

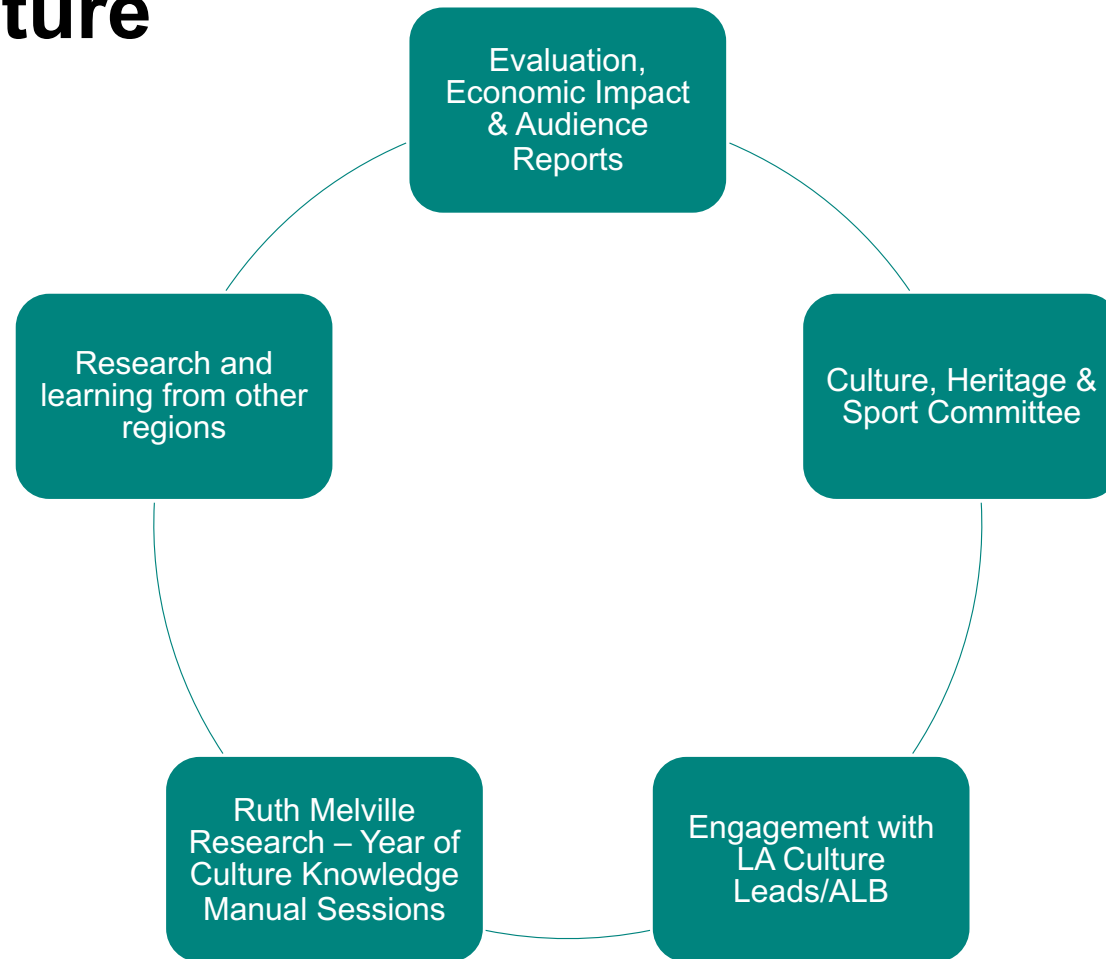
**West Yorkshire  
Combined Authority**

# **West Yorkshire Seasons of Culture**

**2026-2030**

June 2025

# Year of Culture Learning



## Key takeaways

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- Uplift local activity, skills and knowledge – don't displace
- Clear planning and delivery phases
- Multi-year commitment
- Build sustainable partnerships
- Spectacle events must involve community participation
- Link culture with wider policies: align cultural plans with health, regeneration, and economic development goals.
- Emphasise West Yorkshire as a region specificity and our unique approach.

## Post 2025

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Region-wide, themed '**Seasons of Culture**'

- Shifting from 'years' to seasons (one season per year).
- Annual themes: '**Green**' (from Easter 2026); **Outdoor Art** (2027); subsequent themes tbd
- Broad enough themes to encompass a wide range of activity, while providing a marketing hook
- Grant programme uplifts existing activity
- Centralised marcoms resource
- 'Green' and 'Outdoor Art' themes align with Visitor Perception research
- Has flexibility, scalability and pragmatism, e.g. aligning 'Outdoor Art' with Yorkshire Sculpture International
- Opportunity to seek additional investment (e.g. ALBs) / sponsorship

## Marketing and website

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- Visitor economy focus (including internal)
- Editorial resource
- 'Season' What's On.
- Broader What's On highlights, with editorial, e.g. music, art, theatre, family events.
- Feeds in content from DMO websites (automated, with human editorial control)
- Refers users out to DMO websites

# Green West Yorkshire

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## Policy alignment:

- Active travel
- Creative Health
- Mass Transit
- Green Energy
- Net Zero
- Nature Recovery Strategy

## Parameters

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- 2026/27 – short lead in time, learning year
- Budgetary considerations and limitation
- Framework, lobbying, convening, investment – self sustaining
- Capacity within the CA
- Policy overlap

## Unknowns (for now) and discussion points

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- Budget availability
- Best way to secure match funding from ALBs or other sources (programme level or project level)
- How to integration / overlap with LAs culture grant funding programmes
- Grant mechanism – large pots, small pots?
- How to ensure broad and diverse (in all senses) programming across the region
- Appropriate resource and governance – WYCA, LA, culture sector
- Do we need a carbon standard for events – training provided (e.g. SAIL)
- Should we have launch events, or closing events?
- Themes beyond 2027?

## Next steps

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- Strategic Outline Business Case (SOC) being prepared by the CA.
- LA officers requested to provide local evidence, and help develop management case (operational detail).
- 1<sup>st</sup> August SOC submission, for October CA Approval.
- Will include development funds for pilot 'Green' season in 2026.
- July – Oct: DMOs to help us map out website requirements and integration with their systems

**Questions?**

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**Thank you**

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