

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

Actions	Outcomes
<p>Our Cultural Future – actions which support the development of new business models capable of sustaining and growing the sector into the future</p>	
<ul style="list-style-type: none"> • We will encourage collaboration between cultural organisations, in the city and beyond, as a means to optimise the business model through driving out unnecessary cost and opening up opportunities for artists, audiences and income generation. • We will encourage a “partnership for culture” approach, engaging all stakeholders in the city with an interest in the outcomes of a flourishing cultural sector • We work with the WMCA to advocate for national resources for culture to be rebalanced, to provide resources to sustain and grow our offer • We will work with the WMCA to seek devolution of funds for culture, to ensure that cultural investment is aligned to local planning 	<ul style="list-style-type: none"> • The business model for cultural delivery makes best use of available resources, and provides more opportunities for artists’ employment and audience participation • A wider spread of public sector agencies are working together and/or co-commissioning cultural activities to deliver shared priorities leading to improved health, skills and social cohesion • An increased and fairer share of national resources are used to deliver the cultural strategy, enabling greater impact • An improved integration between the city’s key agendas of skills and employment, health and wellbeing and the cultural, creative and visitor and economy, enabling greater impact