'legacy think piece' involving interviews and workshops with key stakeholders across LCC, Leeds Culture Trust and the wider creative sector. This work, for LCC internal use, provided an objective view on the potential for and scope of Legacy for the Year of Culture.

47 In November 2022, members of Scrutiny board highlighted the importance of a stronger focus on practical arrangements to secure the legacy of LEEDS 2023. Subsequent to this, LCC has created a **Legacy Planning Group** which brings together senior officers from LCC with LCT's Executive team. The Legacy Planning Group sits alongside the City Readiness structure, with verbal updates on legacy given to the City Readiness Board.

48 This group has agreed a number of different legacy workstreams which are led by LCC but with defined responsibilities for LCT to build a strong foundation. Whereas some of these workstreams are of a very practical nature involving the transfer of data from LCT to LCC, others relate to longer term aspirations and opportunities for the culture sector post 2023.

49 Areas involving the contractual transfer of data are set out in a new variation to the grant agreement between the two organisations (which is described under legal implications in section 81 below) and are as follows:

- Volunteering – as LCC will seek to offer ongoing future skills development and experiential opportunities to the volunteers contracted by Leeds 2023.
- CRM data – the LCT will share data captured and held on the Trust's CRM system to enable continued marketing and promotion of cultural events and activities delivered by the Council.
- International relationships – to enable the future development of international relations cultivated as part of the wider Leeds 2023 programme, LCT will share contact details of relationships established with international cities and the purpose and nature of the relationship.
- Funding and sponsorship relationships – the Trust will share with the Council details of private, public and philanthropic support for LEEDS 2023.
- Artist support – to enable the Council to prepare for and potentially provide grants support through its refreshed Cultural Investment Programme for artists funded and/or commissioned as part of the wider LEEDS 2023 programme, the Trust will share details of support provided to artists.
- Community engagement – to enable the Council to sustain cultural engagement of Leeds' communities and to help ensure that the emerging Cultural Investment Programme continues to deliver city-wide benefit.

50 Discussions are taking place within the Legacy Planning Group about other opportunities focused on more aspirational ideas, building on the work of LEEDS 2023 and which can be developed into legacy workstreams. In order to capture some of these aspirations, a meeting was held in June 2023 with the wider culture sector to initiate conversations around cultural ambitions for the city post 2023. There are plans to refresh the Culture Strategy in 2023/24 to reflect the impact of LEEDS 2023 and to raise our ambitions for the future.

51 In the autumn a report will go to Executive Board to set out our plans for culture beyond 2023, including how we capitalise on the impacts of bidding for and subsequently delivering our year of culture. This report will detail how we will capture the legacy of the work of the Leeds Culture Trust.

### Fundraising and sponsorship

52 In 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 £12,700,000 to be paid in quarterly instalments, and this was reduced to £10,665,000 in 2021. Further details of LCC's contribution can be found in section 73-75 of this report under "resource implications".

53 Good progress has been made by LEEDS 2023's fundraising team in securing funding over and above that provided by LCC. Leeds City Council's contribution has leveraged further funding from a variety of sources outlined below, which brings **total additional fundraising to date to £8,769,559**.

- Arts Council England
- British Council
- The Netherland's Embassy
- National Lottery Heritage Fund
- Paul Hamlyn Foundation
- Esmee Fairbairn Foundation
- Leeds Community Foundation
- West Yorkshire Combined Authority

### **Total Trusts, Foundations and statutory funding to date £7,526,135**

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

### **Total education partner funding to date £365,000**

#### 14 Corporate Sponsors

- |                           |                  |
|---------------------------|------------------|
| • Bruntwood               | Headline Partner |
| • Landsec                 | Headline Partner |
| • Channel 4               | Platinum Partner |
| • Burberry                | Platinum Partner |
| • KPMG                    | Platinum Partner |
| • Ticketmaster            | Platinum Partner |
| • First Bus               | Platinum Partner |
| • Square Patton Boggs     | Gold Partner     |
| • Balfour Beatty          | Gold Partner     |
| • Born Ugly               | 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
- Civic Engineers 2023 Club Member
- DLA Piper 2023 Club Member
- Carter Jonas 2023 Club Member
- Leeds Hotels and Venues Association 2023 Club Member

**Total corporate sponsorship to date: £446,210**

**Earned income of £312,826** has been generated from ticket sales, branded merchandise and the sale of food and beverages.

