

West Midlands Regional Spatial Strategy Phase Three Revision

**Culture, Sport and Tourism
Background Paper
June 2009**



**West Midlands
Regional Assembly**

This Background Paper has been prepared on behalf of the West Midlands Regional Assembly (WMRA), the Regional Planning Body, as advice to inform the Regional Spatial Strategy Revision process. It is one of a suite of papers to inform the development of Options for the Phase Three of the Revision of the West Midlands Regional Spatial Strategy (WMRSS).

For revising the WMRSS, the WMRA adopts “decentralised” working arrangements where much of the technical and policy development work is done by a network of RSS Policy Leads, predominantly drawn from local authorities across the Region. This enables the WMRA to draw on the expertise held throughout the Region.

The Policy Lead for Culture, Sport and Tourism is Maggie Taylor (Sport England).

This Background Paper has not been formally endorsed by, and therefore does not necessarily reflect the views of, the West Midlands Regional Assembly.

Further information and details of the West Midlands Regional Strategy and the Revision process can be found on our web site **www.wmra.gov.uk**

Every effort has been made to verify and check the contents of this report including all figures and tables. However the West Midlands Regional Assembly can not accept any responsibility for errors or inaccuracies.

Introduction

The WMRSS was approved and published in June 2004 by the Secretary of State. Since 2004 the WMRSS has been part of the statutory development plan for each local authority in the West Midlands Region.

The WMRSS covers a wide range of topics, including housing, employment, transport and the environment. You can find a copy of the WMRSS on the WMRA website at [http://www.wmra.gov.uk/Planning_and_Regional_Spatial_Strategy/Regional_Spatial_Strategy/Regional_Spatial_Strategy_\(RSS\).aspx#Jan2008](http://www.wmra.gov.uk/Planning_and_Regional_Spatial_Strategy/Regional_Spatial_Strategy/Regional_Spatial_Strategy_(RSS).aspx#Jan2008)

The purpose of the WMRSS is to guide the preparation of local authority development plans and local transport plans, so together they can provide a coherent framework for the development of the Region. The WMRSS also provides a planning framework for other regional, sub-regional and local strategies, programmes and plans such as the West Midlands Economic Strategy and Regional Housing Strategy.

Following the publication of the WMRSS in June 2004, the Secretary of State recommended that some issues should be developed further. It was decided that this task be carried out in a phased way.

- **Phase One** concentrated on the Black Country Study, where the aim was to identify and 'fast-track' urban renaissance proposals through to implementation.
- **Phase Two** considered housing, employment, transport and waste.
- This phase of the WMRSS Revision, **Phase Three**, examines critical rural services, provision for gypsies and travellers, culture, sport and tourism provision, quality of the environment and minerals.

Because there are likely to be a number of choices as to the nature and content of new or revised policies, an **Options** consultation document is being issued for consultation to help identify those choices and the consequences of adopting them. At this stage, policies are not fixed and everybody has a chance to say what they think about the Options before a Preferred Option is developed.

This Background Paper has been prepared to help improve understanding of the **Culture and Tourism** issues examined in the RSS Phase Three Options consultation document.

Introduction

This background paper aims to gather together relevant policy, strategy and technical advice/information, which have been used to inform and shape the development of the options for Culture, Sport and Tourism. It ranges from national planning policy, regional strategies and specific research as well as consultation with key partners.

RSS Objective

The Phase Three Revision aims to strengthen WMRSS Policy PA10 to support sustainable economic growth and to meet the strategic cultural, sporting and tourism needs of the region, and through this to support Urban and Rural Renaissance. The Revision aims to contribute to:

- Improving physical and mental well-being of our communities by encouraging healthier, more active lifestyles and greater and more inclusive access to, and participation in, cultural activities
- Making the Region more attractive to residents, in-movers and businesses as a result of the cultural offer
- Supporting the growth, vitality and diversification of the regional economy to provide employment and create a 'world class' visitor destination

The key issues being considered in this revision are whether the assets listed in WMRSS Policy PA10 Part A are comprehensive and consistent, and whether PA10 Parts B and C should be revised to ensure new development for culture are assessed against social as well as economic criteria.

National Policy

DCMS define Culture as including the following sub-sectors:

- Arts
- Sports
- Museums, Libraries and Archives
- Heritage
- the Historic and Built Environment
- Parks and open spaces
- Tourism
- Creative Industries (film and radio, architecture, fashion, design and music)
- Children's play
- Festivals and Events

The Department for Culture Media and Sport (DCMS) definition of culture is very broad (see insert box). However in recognition that - this is a revision (rather than a full review), the WMRSS is focused on spatial land use planning and that some aspects of culture (such as green infrastructure and the historic environment in the Quality of the Environment Section) are covered in other topic areas - this revision topic will focus on strategic cultural assets of regional, national or international importance relating to Arts, Sport and Recreation, Museums, Libraries and Archives, the built environment (iconic design) and Tourism.

Culture is now recognised by national government as making a significant contribution to 'place making' and delivering sustainable communities. National government has developed an initiative called 'Living Places' <http://www.livingplaces.org.uk/> through which government and cultural agencies work in partnership with the aim of ensuring that all communities, particularly those experiencing housing-led growth and regeneration, can benefit from cultural and sporting opportunities.

National Planning Policy

National **planning** policy for culture and sport is primarily set out in PPS1, 3, 6, 7, 17 and 25. They stress the importance of promoting sustainable communities, developing vibrant places, protecting and providing a better range/diversity of cultural and sporting facilities, that town centres should be a focus for major cultural provision, improving access to community facilities, supporting sustainable rural leisure and tourism and improving the quality of life. A more detailed summary is set out below.

PPS1 sets out the overarching principles for sustainable development and emphasises the importance of facilitating and promoting sustainable and inclusive patterns of urban and rural regeneration to improve people's quality of life, improve facilities and create new opportunities for the people living in those communities. It recognises that mixed-use developments allow the creation of linkages between different uses and can create more vibrant places and seeks to focus developments attracting a large number of people (such as sports stadium) should be located in existing centres to promote their vitality and viability, social inclusion and more sustainable patterns of development.

Policy should bring forward sufficient land of a suitable quality in appropriate locations to meet the expected needs for leisure and recreation – taking into account issues such as accessibility and sustainable transport needs - and provide improved access for all to education, leisure and community facilities, open space, sport and recreation.

PPS3 relates specifically to housing requiring such development to be in suitable locations, which offer a good range of community facilities and with good access to jobs, key services and infrastructure.

PPS6 focuses on town centres and sets out the Government's key objective which is to promote their vitality and viability by focusing growth, enhancement and development in existing centres and encouraging a wide range of services in a quality environment which is accessible to all. This includes a better range/diversity of cultural facilities, including complementary activities which sustain an evening economy. The main town centre uses to which this policy statement applies includes leisure, entertainment facilities, and the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls); and arts, culture and tourism (theatres, museums, galleries and concert halls, hotels, and conference facilities). It states that **Regional spatial strategies** should set out a vision and strategy for the region's growth, particularly for higher level centres in the region and their role as the focus for major cultural provision of more than local importance, and provide a strategic framework for planning at the local level.

