

West Yorkshire

CREATIVE INDUSTRIES SHOWCASE



**West
Yorkshire**
Combined
Authority



**Tracy Brabin
Mayor**
of West Yorkshire



**Leeds City Region
Enterprise
Partnership**



I've worked in the creative industries for most of my career, and the growth of the sector has been one of the most fantastic success stories in West Yorkshire.



Our creative people come from all backgrounds and disciplines and it's amazing to see how their activities have blossomed into successful multi-million-pound enterprises that reach into every corner of the globe.

Channel 4's decision to relocate its national headquarters to Leeds in the face of stiff competition underlines our strong position on the UK's cultural map. It has been a game-changer for the representation of our vibrant, youthful and diverse communities.

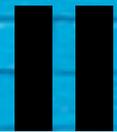
Across the region, we are putting culture and creativity at the centre of our plans because we understand its transformational impact - and because this is our time.

Leeds 2023, Kirklees Year of Music 2023, Calderdale's 2024 Vision events and Wakefield's year-long Festival of Culture 2024 will be an opportunity to engage our communities and build national and international links.

To cap it all off, Bradford has been named UK City of Culture 2025, with the entire year dedicated to showcasing the incredible cultural and artistic talent and diversity we have in Bradford and the wider region.

We are seizing the opportunity to build on our success and consolidate our position as a world leading creative powerhouse.

Tracy Brabin,
Mayor of West Yorkshire



From the start, the Leeds City Region Enterprise Partnership has understood the vital role that creativity plays.



Innovation and creative thinking underpinned the Industrial Revolution in our region - and today we harness these talents to our love of creating, producing products, services and experiences across the globe.

We're proud to offer financial and marketing support to organisations across a wide range of creative and media industries.

For instance, prompted by the arrival of Channel 4 in 2019 we launched the £1.5m Creative Catalyst programme to help overcome remaining barriers to growth in the region's creative industries.

Delivered by the LEP and the West Yorkshire Combined Authority, this was the first scheme of its kind in West Yorkshire.

It was **designed to boost business growth and establish a creative ecosystem** that could live on well after the programme came to an end, supporting the broader post-pandemic economic recovery of the region.

This is just one example of how we're supporting our creative industries. We believe the incredible stories outlined in this showcase are further proof that by backing our creative sector with investment, opportunity and business support we can put our amazing creative communities on a global map in the most exciting and productive ways.

Mark Roberts,
Chair,
Leeds City Region Enterprise Partnership

West Yorkshire, where generations of artists, writers, performers and creatives have been inspired by breathtaking landscapes and extraordinary human stories.

Our creative sector employs 48,000 people

Creative industries are worth £1.97 billion to our regional economy

Fastest creative sector growth outside London and Scotland

We are the place where creativity and industry collide. The engine room of the Industrial Revolution, where invention, entrepreneurship, manufacturing skill and bountiful natural resources combined to create the rich culture, vibrant economy and the diverse communities that reside here today.

The region has nurtured some of the world's artistic giants: painter David Hockney, sculptors Henry Moore, Barbara Hepworth and Damien Hirst, writers Alan Bennett and JB Priestley and of course the Brontë sisters.

Music is a huge source of cultural inspiration too – from the composer Delius and the Leeds International Piano Competition to the Spice Girls' Mel B and from Kaiser Chiefs to the Black Dyke Band, the most recorded brass band in the world.

The digital revolution has created a platform for cutting edge games production, marketing and advertising and a thriving film and TV sector. And in the performing arts, Leeds stands out as the only English city outside London with active producing companies in theatre, opera, ballet and contemporary dance.

This unique combination is reflected now in the extraordinary growth of the creative and cultural industries across the region, actively supported by the region's first metro mayor, Tracy Brabin.

Some of the skills needed to sustain and grow these jobs have been here for centuries: design, publishing, making, performing. Other skills are newer: film and TV, gaming, digital. All of them are on an upward trajectory.

We are proud of our creativity and our ability to design, make, perform, inspire and deliver great work across the world.

Enjoy the journey of discovery that lies ahead.



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The decision by Channel 4 to base its new national headquarters in Leeds has been a powerful catalyst for the creative industries and related activity across West Yorkshire.

Already home to ITV studios' daily soap drama Emmerdale, Sky's tech hub and a wealth of established independent production companies, the past couple of years have seen huge amounts of investment in new production and studio space and an influx of production companies entering or expanding in the region.

This combination of enhanced studio facilities and dynamic production talent makes the region well placed to meet the unprecedented national and global demand for TV production space and facilities as streaming companies and established broadcasters invest hundreds of millions of pounds in TV production.

01. SCREEN, STREAMING AND SOUND

Regé-Jean Page, Phoebe Dynevor and Pippa Haywood in Bridgerton (NETFLIX/SHONDALAND) filmed at Castle Howard

SCREEN YORKSHIRE



Production spend usually outstrips our own investment by three or four times, creating huge local economic benefits.

Caroline Cooper Charles,
CEO, Screen Yorkshire

Helen Mirren and Jim Broadbent in The Duke (Pathe UK) filming at Hyde Park Picturehouse in Leeds. Made with investment from the Yorkshire Content Fund.

Established in 2002, Screen Yorkshire is the engine that drives the screen industries in the region. It supports film and TV productions from all over the world to film in Yorkshire, dealing with hundreds of crew and locations enquiries a year.

In the first six months of 2022 alone, this resulted in more than 1000 location shoot days for some of the most high-profile names in international film and TV.

Recent projects to shoot in the region with production support from Screen Yorkshire include The Witcher, Emily, The Railway Children Return, Mission Impossible 7, Indiana Jones 5, Gentleman Jack, Happy Valley and Bridgerton, which streamed Castle Howard into 82 million households around the world, making it Netflix's most watched series ever.

Screen Yorkshire provides commercial investment through its Yorkshire Content Fund to help attract productions to Yorkshire.

Listed as one of the 10 most influential film funds in Europe, the Yorkshire Content Fund has generated over £225 million of production spend by part-financing more than 50 productions, from TV shows like Peaky Blinders and All Creatures Great & Small to feature films such as The Duke, Ali & Ava, Official Secrets and Dad's Army.

Screen Yorkshire also delivers ground-breaking training and development programmes to foster talent and build a skilled, versatile and diverse workforce for the screen industries.

During the pandemic, the Leeds City Region Enterprise Partnership partnered with Screen Yorkshire to establish a TV and Film Development fund, providing a lifeline for small screen businesses to develop new ideas while other activities were at a standstill.

The fund has helped the local creative screen sector accelerate its recovery across the board.

TRUE NORTH

True North is one of the longest established and most respected television and media producers in the UK – creating smart contemporary shows and devising entertaining formats.

With all the company's production and post-production handled in-house, True North is now the biggest factual indie in the North of England, with a turnover of £10 million, 50 permanent staff and 150 freelancers on the books.

Recent high-profile productions have aired on BBC One, Channel 4, Channel 5, Discovery and MTV, and found markets across the world through the distribution arm of its parent company Sky Studios.

The company is equally happy showcasing the stunning landscapes and diverse communities on its Yorkshire doorstep as it is working on international productions, with often at least six crews working around the world at any one time.

Andrew Sheldon, Co-founder, says:

“Our success rests really heavily on international sales – it is a key part of our business model which has been traditionally based on high volume series made at a relatively low cost for the broadcaster but with outstanding production values.”



From an old mill building in Yorkshire we make programmes that are seen in more than 200 countries.

Andrew Sheldon,
Co-founder, True North



THE CHANNEL 4 EFFECT



Channel 4's decision in 2018 to open its national headquarters in Leeds, secured by the efforts of the Leeds City Region Enterprise Partnership and West Yorkshire Combined Authority, has been fantastic for the region.

As well as creating 200 direct jobs, it has given the local media industry a huge boost, prompting significant public and private investment in production companies, post-production and training facilities across the region.

True North, the largest independent factual production company in the North of England, underwent a massive expansion, with 4,000 sq ft of production facilities and office space.

ITV-owned super-indie The Garden, producers of 24 Hours in A&E and many other established brands, has opened a Yorkshire office.