- 54 In order to attract a different level of investor, LEEDS 2023 launched a new supporters' club in June called "We Love LEEDS 2023", priced at £1k + VAT, aimed at businesses as well as individuals.
- 55 Despite a growing number of challenges and against a difficult economic backdrop which make this an increasingly difficult climate for fundraising, Leeds Culture Trust continues to make progress towards its ambitious targets for LEEDS 2023. A further £1.7m of additional funding is pending and bids worth another £4m are currently in the pipeline. Fundraising efforts will continue until the end of 2023, with experience of other Years of Culture suggesting that most match funding comes within the year itself.
- 56 LCT's fundraising efforts include a fundraising strategy for the "Hibiscus Rising" artwork, which is front funded by LCC and more details can be found in section 74 under "resource implications".

### Consultation and engagement with elected members

- 57 When the last LEEDS 2023 report was taken to Scrutiny Board on 7 November 2022, board members requested additional briefings to strengthen engagement with elected members and to ensure that they are aware of what to expect from LEEDS 2023. Several steps have been taken as a result of this feedback in order to strengthen Councillor engagement.
- 58 In direct response to a request from Scrutiny Board, a briefing was held in the Civic Hall on the morning before the January 2023 Full Council meeting and 17 Councillors attended. The briefing was followed by a LEEDS 2023 presence in the antechamber of the Civic Hall on the afternoon of Full Council to answer specific questions and share information with elected members.
- 59 Following in person presentations on LEEDS 2023 made at the June-July 2022 cycle of Community Committees, a written update was provided to the Feb-March 2023 cycle of meetings which was tailored with information on events and projects taking place or involving the relevant wards. A full report was taken to the Outer East Community Committee because of low engagement in the LEEDS 2023 programme at that time and elected members were asked for their support in promoting activities and events to residents, schools and community organisations.
- 60 A written briefing on LEEDS 2023 was provided to all newly elected members in May 2023, followed by an in person briefing at the Civic Hall on 30 June. Each of the newly elected members have received e-mails from LEEDS 2023 introducing them to the Neighbourhood Host for their ward.
- 61 Individual face to face briefings have also been provided to the new Lord Mayor and the new Lead Member for Culture.

62 Ward councillors are being briefed and consulted about events taking place in their wards and community consultations are being held as appropriate.

63 In addition to the briefings listed above, elected members are receiving regular updates as part of the e-mail updates to MPs and elected members sent by the Chief Executive's office.

Many LEEDS 2023 events are free and are available to book through the What's On section on the LEEDS 2023 website

64 Elected members are receiving invitations to various LEEDS 2023 events including:

- an invitation to all councillors to apply for tickets for "The Awakening" opening event at Headingley Stadium in January
- an invitation to all councillors to attend the "Topping out Ceremony" for the WOW Barn on Cinder Moor in May, as well as a breakfast reception in the Barn
- an invitation to all councillors to attend a welcome event as part of Children's Day on 14 July
- invitations to My LEEDS Summer events taking place across the wards from June to September which are being issued to all ward members.

### **What impact will this proposal have?**

65 LEEDS 2023 will deliver wide ranging benefits across the whole city and is an important part of LCC's major events strategy. LCC is committed to continuing to promote a positive, dynamic, diverse, and outward-looking image on a global stage and major events such as LEEDS 2023 are an important part of the city's offer that can deliver this.

66 The impact which the LEEDS 2023 programme is having at both a city-wide and a ward level is detailed in sections 38-44 above and early results can be seen in the Quarter 1 evaluation at appendix 3.

### **How does this proposal impact the three pillars of the Best City Ambition?**

Health and Wellbeing

Inclusive Growth

Zero Carbon

67 LEEDS 2023 contributes to both the city's and the council's ambitions and is aligned to each of the three pillars of the Best City Ambition. The emerging legacy plan will be closely aligned to Best City Ambition and its refresh.

68 The LEEDS 2023 impacts the Health and Wellbeing strategy by supporting healthy, physically active lifestyles, as well as improving social, emotional and mental health and wellbeing. The impacts of arts and culture are well documented, with doctors now using social prescribing as a means to combat depression and loneliness.

