



Coventry & Warwickshire

Cultural Strategy Partnership Meeting



Who are you?

- Chief Executive Audiences Central
- Ex Head of Staffordshire Arts & Museums
- Venues: arts centres, galleries
- Experience in youth arts/public arts/museum development/arts and health and creative consultation
- Ex political consultant

Our DNA ...

“Culture is our business and business is our culture”

Our business model is based on us providing cultural leadership and strategic expertise in audience engagement in the West Midlands.

Strategically tactical ...



Our DNA



Underpinning Principles

- **Customer focus**

The customer is the focus of our activity - we test, consult and develop appropriate services and products that address the specific needs of our customers (members and non members).

- **Diversity**

Our cultural landscape is rich and varied and the future of the West Midlands is built on the diversity of the region. Diversity in its broadest sense.

- **Organisational Strength**

Innovation is based on a solid, sustainable base.



Our DNA

- Membership arts and cultural organisations WM (104)
- One of 12 Audience Development Agencies
- Annual turnover - £896k
- ACEWM (£216K)
- The rest is income generation



The History

- **1991** Birmingham Arts Marketing (BAM) founded in by arts organisations, WMA and Birmingham City Council (BCC)
- **1995** Charitable status, with trading subsidiary (BAM Enterprises) set up
- **1998** BAM co-founder/producer with BCC of ArtsFest (to 2004)
- **2000** Birmingham Arts IT established



The History

- **2004** Audiences Central (the regional agency) is launched with new structure and company rules
- **2005** organisational development plan agreed with ACEWM, G4A award made
- December 2006: award of £570,000 for 3 year programme of focus on CRM – change
- **2008** New CEO appointed – BAIT dissolved



Services & Products

- Cultural Leadership - Festivals Strategy, Entrepreneurial Museum, Public Engagement/Cultural Olympiad
- Audience Development campaigns: e.g. cultural diversity (maximise), visual arts (Big Picture), cultural tourism,



Services & Products

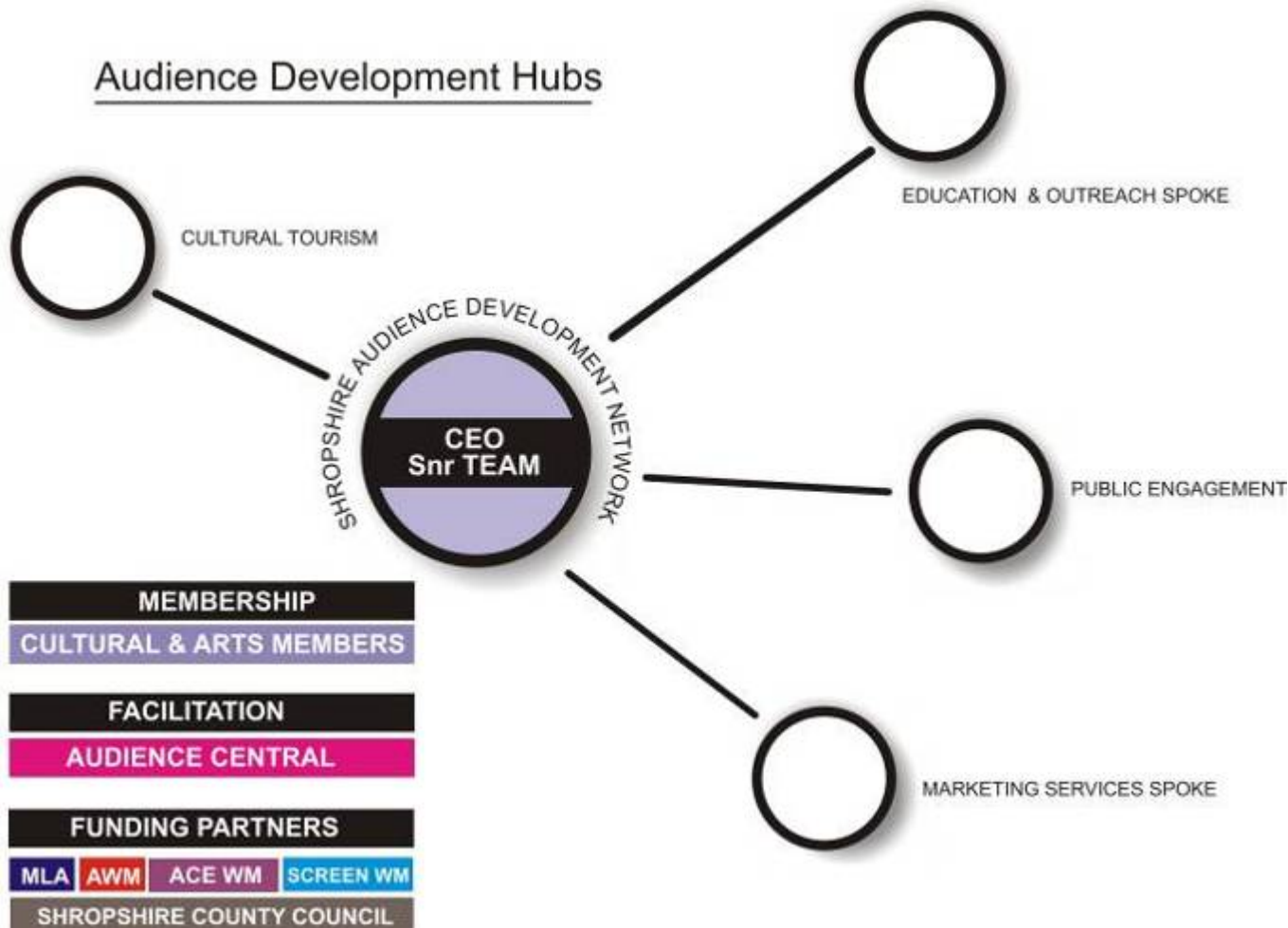
- Membership – PD&T, Artscentral, networks
- Research & Intelligence: access to research, audience profiling information, specialist services and interpretation of data - Eco
- Marketing Services: Strategic and tactical print distribution, e-marketing, mailing services – Theatre 7
- Campaigns & Consultancy – Elgar 100th Anniversary, Motherland, Decibel



Priorities 2009/10

- Customer focus – Membership development
- The Cultural Olympiad
- Public Engagement
- Cultural Tourism
- Segmenting our offer
- Partnership development:
MLA/Local Authorities

Regional Hubs



- Sub regional pilots
- Two year pilot
Addressing need from Members
- Free to sign up and set agenda
- Facilitated by Hub Managers
- Funded focussed areas of work
- Develops: relationship with members and new members
- cross selling for services, cultural leadership and promotes partnerships and new projects