The brand new Leeds Versa Studios has added 130,000 sq ft of studio space to the existing offer of 100,000 sq feet on 440 acres at Church Fenton and Prime Studios in Leeds.

Estimates show that over the next 10 years, Channel 4's presence in Leeds will add £1 billion to the regional economy and create a further 1,200 skilled jobs in the creative sector and supporting industries.

Set alongside the production ecosystem that has developed around MediaCity following the BBC's relocation to Salford, Yorkshire's rapidly growing independent production sector is becoming a truly creative Northern powerhouse and shows the talent of tomorrow they can build a media career in the North.

ROLLEM PRODUCTIONS

Rollem Productions is one of the longest-running independent TV production companies in Yorkshire. Set up in 2000 by the late BAFTA award-winning writer Kay Mellor OBE to produce her hit TV series *Fat Friends*, Rollem has gone on to produce hundreds of hours of television in Yorkshire.

Each production creates over 100 jobs for freelance crew, and Rollem is committed to supporting and sustaining talent from the region. Rollem's productions have brought over £47 million to the region in the last ten years alone and attracted international stars such as Miranda Richardson, Lenny Henry and Neil Morrissey as well as launching the careers of James Cordon and Ruth Jones in *Fat Friends*.

Rollem's productions have been sold and enjoyed in nearly every territory across the world. More recent productions including *Girlfriends*, *Love Lies & Records* and *The Syndicate* have benefited from partnerships with Acorn and Britbox in the USA, and *The Syndicate* series 1 was picked up by Steven Spielberg who created a US spin-off called *Lucky 7*. More recently, Rollem's award-winning BBC3 show *My Left Nut* has been picked up for a Spanish language remake to be aired in South America, and the company is seeing continued interest in distribution of its extensive back-catalogue.

The company currently has over 20 projects on its development slate from new and established writers, and is planning more international partnerships in 2023 and beyond.



PRODUCTION PARK STUDIOS

Based near Wakefield, Production Park is the world's premier campus for live events, film and TV, combining industry, education and innovation in the creation of entertainment experiences.

Boasting the first arena-sized production rehearsal facility in Europe alongside 5 further industry-leading studios, Production Park has hosted rehearsals for One Direction, Coldplay, Hugh Jackman and Cirque du Soleil among many others.

Production Park's £7 million+ XPLOR facility is the world's first research and innovation centre for entertainment, technology and production. It offers bespoke services including technical consultancy, project management and networking, with core capabilities in concept and product design, software controls and automation, prototyping, testing and virtual production.

Founded in 2011, Production Park's Backstage Academy offers undergraduate and postgraduate degrees, short courses and bespoke training programmes for the live events and creative industries.

Its connections to industry ensure students learn relevant skills on the latest equipment, are taught by leading industry professionals, and gain real life work experience at major festivals such as Glastonbury and international opportunities with Ibiza Rocks.

A person is seen from the side, operating a DJ mixer. The background is a dimly lit club or stage with vibrant, colorful stage lights (red, purple, blue) and silhouettes of other people. The overall atmosphere is energetic and modern.

**The world's
premier campus
for entertainment
technology.**

TILEYARD NORTH

Tileyard North in Wakefield is a 135,000 sq ft creative industries hub based at Rutland Mills, that when completed will transform the site into the UK's largest creative community outside of London.

Tileyard in London's Kings Cross is Europe's largest creative community of over 200 game-changing organisations, artists and innovative businesses including Tileyard Education, Tileyard X and onsite events space, The Gallery.

Tileyard North will combine music studios - both resident and membership studios - creative offices, content-creation spaces, and a series of multi-use event venues in the destination, alongside an education facility and food and beverage offerings, all boasting world-class facilities.

Their vision is to provide an accessible, inclusive focal point for talent across Yorkshire and the wider North, inspiring meaningful conversations and creating cross-industry connections within the creative space.

Tileyard North will also act as an incubator for creative talent beyond music, including artists, filmmakers, and creative start-ups. One of the first businesses to confirm its presence is Musiio, a Singapore-based artificial intelligence specialist for music and audio.

We're building our space with writers, music producers and composers from all over the world in mind.

Nick Keynes,
Co-founder, Tileyard



BRADFORD UNESCO CITY OF FILM

Bradford is the world's first UNESCO City of Film, recognising the city's rich film and filmmaking heritage that dates back to the birth of cinema, its reputation as a film-friendly city and its inspirational movie locations.

Bradford has been a key location for national and international film and TV production, with productions including Bollywood movie Gold, Victoria and Peaky Blinders having been filmed in the city.

Bradford also boasts a number of key film festivals, film related events and a free-to-use screen hub called The Unit, and continues to develop more opportunities for people to enjoy film and celebrate the city's diversity through film.

**Bradford is the
world's first UNESCO
City of Film.**



THE CITY TALKING

The City Talking is an independent film studio based in Leeds, specialising in sports. It has created award-winning documentary films and series for some of the biggest platforms in the world including Amazon Prime Video, ESPN and Sky Sports.

Commissions include Take Us Home, the Russell Crowe narrated documentary series following Leeds United's ultimately successful attempt to win promotion to the Premier League. Season 2 of Take Us Home won two Royal Television Society Awards for 'Best Documentary Series' and 'Best Sound & Music'.

The studio's latest film 'Rangers72', a feature film reliving Rangers Football Club's 1971/72 European Cup Winners' Cup campaign, was also acquired by Amazon Prime Video in the UK & Ireland and is available around the world on the iTunes store and Google Play.

Over the past couple of years The City Talking has established new relationships with studios around the world and is currently developing co-productions with studios in LA, Berlin, Tokyo and New York.

Creating award-winning documentary films and series for some of the biggest platforms in the world.



DAISYBECK STUDIOS

Formed in 2013 and acquired by global studio and distribution company entertainmentOne in 2019, Daisybeck Studios is the busiest factual production company in the region.

In the last 12 months the studio has handled major singles, specials and series for the BBC, ITV, Channel 4, Channel 5, Discovery, Sky and Amazon. These include the BAFTA Film Awards, returning hit series The Yorkshire Vet and Broadcast Award winner Springtime on the Farm.

The studio has reversed the trend of London-based production companies setting up regional acquisitions as satellite offices, as entertainmentOne has made Daisybeck Studios in Leeds its national HQ for the Unscripted TV UK division, with the UK unscripted satellite offices being in London.

This is a sign of the growth of output and availability of talented content creators in the region and something of which founding Managing Director Paul Stead is very proud.

“Our original Yorkshire based team have been enabled and allowed to flourish and take on much greater responsibility and it really is a testimony to their talent and the faith placed in them by a major international producer”

Daisybeck Studios has a dynamic relationship with Channel 5, with one of its proudest moments being able to provide employment to many furloughed freelancers in the region thanks to an increase in orders from the channel.



CAN CAN PRODUCTIONS

CanCan Productions is an independent production company based in Hebden Bridge, Yorkshire, a stone's throw from Leeds and Manchester.



The company was formed by Rebecca Papworth, who established Hat Trick North, was an Executive Producer at BBC Comedy North, and was Commissioning Executive for BBC Nations and Regions, with credits including award-winning shows Rab C Nesbitt, Gavin & Stacey and The Royle Family.

Its key commissions include comedy drama Home From Home starring Johnny Vegas, for BBC One, and Channel 4's BAFTA-nominated daily lunchtime show Steph's Packed Lunch, fronted by the exuberant Steph McGovern.

A collaboration between Can-Can Productions and London-based super-indie Expectation, Steph's Packed Lunch is broadcast live from Leeds Dock each weekday at 12.30pm and has helped Leeds stamp its identity on Channel 4.

SCREENHOUSE PRODUCTIONS

Screenhouse Productions is celebrating 30 years as an independent TV production company. Diversity, inclusion, representation, telling untold stories with flair, warmth, and authenticity are at the heart of what it does.

This year, Screenhouse's BBC One film 'Gentleman Jack Changed My Life' told the uplifting and emotional stories of present-day women, transformed by discovering the life of the 19th century Yorkshire lesbian Anne Lister. The documentary received excellent reviews, with the Guardian calling it "TV as a triumphant act of resistance".

Screenhouse has produced nearly 100 topical films to date for BBC One's The One Show, the channel's flagship early-evening current affairs show that reaches network audiences of up to 6 million.