69 The Year of Culture is supporting the city's economic recovery from COVID-19 and building longer term economic resilience. The year is also contributing to the following Big Ideas:

- Maximising the economic benefits of culture
- Promoting Leeds and Yorkshire
- Leeds as a digital city
- Working together to create better jobs, tackling low pay and boosting productivity
- Putting children at the heart of the growth strategy

70 Sustainability is at the heart of LEEDS 2023's approach to its Year of Culture and its Sustainable Action Plan aligns with Leeds' Net Zero Strategy. LEEDS 2023 has commissioned SAIL (Sustainable Arts in Leeds) to develop a sustainable road map across the entirety of its programme and a carbon impact assessment is being carried out for each of the 12 signature projects. The programme includes projects which champion sustainable practices, whilst helping to educate audiences about the importance of combating climate change. The "Making A Stand" installation is an excellent example of this, prompting discussion around the use and reuse of wood as a sustainable material and the role of sustainable forests in carbon capture.

### What consultation and engagement has taken place?

Wards affected: All 33 wards

Have ward members been consulted?  Yes  No

71 A detailed description of the engagement and consultation with elected members can be seen in section (sections 57-64) above.

72 Consultation with local communities is essential to maximise the potential for public engagement with the Year of Culture. A **co-creation approach** is being taken with Leeds communities, enabling Leeds residents and community and cultural organisations to shape the programmes which are relevant to where and how they live. My LEEDS 2023, the WOW Barn and Children's Day are all excellent examples of this co-creation approach, with different groups of people shaping how the projects are run.

### What are the resource implications?

73 The Council's original total commitment for LEEDS 2023 was £12,700,000, of which:

- £685,000 offset existing Council costs as a contribution toward Leeds 2023 (2018-24).
- The total commitment was reduced by £1,350,000 in 2021/22 to reflect LCC savings requirements. This reduced the grant payments to Leeds Culture Trust to £10,665k.
- The contribution to LEEDS 2023 from the core council budget has been further reduced by making substitutions by applying funds which cannot be used to deliver core council services, namely substitutions from the Business Rates Pool (BRP) and WYCA's Leeds' Gainshare allocation which resulted from the devolution deal for West Yorkshire.
- £7,376,000 has been paid to Leeds Culture Trust up to the end of March 2023, of which £4,075,893 (55%) came from LCC core budget and £3,300,107 (45%) were substitutions from the Business Rates Pool and Gainshare.
- Planned spending in 2023/24 is £3,289,000, so by the end of 2023/24, total spend will be £10,665,000. Of this, £5,731,893 will be from LCC core budget and £4,933,107 will be from BRP & Gainshare.
- Overall, substitutions reduce the Council's total net commitment from £10,665,000 to £5,731,893.

74 The Council has also undertaken to front fund costs up to £1.83m for the Hibiscus Rising sculpture to be installed in Meadow Lane Green Space in Aire Park in November as part of the

Year of Culture (see section 22 for project details). This is being held against the capital programme contingency reserve and is being reduced as fundraising for the project progresses. To date front funding of £1m was provided in November 2022 and a further payment of £400k in May 2023. A full fundraising strategy has been drawn up for the project and is being implemented by LCT, with a number of funding applications having been made by LCC, others by LCT and with the David Oluwale Memorial Association (DOMA) also involved in fundraising. Monthly updates on fundraising for this project are considered by the City Readiness Board.

75 LCC is the recipient of a grant from WYCA for LEEDS 2023's WOW Barn project which totals £1.5m and this funding is being channelled to LCT. To date, development funding of £551,672 has been received from WYCA for this project and has been provided to LCT. Further payments of £907,349 and £40,000 will be claimed in early July and early October respectively.

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

- 76 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. The current geo-political situation, the cost of living crisis and ensuing pressure on the economy and local communities are all risks to success of the Year of Culture. Leeds Culture Trust is positioning LEEDS 2023 as part of the solution in terms of economic contribution and the job opportunities that the year will bring to the city, as well as offering people happiness and excitement, thus contributing to health and wellbeing.
- 77 It is a requirement of funding that Leeds Culture Trust maintains a risk register and that this is monitored by the Board of Trustees. As a condition of payment, the Trust files updated copies of the risk register with the Council, at least annually.
- 78 The City Readiness Board and its sub-groups offer a governance structure which allows risks to be identified and issues to be escalated to LCC directors. The Executive Manager for the LEEDS 2023 Partnership provides additional oversight of key risks.
- 79 A LEEDS 2023 risk has been added to the Culture and Economy service risk register which is part of the City Development Directorate risk register. The risk is owned by the Chief Officer for Culture and Economy.
- 80 LCC officers will be involved in meetings with LCT and their external advisors on the different measures which need to be put in place for closedown of the Trust and any associated risks will be identified at an early stage.

