

Vision statement: “Birmingham is a non-stop city of culture - a capital of imagination, innovation and enterprise.”

Actions	Outcomes
<p>Culture on Your Doorstep - locally relevant, and locally driven, cultural activities which develop increased engagement and participation, particularly from those less inclined to participate</p>	
<ul style="list-style-type: none"> • We will continue to support residents to co-design their own cultural provision, increasing its relevance and immediacy and providing opportunities for people to make a contribution in their own communities. • We will plan progression routes, improve signposting of opportunities and help residents to deepen their engagement. • We will work with public sector agencies for health, skills, housing etc. to develop mechanisms for commissioning cultural activities to deliver our shared outcomes. • We will make better use of technology in communicating local activities and celebrating neighbourhoods’ cultural identities e.g. Social Media, Local Digital Platform, Big City TV. • We will support further development of the arts forum structure, including festivals in districts, which are proven vehicles for delivering engagement and support community cohesion, tolerance and identity. • We will encourage more businesses to increase support for local communities through their Corporate Social Responsibility (CSR) agenda and/or sponsorship of local events and festivals. • We will raise awareness and profile of Birmingham as an innovator in localised cultural initiatives. Opportunities will be sought to develop new national / international partnerships and co-operation to enrich our ideas and further our purposes. 	<ul style="list-style-type: none"> • Residents are encouraged and inspired to have a cultural voice of their own • Residents have the confidence and ability to create, facilitate, commission or host a variety of cultural opportunities that are relevant to them, in their own neighbourhoods. • Residents are making a positive contribution via local arts fora which have grown into sustainable and effective vehicles for coordinating and delivering culture at a local level • Residents and communities are at the forefront of cultural programming, leading to improved ownership, engagement and participation and a better quality of life and sense of local identity and cohesion for all