They were also the only cameras behind the scenes with ABBA's Benny Andersson in May meeting the diverse, talented British musicians playing and singing live at the new ABBA Voyage shows.

The company has credits for BBC, ITV1, Channel 4, Discovery and other platforms, and multiple awards including the Royal Television Society award for Best Production Company and for Life Long Learning.



**Celebrating 30 years
as an independent
TV production
company.**



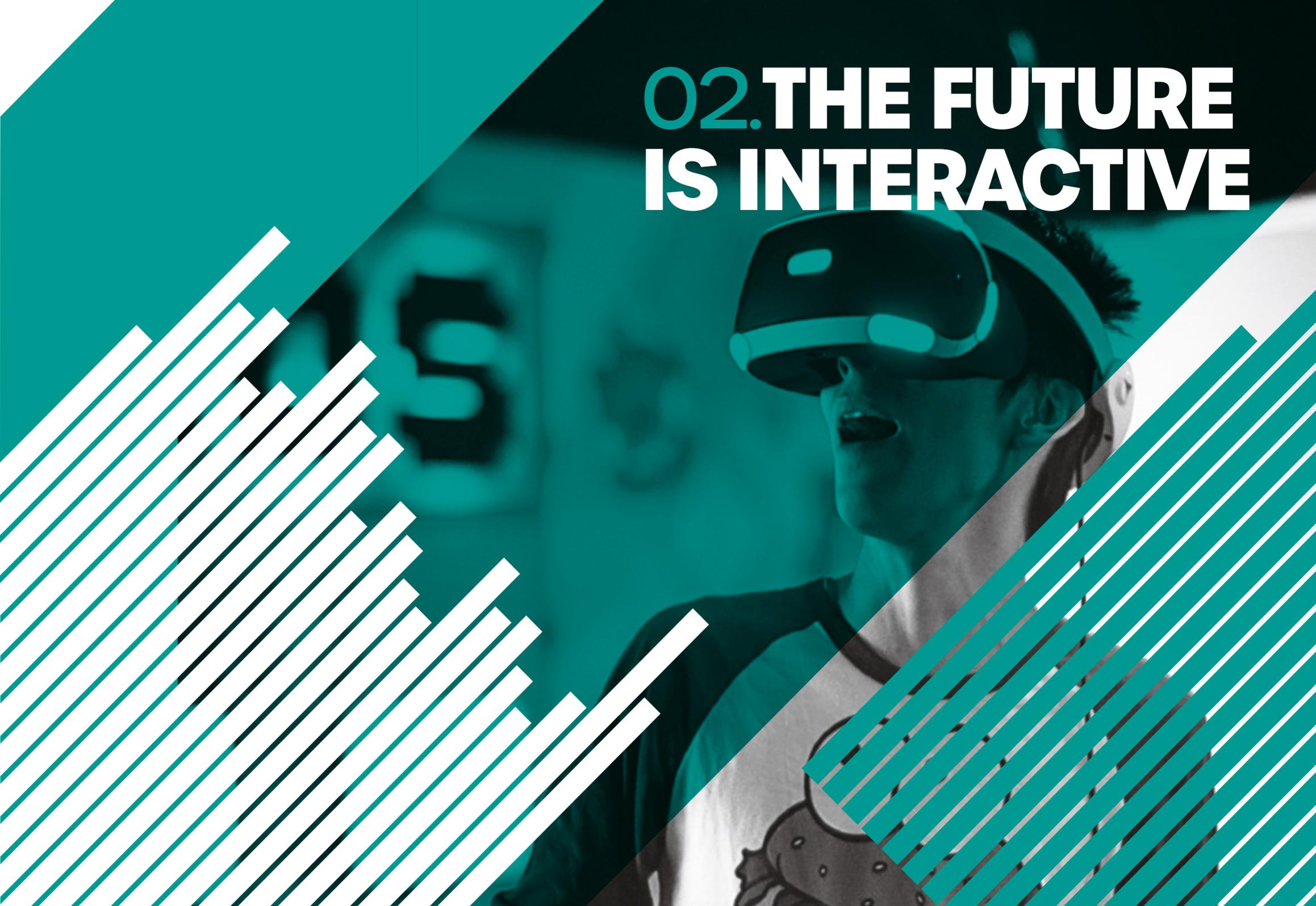
West Yorkshire has a reputation as a thriving and rapidly growing digital hub, employing over 100,000 people in tech businesses ranging from innovative start-ups to some of the UK's largest organisations.

West Yorkshire's digital sector has strengths in disciplines as diverse as healthtech, fintech and app design and is a thriving hub for gaming and interactive and immersive storytelling.

Alongside Rockstar Games' studio in Leeds, creators of Grand Theft Auto, and Wakefield-based industry veterans Team17 are many smaller independents working across console, PC, mobile and the rapidly emerging VR and AR sector.

The region is also a leader in pioneering new forms of digital expression, whether immersive attractions or cutting edge sound and light installations.

02. THE FUTURE IS INTERACTIVE



NEW SUBSTANCE

Based in Leeds, New Substance imagines, designs, builds and performs for the global entertainment industry, working mainly in UAE, Saudi Arabia, Qatar and the USA.

The company made the seven-storey Spectra tower for Coachella, the largest music festival in the world, and an 11-metre diameter LED planet Earth for the opening of Dubai Expo 2020.

With over fifteen years' experience in realising brave and ambitious projects all over the world, New Substance develops and fabricates 'creative moments' with a strong performance and engineering element to help clients imagine the most creative ways to communicate with their audience using cutting edge technology.

"We occupy a space where design meets drama, yielding creativity to challenge, engage and amaze the audience," says Paul Crick, Head of Client Services. **"It's not about the technology, it's how we use it for storytelling. It is all about storytelling,**

SKY MAGIC

SKYMAGIC, based in Leeds and Singapore with an R&D centre in Shenzhen, China, is a pioneer of sky-lit drones creating aerial storytelling without the pollution associated with fireworks.

SKYMAGIC's performance drones push the boundaries of artistic performance, bringing art and technology together in the most unique way possible. Its in-house system has been developed to control mass drone flight formations for both indoor and outdoor use.

It has provided the drone shows for the London New Year's Eve firework and light show, Venice Biennial, and the Latin American launch of Paramount+.

Perhaps its most high-profile display to date was the commission by BBC Studios for the Queen's Platinum Jubilee Concert. Taking place over Buckingham Palace, its fleet of 400 drones lit up the sky with images including the iconic corgi, the Union Jack and the pivotal message 'Thank you Ma'am'.



**A pioneer of
sky-lit drones.**

RED KITE GAMES

Red Kite Games is a multi-platform, multi-genre video games company, founded in 2012 by former Rockstar Games developer Simon Iwaniszak. Since moving from Huddersfield to Leeds in 2019, Red Kite Games has doubled in size to more than 75 developers.

The company promotes work-life balance and has made a big commitment to staff development and mental health, winning the prestigious Best Places To Work award from Gi.biz in 2022 and many other awards. The studio continues to develop top-quality games for multiple world-class AAA publishing partners such as Sony, Microsoft and Activision.

Several titles include Hogwarts Legacy, Fall Guys, Mafia: Definitive Edition, Mafia III: Definitive Edition, Control Ultimate Edition, Two Point Hospital, Knockout City and many more.

Simon says:

“We’ve made an ego-free, positive and friendly environment that provides every team member the opportunity to shine.”

The company works with the biggest and most popular publishers.



COOPERATIVE INNOVATIONS

Cooperative Innovations is an immersive technology studio that works to enable anyone anywhere to build and share their own stories and worlds.

Founded in 2016 by CEO Simon Barratt and CTO Brian Marshall, the company has collaborated with a number of organisations including Framestore, McLaren, Sony Music, HSBC, BBC and locally Phoenix Dance Theatre to create a variety of immersive experiences and technologies.

Underpinning all these projects is the studio's licensable technology platform which enables the simple creation of metaverse applications that can be used on phones, tablets, VR headsets, desktop or web.

Alongside their non-games work they've also released the 'cooperative shouting game' Spaceteam VR and have new multi-user VR games on the way soon.



XR GAMES

Founded in 2017, XR Games is an award-winning virtual reality (VR) and augmented reality (AR) game development studio based in Leeds.

