

Report of: Chief Officer Culture and Economy

Report to: Outer East Community Committee

Cross Gates & Whinmoor, Garforth & Swillington,  
Kippax & Methley, Temple Newsam

Report author: Karen Murgatroyd - 3788531

Date: Tuesday 07 March 2023

To note

## Update on LEEDS 2023 Year of Culture

---

### Purpose of report

1. The purpose of this report is to provide an update to the Outer East Community Committee on progress made with the LEEDS 2023 Year of Culture since the presentation in summer 2022.

### Main issues

#### 2. Programme

The LEEDS 2023 year of Culture was launched at “The Awakening” event held at Headingley Stadium on 7 January, attracting national and worldwide media attention. The programme for the first season of the year has been announced here <https://leeds2023.co.uk/whats-on> with seasons 2 and 3 to be announced later in the year.

Across season one, LEEDS 2023 are encouraging communities and schools to take part in **Waking the Artist**, a city-wide exhibition of art by people of Leeds. Community groups are invited to take part by making art and creating a display in their local library, community space or window. Communities can lead their own art-making workshops or are able to book a free facilitator or resource pack to support their engagement. Display

labels and more information is available at: <https://leeds2023.co.uk/take-part/waking-the-artist>

Events will be taking place throughout the city and in every ward, thanks to the My LEEDS 2023 project and the extensive schools and creative learning programmes which are detailed later in this report.

### 3. My LEEDS 2023

The signature event My LEEDS 2023, funded by the Paul Hamlyn Foundation, involves the appointment of a Neighbourhood host for each ward. The Neighbourhood Hosts are participating in a paid training scheme during which they will:

- Develop their skills in community engagement, event management and producing
- Design and deliver a community grants scheme
- Collaborate with their community and co-create activity in each ward across the summer
- Acts as a community ambassador, creating opportunities for people in their ward to engage with LEEDS 2023.

Neighbourhood Hosts are currently working for six hours a week, which includes their time spent in training and this reduces to three hours from September. The Neighbourhood Host scheme has been designed to increase the capacity for hyper-local community engagement in each of the wards, and to create opportunities for people across the city to participate in activity as part of the Year of Culture. Each host is supported by an Anchor Organisation, an organisation based in their ward / a nearby ward, providing mentoring and guidance along the way. They also receive support from the My LEEDS 2023 team to help them to carry out their role. Elected Members are invited to support the Neighbourhood Hosts and their community by:

- Sharing with the Neighbourhood Host their knowledge of the ward and experience engaging with communities
- Sharing possible opportunities for engagement with ward members
- Making introductions, where appropriate, to members of the community who could further support activity.

The Neighbourhood Hosts and anchor organisations for the wards in this Community Committee area are:

- Crossgates and Whinmoor – Anna Marie Deane supported by Crossgates Good Neighbours
- Garforth and Swillington – Caroline Ann Newsome supported by NET Garforth
- Kippax and Methley – Michaella Biscomb-Tempest supported by NET Garforth
- Temple Newsam – Michelle Wood supported by HOPE

The community grants scheme was launched in early February and detail of the scheme can be found here <https://leeds2023.co.uk/take-part/community-grants>. Designed collaboratively by the Neighbourhood Hosts, the community grants scheme will support participation in one of the 33 My Leeds activities being produced across the summer. Residents are invited to apply for a community grant via the LEEDS 2023 website. All grant proposals will be considered by a panel of Neighbourhood Hosts and funds allocated accordingly. The grants are open to anyone over 18 with a UK bank account, and LEEDS 2023 are hoping to receive a high number of applications from a diverse range of people and organisations. Elected Members' support in sharing the opportunity across their wards would be greatly appreciated.

#### **4. Creative Learning programme**

Every child and young person of school age in Leeds is getting the chance to take part in the Year of Culture. LEEDS 2023's creative learning 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 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/creative-learning>

Over 1500 learners and 20 schools engaged through the ballot for The Awakening, including participation in Leeds Artists Show. Spring term will see over 2300 pupils across 40 schools take part in facilitated workshops, including an interschool slam poetry competition, Common Wealth theatre, and Leeds Young Film. The following schools have either participated in an activity or are already booked onto an activity in the Spring term:

- John Smeaton Academy, Leeds Young Film
- Manston Primary, Leeds Cultural Heritage
- Temple Learning Academy, Off the Curriculum
- Temple Moor High School, Authors Abroad

LEEDS 2023 are encouraging and enabling schools to take part in The Wild Escape in partnership with Leeds Museums & Galleries, which will see children across the city engage with museum collections, learn about conservation and create their own art.