In contrast **PPS7** focuses on sustainable development in rural areas and states that tourism and leisure activities are vital to many rural economies. RSSs should: support sustainable rural tourism and leisure developments that give rise to benefits that do not harm the character of the countryside, its towns, villages, buildings and other features; recognise areas statutorily designated for their landscape, nature conservation or historic qualities and there will be scope for tourist and leisure related developments, subject to appropriate control over their number, form and location to ensure the particular qualities or features that justified the designation are conserved; and ensure that any plan proposals for large-scale tourism and leisure developments in rural areas have been subject to close assessment to weigh-up their advantages and disadvantages to the locality in terms of sustainable development objectives.

PPG17 (Open Space, Sport and Recreation) recognises the topics role in underpinning peoples quality of life and that well designed and implemented planning policies are fundamental for delivering urban renaissance and rural renewal, promoting social inclusion and community cohesion, health and well being and sustainable development.

PPS25 (Development and Flood Risk) – The objective of policy is to avoid and reduce impacts from flooding by good planning and management. It is recognised that flood plains/flood storage areas can have a dual use with recreation. The flood risk vulnerability classification recognises that there are several developments, which are ‘water compatible development’, and these include water-based recreation (excluding sleeping accommodation), amenity open space, outdoor sports and recreation and essential facilities such as changing rooms.

National Cultural Strategies

In addition each **cultural** agency has its own national strategy which in essence:

- DCMS - Playing to Win; Sport England Strategy - aims for England to be a world leading sporting nation and to drive up community participation in sport;
- Arts Council - Great Art for Everyone - seeks to provide great art for everyone;
- Museums Libraries and Archives Corporate Plan - Encourages museums, libraries and archives to add value to places and communities.

There are also national strategies for tourism and the creative industries, which seek to capture the opportunities of 2012 to increase tourism business and identify the West Midlands as a potential beacon for creative industries (Creative Britain, DCMS 2008). All the above are summarised below.

Playing to Win: A New Era for Sport (DCMS 2008) – The Governments aim is to improve the quality of life for all through cultural and sporting activities, support the pursuit of excellence, and champion the tourism, creative and leisure industries. This is a new era of unprecedented opportunity for the development of both sport and physical activity in England. Physical activity by its nature is a cross-Government responsibility and a range of Departments are leading on creating more opportunities to get physically active. The Government want England to become a truly world leading sporting nation. Our vision is to give more people of all ages the opportunity to participate in high quality competitive sport. To deliver this vision, we need an integrated and sustainable sporting system.

DCMS will work with other parts of Government to link Sport England’s work on sport with other Government Departments’ work on physical activity such as the Department for Health and the Department of Transport not least because sport plays an important role in helping reduce obesity by getting people more active. Sports bodies will focus their efforts and investment on sport, while other bodies will lead on the delivery of physical activity. An important legacy from the 2012 Games will be increased levels of physical activity throughout the country. Our ambition is to get 2 million more people more active by 2012. http://www.sportengland.org/wm_how_do_we_work

Great Art for Everyone, Arts Council, 2008-11: Arts Council England works to get great art to everyone by championing, developing and investing in artistic experiences that enrich people’s lives. Our mission for the next three years, ten years and beyond is clear and unequivocal. It is about great art for everyone. The four development priorities for the next three years are digital opportunities, visual arts, children and young people and London 2012. The West Midlands expression of this Plan, **Great Art for Everyone – West Midlands, 2008-11** identifies how the four national development priorities will be worked on

in the West Midlands: **Digital opportunity** - digital media technologies to connect with audiences in new ways, bringing them into a closer relationship with the arts and creating new ways for them to take part e.g. the opening of The Public in 2008 and the launch of the new Hello Digital festival in Birmingham to encourage regional organisations to develop their digital ambition; **Visual arts** - Turning Point is a ten-year strategy for strengthening the contemporary visual arts, which aims to increase the activity and reach of the visual arts and to secure a national network of venues and development agencies providing high-quality visual art programmes. Key initiatives include studio and workplace development initiatives in Birmingham's Eastside, Coventry and Stoke-on-Trent; **Children and young people** - Birmingham is Europe's youngest city, with under-16s making up around a fifth of its population. Providing high-quality creative experiences for new generations of artists and arts consumers is essential to our work. Our vision is that, in three years' time, all children and young people in schools will be entitled to five hours of cultural opportunities every week. Key initiatives include developing a strategy with our partners, Birmingham City Council and Tourism West Midlands, for events and festivals leading up to 2012, highlighting events that will enhance the region's international profile and attract visitors; and **London 2012** - the Games offer an unprecedented opportunity to reinforce our reputation as a world leader in culture. www.artscouncil.org.uk/plan/.

Museums, Libraries and Archives Corporate Plan, 2008-2011: The MLA believes that museums, libraries and archives make a measurable and substantial contribution to the quality of life of us all. They support the well-being of individuals and society as a whole by helping to create a shared identity and sense of community and place. They play a vital role in generating prosperity by supporting learning and skills, providing access to knowledge and resources, and by helping to make places inspiring and attractive to live in, work in and visit.

The MLA believes that the best museums, libraries, and archives:

- Integrate with other forms of culture, the arts, sport and local services to offer essential resources that meet the needs of people, communities and places.
- Embed excellence, scholarship, creativity and diversity.
- Innovate, are entrepreneurial and adapt to new working methods.
- Ensure sustainability and continuous improvement is at the heart of all they do.
- Broaden and deepen access to their information and resources.
- Perform to the highest levels and champion continuous professional development.
- Are engaging and enjoyable places for people to visit and use.

The MLA has identified three strategic themes: **Learning and skills** – working with the sector to increase opportunities for learners to progress and achieve their creativity and unlock their potential; **Communities** – ensuring museums, libraries and archives are inclusive and support sustainable communities, particularly in their work with young people; and **Excellence** –strengthening capacity in the sector to innovate and continually improve across workforce, collections, services, funding and partnerships
www.mla.gov.uk/resources/assets/C/corporate_plan_2008_13176.pdf.

Winning: A tourism strategy for 2012 and beyond, DCMS, 2007:

Executive summary - Our aim is to improve the quality of life for all through cultural and sporting activities, support the pursuit of excellence, and champion the tourism, creative and leisure industries. The UK's tourism industry generates over £85 billion a year for the British economy. It is one of our biggest employers, directly responsible for 1.4 million jobs, or one in every 20 people in work. The London 2012 Olympic and Paralympic Games will be more than a major sporting occasion. They provide us with a unique opportunity to showcase all that Britain has to offer – both to visitors new to our country and to the large number of us who take at least some of our holidays at home.

And it is a unique opportunity to ensure that our accommodation and tourist facilities match the best in the world.

We believe that with the right improvements the London 2012 Olympic and Paralympic Games could generate an estimate £2.1 billion in additional tourism benefits (2006 prices) for the UK over the period 2007-17. While the 2012 Games will largely be located in London, they provide an opportunity for the whole country.

Aims of this strategy - This Strategy aims to maximise the financial benefits of the 2012 Games and ensure that every part of the UK benefits from the Games and the Cultural Olympiad which will precede them. [www.culture.gov.uk/what we do/tourism/3446.aspx](http://www.culture.gov.uk/what_we_do/tourism/3446.aspx).

