



Valuing People And Places

Actions Update



Commitments from West Midlands regional cultural bodies 2005/6

Please read this document in conjunction with 'Valuing People and Places', the refreshed action plan for the West Midlands regional cultural strategy. The region's cultural organisations have committed to the following actions in order to further the objectives of the strategy over the next two years.

These actions will be continually updated over this period as commitments from sub-regional and local organisations are added. This will build up a picture of the scale and breadth of cultural delivery across the West Midlands.

To follow progress or to pledge a commitment from your own organisation, please go online at www.culturewm.org.uk

1 : Active People

1.1 Access, relevance and targeting

Regional cultural bodies are already committed to:

- Appoint a regional Cultural Research Officer to develop stronger evidence based policy making across the cultural sector (CWM/MLA-WM/ACE/SE/WMRO)
- Evaluate the findings of the Regional Lifestyle Survey to identify levels of cultural involvement and access, and links to other policy areas, e.g. healthy living (All)
- Extend funding and support programmes to widen access for under-represented groups to sport and physical activity (SE)
- Increase the maximum grant from the Lottery's Awards for All scheme for local communities from £5,000 to £10,000 in 2006 (Lottery distributors)
- Undertake a review of cultural websites, to encourage co-ordination and best practice (CWM)
- Co-ordinate commemoration of the 200th anniversary of the parliamentary abolition of the transatlantic slave trade, during 2007 (MLA-WM)
- Promote the development of high quality online services and content (CWM/MLA-WM/All)

1.2 Involving children and young people

Regional cultural bodies are already committed to:

- Roll out the Creative Partnerships programme from Birmingham and the Black Country to include Coventry and Stoke and develop a strategy for the long term sustainability of Creative Partnerships practice (ACE)
- Pilot the Cultural Hub partnership in Telford to increase young people's participation in cultural activities (ACE/MLA-WM)
- Develop more opportunities for participation in cultural activity and creative learning for children and young people through the Young People's Fund (BIG)
- Extend and develop a network of media clubs for young people (SWM)
- Maximise regional opportunities from the Big Lottery Fund Children's Play programme (BIG/All)

1.3 Promoting cultural diversity

Regional cultural bodies are already committed to:

- Develop the tourism potential of the region’s culturally diverse heritage, cultural product and communities (TWM/AWM/All)
- Build on the legacy of the Decibel programme to consolidate opportunities for Black and minority ethnic artists and audiences within mainstream cultural programmes (ACE)
- Undertake regional research into Black and minority ethnic communities’ involvement in celebrating the region’s culturally-diverse heritage (HLF)
- Use the “Whose Story?” project to research and trial strategies for involving Black and minority ethnic communities– as visitors, volunteers, committee members and staff (NT)
- Establish a regional cultural diversity group (MLA-WM/All)

1.4 Active participation and well-being

Regional cultural bodies are already committed to:

- Establish appropriate high-level structures for the region to take forward Choosing Health, including the Physical Activity Action Plan (GOWM/SE/RA)
- Invest at least £10m in improving physical activity sporting infrastructure in the region through the Active England programme (BIG/SE)
- Develop partnerships with NHS Hospital Trusts, Primary Care Trusts and Strategic Health Authorities to encourage strategic planning for creative interventions in the health sector (ACE)
- Establish 6 County Sports Partnerships to co-ordinate and promote increased participation in key sports and physical activity (SE)
- Develop opportunities for volunteers and voluntary groups to play the fullest possible role in our cultural life and in the development and delivery of cultural services (All)
- Maximise opportunities for a healthier and more active West Midlands from the Big Lottery Fund Wellbeing programme (BIG/All)

2 : Vibrant Places

2.1 Marketing and promotion

Regional cultural bodies are already committed to:

- Develop the cultural contribution towards the Regional Marketing Campaign and its key ideas- Genius, Centered, Connected (AWM/All)
- Develop a joined-up approach to festivals and events promotion to maximise the value of our major cultural and sporting events (TWM/AWM/All)
- Promote the value of our rural environment and built heritage for visitors and recreation (NT/EH/HLF/CA/AWM/FC)
- Review the contribution of cultural agencies to the regional Visitor Economy Strategy as a basis for joint planning and investment (All/TWM)
- Organise a delegation to Brussels to raise the profile of the region's cultural sector amongst the European community (CWM/All)
- Encourage collaboration between the regions major cultural projects to create a greater impact for the West Midlands, nationally and internationally (CWM/All)
- Encourage collaboration between digital content creators and policy makers to position the West Midlands as a centre of debate for digital content (AWM/All)

2.2 Built and natural environment

Regional cultural bodies are already committed to:

- Progress nationally significant cultural building projects such as THE pUBLIC, RSC, Stoneleigh and the Belgrade (ACE/AWM)
- Ensure a cultural input to the Building Schools for the Future programme (SE/ACE/CLOA/MADE)
- Establish a regional design review programme to raise standards in sustainable design (MADE)
- Support applications to the new Transformational Living Landmarks Lottery programme (CWM)
- Develop a West Midlands Green Space Forum (CWM/CLOA/CA/Gw/Gsp/FC/SE/WMLGA)
- Develop creative communities programmes- involving people in the planning and design for buildings, spaces and places (MADE/GOWM/CABE)

2.3 Culture in local plans and strategies

Regional cultural bodies are already committed to:

