

North Yorkshire County Council
Harrogate & Knaresborough ACC – 12 October 2022
A Cultural Framework for North Yorkshire

1.0 Purpose of Report

1.1 A Cultural Framework for North Yorkshire.

2.0 Background

- 2.1 A Cultural Framework for North Yorkshire has been developed by a partnership working group comprising the District Councils and North Yorkshire County Council, with support from Arts Council England and Cultural Stakeholders in the County. The framework was endorsed by North Yorkshire County Council Executive on 8 March where it was resolved that a report should be provided to each of the Counties Area Committees.
- 2.2 Prior to the first covid lockdown in March 2020, the arts development company Mustard& were commissioned to develop the framework, including completing an audit of cultural provision in North Yorkshire and consulting widely with the cultural sector and with specific user groups and non-users.
- 2.3 The brief for the development of the framework focussed on the role of culture in;
- regeneration and place shaping,
 - developing skills and supporting creative industries
 - individual health and wellbeing
 - supporting community development and quality of life
- 2.4 The brief identified the arts and heritage sectors as the core areas of the work outlining a deliberately concise definition of culture in order to give the work focus and purpose. The proposal required Mustard& to create a framework that would complement and support local cultural strategies where they exist and also provide support and justification for cultural development, funding opportunities and investment where no local strategy is present. The framework document has already been used in local authorities to support applications and investment priorities for cultural development.
- 2.5 The development of the framework has been supported by Arts Council England through their funding and participation in the Steering Group. The final draft of the Cultural Framework was presented to YNYERH Directors of Development on 01 October 2021 and endorsed by the County Council's Executive on March 8th.
- 2.6 The consultation with user groups and the cultural sector, alongside the audit of cultural assets will be of value in informing and supporting work towards the transition to a new North Yorkshire unitary council.

3.0 Development of the Framework

- 3.1 During the course of developing the framework Mustard& undertook a comprehensive consultation exercise. This included:
- Direct consultation with over 100 arts organisations and individuals in North Yorkshire
 - Online engagement with over 600 respondents including members of the public
 - Consultation with young people's groups, aged 11-17 and 20-25.
 - Community engagement which resulted in 80 responses to #MyNorthYorkshire photography contest undertaken in partnership with Community First Yorkshire and Fodder of Harrogate.
 - Consultation with key decision makers including Arts Council England, Historic England and National Lottery Heritage Fund.
- 3.2 The programme of work also included an audit of cultural assets in North Yorkshire which separately identifies 583 cultural assets including:
- choirs (38)
 - recording studios (18)
 - cultural festivals (44)
 - museums and galleries (52)
 - blacksmiths (15)
 - theatres (23)
 - theatre groups (40)
 - heritage sites including houses and gardens (56)
 - dry stone wallers (17) etc
- A full list can be found in the attached Framework Document

4.0 Key issues and opportunities for culture:

- 4.1 Key issues and opportunities for culture arising through development of the framework are outlined under the following headings:
- Health and wellbeing
 - Place shaping and town centres
 - Creative Skills and Economy
 - Audiences
 - Connectivity Networks and Leadership
 - Funding and Investment
 - Emerging from the Pandemic

5.0 A Strategic Framework

- 5.1 The Framework is intended to provide an overarching direction of travel and act as a catalyst for conversation, partnership brokering and investment including securing both public and private sector funding. Investing in the process of collective leadership development, capacity building and conversation will help the sector move forward with confidence, innovation and creative ambition.
- 5.2 The Strategic Framework identifies the aspirations for culture in North Yorkshire under the following themes
- Culture Participation and Wellbeing
 - People, Place Shaping and Culture
 - Creative Skills and Economy
 - Inclusion, Relevance and Access

- Cultural Leadership and Connectivity
- 5.3 The Framework also outlines underpinning principles under the headings of:
- Creative Ambition
 - Digital Dimensions
 - Climate Emergency
- 5.4 More details of these aspirations are found at Appendix A. The full Framework document is found at Appendix B.

6.0 Key cultural development projects in North Yorkshire

6.1 The framework outlines its role as a catalyst for the beginning of an ongoing cultural conversation in North Yorkshire in order to develop leadership and networks, priorities for engagement and investment and better integration of cultural activity in the core statutory functions of local government to improve the prosperity and wellbeing of individuals and communities. The Cultural Framework forms the basis for a new North Yorkshire Council to develop its strategic aspirations for culture and the role culture can play in supporting prosperity and wellbeing in North Yorkshire. The framework puts forward a roadmap for culture through the emergence from Covid and anticipated structural changes in local government in the months and years ahead.

6.2 There are currently a number of cultural initiatives being delivered across North Yorkshire which collectively demonstrate the role and value of culture in the County and make a significant contribution to the aspirations outlined in the Framework. In addition it should be noted that the pre-launch guidance for the Government's new Shared Prosperity Fund recognises the development of culture and cultural assets. Current initiatives within its investment priorities and it is increasingly evident that culture will play a role in the Government's 'levelling up' agenda:

6.2.1 Craven District

- Opening of the Skipton Town Hall Cultural Centre
- Development of phase 2 of the Lakes and Dales Great Places programme
- Work to develop a new Creative Industries centre including work / live space

6.2.2 Hambleton District

- Northallerton Heritage Action Zone and associated cultural interventions
- Cultural elements of the Treadmills Project including new cinema and digital hub
- Public art installation at Sowerby and Northallerton Sports Villages

6.2.3 Harrogate District

- Culture now part of new Destination Management Organisation (DMO) within Harrogate Borough Council
- Capital redevelopment plans for Royal Pump Room Museum underway
- Cultural Strategy being developed as part of wider Destination Management Plan
- Support for Harrogate International Festivals, Harrogate Theatre and other District Museums ongoing.

6.2.4 Richmondshire District

- Delivery of Community Grant schemes
- Working with NYCC 'Stronger Communities Programme'

- Working with the Yorkshire Dales National Park to deliver the Management Plan for the Yorkshire Dales, particularly in relation to the 'Attracting Young Families' initiative.

6.2.5 Ryedale District

- CRF - Initiative to develop museums delivery with links to schools and community settings
- North York Moors NPA Arts development programme, focused on inspire Gallery
- RDC annual small Arts Grants scheme
- Ryedale Creative Economy Commissions programme
- Return of Ryedale festival
- Ongoing investment in the Milton Rooms

6.2.6 Scarborough Borough

- Cultural initiatives linked to Towns Fund programmes
- Development of Scarborough Fair cultural festival
- Art installations in key locations
- Local Artist developed wraps for empty shop fronts
- Development of a new local cultural strategy
- Opening of the Scarborough Parcel Office arts centre

6.2.7 Selby District

- Selby District recognised by Arts Council England as a 'Priority Place' for the development of Arts and Culture
- Selby Abbey 950 celebrations undertaken
- Launch of Selby District Cultural Framework
- Heart of Yorkshire visitor website launch

6.2.8 Countywide

- Development of town centre masterplans
- Integration of public art into extra care development
- National Park Authority development of arts and heritage initiatives.

7.0 Next Steps

- 7.1 The Framework is a key contributing document to the LGR Culture, Leisure and Sport workstream, which commenced on 5 November 2021 and will help inform bids for Arts Council England funding opportunities prior to, and after, vesting day. The Cultural Framework will support the development of a future Cultural Strategy by the new North Yorkshire Council.

8.0 Equalities

The Cultural Framework has been developed with an appreciation of the need to be inclusive and ensure consideration is given to equal access for all. The Framework contains a strategic ambition to ensure that everyone can enjoy and participate in culture, regardless of age, ability, background or locality.

9.0 Finance

There are no financial implications arising from the Cultural Framework.

10.0 Legal

There are no legal implications arising from the Cultural Framework.

11.0 Climate Change

The framework recognises the need for all sectors and activities to acknowledge and respond to issues of climate change and articulates this as an underpinning principal of the Cultural Framework as follows:

Climate emergency: We use our creativity and voice to alert communities to the challenges we face and, help catalyse action and seek to minimise our own footprint.

12.0 Recommendation(s)

12.1 That committee members note the Cultural Framework for North Yorkshire.

Karl Battersby
Corporate Director – Business and Environmental Services

Author of Report: Mark Kibblewhite, Senior Policy Officer, North Yorkshire County Council

Background Documents:

Appendix A – Background Summary
Appendix B - A Cultural Framework for North Yorkshire

North Yorkshire Cultural Framework summary

1.0 Key issues and opportunities for culture:

1.1 Health and wellbeing

The Framework notes that in North Yorkshire the potential contribution of the arts to health and wellbeing is not fully realised. Programmes are temporary, and provision is uneven across the County.

There is a need to increase awareness of the benefits of cultural participation and the opportunities that exist on people's doorstep, within North Yorkshire.

During the Covid pandemic issues of social isolation and loneliness have been exacerbated. A key factor in reducing loneliness is the social interaction experienced while participating in cultural activity. Cultural initiatives such as Community First Yorkshire's loneliness initiatives could offer the opportunity to connect into an established programme

1.2 Place shaping and town centres

The cultural tradition of market towns as gathering places is ready for reinvention in North Yorkshire. Town centres traditionally serve their rural hinterland's needs for retail and civic amenities but as shopping and banking move online culture can help in animating spaces through activity or art, driving footfall and creating a buzz and amplifying sense of identity – all things that create desirable places to live and work, develop profile and attract inward investment and economic growth.

Observations include:

- Lots of activity is happening, but in isolation, or in some cases with inter-town rivalry. There is opportunity to share practice and learning across the sector and the need for a networked sector to support this.
- The need for the cultural sector to be involved in shaping the development of Town Centre renewal planning and bid development from the outset – to ensure appropriate activity and creative ambition.
- Creative solutions emerging to make old heritage work in a new 21st Century context.
- The need for good practice in commissioning cultural content – whether pieces of work or events.
- The need to work more consistently with BIDs as a delivery partner and other town centre partners.
- Culture as a means to broker community engagement and co-design of the reinvented town centres.
- Authentic places should range from vibrant young spaces to slow culture catering for the needs of community and audiences.

1.3 Creative Skills and Economy

Our research uncovered that, due to its location and comparatively cheap per metre of space and storage, North Yorkshire has strengths in infrastructure and support industries that service the cultural sector – which only become more visible due to the impact of COVID and their need for financial support. Also noted was the range of freelancers covering every aspect of the cultural sector – from consultants to producers to education session workers. This group is anticipated to become an ever greater proportion of the workforce and, are the means by which the sector can inject capacity, energy, experience and ideas into its work, if connected properly.

Both freelancers and support industries are represented in North Yorkshire but tend to work nationally and internationally.

Consultation highlighted the mismatch between skills and available people. There is the challenge of securing people with the right skills or finding those newly qualified aren't trained in the right skills, or are prepared to move into North Yorkshire. For example, Screen Yorkshire sources locations, but needs to bring in technical crew from outside the area. On the other, in more established cultural areas, is the contradiction of 'dead man's shoes' and limited appropriate vacancies.

A particular challenge for North Yorkshire is affordable spaces in which to live and work. Craven District has started to challenge this and find solutions and Northallerton, through its High Street Heritage Action Zone has plans too. There is need to share learning as well as keeping an eye on innovations developing elsewhere in the Country.

Conversations with young peoples' groups indicated general lack of awareness of the breadth of culture and the potential career opportunities within the sector. The reduction in cultural subjects in the Curriculum might limit this workforce pipeline further. Crescent Arts in Scarborough have recently held careers sessions to raise the awareness of these possibilities.

1.4 **Audiences**

Data shows that different parts of the sector attract different participation rates, and that participation in rural areas, with the exception of museums and libraries tends to be higher than elsewhere. This demonstrates that the barriers to engagement (for many) aren't necessarily the rural location.

Our Conversations indicated an increased focus on local audiences. This supports the reasoning that attention to local communities increases vibrancy, which makes the place more creative, illuminating it and making it more attractive to others, which in turn translate into more contemporary, place-based visitor offers.

Local perceptions of North Yorkshire tend to be in line with the national image of a beautiful, historic county, with an abundance of outdoor space. Beyond the natural heritage, while there are varied cultural offers across the area, it was observed that many people travel to towns or to neighbouring authority areas for a more contemporary or varied or larger scale culture offer.

Other comments indicated that although there is a never ending need to find things to do with younger children, these are well provided for. Conversely, finding things for adults to do was far more challenging.

1.5 **Connectivity Networks and Leadership**

The discussions with stakeholders and the cultural sector consistently highlighted a desire for opportunities to achieve new ways of working independently and in partnership with the cultural sector in North Yorkshire. While it is clear that local government has a key role in this, so do wider strategic and delivery partners, including sector stakeholders or the York and North Yorkshire LEP.

Throughout our Culture Conversations there was a consistent message about the absence of connectivity. In interviews the sector described itself as disconnected, inconsistent, siloed and lacking collective identity, with an overall effect that individuals and organisations struggle to understand their role.

In taking any Strategic Framework forward, it is essential that this local government influence is joined by sector (i.e. industry) representation and that cultural ambition, identified in consultations as something that was essential, is currently lacking.

1.6 **Funding and Investment**

The sector in North Yorkshire is known for its self-reliance, independence and resilience with majority of organisations predominantly rely on income generation from admission, café or retail along with project grant funding.

The scale of many smaller cultural organisations can mean that they get into a cycle of being locked out of future investment opportunities open to larger organisations. Some element of core funding can build capacity to enable this development.

It also brings capacity to experiment and take risks – building creative ambition and extending reach.

Conversation with funders such as the Community Foundation suggest that a dormant Cultural Fund could be resurrected to support cultural projects in North Yorkshire. This could be used to catalyse new approaches to innovation and engagement.

North Yorkshire has 8 organisations in the Arts Council's 2018-22 National Portfolio (now extended until 2023). All but Scarborough Theatre Trust receive the smallest scale of investment.

Next round of applications to be considered as part of the Portfolio are likely to open in 2021 (postponed from 2020 due to the pandemic emergency response).

1.7 **Emerging from the Pandemic**

The UK's cultural sector has been significantly affected by the coronavirus pandemic. Live performance and theatre productions, to exhibitions and festivals have been put on hold as venues have closed their doors, gatherings been prohibited, and stay at home orders have been put in place across the Country.

Perversely, those organisations that have diversified their income streams to have less reliance on grant-funding, focussing on ticket sales and retail, have been the most severely impacted. Organisations have been reliant on the many Government support initiatives, including furlough, rent reduction and the Department for Culture Media and Sports £1.57bn Culture Recovery Fund.

1.8 **A strategic framework**

The Framework is intended to provide an overarching direction of travel and act as a catalyst for conversation, partnership brokering and investment. Investing in the process of collective leadership development, capacity building and conversation over the next two years will help the sector move forward with confidence, innovation and creative ambition.

The set of aims stated within the cultural framework are outlined below:

1.9 **Culture, participation and wellbeing**

By widening our reach and brokering new cross sector partnerships we will improve wellbeing for those at risk of social isolation or mental ill-health.

Proposed activities:

- I Raising the profile, celebrating and communicating the sector's cultural activities, everyday creativity and volunteering opportunities to engage more people in different and relevant ways, and ensure they can participate in choices about their lives.
- li Building on existing good practice to scale up, work County-wide and cross-sector with GPs, Care Commissioners and Local Authorities in social prescribing and personalisation.

1.10 **People, place shaping, and culture**

We will help shape places, reimagine our highstreets and celebrate their distinctiveness, by engaging audiences and strengthening identity, and breathe new life into vacant and underutilised spaces.

Proposed activities:

- lii Embedding cultural industries in short-, medium- and longer-term visions and investment plans across the County, revitalising vacant property into affordable and accessible space and creative clusters, resulting in cultural vibrancy.
- iv Cultural Hubs & Hinterlands: using cultural activity to engage communities in shaping their places and to attract footfall through festivals and events.
- V Quality Commissioning: developing a new framework for authentic, locally relevant and distinctive cultural commissioning.

1.11 **Creative skills and economy**

North Yorkshire is a place where a creative career is possible, with people in all stages of their working life invested in the success of the County's cultural industries.

Proposed activities:

- Vi Stayers, Incomers & Returners: Attracting young people and young families through a possibility-rich, cultural economy with a strong sense of place, converting 'leavers' into highly skilled returners.
- Vii A Culture of Possibility: Working with schools and FE colleges to promote the possibilities provided by work in the cultural sector - the value of creativity and creative thinking in all walks of life.
- Viii Supporting Growth: providing the support and infrastructure for independent practitioners to grow their business, including mentoring talent development pathways and business support.

1.12 **Inclusion, Relevance and Access**

By developing new delivery models we will ensure that everyone can enjoy and participate in culture, regardless of age, ability, background or locality.

Proposed activity:

- lx Partnerships & Programming: Partnering skilled programmers with the rural community venues and developing new funding models to expand their reach, and support community spaces to take creative risks.
- X Co-creation and Community: Building audiences at home to ensure that alongside a thriving visitor economy, venues and town-centres can sustain high levels of attendance year-round.

1.13 **Cultural leadership and connectivity**

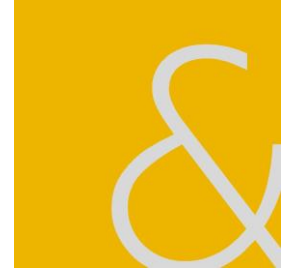
By connecting the sector and building capacity and leadership we will develop shared ambition and the coherence and capacity to deliver.

Proposed activities:

- Xi Connecting Conversations: Building new networks across the area to share opportunities, develop skills and identify opportunities for collaboration.
- Xii Growing our Capacity: Leading organisations from the County are keen to build their capacity and expand their reach. Working with local experts to reach audiences in new parts of the County will help develop audiences, test new models of delivery and encourage sector-leadership to emerge.
- Xiii Shared Leadership: Developing leadership capacity and capability at all levels across the sector, to own and evolve strategic actions to maintain relevance and be opportunity ready.

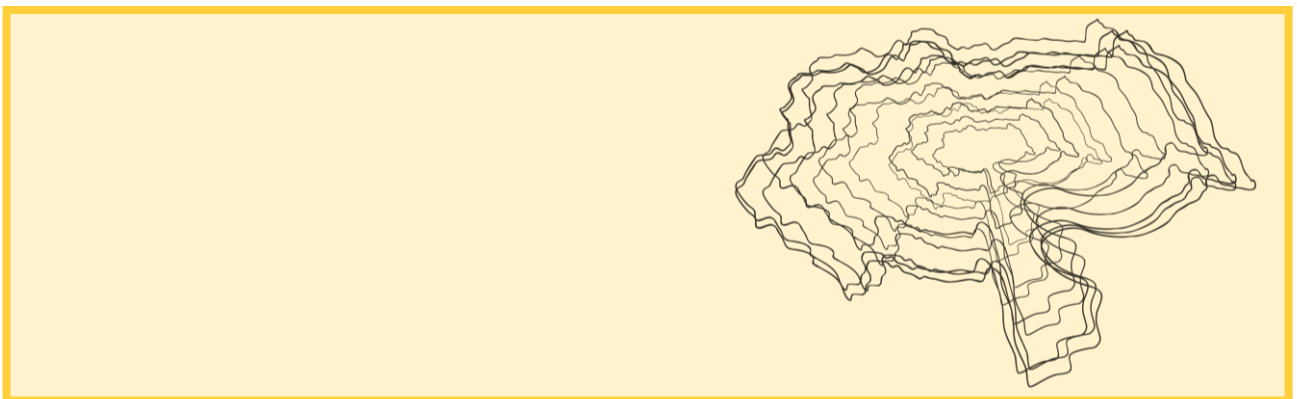
2.0 Underpinning principles

- 2.1 A number of underpinning themes have been identified in the development of the above priorities.
 - i. **Creative ambition:** We embrace innovation in pursuit of bold solutions to all aspects of culture delivery.
 - ii. **Digital dimensions:** We confidently blend digital and real-world engagement, making use of new technology to open up access and expand reach within the County and beyond.
 - iii. **Climate emergency:** We use our creativity and voice to alert communities to the challenges we face and help catalyse action..



Towards a North Yorkshire Strategic Framework for Culture 2021-2026

North Yorkshire County Council
April 2021



Mustard & - Community Interest Company
mustard@mustardand.co.uk
07973 401 936

Company Number 11904479



Contents

1. Introduction	4
2. Approach	6
3. North Yorkshire	12
4. North Yorkshire's cultural ecology	20
5. Cultural sector strengths; needs and opportunities	29
6. Emerging from a Pandemic	47
7. Policy and strategic context	49
8. A strategic framework	62
Appendix A Steering Group	64
Appendix B Conversations	65
Appendix F Audit	74
Appendix G Heritage Assets	88
Appendix H Funding	90
Appendix I Select Bibliography	92
Appendix J Image Credits	97



I. Introduction

I.1 The value of culture

The last year has demonstrated more clearly than ever the ability of culture to make a positive difference to people's lives. Whether this has been the mini-revolution in the way we absorb culture online - streaming content, attending virtual concerts and zoom classes – or the rediscovered value we place on time for creativity and outside spaces, parks and street heritage. It has also brought into focus the cultural activity threaded through our lives, much taken for granted and now missed – trips to the cinema or theatre, along with the means to connect with others in our community.

The cultural sector itself has proved adaptable in creatively rethinking their offer. Festivals have moved online or been reinvented to accommodate social distancing, and outside spaces integrated into cultural programming. Culture has been opened up to new audiences and is proving that it can be dynamic when faced with challenge. However, this journey has not been the same for all individuals or organisations and the challenges to be faced during recovery will be equally varied.

As we start to look towards a new normal, learning to live with COVID-19, the potential role of culture in rebuilding our economy and society are acknowledged. We have a once-in-a-lifetime opportunity to create a new future based on the needs of our communities and the lessons we have learned.

I.2 North Yorkshire's distinctiveness

North Yorkshire's cultural identity stems from its rural character. With a landscape honed over millennia, from the Dales to the North York Moors to the coast. Studded with hamlets, county towns, historic estates and brought to life by the myriad activities from libraries and village halls, and community spaces. Gathering together at markets, fairs and festivals has a long tradition that continues to be reinvented and reimagined to remain relevant today.

This distinctiveness brings with it some intractable challenges, most notably its geography and distribution of its population and many cultural assets. This is a time of uncertainty and change. COVID-19 has transformed audience expectations and confidence. The shape of the emerging cultural sector is still unclear, and structural changes among the commissioning local government partners are inevitable.

I.3 A shared cultural strategic framework

In the light of this unpredictability this document, the product of conversations and research between March 2020 and 2021, provides the evidence base, direction of travel, and overarching priorities to enable the cultural community of North Yorkshire to make the case for recognition and investment. It supports the sector in coming together with a coherent and coordinated voice on key areas to make a positive difference and bringing critical mass to advocacy and delivery. Responsive, shorter-term action plans will be developed to take forward shared activity.

This *Strategic Framework* works alongside the individual district and National Park cultural strategies that are in the process of development, enabling collaboration, supporting shared learning and promoting creative ambition.

Now is the time to act. The uncertainty and inevitable change driven by the pandemic, coupled with the forthcoming local government reorganisation, can be used to catalyse and drive forward culture in North Yorkshire. There is an appetite within the sector for a connected, inclusive and ambitious future for culture in the county – this document provides the framework which can bring institutions, organisations and practitioners together to achieve this vision.

'It's about upping the ambition while being realistic about our capacity... if we can increase the cultural ambition and make connections within and beyond the county then have a better chance of holding on to people... but we need to set up the support and services that make change possible.'



2. Approach

2.1 Overview

This *Strategic Framework* has been commissioned by North Yorkshire County Council (NYCC) on behalf of a Steering Group representing the District Councils, sector stakeholders and partners, and funded by Arts Council England.

Membership of the Steering Group can be found at Appendix A.

2.2 Scope

The scope of the *Strategic Framework* is the culture of North Yorkshire.

North Yorkshire is bounded by the current County Council's boundaries, recognising that this is an administrative structure and that the boundaries are in reality determined by landscape and geography and transport routes.

Culture is used as an inclusive term to encompass a wide variety of arts and heritage assets and activity to experience and participate in such as:

- Archives
- Craft
- Dance
- Everyday creativity
- Festivals
- Film and photography
- Food
- Gatherings – traditional market days and fairs
- Heritage skills
- Historic environment and landscape
- Intangible heritage, such as customs and traditions
- Literature
- Music
- Museums
- Theatre and performance
- Visual art
- World heritage sites

Culture encompasses many different areas of activity, including tourism, the creative industries and natural heritage. The Framework recognises the important role that the sector plays in these fields of activity and that others bodies lead on the strategy for these areas. Sport and sporting events are outwith the scope of this Strategic Framework.

2.3 Timeline

The work to develop the *Strategic Framework* was begun in March 2020.

Within a couple of weeks of the commissioning meeting the Country was in its first lockdown as part of the controls to slow the spread of COVID-19. The cultural sector and the world changed before our eyes – with staff furloughed or seconded, organisations temporarily closed, or the remaining staff refocusing their work to deliver to audiences confined in their homes. This necessitated a rethink of the engagement approach, which was originally planned to connect with a wide range of individuals and communities through workshops, high street interviews and attendance at existing meetings, performances, festivals, events and gatherings.

This shift required persistence and patience, particularly in the initial 6 months, as uncertainty was common throughout the cultural sector, and organisations and individuals were available at different times, or not at all, reflecting the changes to their organisations or individual circumstances. The move online to Zoom and Teams removed the geographical barriers of bringing people together for shared conversations but, the disruption to established groups and meeting patterns made reaching people more difficult. Overall, this resulted in a greater number of 1:1 or small group conversations that made for a more personal, bespoke engagement and uncovered a rich variety of information and perspectives, through *Culture Conversations*.

2.4 Culture Conversations

A series of *Culture Conversations* with a variety of stakeholders were embarked upon. These conversations offered a chance to listen to people's experience on the ground, to hear what matters to them and their perception of culture in North Yorkshire. This allowed us to explore immediate and longer-term priorities and needs for individuals and organisations, the sector and their audiences, and the impact of COVID-19. It also captured a snapshot of the wide variety of cultural activity taking place and enabled us to share our knowledge of emerging practice.

Appendix B contains the list of people and organisations who participated in this *Conversation*.

As circumstances changed over the year, with staff un-furloughed, busy re-opening and then closing, home schooling and COVID-19 itself, speaking to more than 100 people required trial and error, creativity and a great deal of patience.

Over the year we became increasingly aware that digital communication might exclude some potential participants, whether through availability of computers or smartphones, Wi-Fi, data or their discomfort or fatigue with digital platforms. Creative thinking was required to overcome this, using traditional media and accessing existing groups via project partners.

2.4.1 Cultural sector

Our early engagements with the sector were extremely useful, enabling us to gain a snapshot of the North Yorkshire sector in the context of and the immediate effects of COVID-19. We specifically focussed one series of sessions on developing a submission to the Department for Digital Culture Media and Sport (DCMS) Select Committee's Inquiry into the '*Impact of COVID-19 on DCMS sectors*'. For our submission see Appendix C.

At this early stage the sector was still trying to work out what the pandemic meant. Most were looking at short term planning, finding it difficult to see beyond the immediate challenges of reduced income and furloughed staff. Increasingly, we observed a change to crisis management, with a focus on survival.

It was following these events that we reviewed our approach and decided to proceed with 1:1 conversations. We reached out to the sector and began to build a conversation. Invitations to participate were issued using the steering group members' networks. Everyone was invited to join

the *Cultural Conversation* Facebook group, and we began to generate newsletters and updates to raise the profile of the conversations.

As the study developed, our research identified new stakeholders. We asked every participant to publicise the *Conversation* and recommend others. The ripples of the project spread out iteratively and incrementally, notwithstanding the challenges of COVID-19 mentioned above.



2.4.2 Social media networks

In the context of the pandemic shifting engagement online was an essential adaptation to our plans. Establishing dedicated social media channels for the project enabled us to:

- Access the sector directly, with some social media presence maintained by most organisations and individuals throughout the pandemic.
- Build awareness of our consultations and make our team accessible to those not already on contact lists.
- Establish a county-wide, cross-sector network that can be handed over to the steering group as a legacy of the project.

The focus on the account has been to promote our workshops, surveys and interviews to the sector throughout the consultation process, as well as being the base from which we delivered our public engagement activity. At the same time, the channels have enabled us to stay connected with developments in the sector on a daily basis and promote opportunities and jobs, funding information sessions and other relevant content to the network.

The response has been very positive. At present the *North Yorkshire Culture Conversation* accounts have a combined following of more than 600 individual users, with monthly engagements in the thousands and new followers joining each day. Over the life of the project there have been more than 70,000 direct engagements with the hundreds of posts we have made, with Instagram proving the most effective in gaining followers within the sector and twitter and Facebook best for widening the reach of our posts. One social platform we have resisted setting up but which would prove popular within the sector would be a Facebook Group.

During the pandemic Facebook Groups have become key hubs for mutual support for practitioners and freelancers within the cultural sector. Groups such as Anti-Viral Freelancers and Tyne & Wear Cultural Freelancers have attracted thousands of members from across the sector (including local authorities, National Portfolio Organisations (NPOs) and other organisations) for daily discussions about the challenges facing professionals in the industry.

Appendix D illustrates the type and range of social media content.

2.4.3 Young people

A specific element of the public consultation process was engagement with young people from the County. The approach was targeted towards existing groups of young people, with access facilitated by partner organisations. Initial conversations with North Yorkshire County Council (NYCC), Yorkshire & Humber Youth Work Unit and *Great Places Lakes & Dales* helped to build a picture of

the challenges facing young people in the area and the role that culture plays in their lives. This also helped to identify existing research and consultation that had taken place.

Following this initial fact finding and desk research, these partners brokered access to existing groups of young people in the area. We engaged with two distinct age brackets to gain insight into young people's understandings of culture where they live. This would enable us to gather a wider range of perspectives and compare the responses.

We are very grateful to the participating groups – their time is much in demand as so many people in North Yorkshire are keen to ensure a youth perspective is taken into account in programme and strategy development.

Young people aged 11-17

Working with the County's Youth Voice team we facilitated an initial session with the North Yorkshire Youth Cabinet. The membership of this group is cross-County, with members acting as representatives of youth councils within their town or district.

Following the initial consultation, the members of the group wanted to continue the conversation, taking responsibility for cascading our consultation questions down to the groups within their own area. Our research questions were focused around their perceptions and experience of where they live, what they do in the spare time and a hypothetical scenario involving someone of the same age moving to their town or village who is looking for exciting things to get involved with. We also asked young people what they saw as happening elsewhere which they would like to see in their community.

Culturally-engaged young adults aged 20-25

The second group we spoke with was Fresh Perspective, a group of culturally engaged young adults in their early 20s. Made up of students, graduates and young professionals, Fresh Perspective was originally set up as part of *Great Places Lakes & Dales* as an initiative to test new ways to represent younger voices in and around Skipton. The group now operates independently, taking on its own projects and activities with partner organisations in the area.

The consultation with Fresh Perspective began with attendance at one of the Covid-19 specific group sessions, followed by a facilitated group conversation and written feedback by email. Research questions focused on perceptions of North Yorkshire, activities and support for young adults and aspirations for the future.

2.4.4 Community Engagement

The target group for this part of the *Culture Conversation* was cultural non-attenders so the engagement strategy focused on questions around local identity, public perceptions of the county and what people thought of as the 'culture' of the area. Having planned to deliver this within the public realm (town centres) and at local events such as agricultural shows, Covid-19 required us to instead adapt our approach for online delivery.

This took the form of two distinct phases: first, soliciting expressions of interest from community groups and organisations interested in taking part in consultation; and secondly a media campaign and photograph contest.

The first of these utilised a range of partner communications, supported through the project steering group. In particular the Community First Yorkshire newsletter and social media were used to engage community groups and organisations for consultation. Whilst engagement with our content was reportedly high this did not translate into contacts. This, combined with several targeted approaches to the Village Halls network, unfortunately did not result in any meaningful direct engagement. Accordingly, focus was shifted to engaging the general public more broadly. Having established the North Yorkshire *Culture Conversation* brand and Instagram, Twitter and Facebook accounts we linked these with steering group members, partner organisations and other sector organisations. This

generated an initial, combined following in the low hundreds and ensured any online activity and requests for engagement were amplified and supported.

This approach had proved fruitful for the sector consultations, particularly in generating sign ups for Impact of COVID-19 workshops. Learning from this success we expanded the social media element of the engagement strategy, developing a media campaign and social media contest with a North Yorkshire-based communications specialist.

#MyNorthYorks photography contest

Building on initial plans around engaging people in the public domain the intention behind the #MyNorthYorks campaign was to use print, broadcast and social media as a proxy for public consultation.

Developing the notion of local identity as the driver for understanding local culture we wanted to find easy, accessible ways for people to show us what they thought of as their local culture. With this in mind and given the nature of social media a photography competition was identified as a device to motivate engagement.

A series of press releases and social media posts launched the contest. Using questions such as “What’s special about North Yorkshire?” and “What does North Yorkshire’s culture mean to you?” participants were invited to submit a photograph using the hashtag #MyNorthYorks and a short caption for their photograph. Non-social media users could email images to the Mustard account instead. A partnership with Harrogate based Fodder was established with a range of ‘Deliciously Yorkshire’ hampers of local produce offered as prizes for three selected images. These can be found in Appendix E.

Whilst local news media interest was low, one local television channel That’s TV ran the story. More successful was the social media campaign. With more than 80 photographs submitted during the competition period the response online was positive. A majority of images came to us via Instagram or email.