Creative Britain – New Talents for the New Economy, DMCS February 2008 - Britain is a creative country and our creative industries are increasingly vital to the UK. Two million people are employed in creative jobs and the sector contributes £60 billion a year – 7.3 per cent – to the British economy. Over the past decade, the creative sector has grown at twice the rate of the economy as a whole and is well placed for continued growth as demand for creative content – particularly in England – grows. This is a strong position. But there are major challenges ahead over the next decade. Global competition is growing as other countries recognise the economic value of creativity.

The creative industries must move from the margins to the mainstream of economic and policy thinking, as we look to create the jobs of the future. The Government fundamentally believes in the role of public funding to stimulate creativity and sharpen Britain's creative edge.

The vision is of a Britain in ten years' time where the local economies in our biggest cities are driven by creativity, where there is a much expanded range of creative job opportunities in every region with clear routes into creative careers. It is a vision of creativity as the engine of economic growth for towns, cities and regions. It's also a vision of dynamic, innovative, successful creative businesses providing prosperity and fulfilling job opportunities right across the country.

DCMSs Commitments include the Regional Development Agencies establishing a network of regional beacons for the creative industries in the South West, South East, North West, North East and West Midlands
www.culture.gov.uk/reference_library/publications/3572.aspx.

Legacy Action Plan: Improving the quality of life for all - Before, during and after: making the most of the London 2012 Games, DCMS, 2008 - DCMS aims to improve the quality of life for all through cultural and sporting activities, to support the pursuit of excellence and to champion the tourism, creative and leisure industries.
www.culture.gov.uk/images/publications/2012LegacyActionPlan.pdf

This action plan is about the long-term benefits that we can stimulate through London hosting the Olympic and Paralympic Games in 2012, with the 2012 Games as a unique catalyst. All the English regions, and London, have developed their own plans based on local needs and priorities. The London 2012 Nations and Regions Group has been set up to coordinate delivery, share best practice and update on progress.
www.culture.gov.uk/reference_library/publications/5161.aspx

Time for Play, DCMS, 2006 - recommends that local authorities and other local strategic partners give play a much greater profile and priority in future than they had in the past. The consultation document '**National Play Strategy – Fair Play**', DCSF (2008) promotes strong,

vibrant communities that offer a variety of places for children to play, places in which children have a stake and that they can help shape through their active involvement in design and decision making. Play will support community cohesion and help keep children healthy. Having more high quality and safe places to play is a priority for both children and parents across England. www.culture.gov.uk/images/publications/DCMSPlayReport.pdf

Regional Policy and Strategies

Regional Spatial Strategy: The Secretary of State required the WMPB to revise the WMRSS to identify strategic gaps in recreation provision (Para 8.18 of WMRSS) and, in scoping the Phase 3 revision, it was agreed to broaden this to a cross cutting theme relating to culture more generally to reflect the need to provide a broader range of strategic cultural facilities to deliver sustainable communities and renaissance, where this was not already covered by other RSS policies (e.g. heritage and green infrastructure already form part of the Environment chapter and revision topic).

The Phase 1 revision related to the Black Country and accepted the need to 'transform', rather than just improve, quality of life as an ambition and in relation to this topic area revisions included the introduction of the Black Country Urban Park and recognition of Dudley as a focus for tourism and cultural development in the Black Country.

The introduction of draft RSS Policy SR2, as part of the Phase 2 Revision, has been the starting point for ensuring cultural provision is delivered at a local level through development (subject to the results of the RSS Phase 2 EiP). The Phase 3 revision aims to address policy for strategic provision by focusing on the revision of PA10 and ensuring the benefits of culture to social, as well as economic, objectives are properly recognised.

West Midlands Economic Strategy, Connecting to Success, Delivery Framework, AWM, 2008/09: The WMES provides a framework for delivering the economic regeneration of the West Midlands region and for meeting the Government's aim of improving the sustainable economic performance of all English regions. The latest version of the WMES, *Connecting to Success*, makes a number of references to the importance of cultural assets in encouraging economic development within the region, including:

- the natural environment
- world-class cultural attractions (such as Stratford)
- heritage (including the industrial heritage of the Black Country and Ironbridge)
- the sporting offer

Culture is thought to be crucial to developing the attractiveness of the region and to contributing to the strategy of achieving a 'Powerful Voice' for the region. More generally, culture is seen as contributing to the stimulation of innovation, creativity and knowledge generation.

One priority is to 'maximise our cultural offer and natural assets' which focuses on accelerating the attraction, relocation and retention of visitors, people and businesses into the region by promoting our high quality of life, strong heritage and cultural offer, as well as our tourism and rural assets, to maximise benefits for the region as a whole. Outcomes include an increase in adults engaging in cultural activities and the value of tourism to the region and the international rating of Birmingham. The main actions include to "enhance the region's quality of life offer through utilising and improving our cultural and natural assets to strengthen the West Midlands appeal as a place to live, work, visit and invest including: developing a cultural, sporting and tourism offer to bring people to the region, utilise beacon

tourism assets and maximise the opportunities generated by the London 2012 Olympic Games.

West Midlands Visitor Economy Strategy (VES), AWM, 2008: The visitor economy makes a significant direct contribution to the regional economy. It creates demand for new and additional services that leads to the creation and growth of small businesses, aiding employment. In the West Midlands, the tourism industry is estimated to be worth £6 billion in visitor spend and supports 115,000 FTE jobs. The VES argues that the visitor economy creates demand for additional cultural, sports and leisure facilities, which improve the quality of life for people living in the region, as well as supporting the sustainability of historic and natural environments. Moreover, the region's cultural assets are seen as key to the success of the West Midlands as a visitor destination, if it is to achieve its aim of moving up to fourth place in the UK Tourism Survey (UKTS) and International Passenger Survey (IPS) league of domestic and overseas destinations. The importance of culture runs throughout the VES, and can be seen in its core objectives for the short to medium term:

- To deliver Birmingham as a premier European city break destination that celebrates its contemporary culture and enhances its role as an international leader in the conference and exhibitions sector
- To capitalise on the region's world class business tourism venues and fully exploit the region's location and established high profile as a business destination
- To place contemporary culture and the cultural heritage of the West Midlands at the heart of the visitor experience and to use it to drive visitors into the region and to grow the short break market, capitalising on the opportunities of the Cultural Olympiad
- To make the West Midlands a region of celebration throughout the year led by a high profile events and festivals programme that attracts visitors from across Britain.

Regional Cultural Strategy, Culture West Midlands, 2001: The West Midlands Regional Cultural Strategy was published in 2001 and aims to ensure that the sector is contributing fully to the economic, social and environmental development of the region. '**Valuing People and Places**' was produced in **2005**, in order to refresh the Strategy's action plan and to provide a framework for collaboration. The regional cultural priorities include:

Active People

- To widen access and for under-represented groups.
- To involve all the community sector so that culture, media and sport play a full role in the education and development of all the region's children and young people.
- To widen enjoyment of our rich cultural diversity.
- To promote more opportunities for people to take part in informal recreation and sport- so that cultural and sporting involvement can play the fullest role in increasing well being and physical activity for more people.

