



## What is Our Year?

Our Year - Wakefield District 2024 is an invitation to enjoy 366 days of culture, creativity and connection for everyone, everywhere. Built on strong foundations and rooted in collaboration, Our Year will develop thriving cultural and creative communities and support people and businesses to flourish.

## Why host a year of celebration?

We know that investment in cultural activity has a positive impact on the district by:

Improving the lives of people and communities across the district

Helping the district's work to address the climate emergency

Supporting the district's economy by attracting visitors and investment

Increasing the strength of our creative sector to provide quality employment

Providing communities with quality creative skills and learning opportunities

Increasing happiness with our local areas as places to live & work

## Programme Highlights

- **Our Culture Grants** will support community groups to run arts and culture projects designed for and with their local communities
- **Crossings & Gateways** will integrate public art across communities, driving a unique sense of place and pride
- **Moments of wonder:** Our major events and festivals programme will provide residents with key moments to celebrate and inspire.
- **Building on Brilliance:** Partners across the district will celebrate Our Year with a programme of events, exhibitions and activities
- **Our Stories:** A collection of stories from across the district will celebrate our shared heritage
- **The Roving Festival** will showcase outdoor spaces, increasing physical activity and connecting our cultural and heritage assets
- **Creativity around the Corner** will engage local businesses and public sector bodies through creatives in residence
- **Nurture & Nourish** will boost community engagement in our district's food system and cultural participation and help wider work to address food scarcity
- **Wakefield Exchange** will launch in Spring 2024, transforming a disused landmark building in the heart of Wakefield's City Centre into a unique creative hub.

**OUR YEAR**  
Wakefield District 2024



## Ways to get involved

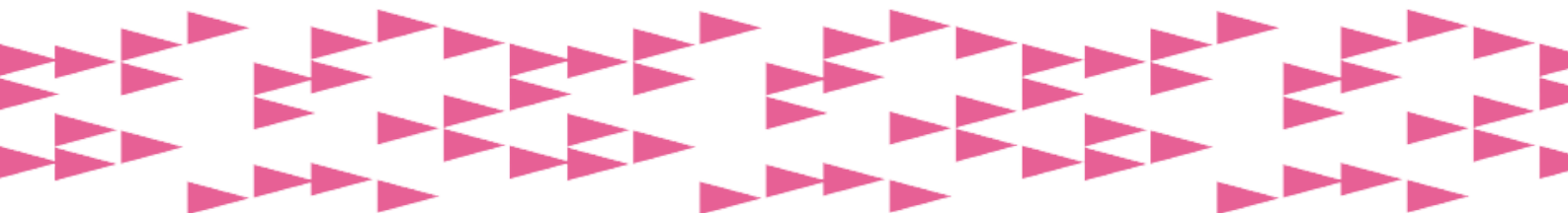
- Volunteer
- Attend events
- Become a delivery partner
- Become a sponsor
- Work with us



## Keep in touch

Stay up to date with the latest news at  
[experiencewakefield.co.uk](https://www.experiencewakefield.co.uk)

Or get in touch at [ouryear@wakefield.gov.uk](mailto:ouryear@wakefield.gov.uk)







## The Leap Club

366 days you say? Yes! 2024 is a leap year: that means a whole extra day to celebrate culture and creativity in the Wakefield district. And for that we need YOUR help.

We're looking for local businesses to come on this journey with us and make Our Year one to remember.

## Benefits

By joining the Leap Club, your company doesn't only support the biggest series of events ever held in the district, you also get access to a host of benefits including:

- **Logo branding** on the Our Year webpage listing you as part of the Leap Club linking back to your website
- **Logo branding** on the printed Our Year "366 days of activities" programme (4 magazines printed quarterly in 2024 and distributed throughout the district)
- Invitation for up to 2 representatives to all **Our Year VIP stakeholder events** - opportunity to celebrate but also network with other like-minded district businesses from various sectors
- Invitation for up to 2 representatives to a **Leap Club VIP event** on 29 February 2024
- **1 dedicated social media feature** on the Our Year social media channels promoting your business (content to be agreed)
- **Employee perks:**
  - **Personalised e-newsletter** for staff including advance booking opportunities for Our Year events
  - **Our Year pack** (incl. posters, programmes, badges, bags etc) delivered to your door

## Cost

£366 + VAT

## Take the Leap today!

To join the Leap Club, email Sam Scarpa at [sscarpa@wakefield.gov.uk](mailto:sscarpa@wakefield.gov.uk) or get in touch at [ouryear@wakefield.gov.uk](mailto:ouryear@wakefield.gov.uk)