2.4.5 Funders and decision-makers beyond the cultural sector

A number of policy-makers, funders and non-cultural stakeholders were identified by the Steering Group, these included:

- Arts Council England (ACE)
- Business Improvement Districts (BID)
- Community First Yorkshire
- Two Ridings Community Foundation
- Historic England
- National Lottery Heritage Fund (NLHF)
- York and North Yorkshire Local Enterprise Partnership (LEP)
- North Yorkshire County Council Health and Adult services
- Welcome to Yorkshire

2.5 Data collection, benchmarking and analysis

The conversations outlined above were underpinned by desk-based research into the evidence base and strategic context for:

- North Yorkshire’s demographic trends and community needs
- NYCC and District Council plans
- LEP economic development plans
- Cultural sector direction of travel, including Arts Council England’s *Let’s Create*

- Government initiatives
- Neighbouring authorities' cultural plans
- Recent cultural funding and investment

2.5.1 District Council cultural strategies

At the outset of the strategy a number of the District Councils' were in the process of developing their own strategies in consultation with local cultural sector organisations and individuals:

- Craven District Council
- Ryedale District Council
- Scarborough Borough Council
- Selby District Council
- North Yorkshire Libraries and Information Service¹
- Yorkshire Dales National Park Authority²

We ensured close cooperation with those developing the other strategies and, where possible, coordinated engagement so as to not overburden the sector with requests for information, sharing what worked in the new environment.

The timeline for these has also impacted by the pandemic. It is anticipated that those still in development will now be published between late Spring and Autumn 2021.

2.5.2 Cultural assets mapping

To establish a snapshot of the cultural infrastructure, we brought together existing lists and maps and of publicly accessible venues. This was augmented with desk-based research, which has created a baseline and enabled an asset-based approach for future investment. It also served to identify particular gaps in our research and understanding and inform further work.

Noting that an important part of the cultural ecology is not-building based, we additionally sought to give a taster of the breadth of cultural activity and projects that animate the County.

Anticipating change in the sector ecology, over the year we maintained our intelligence in order to track any differences in the overall state of the sector.

This audit cannot aim to be comprehensive, given the scale and dynamism of this activity. It can, however, form the basis for any future work in the area.

2.6 A world of change

At this current point in time, the turbulence and uncertainty due to the unfolding pandemic, its economic and social consequences and other worldwide events, means the cultural operating environment is less stable than it has been for a long time. While the resulting Framework aims to provide a clear direction of travel, it should be considered a live document and kept under active review.

What is important is that the opportunity of the *Strategic Framework* is used to bring the sector together with a shared purpose and to develop leadership capacity and capabilities to help successfully navigate through this environment.

¹ www.northyorks.gov.uk/info/your-library-your-place-2020-2030

² www.yorkshiredales.org.uk/wp-content/uploads/sites/13/2020/04/Cultural-Heritage-Strategy-2019-2024.pdf



3. North Yorkshire

North Yorkshire has rich culture and heritage, high standards of education provision and strong local economies. It has resilient and self-reliant communities and a reputation for hard work, straight talking and a hearty welcome.³

To create a relevant strategy the cultural sector needs not only to understand itself, but also the wider environment in which it operates: North Yorkshire's strengths, challenges and opportunities.

The county is predominantly rural with a dispersed and ageing population. At the heart of North Yorkshire is the network of historic towns which service the rural hinterland, with a typically rural transport infrastructure. Bordering the county are larger metropolitan areas, with towns and cities such as York, Leeds, Hull and Middlesbrough providing a wider context to the cultural ecology of the area.

The relative affluence of the area means that inequalities caused by geographic isolation, an ageing population and pockets of disadvantage are magnified. The rural nature and comparatively small scale of this disadvantage, means that a 'needs not numbers approach' should be adopted to creating equality of opportunity.

It should be noted that data collection to understand the impact of COVID-19 is ongoing.

3.1 Landscape and geography

North Yorkshire is England's largest county covering 803,761 hectares – this is 5.2% of England's land mass; 17.8% of the North of England; and 44% of Yorkshire and the Humber.⁴

Bounded by Durham and Teesside at its Northern-most edge; Lancashire and Cumbria to its West; West and East Yorkshire to the South and the North Sea to the East, its particular geography ensures distinct identities as you travel between the coast, North York Moors, Dales and traditional market towns. It is served by strong North-South transport routes (such as the A1, A19 and East Coast Mainline).

North Yorkshire is classified as Predominantly Rural:⁵

Mainly Rural (including hub towns $\geq 80\%$)

- Craven (86.3%)
- Hambleton (100%)
- Richmondshire (100%)
- Ryedale (100%)
- Selby (97.6%)

Urban with significant rural (including hub towns 26-49%)

- Harrogate (43.2%)
- Scarborough (43.2%)

³ www.northyorks.gov.uk/about-north-yorkshire-rural-commission

⁴ <https://geoportal.statistics.gov.uk/datasets/standard-area-measurements-2019-for-administrative-areas-in-the-united-kingdom>

⁵ www.gov.uk/government/statistics/2011-rural-urban-classification-of-local-authority-and-other-higher-level-geographies-for-statistical-purposes

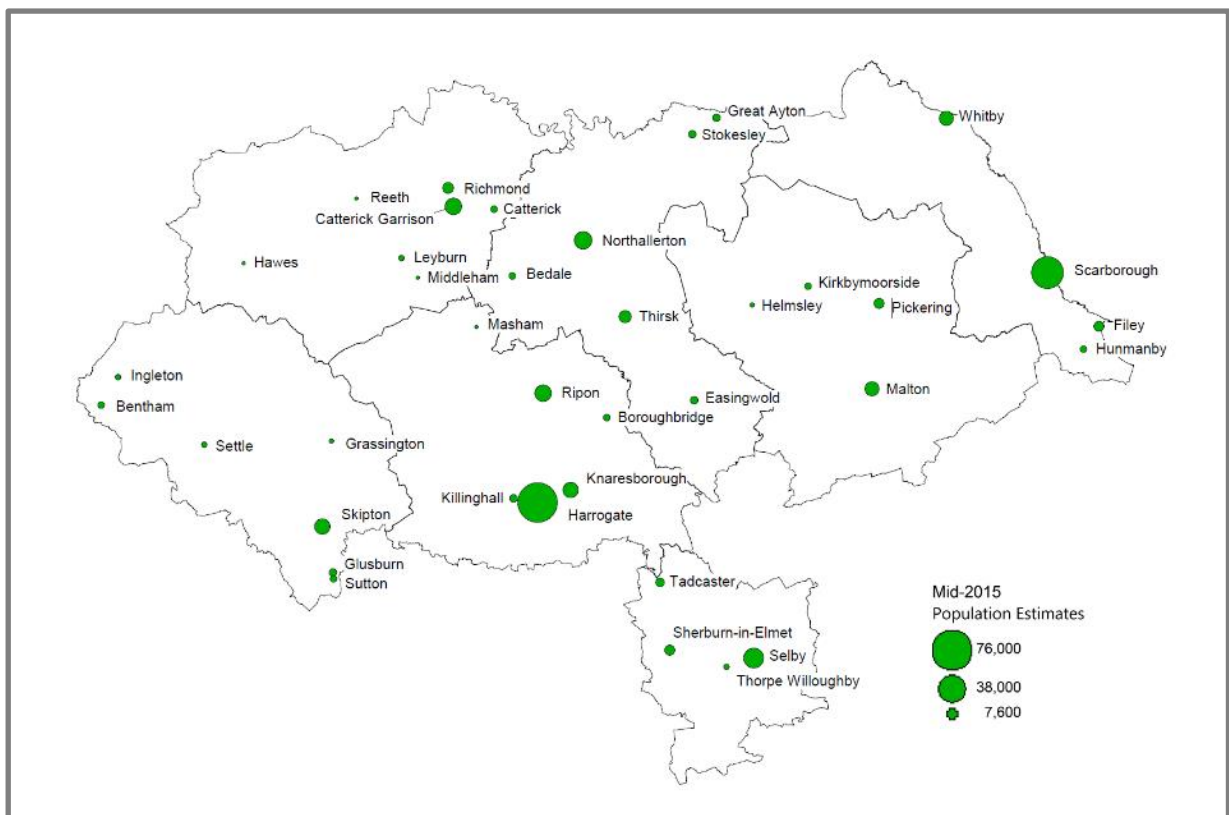
North Yorkshire's population density of 0.7 compares to an England average of 4.3 and is comparable to that of its neighbour, Cumbria.

It is known for its outstanding natural landscapes, being home to two of England's 10 National Parks - The North York Moors and Yorkshire Dales - and the Nidderdale, Forest of Bowland and Howardian Hills Areas of Outstanding Natural Beauty.⁶

3.2 Market towns

North Yorkshire and the rural hinterland is served by a network of towns, the largest being Harrogate and Scarborough. These traditional settlement structures, evolved over generations as hubs that connected their hinterland communities through market-days, services and leisure activities.

Town	2016 Pop'n ⁷	Change since 2011
Harrogate	75,070	-1,190
Scarborough	52,100	
Selby	22,490	+1,180
Northallerton	19,110	
Catterick Garrison	16,630	
Ripon	16,190	
Knarborough	15,300	
Skipton	14,930	
Malton	13,510	+1,180
Whitby	12,940	
Thirsk	11,110	+1,840



Mid-2015 Town and Large Settlement Population Estimates⁸

⁶ www.nationalparks.uk/park/north-york-moors/; www.nationalparks.uk/park/yorkshire-dales/; <https://landscapesforlife.org.uk/about-aonbs/aonbs/overview>

⁷ <https://hub.datanorthyorkshire.org/dataset/population-estimates>

⁸ <https://hub.datanorthyorkshire.org/dataset/population-estimates#>

While the Office for National Statistics (ONS) noted that in terms of internal migration, people tend to move to nearby areas and to more rural locations, there is some speculation as to whether the current pandemic. This has demonstrated the possibilities of working from home and benefits of outside space, has increased relocation to areas such as North Yorkshire.⁹

3.3 Population

North Yorkshire currently has a population of 618,054 (ONS mid-2019 population estimate).¹⁰ This represents an increase between 2011 and 2016 of 0.6%. It is forecast to grow by 4.9% between 2014 and 2039 (c.1180 per year).

This is an ageing population, with over 65s forecast to increase to a third by 2039.¹¹

Type	N Yorks	England
65 years or older	34.2%	18.2%
Under 25	25.2%	29.9%

The comparative age across the Districts in 2016 is broken down below.¹²

District	Children	Working age	Older people
Craven	16.1%	58.2%	25.7%
Hambleton	16.4%	59.0%	24.6%
Harrogate	18.0%	59.6%	22.4%
Richmondshire	17.3%	62.8%	19.9%
Ryedale	15.7%	58.3%	25.9%
Scarborough	15.8%	58.3%	25.8%
Selby	18.3%	62.3%	19.4%
North Yorkshire	16.9%	59.2%	23.9%
England	19.1%	62.8%	18%

Household types are currently as follows.¹³

Type	N Yorks	England
Pensioner households	25.5%	20.7%
One person (u65)	14.8%	17.9%
Lone parent families with dependent children	20.2%	24.5%
Married households	37.7%	33.2%
Cohabiting households	9.2%	9.8%
Student households	0.1%	0.6%

94% of residents in North Yorkshire identify as white (English / Welsh / Scottish / Northern Irish / British). This compares with 80% in England as a whole. At a district level Harrogate has 92%; Hambleton and Richmond 96%.¹⁴

The initial impression that this is a very small number is misleading. While these communities are not concentrated together, having moved to North Yorkshire for many different reasons over many years, they equate to a 'hidden 31,000' – larger than the population of the town of Selby. The positive contribution of these communities is often overlooked. And their 'super diversity – of nationalities, races, religions, social class, age and reasons for living in North Yorkshire' means there

⁹ www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/bulletins/annualmidyearpopulationestimates/mid2018#people-tend-to-move-to-nearby-areas-and-to-more-rural-locations

¹⁰ www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalescotlandandnorthernireland

¹¹ <https://data.gov.uk/dataset/ed62258b-9499-4b35-bd2a-80a569afe894/population-projections>

¹² <https://data.gov.uk/dataset/5cb80430-4754-40b3-9cbc-9b14f3a0eb2c/north-yorkshire-population-summary>

¹³ https://hub.datanorthyorkshire.org/dataset/local_insight

¹⁴ The 2021 Census took place in March this year and will enable a more accurate picture.

is little scope for generalising about the experiences and there are very few organised groups. Recommendations are to adopt a 'needs not numbers' approach to service provision, which is a useful approach for the *Strategic Framework*.¹⁵

3.4 Levels of deprivation

At local authority level, North Yorkshire is among the least deprived in England. It is ranked 125th least deprived out of 152 upper tier local authorities for the Index of Multiple Deprivation (IMD), a similar position to 2010 when the county was ranked 129th out of 149 upper tier local authorities.¹⁶

However, pockets of deprivation exist. Scarborough continues to be the most deprived district in North Yorkshire for the IMD. It is ranked 90th most deprived out of 326 lower tier local authorities, but it is relatively less deprived than in 2010, when it was in 83rd place. There are 23 Lower Super Output Areas in the lowest quintile of the IMD. 17 in Scarborough; two each in Selby and Craven; and one in Harrogate and in Richmondshire Districts.

The main factors of deprivation are 'Barriers to housing and services' – i.e. the physical proximity to local services, and wider barriers relating to access to housing such as affordability – and 'Living environment' – measuring the quality of housing and air quality and road traffic accidents.

3.4.1 Housing affordability

Between December 2019 to December 2020 house prices increased by 24.3% in Richmondshire. The average house price rise in Yorkshire was 10.4% over the same period and the UK average was 8.5% possibly due to the Stamp Duty holiday, but could also reflect an influence of the COVID-19 lockdowns with more people spending time at home, and therefore relocating to increase indoor or outside space. The average house price in North Yorkshire is now £242,449.

*It is primarily the lure of being able to live and work in a beautiful place with lovely views and walks and that has heightened since the first lockdown... It's not just those in their 50s moving here, it's young professionals who can now work from home.*¹⁷

3.4.2 Mobility

The geography of North Yorkshire and limits of public transport across such a large area means that car ownership, by necessity, is higher than the national average. Only 18% of North Yorkshire residents do not own a car, compared with 26% for England.¹⁸ This also highlights the challenges for service provision and potential for isolation and loneliness.

3.4.3 Digital inclusion

Ensuring that the whole population can benefit from the internet and digital technologies has been particularly highlighted by the COVID-19 lockdown, shift to working from home and home-based schooling. Particular challenges are network coverage, limited or no access to equipment and connectivity – including the cost of data.

Reliable, fast broadband is not yet in place across the entire County. In 2017 Ofcom reported that North Yorkshire experienced average upload speeds more over 12 Mb/s below the England average.¹⁹

¹⁵ <https://data.gov.uk/dataset/acf3a1c4-4edd-49f3-ba8f-f8bf02d5e7d9/black-and-minority-ethnic-groups-in-north-yorkshire>

¹⁶ www.datanorthyorkshire.org/JJNA/articles/indices-of-deprivation-summary/

¹⁷ www.yorkshirepost.co.uk/lifestyle/homes-and-gardens/house-price-index-reveals-a-remarkable-boom-in-richmondshire-and-a-shock-for-harrogate-3151673?r=7235

¹⁸ https://hub.datanorthyorkshire.org/dataset/local_insight

¹⁹ https://hub.datanorthyorkshire.org/dataset/local_insight

Initiatives to address this include funding public Wi-Fi – both to draw people back to local town centres, as more people work from home, and to provide access to vital local council, government and health services for people with limited or no broadband – and improving mobile connectivity.²⁰

3.5 Health and wellbeing

In North Yorkshire, 54.9% people have longstanding health conditions – physical or mental health condition, disability or illness. This is significantly higher than the average across England (51.5%). The highest reported rates of ill health are from hypertension (16.8%); depression (11.3%); asthma (7.4%) and diabetes (6.8%).²¹

There are many emerging accounts about the impact of the COVID-19 lockdowns on the mental wellbeing of the population, particularly young people.

Life expectancy for men in North Yorkshire is 80 (79 England) and 84 women (83 England). Leading causes of death are, “other diseases”, cancer, circulatory disease and respiratory disease’.²²

Loneliness has a significant impact on wellbeing. People, of all ages and from all walks of life in North Yorkshire experience loneliness, with over nine million adults in the UK saying that they are either always or often lonely. The Loneliness Campaign North Yorkshire has been set up to create a strategic framework which encourages people, communities, public bodies and employers to think about, talk about and act on loneliness and raise awareness of the many activities provided by voluntary and community organisations across the region that might help alleviate its impact. Exacerbating factors for older people include poverty, access to transport or single-person households. It includes a specific focus on youth loneliness and different peoples’ experiences of loneliness both before and during the COVID-19 lockdowns.²³

3.5.1 Decision-making and participation

Ability to engage in decisions that have an impact on our lives and our community is important for a sense of self, identity, and wellbeing. Sense of belonging and participation also has a positive impact.

	N Yorks	England
Satisfied with their neighbourhood ²⁴	87.1%	79.3%
Feel they belong to the neighbourhood	67.2%	67%
Perceive that people from different background get on well together in the local area	80.6%	83%
Involved in decisions that affect the local area in the last 12 months	16%	14%
Believe they can influence decisions in their local area	30%	29%

The voluntary infrastructure appears stronger in North Yorkshire than across England, with 29% having given their time as unpaid help at least once a month in last 12 months (23% England). There are 4.7 charities per 1000 population (compared with 2.6 per 1000 population in England).

3.6 Education, qualifications and attainment

Educational attainment has an impact on life choices, employability and social mobility, particularly as employment changes and the economy contracts. The lack of a qualified workforce inhibits the ability of businesses to invest in the area and find the staff they need; this is exacerbated by the competing demands for qualified staff from other areas. The changing nature of work means a culture of life-long learning is required.

²⁰ www.northyorks.gov.uk/digital-strategy-and-projects

²¹ <https://hub.datanorthyorkshire.org/dataset/north-yorkshire-ccg-profile>

²² <https://hub.datanorthyorkshire.org/dataset/north-yorkshire-ccg-profile>

²³ <https://communityfirstyorkshire.org.uk/projects/tlc-north-yorkshire/>

²⁴ https://hub.datanorthyorkshire.org/dataset/local_insight

There is a particular need to retain and develop working age people in the County, given the high proportion of older and retired residents.

Overall, educational outcomes in North Yorkshire are comparative with the best in the country. However, this is not true for all, and the progress made by those eligible for free school meals, and others, are still wider in North Yorkshire, and in comparison to other pupils nationally..²⁵

One in 5 of North Yorkshire's working age population have no qualifications.²⁶

	N Yorks	England
A Single GCSE or equivalent	12.7%	13.3%
5 GCSEs or equivalent	16.4%	15.2%
A Levels or equivalent	12.1%	12.4%
Educated to degree level or higher	29.2%	27.4%

The lack of University provision within the County, with the exception of Coventry University's campus in Scarborough, means that many have to leave North Yorkshire for higher-level qualifications. Ensuring routes to return will help limit the reduction in working-age population.

3.7 Employment and Business

One year into the pandemic, with all the financial ramifications of the various lockdowns and restrictions playing out and, with Government support schemes such as furlough continuing until the Autumn 2021, the situation remains dynamic and employment trends are particularly uncertain at present.

As at 2020 85.6% of local businesses (32,200) in North Yorkshire were micro entities employing 9 people or fewer.²⁷ This contrasts with the 0.2% that are large businesses with 250+ employees – just half the average across the country.

Between September 2019 and October 2020 78.1% of the population were economically active. Of these 66.3% were employees (compared with 65.1% in Great Britain); 10.2% self-employed (10.3% Great Britain) and 1.7% unemployed (4.2% Great Britain).²⁸

The sectors employing the largest numbers of people are:

Industry ²⁹	N Yorks employee jobs	N Yorks*	Britain*
Retail	41,000	15.4%	15%
Manufacturing	31,000	11.7%	8%
Human health & social work	32,000	12%	13.1%

Of interest are the areas of activity that relate to the cultural sector which form a significantly greater proportion of the market than the national average.

Accommodation & food service	28,000	10.5%	7.7%
Arts, entertainment and recreation	9,000	3.4%	2.5%

* Excludes farm-based agriculture

²⁵ Rowland, Mark (2017) Achievement Unlocked In North Yorkshire Improving Outcomes For Disadvantaged Learners 2016/17

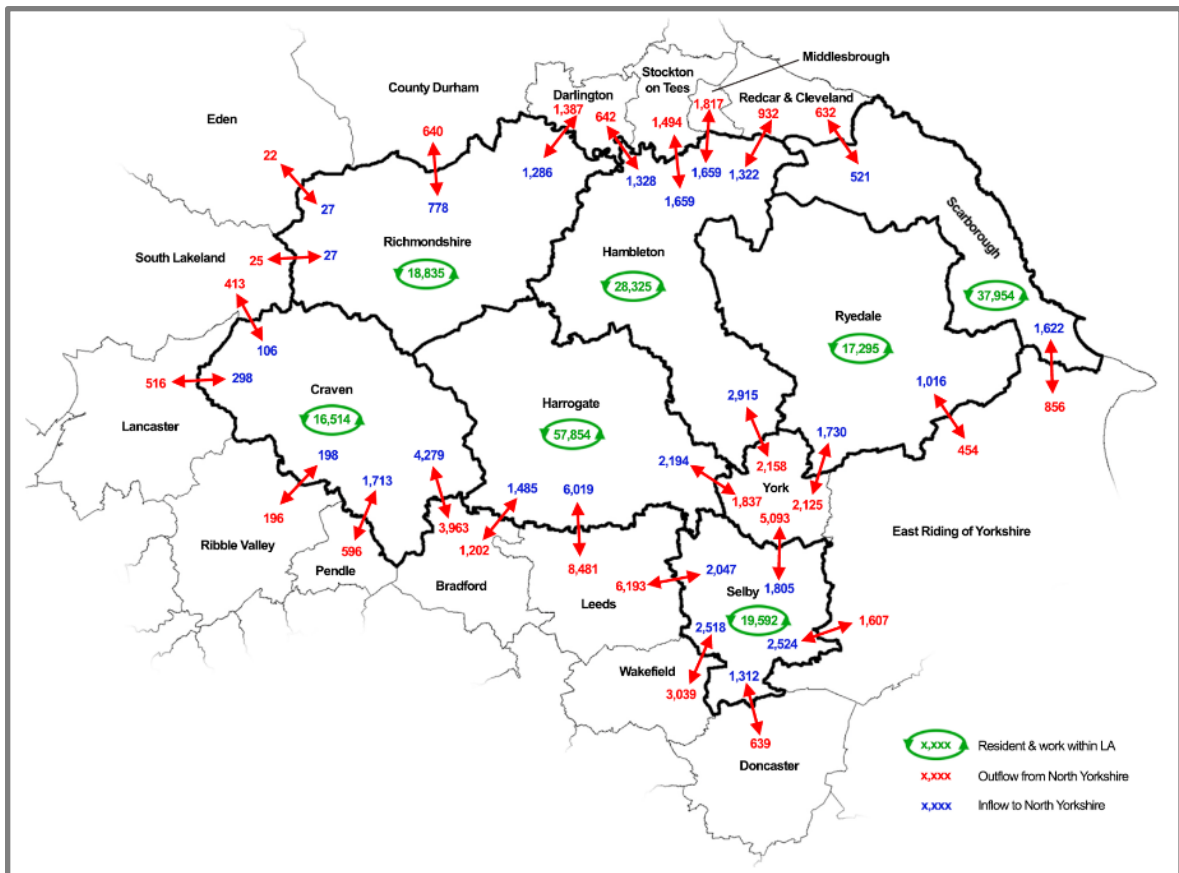
²⁶ https://hub.datanorthyorkshire.org/dataset/local_insight

²⁷ www.nomisweb.co.uk/reports/lmp/la/1941962793/report.aspx

²⁸ www.nomisweb.co.uk/reports/lmp/la/1941962793/report.aspx

²⁹ ONS Business Register and Employment Survey

The travel to work diagram gives an indication of the daily population flows and also where people may look to for other services.



2011 Census travel-to-work flows between neighbouring authorities and North Yorkshire³⁰

3.8 County and District plans and priorities

The County Council’s Plan outlines five ambitions to enable “North Yorkshire to be a thriving county which adapts to a changing world and remains a special place for everyone to live, work and visit”:

- Leading for North Yorkshire
- Every child and young person has the best possible start in life;
- Every adult has a longer, healthier and independent life;
- North Yorkshire is a place with a strong economy and a commitment to sustainable growth, and
- Innovative and forward thinking Council.³¹

Craven ³²	Hambleton ³³	Harrogate ³⁴
<i>For Craven to be a prosperous place with strong and vibrant communities, where all residents enjoy a good quality of life.</i>	<i>Hambleton a place to grow</i>	<i>To build on our heritage and be a progressive and vibrant place to live, work and visit</i>
Carbon Neutral Craven: Facilitating economic growth in a low carbon Craven	Caring for the Environment	A sustainable environment

³⁰ <https://hub.datanorthyorkshire.org/dataset/travel-to-work-flows>

³¹ www.northyorks.gov.uk/council-plan

³² www.cravenc.gov.uk/the-council/strategies-plans-and-priorities/council-plan-and-priorities/

³³ www.hambleton.gov.uk/policies-plans/council-plan/

³⁴ www.harrogate.gov.uk/%2Fdownloads%2Ffile%2F644%2Fcorporate-plan-2018-2024&usg=AOvVaw3En87XZlIj2p0FRLuW0hPQ

Supporting the wellbeing of our communities: Developing vibrant, connected and healthy communities	Enhancing Health and Wellbeing	Supporting our communities
Attracting and retaining younger people: Creating a district that attracts people of working age to live and work	Providing a Special Place to Live	A strong local economy: (Including digital infrastructure; Harrogate Convention Centre; Tourism).
Financial sustainability: Ensuring a self-sustainable Council	Driving Economic Vitality	Excellent public services

Richmondshire ³⁵	Ryedale ³⁶	Scarborough ³⁷	Selby ³⁸
<i>To ensure that everyone that lives in or visits the district, receives top quality, value for money, services. We believe Richmondshire is a place where people support each other to ensure the wellbeing of future generations.</i>			Our big ambitions for the area between 2020 and 2030 are to make the Selby district:
At the core of this plan are our customers and communities, and the provision of a focus towards enabling growth to support our sub-regional and regional economies. <ul style="list-style-type: none"> establish a residents panel 	Support strong, inclusive and attractive communities	Better Lives <ul style="list-style-type: none"> Happy, healthy, active people Thriving and engaged communities A borough where all feel safe 	<ul style="list-style-type: none"> a great place to enjoy;
<ul style="list-style-type: none"> support the delivery of community led housing schemes 	Harness Ryedale's unique economy to deliver growth, homes & jobs	Better Homes <ul style="list-style-type: none"> A good quality home for all 	<ul style="list-style-type: none"> a great place to live;
<ul style="list-style-type: none"> introduce vehicle charging points make the council's operations zero carbon by 2030 	<ul style="list-style-type: none"> Create an environment that is sustainable, safe and clean 	Better Places <ul style="list-style-type: none"> A clean, green and attractive environment to be proud of Vibrant town centres A vibrant culture and heritage offer 	<ul style="list-style-type: none"> a great place to grow;
<ul style="list-style-type: none"> increase the contribution to the tourism economy improve broadband and mobile phone coverage 	<ul style="list-style-type: none"> Develop our organisation as an innovative, enterprising Council 	Brighter Futures <ul style="list-style-type: none"> Economic growth that benefits everyone A well connected place 	<ul style="list-style-type: none"> Selby District Council delivers great value.

There is a strong focus on maximising the economic benefits of tourism. Scarborough District's particularly stands out in terms of headline reference to developing a vibrant cultural and heritage offer. Elsewhere the role that culture plays in creating places where people want to live and work is more implicit.

³⁵ www.richmondshire.gov.uk/council-and-democracy/about-the-council/council-plan-2019-23/

³⁶ www.ryedale.gov.uk/your-council/council-plan.html

³⁷ <https://www.scarborough.gov.uk/home/council/corporate-plan>

³⁸ www.selby.gov.uk/council-plan-2020-2030



4. North Yorkshire's cultural ecology

North Yorkshire possesses a considerable cultural asset-base on which it can develop. These comprise physical venues, community spaces (including the natural environment) and the myriad of groups, activities and festivals that animate and bring these to life. By their nature they are embedded in their localities, often part of a wider social ecology.

Taking this asset-based approach – starting by establishing an appreciation and understanding of this existing infrastructure – means that what makes the culture of the County so special can be celebrated, and best use can be made of any investment. This will ensure the cultural offer achieves its potential for the County and its communities.

4.1 Overview

North Yorkshire's stunning landscapes, outstanding heritage offer and its wider-ranging culture are rooted in a highly-developed sense of place. The county's tourism industry is thriving and it is no wonder that five of the county's Districts appear in the Top 50 areas for quality of life in the UK – three of which are in the top five.³⁹

The County's cultural offer is perceived by many to be well established but very traditional – embodied by its famous historic houses, celebrated green spaces and popular market towns. At the same time established heritage organisations such as The National Trust and English Heritage are reinventing themselves and their offer and National Parks and forests are writing new strategies focused on diversifying audiences through cultural activity. In much the same way North Yorkshire as a County can build on the strengths of its existing asset base and produce a new and relevant, contemporary vision for culture in the area.

From our research it is clear that there is a great deal of cultural activity happening across cultural venues and in the community. Independent practitioners and micro-businesses working from home or shared studios, participation and engagement programmes delivering wellbeing outcomes and tackling social isolation, popular festivals with national profile and, of course, World-class heritage and landscape offers.

Much of this activity is hyper-local in scope, taking place in village halls and community venues all supported by an army of committed volunteers.

A notable gap in the cultural landscape is of medium to large-scale organisations – often part of Arts Council England's National Portfolio⁴⁰ – with funding and capacity to scale up activity and engage across the sector, bringing others together and demonstrating leadership.

The full audit list can be found at Appendix F.

³⁹ www.yorkshirepost.co.uk/arts-and-culture/these-are-best-places-live-yorkshire-145852

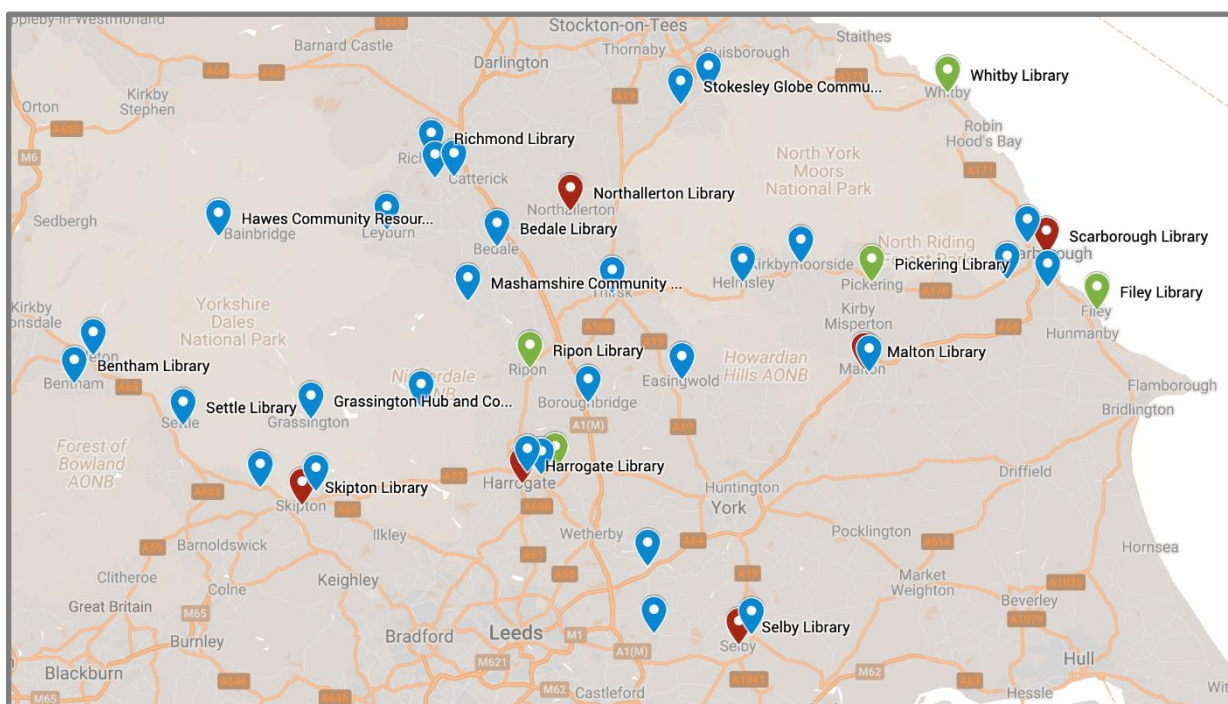
⁴⁰ www.artscouncil.org.uk/our-investment/national-portfolio-2018-22

4.2 Archives and libraries

The County Record Office holds over five miles of records evidencing our history from the 12th Century to the present.⁴¹ Archives are the County's memory - a valuable cultural and evidential resource that tell the story of the community in which they sit through maps, photos and documents that anyone can view.