Following the hit titles 'Zombieland: Headshot Fever' (Sony Pictures Virtual Reality) and 'The Angry Birds Movie 2 VR: Under Pressure' (Rovio Entertainment), XR Games is rapidly expanding.

In early 2022, XR Games acquired specialist VR game studio Fierce Kaiju, and will have tripled its headcount to employ 100 people by the end of the year.

A move to a brand-new studio in the centre of Leeds is also planned for late 2022, enabling XR Games to take on multiple larger projects.

In 2021, XR Games was proud to support the UK Government's 'Made in the UK, Sold to the World' campaign. XR Games was one of only 13 businesses chosen from all over the UK to champion local export success stories and promote opportunities in international markets.

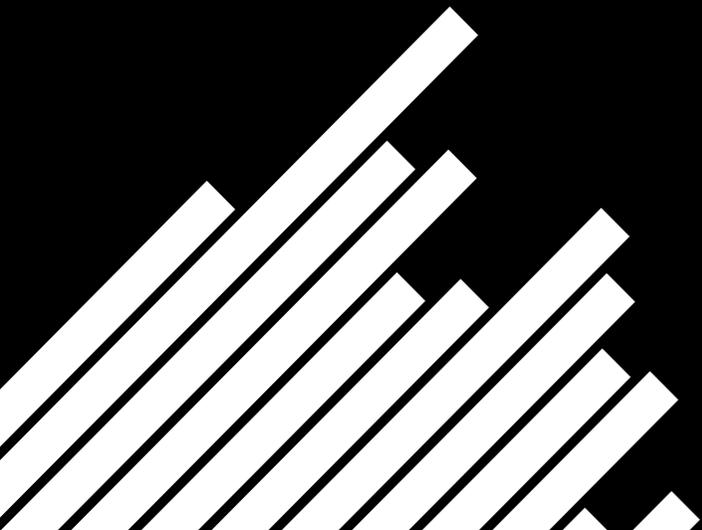
Bobby Thandi, XR Games Founder and CEO, said:
"Our brand new Leeds city centre studio will allow us to continue growing the business, while taking on multiple larger projects."



We'll continue to push XR Games to the forefront of the new virtual reality revolution we are seeing in the creative industries.

Bobby Thandi,
XR Games Founder, and CEO





TEAM 17

Founded in 1990, veteran video game developer and publisher Team17 is a global games entertainment label and creative partner and developer of independent ('indie') premium video games.

Headquartered in Wakefield, with offices in Manchester, Nottingham, Dublin, Dusseldorf and Los Angeles and employing over 350 people globally, Team17 is one of the most prolific developers and partners of games for the indie market.

Team17 rose to fame in the mid- 90s with the global hit series Worms, now with over 20 entries in the franchise, and has launched over 100 games. Its expertise spans from the 16-bit generation all the way to PlayStation 5, Xbox Series, Nintendo Switch, PC, mobile and tablet gaming markets.

Recently, the company has expanded with a series of strategic acquisitions. In July 21 it acquired StoryToys, an Ireland-based developer and publisher of edutainment apps for children, which works with brands such as Disney, LEGO and Sesame Workshop.

In 2022 it has acquired astragon Entertainment, a leading German games developer, publisher and distributor of sophisticated 'working' simulation games, and US-based indie publisher The Label (now Team17 US Inc) specialising in mobile subscription games content.

Listed on the London Stock Exchange, in 21-22 Team17 generated £90.5 million in revenue and £45.5 million in gross profit (pre-2022 acquisitions).

XR STORIES

XR Stories, a £15 million partnership between the University of York, the British Film Institute and Screen Yorkshire, is at the forefront of research and development and innovation in immersive and interactive storytelling.

XR Stories' mission is to help creative businesses harness digital technologies to tell stories in new and exciting ways and provide opportunities for growth through innovation and partnership with the world-leading research base of our regional universities.

A £1 million investment in a new city based R&D space in York supports business focused immersive storytelling activities and skills development, and working with the likes of WarnerMedia, Sky Studios and BBC R&D, XR Stories has more than 80 R&D projects underway, enabling the development of experimental creative content, products, services and experiences.

The organisation has supported a region wide Internship Programme placing more than 60 individuals with 34 creative industries organisations.

Its XR StoryLab initiative has supported emerging talent as they respond to the challenge and opportunity of using XR technology in their creative practice.

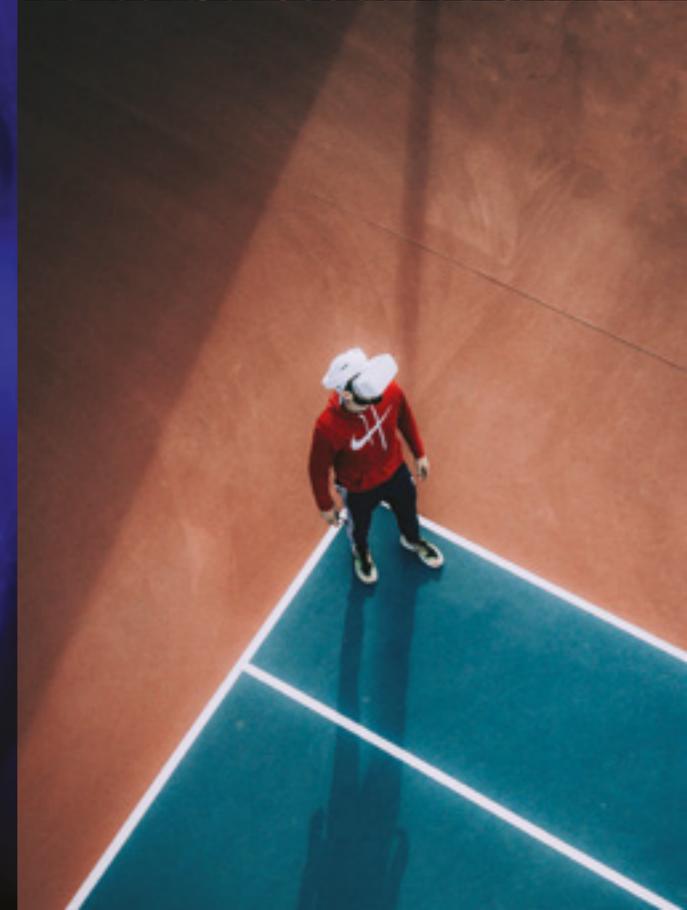
The organisation has provided support for Cooperative Innovations to develop Curatours, a metaverse for arts, culture, heritage and museum experiences.

The app allows the easy creation of virtual tours and for 1000's of visitors to explore, listen to and interact with experts as well as meet others in these virtual spaces.

A Curatours project called the Museum of Plastic 2121 is an imagined museum, built for COP26 to teach future generations about plastics and tell the story of how activism led to positive changes in the face of climate change, environmental destruction and pollution.



A £15 million partnership between the University of York, the British Film Institute and Screen Yorkshire.



West Yorkshire has a rich history of textile design and fashion, a heritage being brought into the 21st century through the stand-out design and fine art degree courses offered by universities and colleges across the region.

This is seen through our growing creative sector that encompasses close to 800 design companies, as well as artisan creators and the thriving publishing sector of specialist and niche publishers.

With nearly 600 architecture practices across the region, local companies are changing the built landscape as well as adding to our rich architectural heritage - whether stately homes, industrial gems or grand town halls.

Just last year the striking state-of-the-art student accommodation St Alban's Place Leeds, was named Building of the Year 2021 in the Royal Institute of British Architecture (RIBA) Yorkshire Awards.

03. DESIGN AND MEDIA MAGIC





RF MEDIA AND PUBLISHING: ASIAN STANDARD

Between the 1970s and 1990s Bradford was a major hub for publishing, and today media entrepreneur Fatima Patel is keeping the city's publishing heritage alive.

She is founder and managing editor of the Asian Standard newspaper, printing 120,000 copies in four regional editions and generating 130,000 online views every week, with a fifth title, Asian Standard Manchester, launching in summer 2022.

Sister publication Asian Sunday attracts 1.5 million online viewers and its website reaches 4 million, with 300,000 weekly social media impressions.

