

# The Cultural Olympiad & London 2012 Festival in the West Midlands



# The West Midlands



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# Partners

Legacy Trust UK

Arts Council England

Regional Development Agency – Advantage WM

LOCOG and its funders

## Vision

The West Midlands better known for its world class creative programme and its history of innovation

More - and different - people participating in and attending cultural activity

A strong, ambitious cultural sector better equipped for the future



Headline data 2008 - 2012

986 different events

77 world premieres

2.9 million attendances and participation sessions

33% were under 25

600,000 'visits'

Economic impact of £33 million

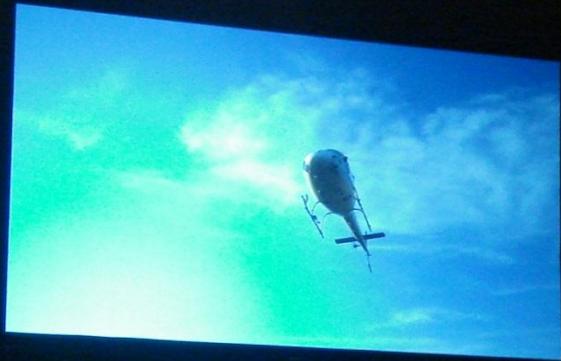
130 long-term or permanent jobs created

Programme Aims

Recognition for our world class creativity

Visitors









# Programme Aims

More and different people participating and attending







# Programme Aims

## A Stronger Cultural Sector









# Critical Success Factors

Link to Sport

'Get with the Brand'

Reliable Evidence

Excellence and Diversity

Programme for the Legacy

DANCE





## Contact details

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[www.artscouncil.org.uk/media/uploads/Evaluation-Cultural-Olympiad-WM\\_Nov2012.pdf](http://www.artscouncil.org.uk/media/uploads/Evaluation-Cultural-Olympiad-WM_Nov2012.pdf)

<http://visitbirmingham.com/files/2012-12-49/TheCulturalOlympiadandLondon2012FestivalintheWestMidlandsARecordinnerpages.pdf>