The library service includes six core libraries, five hybrid, 31 community libraries and a super mobile library serving 20 communities – all supported by expert staff and an army of 2,007 committed volunteers who contributed 158,122 hours of their time in 2018-9. North Yorkshire's libraries are more than just buildings - they are a vibrant and accessible community asset that contain the books, resources and tools to support individuals and communities to thrive and prosper. This was not lost on those taking part in the *Culture Conversation* with numerous references to the effectiveness of the broader cultural engagement of the library service.

It has extensive community reach – with over 2 million visits annually. In a typical year the library network provides over 2.1 million book loans and (pre COVID) c125,000 e-book loans; hosts over 4,000 cultural, creative and informative events; supports 9,650 children doing the summer reading challenge; and 20,502 individuals with ICT; and reaches out to 40,875 residents through its home library service.⁴²



Archive and libraries.

4.3 Art galleries and museums

Museums and galleries vary in scale and type, from the tiniest volunteer-run room to local authority; to independent charities; to those run by national bodies such as the National Trust and English Heritage.

Those on the map have met or are working towards the Arts Council Accreditation standard. There are a small number of galleries or museums who are not eligible to be Accredited – for example temporary exhibitions that do not hold a permanent collection, heritage centres or private collections. These are included in the audit list in the Appendix F.

⁴¹ www.northyorks.gov.uk/record-office-collections-and-services

⁴² www.northyorks.gov.uk/info/your-library-your-place-2020-2030

Ripon Museums Trust became part of Arts Council's National Portfolio in 2018.

The majority of museums in North Yorkshire use their collections – whether of archaeology, social history items, geology or fine and decorative art – to tell the story of their local area. Running education and activity programmes alongside their exhibitions.

One of the frequent comments from the *Culture Conversation* was about the effective network and development support provided by the Museum Development Yorkshire team, with many mentioning the informal weekly Zoom coffee break drop-in sessions introduced in the last year to help maintain connectivity. The museum network was often in relation to the absence of such a network for other cultural activity.

'I completely depend on them, their events and the support is just fantastic'

Recent investment in museums includes National Lottery Heritage funding for the Folly (Museum of North Craven Life); a £1.5 million grant funding the redevelopment of the Craven Museum and Exhibition Gallery to create a 21st-Century display space and redevelopment of the Grade II listed Skipton Town Hall as a cultural hub for Craven District.



Accredited art galleries and museums.

GREEN HOWARDS MUSEUM: The Herstory project was created by the Museum and National Childbirth Trust and Birth & Beyond Supporters Group (Catterick Garrison) to explore the experiences of army wives over the last 150 years. Inspired by engaging with historic collections and creative activities, participants shared their stories and explored the similarities and differences between army life past and present and found that *'the emotional response to having loved-ones away hasn't changed'*.

4.4 Theatres and performance spaces

From local venues such as Pateley Bridge with a capacity of 73 to Europe’s largest open air theatre in Scarborough holding 8,000 people, North Yorkshire is well served with theatres and performance spaces. While the majority are historic structures, they are a mix of traditional and contemporary venues, from the Georgian Theatre in Richmond, through the Settle Victoria Music Hall, to the Richard Whately Theatre at Giggleswick School or the Harrogate Convention Centre.

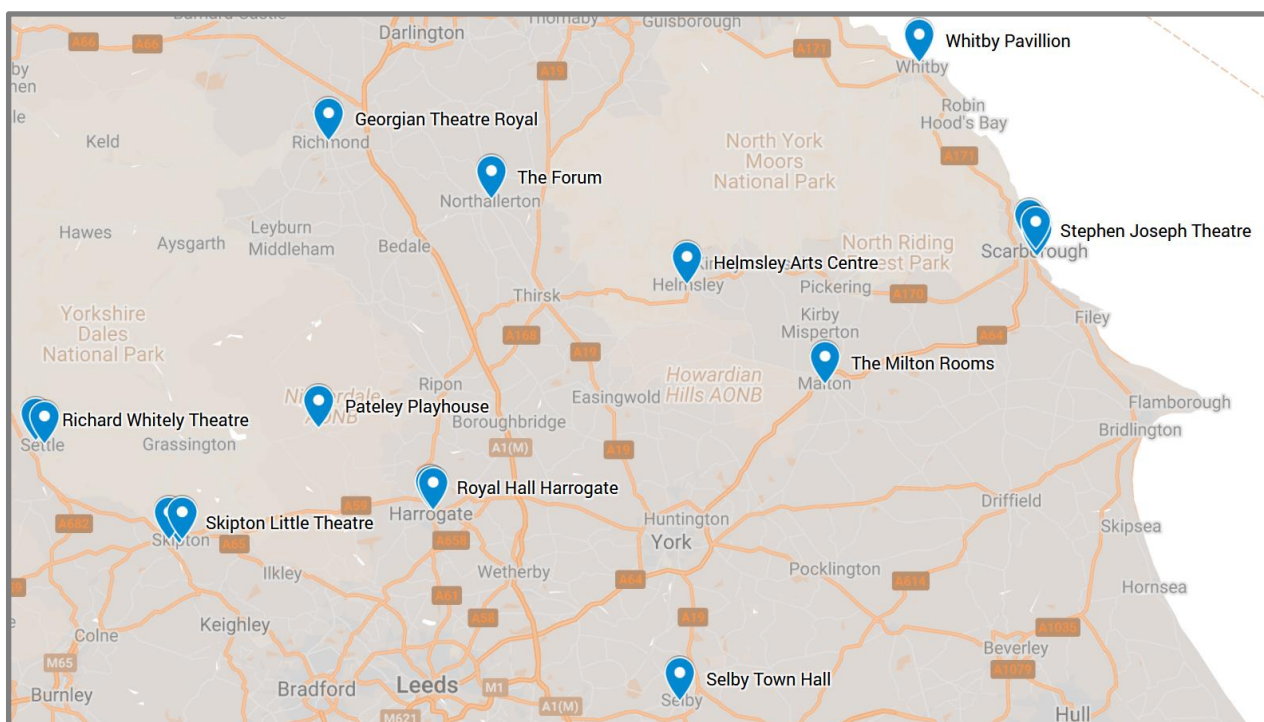
Harrogate and Stephen Joseph are production theatres, also delivering programmes across the community, beyond their venues. Additionally, Stephen Joseph Theatre now leads the acting course at the Coventry University campus in Scarborough. In March, Harrogate Theatre announced a £1m programme to replace the roof of its Grade II theatre, funded by the Borough Council.

While not part of any formal structure, touring was noted as a means by which performances reach wider audiences across the County.

Venue	Capacity
Frazer Theatre, Harrogate	127
Georgian Royal Theatre	214
Harrogate Convention Centre	2,000
Harrogate Theatre*	500
Helmsley Arts Centre	140
HIVE Harrogate	60
Pateley Playhouse	73
Richard Whately Theatre	288
Royal Hall Harrogate	950
Scarborough Open Air Theatre	8,000

Venue	Capacity
Scarborough Spa Grand Hall	2,000
Scarborough Spa Victorian Theatre	600
Settle Victoria Hall	220
Skipton Little Theatre	72
Skipton Town Hall	300
Stephen Joseph Theatre*	404; 165
The Forum, Northallerton	300
The Mart Theatre, Skipton	300
Whitby Pavilion	380
YMCA Theatre, Scarborough	290

* Indicates NPO status



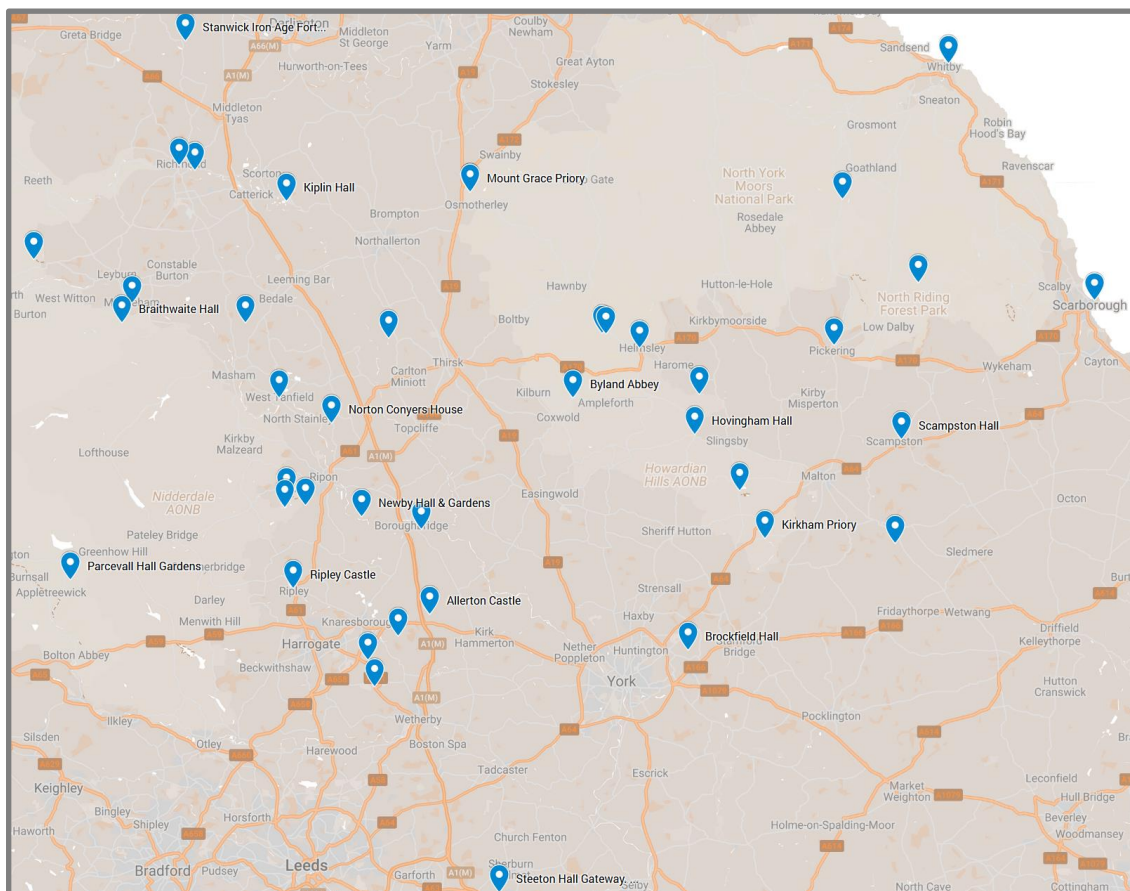
Distribution of theatres and performance spaces.

4.5 Historic houses and castles

North Yorkshire is home to a particularly rich array of historic buildings including Fountains Abbey and Studley Royal – one of the UK’s 27 World Heritage Sites and Castle Howard – widely recognised from its use as a film location, most recently for the Netflix series Bridgeton.

The map below contains buildings and castles that are managed by History England or the National Trust, or are members of the Historic House Association.⁴³ Others are captured in Appendix F.

They reflect the affluence of North Yorkshire’s past. Today, many exist as part of privately owned estates with an important role in their local communities. This echoes their historic role within largely self-sufficient rural communities, underpinned by a thriving agriculture industry. Many are hubs for enterprise within their rural communities – whether as visitor attractions, centres for rural enterprise by restoring and repurposing unused historic buildings into new living, working and leisure spaces. As such they operate different business models to other publicly funded attractions.



National Trust, English Heritage and Historic House Association member historic houses and castles.

4.6 Community cultural spaces

Particularly important in a rural county are the community spaces where distributed cultural activity and programming takes place both in the town centre hubs and their hinterland. Any community venue becomes a performance space. These include:

- Town halls
- Village halls and the Village Hall Network
- Market places and gathering spaces
- Forest and landscape, for example Dalby Forest
- Cathedrals and churches

⁴³ www.historichouses.org

- And libraries

In towns like Selby, with limited purpose-built cultural infrastructure places such as the Cathedral become important anchor venues. Elsewhere, in Ripon, the Cathedral sees its cultural programming – including varied regular music performances and an annual arts festival – as part of its mission and role in the community.

The arts charity Rural Arts uses the network of village halls to reach into and small community spaces – the geographical distribution indicated on their maps below.

Our conversations captured a number of comments about the willingness of those programming the village hall spaces to consider more contemporary work. While it is believed there is an appetite for greater variety among audiences these are felt to be a risk too far for the volunteer-led venues.

Investment in technology is also transforming what can be programmed – for example opening up opportunities for digital streaming, whether classes or performances.



Venues used by Rural Arts in their touring productions⁴⁴

⁴⁴ www.ruralarts.org/venues?page=1

Rural Arts Providing more than 400 events and activities per year Rural Arts is an arts charity that brings culture to people where they live. Delivering more than 70 community performances and workshops a year the organisation has made use of over a hundred village halls, community centres and cultural spaces, including running its own venue and cafe in Thirsk.

The Milton Rooms The Milton Rooms responded to Covid by inviting community organisations who couldn't use their usual venues to meet in the Milton Room's larger spaces, where social distancing was easier. Having reached out to the community in a time of need the venue is now undergoing a major refurbishment, with investment from Ryedale District Council ensuring there are better facilities and improved access for all.

4.7 Heritage Assets (including archaeology)

In addition to the heritage venues listed above, as may be expected, North Yorkshire boasts an extensive array of other heritage assets. This includes the traditional landscapes and vernacular architecture; over 16,000 listed Buildings (predominantly in Harrogate and Ryedale Districts, and the Yorkshire Dales); 330 Conservation areas; 2,866 scheduled monuments (the highest distribution in the North York Moors National Park, Ryedale and Scarborough Districts); and 49 Registered Parks and Gardens. As planning authorities the Yorkshire Dales and North York Moors National Parks have responsibility for listing and planning control, along with the District Councils.⁴⁵

Listed Buildings	Grade I	Grade II*	Grade II	Total
Craven	23	53	1,515	1,591
Hambleton	43	84	1,634	1,761
Harrogate	49	114	2,115	2,278
Richmondshire	43	83	1,834	1,960
Ryedale	65	93	1,865	2,023
Scarborough	26	85	1,860	1,971
Selby	29	35	571	635
North York Moors	32	57	1,681	1,770
Yorkshire Dales	25	105	2,007	2,137
	335	709	15,082	

The range and breadth of this heritage means it can be found almost around every corner and was recognised by the young people in our conversations when discussing their experiences of North Yorkshire culture.

With an abundance of assets comes requirements for care. 175 of these are currently on Historic England's At Risk Register. 45% of these are in Ryedale; the majority being archaeological sites.

A breakdown of the asset types by District and National Park can be found in Appendix G.

The 2020 RSA Heritage Index places Scarborough and Richmondshire in the top ten – respectively 7th and 8th position.⁴⁶ Richmondshire entering the top ten due to new funding from the National Lottery Heritage Fund and an increase in the assets of community value within the historic built environment, which has helped its remarkable move up 20 places. The index brings together data on assets and activity (including funding) relating to:

- Historic built environment e.g. listed buildings; heritage at risk

⁴⁵ <https://historicengland.org.uk/research/heritage-counts/indicator-data/>

⁴⁶ www.thersa.org/reports/heritage-index-2020

- Museums, archives and artefacts
- Industrial heritage
- Parks and open spaces
- Landscape and natural heritage
- Culture and memories (e.g. blue plaques, European Food Designation)
- General infrastructure (e.g. businesses)

4.8 Gatherings, festivals and events

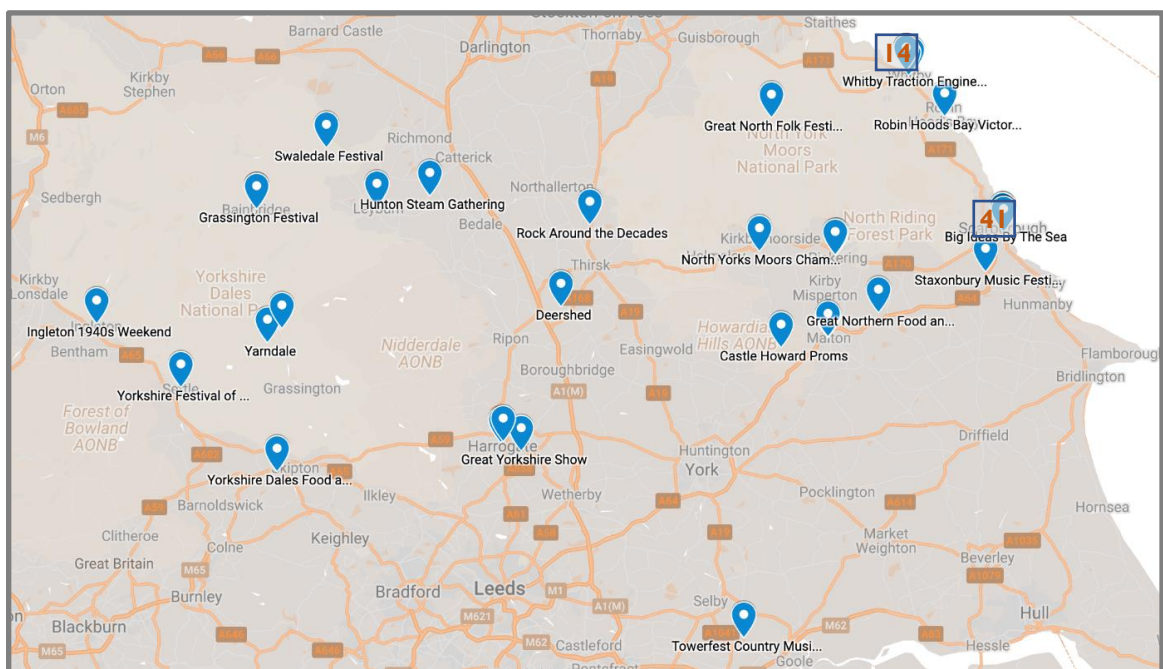
The physical infrastructure is only part of the ecology. Other important dimensions include the assets and capabilities that facilitate activities and events.

North Yorkshire has a strong calendar of pop-up events and festivals, which can be seen as the contemporary reinvention of market-day, travelling fair and agricultural festival gathering traditions. These play a particularly important role in a rural area – bringing the community together from the hinterlands into town and festival sites.

The past year has seen these reinvented for the digital age, as festival producers turned their events online – reaching both hyper-local and international audiences.

The range and breadth of these festivals and events permit ambition and imagination, and they are often targeted at niche interests – for example the Whitby Goth Weekend.

These events support the tourism economy, but also deliver to local people and businesses, animating town centres, driving footfall and reinforcing local identity and culture.



Distribution of festivals across North Yorkshire. A longer list can be found in Appendix F. Due to COVID-19 and the time-based nature of many of these events, this can only be indicative.

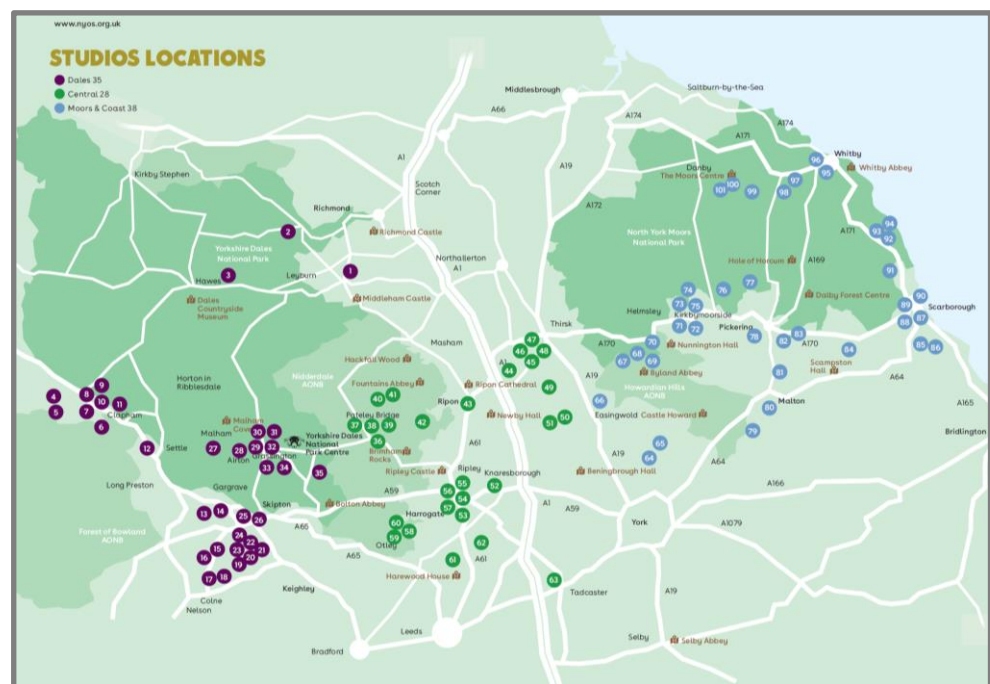
‘Ryedale Festival punches above its weight with an extraordinary breadth of programming, with local talents and star musicians sharing top billing’ In 2020 it successfully moved online. The challenges of transferring a multi-site festival to a digital platform were exacerbated by Ryedale’s poor digital infrastructure. To engage those without digital skills, CDs were recorded and personally distributed. While aiming to get back into venues, the 2021 Festival will stream via its new Ryestream platform.

Yorkshire Festival of Story - 'Free, Online, Everywhere' When the pandemic hit, Settle Stories decided to blaze the trail for festivals on-line. With a guest director, Joanne Harris, the small team delivered 83 varied events. It attracted an audience of over 7,000, from North Yorkshire and across the world. Audiences loved the festival's high quality of event and welcome, which created a genuine community on-line. *'It was brilliant. Such a positive thing amid the pandemic'*.

4.9 Artists, craftsmen and makers

This section captures some of the individual artists and craftsmen we understand to be practicing in the area. It is as complete as possible in the time available but, would benefit from further investigation. Other identified gaps in knowledge include literature, poets and writers.

An example of the number and range of artists is illustrated by the North Yorkshire Open Studios. Established and coordinated by a network of local artists, this annual event brings together over a hundred artists and makers each June to open their studios, meet, promote and sell their work directly to the public. COVID-19 proved to be a particular challenge for this section of the cultural sector. Not only did many of them fall through the cracks in support funding but, many depended on selling from galleries, and so lost much of their income when those outlets locked down. Those that were able to move to on-line selling reported relative success, with several enjoying being on control of their markets and directly engaging with their customers – part of a distinct international trend. Some even suggest they would not consider a return to gallery selling in the future.



North Yorkshire Open Studios map 2019

4.9.1 And so much more

The Appendix also highlights the breadth significant number of everyday creativity taking place across the County – such as choirs, dance groups, craft workshops or reenactors.

We note the absence of any coherent, location-specific information about performers such as actors, dancers and musicians.



5. Cultural sector strengths; needs and opportunities

The impact of the cultural sector is varied and well evidenced.

The economic value of the sector across North Yorkshire and York was calculated in 2019 as contributing more than £100m GVA each year to the economy.⁴⁷

The experience of COVID-19 has demonstrated the ability of culture to make a positive difference to people's lives in new ways. Absorbing culture online - streaming content, attending virtual concerts and zoom classes – or the rediscovered value we place on time for creativity and enjoying outside spaces, parks and street heritage. It has brought into focus the cultural activity threaded through our lives, much taken for granted and now missed – trips to the cinema or theatre, along with the means to connect with others in community. This experience follows the development of *Let's Create Arts Council's* strategy which celebrates and advocates for everyday creativity, setting out to engage more people actively in art and culture, wherever they live, and however they participate.

The benefit of cultural activity on individual wellbeing is becoming better understood and there is an increasing volume of evidence that wellbeing is improved by taking part in cultural activities.

Culture plays an important role in shaping place and local identity. Investing in place-based projects improves individual wellbeing, helps attract new people to the area, brings communities together and strengthens their connections – all of which are of use in addressing current challenges such as community cohesion and the reinvention of our high streets.⁴⁸

A strong cultural offer makes people feel more content and so more likely to stay within an area. And, with 75% of those employed in culture, media and sport under the age of 50, towns across North Yorkshire are working hard to introduce the infrastructure that is likely to attract young creatives to the area, including live-work accommodation, co-working businesses and meanwhile spaces.

The sector in North Yorkshire already contribute to these important priorities. However, there is a feeling that it is difficult to deliver in a targeted and coherent way, and at scale, with the sector describing itself as siloed, inconsistent and lacking collective identity. There is opportunity to increase the connectivity across Districts and sector specialisms to work strategically and reach wider audiences in the county – enabling organisations to make the case for a wider-vision and investment to build capacity.

5.1 Wellbeing

*'Creativity in all its forms is an essential part of being human and vital for wellbeing.'*⁴⁹

COVID-19 brought both physical and mental health to the fore, exacerbating inequalities and placing further pressures health services. While it has brought new and significant challenges to the health service, the greatest challenge still remains the ageing population – its scale having the potential to outstrip the NHS budget. Over the past 10 years there has been a shift in thinking about health and wellbeing by policy makers and health practitioners, and a move towards the benefits of enabling people to retain quality of life and independence for as long as possible. Research into culture's role has demonstrated that cultural activity helps us live longer, better lives – providing effective and value-for-money solutions to the ageing, loneliness and mental health challenges facing health and social care.⁵⁰

⁴⁷ ACE (2019) *Value of Arts & Culture to the North* www.artscouncil.org.uk

⁴⁸ www.artscouncil.org.uk/publication/value-arts-and-culture-place-shaping

⁴⁹ What can culture do for healthcare? (2018) www.artscouncil.org.uk/blog/what-can-culture-do-healthcare-0

⁵⁰ www.culturehealthandwellbeing.org.uk/appg-inquiry/

5.1.1 An aging society

The beneficial role of cultural activities in health and wellbeing has been well documented. While social prescribing can't replace conventional treatments such as drugs or surgery, it can contribute to preventing or alleviating a range of conditions. To create a healthy, happy, meaningful life for everyone, we have to recognise the power of creativity, artists and craftsmen, arts organisations, museums and libraries in healthcare and beyond. Initiatives such as arts- and books-on-prescription and participation are proven to decrease GP visits and hospital admissions – giving a net cash saving. Giving GPs access to social prescribing, as an alternative to drugs, is a positive step to focus more on preventative, joined-up care. However, the sector needs to work with health partners to make it an accessible and coordinated possibility across whole commissioning areas and to create local GP champions to advocate for its benefits.

Examples from our conversations include Orb's involvement with the Route One to Wellness consortium,⁵¹ library staff ringing customers during the first lockdown to see if they were OK, volunteers running museums. A new initiative is the Healthy People Healthy Places (HP2) project being run by NYCC.

Despite this activity, it was noted that the potential contribution of the arts to health and wellbeing is not fully realised. Programmes are temporary, and provision is uneven across the County. For this to improve, leadership and collaboration is needed across the culture sector – so it has the capacity and capability to have a consistent offer – and is able to develop meaningful relationships with health and social care partners.

5.1.2 Mental wellbeing

In relation to mental health, the National Health Service recommends five steps that people can take to improve their mental wellbeing:

1. Connect with other people: building self-worth and sense of belonging, e.g. through joining a choir.
2. Be physically active: raising self-esteem and causing chemical changes in your brain which can help to positively change your mood, including dance, or visiting heritage sites.
3. Learn new skills: boosting self-confidence and building sense of purpose whether knitting, dry stone walling or playing the guitar.
4. Give to others: acts of kindness create positive feelings and a sense of reward, e.g. through volunteering.
5. Pay attention to the present moment and your surroundings (mindfulness).⁵²

These are all things that people can find in abundance in their local cultural offer – without the need for special programmes. Increasing awareness of these benefits and what opportunities exist on people's doorstep, within North Yorkshire.

5.1.3 The loneliness epidemic

These everyday cultural activities such as picking up a book, visiting a museum or joining a choir are also effective and recognised ways of reducing loneliness and social isolation, particularly among people living in rural or disadvantaged areas.⁵³ It is increasingly understood that loneliness is impacting health across the UK (and many of the wealthier nations of the world). It can be considered cause harm comparable with smoking 15 cigarettes a day.⁵⁴ With 5% of adults in England reported feeling lonely “often” or “always”.⁵⁵

⁵¹ <https://wellspringtherapy.co.uk/news/route-one-to-wellness/>

⁵² www.nhs.uk/mental-health/self-help/guides-tools-and-activities/five-steps-to-mental-wellbeing/

⁵³ *What is the evidence on the role of the arts in improving health and well-being? A scoping review* by Daisy Fancourt & Saoirse Finn, 2019 <https://www.culturehealthandwellbeing.org.uk/news/blog/introduction-new-who-evidence-report-arts-and-health-daisy-fancourt>

⁵⁴ www.ageuk.org.uk/information-advice/health-wellbeing/loneliness/

⁵⁵ www.culturehealthandwellbeing.org.uk/resources/loneliness

The two groups most vulnerable to loneliness are the old and the young - with young people reportedly loneliest of all. In 2016 Age UK reported that 1.2 million older people were chronically lonely in the UK. The ONS Community Life Survey found that adults aged 16-24 reported feeling lonely more often than those in older age groups.⁵⁶ The impact of the pandemic social distancing and lockdown is still being understood. But a survey halfway through the restrictions identified that one in four adults in the UK said they had feelings of loneliness in the previous two weeks; and that loneliness levels were higher in young people, people who are unemployed, full time students and single parents.⁵⁷ A concern is that while short-term feelings shouldn't harm our mental health, the longer the pandemic continues the risk of certain mental health problems, including depression, anxiety and increased stress increases. On a more positive note, the results shows that three quarters of the overall population have not been experiencing loneliness. This shows great resilience during this time of isolation and shows that many of us are adapting our ways of keeping in contact with people – potentially through rediscovering creativity, our local outdoors and connecting online.

A key factor in reducing loneliness is the social interaction experienced while participating in cultural activity.⁵⁸ Community First Yorkshire's loneliness initiatives could offer the opportunity to connect into an established programme.⁵⁹

Ceiling Demons A hip-hop duo from Richmondshire, Ceiling Demons was formed in response to the mental health challenges young people face in North Yorkshire. As well as writing about the issues, the band raise funds and awareness through the gigs they organise. *“With Richmond being a small town, this issue has affected a lot of people in our community, so we believe it's very important to highlight the fact that support is available”.*

Threads was a collaborative project set up by North Yorkshire County Records Office and arts for wellbeing organisations Pioneer Projects and Orb Arts. Working with adults referred to the organisations by care commissioners or local authorities, participants worked with professional artists to access the county archives and produce artwork in response to their own culture and heritage.

5.2 Place-shaping

The cultural sector is positioned well to support town centre renewal and reinvention. COVID-19 has accelerated the take-up of online shopping and confirmed that to remain relevant high streets need to reinvent themselves as places of experience where communities can come together.

The cultural tradition of market towns as gathering places is ready for reinvention in North Yorkshire. Town centres traditionally serve their rural hinterlands needs for retail and civic amenities but as shopping and banking move online culture can help in animating spaces through activity or art, driving footfall and creating a buzz and amplifying sense of identity – all things that create desirable places to live and work, develop profile and attract inward investment and economic growth. The potential for this has started to be seen in the High Street Heritage Action Zone projects taking place across the County. There are real opportunities to use culture to both reimagine places, with authenticity – reinforcing the distinctive identity of each.

‘A County making the best of what we have letting the rural be rural and the coastal be coastal’

⁵⁶ www.culturehealthandwellbeing.org.uk/appg-inquiry/

⁵⁷ www.mentalhealth.org.uk/coronavirus/loneliness-during-coronavirus

⁵⁸ www.culturehealthandwellbeing.org.uk/news/blog/introduction-new-who-evidence-report-arts-and-health-daisy-fancourt

⁵⁹ <https://communityfirstyorkshire.org.uk/projects/tlc-north-yorkshire/>

5.2.1 The benefits of arts and culture in place

Building on the fact that arts and culture demonstrably support personal wellbeing, Arts Council's research finds that a strong arts and cultural offer makes people feel more content and thus more likely to stay within an area.⁶⁰ Key areas of impact in place shaping are:

- Building stronger communities: People attending a wider range of arts and cultural events are more satisfied with their lives than people who don't.
- Fostering community cohesion: Engaging in local arts and cultural activities is valuable in fostering a sense of collective identity, space for interaction and shared experience and thus contributes towards people having a stronger attachment to place.
- Attracting and retaining people to live and work: The local arts and cultural offer is a factor, both for people and businesses considering moving to an area and for people remaining within an area - cited as an equal priority to 'schools' in people's decision to move to, or remain in an area.
- Tourism: Cultural tourism is one of the fastest-growing tourism markets. Tangible and intangible cultural assets are a means of developing comparative advantages to create local distinctiveness.
- Supporting economic growth: A strong arts and cultural offer in helps attract creative entrepreneurs and enterprises – characterised by a younger workforce.
- Place marketing and inward investment: Regular events and high profile cultural activities provide positive media coverage – they can challenging and changing perceptions and media stereotypes of areas as places to live, work and visit.
- Benefits for the high street: Across the UK towns and cities that are successfully transforming their high streets through the growth of high-quality visitor experiences and better understanding of people's need to visit towns and cities for far more than retail. This includes animation of public spaces including art works and live performances. Exploring and celebrating local cultural identity, and also drive footfall.

5.2.2 A rich heritage

The rich heritage of North Yorkshire's towns and their traditional purpose as market towns and places of congregation serving a rural hinterland are ripe for contemporary reinvention.