Despite a general decline in regional newspaper profits, Fatima has found a niche covering news that interests South Asian communities across the UK and globally, with free publications attracting advertising in print and online to fund the journalism.

“Our top online readership comes from Europe and then America and then it's India, followed by Pakistan. Turkey and Holland are also high up. At least 35% of Asian Sunday's readership comes from international readers,” she says.



At least 35% of Asian Sunday's readership comes from international readers.

Fatima Patel,
Asian Standard Founder, and Managing Editor

JOURNEY FURTHER

Journey Further is a digital performance marketing agency based in Leeds, with offices in Manchester and London, and a US branch opening in 2022, that uses a data-driven approach across search, display, video and social to help its clients grow market share.

The company works with some of the world's leading brands and ambitious start-ups, including Virgin Money, Marks and Spencer and Lucky Saint as well as long-standing clients that include Sky, Claire's and Oddbox.

The agency was launched with just three people by CEO Robin Skidmore in 2017 and has since grown to a team of 155, with 80 of those joining in 2021.

Journey Further was named one of the overall top ten companies to work for in the UK by Campaign Magazine 2020 and again in 2022, also winning in the medium-sized business category. It also featured in AdWeek's Fastest Growing Agencies ranking in 2021 for the second year running.



Named one of the top ten companies to work for in the UK by Campaign Magazine 2020 and 2022.





We are incredibly honoured to be designing our most luxurious project ever in Pakistan.

Amir Hussain,
Founder, Yeme Architects



YEME ARCHITECTS

Amir Hussain founded award-winning YEME Architects in his home city of Bradford in 2011. In 2014 YEME renovated a listed former swimming baths in Manningham, Bradford, to great success and now has offices in Bradford, London, Cardiff and India.

Amir was winner of the Emerging Leader category of the Northern Asian Powerlist 2020.

YEME is now working on its biggest project to date, the design of a £200 million seven-star hotel and apartments in Lahore, Pakistan.

“We are incredibly honoured to be designing our most luxurious project ever in Pakistan,” he says. “The seven-star scheme, with helipad, balcony swimming pools, ten restaurants and sky lounge, reflects a new aspirational reality emerging across Asia. It is fantastic to be involved in such an evocative landmark project.”

YEME also has a technology platform, gathering data about the towns and cities we live in with a focus on the idea of living in a community where everything you need is nearby.

BUTTERCRUMBLE

Twins Abigail and Chloe Baldwin set up Buttercrumble after leaving the University of Leeds in 2017, as a small company with big ideas expressed perfectly on their website: 'Buttercrumble sets your organisation's stage for magic by granting you the power of self-expression.'

Buttercrumble specialises in young-at-heart graphic designs, branding and illustrations.

Their clients have included huge brands like John Lewis and in 2019 Buttercrumble were appointed Brand Guardians for cool New York-based children's accessory producer Light and Nine as the firm was looking to break into the European market.



NEON WORKSHOPS

Established by neon aficionado Richard Wheater in 2010, Neon Workshops has grown into a business with international reach without losing the integrity of the creative process behind traditional neon artwork production.

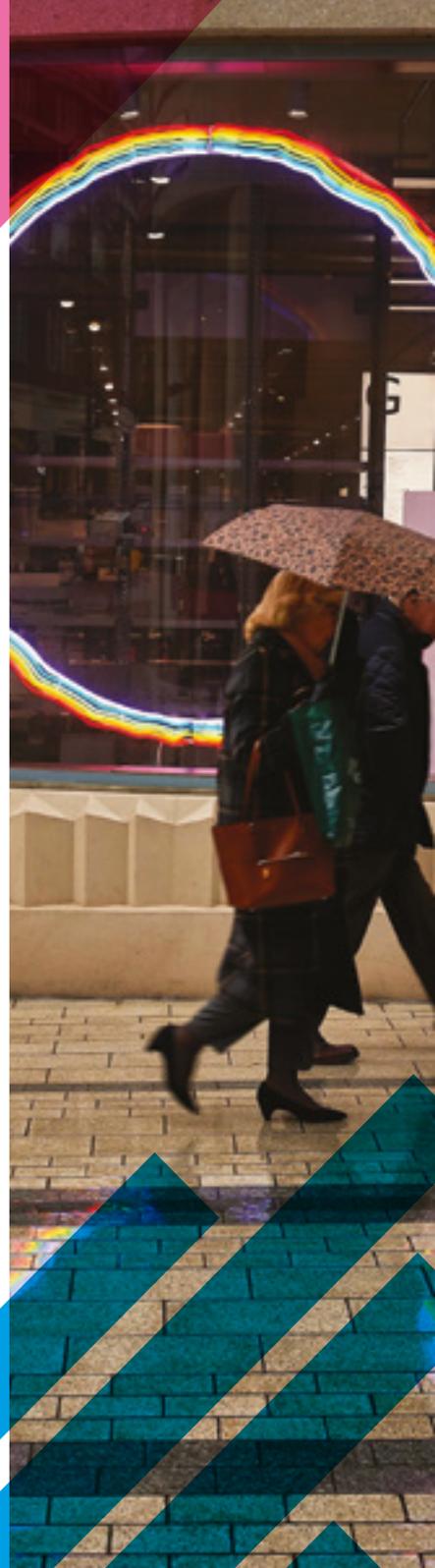
From its base in Wakefield, Neon Workshops specialises in designing, making and installing neon artwork predominantly for the creative industries, working with artists and brands from all over the world. Unlike many alternatives, neon is an environmentally friendly product with a unique and timeless appeal.

The company also teaches neon production, taking its own mobile facility across the UK, Europe, Scandinavia, Australia, America and beyond.



**We make and install neon,
we teach and preach neon,
we exhibit and publish neon.**

Richard Wheater,
Founder, Neon Workshops



West Yorkshire's performing arts rival anything the UK has to offer, with permanent producing companies in ballet, opera, theatre and contemporary dance.

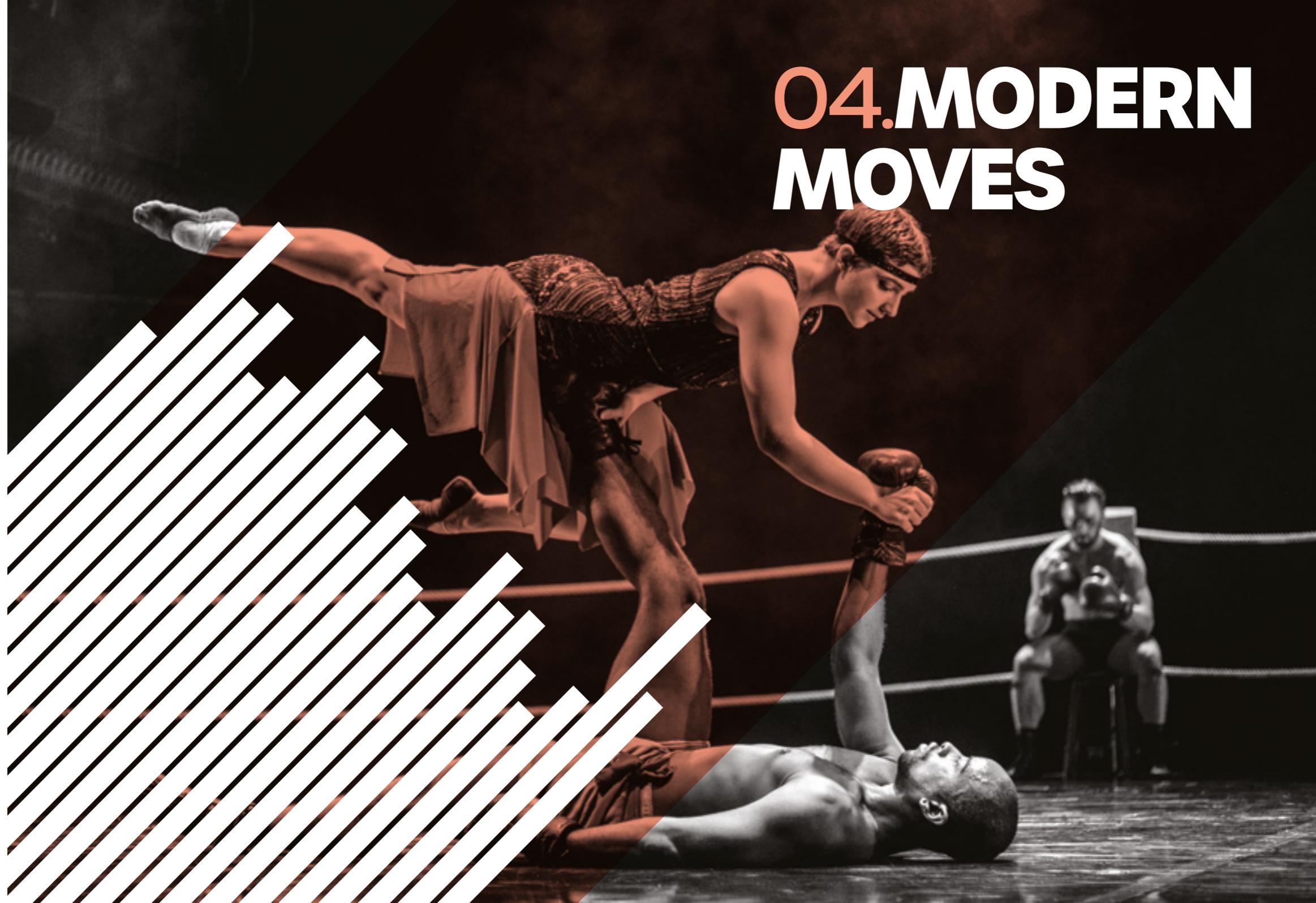
The Leeds Symphony Orchestra was established in 1890 and is one of the oldest amateur orchestras in the UK. The Opera North Orchestra is the only ensemble in the country to have a year-round dual role in the opera house and concert hall.

