



The West Midlands' Cultural Olympiad

Creating a legacy for everyone in
the region

Culture in the West Midlands

- Strong partnerships between cultural sectors; shared vision
- Alignment with economic, tourism and marketing strategies
- Track record of engaging young people as decision-makers *and* participants
- Focus on the legacy



Opportunities for change

- Encouraging higher levels of participation in sport, arts and heritage
- Reflecting our cultural diversity – both urban and rural; promoting greater community cohesion
- Profiling the region as an inspiring place to live, work and visit and celebrating our international links – population, trade and cultural
- Raising our game



WM Cultural Olympiad Strands



International Programme - *Connections*

Theme of *Connections* - reflects the **Principles:**

distinctiveness, industrial heritage, innovation and invention, diversity in all its forms, international links, strength of the cultural sector, space for new partnerships and cross-cultural collaborations, technology and connections within the region and beyond, creative industries and new thinking, a central place at the heart of the country.

International Programme - Conclusions

Recommending a model which:

1. Aims to **raise the profile** of the region and **transform its image**
2. Has a **single governing idea** – a working title of **Connections**
3. Focuses on building around **7 existing events or festivals** in each of the sub regions to create **intense moments of high quality, inspirational pinnacles of activity**
4. Has **integrity** in artistic, sporting, heritage and cultural terms
5. Lasts over **6-7 month period** allowing for a **tour of the region**
6. Incorporates a strong **international dimension**
7. Promotes **cross cultural work** and **unusual collaborations** leading to **unexpected outcomes**
8. Takes place from **Apr/May - October 2011** or **February to July 2012**

Recommendations – Design and Delivery

- CWM needs to engage with **local partners** in region re: selection process of 7 key events
- Resources devolved locally - for **capacity and expertise building** in the region's cultural sector
- The 7 key events must be led by the **independent cultural sector**
- Role of **young people as creators and producers** must be central to programme development and delivery
- Significant resources need to be given to the events themselves and to **Marketing and PR**
- Targeting of **local/domestic visitors** should be the focus in the run up to the Olympics
- The programme should be used to build the region's reputation in advance of the Games to benefit from **international visitors post 2012**.

What will have changed?

- Improved profile/reputation: greater regional pride, changed perceptions, new international relationships, more visitors, attracting skilled people and inward investment
- Improved community engagement – volunteers, legacy of community games/people dancing
- A healthier, more active population – including young people, and people from across our diverse communities
- Commitment to culture – regional agencies, local authorities, business and the regional population



Next steps – some questions

- Creating the resource: dance programme, Community Olympian Games and *Connections*
- The Legacy Trust – how can we ensure benefits deliver in 2015, 2020 and beyond?
- Consultation – not only with agencies and LA's, but also with the region's population and potential beneficiaries
- Delivery partner for Legacy Trust programmes