Our *Conversations* revealed examples such as

- Skipton's development of infrastructure and activities to attract younger people to live and work in the area, set up and bringing creative businesses to the area.
- The use of Selby 950 as a catalyst to change perceptions of the town.
- Yorkshire Coast BIDs cultural programming animating the coast with cultural activity
- Libraries creating footfall and acting as a cultural focal point in each location
- Commissioning of new public art and trails in Whitby
- Contemporary versions of fairs and gatherings attracting audiences and raising profile, for example Malton Food Lovers Festival, the Coastal Weekenders and Deershed
- Northallerton Gaol redevelopment transforming a 1788 GII into the Treadmills – a multiuse space for start-ups, retail, digital hub and accommodation
- Refurbishment and reuse of buildings such as the Milton Rooms (restoration having the added benefit of being more resource friendly than new build)

5.2.3 Opportunities

A key part of the success of the town centre redevelopment and reimagination will be making culture (and new culture) the norm. This culture needs to be energising and spirit-raising, relevant and authentic too – not 'bought in' but grown in North Yorkshire and context specific sensitive to the differences across the County.

⁶⁰ www.artscouncil.org.uk/publication/value-arts-and-culture-place-shaping

There is opportunity for the *Strategic Framework* to be used to join up culture – sharing practice on town centre renewal and associated cultural community engagement across towns and Districts and interested other groups.

Observations include:

- Lots of activity is happening, but in isolation, or in some cases with inter-town rivalry. There is opportunity to share practice and learning across the sector and the need for a networked sector to support this.
- The need for the cultural sector to be involved in shaping the development of Town Centre renewal planning and bid development from the outset – to ensure appropriate activity and creative ambition.
- Creative solutions emerging to make old heritage work in a new 21st Century context.
- The need for good practice in commissioning cultural content – whether pieces of work or events. Examples of unacceptable remuneration for artists, or lack of networks can result in less than optimum outcomes.
- The need to work more consistently with BIDs as a delivery partner and other town centre partners. BIDs were often unsure of who to contact; too many cultural organisations were unaware of their role. Meanwhile spaces could help address the shortage of creative spaces, bringing areas to life in advance of further development. BIDs are a perfect bridge into the business community.
- Culture as a means to broker community engagement and co-design of the reinvented town centres.
- Authentic places should range from vibrant young spaces to slow culture catering for the needs of community and audiences.

The **Yorkshire Coast BID**, established in 2019, has embedded culture at the heart of its work as a vehicle to engage local artists, communities and businesses. *Odyssey* is a 3-year festival of over 50 events retelling the gigantic story of Homer's *Odyssey* across the landscape of the Yorkshire Coast – 'cementing the region as a hub of artistic talent, culture and beauty'. It has brought the Coast to life attracting footfall from locals and visitors.

SELBY 950 was an extraordinary, year-long celebration of 950 years of Selby Abbey. Featuring a wide variety of church and community events, including a large-scale parade and 3-day long Pilgrim Illumination, the festival brought a feel-good factor to the town. Taking place in 2019, Selby 950 has catalysed a new confidence and sense of identity, along with an appetite for cultural programming and celebration with a new district-wide cultural strategy launching in 2021.

Art Happens Here is a collective of four contemporary artists from Ryedale. Based in the 'meanwhile space' of Community House, Malton since 2018, the group want to tackle the hidden talent drain in North Yorkshire. In 2020 the collective teamed up with Crescent Arts to deliver a symposium to address the dislocation artists often feel when living in rural areas.

Goodspace, Skipton This former Co-operative Store, just half a mile from Skipton town centre, offers flexible and affordable co-working space for microbusiness and freelancers who make up an increasing part of the business community in the Yorkshire Dales. With over a million pounds of investment in the High Street on the horizon, Goodspace could be one of many examples of adaptive reuse supporting businesses in Skipton.

5.3 Creative skills and economy

Culture represents a broad range of businesses in North Yorkshire. The creative industries and heritage are both areas of growth, with the benefit of attracting a comparatively youthful workforce and in many cases able to be located anywhere – creating the right environment in which they can thrive also brings vibrancy to communities and helps animate our towns and villages.

While we are not yet certain of the impact of the pandemic on the survival of businesses – whether a historic house or theatre or artist blacksmith there are a number of trends from before COVID-19 that seem set to continue. These include the need for creative skills, whatever your occupation, a need for retraining and reskilling throughout your career and an increase in freelance or contract roles.

The absence of a higher education sector has an influence on the creative mix and profile of North Yorkshires inhabitants and different tactics and partnerships are required to attract young people back after gaining qualifications; and to match skills taught with industry need and create opportunities for lifelong upskilling.

While the term ‘creative industries’ encompass the cultural sector roles - from artists to hospitality staff working in museums - we noted an amount of interchangeability about the use of terms. For clarity here, we use creative industries as an umbrella term for those working in the culture sector.

5.3.1 A growth industry

The creative industries and heritage are growth areas. Pre COVID-19 they were expanding at a rate of over 7% per year – five times above economy as a whole.⁶¹ The heritage sector was growing at a rate of 9%. Both are particularly important in the context of North Yorkshire. The heritage sector – given the strengths of the assets across the County. And the cultural industries, as they are a predominantly young sector, that aren’t particularly restricted to a particular location.

98% of businesses in the York and North Yorkshire LEP area are micro businesses.⁶² Excepting the larger cultural venues such as theatres and historic houses, this is similar for the cultural sector.

Our research uncovered that, due to its location and comparatively cheap per metre of space and storage, North Yorkshire has strengths in infrastructure and support industries that service the cultural sector – which only become more visible due to the impact of COVID and their need for financial support. Also noted was the range of freelancers covering every aspect of the cultural sector – from consultants to producers to education session workers. This group is anticipated to become an ever greater proportion of the workforce and, are the means by which the sector can inject capacity, energy, experience and ideas into its work, if connected properly. Both these sections of the workforce are based in North Yorkshire but work nationally and internationally.

5.3.2 COVID-19

The impact of COVID-19 has been significant on the Cultural sector, second only to that of the accommodation and food sector. Cultural organisations have reinvented their offers for an online environment; live performance venues and museums and galleries have been forced to close their doors for long or indefinite periods, subject to social distancing restrictions. Films and television programmes have had to put a halt on production, and self-employed creatives have experienced immense job instability. More has changed and in more fundamental ways than that which is immediately apparent. However, given the pace of change, and limited data availability, it has been difficult for policymakers and the industry to understand the exact scale of the pandemic’s impact on employment within the sector.

⁶¹ www.gov.uk/government/news/uks-creative-industries-contributes-almost-13-million-to-the-uk-economy-every-hour

⁶² LEP (2020) Greener, Fairer, Stronger

Some parts of the sector were hit harder than others. While much was furloughed and closed venues with open air spaces reported record years.⁶³ Despite these glimmers of hope, many organisations will face depleted reserves and might have significant loans to pay. And significantly higher than average numbers of people leaving creative occupations compared to previous years.

While some of the worst levelled out by Government grants, loans and support schemes, we are still uncertain as to how fast or to what extent the economy will recover as we emerge from this current Phase of the pandemic and learn to live with COVID-19. This will only become apparent as furlough is withdrawn.

Helping the sector return to their pre-pandemic strength will require a combination of support for those businesses and workers whose work has been disrupted by the pandemic – whether opening up, understanding current audience audiences, or developing hybrid business models that embed online engagement and the learning developed over the past year, or supporting individuals and organisations to provide new and innovative interactions; and identifying ways to achieve growth ambitions. A key challenge will be to support innovation in business models ensuring that we create relevant and dynamic cultural organisations and practitioners – whether as an artists moving to sell their work through online platforms, or the gallery that previously displayed their work needing to find alternative exhibition models.

5.3.3 A creative and skilled workforce

We do however know that creativity is a skill that will be increasingly valued in the future and the need for lifelong learning and reskilling at regular points will be essential.⁶⁴

Our *Conversations* highlighted the mismatch between skills and available people.

On one hand there is the challenge of securing people with the right skills – mentioning competing with other areas, or finding those newly qualified aren't trained in the right skills, or prepared to move into North Yorkshire. For example, Screen Yorkshire sources locations, but needs to bring in technical crew from outside the area. On the other, in more established cultural areas, is the contradiction of 'dead man's shoes' and limited appropriate vacancies.

'It's a small sector, with little physical infrastructure, few big organisations or venues, predominantly rural etc. Essentially very few jobs and no turnover. 'Very much a case of dead man's shoes'. There are probably only 2 jobs with big organisations that I could do in the area and they're both occupied by people who have been there more than 20 years'

'I returned 13 years ago having worked away, in that time I have been unable to find the right job in spite of extensive experience with arts organisations internationally.'

'It can sometimes feel like it's [North Yorkshire's culture] limited to traditional arts or just focuses solely on the landscape rather than what creative people have to offer.'

This suggests the need for a closer working relationship between the sector and education providers – at Further Education level within the County, but also with Higher Education providers.

North Yorkshire does not have its own University, although Scarborough hosts the University of Coventry (including an acting course led by Stephen Joseph Theatre). Instead, it is surrounded by the University towns and cities including York, Leeds, Middlesbrough and Lancaster.

This means that young people will be obliged to go away to train and discover more. Once they have left the county a concerted effort needs to be made to create an environment that will attract them back. At present the County lacks the networks and clusters, studio and rehearsal space to do that well. And cost of living compounds this as a barrier.

⁶³ www.historichouses.org/news/kiplin-hall-sets-new-visitor-records/

⁶⁴ www.dur.ac.uk/creativitycommission/

'There isn't a network of theatre companies in North Yorkshire- I look to Hull for peer support and rehearsal space.'

'Artists can feel dislocated when living in rural communities. Providing affordable workspace keeps artists in a particular area and community, rather than creative people feeling the need to move to urban centres where workspace is often a part of the fabric of a city. It's about highlighting the value of keeping artists in rural areas.'

5.3.4 Creative clusters

Research by the Creative Industries Policy and Evidence Centre suggests that micro clusters – i.e. those in towns and villages across the UK, will be important to support the rebuilding from the disruption from COVID-19 and the uncertainty posed by Brexit. That micro clusters are considered to be engines for growth and return on investment are important considerations for placemaking activities.⁶⁵ The more dynamism and energy is created the more the sense that something exciting is happening will permeate – strengthening residents' sense of identity, but also attracting others by its vibrancy.

A particular challenge for North Yorkshire is affordable spaces in which to live and work. Craven District has started to challenge this and find solutions and Northallerton, through its High Street Heritage Action Zone has plans too. There is need to share learning as well as keeping an eye on innovations developing elsewhere in the Country.

If, we are to be serious about creating the right environment for a vibrant cultural workforce, we also need to look at how work is commissioned. Adopting good practice and enabling non cultural sectors to be aware of this, is important.

5.3.5 Possibilities

Creativity has still to be fully recognised and embedded across all school subjects as a key future essential employability skill.

Conversations with young peoples' groups indicated general lack of awareness of the breadth of culture and the potential career opportunities within the sector and the reduction in cultural subjects in the Curriculum might limit this workforce pipeline further. Crescent Arts have recently held careers sessions to raise the awareness of possibilities.

Both of these might be addressed if North Yorkshire had more (or a combined) Local Cultural Education Partnerships this might enable it to be included alongside the Curriculum work.

Fresh Perspective Fresh Perspective was set up as part of Great Places Lakes & Dales as an initiative to test new ways to represent younger voices in and around Craven district. Led by graduates and young professionals, the group helps set the cultural agenda, runs its own events and activities helping young adults play a greater part in their community.

Helmsley Arts Centre Helmsley Arts Centre's Technical Theatre Training course supports young people to gain first-hand experience of working backstage in a busy theatre. From set-building to sound and light, a small cohort spend several hours per week gaining the skills they need to study or work in the performance sector.

⁶⁵ <https://pec.ac.uk/blog/small-engines-of-growth-understanding-creative-microclusters>

Axiom Events might be based in North Yorkshire but they deliver state of the art festivals and events production all over the world. Part of the county’s ‘hidden’ cultural economy, the company are proud to operate from their Stokesley base and fly the flag for Yorkshire wherever their work takes them. ‘Whether it’s music, theatre or art, our bread and butter is to make things happen’.

Screen Yorkshire The region-wide development agency for TV and film brokers and supports popular shows like Netflix’s *Bridgerton* to film in the area. By investing in productions and supporting filming companies to come to the area, North Yorkshire has become one of the country’s most popular filming destinations – and where production companies go, tourists are sure to follow, meaning this industry is worth over a billion pounds to the region.

5.4 Audiences

People make, experience and participate in culture and benefit from doing so in so many ways, whether for wellbeing, personal interest, as a visitor, volunteer, entertaining the kids – or the sheer fun and enjoyment of it!

Participation in community and culture is considered to be a human right.⁶⁶ Therefore, there is an expectation that any cultural organisation in receipt of public funding should seek to ensure it is accessible to its communities and that these communities are reflected in the composition of its audiences, staff and decision-making structures and processes. An audience focus is also essential to any relevant and resilient cultural business.

Research tells us that rural audiences are more likely to participate in cultural activity and volunteer than their urban peers, despite the offer perhaps being less varied. Cultural programmers tell us there is demand for more contemporary and diverse work, performances and gigs, but the sparse population makes it difficult for venues to underwrite the risk of trying new things.

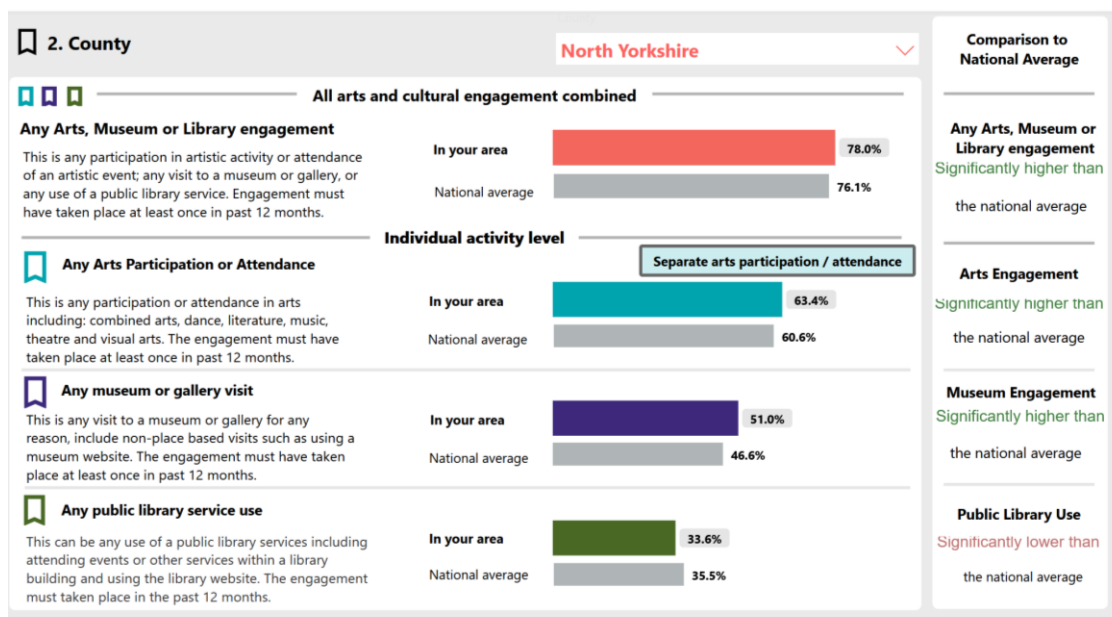
5.4.1 Participation levels

Data shows that different parts of the sector attract different participation rates, and that participation in rural areas, with the exception of museums and libraries tends to be higher than elsewhere. This is borne out in the data for North Yorkshire below. This demonstrates that the barriers to engagement (for many) aren’t necessarily the rural location.

Engagement in cultural activities in 2019/20 ⁶⁷			
	England	Yorkshire	Rural
Arts	76%	75.3%	84.5%
Heritage	73%	74.2%	83.2%
Museum / Gallery	51%	52.4%	50.9%
Library	34%	22.1%	27.2%
Volunteering	32.4%	29.3%	44.5%

⁶⁶ [https://en.unesco.org/ Article 27 Declaration of Human Rights](https://en.unesco.org/Article%2027%20Declaration%20of%20Human%20Rights)

⁶⁷ www.gov.uk/government/statistics/taking-part-201920-statistical-release



Arts Council Participation Dashboard: North Yorkshire ⁶⁸

Our *Conversations* indicated an increased focus on local audiences. This supports the reasoning that a attention to local increases creates vibrancy, which makes the place more creative, illuminating it and making it more attractive to others, which in turn translate into more contemporary, place-based visitor offers.

5.4.2 Community perceptions

Perception is that there are a few pockets of lower participation in elements of the community across the County.

When we asked residents about what culture meant to them through the photography competition. Submissions predominantly related to:

- Landscape and outdoor activities (30%), and
- Heritage buildings and townscapes (30%)

‘Our north Yorkshire means time in the sea, swimming, surfing and family!’

‘As the title ‘Selfie on the Moors’ suggests it is a photo of myself on the North York Moors...the wellies have a permanent place in the back of the car ready for those muddy walks across moor and dale, woods and wold. They are swapped for neoprene in the summer sunshine when the North Sea is braved and jellyfish dodged.’

These themes demonstrate that local perceptions of North Yorkshire are seemingly in line with the national image of a beautiful, historic county, with an abundance of outdoor space including rural and coastal landscapes signifying heritage, and the ease of accessing such places.

A number of submissions did include artwork, performance and other cultural activity, but these were in the minority. While this might relate to what the community perceive their culture to be, it is also likely to be impacted by the ongoing various stages of lockdown and closure of much of the indoor cultural activity during 2020, and the desire to get out into the beauty of North Yorkshire.

A degree of conservatism was observed in the discussions with young people not directly involved in the cultural sector, with a focus on heritage and the natural environment. Importantly, young people

⁶⁸

<https://app.powerbi.com/view?r=eyJrIjoiMDc3YTlhOWQzMjU0Zi00NmVhLTlhNGUyZzcwMWRhMmYyMGJhliwidCI6ImM3YTZmYzMyLTc1MzgtNkxwZS1hOTZhLTAlZjglNTAwNmMxMSJ9>

engaged with culture, but on their own terms, not wishing it to be done to them, but with them, or being supported to do it themselves.

Beyond the natural heritage, while there are varied cultural offers across the area, it was observed that many travel to towns or to neighbouring authority areas for a more contemporary or varied or larger scale culture offer. Our *Conversation* revealed that this is a two-way exchange, with people travelling to North Yorkshire to experience the unique quality of the offer there. Given the principles of ensuring equity, all sections of the population should be able to access a varied cultural offer of quality, wherever they live.

There were some comments about the perceived exclusivity of those involved in cultural decision-making – for example, board membership, which then translated into programming content and ambition. This was also echoed in the perceptions of conservative programming across distributed community venue network, where the activity in places seemed to be community-focussed rather than cultural, for example attending the annual local production of the Messiah as it is part of warp and weft of the seasonal life of the community, rather than because it is a production you want to see.

Other comments indicated that there was a never ending need to find things to do with children, but also that these were well provided for. Conversely, finding things for adults to do was more challenging.

'I can always find [cultural activities] to do with my kids, but I'm stuck if I want to go somewhere with my partner.'

5.4.3 Challenges of rural reach and the importance of towns as hubs

Creative solutions to these needs must be relevant to the locality whether rural, coastal or town. For example, models of funding that underwrite the risk of programming more contemporary material, or mentoring and sector development what works with those programming community venues. These might include mentoring and study visits to contemporary events such as the Edinburgh Festival. Learning from rural arts support practice elsewhere, to tools that support organisations and groups with programming and commissioning and, developing delivery models that can take the risk on behalf of communities. Or exploring Ryedale Festival's experience of partnering with London venues to bring world class artists to the area, sharing the costs and reducing risk.

The changes in acceptance of digital over the past year indicate that it might provide some of the solution. However, it has yet to be fully tested, when other options are available. While digital might provide some way forward it cannot replace the unique and special experience of a physical performance or exhibition. It was noticeable that those organisations with existing good community relationships were able to transfer these online, or where more appropriate ensure maintain connection through analogue means – sending a postcard; posting a CD copy of the online concert for example.

Our *Conversations* reveal the importance of relationship-building and co-production, giving the opportunity to share a journey with audiences – opening up new possibilities – surprise and imagination.

Of course, most of this data relates to the pre COVID-19 landscape. During the pandemic when people were restricted to their locality or nearby areas, exploring places in new ways and rediscovering their neighbourhood. The digital offer also opened up local offers to national or international audiences – the North Yorkshire diaspora or sector-specific audiences. We don't know who will return or how long it might take. This applies to volunteers as well as audiences. What we do know is that better data and shared data and better analysis will inform the development of the offer, to target and develop audiences. The need for social distancing also meant that some previously un-ticketed venues introduced booking systems, and consequently captured more data about their visitor. NPOs share data through audience finder but, given the low number of NPOs across the County, and the sparseness of population, a solution such as that proposed by Welcome to Yorkshire's new app might help.

Deershed is one of North Yorkshire's much-loved annual festivals but it's also one of the UK's most popular family-friendly festival. Running for over a decade and growing on a sustainable basis, the festival is kept small and safe with programming for all ages. With almost half of the attendees at Deershed under the age of 16 it's easy to see why this festival is a regular fixture on critics lists of the best festivals to take all of the family.

Creation Studios: Stephen Joseph Theatre An ambitious year-long education project Creation Studios brought Stephen Joseph Theatre and nine communities from hard-to-reach parts of Scarborough together. Working with hundreds of young people and their families and achieving record engagement figures, the project demonstrated the real value of long-term, deep engagement with children and young people, based in their communities.

5.5 Connectivity, networks and leadership

Having been through one of the most disruptive years on record, we need to rethink ways of working to ensure they are fit for purpose and able to take forward the *Strategic Framework* in the current unpredictable environment.

Despite being the cultural sector, with a high degree of creativity, this is not always visible in the reimagining of business models, or the approach to initiatives. Success is then limited due to lack of cohesion, critical mass or creative ambition. New models should draw from principles of agile working, codesign and collaboration.

There is some way to go to enable all the individual talented organisations and individual projects to be able to act at scale, with coherent offers, able to amplify different voices and present an understandable face to potential partners across the area.

The discussions with stakeholders and the cultural sector consistently highlighted a desire for opportunities to achieve new ways of working independently and in partnership with the cultural sector in North Yorkshire. While it is clear that local government has a key role in this, so do wider strategic and delivery partners, including sector stakeholders or the York and North Yorkshire LEP.

5.5.1 Connectivity and networks

'In order to work strategically I need to know the lay of the land before I can even begin... the lack of infrastructure makes it hard to get started. I have loads of experience and know exactly what I need to do but I don't know how to make it happen here.'

Throughout our *Culture Conversations* there was a consistent message about the absence of connectivity.

In interviews the sector described itself as disconnected, inconsistent, siloed and lacking collective identity, with an overall effect that individuals and organisations struggle to understand their role. This ultimately makes it difficult to deliver in a targeted way. This is reflected in the way that many independent practitioners and small organisations struggle to understand where they fit. Lack of connectivity makes it difficult to work strategically – a knock on-effect of which is that organisations may struggle to make the case for a shared-vision and investment to build capacity. Additionally, connectivity within districts is not a given and competition between different towns was observed.

This is not consistent across all parts of the sector or County. Elements that were noted for their connectivity were museums, with support, regular communications and networking opportunities provided by the Yorkshire and Humber Museum Development team (an Arts Council Sector Support organisation), and libraries, with the NYCC running the core libraries and providing infrastructure support to the others. Other local examples of connectivity were the Coast group who are in the process of developing a district-wide strategy – with members including a range of cultural organisations in Scarborough, alongside representation from NYCC –; the Fresh Perspectives Group emerging from the Lakes and Dales Creative People and Places project, which has brought together young creatives in Craven District as an embryonic cluster.

The loss of connecting ‘glue’ and development support for arts and heritage over recent years due to austerity cutbacks was noted, including the loss of most arts officer posts within the Councils was frequently referenced.

‘I know there’s stuff going on but when I’ve done my own research and I can’t find anything. We need to know what’s going on and who is doing it so we can collaborate and join up our thinking to work out where we go next.’

‘Sometimes you just wish you could speak to someone who speaks the same language.’

Previously the distance required to travel to meetings was noted as being as a considerable barrier. COVID-19 has accelerated solutions that mean people do not need to spend the best part of a day travelling across the County for an hour's meeting. While in-person meetings will still be invaluable for some purposes, this offers solutions to increasing connectivity across the County to allow collaboration and sharing of practice.

The embryonic social media network set up to facilitate the *Culture Conversations* offer a potential infrastructure to build on – providing communication routes that allow for different partners wanting different things. There is also opportunity to look at the connectivity through a wider North lens, and connect with counties experiencing similar challenges.

5.5.2 Leadership

This *Strategic Framework* was commissioned by North Yorkshire County Council, as lead of the working steering group. The membership of this group is predominantly local government – county, district or National Park. The exceptions are Community First, Woodend attending on behalf of Scarborough and Rural Arts, and Arts Council England.

Local government in North Yorkshire is a commissioner of cultural activity and while responsible for the direct management of very few cultural assets (such as the library and archive service; Skipton Town Hall; Dales Countryside Museum) they also provide funding, risk mitigation and support in creating of an environment in which cultural activity can thrive – as can be seen by recent work in Selby or Craven Districts.

In taking any *Strategic Framework* forward, it is essential that this local government influence is joined by sector (i.e. industry) representation to help ensure ownership, delivery and further development. While this framework has been developed following many *Conversations* – to go forward, more are needed.

Similarly, partners and potential partners need to know how to reach the right part of the sector in order to develop shared solutions. For example, different BIDs said they found it difficult to know who to contact about programmes and when commissioning new work.

The coherence across local authority, sector and stakeholders/funders and decision-makers varies. Given the need to increase ownership, and in anticipation of the outcome of the local government review, the need for culture to be able to speak with a louder and more coherent voice and not lose momentum, it is suggested a different governance structure is considered as the *Strategic Framework*

moves to delivery phase. Examples that can be looked to elsewhere include the York Cultural Leaders Group and the Cumbria LEP group, and further afield Kent and Essex partnerships.

‘There isn’t an opportunity or network to bring people together so we end up working in silos. if you’re not an organisation you don’t exist.’

The increasing role and breadth of commercial sector also needs to be taken into consideration when identifying the membership of any group.

5.5.3 Creative ambition

Cultural ambition was identified in *Conversations* as something that was essential, but currently missing.

Many strategies often identify a big catalyst moment to work towards – such as a City of Culture bid, or flagship culture-led regeneration initiatives, like the Turner in Margate, or an iconic public sculpture such as the Angel of the North.

If it is to be authentic to the area, this isn’t something that can be bought in. But a process of investing in capacity building and development for the sector and community, and trusting the process needs to take place. This process needs to include room for creative risk and failure. It also needs to look beyond existing models to fresh new ideas, potentially based on the contemporary use of heritage.

The capacity to support this process is inhibited by the lack of NPOs of scale and the ability to work across the whole area.

We would advocate investing in and trusting in the process to grow sustainable ambition over the next couple of years as the sector recovers from COVID-19.

5.5.3 New ways of working

Noting the current and anticipated ongoing change there is opportunity to think more creatively about what the Strategy Framework needs to do and the mechanisms to deliver it. There is opportunity to think about and potentially address imbalance that so often appears in the cultural sector – seeking creativity in governance, business models and decision-making.

Approaches that would support this ability to keep the Strategy Framework responsive should draw on Agile leadership and project management techniques – using the clear direction of travel set, but then by investing in the capacity building, leadership development and community engagement use this collective process to keep developing and delivering relevant actions.

Bomb Happy - Everwitch Theatre This award-winning piece of verbatim theatre brings to life the first-hand accounts of five Normandy Veterans, including Green Howard Ken Cooke. Developed by Pickering-based writer/director Helena Fox the play won the Summerhall Lustrum Award at the Edinburgh Fringe in 2019. In 2020 the company produced a streamable audio version of the production to mark the 75th Anniversary of Victory in Europe day.

Dalby Forest is setting a new creative agenda for forests in Yorkshire. Teaming up with Crescent Arts the forest is establishing a new, ambitious arts strategy which invites creatives to be inspired by the landscape and heritage of the area. Commissioning public art, performances, and residencies – as well as establishing a new education offer rooted in creativity – work made in the forest can also tour to other venues around the county.

5.6 Funding and investment

The sector in North Yorkshire is known for its self-reliance, independence and resilience with majority of organisations predominantly rely on income generation from admission, café or retail along with project grant funding.

Their scale can mean that they get into a cycle of being locked out of future investment opportunities open to larger organisations. Some element of core funding can build capacity to enable this development.

It also brings capacity to experiment and take risks – building creative ambition and extending reach.

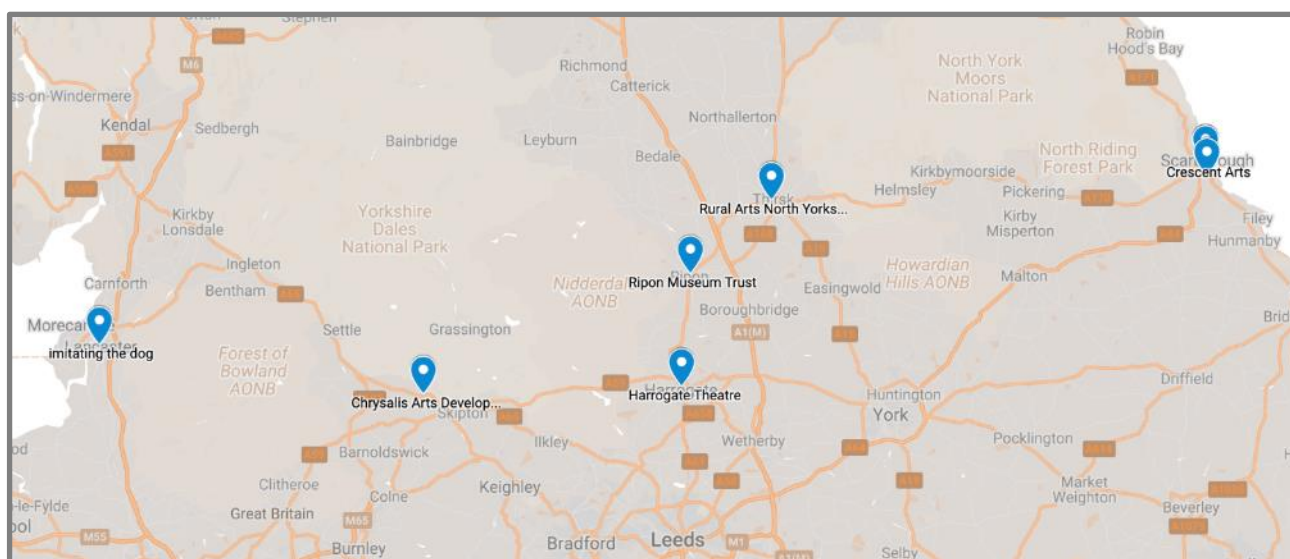
Conversation with funders such as the Community Foundation suggest that a dormant Cultural Fund could be resurrected to support cultural projects in North Yorkshire. This could be used to catalyse new approaches to innovation and engagement.

5.6.1 Arts Council National Portfolio Organisations

North Yorkshire has 7 organisations in the Arts Council's 2018-22 National Portfolio (now extended until 2023). All but Scarborough Theatre Trust receive the smallest scale of investment.⁶⁹

Together between 2018 and 2022 they will receive £5,378,400. Further details are in Appendix H.

Next round of applications to be considered as part of the Portfolio are likely to open in 2021 (postponed from 2020 due to the pandemic emergency response).



NPOs 2018-22

⁶⁹ Imitating the Dog is listed on Arts Council's database as located in North Yorkshire. Its base is now Lancashire. It was awarded £752,000 for the 2018-22 Portfolio.

5.6.2 Lottery Funding

Between 2012 and 2019 ACE invested less than £4/head across North Yorkshire, compared with Cumbria's almost £10/head. Over the same period organisations in North Yorkshire were awarded 253 Lottery project grants (£1,3500-£99,613), and Cumbria received 225 with values between £1,006 and £166,824. Therefore, one of the reasons for this discrepancy could be due to the greater number of museums in the National Portfolio in Cumbria and the proportionately smaller theatre offer.⁷⁰



Arts Council spend per head 2012-2019: North Yorkshire; Cumbria

In terms of National Lottery Heritage Fund, the RSA Heritage Index 2020 details the number of lottery funded projects and amount of funding for each authority over the previous 5 years as £27,690,700 for 87 projects.⁷¹

5.6.3 Cultural Recovery funding

25 organisations in North Yorkshire received £915,240 from ACE and NLHF's emergency funding offered in the immediate aftermath of the COVID-19 outbreak to ensure organisations weren't at risk of bankruptcy. It has been noted that the Heritage Fund requirement to be a previous recipient excluded organisations without a track record.

The DCMS made £1.57bn Culture Recovery Funding available to organisations in grants and loans – in recognition of particular challenges facing the sector – whether unable to open or operating a reduced offer or reduced capacity due social distance restrictions. North Yorkshire saw 49 organisations successful in receiving grants via Arts Council and the National Lottery Heritage Fund to a value of £5,968,923. This worked alongside the Government's furlough scheme and other local reliefs and grants.

Independent practitioners or freelancers were ineligible for these funds.

See Appendix H for the full list.