Professional dance has world class offerings, from Northern Ballet, which tours nationally and internationally to leading contemporary dance company Phoenix Dance Theatre which often works with those who have never experienced dance before.

Eclipse Theatre in Leeds is a UK-leading black touring company delivering remarkable, diverse programming with a mission to create work using the insights and experiences of black British people of African and Caribbean heritage.

The Leeds 2023 year of culture includes a range of signature cultural events staged all over the city with participants of all ages and backgrounds invited to be involved, while Bradford UK City of Culture 2025 is set to create a long-lasting cultural and creative legacy for the city and wider region.

04. MODERN MOVES



PHOENIX DANCE THEATRE

Phoenix Dance Theatre has remained loyal to its roots since it was founded in 1981 by three British men of colour from Harehills in Leeds.

As the longest-standing contemporary dance company outside London and one of the few of its size to employ a permanent set of professional dancers, it is internationally known for its artistic programmes encapsulating the diverse spirit of multicultural Britain.

Each year Phoenix tours nationally and often attends festivals in Europe - reaching up to 20,000 people and engaging with up to 6,500 through its extensive education provision.



The aim is to create dynamic, diverse and relevant work which embodies the company's rich Caribbean history and shines a light on cultural narratives which are often overlooked or untold.

Charis Charles,
Executive Director,
Phoenix Dance Theatre

NORTHERN BALLET

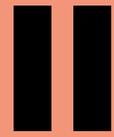
Each year Leeds-based Northern Ballet's 40 extraordinary dancers give more than 200 live performances to over 130,000 people, supported by a team of 80 behind the scenes.

Their work has been seen on stage and screens around the world and in 2022 they appointed former Royal Ballet Principal Federico Bonelli as their new Artistic Director.

Famous for telling stories through dance, some of Northern Ballet's most popular productions include Dracula, The Great Gatsby, Casanova and The Little Mermaid as well as spectacular adaptations of classical ballets such as Swan Lake, Romeo & Juliet and The Nutcracker.

The company is a diverse mix of nationalities including dancers from Cuba, South Korea, Japan, USA, Brazil, France, Italy, Canada, Spain, Greece, Taiwan, Estonia, New Zealand and the UK.





We believe opera and music is for everyone, and we champion diversity in artists, repertoire and audiences.

David Collins,
Executive Director



OPERA NORTH

Opera North in Leeds is a national opera company that takes its award-winning work on tour to theatres and concert halls throughout the North of England as well as London and major international festivals.

An £18 million redevelopment has seen its Leeds home re-named the Howard Opera Centre with new studios where artists can make thrilling music and people of all ages can learn and participate. As well as major performances at Leeds Grand Theatre, it hosts an eclectic artistic programme of gigs, concerts, spoken word and film in the Howard Assembly Room.

As well as developing fresh contemporary approaches to classic operas, the company seeks to inspire new audiences and communities, aiming to enhance health and wellbeing through arts participation and performance.

In 2018, Opera North became the only opera company in the UK awarded Theatre of Sanctuary status for work with refugees and sanctuary seekers - and in 2021 held a Theatre of Sanctuary Open Mic Night, featuring musicians from around the world who are now based in the North of England.

LEEDS PLAYHOUSE

Leeds Playhouse works with distinctive and original voices from across the sector to create award-winning productions touring the UK and beyond.

The Playhouse has been welcoming audiences since 1970, creating work that is pioneering and relevant, seeking out the best companies and artists to create inspirational theatre in the heart of Yorkshire.

A £16.8 million refurbishment in 2019 created a new studio theatre seating 100 in addition to the 850 seat Quarry and the Courtyard, with room for 420.

With an audience of up to 200,000 a year and a £5 economic return on every £1 of public investment, it also has 12,000 creative engagement participants a year across five strands - connecting with refugees, young people, teachers and students, older people and those with learning disabilities.

International activities include the 2021 Christmas show 'Wendy and Peter Pan', developed with teams in Leeds and Tokyo and co-produced with Bunkamura, a spectacular reimagining first performed in Tokyo in 2020.



BLACK DYKE BAND

Founded from humble beginnings in the backstreets of Bradford in the early 1800s, the Black Dyke Band is one of the oldest and also the most recorded brass band in the world, and the only brass band ever to have been nominated for an Oscar - best original song in a motion picture for 'That'll Do' with Peter Gabriel from the film Babe 2: A Pig in the City.

The 30 band members range in age from 18 to late 60s and include teachers, students, a truck fleet leasing manager, a plumber and a funeral director.

In October 2020 their recording of music by John Rutter became the first by a brass band to reach No.1 in the classical music chart and they have featured on recordings and live appearances by top performers including The Beatles, Paul McCartney and Tori Amos.



LEEDS CARNIVAL

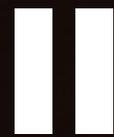
In 1967 the first authentic Caribbean style carnival in the UK took place in Leeds, incorporating all three essential elements of authentic West Indian carnival - costumes, music and a masquerade procession.

Arguably Europe's longest running Caribbean carnival parade, it's the largest in the North of England and claims to be the region's biggest crowd puller for a single annual event.

Around 1,000 people take part in the parade and crowds of well over 100,000 flock to the Chapeltown and Harehills district of the city each August Bank Holiday Monday.

The carnival is made possible every year by its charity committee of 20 volunteers and the hundreds of people who sew sequins on the glitzy fabrics, decorate the floats and create the incredible steel band music and displays.





We continue to pursue stories and issues that might otherwise be overlooked, aiming always to create exciting and interesting experiences that make audiences think differently.

Julia Skelton,
Executive Director

MIND THE GAP

Mind the Gap was founded in 1988 by Tim Wheeler and Susan Brown, who saw the lack of opportunity for people with learning disabilities and autism to create and actively participate in theatre making.

It's now one of the largest companies of its kind in the world, making cutting-edge work to excite, surprise and challenge audiences locally, nationally and internationally.

Based in Bradford's iconic Lister Mills since 2008, Mind the Gap employs 37 core staff, including supported employment for fourteen artists, and the company's academy similarly provides high quality performing arts training for people with learning disabilities and/or autism.

Mind the Gap performances have spanned the world from Germany, Switzerland and France to Hong Kong and Singapore. The company is part of Crossing the Line, a network of leading learning disability theatre companies around Europe.

© Chris Payne

West Yorkshire's rich cultural and industrial heritage provides a constant background to all aspects of life in the region, from our fantastic museums, events and festivals, to inspiring the creativity that is powering our economy now and into the future.

