

Report of Director of City Development

Report to Executive Board

Date: 8 February 2017

Subject: Leeds European Capital of Culture 2023 and Leeds Cultural Strategy

Are specific electoral Wards affected? If relevant, name(s) of Ward(s):	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Is the decision eligible for Call-In?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number: Appendix number:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

Summary of main issues

1. This is a report to accompany a presentation at Executive Board. The presentation will include information regarding the development of a new Culture Strategy, and on our bid to be European Capital of Culture 2023
2. On 16 December 2016, the Department of Culture, Media and Sport announced its decision to launch the competition for the 2023 European Capital of Culture, the timings and process for submitting bids have now been decided. The deadline for initial submission is 27 October 2017 with the UK winning city to be announced by the end of 2018.
3. The Culture Strategy will be a living active strategy, predominantly web-based. An outline of how it is proposed this will look and feel will be presented at the meeting, alongside an outline strategy for the final stage consultation with both internal and external stakeholders.

Recommendations

4. Executive Board is requested to note the contents of this report and the presentation.

1 Purpose of this report

- 1.1 To update Executive Board on the timescale of our bid to be European Capital of Culture 2023, and the development of the new Culture Strategy for Leeds 2017-2030.

2 Background information

- 2.1 On 18th March 2015 Executive Board, following an extensive period of city-wide consultation, agreed a proposal that Leeds should bid to be European Capital of Culture 2023 and that the city should seek to create a new Culture Strategy, co-produced with the citizens of Leeds.
- 2.2 Accordingly, in line with the recommendations in that report, officers have set up an Independent Steering Group (ISG) with cross-party representation, built and maintained relationships and communications with a broad range of individuals and groups and assisted the ISG in building the framework for a successful bid.
- 2.3 The outcome of the referendum on the UK's membership of the European Union vote cast some doubt on the continued ability of the UK to take part in the competition. The Leader of Council and other senior stakeholders in the city took every opportunity to advocate for the competition to continue. This work was successful when the competition was launched by DCMS in December 2016.
- 2.4 Alongside the bidding process the Council is developing a new Culture Strategy which will set our ambition and direct our actions until 2030. In addition, it will help ensure that the proposals within a successful bid will have a meaningful and significant long-term legacy. It will also provide a framework for moving forward should the bid not be successful.
- 2.5 The new Culture Strategy for Leeds 2017-2030 has taken an open and innovative approach which has helped inform our subsequent public consultations on Transport and on the South Bank in particular. The approach has also attracted local, national and international interest.

3 Main issues

- 3.1 An overview of the development of the Culture Strategy to date will be presented to the Board. It will also provide Members with information regarding the proposal for further consultation prior to completion and launch in the summer.
- 3.2 We aimed to co-produce the strategy with the city and accept that this was to be a different approach where the outcome was not predetermined. To date the service has engaged with the artists, producers and makers creating our cultural offer, residents, community groups, businesses, developers, school children and marginalised groups such as migrants and vulnerable young people and adults. There has also been extensive engagement with internal Leeds City Council teams and discussions with every Area Committee in the city.
- 3.3 The result of this extensive engagement will be a new Culture Strategy to cover the period 2017-2030 which seeks to place culture at the heart of everything we

do as a city and to support Council services and stakeholders across to improve the quality of life in Leeds, utilising culture as a tool to help understand the world around us, overcome our collective challenges and seize new opportunities.

- 3.4 The strategy will present a framework, firmly based in shared values which the consultation revealed. We will use these values to create flexible solutions to supporting those contributing to the city's cultural life. It will help reshape thinking across urban policy areas; embed culture at the start of service provision; empower communities to create their own futures; create a new culture-led narrative for the city; and support the most vulnerable across our society. In due course we expect that the overarching Culture Strategy will provide the context for other more detailed consideration in specific areas and work – with early consideration already given to heritage assets, music and dance.
- 3.5 The themes currently being considered for the new Culture Strategy are subject to wider consultation, but currently include:
- Makers, Creators, Producers, Artists & Conveners of Culture
 - Places, Spaces, Venues & Assets
 - People, Communities & Networks
 - Profile, Reputation & Influence
 - Technology, Innovation & the Digital World
 - Sustainability, Resilience & Growth
- 3.6 Over the next three months a period of formal consultation will take place with stakeholders across the city and city council colleagues, replaying back to them the strategy that they helped co-produced, checking that views are represented appropriately and laying the foundations for new projects, ideas and partnerships to take shape across sectors and policy areas.
- 3.7 Conversations with other cities who have expressed interest in adopting this model for their Culture Strategies will also continue.
- 3.8 The strategy will not immediately include a prescriptive action plan, this will continue to be iteratively developed and co-produced over the term of the strategy.
- 3.9 It is anticipated that the final strategy will be brought to Executive Board in the early summer. Following that the Culture & Sport Service will work with other services and partners to source test project reimagining what is possible if we start with culture. For example we will work closely with the South Bank team to ensure that the development framework has culture, including the cultures of the neighbouring communities of Hunslet and Holbeck, at its heart
- 3.10 The strategy will identify which areas of work could be substantively addressed or supported through a successful European Capital of Culture bid.