⁷⁰ www.artscouncil.org.uk/research-dashboards/arts-council-investment-dashboard

⁷¹ <https://www.thersa.org/reports/heritage-index-2020>

5.6.4 High Street Heritage Action Zones; Future High Streets Fund; and Towns Fund

The £95 million government-funded High Streets Heritage Action Zone programme is being delivered by Historic England to unlock the potential of high streets across England, fuelling economic, social and cultural recovery and breathe new life into it for future generations.⁷²

Northallerton, Selby and Skipton and have each secured investment. The following is a snapshot of their planned activity as described on the programme website:

‘Although Selby has a growing commuter population, the town centre is in decline as it is failing to attract its newer residents and other than its Abbey, its wealth of heritage is not immediately apparent. The programme will develop, enhance and celebrate parts of the town centre's historic environment will help make it more attractive for locals to use, particularly to younger people’.⁷³

‘Today, Skipton is a popular visitor destination with the castle, the Leeds Liverpool Canal, and the 800-year old market amongst its main attractions. The relocation of Craven District Council, Craven College and the Tax Office has left historic buildings empty and causing a reduction of footfall in the town centre. The programme Heritage Action Zone will find new uses for empty historic buildings in and around the High Street, aiming to attract younger people to the town centre through the creation of public spaces for cultural activities, and the development of youth markets and festivals.’⁷⁴

‘Northallerton has long been a centre for trade, with a twice weekly market, weekly livestock auction and an annual May Fair. However, the once vibrant appearance of the town is beginning to deteriorate. There’s a concern the decline will continue as many young people leave the town for better job opportunities and more affordable housing. The funding will provide landlords with the opportunity to restore their historic shop fronts, and a number of the historic ginnels will be refurbished. A feasibility study will explore how underused upper floors of buildings could be converted into affordable homes for young people.’⁷⁵

Elsewhere, the Government is funding other initiatives designed to tackle the decline of town centres. In December Northallerton was provisionally awarded £6,085,013 through the Future High Streets Fund to drive growth and ensure future sustainability.⁷⁶ The March budget saw £20.2m awarded to Scarborough and £17.1m to Whitby through the Towns Fund for renewal projects – both of which contain cultural strands.⁷⁷

5.6.5 Local Government

Local authorities remain the major funder of cultural activity. However, budgets have been under pressure as a result of the Government’s austerity policy. Arts Council has mapped the investment in culture by local government since 2013. The screenshot below tracks this overall reduction, and indicates the challenges that services have been under to develop new ways of working that allow delivery to continue. It also highlights the vastly differing levels of funding between districts. Most of the Districts are re-investing in cultural infrastructure, festivals and events and staff roles.

⁷² <https://historicengland.org.uk/services-skills/heritage-action-zones/breathe-new-life-into-old-places-through-heritage-action-zones/>

⁷³ <https://historicengland.org.uk/services-skills/heritage-action-zones/selby/>

⁷⁴ <https://historicengland.org.uk/services-skills/heritage-action-zones/skipton/>

⁷⁵ <https://historicengland.org.uk/services-skills/heritage-action-zones/northallerton/>

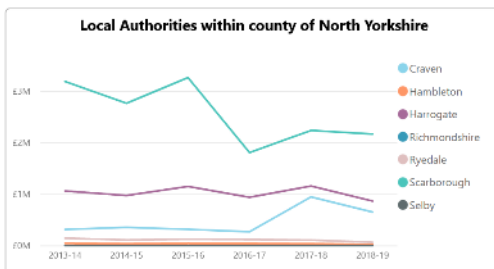
⁷⁶ www.gov.uk/government/news/830-million-funding-boost-for-high-streets

⁷⁷ www.gov.uk/government/publications/towns-fund-recipients-march-2021/towns-fund-recipients-march-2021

2a. Investment in this county and associated districts over time (£)

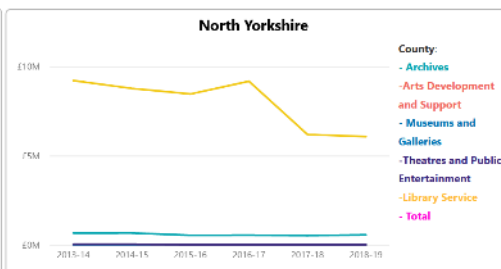
1. Local authorities within this county

This chart is not affected by the service/total filter - total arts and cultural investment for each Local Authority shown only. Colours are randomised and show different local authorities.



2. Your selected county

This data relates to investment from the county alone, it is not a sum of local authorities within the county.



Please note that the Y axis (£) will change automatically when new filters and locations are selected. It will not always start at zero. For this reason, **these two charts are not directly comparable side by side** - counties typically have higher levels of investment as the geographic area is usually larger than lower tiers of local government.

We have chosen to present county level investment data (where relevant) on this page to be able to fully present arts and cultural investment which affects lower tiers of local government, with particular reference to Library Services provided at county level.

Legend: -- Archives | -- Arts Development and Support | -- Museums and Galleries | -- Theatres and Public Entertainment | -- Library Service | -- Total

Local government funding of culture in North Yorkshire⁷⁸

⁷⁸ www.artscouncil.org.uk/research-dashboards/local-government-investment-dashboard



6. Emerging from a Pandemic

The UK's cultural sector has been significantly affected by the coronavirus pandemic. Live performance and theatre productions, to exhibitions and festivals have been put on hold as venues have closed their doors, gatherings been prohibited, and stay at home orders have been put in place across the Country.

The decline in revenues saw the GVA of arts and entertainment reduce by 44.5% in the three months up to June 2020.⁷⁹

Perversely, those organisations that have diversified their income streams to have less reliance on grant-funding, focussing on ticket sales and retail, have been the most severely impacted. Organisations have been reliant on the many Government support initiatives, including furlough, rent reduction and the Department for Culture Media and Sports £1.57bn Culture Recovery Fund.

The number of workers furloughed in the arts, entertainment and recreation industries is currently at 70%, second only to the accommodation and food sector at 77%.⁸⁰ The few who remain at work (or in their absence their boards) have been left crisis manage and survival plan.

Freelancers – a well-established and increasing part of the cultural sector workforce – are ineligible for the Cultural Recovery Fund and reportedly many – due to the portfolio nature of work in the cultural sector (often combining part-time employment, fixed term contracts and freelancing) – are ineligible for the Government's grants for the self-employed. This has resulted in many finding work wherever possible and outside the cultural sector.

Volunteer-run organisations and those dependent on volunteers also face challenges. The typical age profile of volunteers is older – the very age range at most risk from COVID-19 – have been shielding or engaging with other COVID-19 related volunteering and it is uncertain as to how many, now they have broken the habit of cultural volunteering, will return.

Looking at these headline figures, and through the *Cultural Conversation* with many different organisations and individuals at different stages throughout the pandemic over the last year, it is clear that different types of organisations have been affected very differently. Some larger organisations, in receipt of public funding, have been able to maintain the time to plan and rethink; and so are in a good place to move forward. Others haven't had this capacity and, are either worn out through keeping their business going, on reduced staff and recourse to furlough, or are returning from a long absence. Others are dealing with the impact of missing a second Easter – the essential annual start of the season, on which the success of the rest of the year is predicated. Some venues with external spaces of gardens have experienced increased visits, as people seek ways to occupy their time while so many other options, such as retail, are not available. Many places who were able to open in anyway, reported a healthy visitor spend. North Yorkshire, in Tier 1 for much of the time, was more fortunate than other areas of the country – with Stephen Joseph Theatre even putting on real productions to in person audiences for some weeks in the Summer.

⁷⁹ www.ons.gov.uk/economy/grossdomesticproductgdp/datasets/monthlygrossdomesticproductbygrossvalueadded

⁸⁰ www.gov.uk/government/statistics/coronavirus-job-retention-scheme-statistics-august-2020/coronavirus-job-retention-scheme-statistics-august-2020

Throughout, however, the cultural sector's commitment to finding ways of continuing its work, reinvent and its desire to getting back up and running has been visible and should be celebrated. The 'pivot' to a digital offer and working from home in March 2020, demonstrated that things previously not thought possible could happen, and within an incredibly short space of time. For example, Zoom workshops, streamed gigs, online selling of art or meetings via Teams. These have both reached new audiences and resulted in changed audience expectations that organisations will need to take into account as the move to reopen their physical venues.

The pandemic has, in many ways, exacerbated challenges already here: embedded community inequalities; organisational viability; the increase in online shopping and resultant decline in high streets.

As we become more familiar with the reality of living with COVID-19, vaccinations and social distancing, it is also important to reimagine our cultural, organisations and engagement and rethink how we create the changes we want to see, keeping the best of the solutions found during the pandemic – such as virtual meetings to maintain connectivity across the sector without the need to always travel to meetings, and ensure the sector is positioned to play its role in contributing to solutions – for example in the reinvention of high streets.

It is also clear that with the shutdowns in March and subsequent cashflow crisis, followed by partial reopening, then closure, uncertainty over ongoing social distancing restrictions, vaccination efficacy and future variants, and unknown level of audience demand combined with the anticipated recession will place even greater pressures on organisations, people and finances, potentially placing organisations at risk.

Based on activity elsewhere (such as Tees Valley and Manchester) there is opportunity for additional support for individuals and organisations in North Yorkshire to help them navigate successfully the coming months and years through recovery.

The bottom line is that there are too many variables to accurately predict what the sector might look like as a 'new normal' emerges; and this framework is designed to accommodate some of that ambiguity.



7. Policy and strategic context

This section outlines the key strategies that will shape the future environment in which culture works across North Yorkshire.

As well as taking forward areas of cultural focus, the *Strategic Framework* is designed to work with and respond to a range of cultural and local strategies. It seeks to steer its course based on elements in the landscape that are unlikely to change – such as the needs of the aging population.

7.1 National and international

7.1.1 Climate emergency

To ensure the planet remains a hospitable place to live, the current rate of global warming needs to be limited to 1.5 degrees Celsius compared to pre-industrial levels. To meet this long-term temperature goal, countries aim to reach global peaking of greenhouse gas emissions as soon as possible to achieve a climate neutral world by 2050 at the latest.⁸¹ The Paris Agreement, which entered into force in 2016 sets legally binding targets. The UK is hosting The United Nations Conference on Climate Change (COP26) in November 2021 to accelerate action towards the goals of the Paris Agreement.

To achieve this 'net zero' carbon target Government, organisations, communities and individuals all need to act.

In the culture sector the National Trust sees climate change as the single biggest threat to the precious landscapes and historic houses it cares for.⁸² While locally, North Yorkshire NPOs – Invisible Dust and Chrysalis Arts – both prioritise action on the climate emergency.

Unnatural History - Invisible Dust As part of the launch programme for Coventry's City of Culture year, Scarborough-based Invisible Dust are curating a major new exhibition of international naturalists and artists. Exploring the science of biodiversity and climate change, UnNatural history demonstrates the role that artists have in our understanding the climate emergency.

Crafting Change – Chrysalis Arts investigated how a diverse group of contemporary makers explore issues and definitions of sustainability as they develop their practice into the 21st Century. Part of Chrysalis's 'Slow Art' programme the project challenged artists to find new approaches to sustainable making.

⁸¹ <https://unfccc.int/process-and-meetings/the-paris-agreement/the-paris-agreement>

⁸² <https://www.nationaltrust.org.uk/features/how-were-tackling-climate-change>

7.1.2 EU Exit

The UK exited the EU on 31st December 2020.

Implications for the culture and creative industries sector are still unfolding and to some extent it has been overshadowed by the immediate challenges of the pandemic. These issues include learning what the new requirements are; the additional paperwork and costs of touring in Europe and for European artists performing in the UK, lending or borrowing objects from abroad; increase purchase; processing and transport costs – including VAT when buying from or selling to abroad. Loss of the European structural funds.

Despite the UK's current high reputation for culture there is the potential that over time this might diminish should our participation in and exposure to European culture, audiences and professional networks be limited.

7.2 Town centres investment: Future High Streets; Towns Funds and more

The decline of traditional high streets has been a focus for Government activity over the past few years. But culture has been addressing it for 20 years through initiatives such as the NLHF and Historic England Townscape Heritage funding programme.

It launched *Our Plan for the High Street* at Budget 2018⁸³. This included a £675m Future High Streets Fund to “renew and reshape town centres and high streets in a way that drives growth, improves experience and ensures future sustainability”. This was expanded in 2019 to 50 more areas, including Scarborough.⁸⁴ £107 million of the Future High Streets Fund is allocated to the Department for Digital, Culture, Media & Sport to support the regeneration of heritage high streets – see details of the Heritage Town Centre Historic Action Zones in section 5.

7.3 National cultural strategies

7.3.1 Arts Council England

ACE is the national development agency for creativity and culture; growing skills, knowledge and networks to help establish the conditions in which creativity and culture can flourish across the country. It is also the lottery distributor for arts funding.

Following extensive sector consultation and conversations with members of the public Arts Council England launched its 10-year Strategy *Let's Create* in January 2020.⁸⁵

‘By 2030, we want England to be a country in which the creativity of each of us is valued and given the chance to flourish, and where every one of us has access to a remarkable range of high-quality cultural experiences.’

Its 3 outcomes are:

- Creative People: Everyone can develop and express creativity throughout their life
- Cultural Communities: Villages, towns and cities thrive through a collaborative approach to culture
- A Creative & Cultural Country: England's cultural sector is innovative, collaborative and international

The following principles will guide its investment:

- Ambition & Quality: Cultural organisations are ambitious and committed to improving the quality of their work
- Inclusivity & Relevance: England's diversity is fully reflected in the organisations and individuals that we support and in the culture they produce

⁸³ www.gov.uk/government/publications/our-plan-for-the-high-street-budget-2018-brief

⁸⁴ www.gov.uk/government/news/1-billion-future-high-streets-fund-expanded-to-50-more-areas

⁸⁵ www.artscouncil.org.uk/letscreate

- **Dynamism:** Cultural organisations are dynamic and able to respond to the challenges of the next decade
- **Environmental Responsibility:** Cultural organisations lead the way in their approach to environmental responsibility.

It is currently developing its delivery plan, in the light of the COVID-19 and which will include the development of a new national portfolio from 2023.

Of particular note for this work is the use of a much wider definition of culture – to encompass everyday creativity, a commitment to increase the diversity within the sector workforce and its audiences so that they reflect its communities and an increased focus on place-based working.

7.3.2 National Lottery Heritage Fund

The NLHF's strategy funding framework runs from 2019-2024.⁸⁶

It set 6 specific objectives:

- continue to bring heritage into better condition
- inspire people to value heritage more
- ensure that heritage is inclusive
- support the organisations we fund to be more robust, enterprising and forward looking
- demonstrate how heritage helps people and places to thrive
- grow the contribution that heritage makes to the UK economy.

And two priority areas of focus for this period:

- landscapes and nature
- community heritage.

Additionally, it asks that every project achieves its new inclusion outcome that 'a wider range of people will be involved in heritage'.

During 2021-22 NLHF has refocussed its work to support the UK's heritage to adapt and thrive again.

7.3.3 Historic England

Historic England, as the public body that helps people care for, enjoy and celebrate England's spectacular historic environment, seeks to improve people's lives by protecting and championing the historic environment.

Its vision is that:

- Everyone benefits from our heritage
- Heritage is widely valued and celebrated
- People connect with our heritage and feel it belongs to them
- We pass on our heritage in better condition.⁸⁷

The strategic objectives it has set for 2020-2023 are:

- Protect historic places and keep them for current and future generations
- Ensure advice and evidence result in well-informed decisions that serve people, places and the economy
- Close the gap between arts, culture and heritage to bring heritage into mainstream cultural life
- Give people the skills, knowledge, confidence and motivation to fight for, look after and make the most of their historic environment

⁸⁶ www.heritagefund.org.uk/about/strategic-funding-framework-2019-2024

⁸⁷ <https://historicengland.org.uk/about/what-we-do/corporate-strategy/>

- Expand the digital availability of our assets to improve both access to our resources and users' experience
- Attract a wide, diverse audience and workforce, ensuring the historic environment is everyone's business.

Examples of its delivery programmes to achieve this include the Heritage Action Zone and High Street Heritage Action Zone referenced previously.

Recently, as part of its place-based work it has, with the York and North Yorkshire LEP, commissioned a place-based study *Developing our approach to Place* to inform LEP strategy and investment.⁸⁸

7.3.4 A place-based approach

All three organisations above plan to increase the place-based focus in their work, including targeting particular areas. Given the comparatively small levels of deprivation in North Yorkshire it is unlikely that it will be considered a priority area. Therefore, to secure investment the sector will need to articulate a County-wide coherent, cohesive and creative ambition to support any projects. The *Strategy Framework* seeks to support this.

7.4 Regional and County

7.4.1 York and North Yorkshire Local Enterprise Partnership

The Local Industrial Strategy sets out the ambition to become England's first carbon negative region, seeking a USP of Clean Growth enabled by the Circular Bio-economy.⁸⁹ Activities of interest to the cultural sector falls out from the Priority 1: Connected and resilient places:

- Thriving town and city centres
- High value tourism.

It considers that, 'the future is place-based' and for the Local Industrial Strategy to truly deliver, it needs to reflect the distinctive places of the County. To this end it has developed a series of 'place stories' for:

- M62 Energy Corridor
- Airedale Corridor
- York and its Hinterlands
- A59 Western Corridor
- AI Corridor
- Coast
- Yorkshire's National Parks.⁹⁰

The plan to reshape the economy in a COVID-19 environment has a vision for Working together for a Greener, Fairer, Stronger Economy.⁹¹ It aims to protect jobs and businesses; create new job opportunities and; reshape the York and North Yorkshire economy to be greener, fairer and stronger.

Reflecting that of the 39,840 businesses in the area pre COVID-19, 98% are either small or micro and nearly a quarter of all businesses are in the hardest hit sectors, including tourism and retail. Unemployment levels are set to spike, particularly within younger generations, and many previous issues, such as declining high streets and a reliance on technology, have accelerated.

In the predominantly rural geography of North Yorkshire, it is increasingly recognised that towns – a long established and natural location for people to converge and access local services – play a key

⁸⁸ York and North Yorkshire LEP Board 3.2021

⁸⁹ www.businessinspiredgrowth.com/lis/

⁹⁰ www.businessinspiredgrowth.com/place-stories/

⁹¹ www.businessinspiredgrowth.com/covid-19/a-plan-to-reshape-our-economy/

role of driving growth. The *21st Century Towns* report looks at how the technology, businesses and labour markets, together with placemaking, community and social cohesion, education, and health in North Yorkshire's towns can support the delivery of the Local Industrial Strategy.⁹²

It had the following ambitions:

Digital First

- Ensure that digital skills provision is strong throughout all towns
- Make the transition to gigabit level broadband and provide free public Wi-Fi
- Public sector and anchor institutions to help create demand for digital skills and digital solutions.

Open for Business

- Create enterprise centres to accommodate small businesses and start-ups
- Encourage the ongoing automation of practices, otherwise known as “Industry 4.0”, in the manufacturing and logistics sectors
- Support agricultural firms to benefit from new technologies
- Encourage local retailers, manufacturers and craftspeople to embrace online retail
- Increase the value of the visitor economy.

High Quality Places and Connection

- Use the collective attraction of existing assets to create destination appeal
- Design our towns for the future, with a mix of joined-up housing, employment space and town centre space
- Make the most of transport links
- Improve local transport links within places
- Upgrade and enhance social infrastructure to attract new residents.

Strengthening Identity and Community

- Work to build the community in places
- Use place promotion to attract visitors and new residents.

Sustainability and Resilience

- Encourage companies to invest in sustainable technologies
- Prepare towns to take advantage of clean growth and economic opportunities
- Work with planning authorities to make homes future-proof.

Conversations with the LEP indicate close synergy between the work of the cultural sector and the priorities of the LEP. It was commented that culture would be knocking at an open door of the LEP. But for a productive relationship there needs to be needs critical mass and cohesion with visible sector (industry) leadership. The LEP is currently considering setting up an independent cultural leaders partnership and would be interested in working with any industry-led group.

7.4.2 NP11

The NP11 the 11 Local Enterprise Partnerships (LEPs) from across the North of England.⁹³

The place-making priority offers particular opportunities for cultural sector engagement. It recognises the North's internationally significant shared environment, culture and heritage – noting that its textile mills drove the Industrial Revolution were the original ‘Northern Powerhouse’. And that these sectors are a vital and growing part of the area's economy. It is successfully collaborating on the assessment of place-based programmes such as Cultural Development Fund, Northern Cultural Regeneration Fund and Heritage Action Zones – with the demand for these funds demonstrating there is appetite for growth.

⁹² www.businessinspiredgrowth.com/future-towns/

⁹³ www.np11.org.uk

7.4.3 North Yorkshire Infrastructure changes

In terms of delivery there are a several of changes on the horizon that will impact on the future leadership and delivery of this strategy framework:

- Local government reorganisation⁹⁴
- Review of the National⁹⁵

The Government is currently consulting on proposals for moving to unitary local government in North Yorkshire those areas. The two proposals under consideration are for the current County Council and seven District Councils to merge into a single authority, or for a West and East Council to be formed. The West, comprising the districts of Craven, Hambleton, Harrogate and Richmondshire, and the East with Ryedale, Scarborough, Selby and also the City of York.

The review of the National Parks proposes bringing National Parks and AONBs together as part of one family of national landscapes, served by a shared National Landscapes Service.

7.4.4 Rural commission

Chaired by the Dean of Ripon this is looking at the emergency for rural delivery in North Yorkshire. And in particular the 'unprecedented challenges linked economic and financial pressures, connectivity, climate change, a growing aging population, its geography and of course Brexit'.⁹⁶ In particular it will examine:

- Farming, Food and the Environment
- Economy and Jobs
- Education, Schools and Training
- Housing
- Transport
- Accessibility - Digital Broadband and Mobile.

It will deliver its recommendations in the Summer 2021.

7.4.5 Welcome to Yorkshire

*Tourism pre-pandemic in Yorkshire was worth a staggering £9bn to the economy, employed almost 225,000 people and if the North of England was a country, it would be the 21st largest economy in the world.*⁹⁷

This strategy framework not focussed on tourism. However, the cultural sector makes a strong contribution to the areas tourism offer. Welcome to Yorkshire, as Yorkshire's destination management organisation has developed a new approach to its tourism development - promoting the county as a place to *Visit, Live, Work and Study*. It will move to an annual themed campaign in 2021 'Walkshire' and in 2022 food and drink. It is seeking to take a more inclusive umbrella approach enabling all parts of the tourism sector to become involved. And to become more data driven – developing an app that will provide audience understanding and targeted marketing.

As such, is opportunity for the cultural sector to develop more innovative business practice and thinking and ensure its offer addressed contemporary audience expectations, beyond traditional visitors and the traditional tourist season.

⁹⁴ www.gov.uk/government/consultations/proposals-for-locally-led-reorganisation-of-local-government-in-cumbria-north-yorkshire-and-somerset/consultation-on-proposals-for-locally-led-reorganisation-of-local-government-in-cumbria-north-yorkshire-and-somerset

⁹⁵ www.gov.uk/government/publications/designated-landscapes-national-parks-and-aonbs-2018-review

⁹⁶ www.northyorks.gov.uk/about-north-yorkshire-rural-commission

⁹⁷ <https://industry.yorkshire.com/archive/news/y21-conference-is-an-online-hit>

7.5 Neighbouring authority cultural strategies

7.5.1 York

*York Creative Future 2020-25*⁹⁸ sets out 6 priorities to driver forward culture in the light of COVID-19:

1. Culture is inclusive, relevant and accessible to everybody in York, regardless of age, background or postcode.
2. Place-Making: Culture is fully embedded into local investment and city planning developments, with the arts and heritage and cultural wellbeing integral to development processes.
3. Children and Young People: York is the first city to achieve cultural entitlement for all children and young people, particularly those from disadvantaged backgrounds and with special educational needs and/or disabilities.
4. Talent Development and Retention: York's creative and cultural sectors thrive and contribute to strengthening and diversifying York's economy: through universities and colleges providing clear routes to skilled employment, and creative workspaces attracting and retaining creative talent in the city.
5. Culture and Wellbeing: York is recognised nationally for its innovative work in culture for health and wellbeing, including social prescribing, which residents can benefit from throughout their lives.
6. York's National and International Profile: York's outstanding arts, culture and heritage and its status as the UK's first UNESCO Creative City of Media Arts are championed and celebrated, raising the city's profile nationally and internationally.

Priority 2: Place-making includes a commitment to work with partners across York and North Yorkshire to make culture and creativity a key element of the emerging combined authority region's identity and capabilities.

The strategy is led by the York Cultural Leaders Group – an industry-led group of key individuals and organisations – that has developed its current capabilities and standing over a number of years.

With both York and North Yorkshire coming together within the LEP and the potential for integration under the new local government there is significant opportunity to collaborate on shared ambitions for culture.

7.5.2 Leeds

Leeds developed their cultural strategy in 2017 in the run up to their 2023 European Capital of Culture bid.⁹⁹ Their areas of focus are:

- A City of Creators
- A Place of Many Destinations
- A Connected City with a 'Yes' Mentality
- A Leading International Capital of Culture
- A Fast-Paced City of Cultural Innovation.

While at first glance a large city like Leeds may appear to have little in common with North Yorkshire, it is where many of the sector turn to for networks, support and cultural consumption. Recent announcements include the relocation of Channel 4 and now some BBC departments to the city, are reminders of its burgeoning cultural energy. Catalysing the cultural strategy around a time-specific event like to Capital of culture is a common tactic to build momentum and create urgency for change.

⁹⁸ www.makeityork.com/culture/

⁹⁹ <https://leedsculturestrategy.co.uk/culture-strategy/>

7.5.3 Tees Valley

In the Tees Valley the combined authority Creative Place team is developing its strategy to grow the creative and visitor economy through:

- Growing & Developing local Festivals
- Bidding for events
- Destination development
- Cultural Industries: Development, Innovation and Growth.

These reflects the embryonic cultural infrastructure in Tees Valley and the burgeoning creative sector supported by its University and Arts College. Initially, its original cultural strategy and partnership were catalysed around a City of Culture bid, as an indication in the step change of its ambition and visible common direction of travel. Since deciding not to pursue the bid the culture-led activity to develop the tourist offer and strengthen sense of place has strengthened, overseen by the Combined Authority.

It has developed a sector-led Task Force to advise on the development and delivery of a £16.5m Recovery Programme for the Visitor Economy and Cultural Industries sectors. Investment strands comprise:

- Welcome Back – adaption to reopening
- Back to Business Fund - professional advice to support business recovery
- Cultural Development and Innovation Fund - helping businesses to diversify income streams, build resilience and safeguard jobs.
- Festivals 2021 Scoping
- Destination Development – rebuilding post lockdown
- Tees Valley Young Creatives: Class of 2020 Programme for college leavers looking to pursue careers in the sector
- Great Place Tees Valley- Reconnecting Communities supporting the recovery of cultural venues and freelancers by developing new ways of reaching and engaging audiences and communities.

7.5.4 Cumbria

Cumbria's 2020 ambition is to become the *'The Natural Capital of Creativity and Culture'*¹⁰⁰. Recognising importance of creativity and culture to Cumbria's future economic growth based on, "the transformative power that it plays in place making, place shaping and wellbeing" it has set out three strategic priorities:

- Creating the Foundations for Creativity and Culture to flourish
- Enabling the Creative and Cultural Sector to grow
- Promoting Cumbria's unique offer to national and international audiences.

These priorities are underpinned by five principles

- Place based – of and for our people and places
- Resilient – creating a sector and organisations that operate on a can do culture
- Innovative – people and places that are constantly moving forward
- Sustainable – environmentally sensitive, ecologically aware and committed
- to operating with our unique landscape
- Enhanced – wellbeing and quality of life.

7.5.5 Lancashire

Lancashire's cultural investment strategy will facilitate the remaking and recognition of culture to deliver the LEP's vision for Lancashire. *"Culture in Lancashire can play a transformational role: nurturing a stronger and more diverse economic base, infusing innovative practice and greatly enhancing the quality of*

¹⁰⁰ www.thecumbrialep.co.uk/creative-and-cultural/

place. With the right level of support, investment and coordination, the talent, heritage and identity of the county can play a starring role in a re-imagined cultural offer: a Lancashire remade." ¹⁰¹

It seeks the following outcomes:

- **Increased Connectivity:** A better connected cultural and creative sector that sees the main urban areas, smaller towns and rural areas, working collaboratively to build scale, presence and impact
- **Enhanced Capacity:** A stronger, more diverse, sustainable and appropriately skilled cultural sector – delivered by scaling up organisations, nurturing talent and ideas, skilling up creative practitioners and developing and deepening audience knowledge engagement to support the next generation of leaders, innovators and culture seekers
- **Improved Crossovers:** An international reputation for the strength, depth and ingenuity of our partnerships and collaborations
- **Commissioning and Innovative Infrastructure:** National and international recognition for the strength of our connected cultural and creative infrastructure, and for delivering high quality work to diverse audiences in historic and state-of-the-art buildings
- **Compelling Cultural Narratives:** National and international recognition for the distinctiveness of our places, people and environment; with Lancashire’s cultural offer and cultural life making the area a highly attractive place for residents, visitors, workers and investors.

Lancashire’s strategy is led by Creative Lancashire - a service provided by Lancashire County Council through its economic development company Lancashire County Developments Ltd. Creative Lancashire. ‘consults with the sector to determine their needs and priorities and then where possible we work to influence delivery. This process has resulted in direct support to hundreds of creative businesses from start-ups to multi million-pound companies.

Both Cumbria and Lancashire’s strategies were developed in partnership with their LEP, and Lancashire’s was catalysed around their bid for City of Culture in 2025.

7.6 Local cultural strategies

Craven, Ryedale, Scarborough and Selby Districts are in the process of developing cultural strategies for their districts. Having been disrupted due to COVID-19 some are nearer to completion than others, but it is anticipated that they will be completed during 2021.

Craven	Ryedale	Scarborough	Selby
<p>Cultural Development</p> <p>a. Increase the opportunities for all residents and visitors to be creative and engage with culture</p> <p>b. Become a leader for rural artistic and cultural development and a testing ground for innovative solutions for engaging rural communities</p>			<p>Creating a new cultural infrastructure - Support the development of artists, creative practitioners, arts & heritage organisations, technology, venues and networks. Creating a new approach to culture in the District.</p>
<p>Attracting & Supporting Young Creatives</p> <p>a. Provide the environment and opportunities for</p>	<p>Communities and People</p> <p><i>Communities and people of Ryedale as well as the resilience of organisations and people that make up</i></p>	<p>Support community growth, wellbeing, social mobility and inclusivity</p>	<p>People at the heart of culture - Use culture as a way of engaging local people, developing their skills, quality of life, health</p>

¹⁰¹ www.creativelancashire.org/

<p>nurturing young people's creative talents</p> <p>b. Work with the formal education sector, local creative businesses and other partners to increase opportunities for wider creativity and cultural engagement</p> <p>c. Support younger creative people to live and/or work in Craven and encourage younger creative communities</p> <p>d. Gather Craven young people's perspectives, thoughts, and ideas to collaboratively produce a cultural offer that attracts and excites a younger audience</p>	<p><i>the cultural sector, and the networks of support.</i></p> <ul style="list-style-type: none"> • We will use culture and cultural events to tackle inequalities and celebrate diversity in our communities • We will develop opportunities for people to come together to share, learn and create • Improved and sustainable access for everyone to participate in cultural events across the district 		<p>& wellbeing, connections with others and participation. People will be actively involved in shaping, developing and delivery activities.</p>
<p>Place making</p> <p>a. Identify, preserve and promote the district's rich cultural heritage</p> <p>b. Achieve a year-round vibrant cultural tourism economy with increasing growth</p> <p>c. Increase integration of public art into the fabric of our communities</p> <p>d. Work with our communities to ensure our cultural offer is representative of our people and our place</p> <p>e. Celebrate of the uniqueness of the district</p>	<p>Landscape and Heritage</p> <p><i>Role of culture in understanding, enjoying and safeguarding our landscape heritage and public space and the material culture and heritage of our towns and villages; helping to promote a sense of place.</i></p> <ul style="list-style-type: none"> • Support a national and international cultural profile for Ryedale, incorporating our tangible and intangible heritage • Develop our collections and local history and provide digital access around the world • Support the promotion and protection of the natural and historic features that give our communities a sense of place and contribute to their identity • Celebrate our landscape, heritage and market towns 	<p>Promote the role of culture to support the local economy and attract inward investment</p>	<p>Transforming Selby District - Use culture and creativity to support the regeneration of the district (physically, socially and economically).</p>
		<p>Market Scarborough Borough's cultural offer as a visitor destination.</p>	<p>Celebrate Selby District - Celebrate the district of Selby, the wealth of stories, achievements,</p>

			people and heritage. Use this not only as a way of strengthening local pride but also changing perceptions and building for the future.
			Supporting Delivery - Invest in supporting the delivery of change and growth in culture in the district.
	<p>The Creative Economy <i>Skills and business development in the cultural sector which supports a creative economy benefiting the wider economy of Ryedale.</i></p> <ul style="list-style-type: none"> • Work with the wider economic development service and local businesses to support a strong and diverse creative industry in the district, working to grow our own businesses and attract investment. • Support a thriving programme of performances, exhibitions and events using culture to make Ryedale a “must visit” tourist destination • Use the cultural offer to support volunteering, apprenticeships and other initiatives to develop skills and knowledge. • Develop greater arts provision for schools and young people across the district 	<p>Work with education partners to support talent development and retention</p> <p>Position Scarborough Borough as a centre for creative learning</p>	
	<p>Health and Wellbeing <i>The role of culture in promoting individual health and wellbeing, a personal sense of achievement; and the role of participation and engagement with culture in wider community safety and wellbeing.</i></p>		

	<ul style="list-style-type: none"> • Encourage and promote creativity, learning and literacy through arts and culture • Work with other health and wellbeing organisations and healthcare providers to support programmes which promote good mental health and improve life chances; reducing health inequalities through engagement in cultural wellbeing activities • Use cultural activity to help older people live rich and independent lives for longer • Ensure that all communities in Ryedale have access to cultural provision including those living in remote rural areas 		
--	---	--	--

These respond to the current cultural infrastructure, networks and local priorities. Contrasting Craven’s well-established development programmes and investment successes and practices with Selby’s energy and ability to work with its local cultural sector to build its offer. Through this *Strategic Framework* there is opportunity to amplify the working within and working across the Districts.