Vibrant Places

- To improve marketing and promotion - so all are more aware of the region's many opportunities for cultural enjoyment and learning.
- To improve the understanding, quality and enjoyment of our natural, built and historic environment - so that our local neighbourhoods, public spaces, countryside and urban and rural centres are celebrated by residents and visitors alike for their heritage and quality of design.
- To ensure that a powerful cultural dimension is integrated into key local plans - so that our heritage, our cultural needs and aspirations and the potential of culture-led regeneration and creative learning are fully reflected in local and sub-regional strategies.

- To focus on priority areas - to maximise the value of our most important cultural assets, improve provision in parts of the region that are currently under-served and contribute to a better quality of life in deprived neighbourhoods.

Lasting Prosperity

- To achieve a closer alignment of planning processes and investment allocations.
- To focus more support on creative business.
- To develop the management, leadership and entrepreneurial skills of the cultural sectors.
- To develop cultural and creative models as 'ladders of opportunity' for young people, graduates, under-represented groups and communities in order to develop their enterprise skills and employability.

DCMS Agencies West Midlands Action Plan (DAWM), 2009-10: This body replaces Culture West Midlands and the Cultural Forum following a Government review. Its Action Plan includes 'Place shaping' as one of three focus areas for which the outcomes include: increased participation sport and cultural activity and an improved network of better and more accessible sustainable facilities for culture and sport through the Phase 3 RSS Revision.

Regional Sports Facilities Framework, Sport England, 2007: the RSFF for the West Midlands identifies priorities for investment in sport and active recreation facilities up to 2021. The primary focus of the Framework is community sport and active recreation; however it also proposes an 'hierarchy' of provision be introduced for the planning of facilities, with 'Regional' and 'National' facilities at the peak and local facilities such as community halls at the base.

The RSFF identifies a range of gaps in 'national' sporting infrastructure that relate to 'identifiable demand from a number of the National Governing Bodies in the region, namely:

- 1 x 50m swimming pool
- 1 x indoor athletics track
- 1 x BMX national competition venue
- 1 x indoor cycling velodrome
- 1 x regional centre for netball

The Framework suggests that this list is shorter than would have been expected due to the low number of NGB strategies that are (i) up-to-date and (ii) address regional performance and excellence priorities. In addition to recommending five new facilities through to 2021, the RSFF highlights other strategic issues:

- the age and refurbishment of some facilities – e.g. more than a quarter of the regions swimming pools are over 20 years old and have not been refurbished
- the level of commercial ownership of facilities, particularly within Birmingham, which impacts upon the ability to provide for those on lower incomes and/or in deprived areas.

www.sportengland.org

Regional Forestry Framework, Forestry Commission, 2004: This document sets out Actions for Recreation and Tourism which include:

- To work for the woodland and forestry sector to become recognised as a significant contributor to the region's recreation and leisure opportunities.
- To encourage greater support to the economy through development of woodland and forestry-related tourism in the region.

- To increase opportunities for all West Midlands residents to enjoy woodlands and forests.
- To reduce pressure and protect environmental assets in some places by developing opportunities in others.

West Midlands Health and Well Being Strategy, West Midlands Regional Health Partnership, 2008 – The Planning Transport and Health section of the HWBS includes the following ‘Priorities for Action’:

- Encourage regional and local stakeholders involved in job creation, transport, access to services and education to proactively consider the health implications of their policies and how they can contribute to reducing health inequalities
- Promote health and well-being as an integral part of the social, environmental and physical regeneration of our towns, cities and rural areas, and evaluate the benefits
- Encourage the health sector, local government and other major employers to use their influence as service providers, property developers and employers to support the creation of more sustainable communities where services are appropriate and accessible to those they serve.
- Reduce social exclusion and promote independence by improving transport links and the layout and design of new developments
- Proactively encourage workplaces to have active travel plans, which promote walking, cycling and the use of public transport
- Promote partnership working to encourage ‘designing for health’ where new developments incorporate open space to encourage recreation, create accessibility to necessary services and promote the benefits of healthy transport choices.

The Culture Physical Activity and Health section of the HWBS includes the following ‘Priorities for Action’:

- Achieve a 1% year on year increase in the physical activity levels of the population of the Region and reduce the number of people in the Region doing no physical activity, sport and active recreation
- Secure a long-term health and physical activity legacy from the 2012 Olympic and Paralympic Games, capitalising on hosting high profile sports events
- Capitalise on the planning system to assist with the provision of sports and leisure facilities
- Improve the quantity, quality and accessibility of cultural opportunities and places for children and young people

Giving it Our All – The West Midlands Region: Prepare for 2012 – Priorities for the West Midlands Region March 2007 – In the West Midlands the award of the 2012 Olympic Games and Paralympic Games to London has provided a new and exciting stimulus for partnership working between a wide range of public and private sector organisations. The vision is ***‘By working together we aspire to create an economically successful, outward looking, healthy and adaptable region, rich in culture and environment, where all people, working together, are able to meet their aspirations and needs without prejudicing the quality of life for future generations.’***

The West Midlands is well-placed geographically and economically to take full advantage of this opportunity and the regional plan for the 2012 Games can be summarised under three broad themes. Firstly, it will aim to ensure that the inspirational effect of the Games has the potential to deliver benefits for everyone in the region – for businesses, for communities and particularly for young people. Secondly, as the eyes of the world turn to the UK at the conclusion of the Beijing Games in 2008, we will be ready to help promote the UK via the

business, sporting and cultural assets of the West Midlands. And finally we will be working to leave a lasting legacy. This will include new business opportunities and inward investment, more visitors, improved sport and culture facilities, more international events, more people contributing to community life, improved community cohesion, a lasting commitment to sustainable development and of course, increased participation in sport leading to healthier, more active lifestyles for everyone.

Draft Regional Development Plan for West Midlands 2012 Games, by L&R Consulting for **AWM, 2009**: Aims to use the 2012 Olympics to stimulate and realise important economic and community objectives and raise the international and national profile of the West Midlands. This is set out under 5 thematic themes:

- Business opportunities
- Volunteering
- Culture – regional priorities include raising the profile and increasing visitor numbers/participation
- Tourism and Image – marketing events such as the Cultural Olympiad
- Sport and Physical Activity – supporting the pre-games training camps and support development of new championships sports facilities such as a velodrome and a 50m swimming pool

(www.advantagewm.co.uk)

TECHNICAL STUDIES AND OTHER EMPIRICAL EVIDENCE

There is some research already in existence, which relates to cultural participation and facility provision, such as the Taking Part Survey (DCMS) and the Regional Lifestyle Survey (WMRO) and this is summarised below. However, in the context of the spatial distribution of strategic cultural assets in the West Midlands there was a gap in the evidence base and some new research was therefore commissioned by WMRA and CWM to map and gap strategic cultural assets across the region. The findings are also summarised below but the full research documents are available by following the appropriate links.