### **What are the legal implications?**

81 There are no significant legal issues relating to the recommendations in this report. The Council closely monitors its investment in LEEDS 2023 through a grant agreement – 2019 to 2024. The grant agreement includes reporting conditions set against each quarterly payment. For audit and monitoring purposes, all reporting documentation is appropriately filed.

A variation to the grant agreement was signed in April 2023 and includes:

- Revised outcomes which LCT must aim for and which will inform the legacy (see section 28)
- A focus on legacy including joint work with LCC to shape the legacy plan
- Information and data sharing for legacy purposes including the transfer of data around volunteering, CRM, international relationships, funding and sponsor relationships, artist support and community engagement

- Future plans for Leeds Culture Trust
- Provision for LCC to receive grant funding from a third party for the LEEDS 2023 project and the obligations for LCT resulting from these funding arrangements, including but not limited to funding from WYCA for the WOW Barn and from Arts Council England and The Art Fund for the Hibiscus Rising sculpture.

82 Other legal arrangements have been put in place to support various aspects of the LEEDS 2023 Year of Culture. These include:

- A cooperation agreement between LCC and LCT around the delivery of the Hibiscus Rising sculpture in Meadow Lane Green Space in Aire Park, which is due to be unveiled in November 2023. The cooperation agreement includes a schedule setting out the conditions which are needed for the council to front fund the costs of the sculpture whilst a fundraising strategy is implemented by LEEDS 2023. The agreement to front fund the costs of the Shonibare artwork was made by the Executive Board on 22 June 2022. An agreement in principle was also made in May 2022 for the council to own and maintain the Shonibare sculpture after installation.
- Grant agreements are in place between LCC and Art Fund and between LCC and Arts Council England for the respective amounts of £200k and £100k for the Shonibare sculpture. The applications for these funds were worked up by LCT but submitted by LCC, the latter being the recipient of the funds. This funding reduces the amount held against the capital reserve for this project.
- A grant agreement has been signed between Leeds City Council and West Yorkshire Combined Authority which sets out the requirements for a grant to fund the WOW Barn project. The grant agreement covers development funding of £551,672, with a variation agreement underway covering subsequent payments of £907,349 for project delivery and £40,000 for evaluation.

## **Options, timescales and measuring success**

### **What other options were considered?**

83 N/A

### **How will success be measured?**

84 Success will be measured through a detailed evaluation of LEEDS 2023 as set out in the section on research and evaluation (sections 27-37) above. A final report setting out a full evaluation of LEEDS 2023 will be delivered by October 2024, and this will underpin the legacy of LEEDS 2023.

### **What is the timetable and who will be responsible for implementation?**

85 The Year of Culture commenced with “The Awakening” event on 7 January 2023 and we are mid-way through a full year of cultural events, with the closing event planned to take place at the end of December 2023.

Leeds Culture Trust is responsible for the delivery of the LEEDS 2023 Year of Culture. Eve Roodhouse, the Chief Officer for Culture and Economy, is the responsible officer within Leeds City Council who will ensure that the council’s interests are represented throughout the year and that a legacy plan is in place. Day to day management of the council’s relationship with

LEEDS 2023 is managed by Karen Murgatroyd, the council's Executive Manager for the LEEDS 2023 Partnership.

## Appendices

- Appendix 1 - LEEDS 2023 Business Plan
- Appendix 2 - LEEDS 2023 Theory of Change
- Appendix 3 - Quarter 1 evaluation
- Appendix 4 – Press coverage

## Background papers

For the purposes of providing full information to new members of the Scrutiny Board, two previous reports are provided in the background papers.

- [LEEDS 2023 update to Scrutiny Board – 28 March 2022](#)
- [LEEDS 2023 update to Scrutiny Board – 7 November 2022](#)

A film on LEEDS 2023 **Letting Culture Loose: A Film About Quiet Greatness** can be viewed here <https://bit.ly/LeedsLettingCultureloose>

A film on the Making on the WOW Barn can be viewed here [From the Ground Up: The Inspiring Story of The WOW Barn Build](#)