

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

Actions	Outcomes
<p>Our Cultural Capital – activities which cement Birmingham’s role as a centre of imagination, innovation and enterprise, with local roots and international reach</p>	
<ul style="list-style-type: none"> • We will work to ensure that the city’s key developments actively consider the opportunity to enhance and support our cultural ambitions. • We will promote the Jewellery Quarter as both a significant heritage site and visitor destination, and as a centre for contemporary making. • We will test the viability of capital projects capable of making a step change in the city’s cultural infrastructure. • We will promote our cultural achievements with more confidence, as part of a coherent city narrative. • We will capitalise on developments in transport links to create a more effective visitor offer. • We will explore the potential for a “Birmingham Prize” – a major international prize in a culturally related discipline. 	<ul style="list-style-type: none"> • Birmingham’s reputation will be enhanced leading to improved opportunities from inward investment tourism • The clarity of city story and profile will alter perceptions in the public eye leading to improved local confidence, identity and awareness of the cultural offer • Accessibility of Birmingham as a destination, and attractiveness of the cultural offer, will drive overnight stays from visitors, growing the visitor economy • Residents have more and better opportunities in direct and indirect jobs in the visitor economy • Residents’ quality of life, mental and physical wellbeing will be improved