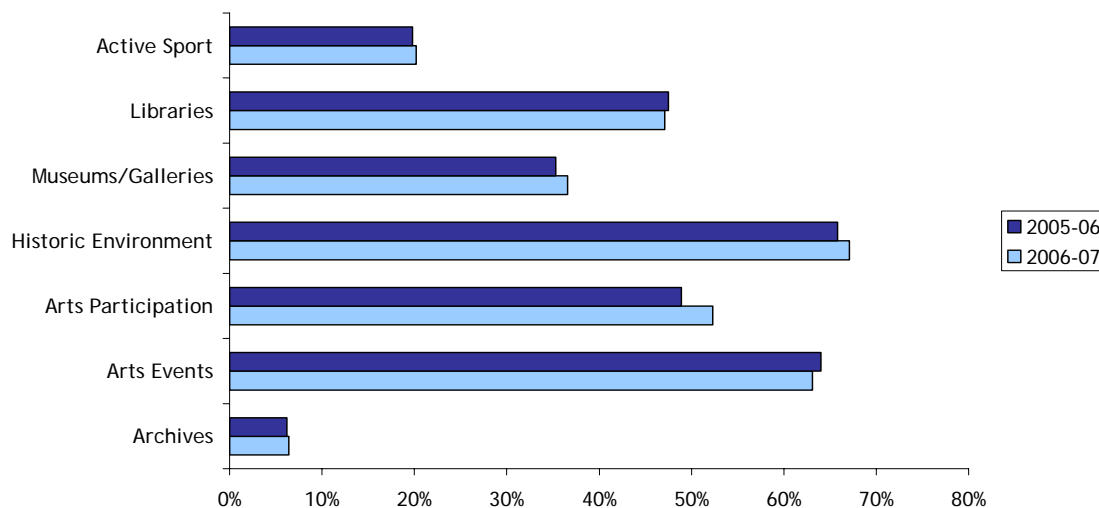
Existing Evidence

Regional Lifestyle Survey, West Midlands Regional Observatory and West Midlands Public Health Observatory, 2005 – The Survey showed that cultural facilities were important when people were deciding where to live and these factors were particularly important amongst young adults and those who were most highly qualified, both key groups for the Region to attract. The survey results indicate that of all demographic factors residents' ethnicity and social class best predict what they choose to do with the leisure time and how much importance they attach to local cultural facilities. Asian or British Asians are 36% less likely than white respondent to have cited cultural facilities as important to residential choice. Overall, ethnicity proved to be the best predictor of non-participation in culture.

Taking Part Survey 2006/7, DCMS, 2008: The Taking Part survey collects data about engagement in culture, leisure and sport by adult's aged 16 and over. The key findings overall were that adult engagement remained broadly consistent between 2005/6 and 2006/7. For the West Midlands the latest results show a number of positive trends: participation in the arts activities is up by around 3% with the region moving from 7th to 5th in the regional rankings; participation in attendance to archives is also up by 0.2% with the West Midlands moving from 3rd to 1st in the rankings. There are also signs of slight

increases in participation in historic environment sites, museums and galleries and active sports but slight decreases in participation in arts events and libraries.

West Midlands Cultural Participation by Sub Sector, 2005 - 2007



Source: DCMS (2008) Taking Part Survey 2006/07

The report highlights the main challenges facing the region, which includes raising participation in cultural and sporting activities and improving lifestyles to prevent future health problems developing.

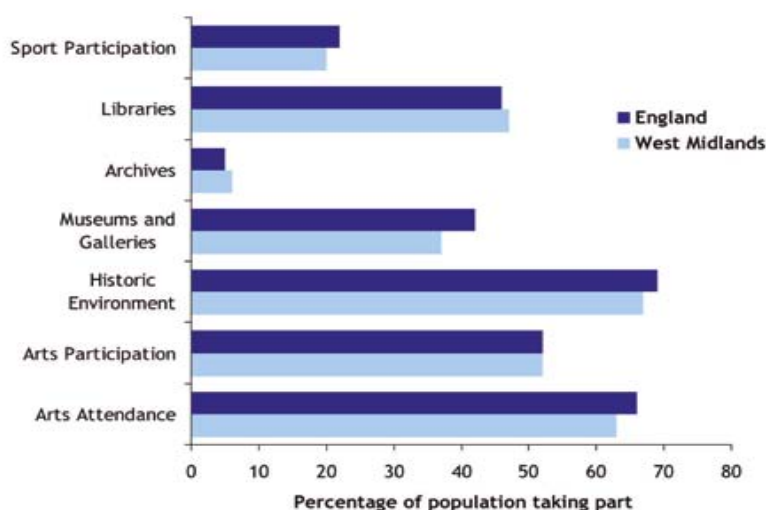
State of the Regional Report 2008, West Midlands Regional Observatory: We now know far more about the Region’s cultural sector than we did in 2004. Culture accounts directly for over 10% of regional employment and generates about one-eighth of regional output. The sector has a turnover of £18 billion each year. It has been growing faster in the West Midlands than elsewhere.

The Regional Lifestyle Survey showed that cultural facilities were important when people were deciding where to live, although less important than some other factors. For example, around 15% of people mentioned accessible countryside, 7% parks and open spaces and 3% access to leisure facilities. These factors were particularly important amongst young adults and those who were most highly qualified, both key groups for the Region to attract.

However, two new national surveys, DCMS’s Taking Part and Sport England’s Active People, both show that participation in cultural activities is lower than in most other regions. Whilst 93% of the population participated in at least one cultural sector during the year, the proportion engaged in almost all individual sectors was lower – and usually well below the national level.

Participation in sport was also low, with 54% of people in the Region not taking part in any active recreation during a typical month. This was above the national figure of 51% and was a contributory factor in the high level of obesity in the Region.

West Midlands cultural participation is generally below average



Source: DCMS Taking Part Survey, 2006/07

Active People Survey – West Midlands Region, Sport England, 2006 – The Active People Survey identifies how participation in sport and recreation varies from place to place and between different groups in the population and measures; the proportion of the adult population that volunteer in sport on a weekly basis, club membership, involvement in organised sport/competition, receipt of tuition or coaching, and overall satisfaction with levels of sporting provision in the local community. The headline results of the first national survey in 2006 for the West Midlands include:

Participation

- 19.3% of the adult population take part regularly in sport and active recreation – the national figure is 21%.
- 53.8% of adults have not taken part in any moderate intensity sport and active recreation of 30 minutes duration in the last 4 weeks – the national figure is 50.6%.
- Regular participation in sport and active recreation varies across different socio demographic groups:
 - Males - 22.2%; Females - 16.6%.
 - People with a limiting longstanding illness or disability - 7.9%; those without - 21.6%
 - Black and other ethnic minority groups - 16.5%; Adults of white origin - 19.6%.
 - Lowest socio-economic groups - 14.7%; highest socio-economic group - 23.8%.
- Regular participation ranged from a high of 25.6% in Stafford to a low of 14.9% in Sandwell.