- 3.11 A summary of progress to date on our Capital of culture bid and priorities for the next 12 months will also be presented at the meeting. By 27th October 2017 we have to answer 52 set questions within an 80 page document.
- 3.12 The deadline for submission is 27 October 2017 with the UK winning city to be announced by the end of 2018. Leeds is on track with developing the overall concept and Vision (signed off by the ISG on 6 December) and we have recently appointed a Programme Co-ordinator to develop the artistic programme for the bid. Leeds Capital of Culture branding and typeface were launched on 29 November.

4 Corporate Considerations

4.1 Consultation and Engagement

- 4.1.2 Consultation and engagement on both projects has been inherent in the approach as referred to in 2.5, and also in the report of 18th March 2015
- 4.1.3 This approach is set to continue. In the coming months ideas and inspiration will be sought from across the city and internationally in order to help complete our 'bid book' with a compelling set of activities and projects.
- 4.1.4 Leeds bid to be European Capital of culture will be written by the Independent Steering Group which will then present it to Executive Board at its meeting in September 2023. It is then the Council that finally submits the bid, by the deadline of 27th October 2017.
- 4.1.5 The Culture Strategy will continue its co-produced design and delivery throughout the course of its term, and will commence a more formal period of consultation and the values and themes which have been revealed so far will be tested.

4.2 Equality and Diversity / Cohesion and Integration

- 4.2.1 Issues of equality and diversity, cohesion and integration are fundamental to both projects.
- 4.2.2 Every effort has been made to meet with the broadest possible range of communities in creating the new Culture Strategy for Leeds and the team has worked with the Communities & Equalities and Adult Social Care services to ensure a diverse range of views have been incorporated.
- 4.2.3 Groups consulted include faith forums, LGB T* Hubs, the city's award-winning Migrant Access Partnership to host conversations with the city's many minority ethnic groups. Working through area leaders we have connected with to meet with members of the Chinese, Kashmiri, Polish and Roma communities. Workshops have taken place with elderly groups and children and young people. A full list of engagement can be provided on request.

4.3 Council policies and Best Council Plan

- 4.3.1 Both projects can have a direct impact on all the Best City outcomes. In relation to the new Culture Strategy for Leeds, the Chief Executive has recently asked all

Directorates and Services to consider how activity in the cultural sphere can help realise transformational ambitions.

4.4 Resources and value for money

4.4.1 The financing of both the bidding process, and any final year was considered as part of the Executive Board report on 18th March 2015 and this has not substantively changed. Officers and the ISG have however been particularly successful in raising additional funds from both public and private sectors.

4.4.2 The Cultural Strategy has been funded through allocated resources and has also attracted funding from Arts Council England.

4.5 Legal Implications, Access to Information and Call In

4.5.1 This report is eligible for call-in.

4.6 Risk Management

4.6.1 The European Capital of Culture work has been considered through a risk workshop leading to a risk register which is reviewed regularly through the officer team.

5 Conclusions

5.1 Progress to submit our bid to be European Capital of Culture is on track. However, it is a competition and in places such as Dundee, Milton Keynes and Cornwall we face some very stiff competition. They are places with their own stories to tell and their own ambitions.

5.2 The innovative approach to the development of a Culture Strategy is now moving to the next phase.

6 Recommendations

6.1 Executive Board is requested to note the contents of this report and the presentation.

7 Background documents¹

7.1 None.

¹ The background documents listed in this section are available to download from the Council's website, unless they contain confidential or exempt information. The list of background documents does not include published works.