Yorkshire Dales: Cultural heritage 2019-2024 articulates how cultural heritage contributes to the delivery of the wider statutory Management Plan for the National Park that has been agreed by all key local partners.¹⁰²

Historical landscapes

- During Brexit transition, support farmers and landowners to continue to deliver a range of public benefits through national agri-environment scheme agreements and other similar initiatives, and monitor take-up.
- By 2022, secure significant funding to repair, restore, and - where appropriate - find adaptive new uses for traditional field barns, particularly those in Swaledale, Arkengarthdale and Littondale.
- By 2020, produce a simplified and updated Landscape Character Assessment for the National Park, and use it to support initiatives, policies and plans to enhance local distinctiveness and promote positive landscape change.
- By 2022 develop a locally tailored, locally delivered, outcome-focused environmental land management scheme to maintain, restore and improve the outstanding natural capital and rural heritage of the National Park.

Conservation of heritage assets

- Help local people to restore, repair and - where possible - bring back into use nationally important historical sites, buildings and structures so that less than 4% of scheduled monuments and listed buildings are considered ‘at risk’ by 2024.

¹⁰² www.yorkshiredales.org.uk/park-authority/how-we-work/national-park-strategies/

- Deliver co-ordinated programmes of activity that enhance the distinctive landscape, geology and cultural heritage of the 'Ingleborough Dales' (by 2020) and the 'Westmorland Dales' (by 2023).
- By 2023, provide at least 20 apprenticeships that focus on the skills that are essential to maintaining the National Park's special qualities.

Research, information management and community engagement

- Use the Dales Countryside Museum and the Historic Environment Record to help local heritage groups to research, record and promote the stories of the National Park area, including completing the enhancement of the Historic Environment Record for the new area of the National Park by 2024.

Your Library Your Place: 2020-2030 The strategy for the North Yorkshire library service focuses on four core aims reflecting local priorities, set against the proven outcomes research shows that libraries deliver: raising aspirations, stimulating enjoyment of culture and helping people live independent lives.¹⁰³

'A family of libraries that nurtures opportunities through access to ideas, imagination and connections.' Our libraries will be at the heart of their community, owned and shaped by them, able to respond to changing demands and needs; a place to exchange, share, learn and create ideas. The first choice for people wanting to find out, learn, enjoy and read - with skilled teams to support their ambition.

- Literacy and learning: Support and develop literacy skills, reading, creativity and innovation to help people and businesses in North Yorkshire realise their potential
- Health and wellbeing Support the improvement of health and wellbeing in North Yorkshire
- Digital Provide people with the resources, infrastructure, skills and support to be digitally connected.
- Communities To become a focal point for communities to identify and support opportunities to work together.

¹⁰³ www.northyorks.gov.uk/info/your-library-your-place-2020-2030



8. A strategic framework

This *Strategic Framework* for culture in North Yorkshire identifies priorities that will address the challenges and meet the ambition and opportunities identified, building a vibrant and cohesive sector.

As the country and cultural sector start to understand the ‘new normal’, this *Framework* is intended to provide an overarching direction of travel and act as a catalyst for conversation, partnership brokering and investment. Investing in the process of collective leadership development, capacity building and conversation over the next two years will help the sector move forward with confidence, innovation and creative ambition.

8.1 Culture, participation and wellbeing

By widening our reach and brokering new cross sector partnerships we will improve wellbeing for those at risk of social isolation or mental ill-health

More, Different, Deeper: Raising the profile, celebrating and communicating the sector’s cultural activities, everyday creativity and volunteering opportunities to engage more people in different and relevant ways, and ensure they can participate in choices about their lives.

- *Share & Scale:* Building on existing good practice to scale up, work County-wide and cross-sector with GPs, Care Commissioners and Local Authorities in social prescribing and personalisation.

8.2 People, place shaping, and culture

We will help shape places, reimagine our highstreets and celebrate their distinctiveness, by engaging audiences and strengthening identity, and breathe new life into vacant and underutilised spaces.

- *From Popping-up to Placemaking:* embedding cultural industries in short-, medium- and longer-term visions and investment plans across the County, revitalising vacant property into affordable and accessible space and creative clusters, resulting in cultural vibrancy.
- *Cultural Hubs & Hinterlands:* using cultural activity to engage communities in shaping their places and to attract footfall through festivals and events.
- *Quality Commissioning:* developing a new framework for authentic, locally relevant and distinctive cultural commissioning.

8.3 Creative skills and economy

North Yorkshire is a place where a creative career is possible, with people in all stages of their working life invested in the success of the County’s cultural industries.

- *Stayers, Incomers & Returners:* Attracting young people and young families through a possibility-rich, cultural economy with a strong sense of place and converting ‘leavers’ into highly skilled returners.
- *A Culture of Possibility:* Working with schools and FE colleges to promote the possibilities provided by work in the cultural sector - the value of creativity and creative thinking in all walks of life.

- *Supporting Growth*: providing the support and infrastructure for independent practitioners to grow their business, including mentoring talent development pathways and business support.

8.4 Inclusion, Relevance and Access

By developing new delivery models we will ensure that everyone can enjoy and participate in culture, regardless of age, ability, background or locality.

- *Partnerships & Programming*: Partnering skilled programmers with the rural community venues and developing new funding models to expand their reach, and support community spaces to take creative risks.
- *Co-creation and Community*: Building audiences at home to ensure that alongside a thriving visitor economy, venues and town-centres can sustain high levels of attendance year-round.

8.5 Cultural leadership and connectivity

By connecting the sector and building capacity and leadership we will develop shared ambition and the coherence and capacity to deliver.

- *Connecting Conversations*: Building new networks across the area to share opportunities, develop skills and identify opportunities for collaboration.
- *Growing our Capacity*: Leading organisations from the County are keen to build their capacity and expand their reach. Working with local experts to reach audiences in new parts of the County will help develop audiences, test new models of delivery and encourage sector-leadership to emerge.
- *Shared Leadership*: Developing leadership capacity and capability at all levels across the sector, to own and evolve strategic actions to maintain relevance and be opportunity ready.

8.6 Underpinning principles

A number of underpinning themes have been identified in the development of the above priorities. These can be best understood as relating to *how* the priorities will be delivered.

- ***Creative ambition***: We embrace innovation in pursuit of bold solutions to all aspects of culture delivery.
- ***Digital dimensions***: We confidently blend digital and real-world engagement, making use of new technology to open up access and expand reach within the County and beyond.
- ***Climate emergency***: We use our creativity and voice to alert communities to the challenges we face and, help catalyse action and seek to minimise our own footprint.



Appendix A Steering Group

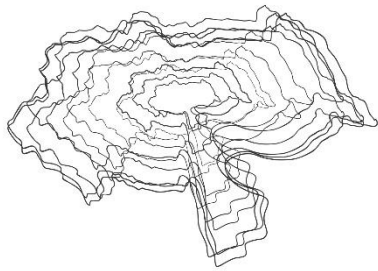
Name	Organisation
Andrew Clay	Representing Scarborough culture organisations
Catherine Johnson	Craven Borough Council
Danielle Dagan	Craven Borough Council
David Smurthwaite	Craven Borough Council
Esther Graham	Ryedale Borough Council
Jo-Anne Scott	Richmondshire Borough Council
Kate Staines	Hambleton Borough Council
Kathryn Beardmore	Yorkshire Dales National Park Authority
Leah Swain	Community First/Rural Yorkshire
Lee Taylor	North Yorkshire County Council Libraries Service
Lisa Wilson	Hambleton Borough Council
Mark Kibblewhite	North Yorkshire County Council
Max May	Rural Arts
Michael Constantine	Harrogate Borough Council
Michael Graham	North York Moors National Park
Nina Baptiste	Arts Council England
Yvette Turnbull	Selby Borough Council
Janet Deacon	Scarborough Borough Council

Appendix B Conversations

Name	Organisation
Adam Cooper	Invisible Dust
Adrian Friedli	Crescent Arts
Alan Bentley	Museum Development Yorkshire
Alex Dochery	York And North Yorkshire LEP
Andrew Clay	Scarborough Museums Trust; Woodend
Ann Harding	Settle Victoria Hall
Beth Sculpher	Fresh Perspective
Caroline Routh	Stephen Joseph Theatre
Catherine Johnson	Craven District Council
Charlee Bewsher	Youth Work Unit
Charles Tryer	Settle Stories
Charlie Kemp	Tees Valley Combined Authority
Chris Bailey	Make It York
Chris Glynn	Ryedale Music Festival
Chris Jones	Selby Town Hall
Chris Lloyd	The Northern Echo
Chris Woodley-Stewart	North Pennines AONB
Christine Keogh	Chrysalis Arts
Chrys Mellor	North Yorkshire Library and Information Service
Claire Antrobus	Arts And Heritage
Claire Malcolm	New Writing North
Dan Harrison	Ceiling Demons
Danielle Daglan	Craven District Council
David Ault	Actor
David Brown	Harrogate Theatre
David Smurthwaite	Craven District Council
Dieter Hopkin	Museum Development Yorkshire
Esther Graham	Ryedale District Council
Franne Smith	BEAM
Gemma Dickinson	North Yorkshire County Council
Hannah Twedde	Butterfly Dance
Heather Lane	North Craven Building Preservation Trust
Helen Aspey	Make It York
Helen Berry	Pannet Gallery / Create Arts
Helen Mahoney	Bloom Arts
Helen Thornton	Ripon Museums
Helena Fox	Everwitch Theatre
Holly Willatts	Art Licks
James Mackenzie	Welcome To Yorkshire
Jan Garrill	Two Ridings Community Foundation
Jenny Rasbeary	The Station
Jim McLaughlin	Music Port Festival
Jo-Anne Scott	Richmondshire District Council
John Dobson	Church Of England/North Yorkshire Rural Commission
Julie Brown	Imitating The Dog
Juliet Klottrup	Juliet Klottrup Photography
Kane Cunningham	
Kate Beard	Armistead Productions Ltd
Kate Staines	Hambleton District Council
Katherine Bearmore	Yorkshire Dales National Park Authority

Kerry Carruthers	Yorkshire Coast Bid
Kevin Kaley	Tourism UK
Lalah Hobbs	Dalby Forest
Lee Taylor	North Yorkshire Library and Information Service
Leon Fijalkowsky	Pioneer Projects / Orb Arts
Lisa Rich	Venue Manager
Lisa Wilson	Hambleton District Council
Luke Hudman	North York Moors Railway
Lyn Wait	Lyn Wait
Margaret Boustead	North Yorkshire County Record Office
Martin Feekins	North Yorkshire County Council
Mary Gavagan	Gavagan Art
Mary-Ann Jackson	North Yorkshire County Council
Max May	Rural Arts
May Catt	Harrogate District Council
Michael Atkin	Michael Atkin
Michael Constantine	Harrogate District Council
Michael Graham	North York Moors National Park
Michael Turnpenny	Museum Development Yorkshire
Mike Innerdale	National Trust
Mo Aswat	Mosaic, Ripon Bid, Knaresborough Bid
Nathan Lee	National Lottery Heritage Fund
Neil Irving	North Yorkshire County Council
Nina Baptiste	Arts Council England
Oliver Jones	Deershed Festival
Paul Drury-Brady	Culture & Social Impact
Pete Shorten	Axiom Events / Immersive Precision
Phil Lowe	Harrogate Theatre
Rachael Drew	Hello Arcade
Rachael Renwick	Art Happens Here
Rachel Greenwood	North Yorkshire County Record Office
Richard Compton	Newby Hall
Richard Webb	North Yorkshire County Council
Richard King	BEAM
Rick Faulkner	Chrysalis Arts
Ruth Hannah	Musical Memories CIC
Sally Joynson	Screen Yorkshire
Sally-Ann Smith	North York Moors National Park
Sarah Tyson	Books Up North
Si Harrison	Ceiling Demons
Sian Patterson	Fresh Perspective
Simon Bean	English Heritage
Su Morgan	Tadcrafters CIC
Sue Mclaughlin	Music Port Festival
Tom Powell	Tom J Powell Actor/Extraordinary Victorians
Trevor Mitchell	Historic England
Yvette Turnbull	Selby District Council

Mustard& also engaged with: The North Yorkshire Youth Cabinet, Craven Youth Council, Fresh Perspective and the North Yorkshire Youth Council network.



NORTH YORKSHIRE CULTURE CONVERSATION

Submission of evidence for DCMS Review into the impact of Corona virus

Mustard& CIC

June 2020

Introduction

The North Yorkshire Culture Conversation is part of the work of Mustard& - CIC on behalf of North Yorkshire County Council and partners to develop a new County cultural strategy.

North Yorkshire is the largest county in England. It is predominantly rural with a coastal boundary and with 40% covered by its two National Parks. Despite centres such as Scarborough, Northallerton and Harrogate, its geography limits connectivity across the area. Cultural infrastructure is similarly varied, distributed and predominantly small scale. Over the past 20 years, there has been investment in cultural venues including theatres, galleries, museums, alongside and festivals and the high profile The Tour de France Grand Depart and Tour de Yorkshire cycle races.

The Culture Conversation has focussed its early communication on collecting the evidence that will not only take forward the development of the Cultural Strategy but be useful in informing the DCMS Inquiry. It has engaged with a wide range of the cultural sector in North Yorkshire, from commercial organisers of large-scale events, through cultural freelancers and volunteers, to leaders of cultural organisations of varying shapes and sizes. This has given a unique insight into the state of the Cultural Sector in North Yorkshire, the likely long-term impact of Covid-19, and the ideas that are emerging to ensure the sector remains innovative and useful the communities of North Yorkshire. The Culture Conversation has only just begun and will now continue to engage with the NY Cultural Sector over the coming months.

This submission collates key findings emerging from conversations to date.

Summary

The key points emerging from our early *Culture Conversations* have been:

- The effect of Covid-19 has been significant with most cultural activity shut down.
- Organisations and individuals are focusing on survival and are not yet planning beyond the next six months.
- Many have accessed government support, although they see the main challenge as coming later when this support ends.
- Significant numbers have been unable to do so or have lost the ability to access Lottery funding, as this has refocussed on emergency funds.
- While some organisations are hoping for trading to resume in the autumn, the majority anticipate business not fully resuming until at least 2021.
- Mental health and well-being issues created by Covid-19 are proving challenging.
- On-line working has proved challenging due to lack of digital infrastructure.

¹⁰⁴ Digital, Culture, Media and Sport Committee. *Impact of COVID-19 on DCMS sectors: First Report. Third Report of Session 2019–21. Report, together with formal minutes relating to the report Ordered by the House of Commons* (House of Commons, 23 July 2020)

- Lack of connectivity generally across rural and coastal communities highlighted by lockdown and by new connections on-line.
- Culture is still seen as important within communities and local authorities.
- There is a need for support in developing a new safe environment in which culture can thrive with audiences and practitioners.
- There is opportunity in the embracing of a uniquely North Yorkshire 'Green Normal'
- The sector is keen to innovate and be useful to its communities.

Q1 What has been the immediate impact of Covid-19 on the sector?

"For us cancellation has meant a six figure loss for the year 2020"

"We lost a hundred grand that first week"

The immediate effect of Covid-19 on the Cultural Sector in North Yorkshire has been the shut-down of a significant proportion of its activity, and the focusing of attention on survival through loss of income and the moving goalposts of the crisis, rather than planning for the future. And, while some organisations are hoping for trading to resume in the autumn, the majority see 2021 as the point at which they will have a new start.

Where possible the sector has engaged with on-line working although the key North Yorkshire challenge in this area is poor WiFi connectivity due to the rural nature of the County. In addition, the older demographic of North Yorkshire is often not connected, whether through lack of hardware or lack of inclination to engage with new technology. While some have been successful in offering services on line, often being able to engage with new audiences, such as small museum which has developed games and attracted a new younger audience, many reported being crowded out by the national/international offers from organisations with wider reach and greater budgets – or profile *"There's so much online now we're competing with Joe Wicks"*.

Engagement with audiences is mixed. One music-therapy community interest company have turned themselves into an interactive 'magazine show', working harder and longer to support their audiences, while others admit that they 'haven't mastered what community engagement looks like online'. Another local literary organisation has resorted to more analogue engagement through postcards and telephones. There is a strong reliance in North Yorkshire on the Village Hall network and, since this network has seen its own challenges due to Covid-19, it is much missed. Cultural sector connectivity does not appear to have been prevalent prior to lock-down and this has been highlighted by the creation of several online communities, many of who have not met before. The Museum Development Network 'Zoom Elevenses' was highlighted as being particularly useful. Several people expressed a desire that they continue 'Zoom meetings in real life' after lock-down ends, and the idea of co-working spaces has emerged.

While on-line networks have been well-received, the consensus was that they could never make up for face to face contact, which is the essence of our business. It was also noted that mental health issues within our community and workforce were particularly challenging – with staff and volunteers "affected by lack of usual social contact and anxiety about the future of the organisation". It was observed that the use of Local Authority Emergency Distribution Networks had been useful means of continuing engagement. An overarching positive message is that Culture appears to be still important to the local authorities, with Scarborough looking at culture as part of their 'Big Ideas by the Sea', Craven 'Lakes and Dales' Great Places project and Selby and NYCC moving forward with cultural strategies.

Q2 How effectively has the support provided by DCMS, other Government Departments & arms-length bodies addressed the sector's needs?

Furloughing and other government schemes have been accessed but there is still a significant number of people for who this has not proved possible, with one participant sharing "I've never felt so unsupported, it's really scary". A universal basic income was noted as one means of addressing this.

Business has been maintained where possible through discussions with funders such as ACE and NLHF and the continuation of project grants. However, there is a general concern that the main challenge will come later when these supports are removed with participants identifying the need for further economic and non-financial support: “further support will be needed for those cultural organisations that survive the current crisis” with new cross-sector partnerships and training and skills development programmes identified as popular priorities.

Q3 What will the likely long-term impacts of Covid-19 be on the sector, and what support is needed to deal with those?

While most organisations and individuals believed that it is too soon to call the likely long-term impacts of Covid-19, (many participants expressed the feeling that without any certainty or baseline data it was simply “impossible to plan”) some key areas were identified from our discussions.

The challenges of digital connectivity are particularly prevalent in North Yorkshire, both in terms of infrastructure and skills. The roll-out of reliable broadband to the County would transform the cultural landscape, enabling services to be delivered on-line and practitioners to connect.

A universal concern of participants in our Conversation was that audiences and volunteers would not feel safe in cultural venues and events. Questions such as ‘how do you offer a main stage with social distance?’ or ‘how do you convince a 60+ volunteers that it’s safe to come back?’ were raised. The development of an assurance scheme or kite mark that would reassure staff and audiences was supported. There was also a plea for the building of a supportive partnership with health and safety advisors that could develop a joint approach to the new normal.

Concerns over the potential impact of imposed social distancing, such as the reduction of theatre audience capacities to 30%, raised concerns on how businesses could survive on 30% of their previous income. Support on these new imposed business models is required, although it was acknowledged that by the time many of the businesses reopened, there would be more information and lessons learned in the public domain.

There was also acknowledgement of the predicted economic crash with critical income generators, including tourism, significantly impacted. Many of the worst hit organisations are those who previously would be identified as the most sustainable due to their level of earned income. The recovery of these sector-leaders is critical, with participants identifying that redundancies and reductions in hours for many staff will be a reality of their recovery process. A cultural venue in the County explained:

“We face the prospect of making some staff redundant or drastically reducing their hours to be certain that we can afford to continue operating on a reduced budget. Remaining staff will be asked to work more flexibly and may have to be issued with new contracts as a result.”

In North Yorkshire this is seen as having a potential a long-lasting knock-on effect for the sector’s workforce and ability to thrive.

“In the longer term we anticipate that there will be greater competition for jobs in the sector and a move to more freelance working as resources are stretched and short contracts for funded projects become more the norm than at present. New entrants will need (and probably find it hard to find) more job security if we are to retain the best within the sector”

Q4 What lessons can be learnt from how DCMS, arms-length bodies and the sector have dealt with Covid-19?

It was acknowledged that Arts Council England had responded swiftly to Covid-19, although a perceived focus on only their funded organisations was raised as a concern. NLHF were perceived to be slow to response and their restriction of funding to previous applicants was disappointing. It was suggested that opportunities to support the sector had been missed by what are de facto development organisations. There were fears for project-based organisations in the future as their current projects came to an end.

More broadly there is a concern that many in the cultural sector have slipped through the cracks of or left unsupported. Some organisations identified a lack of support at a local level saying “nobody has been concerned about individuals or small, limited companies like ours... they haven’t even sent out a survey, there’s been no advice, no guidance”

Q5 How might the sector evolve after Covid-19, and how can DCMS support such innovation to deal with future challenges?

“Creatively this requires a radical rethink, but we are not afraid of the challenge”

There is still a passion for culture in North Yorkshire among those in the Culture Conversation. They are keen to innovate and to be useful to their communities and beyond.

Playing to the strengths of North Yorkshire, with the amazing countryside and coast was identified, - - “we’re an open and beautiful area so that gives us an advantage” - and the National Trust’s ‘New Green Normal’ was embraced.

The importance of ‘creative ambition’ in making a difference was also noted. Alternatively, and with more robust technology, the opportunities offered by more interactive communication with local and younger audiences, along with engagement with the North Yorkshire diaspora across the world, was particularly relevant.

However, digital content has so far proven difficult to monetise with many observing that the market place is crowded or even ‘saturated’ and one organisation stating “all of the content online has demonstrated our (the sector’s) value but it’s all been free”.

It must be noted that the best examples of innovation aren’t necessarily digital, but about focusing on what audiences need in new ways. This saw hyperlocal solutions – such as posting out CDs or sending postcards to keep in touch and connect with those with limited access to technology.

For further information

We would be happy to share the findings of the Culture Conversation as it progresses.
mustard@mustardand.co.uk

Appendix D Examples of social media activity

Facebook

North Yorkshire Culture Conversation
Community

About
A new page to share and gather views on North Yorkshire's cultural offer. Initiated by North Yorkshire County Council and partners, hosted by Mustard&CIC.

North York Moors National Park
National park
4 February
Calling all artists! We're offering a funded 10-month commission to a UK artist to produce a body of work that reflects the importance of our #DarkSkies. Culmi... See more

Page transparency
Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Craven District Council
10 December 2020
There aren't many events taking place at the moment, for obvious reasons, but we live in hope that we will get back to "normal" eventually. So we're inviting yo... See more

North Yorkshire Culture Conversation
11 December 2020
A fantastic contemporary art exhibition, featuring new work from artists around the north of England - open at the Scarborough Art Gallery Scarborough Museums Trust - Rotunda Museum & Scarborough Art Gallery

Twitter

northyorksculture
36 Posts | 351 Followers | 313 Following


NorthYorksCultureConversation
Sharing information and gathering views on North Yorkshire's cultural offer. Hosted by Mustard&CIC
docs.google.com/forms/d/e/1FAIpQLSeuWcilmmi70...

Joined May 2020
254 Following | 206 Followers

Pinned Tweet
NYorksCultureConversa... · 27 Nov 20
Do you work in the arts, heritage or creative industries in #NorthYorkshire?
We'd love to hear your views during the latest part of our consultation – survey link is here: docs.google.com/forms/d/e/1FAIpQLSeuWcilmmi70...

HERE FOR CULTURE

Instagram





















northyorksculture [Follow](#) [+](#) [...](#)

36 posts 355 followers 313 following

NorthYorksCultureConversation
Sharing information and gathering views on North Yorkshire's cultural offer.
Hosted by Mustard& CIC
docs.google.com/forms/d/e/1FAIpQLSeuWcilmml7OvgickM84uleA6KuvW...

Followed by emptyshop and nickiebriganza

POSTS TAGGED



Appendix E Photographic competition finalists



North Bay, Scarborough - Raymond Shepherd

Our north Yorkshire means time in the sea, swimming, surfing and family!



Painting in lockdown, Celia Imogen

The picture shows the true spirit of Yorkshire people in making the absolute best of difficult circumstances. John Dickinson (pictured) who has lived in Whitby since being a small child, continues his love of all things maritime with the support of the centre. He is very passionate about painting and chooses as his subjects the ships he worked on throughout his life, including 11 years in the Merchant Navy. John is also the retired Captain of the Whitby dredger 'MD Esk.' John's creative flair in presenting his reminiscences in visual art form is impressive. He is a worthy ambassador for our magnificent County.



Selfie on the Moors - Jennifer Weston

As the title 'Selfie on the Moors' suggests it is a photo of myself on the North York Moors. I usually enjoy the beach and woodland but walking with a shielding friend prompted a quest away from Ravenscar to nearby empty spaces. That meant exploring the moorland round Jugger Howe. A large, muddy and usually quiet expanse of moor in between Scarborough and Whitby. I spent some time amusing myself taking selfie photos in the puddles on the paths. Hence the wellies!

Appendix F Audit

Name	URL	District
Art Galleries		
Art Gallery at Ryedale Folk Museum	www.ryedalefolkmuseum.co.uk/	Ryedale
Blandscliff Gallery and Open Studio	www.blandscliffgallery.com	Scarborough
Captain Cook Memorial Museum	www.cookmuseumwhitby.co.uk/	Scarborough
Crescent Arts	www.crescentarts.co.uk/	Scarborough
Eric Moss Ceramics	www.ericmossceramics.co.uk	Hambleton
Inspired by ... gallery	www.northyorkmoors.org.uk/visiting/see-and-do/inspired-by-gallery	Scarborough
Lucy Pittaway Art Gallery	www.lucypittaway.co.uk/	Richmondshire
Mackenzie Thorpe Gallery	www.mackenziethorpe.net/	Richmondshire
Mercer Art Gallery	www.harrogate.gov.uk/museums	Harrogate
Mill Bridge Gallery	www.millbridgegallery.co.uk/	Craven
Rural Arts	www.ruralarts.org/	Hambleton
Scarborough Art Gallery	www.scarboroughmuseumstrust.com/scarborough-art-gallery/	Scarborough
Skipton Town Hall Exhibition Gallery	https://skiptontownhall.co.uk/	Craven
Tracy Savage Art Gallery	www.tracysavage.co.uk/	Scarborough
Woodend Art and Craft Gallery	www.woodendcreative.co.uk/	Scarborough
Artists and Makers		
Adam Crane	www.adamcrane.co.uk/	Harrogate
Adam King	http://adamkingartist.com/	Scarborough
Agnes Smallwood	https://agnissmallwood.co.uk	Harrogate
Ailsa Nicholson	http://ailsanicholson.weebly.com/	Scarborough
Alice Clarke	www.aliceclarke.co.uk/	Hambleton
Allison Wiffen	www.awceramics.co.uk/	Craven
Angela Cole	www.yorkshirewillowbaskets.co.uk/	Ryedale
Angela Keeble	www.angelakeeble.co.uk	Richmondshire
Anna Cross	www.annaandthewillow.co.uk/	Harrogate
Anna Lambert	www.junctionworkshop.co.uk/	Craven
Anna Matyus	www.annamatyus.co.uk/	Ryedale
Anna Whitehouse	www.anna-whitehouse.co.uk/	Harrogate
Anne Thornhill	www.annethornhill.co.uk/	Scarborough
Annie Farrer	www.anniefarrer.com	Craven
Annie Tempest	www.osheagallery.com	Craven
Annwyn Dean	www.annwyndean.com/	Craven
Artison	www.charlotte-morrison.co.uk/workshops	Craven
Bentham Pottery	www.benthampottery.com/pottery-courses/	Scarborough
Bridget Tempest	www.bridgettempest.com	Craven
Caroline Dunn	www.carolinedunn.com	Richmondshire
Caroline Machray	www.carolinemachray.co.uk/	Harrogate
Caroline Riley	www.carolinerileyart.com/	Scarborough
Carolyn Hird-Rogers	www.rogersink.co.uk	Craven
Catriona Stewart	http://catrionastewart.co.uk/	Ryedale
Chris Moss	www.nyos.org.uk/chris-moss/	Hambleton
Clare Belbin	www.clarebelbin.com/	Ryedale
Clayfever Ceramic Studio	https://clayfever-ceramic-studio.business.site/	Selby
Colin Culley	http://colinculley.co.uk/	Ryedale
David Cook	www.dhcook.format.com	Craven
David Stead	www.davidsteadgallery.co.uk/	Harrogate

David Thomas	www.junctionworkshop.co.uk/	Craven
Debbie Loanne	www.debbieloane.co.uk/	Hambleton
Ebberton Studios	www.ebberstonstudios.co.uk/2016/06/pottery/	Craven
Elena Putley	http://elenaputley.co.uk/	Harrogate
Emmeline Butler	www.emmelinebutler.co.uk/	Craven
Eric Moss	www.ericmossceramics.co.uk/	Hambleton
Fancy Frog Pottery	www.fancyfrogpottery.co.uk/	Scarborough
Fiona Bowley	www.fionabowley.com/	Craven
Fiona Mazza	www.fionamazzacceramics.co.uk/	Harrogate
Frank Gordon	www.frankgordon.co.uk/	Craven
Geoff Rushton	www.geoffrushton.com	Craven
George Gold	www.georgegold.co/	Ryedale
Hannah Chesterman	www.hannahchesterman.weebly.com	Craven
Hannah Turlington	www.hannahturlingtondesigns.com/	Ryedale
Harriette Rymer	www.harrietterymer.com/	Harrogate
Heather Cook	www.dhcook.format.com	Craven
Helen Milen	www.studiomilena.com/	Ryedale
Helen Peyton	www.helenpeyton.com/	Craven
Hilary Holmes	www.etsy.com/uk/shop/HilaryHolmesGlass	Hambleton
Hilary Thorpe	www.hilarythorpe.co.uk/	Scarborough
Ian McCulley	www.nyos.org.uk/ian-mcculley/	Hambleton
Jacquie Denby	jacquidenby@yahoo.co.uk	Craven
Jane Burnley	www.janeburnley.co.uk/	Hambleton
Jane Dennis	www.janedennis.net/	Richmondshire
Janet Browne	www.janetbrownetextiles.com	Craven
Jill James	www.jilljames.co.uk	Craven
Jo Garlick	www.jogarlick@hotmail.com/	Harrogate
Jo York	http://joyorkart.co.uk/	Harrogate
Joan Murray	www.joanmurray.co.uk	Craven
John Creighton	www.johncreighton.co.uk/	Ryedale
Jonathan Pomroy	www.jonathanpomroy.co.uk/	Ryedale
Joseph Sarabia	www.bespokecarving.co.uk	Selby
Judy Metcalfe	http://judymetcalfetextiles.wordpress.com/	Craven
Justine Warner	www.justinewarnerartist.com/	Ryedale
Kate Smith	www.katesmithart.co.uk/	Scarborough
Katherine Holmes	www.katherineholmes.co.uk	Craven
Kerry Fox	http://kerryfoxart.com/	Hambleton
Kim Coley	www.kimcoley.co.uk/	Harrogate
Kit Hemsley	www.kit-designs.co.uk/	Scarborough
Linda More	www.oldchurchstudios.co.uk/	Harrogate
Littlethorpe Potteries	www.littlethorpepotteries.co.uk/	Ripon
Loraine Ashcroft	www.instagram.com/loraineashcroftjewellery	Craven
Louise Fletcher	www.louisefletcherart.com	Craven
Lucy Morrison	http://lucyfionamorrison.co.uk	Craven
Lyn Bailey	www.lynbaileyprintmaker.com	Ryedale
Lynne Glazzard	https://lynne-glazzard.co.uk/	Scarborough
Maddy Venus	https://maddyvenusart.weebly.com/	Scarborough
Marcus Hammond	http://marcus-hammond.wixsite.com/painting	Harrogate
Mark Butler	www.msbutlersculptor.co.uk/	Craven
Megan Brown	www.meganbrownjewellery.com/	Harrogate
Michael Kusz	www.graculus.co.uk	Richmondshire
Moxon & Simm	www.moxonandsimm.co.uk/	Harrogate
Nicole Dickinson	www.nicoledickinsonartist.co.uk	Craven
Norma Stephenson	http://normastephenson.co.uk/	Craven