In addition, a series of four free workshops on digital and creative skills (video editing / creative livestreaming etc) will be taking place at Garforth Community Hub and Library throughout the year in conjunction with 100% Digital Leeds.

#### **5. Volunteer programme**

LEEDS 2023 have created a new volunteer programme to allow local people to get involved in all aspects of the year, from stewarding at events to supporting artists behind the scenes, helping with events in local communities and helping out at the head office.

The programme is proving to be very popular, with 1638 people signing up, 1014 applications made, 361 volunteers confirmed and 139 worked on The Awakening event. The LEEDS 2023 team are currently recruiting more volunteers to join the team to support them in the Year of Culture. This is a completely flexible volunteer role, where once trained, volunteers have the opportunity to book whichever shifts they like the look of, with no minimum or maximum commitment. Ward members are asked to promote this opportunity and to encourage residents to visit the volunteer page and fill in some personal details. Applications are open until 15<sup>th</sup> March and can be made on the website here: <https://leeds2023.co.uk/volunteer-with-leeds-2023>

## 6. Evaluation and impact

An open and collaborative partnership has been established between LEEDS 2023 and its evaluation partners The Audience Agency and the Centre for Cultural Value, its data partner Open Innovations and Leeds City Council. Data sharing agreements are being worked up to allow data to be shared openly between organisations to ensure that every best effort is made to measure the impact of the year.

Open Innovations have commenced their work on **data collection, analysis and visualisation**, breaking down participant data from the summer roadshow, volunteer applications, ballot entries for The Awakening event and responses to callouts to get involved in upcoming opportunities. Open Innovations have used this participant data to build a picture of participation at ward level. This information is publicly available on the LEEDS 2023 data microsite <https://data.leeds2023.co.uk/> and is being used by the LEEDS 2023 team to identify the parts of the city where additional intervention could be targeted to ensure city-wide participation in the Year of Culture.

The work which Open Innovations is undertaking also includes plans for an impact dashboard aligned with some of the KPIs set in the council's grant agreement, so that performance information is up to date, easy to access and readily available. This will provide a useful insight not just for LCC but for the cultural sector and other partners across the city

## 7. Economic impact forecast

The LEEDS 2023 economic impact study undertaken by Leeds Culture Trust in January 2021 states that indicative impacts of the Year of Culture include:

- 1,310 new jobs in the visitor economy, rising to 1,620 by 2030;
- 10% growth in the Leeds visitor economy in 2023 and 4% growth thereafter;
- £114m extra direct and indirect revenue to the Leeds visitor economy;
- 1,000 freelance opportunities; 2,000 trained volunteers;
- 150 internships/work placements for students and young people;
- 100 apprenticeships/accredited training opportunities;
- 50 entry-level opportunities for young people via education programmes and partnerships; and,
- 6 to 1 return on investment for Leeds (as well as 8 to 1 investment for West Yorkshire and a £49m annual boost to the regional visitor economy too).

## 8. Legacy

LCC has created a new LEEDS 2023 Legacy Planning Group which will lead on the oversight and coordination of activities to ensure the long-term legacy of the Year of Culture. Bringing together senior council officers and members of the Executive team from Leeds Culture Trust, the group will inform the wider framework for engagement on and delivery of legacy.

A refreshed grant agreement for LEEDS 2023 is being prepared for March 2023 and is expected to include information sharing requirements to enable effective legacy planning. Examples of data to be collected include:

- Ticketing data for use by Arts, Events & Venues team in the ongoing promotion of LCC events / programmes
- Volunteer data – so that volunteers might be signed up to support LCC events
- Grants data – to scope alignment with the Council's cultural grants programmes and ongoing sector support
- Communities – to facilitate the continuation of our cultural and working relationships across the city's 33 wards
- Schools' data – to assess and potentially further develop cultural engagement with Leeds' schools
- International – key contacts to be shared with LCC for ongoing relationship building by International Relations and Culture Programmes teams

## Corporate considerations

### Consultation and engagement

9. A presentation on LEEDS 2023 was made at the June-July 2022 cycle of **Community Committees**, whereby committees were clear about the need to strengthen engagement with elected members and to ensure that they are aware of what to expect in LEEDS 2023. A number of steps have been taken as a result of this feedback in order to strengthen the engagement of elected members with LEEDS 2023.