Volunteering

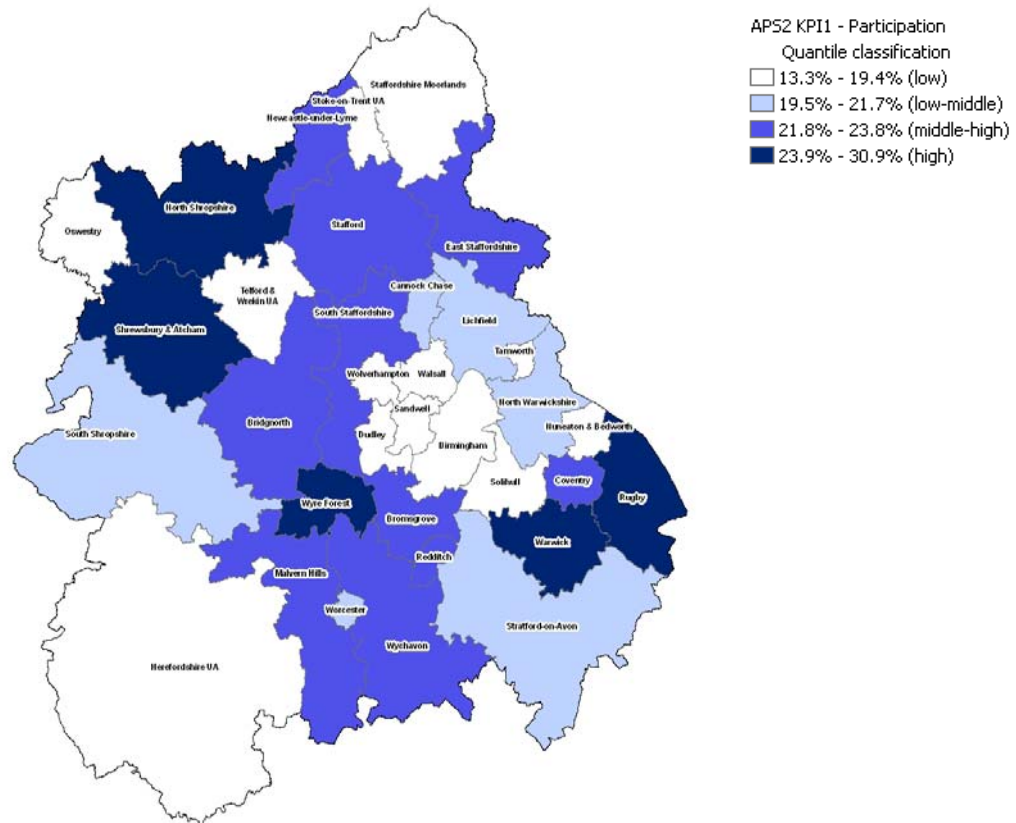
- 4.7% of the adult population contribute at least one hour a week volunteering to sport - national figure is 4.7%.
- Volunteering levels ranged from 7.1% in North Shropshire to 3.0% in Sandwell.

Satisfaction with sports provision in the local area

- 69.1% of adults are fairly or very satisfied with sports provision in their local area - national figure is 69.5%.

The Active People Survey was repeated in 2007/08 to monitor changes and indicated that participation had not significantly changed in the West Midlands but that satisfaction with sports provision had fallen from 68.1% to 65.5% (national figure 66.6%).

Participation variation, by local authority



http://www.sportengland.org/index/get_resources/research/active_people.htm

New Research

Culture and Prosperity – The Economic Role of Culture in the West Midlands, Culture West Midlands, 2009 – This is an overview of evidence in relation to the economic impact of the cultural sector in the West Midlands which concludes that there has been a sizable growth in the level of output from the cultural sector and in the number of its firms. Employment in the sector continued to grow but at a slower rate, falling in line with regional and national averages. www.wmro.org

The Key findings of the latest **WM cultural sector economic snapshot** for the January-March 2009 quarter include:

- Positive visitor trends for the region's visitor attractions but mixed fortunes elsewhere;
- A halt on growth in employment in the cultural sector;
- Increasing concern about a squeeze on local authority and private sector arts and culture budgets;
- Evidence that the cultural sector is having to work very hard to win new business, which is leading to innovative offers and discounting in some instances.

<http://wmro.wordpress.com/2009/05/08/latest-recession-research-highlights-contrasting-fortunes-of-cultural-organisations-in-the-west-midlands/>

Culture People & Place – The Social and Environmental Role of Culture in the West Midlands, Culture West Midlands, 2009 – This is an overview of evidence in relation to the social and environmental role of culture in the West Midlands and include, for example, information about the role of culture in the regeneration of neighbourhoods. The headline findings are:

- There are a number of internationally significant assets in the West Midlands which positively influence peoples perception and experience of the region as a place to live and visit
- There may be scope for greater promotion of a region-wide cultural offer
- There is a mixed picture of cultural participation amongst residents, who are more likely than average to visit libraries and archives but less likely than average to attend museums, galleries, arts events and historic environment sites
- The West Midlands has the lowest level of participation in sport and active recreation
- Ethnicity and socio-economic class are the most influential factors affecting cultural consumption amongst residents www.wmro.org

Cultural Demand in the West Midlands, West Midlands Regional Observatory and Culture West Midlands (bmg research), 2009 - Overall, the results of this work reinforce the centrality of culture and cultural activities to people's everyday life and quality of life. It is clear that people consume culture in order to relax, entertain themselves or to learn new things and that engagement is more likely if the endeavour is enjoyable, of personal interest and detached from other mundane parts of life. At its heart, culture facilitates sharing, learning and interacting with others. Numerous drivers of cultural engagement were identified during this research, which include core drivers, such as escapism from work, and subsidiary drivers such as proximity, new attractions and affordability.

For the most part, findings show the perception is that provision of cultural amenities and opportunities in the region is adequate; where there is low participation levels this was felt to be as a result of several factors including a '*lack of a culture of culture*', feelings of exclusion, mobility and accessibility issues as well as life stage, all of which can constrain personal participation. Several generic barriers to consumption were identified by both residents and visitors during the course of the fieldwork, these included:

- High cost of participation;
- Lack of awareness of amenities and attractions;
- Lack of free time;
- Perceived cultural elitism;
- Public transport deficiencies / issues of distance;
- Age and lifestyle barriers;
- Various aspects of facilities infrastructure.

Nevertheless, participants were clear that even where participation was lowest, enthusiasm for a varied cultural offer persists; as demand is perhaps presently dormant rather than non-existent or extinct.

Of note for the wider region, is that the geography of the West Midlands and thereby the internal cultural offer is poorly understood by visitors, in terms of the breadth of assets. When asked to think of significant cultural assets in the West Midlands the assets mentioned most often were: Warwick Castle, Stratford upon Avon, the RSC, Ironbridge, the NEC, cathedrals in Lichfield, Hereford, Worcester and Coventry, Alton Towers and Drayton

Manor theme parks, the Black Country Living Museum and Birmingham's Bullring. Demonstrating that in many cases, the sites/venues classified as those of '*International Significance*' in the early cultural asset mapping work, do tend to be those in the forefront of people's minds when they think of the region. Nevertheless, the amount, range and quality of localised attractions reportedly surprised visitors after they had visited the region. Furthermore, initial visits were often successful enough to encourage visitors to consider repeat visits as well as recommending sites/venues to friends and family.