Patrick Smith	www.psmithstudio58.co.uk/	Ryedale
Paul Laycock	www.instagram.com/paul.laycock/	Hambleton
Phil Fraser	www.frasercolour.co.uk	Craven
Richard Burnley	www.nyos.org.uk/richard-burnley/	Hambleton
Richard Gray	http://richardspainting.blogspot.com/	Hambleton
Robert Thompson's Craftsmen Ltd	www.robertthompsons.co.uk/visitor-centre/	Hambleton
Rural Arts	www.ruralarts.org/	Hambleton
Ruth Shepherd	www.burntrock.co.uk/	Craven
Ruth Wilkinson	www.ruthwilkinson.co.uk/	Harrogate
Sarah Garforth	www.sarahgarforth.co.uk/	Harrogate
Sarah Smith	www.sarahsmith.org.uk	Craven
Sarah Venus	www.sarahjvenus.co.uk/	Scarborough
Simon Venus	www.instagram.com/venus.simon/	Scarborough
Sophie Hamilton	www.sophiehamilton.co.uk/	Ryedale
Stephen Bird	www.sgbirdart.uk/	Ryedale
Stephen Heward	www.stephenheward.com/	Ryedale
Sue Slack	www.sueslack.co.uk/	Ryedale
Susan Calverley Parker	www.farsunnybank.co.uk/	Craven
Susan Slann	www.susanslann.com/	Richmondshire
Susan Walsh	www.leafsong.co.uk/	Ryedale
Terry Hird	www.terryhirdart.co.uk/	Craven
Tim Slatter	http://timsfatter.co.uk/	Ryedale
Tina Mimmoser	http://tina-m.com/	Scarborough
Tony Roberts	www.art2adore.com/	Craven
Val Emmerson	http://valemersonart.wordpress.com/	Craven
Veronica Hartley	www.veronichartley.com/	Ryedale
Whitby Kiln	https://whitbykiln.co.uk/	Scarborough
William Watson-West	www.williamwatsonwest.com/	Harrogate

Agricultural Shows

Aldbrough & Boroughbridge Show	www.boroughbridgeshow.co.uk/	Ripon
The Barnstorm Motor Festival	www.barnstormmotorevents.com/	Harrogate
Bilsdale Show	www.bilsdaleshow.co.uk/content/home-page	Ryedale
Borrowby Show	https://borrowbyshow.co.uk/	Hambleton
Boroughbridge Agricultural Show	www.boroughbridgeshow.co.uk	Harrogate
Castleton Show	www.facebook.com/castletonshow	Scarborough
Danby Show	www.danbyshow.co.uk/	Scarborough
Duncombe Park Country Fair	www.dpcountryfair.co.uk/	Ryedale
Egton Show	www.facebook.com/egtonshow/	Scarborough
Egton Bridge Gooseberry Show	www.egtongooseberryshow.org.uk/index.htm	Scarborough
Farndale Show	www.farndale.community/farndale-show/	Ryedale
Hinderwell Show	https://hinderwellshow.org.uk/	Scarborough
Great Yorkshire Show	https://greatyorkshireshow.co.uk/	Harrogate
Kildale Show	https://kildaleshow.com/	Hambleton
Nidderdale Show	www.nidderdaleshow.co.uk/	Harrogate
North Yorkshire County Show	www.northyorkshireshow.co.uk/	Hambleton
Osmotherley Show	www.osmotherleyshow.co.uk/	Hambleton
Ripley Show	www.ripleyshow.co.uk/	Harrogate
Reeth Show	www.reethshow.co.uk/	Richmondshire
Rosedale Show	www.rosedaleshow.co.uk/	Ryedale
Ryedale Show	https://www.ryedaleshow.co.uk/	Ryedale
Thornton le Dale Show	http://www.thorntonledale.com/	Ryedale
Welcome to Stokesley Show	www.stokesleyshow.co.uk/	Hambleton

Antique Shops

Ann Clarke Antiques and Collectables		Richmondshire
Antiques and Homes		Harrogate
Castleforge Antiques Ltd		Scarborough
Castleyard Antiques	www.castleforgeantiques.co.uk/	Harrogate
Cellar Antiques	www.cellarantiques.com/	Richmondshire
Chris Holmes Antiques	https://chrisholmesantiques.co.uk/	Harrogate
Elaine Phillips Antiques	https://elainephillipsantiques.co.uk/	Richmondshire
Greyhound Antiques		Ryedale
Middleham Antiques		Richmondshire
Pickering Antiques	www.pickeringantiques.com/	Ryedale
Skipton Antiques		Craven
Sturmans Antiques	www.sturmansantiques.co.uk/	Richmondshire
Three Tuns Antiques	www.threetunsantiques.co.uk/	Hambleton
Whitby Antiques and Collectables Emporium		Scarborough
York House	www.yorkhousegifts.co.uk/	Richmondshire

Battlefields

Byland		Ryedale
Towton	www.towton.org.uk/	Selby
Marston Moor		Harrogate

Blacksmiths

Adam Crane	www.adamcrane.co.uk	Harrogate
Andrew Basnett	www.basnettblacksmiths.com/?i=1	Ryedale
Artisan Blacksmith	http://artisanblacksmith.co.uk	Harrogate
AW Artist Blacksmiths	www.awartistblacksmiths.co.uk	Hambleton
Country Ironcrafts	www.countryironcrafts.co.uk	Hambleton
David Stephenson Blacksmith Artist	www.davidstephenson.org.uk	Ryedale
Ember Ironwork	www.richardwalkerblacksmith.co.uk	Craven
Firearts Bladesmith And Metalcrafts		Harrogate
	www.wroughtironsmith.com/GodboldsBlacksmiths/Home.html	
Godbold Blacksmiths Ltd		Scarborough
John Isaac Percy	www.linkedin.com/in/john-pearcy	Scarborough
	www.kvblacksmith.com/gallery-sculptural-works	
KV Artist Blacksmith		Scarborough
Lilliput Forge	https://lilliputforge.com/	Selby
Malham Smithy Artist Blacksmiths	www.malhamsmithyonline.co.uk	Craven
PKE	www.pke.co	Ryedale
Topp And Co.	www.toppandco.com	Hambleton

Choirs

Alverton Singers	www.alvertonsingers.org.uk	Hambleton
Brayburn Singers Ladies Choir	https://brayburnsingers.wordpress.com/	Selby
Buckden Singers	https://vetch.co.uk/buckdensingers/	Craven
Dales Community Pop Choir	https://dalespopchoir.co.uk	Richmondshire
Dalesmen Singers	www.dalesmensingers.net/index.html	Scarborough
Easingwold Singers	www.easingwold-singers.com/	Hambleton
Fairburn Singers	https://fairburnsingers.co.uk/	Selby
Filey's Fisherman's Choir	www.thefileyfishermenschoir.co.uk	Scarborough
Fisher Singers	https://fishersingers.wordpress.com/	Harrogate
Grassington Singers	www.grassingtonsingers.com/index.html	Craven
Harrogate Choral Society	www.harrogatechoral.org.uk	Harrogate
Harrogate Male Voice Choir	www.harrogatemvc.org.uk	Harrogate

Knot Another Choir CIO	www.knotanotherchoir.co.uk	Harrogate
Langcliffe Singers	www.langcliffesingers.org.uk	Craven
Lucy's Pop Choir	www.lucypopchoir.co.uk	Harrogate
Malton District Male Choir	www.mdmvc.co.uk/	Ryedale
Men of Staithes	https://menofstaithes.org.uk/	Scarborough
Military WAGS	www.militarywagschoir.co.uk/	Richmondshire
Mowbray Singers Chamber Choir	www.mowbraysingers.co.uk/	Hambleton
North Yorkshire Chorus	www.northyorkshirechorus.org.uk/index.htm	Hambleton
North Yorkshire County Youth Choir	www.northyorkshiremusichub.co.uk/ensembles/county-youth-ensembles/youth-choir/	Hambleton
Northallerton Male Voice Choir	https://northallertonmalevoicechoir.co.uk	Hambleton
Paulinus Singers	https://stpaulinus.wordpress.com	Harrogate
Richmond Station Singers	www.richmondstationsingers.co.uk/	Richmondshire
Richmondshire Choral Society	www.richchoral.org.uk	Richmondshire
Ripon Choral Society	https://riponchoralsociety.org.uk/	Harrogate
Rock Choir North Yorkshire	https://rockchoir.com/choirleaders/steve-brown/	Harrogate
Rock Choir North Yorkshire	https://rockchoir.com/choirleaders/steve-brown/	Hambleton
Rock Choir North Yorkshire	https://rockchoir.com/choirleaders/steve-brown/	Harrogate
Rock Choir North Yorkshire	https://rockchoir.com/choirleaders/steve-brown/	Ryedale
Rock Choir North Yorkshire	https://rockchoir.com/choirleaders/steve-brown/	Selby
Skelldale Singers	www.skelldalesingers.co.uk	Harrogate
St John's Choir	https://stjohnschoir.wordpress.com	Harrogate
Stephen Joseph Theatre's Funky Choir & Global Voices	www.sjt.uk.com/	Scarborough
Stokesley and District Choral Society	www.stokesleychoral.co.uk	Hambleton
Swale Singers	http://swalesingers.com/aboutus.html	Richmondshire
The Skipton Choir	www.theskiptonchoir.co.uk/	Craven
Yorkshire North and NAC Group	www.nationalassociationofchoirs.org.uk/group.php?id=Yorkshire North and East NAC	

Cinemas

Curzon Ripon	www.curzoncinemas.com/ripon	Harrogate
Empire Cinema	www.empirecinemas.co.uk	Scarborough
Empire Cinemas - Catterick Garrison	www.empirecinemas.co.uk	Richmondshire
Everyman Harrogate	www.everymancinema.com/harrogate	Harrogate
Hollywood Plaza Cinema	http://hollywoodplaza.co.uk/	Scarborough
Kirk Theatre	https://kirktheatre.co.uk/	Ryedale
Leyburn Arts Centre	www.leyburnartscentre.com/	Richmondshire
Moonlight Cinema	https://moonlightcinema.com/	Scarborough
Odeon Harrogate	www.odeon.co.uk/cinemas/harrogate/	Harrogate
Open Air Film and Chill Selby	www.openairfilmandchill.com/selbyoutdoorcinema	Selby
Palace Cinema	www.palacemalton.info/	Ryedale
Plaza Cinema	http://nm-cinemas.co.uk/	Craven
Richmond Station Cinema	www.stationcinema.com/	Richmondshire
Ritz Cinema	www.ritzcinema.co.uk	Hambleton
Selby Globe Community Cinema	www.selbyglobe.co.uk/	Selby
The Old School House Arts Centre	www.leyburnartscentre.com	Richmondshire
Whitby Pavilion	www.whitbypavilion.co.uk/	Scarborough

Conservators

Artworks Conservation	www.artworksconservation.co.uk	Harrogate
Duncombe Saw Mill	www.duncombesawmill.co.uk/	Ryedale
Earth, Stone & Lime Company & Associates	www.nigelcopsey.com/	Ryedale
Everingham Conservation Ltd	http://everinghamconservation.co.uk	Harrogate

Francis Downing Fine Art Conservation	www.francisdowning.com	Harrogate
Katherine Lockett Conservation	http://katharinelockettconservation.co.uk/	Ryedale
Marcus Jacka	www.marcusjacka.com/	Hambleton
Martin Coward	www.francisdowning.com/	Ryedale
Richard Zahler Fine Art Restoration	https://zahlerartrestoration.co.uk	Craven
Ryedale Plasterers	www.ryedaleplasterers.co.uk/	Ryedale
Sebastian Wakefield	www.paintersandgilders.com/	Craven
Susie Clark Conservation	www.susieclarkconservation.co.uk/	Harrogate
T. Phelps Furniture Restoration	http://furnitureconservation.org	Harrogate
T.L. Phelps Fine Furniture Restoration	www.furnitureconservation.org/	Harrogate
Team Force Restoration	www.team-force.co.uk/	Hambleton
Treske Ltd	www.treske.co.uk/	Hambleton
York Hand Made Bricks	www.yorkhandmade.co.uk/	Hambleton

Creative Digital Businesses

Adverset Media Solutions	www.adverset.co.uk	Scarborough
Blowmedia Creative Design	www.blowmedia.co.uk	Harrogate
Bluestone98	www.bluestone98.com	Harrogate
Bronco	www.bronco.co.uk	Harrogate
Clickthrough Digital Ltd	www.clickthrough.digital	Hambleton
Dales Creative	www.dalescreative.co.uk	Harrogate
EE Creative	www.eecreative.co.uk	Scarborough
Extreme	www.madebyextreme.com	Harrogate
Fever Digital	www.feverdigital.uk	Craven
Flair Digital	www.flairdigital.co.uk	Skipton
Gekko Creative	www.gekkocreative.co.uk	Richmondshire
Graphics And Media	www.graphicsandmedia.co.uk	Scarborough
Headjog Creative	www.headjog.co.uk	Craven
Jackdaw Creative	www.jackdawcreative.co.uk	Harrogate
Kariba	www.kariba.co.uk	Harrogate
North Yorkshire Creative Media	www.nycreate.co.uk	Scarborough
Purple Creative Studio	www.purplecs.com	Richmondshire
The Inter Group	www.tig.uk.net	Harrogate
The Pink Dog	www.thepinkdog.co.uk	Scarborough
The Whole Caboodle	www.thewholecaboodle.com	Harrogate

Dry Stone Wallers

David Leedale	www.ydswg.co.uk/directory	Richmondshire
David Nesfield Dry Stone Walling	https://davidnesfield-drystonewalling.weebly.com	Scarborough
David Perry	www.ydswg.co.uk/directory	Scarborough
Dennis Garbutt	www.ydswg.co.uk/directory	Ryedale
Derrick Garbutt	www.ydswg.co.uk/directory	Scarborough
DJ Bussey Dry Stone Walling		Craven
Henry l'Anson		Hambleton
Hutchinson Stone Walling	https://scarborough-drystone-walls.business.site	Scarborough
John Heslegrave	www.johnheslegrave.co.uk/service.htm	Richmondshire
Jonny Clasper		Harrogate
Neil Beasley Dry Stone Walling	www.neilbeasley.com/	Harrogate
Northern Walls & Landscape	www.northernwalls.com	Hambleton
Pete Maynard	www.ydswg.co.uk/directory	Scarborough
Reuben Parsons Dry Stone Walling		Craven
Tim Jones Dry Stone Walling		Scarborough
Tom Houseman Dry Stone Walling	www.tomhouseman.co.uk/	Harrogate
Yorkshire Dry Stone Walling Guild	www.ydswg.co.uk	Harrogate

Ecclesiastical		
Ampleforth Abbey	www.ampleforth.org.uk/	Ryedale
Ripon Cathedral,	www.riponcathedral.org.uk/	Harrogate
Selby Abbey	www.selbyabbey.org.uk/	Selby
English Heritage		
Aldbrough Roman Site	www.english-heritage.org.uk/visit/places/aldborough-roman-site/	Harrogate
Byland Abbey	www.english-heritage.org.uk/visit/places/byland-abbey/	Hambleton
Easby Abbey, Richmond	www.english-heritage.org.uk/visit/places/easby-abbey/	Richmondshire
Helmsley Castle, Helmsley	www.english-heritage.org.uk/visit/places/helmsley-castle/	Ryedale
Kirkham Priory	www.english-heritage.org.uk/visit/places/kirkham-priory/	Ryedale
Marmion Tower, Ripon	www.english-heritage.org.uk/visit/places/marmion-tower/	Harrogate
Middleham Castle	www.english-heritage.org.uk/visit/places/middleham-castle/	Richmondshire
Mount Grace Priory, House and Gardens	www.english-heritage.org.uk/visit/places/mount-grace-priory/	Hambleton
Pickering Castle	www.english-heritage.org.uk/visit/places/pickering-castle/	Ryedale
Richmond Castle	www.english-heritage.org.uk/visit/places/richmond-castle/	Richmondshire
Rievaulx Abbey	www.english-heritage.org.uk/visit/places/rievaulx-abbey/	Ryedale
Scarborough Castle	www.english-heritage.org.uk/visit/places/scarborough-castle/	Scarborough
Spofforth Castle	www.english-heritage.org.uk/visit/places/spofforth-castle/	Harrogate
St Mary's Church, Studley Royal	www.english-heritage.org.uk/visit/places/st-marys-church-studley-royal/	Harrogate
Stanwick Iron Age Fortifications	www.english-heritage.org.uk/visit/places/stanwick-iron-age-fortifications/	Richmondshire
Steeton Hall Gateway	www.english-heritage.org.uk/visit/places/steeton-hall-gateway/	Selby
Wharram Percy Deserted Roman Village	www.english-heritage.org.uk/visit/places/wharram-percy-deserted-medieval-village/	Ryedale
Wheeldale Roman Road	www.english-heritage.org.uk/visit/places/wheeldale-roman-road/	Scarborough
Whitby Abbey	www.english-heritage.org.uk/visit/places/whitby-abbey/	Scarborough
Festivals		
American Line & Western Dance Weekend	www.whitbypavilion.co.uk/event/line-dance-2022	Scarborough
Big Idea By the Sea	https://bigideasbythesea.com/festival/	Scarborough
Books by the Beach	www.booksbythebeach.co.uk	Scarborough
Castle Howard Proms	www.castlehoward.co.uk/DB/whats-on-homepage-7/castle-howard-proms-4	Ryedale
Coastival	https://coastival.com	Scarborough
Deershed	https://deershedfestival.com	Hambleton

Grassington Festival	www.grassington-festival.org.uk	Craven
Great North Folk Festival	www.festivalonthemoor.co.uk/folkweekend/	Scarborough
Great Northern Food & Drink Festival	https://greatnorthernfoodfestival.co.uk	Ryedale
Great Yorkshire Show	https://greatyorkshireshow.co.uk	Harrogate
Hunton Steam Gathering	http://huntonsteamgathering.co.uk	Bedale
Ingleton 1940s Weekend	www.ingleton40s.co.uk	Craven
Kettlewell Scarecrow Festival	www.kettlewellscarecrowfestival.co.uk/index.php	Craven
Leyburn 1940s Weekend	www.leyburn1940sweekend.org	Richmondshire
Malton Food Lovers Festival	www.visitmalton.com/food-festival-yorkshire	Ryedale
Meadowfest	www.visitmalton.com/meadowfest	Ryedale
Medieval Music in the Dales	www.medievalmusicinthedales.co.uk	Richmondshire
Musicport Festival	www.musicportfestival.com	Scarborough
North York Moors Chamber Music Festival	www.northyorkmoorsfestival.com/	Scarborough
Northern Antiques Fair	https://northernfair.com	Richmondshire
Robin Hoods Bay Victorian Weekend	www.facebook.com/RobinHoodsBayVictorianWeekend/	Scarborough
Rock Around the Decades	https://rockaroundthedecades.com	Hambleton
Ryedale Book Festival	https://ryedalebookfestival.com/	Ryedale
Ryedale Music Festival	https://ryedalefestival.com/	Ryedale
Scarborough Jazz Festival	www.scarboroughspa.co.uk/event/scarborough-jazz-festival-september-2021	Scarborough
Scarborough Northern Soul Weekender	www.scarboroughspa.co.uk/event/northern-soul-weekender-2021	Scarborough
Scarborough Punk Festival	www.scarboroughspa.co.uk/event/scarborough-punk-festival-2022	Scarborough
Staithe Festival of Arts and Heritage	www.staithefestival.com/	Scarborough
Staxtonbury Music Festival	www.staxtonbury.com	Scarborough
Swaledale Festival	www.swaledale-festival.org.uk	Richmondshire
Harrogate Crime Writing Festival	https://harrogateinternationalfestivals.com/crime-writing-festival/	Harrogate
Towerfest Country Music Festival	www.towerfest.co.uk	Selby
Whitby 60s Festival	www.whitbypavilion.co.uk/event/whitby-60s-weekend-june-2022	Scarborough
Whitby Blues, Rhythm & Rock Festival	www.whitbypavilion.co.uk/blues-festival-2021	Scarborough
Whitby Fish and Ships Festival	www.facebook.com/events/1254351114750092/	Scarborough
Whitby Folk Festival	www.whitbyfolk.co.uk/	Scarborough
Whitby Folk Week	www.whitbyfolk.co.uk	Scarborough
Whitby Goth Weekend	www.whitbygothweekend.co.uk	Scarborough
Whitby Motown Weekender	www.whitbypavilion.co.uk/event/whitby-motown-weekender-2021	Scarborough
Whitby Northern Soul Weekender	www.whitbypavilion.co.uk/event/whitby-northern-soul-weekend-2021	Scarborough
Whitby Rocks Festival	www.whitbypavilion.co.uk/event/whitby-rocks-2021	Scarborough
Whitby Traction Engine Festival	www.scampston.co.uk/DB/events-diary/yorkshire-traction-engine-rally-3	Scarborough
Yarndale	https://yarndale.co.uk/	Craven
Yorkshire Dales Food & Drink Festival	www.yorkshiredalesfoodanddrinkfestival.com	Craven
Yorkshire Festival of Story	https://yorkshirefestivalofstory.com	Settle
Heritage Railways		
Embsay & Bolton Abbey Steam Railway	www.embsayboltonabbeyrailway.org.uk	Craven
North York Moors Railway	www.nymr.co.uk/	Ryedale
Wensleydale Railway. Leeming Bar	https://wensleydale-railway.co.uk/	Richmondshire

Historic Houses and Heritage Sites

Allerton Castle	www.allertoncastle.co.uk/	Harrogate
Bolton Abbey	https://boltonabbey.com/	Craven
Bolton Castle	www.boltoncastle.co.uk/	Richmondshire
Castle Howard	www.castlehoward.co.uk/	Ryedale
Catterick Garrison	www.army-technology.com/projects/catterick-garrison/	Richmondshire
Cawthorn Roman Camps	www.northyorkmoors.org.uk/visiting/enjoy-outdoors/walking/our-walks/walking-routes/cawthorn-roman-camps	Ryedale
Constable Burton Hall	www.constableburton.com/	Richmondshire
Duncombe Park	www.duncombepark.com/	Ryedale
Goldsborough Hall	www.goldsboroughhall.com/	Harrogate
Kiplin Hall	https://kiplinhall.co.uk/	Richmondshire
Markenfield Hall	https://markenfieldhall.com/	Harrogate
Moors National Park Centre	www.northyorkmoors.org.uk/visiting/see-and-do/the-moors-national-park-centre	Scarborough
Newburgh Priory	www.newburghpriory.co.uk/	Hambleton
Newby Hall and Gardens	www.newbyhall.com/	Harrogate
Norton Conyers	www.nortonconyers.org.uk/	Harrogate
Parceval Hall Gardens	https://parcevalhallgardens.co.uk/	Craven
Ripley Castle and Gardens	www.ripleycastle.co.uk/	Harrogate
Scampston Hall	www.scampston.co.uk/	Ryedale
Sion Hill Hall	www.sionhillhall.co.uk	Hambleton
Spout House	www.northyorkmoors.org.uk/visiting/see-and-do/attractions/spout-house	Ryedale
Thornborough Henges, West Tanfield	www.stone-circles.org.uk/stone/thornborough.htm	Harrogate
Thornton Watlass Hall	www.thorntonwatlasshall.co.uk/	Harrogate
Ripley Castle	www.ripleycastle.co.uk/	Harrogate
Skipton Castle	www.skiptoncastle.co.uk/index.asp?page=1	Craven

History and archaeology societies

Bedale Archaeology & History Society	https://bedale.org/bedale-archaeology--history-society	Hambleton
Bilton Historical Society	www.biltonhistoricalsociety.org.uk	Harrogate
Cawood Heritage	www.cawoodheritage.org.uk/wordpress/	Selby
Coxwold Local History Society	www.coxwoldvillage.org	Hambleton
Farnhill & Kildwick Local History Group	www.farnhill.co.uk/farnhill-history.html	Craven
Friends of Craven Museum		Craven
Forest of Galtres Society	www.forestofgaltressociety.org	Hambleton
Fylingdales Local History Group	http://history.rhbay.co.uk/	Scarborough
Great Ayton History Society	www.visitgreatayton.com/community/history-society	Hambleton
Hambleton History Research & Archive Association	www.hhrra.org	Hambleton
Harrogate & District Family History Society	www.hadffhs.co.uk	Harrogate
Harrogate Archaeological Society	http://harrogatearchsoc.co.uk	Harrogate
Helmsley Archaeological & Historical Society	www.helmsleyarchaeologicalandhistoricalsociety.org.uk	Ryedale
Helmsley Archaeology & History Society	www.helmsleyarchaeologicalandhistoricalsociety.org.uk	Ryedale
Husthwaite History Society	www.husthwaitehistory.co.uk	Hambleton

Ingleborough Archaeological Group	www.ingleborougharchaeologygroup.org.uk/index.htm	Craven
Kirby, Great Broughton & Ingleby Greenhow Local History Group	www.kgbighistory.org.uk	Hambleton
Malhamdale Local History Group	www.kirkbymalham.info/KMLHG/KMLHGhome.html	Craven
Masham Local History Group	www.mashamhistory.com/mlhg-details.html	Harrogate
Middleham & Dales Local History Group	www.middlehamonline.com/community.htm	Richmondshire
North Duffield Conservation & Local History Society	www.ndchs.org.uk	Selby
Northallerton & District LH Society	www.northyorkshistory.co.uk/	Hambleton
Richmond & District Civic Society	www.richmondcivicsociety.org	Richmondshire
Ripon Archaeology Research Group	https://u3asites.org.uk/ripon/page/87625	Harrogate
Rosedale History Society	https://rosedale.ryedaleconnect.org.uk/history-contacts/	Rydale
Scarborough Archaeological & Historical Society	www.sahs.org.uk	Scarborough
Sheriff Hutton History Group	www.sheriffhutton.co.uk/history-group/	Rydale
Skipton & Craven History Society	https://skiptoncravenhistorysociety.com	Craven
Snape Local History Group	http://snapelocalhistorygroup.btck.co.uk	Hambleton
Tadcaster Historical Society	https://tadhhistory.org.uk	Selby
The Friends of Roman Aldborough	http://romanaldborough.co.uk	Harrogate
Thornton-Le-Dale History Society	www.visitthorntonleedale.co.uk/local/history-group	Ryedale
Towton Battlefield Society	www.towton.org.uk	Selby
Upper Wharfedale Field Society	https://uwfs.org.uk	Craven
Upper Wharfedale Heritage Society	www.uwhg.org.uk	Craven

Museums

Aldborough Roman Town	www.english-heritage.org.uk/visit/places/aldborough-roman-site/	Harrogate
Beck Isle Museum of Rural Life	www.beckislemuseum.org.uk/	Ryedale
Bedale Museum	http://bedalemuseum.org.uk/	Hambleton
Beningbrough Hall	www.nationaltrust.org.uk/beningbrough-hall-gallery-and-gardens	Hambleton
Captain Cook Memorial Museum	www.cookmuseumwhitby.co.uk/	Scarborough
Captain Cook Schoolroom	www.captaincookprimary.co.uk/	Hambleton
Craven Museum	www.cravencdc.gov.uk/skipton-town-hall/craven-museum/	Craven
Dales Countryside Museum	www.dalescountrysidemuseum.org.uk/	Richmondshire
Eden Camp	www.edencamp.co.uk/	Ryedale
Filey Museum	www.fileymuseum.co.uk/	Scarborough
Georgian Theatre Royal	www.georgiantheatreroyal.co.uk	Richmondshire
Grassington Folk Museum	https://grassingtonfolkmuseum.org.uk/	Skipton
Helmsley Castle	www.english-heritage.org.uk/visit/places/helmsley-castle/	Ryedale
Kiplin Hall	https://kiplinhall.co.uk/	Richmondshire
Knaresborough Castle and Court House Museum		Harrogate
Malton Museum	www.maltonmuseum.co.uk/	Ryedale
Museum of North Craven Life	www.thefolly.org.uk/the-museum/	Craven
Nidderdale Museum	www.nidderdalemuseum.com/	Harrogate
Nunnington Hall	www.nationaltrust.org.uk/nunnington-hall	Ryedale

Pannett Art Gallery	www.pannettartgallery.org/	Scarborough
Richmond Castle Museum	www.english-heritage.org.uk/visit/places/richmond-castle/	Richmond
Richmondshire Museum	www.richmondshiremuseum.org.uk/	Richmondshire
Rievaulx Abbey	www.english-heritage.org.uk/visit/places/rievaulx-abbey/	Helmsley
Rievaulx Terrace	www.nationaltrust.org.uk/rievaulx-terrace	Helmsley
Robin Hood's Bay & Fylingdales Museum	http://museum.rhbay.co.uk/	Scarborough
Royal Pump Room Museum	www.visittharrogate.co.uk/business-directory/royal-pump-room-museum	Harrogate
Ryedale Folk Museum	www.ryedalefolkmuseum.co.uk/	Ryedale
Shandy Hall	www.laurencesternetrust.org.uk/shandy-hall.php	Hambleton
The Courthouse Museum	https://riponmuseums.co.uk/museums/courthouse_museum	Harrogate
The Green Howards Regimental Museum	https://greenhowards.org.uk/	Richmondshire
The Prison and Police Museum	https://riponmuseums.co.uk/museums/prison_police_museum/	Ripon
The Staithes Heritage Museum	www.northyorkmoors.org.uk/visiting/see-and-do/attractions/the-staithes-heritage-museum	Scarborough
The Workhouse Museum	https://riponmuseums.co.uk/museums/workhouse_museum_gardens	Harrogate
The World of James Herriot Museum	https://worldofjamesherriot.com/	Hambleton
Thirsk Museum	http://thirskmuseum.org/	Hambleton
Whitby Abbey	www.english-heritage.org.uk/visit/places/whitby-abbey/	Scarborough
Whitby Museum	https://whitbymuseum.org.uk/	Scarborough
Woodhams Stone Collection	www.woodhamsstonecollection.com/	Ryedale

Museum design

Inch Punch Lts	www.inchpunch.co.uk/	Selby
Blue Museum Exhibition Designers	https://bluedc.co.uk/	Richmondshire

National Trust

Braithwaite Hall	www.nationaltrust.org.uk/braithwaite-hall	Richmondshire
Bridestones Crosscliffe & Blakey Topping	www.nationaltrust.org.uk/bridestones-crosscliff-and-blakey-topping	Scarborough
Fountains Abbey & Studley Royal Water Garden	www.nationaltrust.org.uk/fountains-abbey-and-studley-royal-water-garden	Harrogate
Mount Grace Priory House and Gardens	www.nationaltrust.org.uk/mount-grace-priory	Hambleton
Nunnington Hall	www.nationaltrust.org.uk/nunnington-hall	Ryedale
Old Coastguards station	www.nationaltrust.org.uk/yorkshire-coast/features/visitor-centres-on-the-yorkshire-coast	Scarborough
Ravenscar Visitor Centre	www.nationaltrust.org.uk/yorkshire-coast/features/visitor-centres-on-the-yorkshire-coast	Scarborough
Rievaulx Terrace	www.nationaltrust.org.uk/rievaulx-terrace	Ryedale
Yorkshire Coast	www.nationaltrust.org.uk/yorkshire-coast	Scarborough
Yorkshire Dales	www.nationaltrust.org.uk/yorkshire-dales	Craven

Natural heritage

Forest of Bowland AONB	www.forestofbowland.com	Lancashire
Howardian Hills AONB	www.howardianhills.org.uk	Ryedale
Ingleborough Cave	https://ingleboroughcave.co.uk/	Craven

Mother Shipton's Cave	www.mothershipton.co.uk	Harrogate
Nidderdale AONB	https://nidderdaleaonb.org.uk/	Harrogate
North York Moors National Park	www.northyorkmoors.org.uk/	
Stump Cross Caverns, Greenhow.	www.stumpcrosscaverns.co.uk	Harrogate
Sutton Bank National Park Centre	www.northyorkmoors.org.uk/visiting/see-and-do/sutton-bank-national-park-centre	Hambleton
Yorkshire Dales National Park	https://www.yorkshiredales.org.uk/	

Parks and Gardens

Helmsley Walled Garden	https://helmsleywalledgarden.org.uk/	Ryedale
RHS Harlow Carr	www.rhs.org.uk/gardens/harlow-carr	Harrogate
The Yorkshire Arboretum	www.yorkshirearboretum.org/	Ryedale

Publishing

Blackthorn Press	www.blackthornpress.com	Ryedale
Blaisdon Publishing		Hambleton
Book Owl Publishing	www.bookowlpublishing.com	Harrogate
Combined Academic Publishers	www.combinedacademic.co.uk	Harrogate
Croft Publications	www.croftpublications.co.uk	Harrogate
Fisher King Publishing	www.fisherkingpublishing.co.uk	Hambleton
Gillead Books Publishing	www.gileadbookspublishing.com	Ryedale
Green Energy Publishing	www.greenenergypublishing.com	Harrogate
Magna Large Print Books		Skipton
Methuen & Co Ltd	www.methuen.co.uk	Ryedale
Tartarus Press	www.tartaruspress.com	Richmondshire
Valley Press	www.valleypressuk.com	Scarborough

Recording Studios

Bash Studio		Harrogate
Church Lane Studios	www.churchlanestudios.co.uk	Harrogate
CREAO Studio	www.creao.uk	Harrogate
Finkle Street Music		Richmondshire
Fun Time		Harrogate
Good Recordings		Hambleton
Home Fire Recording Company	https://homefirestudios.co.uk/	Harrogate
Hyperbright Studios	www.hyperbrightstudios.com/	Scarborough
Istudio Space		Harrogate
Legal Studios	www.legalrecords.co.uk	Craven
Media Music Productions	www.mediamusicproductionsuk.com	Scarborough
NAO Music Studios	www.napmusicstudios.co.uk	Scarborough
One Button Studio		Hambleton
Outsourced Media Ltd		Harrogate
Recording Studio Yorkshire	www.jumbojam.co.uk	Craven
Reelsonic	www.reelsonic.studio	Scarborough
The Digital Audio Company	www.the-digital-audio.co.uk	
Yorkshire Stage and Sound Limited	www.yksevents.co.uk	Harrogate

