



2012 Cultural Olympiad

Sub Regional Visioning Event

Outputs from the event
held on the 7th November 2007 at
Shakespeare's Birthplace Trust

Participants:

Tom Clift	Nick Walsh
Stella Carr	Jane Hytch
Emma Andrews	Paul Kerr
Rachel Davies	Claire Maddocks
Roger Vaughan	

Facilitated By:

Victoria Jenkins
Clarus Training and Facilitation
02476 243681
victoria@clarustraining.co.uk

Thinking about developing a sub regional 'Cultural Olympiad':

What are your organisation's MUST achieve purposes:

Run a sub-regional Cultural Olympiad in order to...

Our Key Purposes

- To provide opportunities for local people and communities to take part and engage
- To use the Olympiad to attract new audiences to the Arts and increase participation across the region
- To increase tourist interest in Coventry and Warwickshire
- To provide a platform to showcase what Coventry and Warwickshire's Arts Organisations can do
- To further embed Stratford's unique Shakespeare position
- To achieve long lasting partnerships with cultural organisations in other countries
- To celebrate and promote Coventry and Warwickshire and raise its profile nationally and internationally
- To demonstrate what can be achieved in terms of excellence and community cohesion if you have 5 years to plan it properly!
- To more closely align sport and culture
- To feature in London's 10 key themes for the Cultural Olympiad
- To fully align the Cathedrals jubilee and its principles of Peace and Reconciliation with the Olympic ideals and maximise the opportunities this presents for the city

Additional Purposes

- To move culture up the political agenda and ensure it remains there
- For Coventry to become a serious contender for the next City of Culture
- To embed Compton Verney as part of the regional offer
- To position Hybrid Arts as a key deliverer of innovative arts projects and establish electronic and mobile technology as a key conduit for this
- To get local businesses bought into the Olympiad and use the events to promote tourism to the region
- To maximise the opportunity to demonstrate a 'cultural renaissance' in the city (Coventry)
- To encourage local people's interest in history and heritage and to use the Shakespeare Birthplace Trust's facilities to research this
- To create long lasting commercial events

What do we want the sub-regional Cultural Olympiad to look like?

The Big Picture

2012 will see the main body of activity taking place to create a 'buzz' throughout the sub region. However, there will be a huge amount of work going on between now and then to enable this to happen.

The focus of the Olympiad is in three key areas:

- A series of formal, centrally organised events/ festivals/ fetes etc across the sub region
- Locally and community organised events/ festival/ fetes etc that reflect the issues the local people are interested in
- Individuals being inspired to take part in and find out about the Arts throughout the region for themselves - to make their own 'cultural journey'

Finally, the focus is on communities and inspiring, encouraging and supporting people to get engaged. We also want to maximise opportunities for internal links and relationship building both as a sub region and between community groups

Some specific ideas of what this could look like in reality

2012 itself

- Big screens throughout the sub region showing the games as well as announcing what events are on and advertising venues and showing international images
- Our own Olympic Flame to travel throughout the sub region spreading the messages of the Olympics and of Peace and Reconciliation
- A Baby Big Top touring rural areas to allow villages and communities to host events
- An educational programme between schools here and abroad
- Host a Peace and Reconciliation Cup
- Have a regional e-ticket to give access to a wide range of both cultural and sporting events/ venues in the sub region
- Have produced a documentary recording people's journeys
- Locally run and managed festivals linking sport and culture
- An Olympic Roadshow bus touring the sub region
- A series of Landmark events that play to the sub regions strengths and unique offers

Activities before 2012

- Collating images/ audio from international communities
- Developing new ways of commissioning and authoring culture – making this accessible to all
- A steady build up of activities
- A specific fundraiser will help us gain the cash required responding to community requirements
- Supporting communities to develop their ideas
- The real flame to come through the sub region??

What needs to happen to further these ideas?

There are two key actions:

1. A formal proposal needs to be put together outlining what the Olympiad will deliver, look like, cost, involve, what the benefits are and what is involved
 - a. It is suggested that one full day is put aside to agree the full proposal

2. A period of research and development for the Landmark Events and key investments can then flow from this between January and June and parties can outline in details what they will do and likely costs
 - a. This needs to be funded to ensure it happens

All other activities flow from having an agreed plan and the Landmark events agreed. Some of the major tasks would include:

- Recruiting/ identifying a support group who can work with local communities to facilitate their events

- A budget needs to be drawn up and potential fundraiser to be recruited to allow for some capital investment (the Baby Big Top, Tour Bus, Website) as well as to provide a pot for local community groups to access

- A marketing plan needs to be put together to engage with communities, organisations, schools etc to ensure that momentum can be built up between now and 2012 and to ensure that the events put on in 2012 are outstanding – we need to be creative and maximise creative media