The report identifies the aspects which it considers have 'Relevance to regional policy' – these include five key themes which are of most significant relevance:

- The extent to which patterns of cultural consumption and participation are determined or constrained by transport accessibility;
- The extent of social and economic exclusion which is still prevalent in patterns of cultural consumption;
- The importance of planning for culture in new developments, and in redevelopment;
- The role of culture in regional identity and its importance in maintaining sub-regional and local identity;
- The role of Birmingham in shaping regional identity. www.wmro.org

Mapping and Gapping Analysis of Cultural Assets in the West Midlands, WMRA (Burns Owen Partnership Report), August 2008 – This research was undertaken to specifically inform the RSS revision and to provide an objective assessment of the regions cultural assets. Extracts are set out below:

Executive Summary: This report explores the findings of a study undertaken by BOP Consulting to map significant cultural assets in the West Midlands and in so doing to highlight gaps in the region's cultural 'offer'. It has been undertaken as part of the Regional Spatial Strategy (RSS) Phase 3 Review, and is designed as an evidence base to strengthen planning policy and guidance to meet the cultural, sporting and tourism needs of the Region, and support Urban and Rural Renaissance. As there is no established methodology for such research, BOP had to develop a new model for doing this in conjunction with the West Midlands Regional Assembly and its stakeholders. Central to this report is the task of identifying the significant cultural assets in the west midlands region using the methodology outlined in the report. The main focus is to ensure that culture is embedded in the RSS and therefore the report needs to be useful as a spatial planning tool.

In all, the process identified 16 cultural assets in the West Midlands that were of international significance, 63 that were nationally important, 135 of regional significance and 249 that were sub-regionally so, across nine cultural domains from the arts to tourism to the natural environment. These assets, which range from the RSC, Ironbridge Gorge and the Birmingham Royal Ballet to Villa Park, the Shropshire Hills and the Selfridges building, represent the diverse cultural strengths of the region (Nb. The historic and natural environment elements have not been used to inform this topic).

The report also reviews the position of culture within existing regional strategies. This has fed into the 'gapping' stage of this project. By considering existing assets and the stated ambitions of regional bodies, combined with demographic forecasts, we have been able to indicate where there are gaps in the current cultural provision and make some recommendations for tackling them. The gaps include:

- The region has no internationally important collection-based museum or art gallery
- The region lacks an international standard 50-metre swimming pool
- The West Midlands has only one international tourist asset: Alton Towers

- Birmingham Central is the region's only nationally important library
- Areas of Outstanding Natural Beauty, such as the Shropshire Hills, constitute the majority of the region's natural environment assets
- The Hay-on-Wye book festival is the region's only internationally important festival
- The region does not have a major urban street festival
- Stoke-on-Trent does not have any arts assets rated more than sub-regionally significant

The report provides a set of top-level recommendations where enhanced or new cultural provision may be necessary. When approaching these recommendations, it is important to remember that planning for cultural provision is not straightforward. This is because it is simply not possible for policymakers to be able to take decisions in this area on the basis of objective calculations. Many internationally successful new cultural assets and developments, from the Eden Project to the Bilbao Guggenheim, typically emerge at the nexus between objective evidence and the vision and aspirations of practitioners, policymakers, entrepreneurs and politicians. Successful cultural planning beyond community level provision demands some risk-taking.

Despite this challenge, by cross-referencing the gaps in provision against regional policy priorities, it has been possible to develop an initial set of recommendations, which have been organised around the core regional development priorities of people, places and prosperity. The specific recommendations have emerged from the detailed analysis of the gaps this study identified, and are described in detail in section 8 of this study. However, a set of top-level recommendations have emerged, which act as underlying drivers of the sector and cut across all of the gaps:

- improving participation and attendance in culture across the region
- making the region more attractive, supporting the growth and diversification of the regional economy to create a world class visitor destination
- improve the policy mechanisms within the RSS to deal with the gaps and challenges in the cultural offer in the West Midlands

The research for this report finds two kinds of gaps and challenges:

- existing provision that is unable to fully deliver on a range of benefits for the region because of poor connectivity and infrastructure, for example
- where there is no current provision of a certain kind in a specific area

Underlying the research is the premise that in a context of population growth the specific gaps identified in this report will need to be upgraded or addressed. The crucial question for this report is how can such a crucial process be pursued and achieved within the planning context of the RSS? Mapping alone does not provide the answers to this question, particularly in a context of limited public resources. Therefore, at a policy level, this report recommends establishing a Needs Assessment Process for internationally, nationally and regionally significant cultural assets. The mapping and gapping exercise is the vital first part of this process, but taking the proposals forward would require testing each individual gap against a set of agreed criteria by developing a hierarchy of provision. This hierarchy describes a range of wider benefits and outcomes that new assets may be expected to deliver, and are linked to the priorities of the RSS and the RES.

Looking to the future, a new set of trends and challenges within society will need to be considered by cultural planners. These include an ageing population; a 'carbon constrained' population; a more technologically-intensive and mediated culture; and a more global cultural economy. These issues are beyond the scope of this report, but are clearly areas where further research is needed. The interaction between these factors and macro-

economic trends will establish the framework for change in the demand for, and supply of, culture in the coming decades. We hope this report will encourage imaginative thinking on these and other topics, and focus attention on culture's potential contribution to the region's economic and social goals.

Section 7 - Current and future gaps in provision: One of the challenges in identifying where current and future gaps lie in cultural provision that is internationally, nationally and regionally significant – and what might then be done to address them – is that assessing what is the 'right' level of provision is a complex task. As stated, the research for this study has not entailed any primary research on the demand for culture, either within the region itself or externally. While basic demographic forecasts can offer some insights into how demand might change in the future (see 6.1 above), these insights are limited and – as with all forecasts – become increasingly less accurate the further out from the present they project.

Similarly, although the DCMS Taking Part Survey provides some useful quantitative baselines regarding attendance and participation in cultural activities, it is not concerned with the kinds of venues the attendance and participation takes place, nor with the kinds of experiences that are consumed in terms of content. But these are central concerns for the present study.

It is only in sport that the existing evidence base in the West Midlands provides a significant contribution to the process of assessing gaps for the present study. This is because (i) Sport England nationally and regionally have invested significant sums in assessing participation and the stock of sports facilities, and (ii) some National Governing Bodies also have plans that identify certain elite level facilities. Though again, while there is clearly much in common between the present research objectives and those of Sport England and the NGBs, there are issues that extend beyond the main priorities of these stakeholders, such as the importance of spectator sports.

In many of the other cultural domains, there is an additional complicating factor that makes cultural planning for assets/facilities at the highest level far less predictable than, for instance, planning for schools, hospitals, or housing. This is because, as has been widely observed in studies of the cultural industries, the market for the products and services of the cultural sector is highly differentiated, with few substitute products and subject to rapid changes in taste and fashion. Further, supply often leads demand in the cultural sector by actively changing consumer taste rather than simply responding to existing demand. For all of these reasons, then, it is therefore very hard to accurately predict demand for *individual* cultural products, experiences and services.

Thinking through the implications for what this means for the planning of cultural assets, it is important to note that it would be very hard to have justified the investments in successful cultural projects such as the Eden Project in Cornwall, The Guggenheim in Bilbao, or The Baltic in Gateshead solely on the basis of research into *existing* demand for cultural provision in each area. And of course, for each of these successes, there are failures, such as The National Centre for Popular Music in Sheffield or MOMI in London, that indicate the inherent risks of initiating entirely new cultural facilities and visitor attractions on this scale.