Reenactment Groups

East Yorkshire Regiment Living History	http://eastyorkshireregiment.blogspot.com	Craven
Extraordinary Victorians	www.facebook.com/theextraordinaryvictorians	Craven
The Dukes At War	www.facebook.com/TheDukesAtWar/	Craven
Tudor Travelers	www.tudortravellers.co.uk	Ryedale
Victory in Europe Reenactment Association	https://vera1945.weebly.com	Harrogate

Studio spaces		
Art Happens Here	www.instagram.com/ahhstudiocollective/?hl=en	Ryedale
CREAO Studio	www.creao.uk	Harrogate
Crescent Arts	www.crescentarts.co.uk/studio-opportunities/	Scarborough
Harrogate Studios	www.harrogatestudio.com	Harrogate
Rural Arts	www.ruralarts.org/art-studio-studio-and-workshop-space-for-hire-in-thirsk-north-yorkshire	Hambleton
Vault Studio Space	www.vaultstudiospace.com/	Ryedale

Theatre and performance spaces		
Frazer Theatre	www.frazertheatre.co.uk/	Harrogate
Georgian Royal Theatre	www.georgiantheatreroyal.co.uk	Richmondshire
Harrogate International Conference Centre	www.harrogateconventioncentre.co.uk/	Harrogate
Harrogate Theatre and Studio Theatre	www.harrogatetheatre.co.uk/our-venues/harrogate-theatre/	Harrogate
Helmsley Arts Centre	www.helmsleyarts.co.uk	Ryedale
HIVE	www.harrogatetheatre.co.uk/our-venues/hive/	Harrogate
Pateley Playhouse	www.pateleyplayhouse.co.uk/	Harrogate
Pickering Memorial Hall	www.pickeringmemorialhall.co.uk	Ryedale
Richard Whitely Theatre	https://richardwhiteleytheatre.giggleswick.org.uk/	Scarborough
Royal Hall Harrogate	www.harrogatetheatre.co.uk	Harrogate
Rural Arts	www.ruralarts.org/	Hambleton
Scarborough Open Air Theatre	https://scarboroughopenairtheatre.com	Scarborough
Scarborough Spa	www.scarboroughspa.co.uk/	Scarborough
Selby Town Hall	www.selbytownhall.co.uk/	Selby
Settle Victoria Hall	www.settlevictoriahall.org.uk/	Craven
Skipton Little Theatre	www.skiptonlittletheatre.org.uk	Craven
Stephen Joseph Theatre	www.sjt.uk.com/	Scarborough
The Bandroom	www.thebandroom.co.uk/	Ryedale
The Forum	www.forumnorthallerton.org.uk/index.php	Hambleton
The Mart Theatre	www.themarttheatre.org.uk/	Ryedale
The Milton Rooms	www.themiltonrooms.com	Ryedale
The Shed	www.theshed.co.uk/	Ryedale
Whitby Pavilion	www.whitbypavilion.co.uk/	Scarborough
YMCA Theatre	https://ymcascarborough.uk/	Scarborough

Theatre Groups and Companies		
1812 Theatre Company	www.helmsleyarts.co.uk/get-involved/1812-theatre-company	Ryedale
1812 Youth Theatre	www.helmsleyarts.co.uk/get-involved/1812-theatre-company	Ryedale
Allerton Players	https://allertonplayers.btck.co.uk	Hambleton
Beach But Theatre Company	www.beachhuttheatre.co.uk/	Scarborough
Butterflies Dance & Performing Arts School	www.butterfliesdance.com/	Hambleton
Catterick Village Theatre Company	https://amdram.co.uk/groups/catterick-village-theatre-company/	Richmondshire
Crash Bang Wallop Theatre Company	http://crashbangwallop.org.uk	Hambleton
Damian Poole Theatre Arts	www.dpta.co.uk	Harrogate
Easingwold Players	www.easingwoldplayers.com	Hambleton
Esk Valley Theatre	www.eskvalleytheatre.co.uk	Scarborough
Filey Showgroup		Scarborough

Georgian Theatre Royal Youth Theatre	www.georgiantheatreroyal.co.uk/What-We-Do/Youth-Theatre	Richmondshire
Grassington Players	https://grassingtonplayers.com	Craven
Harrogate Dramatic Society	www.hds-online.co.uk/	Harrogate
Harrogate Gilbert and Sullivan Society	www.hgss.info/	Harrogate
Harrogate Operatic Players	www.harrogateoperaticplayers.co.uk	Harrogate
Kirkham Henry Performing Arts Centre	www.kirkhamhenry.co.uk/	Ryedale
Lempen Puppet Theatre Company	www.lempen.co.uk/page2.html	Craven
Leyburn Amateur Dramatic Rising Stars	www.nayt.org.uk/youth_theatres/leyburn_amateur_dramatic_rising_stars	Richmondshire
Malton and Norton Musical Theatre		Ryedale
North Country Theatre	www.northcountrytheatre.com/Home.aspx	Richmondshire
Northallerton Amateur Variety Company	http://navc.btck.co.uk	Hambleton
Northallerton Musical Theatre Company	http://northallertonmusicaltheatrecompany.org.uk/	Hambleton
Pateley Bridge Dramatic Society	www.pateleyplayhouse.co.uk	Harrogate
Penny Plain Theatre Company	www.pennyplaintheatre.co.uk	Craven
Pickering Musical Theatre Society	https://kirktheatre.co.uk/musical-society/	Ryedale
Richmond Amateur Dramatic Society	www.richmond-ads.org.uk/index.html	Richmondshire
Richmondshire Youth Theatre	https://richmondshireyouththeatre.wordpress.com	Richmondshire
Ripon Operatic Society	www.riponoperatics.org/	Harrogate
Ripon Youth Theatre	www.riponoperatics.org/	Harrogate
Scarborough Musicals	https://carbonreduction.eu/scarboroughmusicals/	Scarborough
Selby Theatre and Dance Academy	www.tdacademy.biz	Selby
Skipton Musical Theatre Company	https://skiptonmtc.co.uk	Craven
Stephen Joseph Theatre Out Reach	www.sjt.uk.com	Scarborough
Tadcaster Theatre Company	www.tadcastertheatrecompany.org/	Selby
Tempus Fugit Educational Theatre Company	www.tempus-fugit-educational-theatre.com	Harrogate
Thornton Dale Players		Ryedale
Whitby Area Musical Theatre Company	https://wamtc.co.uk/	Scarborough
Whitby's Apollo Players	www.whitbysapolloplayers.co.uk	Scarborough
Woodlands Drama Group	www.woodlandsdramagroup.co.uk	Harrogate

Appendix G Heritage Assets¹⁰⁵

	Craven	Hambleton	Harrogate	Richmondshire	Ryedale	Scarborough	Selby	North Yorks Moors	Yorkshire Dales
Heritage asset data¹⁰⁶									
Listed Buildings									
Grade I	23	43	49	43	65	26	29	32	25
Grade II*	53	84	114	83	93	85	35	57	105
Grade II	1,515	1,634	2,115	1,834	1,865	1,860	571	1,681	2,007
Total	1,591	1,761	2,278	1,960	2,023	1,971	635	1,770	2,137
Scheduled Monuments	165	205	169	160	515	471	45	844	292
Registered Parks & Gardens									
Grade I	0	0	2	0	3	0	0		
Grade II*	0	0	3	1	4	1	0		
Grade II	3	4	8	6	3	3	2		
Total	3	4	13	7	10	4	2		
World Heritage Sites	0	0	1	0	0	0	0		
Registered Battlefields	0	2	3	0	0	0	1		
Protected Wrecks	0	0	0	0	0	2	0		
Heritage Champions	NYCC	NYCC	NYCC	NYCC	NYCC	NYCC	NYCC		
Heritage at risk¹⁰⁷									
Buildings or structures	2	2	5	7	10	0	4		
Places of worship	1	2	1	0	5	2	1		
Archaeology	0	12	7	10	63	10	17		
Parks and gardens	0	0	3	0	1	1	0		
Battlefields	0	0	1	0	0	0	0		
Wreck sites	0	0	0	0	0	0	0		
Conservation areas	0	0	0	1	0	5	2		
Total	3	16	17	18	79	18	24		
Conservation Areas¹⁰⁸									
					N York Moors	Yorkshire Dales	Total		
Craven				29	21		50		
Hambleton				48		9	57		
Harrogate				52			52		
Richmondshire				41	13		54		
Ryedale				34		16	50		
Scarborough				27		16	43		
Selby				24			24		
									330

¹⁰⁵ <https://historicengland.org.uk/research/heritage-counts/>

¹⁰⁶ Historic England, The National Heritage List for England (NHLE)

¹⁰⁷ Historic England, Heritage at risk programme

¹⁰⁸ <https://historicengland.org.uk/research/heritage-counts/indicator-data/>

	Craven	Hambleton	Harrogate	Richmondshire	Ryedale	Scarborough	Selby
Planning data¹⁰⁹							
Total planning applications	580	1149	1748	425	571	641	636
Change since 2018/19	-93	-51	-355	-53	-22	-118	12
Listed Building consents	57	102	120	65	74	69	22
Change since 2018/19	-3	-7	13	0	-15	-30	-7
Parks & Gardens consents	2	0	23	0	2	3	0
Conservation staff (FTE)	0	0.2	2.5	0.5	0.6	1	0
Compared with 2019	- 0.05	0	- 1	0	0	+ 0.4	0
Archaeology staff ¹¹⁰	NYCC	NYCC	NYCC	NYCC	NYCC	NYCC	NYCC

¹⁰⁹ Source: DCLG, Planning statistics; The Garden Trust; Local Authority Historic Environment Staff

¹¹⁰ IHBC, ALGAO, Historic England (2018)

Appendix H Funding

NPO Funding 2018-22¹¹¹

Applicant Name	Funding Band	Discipline	TOTAL grant 18/22 - £	Local Authority
Chrysalis Arts Development Ltd	1	Visual arts	402,712	Craven
Crescent Arts	1	Visual arts	279,156	Scarborough
Harrogate Theatre	1	Theatre	563,636	Harrogate
Imitating the dog	1	Theatre	752,000	Harrogate
Invisible Dust	1	Visual arts	720,000	Scarborough
Ripon Museum Trust	1	Museums	560,000	Harrogate
Rural Arts North Yorkshire	1	Combined arts	302,036	Hambleton
Scarborough Theatre Trust Ltd	2	Theatre	2,550,860	Scarborough
			6,130,400	

COVID Emergency and Recovery Fund

Heritage Emergency Fund: May- August 2020¹¹²				
Helmsley Walled Garden			£50,000	Ryedale
Malton Museum CIO			£3,200	Ryedale
Selby Abbey			£32,300	Selby
Ripon Museum Trust			£50,100	Harrogate
Ryedale Folk Museum			£56,500	Ryedale
Wensleydale Railway Association			£60,000	Hambleton
Kiplin Hall CIO			£29,300	Hambleton
North Craven Building Preservation Trust			£204,600	Craven
Yorkshire Dales Railway Museum Trust (Holdings) Ltd			£41,900	Craven
Heritage Fund: Cultural Recovery Fund 1				
Selby Abbey			£38,800	Selby
Wensleydale Railway Plc			£90,000	Hambleton
Heritage Fund: Cultural Recovery Fund 2				
Malton Methodist Church (The Wesley Centre Malton)			£39,000	Ryedale
Pickering Methodist Church			£28,700	Ryedale
Ripon Cathedral			£126,000	Harrogate
The Parochial Church Council of the Ecclesiastical Parish of Selby St Mary			£20,000	Selby
The Parochial Church Council of the Ecclesiastical Parish of St Peter High Harrogate			£39,800	Harrogate
The Parochial Church Council of the Ecclesiastical Parish of the Priory Church of St Mary and St Cuthbert, Bolton Abbey.			£15,000	Craven
Wensleydale Railway Plc			£45,000	Hambleton
Yorkshire Dales Railway Museum Trust (Holdings) Limited			£169,400	Craven
Arts Council England Emergency Funding: May 2020¹¹³				
Artizan International			£18,288	Harrogate
Captain Cook Memorial Museum			£25,184	Scarborough
Create Arts Development Ltd			£13,230	Scarborough
Dales Countryside Museum			£15,000	Richmondshire
Deer Shed Festival			£35,000	Harrogate
Harrogate International Festivals			£25,000	Harrogate
Laurence Sterne Trust			£23,630	Hambleton
Museum of North Craven Life			£35,000	Craven

¹¹¹ www.artscouncil.org.uk/our-investment/national-portfolio-2018-22

¹¹² www.heritagefund.org.uk/about/decisions/culture-recovery-fund-heritage-decisions-up-to-1m-october-2020

¹¹³ www.artscouncil.org.uk/publication/culture-recovery-fund-data

Ryedale Festival	£35,000	Ryedale
Ryedale Folk Museum	£29,005	Ryedale
Scarborough Studios Ltd	£8,726	Scarborough
Settle Victoria Hall	£33,990	Craven
The Faction	£17,142	Scarborough
The Georgian Royal Theatre	£35,000	Richmondshire
The Porthole Foundation (Musicport)	£27,945	Scarborough
Valley Press Ltd	£10,200	Scarborough
Arts Council England Cultural Recovery Fund: Round 1: October 2020		
Craven District Council	£66,099	Craven
Museum of North Craven Life	£160,000	Craven
Settle Stories	£61,129	Craven
Settle Victoria Hall	£86,643	Craven
Alrose Productions Ltd	£51,519	Hambleton
Kingdom Services Ltd	£75,000	Hambleton
Laurence Sterne Trust	£54,000	Hambleton
R&M Productions Ltd	£58,000	Hambleton
Rural Arts North Yorkshire	£115,000	Hambleton
Deer Shed Festival	£238,590	Harrogate
Harrogate Theatre	£249,820	Harrogate
Ripon Amateur Operatic Society	£54,339	Harrogate
Ripon Museum Trust	£117,500	Harrogate
Incredible Artists Ltd	£58,000	Richmondshire
Swaledale Festival	£50,428	Richmondshire
The Georgian Theatre Royal	£52,960	Richmondshire
Helmsley Arts Centre	£50,000	Ryedale
North York Moors Historical Railway Trust	£1,904,902	Ryedale
Ryedale Folk Museum	£79,900	Ryedale
Scarborough Theatre Trust Ltd	£247,705	Scarborough
Tony Peers Limited	£50,000	Scarborough
Arts Council England Cultural Recovery Fund: Round 2: March 2021		
Museum of North Craven Life	£80,000	Craven
Settle Stories	£30,552	Craven
Kingdom Services Ltd	£37,500	Hambleton
R&M Productions Ltd	£29,000	Hambleton
Rural Arts North Yorkshire	£55,000	Hambleton
Cause UK	£35,000	Harrogate
Harrogate International Festivals	£80,000	Harrogate
Harrogate Theatre	£91,078	Harrogate
Ripon Museum Trust	£69,350	Harrogate
The Georgian Theatre Royal	£26,200	Richmondshire
North York Moors Historical Railway Trust	£578,000	Ryedale
Ryedale Folk Museum	£39,950	Ryedale
Box Artist Management Ltd	£43,882	Scarborough
Chameleon Music Marketing Ltd	£87,088	Scarborough
Scarborough Theatre Trust Ltd	£84,893	Scarborough
The Porthole Foundation (Musicport)	£37,311	Scarborough
Technical Stage Services Ltd	£199,685	Selby

Appendix I Select Bibliography

All web sites accessed on 31st March 2021 unless otherwise stated.

Web Sites

-
- Data North Yorkshire - <https://www.datanorthyorkshire.org>
-
- English Heritage – Yorkshire - <https://www.english-heritage.org.uk/visit/region/yorkshire/>
-
- Historic England – <https://historicengland.org.uk>
-
- Historic England, *Heritage at risk programme* - <https://historicengland.org.uk/advice/heritage-at-risk/>
-
- Historic Environment Forum - <https://historicenvironmentforum.org.uk>
-
- Historic Houses - www.historichouses.org
-
- Joint Strategic Needs Assessment - <https://nypartnerships.org.uk/jsna>
-
- National Trust – Yorkshire - <https://www.nationaltrust.org.uk/days-out/regionyorkshirenortheast/yorkshire>
-
- North Yorkshire Open Studios (2019) - <https://www.nyos.org.uk/>
-
- North Yorkshire Rural Commission www.northyorks.gov.uk/about-north-yorkshire-rural-commission (accessed 17.3.21)
-
- NPII - <https://www.npii.org.uk>
-
- NYCC, Libraries - <https://www.northyorks.gov.uk/libraries-0>
-
- NYCC, Record Office and Collections Service - www.northyorks.gov.uk/record-office-collections-and-services
-
- Royal Society for Arts, Manufacture and Commerce - <https://www.thersa.org/>
-
- Skipton Town Hall. www.skiptontownhall.co.uk
-
- Welcome to Yorkshire - <https://www.yorkshire.com/>
-
- York and North Yorkshire Local Enterprise Partnership - <https://www.businessinspiredgrowth.com>
-
- Youth Work Unit Yorkshire and Humber, *Youth Voice Strategy (2013)* - <https://www.youthworkunit.com/youth-voice-strategy-2015/>

National Parks and AONBs

-
- North York Moors National Park - www.nationalparks.uk/park/north-york-moors/ - <https://www.northyorkmoors.org.uk>
-
- Yorkshire Dales National Park - www.nationalparks.uk/park/yorkshire-dales/ - <https://www.yorkshiredales.org.uk/park>
-
- Areas of Outstanding Natural Beauty (AONB) - <https://landscapesforlife.org.uk/about-aonbs/aonbs/overview>
-
- Howardian Hills AONB - <http://www.howardianhills.org.uk>
-
- Nidderdale AONB - <https://nidderdaleaonb.org.uk>
-
- Forest of Bowland - <https://www.forestofbowland.com>

Council Plans

-
- Craven District Council, *Council Plan: 2020 and beyond* - www.cravenc.gov.uk/the-council/strategies-plans-and-priorities/council-plan-and-priorities/
-
- Hambleton District Council, *Our Plan: 2019-2023* (Updated 2020/21) www.hambleton.gov.uk/policies-plans/council-plan/
-
- Harrogate District Council, *Corporate Plan, 2018-2024* - <https://www.harrogate.gov.uk/downloads/file/644/corporate-plan-2018-2024>
-
- North Yorkshire County Council, *Council Plan, 2020-2025* - www.northyorks.gov.uk/council-plan
-
- Richmondshire District Council, *Council Plan, 2019-23* (????) www.richmondshire.gov.uk/council-and-democracy/about-the-council/council-plan-2019-23/
-
- Ryedale District Council, *Council Plan, 2020-2024* (October 2020) www.ryedale.gov.uk/your-council/council-plan.html

Scarborough District Council, *Better Borough, Brighter Futures: Corporate Plan, 2020-23* (????) <https://www.scarborough.gov.uk/home/council/corporate-plan>
Selby District Council, *Council Plan, 2020-2030* (????) www.selby.gov.uk/council-plan-2020-2030

York and North Yorkshire Local Economic Partnership

York and North Yorkshire LEP, *A Plan to Reshape our Economy* - <https://www.businessinspiredgrowth.com/covid-19/a-plan-to-reshape-our-economy/>
York and North Yorkshire LEP, *Local Industrial Strategy* - <https://www.businessinspiredgrowth.com/lis/>
York and North Yorkshire LEP, *Place Stories* - <https://www.businessinspiredgrowth.com/place-stories/>
York and North Yorkshire LEP, *Future Towns* - <https://www.businessinspiredgrowth.com/future-towns/>

Cultural Strategies

A New Culture Strategy for Leeds, 2017-2030 (March, 2017) - <https://leedsculturestrategy.co.uk/culture-strategy/>
Cumbria Local Enterprise Partnership, in partnership with FEI, *Cumbria: 'The Natural Capital of Creativity and Culture' A Creative and Cultural Strategy* (July, 2020) - <https://www.thecumbrialep.co.uk/creative-and-cultural/>
Harrogate District Council, *Harrogate District Local Plan, 2014-35* (Adopted with amendments December 2020) www.harrogate.gov.uk/localplan
Hull City Council, *Cultural Strategy, 2016-2026* (July 2016) - <https://cmis.hullcc.gov.uk/cmis/Home.aspx>
NYCC, *Your Library, Your Place 2020-2030: Libraries Strategy 2020-2030* (2020). www.northyorks.gov.uk/info/your-library-your-place-2020-2030
Selby District Council, *Culture as Catalyst: 2020-23 Audience Development Plan* (June 2020) - <https://www.selby.gov.uk/sites/default/files/Documents/Culture%20as%20Catalyst%20Audience%20Development%20Plan%202020-2023.pdf>
York's Creative Future: *A Culture Strategy for York, 2020-2025* (December, 2020) - <https://www.makeityork.com/culture/>
Yorkshire Dales National Park, *A cultural heritage strategy for the Yorkshire Dales National Park, 2019-2024* (2019). www.yorkshiredales.org.uk/wp-content/uploads/sites/13/2020/04/Cultural-Heritage-Strategy-2019-2024.pdf

Data

Arts Council England, *Culture Recovery Fund: Data* (April, 2021) - www.artscouncil.org.uk/publication/culture-recovery-fund-data
Arts Council England, *Investment dashboard: A dashboard of our investment by geographical location of applicants over the period 2012-13, 2018-19*. www.artscouncil.org.uk/research-dashboards/arts-council-investment-dashboard
Arts Council England, *Investment Dashboard: Dashboard showing local government investment (at district and county/unitary authority level) aggregated to different geographical levels* -
Arts Council England, *National Portfolio, 2018-22* - www.artscouncil.org.uk/our-investment/national-portfolio-2018-22
Community First Yorkshire, *The Loneliness Campaign* (2016) - <https://communityfirstyorkshire.org.uk/projects/tlc-north-yorkshire/>
Data North Yorkshire, *County and District Local Insight Population Reports* (August, 2019) - https://hub.datanorthyorkshire.org/dataset/local_insight
Data North Yorkshire, *Historic Population Estimates* (July 2019) - <https://hub.datanorthyorkshire.org/dataset/population-estimates>
Data North Yorkshire, *Indices of Deprivation Summary* (February, 2020) - www.datanorthyorkshire.org/JNA/articles/indices-of-deprivation-summary/
Data North Yorkshire, *North Yorkshire CCG Profile 2020* (December 2020) - <https://hub.datanorthyorkshire.org/dataset/north-yorkshire-ccg-profile>
Data North Yorkshire, *NYCC, County and district local insight population reports* (August 2019) - https://hub.datanorthyorkshire.org/dataset/local_insight

Data North Yorkshire, *Travel to Work Flows* (January, 2021) - <https://hub.datanorthyorkshire.org/dataset/travel-to-work-flows>

Historic England, *The National Heritage List for England (NHLE)* - <https://historicengland.org.uk/listing/the-list/>

HM Revenue and Customs. *Coronavirus Job Retention Scheme Statistics* (August, 2020) - www.gov.uk/government/statistics/coronavirus-job-retention-scheme-statistics-august-2020/coronavirus-job-retention-scheme-statistics-august-2020

Kantar Public for the British Red Cross, *Trapped in a Bubble: An investigation into triggers for loneliness in the UK* (December 2016) - https://assets.ctfassets.net/5ywmq66472jr/5tkumBSIO0suKwiWO6KmaM/230366b0171541781a0cd98fa80fdc6e/Coop_Trapped_in_a_bubble_report.pdf

Ministry of Housing, Communities and Local Government. *Towns Fund recipients, March 2021* (March 2021) - www.gov.uk/government/publications/towns-fund-recipients-march-2021/towns-fund-recipients-march-2021

National Lottery, *Heritage Fund. Cultural Recovery Fund for Heritage decisions 2020* - www.heritagefund.org.uk/about/decisions/culture-recovery-fund-heritage-decisions-up-to-1m-october-2020

NYCC, *Black and Minority Ethnic Groups in North Yorkshire* (November 2016) - <https://data.gov.uk/dataset/acf3a1c4-4edd-49f3-ba8f-f8bf02d5e7d9/black-and-minority-ethnic-groups-in-north-yorkshire>

NYCC, *North Yorkshire Digital Strategy* - www.northyorks.gov.uk/digital-strategy-and-projects

NYCC, *North Yorkshire Population Summary* (September 2016) - <https://data.gov.uk/dataset/5cb80430-4754-40b3-9cbc-9b14f3a0eb2c/north-yorkshire-population-summary>

NYCC, *Population Projections (June 2016)* - <https://data.gov.uk/dataset/ed62258b-9499-4b35-bd2a-80a569afe894/population-projections>

ONS NOMIS, *Official Labour Market Statistics, Labour Market Profile - North Yorkshire (2021)* - www.nomisweb.co.uk/reports/lmp/la/1941962793/report.aspx

ONS, *2011 Rural-Urban Classification of Local Authority Districts and other higher level geographies for statistical purposes* (July 2016). www.gov.uk/government/statistics/2011-rural-urban-classification-of-local-authority-and-other-higher-level-geographies-for-statistical-purposes

ONS, *Business Register and Employment Survey*

ONS, *Estimates of the population for the UK, England and Wales, Scotland and Northern Ireland* (June 2020) - www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalescotlandandnorthernireland

ONS, *Monthly gross domestic product by gross value added* (April, 2021) - www.ons.gov.uk/economy/grossdomesticproductgdp/datasets/monthlygrossdomesticproductbygrossvalueadded

ONS, *National and subnational mid-year population estimates for the UK and its constituent countries by administrative area, age, sex and components of population change.* (June 2019)

ONS, *Population Estimates: Population estimates for the UK, England and Wales, Scotland and Northern Ireland: mid-2018* - <https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/bulletins/annualmidyearpopulationestimates/mid2018>

ONS, *Standard Area Measurements (2019) for Administrative Areas in the United Kingdom.* <https://geoportal.statistics.gov.uk/datasets/standard-area-measurements-2019-for-administrative-areas-in-the-united-kingdom>

RSA. *Pride in place: the RSA Heritage Index, 2020.* (October, 2020) <https://www.thersa.org/reports/heritage-index-2020>

Reports

Arts Council England, *Let's Create: Strategy 2020-2030* (January, 2020) -

https://www.artscouncil.org.uk/sites/default/files/download-file/Strategy%202020_2030%20Arts%20Council%20England.pdf

Arts Council England, *Rural evidence and data review (2019)* - <https://www.artscouncil.org.uk/community-and-place/rural-evidence-and-data-review#section-1>

Centre for Economics and Business Research Ltd, *The economic value of arts and culture in the North of England A report for Arts Council England* (July 2019) -

https://www.artscouncil.org.uk/sites/default/files/download-file/The%20Economic%20Value%20of%20Arts%20and%20Culture%20in%20the%20North%20of%20England%20report%204th%20July%20.pdf?fbclid=IwAR3zU5fZxPlz4MVtlfwLu9IG4_jhCDzZ6o4Jwmg6xawrjM8j8Sv7v8-tQ6k

Courtney Consulting Ltd, *Selby 950 Evaluation Report* (May 2020)

https://www.selby.gov.uk/sites/default/files/Documents/Selby%20950_Evaluation%20Report_With%20Appendices.pdf

Department of Environment, Food and Rural Affairs, *Landscapes review: National Parks and AONBs*

Digital, Culture, Media and Sport Committee. *Impact of COVID-19 on DCMS sectors: First Report. Third Report of Session 2019–21. Report, together with formal minutes relating to the report Ordered by the House of Commons* (House of Commons, 23 July 2020) -

<https://committees.parliament.uk/publications/2022/documents/19516/default/>

Digital, Culture, Media and Sport Committee. *Impact of COVID-19 on DCMS sectors: First Report. Third Report of Session 2019–21. Report, together with formal minutes relating to the report Ordered by the House of Commons* (House of Commons, 23 July 2020)

Historic England, *Corporate Plan 2020-23 - Building the future* - <https://historicengland.org.uk/about/what-we-do/corporate-strategy/>

Historic England, *Heritage Action Zones: Breathing new life into old places* -

<https://historicengland.org.uk/services-skills/heritage-action-zones/breathe-new-life-into-old-places-through-heritage-action-zones/>

Historic England, on behalf of the Historic Environment Forum, *Heritage Counts (2020)* -

<https://historicengland.org.uk/research/heritage-counts/>

Historic England, *Reinvigorating Northallerton's historic town centre for the next generation* -

<https://historicengland.org.uk/services-skills/heritage-action-zones/northallerton/>

Historic England, *Selby High Street, Heritage Action Zone: Capitalising on Selby's extensive heritage to re-energise its town centre.* - <https://historicengland.org.uk/services-skills/heritage-action-zones/selby/>

Historic England, *Skipton High Street Heritage Action Zone: Re-energising Skipton's past for future generations* - <https://historicengland.org.uk/services-skills/heritage-action-zones/skipton/>

Metro Dynamics, *21st Century Towns: A report from Metro Dynamics to the York, North Yorkshire & East Riding LEP* (December 2019) - <https://www.businessinspiredgrowth.com/wp-content/uploads/2020/08/YNYER-Future-Towns-Report-Final-December-2019.pdf>

Ministry of Housing, Communities and Local Government, *Consultation on proposals for locally-led reorganisation of local government in Cumbria, North Yorkshire and Somerset* (February, 2021) -

<https://www.gov.uk/government/consultations/proposals-for-locally-led-reorganisation-of-local-government-in-cumbria-north-yorkshire-and-somerset/consultation-on-proposals-for-locally-led-reorganisation-of-local-government-in-cumbria-north-yorkshire-and-somerset>

National Heritage Lottery Fund, *Strategic Funding Framework 2019-2024* -

<https://www.heritagefund.org.uk/about/strategic-funding-framework-2019-2024>

North Yorkshire County Council, 'Putting culture and sport at the heart of a new single council for North Yorkshire: Why a new, single council for North Yorkshire will be great for culture, sport and your quality of life (2021)

<https://www.northyorks.gov.uk/young-and-yorkshire-2>

Review to consider the next steps for National Parks and Areas of Outstanding Natural Beauty (AONBs) in England (September, 2019) - <https://www.gov.uk/government/publications/designated-landscapes-national-parks-and-aonbs-2018-review>

Rowland, Mark, *Achievement Unlocked In North Yorkshire: Improving Outcomes For Disadvantaged Learners 2016/17* (2017) -

https://cyps.northyorks.gov.uk/sites/default/files/School%20improvement/Raising%20Achievement%20of%20Vulnerable%20Learners/NY_Achievement_Unlocked_Summary_Report.pdf

The Audience Agency, *Great Place Lakes & Dales 2018 highlights report* (2019) -

<https://www.lakesanddales.org/wp-content/uploads/Great-Place-Lakes-and-Dales-research-highlights.pdf>

The National Trust, *How we're tackling climate change* - <https://www.nationaltrust.org.uk/features/how-were-tackling-climate-change>

United Nations, *The Paris Agreement* (November 2016) - <https://unfccc.int/process-and-meetings/the-paris-agreement/the-paris-agreement>

Wave Hill, for Arts Council England, *Arts and Place Shaping: Evidence review* (May, 2020) -

<https://www.artscouncil.org.uk/sites/default/files/download-file/placemaking%20wavehill.pdf>

York and North Yorkshire LEP, 'Covid-19: A Plan to Reshape our Economy.' Version 1 (19th October 2020)

Media

Ministry of Housing, Communities and Local Government. Press Release. '£830million funding boost for high streets'. (26 December 2020) - www.gov.uk/government/news/830-million-funding-boost-for-high-streets

Prime Minister's Office, Press Release, '£1 billion Future High Streets Fund expanded to 50 more areas' (26 August 2019) - <https://www.gov.uk/government/news/1-billion-future-high-streets-fund-expanded-to-50-more-areas>

Sharon Dale, 'House price index reveals a remarkable boom in Richmondshire and a shock for Harrogate' in *The Yorkshire Post*, 2nd March 2021 - www.yorkshirepost.co.uk/lifestyle/homes-and-gardens/house-price-index-reveals-a-remarkable-boom-in-richmondshire-and-a-shock-for-harrogate-3151673?r=7235

Welcome to Yorkshire, *Y21 Conference is an online hit* (April, 2021) -

<https://industry.yorkshire.com/archive/news/y21-conference-is-an-online-hit>

<https://www.harrogateadvertiser.co.uk/news/politics/council/ripon-renewal-project-vision-future-harrogate-council-set-launch-ps85000-masterplan-3063158>

Appendix J Image Credits

Page	Title	Copyright (tbc)
1	Culture Conversation Banner	Mustard&
2	Map of North Yorkshire	NYCC
3	People in Harrogate Theatre	Welcome to Yorkshire
4	Richmond Station Gallery	Welcome to Yorkshire
6	Yarn Bombers in Thirsk	Mustard&
8	Culture Conversation Logo	Mustard&
12	Rievaulx Abbey in a digital camera	Chris J. Parker/North York Moors National Park
20	Selby Abbey	Welcome to Yorkshire
29	Pantomime at Harrogate Theatre	Welcome to Yorkshire
47	Extraordinary Victorians at Grassington	Tom Powell
49	Scarborough Spa	Mustard&
62	North York Moors Railway	Graham Staples/NYMR
64	Filming <i>Victoria</i> at Castle Howard	Copyright permission tbc
98	Map of North Yorkshire	NYCC