- A city wide roadshow to all 33 wards throughout summer 2022, which was attended by a total of 43 councillors alongside 758 other participants which included parish councillors, local businesses, artists, youth group leaders, faith and community leaders and members of the public.
- All elected members received a **briefing pack** in mid-September 2022 outlining the history of LEEDS 2023, its funding arrangements, a brief programme overview, examples of activities which have already taken place throughout the city and details about how local residents can get involved. Updates and reminders on LEEDS 2023

activities have been included in the regular member updates issued by the Chief Executive's office.

- All elected members were invited to the LEEDS 2023 “**100 days to go**” events on 23 September 2022 and 18 councillors in total attended.
- On 1 November all elected members were invited to attend a briefing combined with an **introduction to the Neighbourhood Hosts** and this was attended by 17 councillors.
- All councillors received an invitation to apply for tickets to attend “The Awakening”
- At the request of Scrutiny Board, a further **briefing for councillors** was held in the Civic Hall on Wed 19<sup>th</sup> January, timed to fall on Full Council day and a total of 17 councillors attended.
- Ward councillors are being briefed about proposed events taking place in their wards and community consultations will be held as appropriate throughout the year.

### **Equality and diversity / cohesion and integration**

Equality, inclusion, and diversity sit at the core of the LEEDS 2023 approach to culture and this is reflected in the company's approach to recruitment and programming as well as in its policies, practices and procedures. In order to ensure that the benefits of the year are felt not just in the city centre or in the wards which already have high levels of cultural engagement, LEEDS 2023 are looking to break down barriers that individuals and communities face when trying to access culture, including:

- Providing free or low-cost ticketing to ensure participation by people from all socio-economic groups.
- Ensuring that localised activity is planned in all 33 wards of Leeds and beyond the city centre.
- Creating digital immersion tools to remove geography and physical participation as a barrier to accessing the Year of Culture.
- Engaging with schools across the city and creating classroom resources for learners in Key Stages 1-5, including SEND learners.

### **Council policies and city priorities**

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 Year of Culture will support the city's economic recovery from COVID-19 and building longer term economic resilience. The year will also contribute 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

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 been working with SAIL (Sustainable Arts in Leeds) to deliver carbon literacy training for all members of the team and to develop a sustainable road map across the entirety of its programme. As a result, there will be a carbon impact assessment carried out for each of the 12 signature projects and the year will include best practice projects which champion sustainable practices and are industry leaders in their approach, whilst helping to educate audiences about the importance of combating climate change.

The LEEDS 2023 programme aligns with 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.

### **Resources and value for money**

In July 2019 LCC 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 and this was reduced to £10,665,000 in 2021.

The contribution to LEEDS 2023 from the core council budget has been further reduced by making substitutions from the Business Rates Pool and WYCA's Gainshare allocation. Overall, substitutions reduce the Council's total net commitment from £10,665,000 to £5,731,893.

LEEDS 2023 has an ambitious budget target of £21m and aims to invest 50% in programme delivery. In spite of 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 good progress towards its ambitious targets for LEEDS 2023. LCC's contribution has leveraged further funding from a variety of sources including business sponsorship, trusts and foundations and education partners which brings **total fundraising to date to over £19m**. A further £621k of additional funding is pending and bids worth another £6.1m are currently in the pipeline.

Value for money is ensured through regular reports to the council's Strategy and Resources Scrutiny Board.

### **Risk management**

The council has established a City Readiness Board which brings together LCC directors with executive staff from Leeds Culture Trust. The City Readiness Board and its sub-groups (which cover Planning and Feasibility, Young People and Skills and Strategic Marketing) offers a governance structure which allows risks to be identified and issues to be escalated to LCC directors. In addition, the Executive Manager LEEDS 2023 Partnership has been in post since April 2022, providing additional oversight of key risks.

## **Conclusion**

Since the presentation to Community Committee in summer 2022 The Year of Culture programme was launched with the very successful “Awakening” event, which has raised the profile of the city locally, nationally and internationally. Good progress has been made in fundraising, creating a volunteer programme, collecting ward-level data and in developing a creative learning programme which aims to give every school child in the city the opportunity to be part of LEEDS 2023. In response to feedback from Community Committee, elected members have been given the opportunity to attend various LEEDS 2023 briefings and events as well as receiving an information pack specifically created for Councillors.

## **Recommendations**

1. Members of the Community Committee are asked to note the contents of this report.
2. That members of the Community Committee use their own social media accounts to promote opportunities presented by LEEDS 2023, as well as details of LEEDS 2023 events taking place locally.
3. That the Outer East Community Committee Facebook page be used in the promotion of opportunities and local events.

## **Background information**

- None