- Through the Changing Cultural Partnerships project, provide local authorities and Local Strategic Partnerships with improved access to specialist cultural advice, information and networking support (CWM/WMLGA/All)
- Support performance management and the Culture Block within local authority Comprehensive Performance Assessments (CWM/WMLGA/GOWM)
- Support local planning authorities in their preparation of policies that support the further development of key regional tourism and cultural assets (policy PA10 of the Regional Spatial Strategy) (WMRA/GOWM/CWM/AWM/TWM)
- Develop the cultural and tourism dimensions of initiatives to promote our market towns whilst ensuring that their distinctive heritage is conserved and enhanced (ACE/EH/AWM)
- Ensure that the cultural sector makes a full contribution to Smart Growth, the Midlands Way (CWM, All)

2.4 Focusing on priority areas

Regional cultural bodies are already committed to:

- Promote mixed uses for community buildings and village halls that offer opportunities for local people across a range of cultural and sporting activities and link with other important local services (All)
- Support the Black Country Consortium to ensure that culture can make a full contribution to developing the Black Country Spatial Strategy (CWM/RA/All)
- Support Birmingham's Urban Fusion programme to deliver maximum benefit for local communities and the wider city region (AWM/ACE/CWM)
- Support local communities in improving their local environment (BIG)
- Coordinate the planning and implementation of Positive Activities for Young People (GOWM, BIG, ACE, SE)

3 : Lasting Prosperity

3.1 Aligning planning and investment

Regional cultural bodies are already committed to:

- Establish a high level Culture Liaison Group of senior regional officers to align cultural investment planning with the priorities of the Regional Economic and Spatial Strategies (AWM/CWM/All)
- Support Tourism West Midlands in implementing new arrangements for sub-regional destination marketing and for regional support programmes in destination management, marketing and business development (TWM/AWM/All)
- Build relationships with the Regeneration Zones to seek to align regional cultural investment priorities more closely with those of the Zone Implementation Plans (AWM/CWM/All)
- Develop agreed methodologies for evaluating the economic impact of cultural programmes, including festivals and events (CWM/TWM/AWM/All)
- Champion arts, sports and cultural policy in the region, e.g. in the context of neighbourhood renewal (GOWM/CWM/All)
- Focus cultural product development on Visitor Economy Strategy themes of: creativity, distinctiveness, events, and cultural diversity (TWM/AWM/CWM/All)
- Support the creation of the Big Lottery Fund and the development of its new funding programmes and priorities (BIG/All)

3.2 Supporting creative business

Regional cultural bodies are already committed to:

- Research the current levels and types of support for creative industries to identify future needs (CWM/AWM/ACE,SWM)
- Support the inclusion of new creative business incubation premises in regeneration programmes (AWM/CWM/ACE, SWM)
- Provide access to venture capital and loan funding for SMEs in the creative and media sectors (AWM/ACE/SWM)

- Support the growth of creative digital industries in the West Midlands through successful programmes such as Ideas Factory and new developments like Digital Central and specialist business support (AWM/Channel 4/BL)
- Increase the number of high-quality performance sports coaches in the region (SE)
- Explore options for the establishment of a regional film unit to support the promotion of the West Midlands as a film and broadcast location (SWM/AWM/CWM)
- Encourage the development of venues for music and film showcasing (AWM/ACE/SWM)
- Support artists to improve their skills to work in learning, community and health settings (ACE)

3.3 Leadership and entrepreneurial skills

Regional cultural bodies are already committed to:

- Appoint a Positive Action trainee, to work across the cultural sector (CWM)
- Continue to improve leadership and business skills within the creative industries through a range of initiatives, including the Business Foundation and Management Action Programmes and engagement with relevant SSCs (SWM/AWM/ RSP)
- Develop joint seminars and events with RegenWM to enable creative and regeneration practitioners to share their expertise (ACE)
- Support the promotion of screen media product at international festivals and trade fairs (SWM/ UKTI)
- Support the development of cultural sector consultants and advisers based in the region (CWM)

3.4 Cultural ladders of opportunity

Regional cultural bodies are already committed to:

- Develop creative planning, leadership and entrepreneurial skills in the context of cultural sector schools-based programmes (ACE/SE)
- Establish, with Skillsactive, a professional development programme including training around community involvement (SE)
- Develop cultural, sporting and media-based gateways for learning, especially in disadvantaged areas (ACE/SE/SWM/BIG/MLA-WM)
- Promote the value of informal learning by measuring its impact through the ‘Inspiring Learning for All Framework’ (MLA-WM)

Explanation Of Abbreviations

Regional Cultural Forum Members:

ACE	Arts Council England West Midlands *
AWM	Advantage West Midlands
BIG	Big Lottery Fund *
CA-LAR	Countryside Agency- Landscape Access and Recreation,
CLOA	West Midlands Chief Leisure Officers Association
CWM	Culture West Midlands
EH	English Heritage
GOWM	Government Office West Midlands
HET	Heart of England Tourism
HLF	Heritage Lottery Fund *
MADE	Midlands Architecture and Design Environment
MLA-WM	Museums, Libraries and Archives- West Midlands
NT	National Trust
RA	West Midlands Regional Assembly
RIBA	Royal Institute for British Architects
SE	Sport England *
SWM	Screen West Midlands *
TWM	Tourism West Midlands
WMLGA	West Midlands Local Government Association

Where 'All' is shown, this indicates a willingness from all appropriate RCF members to support the action.

* Denotes that the organisation is a Lottery distributor

Other regional organisations:

BL	Business Link
FC	Forestry Commission
Gsp	Greenspace
Gw	Groundwork
RSP	Regional Skills Partnership
WMRO	West Midlands Regional Observatory
UKTI	United Kingdom Trade and Investment

