

# Economic Impact Consultant Brief

## LEEDS 2023

July 2022

## Introduction

Welcome to LEEDS 2023.

2023 will be a transformational year like no other. 12 signature events and a multitude of creative experiences are happening 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, there's something for everyone, no matter where you live or what you like. We think culture is everywhere in this city and this is our time to shout about it. We're working with local, national and international artists and communities to create a celebration that's for Leeds, with Leeds and inspired by Leeds.

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.

Together with our partners, LEEDS 2023 aims to play an active role in the city and region's recovery from the Covid-19 pandemic, building confidence and lasting economic, social and health benefits.

LEEDS 2023 is one element in the ongoing process of change of the city and wider West Yorkshire region. It is a city transformation programme with a strong focus on co-creation, participation and addressing social inequalities.

LEEDS 2023 is delivered by Leeds Culture Trust, an independent organisation led by Kully Thiarai, CEO and Creative Director, and reporting to a Board of Trustees.

*Leeds 2023 team*

## Purpose of this Brief

This brief is to commission an economic impact consultant to join the LEEDS 2023 evaluation partnership of The Audience Agency (TAA) and Centre for Cultural Value (CCV) at the University of Leeds. TAA is the overall evaluation lead working with CCV as research partner with their focus on social impact and cultural value. It is also expected that other academics or agencies will contribute to the evaluation alongside a range of partner organisations who are delivering events and activity across the year. The evaluation is being devised in collaboration with LEEDS 2023 to create a robust and comprehensive Research and Evaluation framework with a programme of monitoring and data collection that demonstrates the change and difference that the Year of Culture will make.

LEEDS 2023 represents an investment of over £25 million into Leeds which will support the city and region's recovery from the Covid-19 pandemic, lasting social and economic impacts, change perceptions, profile and reputation and build confidence in Leeds - locally, regionally, nationally and internationally.

## Wider Context

The evaluation of LEEDS 2023's economic impact will assess the success of the year and inform the case for continued investment in its legacy and the cultural/creative sectors across the City - both funded, commercial and community.

The approach to assessing the economic impact for LEEDS 2023 should consider how the impacts of the year of culture can continue to be monitored over the long-term in the context of Leeds City Council policy and strategy across sectors, including the cultural strategy and approach to inclusive growth and wider agendas.

Finally, this evaluation is taking place against the backdrop of the developing approach to valuing culture and heritage capital, by DCMS in collaboration with other funders and agencies. An assessment of the relevance and application of these approaches, in the context of HMS Treasury's Green Book, would be led by the economic impact consultant.

In this context we are seeking a consultant who can support the evaluation partnership to take a proportionate approach to assessing the economic impact of LEEDS 2023.

## Evaluation of Leeds 2023

The evaluation of LEEDS 2023 is designed to take a holistic approach to assess:

- The effectiveness of the process and practice of delivering LEEDS 2023 to realise its ambitions.
- Outcomes for individuals, communities, artists/creatives, cultural organisations and stakeholders - social, economic, environmental and cultural.
- Sustainable impacts for Leeds - strengthening the cultural and creative sector, enhancing quality of life, embedding culture and creativity across policy and strategy, increasing investment in Leeds and its national and international profile and growing the visitor economy.
- The cultural value of LEEDS 2023.

## Economic impact brief

More specifically in economic terms, LEEDS 2023 aims to demonstrate its impact for:

- Growth and capacity building in the cultural and creative economy.
- Recovery from the impacts of the Covid-19 pandemic, wider economic impact and growth of the city and region.
- Driving the visitor economy.

We are therefore looking to develop a set of indicators and measures for Leeds 2023 in addition to assessing the KPIs listed below, and develop suitable approaches to data collection, analysis and reporting.

## KPIs

LEEDS 2023 has set KPIs as follows, and the successful consultant would work with the evaluation partnership in their review and assessment:

- Double the Council's investment of £10.7m to deliver LEEDS 2023
- 10% increase in visitor numbers to Leeds during 2023 (usual year on year 4% increase plus additional 6%)
- As a result of which:
  - At least £100 million extra direct and indirect revenue to Leeds visitor economy in 2023
  - At least 1,000 additional FTE jobs (direct and indirect) in Leeds visitor economy in 2023
- At least 1.5 million additional visitors to Leeds and West Yorkshire
- As a result of which:
  - At least £40 million extra direct/indirect economic impact for the visitor economy of rest of West Yorkshire
- At least 2,000 extra jobs expected in the creative industries as a result of LEEDS 2023

*N.B: Economic KPIs drawn from report by BOP Consulting 2021 using STEAM, BRES and other data sources and based on an investment of £20million in LEEDS 2023.*

With further KPIs in relation to Leeds residents.

- Increased participation\* in culture from people who face barriers by at least 10% (barriers of experience or circumstances)

- 75% of households in Leeds participate\* physically or digitally in at least one event in 2023 (either as an audience member, participant or volunteer)
- Three out of four people are proud to live in Leeds

\*participation defined as any kind of engagement physically or digitally with the activity or events of LEEDS 23 programme

- Deliver a Volunteering programme with 1000 participants.

### Supporting information

An audit of cultural and creative assets across Leeds is being undertaken. The overall evaluation will include assessment of awareness of LEEDS 2023, perceptions of Leeds as a destination (Visit Leeds is currently undertaking a study which will support this work) and the reputation of Leeds locally, nationally and internationally.

Relevant background information:

- Leeds 2023 [Strategic Plan](#)
- BOP Consulting report Measuring the impact of LEEDS 2023, March 2021 (shared on request)
- Baseline research - survey with 800 Leeds residents (shared on commissioning).
- The Audience Agency is also delivering a segmentation approach which will describe and quantify the market-place for LEEDS 2023 as well as characterise its different communities (shared on commissioning).

### Deliverables for economic impact

In collaboration with the LEEDS 2023 evaluation partnership:

- Refine the evaluation framework for LEEDS 2023 in relation to economic outcomes, impact and value, including refinement and integration of the relevant KPIs.
- Develop a delivery plan detailing the framework, data collection approaches, timelines, delivery and outputs for the economic impact of Leeds 2023 in collaboration with the evaluation partnership.
- Review baseline data in relation to economic impact, broadening out the work as necessary delivered by BOP Consulting or provided by TAA.
- Develop guidance for assessing economic impact, as required, for partners of LEEDS 2023.
- Liaison and coordination as necessary with other evaluation partners, such as academics and agencies.

- Support analysis and reporting on the findings at an interim stage in 2023 and final point in March 2024. Contributions as relevant to additional reporting focused on particular funders.
- Contribute to review sessions and presentations as required.

N.B: The economic impact consultant would be sub-contracted by The Audience Agency.

## Response

The evaluation partnership invites expressions of interest to fulfil this role of Economic Impact Consultant for LEEDS 2023.

Please provide a CV or details of experience and expertise and a covering letter demonstrating your understanding of the requirements. Also provide your day rate and the number of days you would expect this work to take over 2022, 2023 and 2024.

Please send your responses to [nina.douglas@theaudienceagency.org](mailto:nina.douglas@theaudienceagency.org)

If you have any questions then please get in touch with Penny Mills, Director of Consultancy at The Audience Agency - [penny.mills@theaudienceagency.org](mailto:penny.mills@theaudienceagency.org)

Please respond by Friday 22 July 2022.

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