The region boasts a wealth of museums, from privately held collections to national institutions such as the Royal Armouries at Leeds Dock, the National Science & Media Museum in Bradford and Eureka! National Children's Museum in Halifax.

It is also leading the way in transforming the industrial past for modern usage, repurposing mills and factories into award-winning cultural and leisure destinations, offices and creative spaces.

West Yorkshire is also host to numerous literature festivals, attracting visitors from across the world. And more recently, the region is putting itself on the map with national and international arts and cultural festivals.

In 2019 four of Yorkshire's leading art institutions collaborated to hold the inaugural Yorkshire Sculpture International festival, while in 2023 Leeds is staging a year of culture, and Bradford will become UK City of Culture 2025. **'This is our time,' say the organisers.**

The long term impact on the district's cultural life, confidence and communities is will be profound.

05. HERITAGE LOOKING TO THE FUTURE



THE PIECE HALL

The stunning Grade I listed Piece Hall in Halifax is a jewel in the crown of Yorkshire's rich architectural heritage.

Completed in 1779 and designed for the trading of 'pieces' of cloth, it's the only remaining Georgian survivor of the great eighteenth century cloth halls of Northern England.

Re-opened in 2017 after a £19 million refurbishment, The Piece Hall today plays host to international art exhibitions, iconic music acts, and is home to more than 40 independent stores, located in the original traders' units surrounding the 66,000 sq ft courtyard and flanked with bars, cafes and restaurants.

It has been the setting for global film and TV productions, like the smash hit BBC/HBO co-production 'Gentleman Jack', and more recently, as a location in the upcoming Disney+ Marvel series 'Secret Invasion' starring Samuel L Jackson.

Nicky Chance-Thompson DL, CEO of The Piece Hall Trust, says the building embodies the dominant importance of the woollen trade to the pre-industrial economy of Yorkshire: 'It is a unique and precious asset and we want to ensure that it will be around to be enjoyed by future generations.'



It is a unique and precious asset and we want to ensure that it will be around to be enjoyed by future generations.

Nicky Chance-Thompson DL,
CEO of The Piece Hall Trust



Home to perhaps
the world's largest
permanent exhibition
of work by Bradford-
born David Hockney.



SALTS MILL

On the outskirts of Bradford, Salts Mill and its surrounding town Saltaire was financed and built in 1853 by the industrialist and philanthropist Sir Titus Salt as a reaction to the poor living and working conditions he observed in other textile factories.

The mill closed as a textile factory in 1986 and was soon bought by entrepreneur Jonathan Silver who began a spectacular and visionary restoration scheme.

Today Salts Mill is a huge tourist attraction and home to perhaps the world's largest permanent exhibition of work by Bradford-born David Hockney, arguably Britain's greatest living artist.

In 2001 Salts Mill and Saltaire was granted UNESCO World Heritage status, cementing its place as a unique architectural treasure.

Salts Mill draws hundreds of thousands of visitors a year from across the world and houses bookshops and lifestyle stores, a vintage bazaar, cafes and restaurants. It's often used as a location for historical dramas and is firmly on the top tourist destination list.

POET LAUREATE SIMON ARMITAGE

and the National Poetry Centre

Since 1668, poetry's highest accolade has been that of Poet Laureate, a decade-long tenure awarded to just one poet. In 2019, Simon Armitage, born and raised on the Pennine Hills of West Yorkshire, was named the nation's 21st Poet Laureate.

The post of Poet Laureate gives the recipient a role in the royal court of the monarch and it's expected that events of national significance may be captured in poetic form. To mark the death of Queen Elizabeth II, Simon composed 'Floral Tribute'.

Since his appointment Simon has committed himself to broadening access to poetry. He conceived the idea of a major legacy project in the shape of a National Poetry Centre based in Leeds, to provide the country's first national centre for all forms of poetry and the spoken word - and is now actively supporting its development.



BRONTE PARSONAGE MUSEUM

The Brontë sisters are one of the world's most famous literary families.

Emily's *Wuthering Heights*, Charlotte's *Jane Eyre* and Anne's *The Tenant of Wildfell Hall* are among the best loved novels in the English language and were all written at the Yorkshire home they shared with their father and brother in the mid-nineteenth century.

Today, that home is the Brontë Parsonage Museum in the pretty, cobbled town of Haworth on the edge of the windswept Yorkshire moors, where the dramatic landscape provided inspiration for their sometimes desolate prose.

As many as 80,000 visitors a year flock to the museum to see its extraordinary collection of manuscripts, documents, costumes and pictures documenting the life of the sisters.

A particular favourite being the tiny little notebooks created by the sisters with meticulous handwriting that is almost unimaginably small.

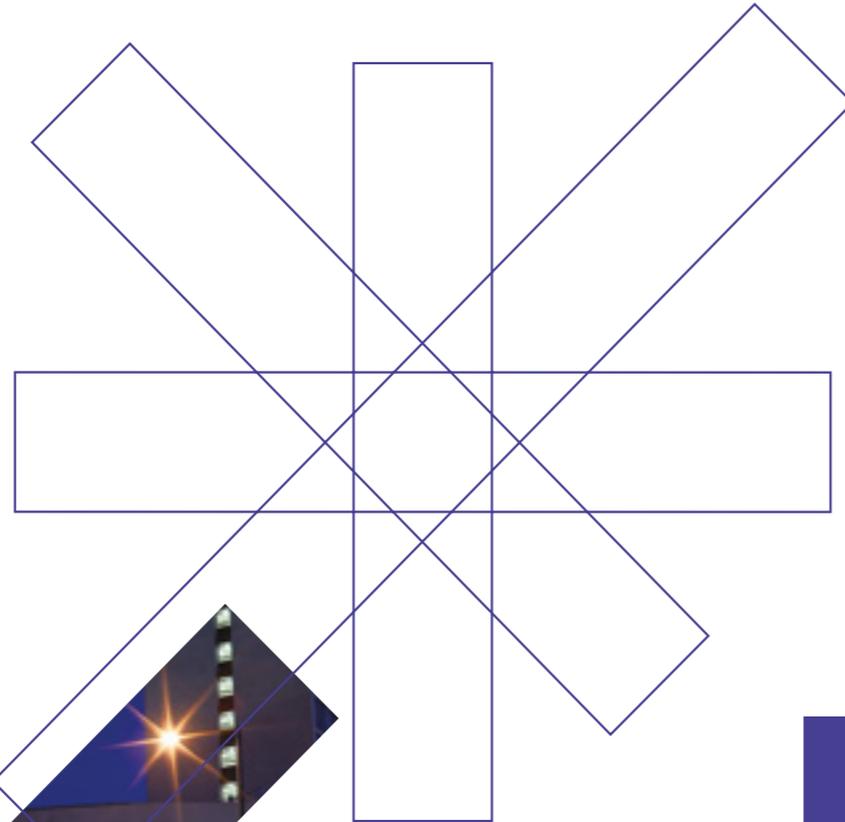


NATIONAL SCIENCE AND MEDIA MUSEUM

The National Science and Media Museum, in the heart of Bradford, celebrates photography, film, television, animation, video games and sound.

Filled with fun educational exhibits, including the state-of-the-art Wonderlab gallery, the museum's team creates learning activities that fuel the imagination and get under the skin of the collections and exhibitions.

As befits Bradford's status as the world's first UNESCO City of Film, the National Science and Media Museum offers outstanding cinema spaces, including an IMAX screen - the first in Europe when it opened in 1983 - and the world's only public Cinerama venue.



LITERATURE FESTIVALS

The Ilkley Literature Festival is one of the oldest in the North of England, launched in 1973 by the poet WH Auden. It now offers around 150 events at a wide range of venues across this beautiful spa town, voted the Sunday Times Best Place To Live in Britain in 2022.

Since launching in 2014, Bradford Literature Festival has grown with remarkable speed to become one of the most popular and diverse festivals on the circuit, attracting over 70,000 people and with over half its attendees coming from minority ethnic backgrounds.

Its founder and CEO, Syima Aslam, and co-founder Irna Qureshi were awarded MBEs in the 2022 New Year Honours for services to literature and heritage respectively.



The city of Bradford and its people have been the inspiration for the festival's innovative programmes of exceptional arts and culture, international in outlook with roots firmly planted in the industrial heritage of Yorkshire.

Syima Aslam,
Founder and CEO, Bradford Literature Festival

YORKSHIRE SCULPTURE INTERNATIONAL

Yorkshire has a deep rooted history as the birthplace and inspiration for world-renowned sculptors including Barbara Hepworth, Henry Moore and Damien Hirst.

The region is home to four of Yorkshire's leading art institutions that make Yorkshire the European capital for sculpture and promote the art both from in the region and across the world.

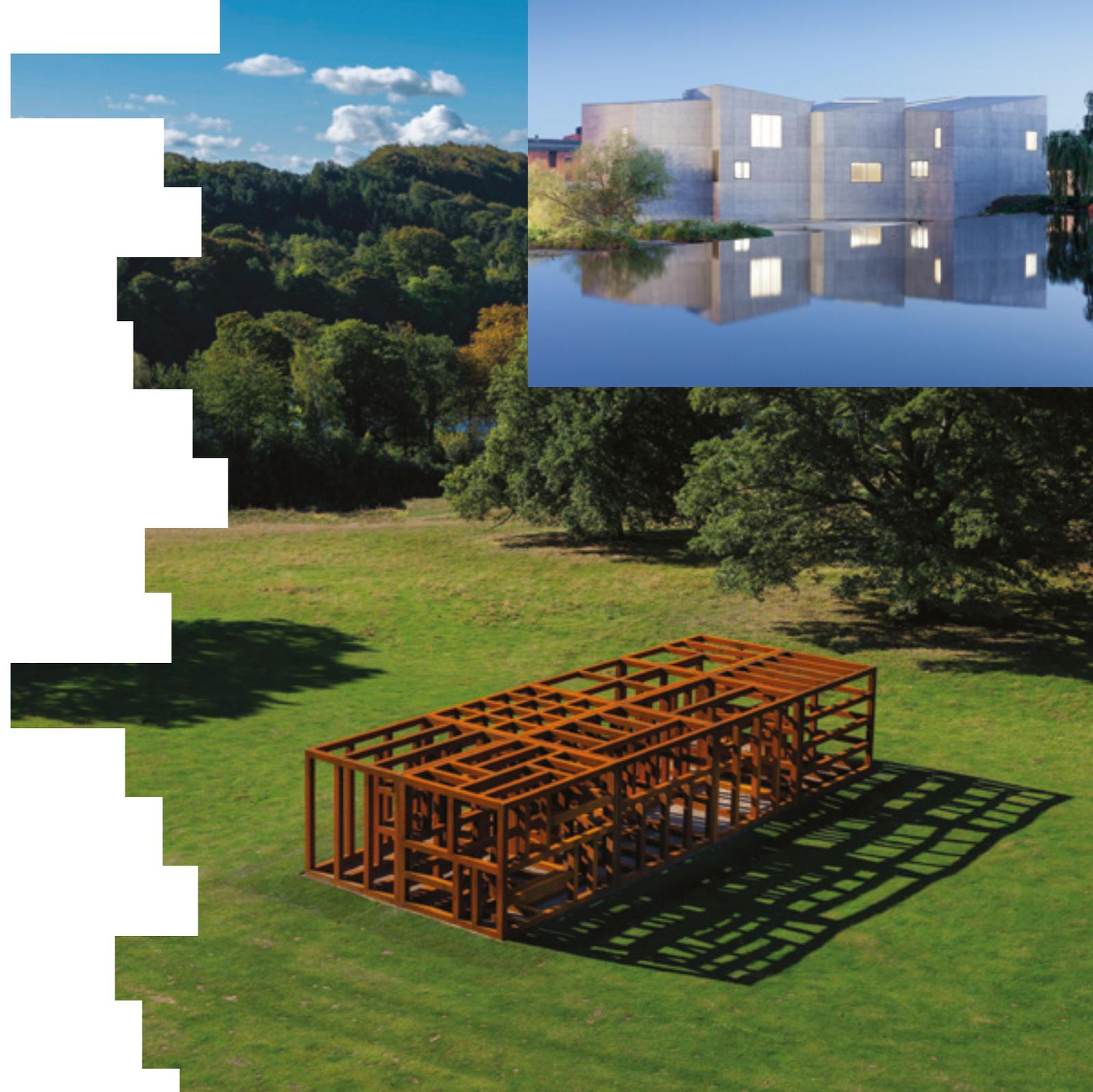
Based in Leeds city centre, the Henry Moore Institute is part of The Henry Moore Foundation, which exists to encourage the appreciation of the visual arts, especially sculpture.

Leeds Art Gallery presents a dynamic exhibition programme and holds a significant collection of modern and contemporary British art, in the heart of Leeds. Its collection includes works by Lothar Götz, Antony Gormley, Damien Hirst as well as works of national importance from artists including Henry Moore and Barbara Hepworth.

Named after Barbara Hepworth, one of the most important artists of the 20th century who was born and brought up in Wakefield, The Hepworth Wakefield is an award-winning art gallery presenting major exhibitions of the best international modern and contemporary art, with dedicated galleries exploring Hepworth's art and working process.

Founded in 1977 and celebrating its 45th anniversary in 2022, Yorkshire Sculpture Park is a leading international centre for modern and contemporary sculpture, set in the 500-acre, 18th-century Bretton Hall estate in West Yorkshire.

In 2019 these four giants of UK sculpture collaborated to present the first Yorkshire Sculpture International, bringing together artists from Yorkshire, the UK and across the world for a series of exhibitions, commissions, indoor and outdoor events and learning programmes, with sculpture in its broadest forms on display for 100 days. The next YSI festival is planned for 2024.



THE HEART OF THE NORTH

West Yorkshire is the heart of the UK and an internationally significant region in its own right. At £57.9 billion GVA, our economy is larger than nine EU countries and the second largest city Local Enterprise Partnership area.

Over 2.3 million people live in West Yorkshire, with over 4.5 million within an hour's drive, and more people aged under 20 than any other area of the North.

Our region is regularly voted among the happiest and best places to live in the UK, thanks to the combination of a vibrant cultural programme, award-winning restaurants, three National Parks and a contemporary urban buzz.

The region is also home to over 126,000 businesses, including a large number of corporates and headquarters undertaking advanced operations.

The region is a great place for businesses to thrive and expand. Bradford was voted the best city to start a business by Barclays, and Leeds is home to the largest number of scale-up businesses outside of London.

Our £57.9bn regional economy is larger than nine EU countries

Home to over 2.3 million people

More people aged under 20 than any other area of the North

Regularly voted among the happiest and best places to live in the UK



THE NEXT GENERATION OF SKILLS

Our region boasts an unrivalled supply of talent, with two world-class business schools, seven universities and 9 further education colleges producing over 31,000 graduates a year.

Our institutions offer nationally and internationally recognised courses in the arts and the creative industries, giving students the technical skills needed to bring creative ideas to fruition.

Leeds Arts University is the only specialist arts university in the North of England.

The University of Leeds' Cultural Institute develops partnerships between arts professionals, researchers and students from all disciplines.

The University of Bradford's media courses include a Filmmaking MA in partnership with UNESCO City of Film that attracts students from all over the world.

Leeds College of Music became a Conservatoire in 2020, reflecting its immense expertise in the field.

Seven universities, nine further education colleges and two world-class business schools

56% of students educated here stay to live and work after graduation

70% of graduates who studied elsewhere come back to live and work in the region

LOCATION

West Yorkshire's location offers unbeatable access to everything the country has to offer. With frequent two-hour train journeys to London Kings Cross, access to Manchester in under an hour, and direct rail connectivity to Bristol, Newcastle, Glasgow and Edinburgh, the region is well connected across the UK.

Leeds Bradford Airport also offers direct connections to over 75 destinations, and onward access to hundreds more via the hub airports of Heathrow and Amsterdam Airport Schiphol.



Two-hour direct train journey to London Kings Cross

Access to Manchester in under an hour

Global air links via Leeds Bradford Airport

Direct rail connectivity to Bristol, Newcastle, Glasgow and Edinburgh



**Thanks to all of our
region's creative talent
for their participation
in this showcase.**

**THANKS TO
PARTNERS**



For further information please contact:
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