The analysis of current and future gaps in provision contained within the following sections is therefore restricted to being predominantly an analysis of supply, but one which seeks to also incorporate: insights into demand from both the current and projected demographics of the region; quantitative baselines on cultural participation in the region and studies of the associated facility infrastructure, particularly in sport through Active Places and the Regional Sports Facilities Framework; and stakeholder views on gaps in provision through the BCBC City Region Quality of Life group.

Finally, the following sections also highlight any relevant plans for major enhancements to existing provision or for high profile new cultural facilities.

Cross domain: Examination of the database of cultural assets and the subsequent mapping of these assets suggests that there are certain geographical 'gaps' in the region's cultural offer. Neither Stoke-on-Trent nor Worcester has any international assets, and their only national assets are sports grounds. (Worcester is one of the places whose population is expected to grow fastest over the next 20 years.) The western part of the region, which is more rural, thinly populated and poorer, is generally less well-served than the eastern half.

In some domains, however, the weaknesses the West Midlands has are less to do with its facilities but with the use that is made of them. Participation in sport is the lowest in the country and rates of attendance at cultural events is also a little below the English average. But the region also currently attracts very little leisure tourism and this will affect tourism, heritage and the arts adversely. Business tourism is stronger, but can only partially compensate. These issues are also reflected in the City-Region Quality of Life group's assessment, for example, that the region is not making the most of what it already has.

This summary report now looks at the domains we evaluated in turn, picking out some of the key points for each.

Arts: The Taking Part survey 2005/06 suggests that people in the West Midlands are a little less likely to attend at least one arts event a year than is typical for England (64% vs. 67%). In particular, the region has the lowest rate of visits to art galleries and museums of any English region (35%).

The West Midlands has five internationally significant arts companies and 23 nationally significant ones. More than 60% of these are based in Birmingham, although this includes touring companies which, while headquartered in the city, actually perform across the region and beyond.

The region has five international arts assets. While this does include Ikon Gallery in Birmingham, an internationally significant gallery for temporary exhibitions, the region does not have an internationally important *collection-based* museum or art gallery on our ratings. The highest ranking such institutions are two nationally significant assets: the Barber Institute and the Birmingham Museum and Art Gallery. One possibility the region might explore is the establishment of a branch of a national museum, drawing on that part of the museum's collection currently in storage. Tate Liverpool is an obvious precedent; the West Midlands might think about a British Museum Birmingham, for example.

Only one of the 28 major arts assets is based in Herefordshire, Worcestershire, Staffordshire or Shropshire (the Courtyard Centre in Hereford, a national asset). Stoke-on-Trent does not have any arts assets of more than sub-regional ranking. The City-Region's Quality of Life group has suggested a number of gaps in arts provision across the BCBC City Region. These include a lack of medium-sized music venues, the absence of a gallery for Birmingham's photographic archives, and a shortage of independent cinemas. Creating a new regional or national (let alone international) asset in the region may be difficult and depend on an element of luck. The CBSO's rise to prominence owed much to its hiring of Simon Rattle, for instance, though the building of Symphony Hall consolidated this success and allowed the CBSO to weather his departure.

The Birmingham Photographic Archive has been mentioned as a possible base for the founding of a new gallery. It is unclear whether the archive's value lies mainly in the need to preserve it for the historical record, or whether it might have sufficient appeal to the general

public to become a visitor attraction in its own right. If it is the latter, it is possible it might act as a magnet, drawing other collections to the gallery, or be the basis for the establishment of links with other important photo archives.

Plans: agreed and in development -There are a number of refurbishments and redevelopments of existing facilities already under way, including of the Midland Arts Centre (MAC) in Birmingham and the Civic Halls in Wolverhampton. The Public in West Bromwich is also currently being re-launched as a mixed arts performance venue and gallery. There are also a number of new developments planned, such as a Performance Centre at the University of Wolverhampton's Walsall campus.

Sport: As the focus of the project was to assess assets with more than a local significance, this project did not look in much detail at community facilities aimed at the general public, such as leisure centres.

The West Midlands has four internationally significant sports assets and 14 nationally significant ones. Three of the international ones are based in Birmingham, with the fourth, the Belfry golf course, just outside the city in North Warwickshire.

The region has some excellent indoor facilities. In particular, the National Indoor Arena is large and flexible enough to host world-class events ranging from Davis Cup ties to the World Indoor Athletics championships. The NEC can also be used for many such events. The region's outdoor facilities, however, generally fall short of the very top level. Villa Park although rated an international asset, does not have the capacity to host a Champions League Final, for instance (UEFA class it as a four-star stadium, one short of the top rank), while Sixways, the largest rugby ground, has a capacity of just under 10,000 at present. An exception to this trend is the Edgbaston cricket ground, which hosts a Test match almost every year, although it is facing increasing competition from the likes of Durham and Glamorgan's Sophia Gardens for this right.

There are a number of apparent gaps in sport provision in the region. One is in swimming and water sports. The West Midlands has only one 50 metre swimming pool, in Coventry, which is not of a standard to host national or international competitions.

Although it hosts many successful 'one-off' events, the region also has something of a shortage of top-class recurring events in the most popular spectator sports (with the exception of its Test Match), especially since the Belfry ceased to be the primary European venue for the Ryder Cup. It hosts no nationally important horse race, for instance – the Midlands National at Uttoxeter is probably the most high profile race it has – and the Quality of Life group note that there is nothing with the profile of the Great North Run in the area. However, the region does host a number of important events for more minor sports, such as the All England badminton championships at the NIA, while the Alexander Stadium is often the venue for one of the year's athletics' Grand Prix, which can double as the British trials for the summer's major international championship. This report would suggest that thinking about people as spectators of as well as participants in sports might help with the need for improved marketing of the region identified by many local authorities.

Both Coventry and Telford feel they need improved sporting facilities, though it is unclear whether these would be at a community level or for facilities with wider reach and appeal. These two authorities are predicted to see some of the most rapid population growth in the region over the next two decades

Plans: agreed and in development -The region has ambitious plans for hosting major sports events – bids for the Youth Olympics and the 2022 Commonwealth Games are under consideration. Clearly, were such bids to be made and be successful, they would have

major effects on the provision of top-level facilities in the region. However, an assessment of the provision necessary to bid for such events lies outside the scope of this report. There is also a proposal for a 50m swimming pool capable of hosting international competitions in Birmingham, in conjunction with the University of Birmingham. It may be worth noting that the 2008 World short course swimming championships was held in a temporary 25m pool built inside Manchester's MEN Arena – illustrating that existing facilities can be used in creative ways. In other sports, the FA has proposed building a National Football Centre at Burton. The scheme has been under consideration for several years, but now seems to have received the go-ahead. Worcester RUFC has received permission to start improving its Sixways stadium, while Warwickshire CCC has plans to increase capacity at Edgbaston.

Leisure and tourist attractions: A number of the region's key attractions have already been mentioned in the heritage section. There was only one other international asset in the West Midlands on our scoring – Alton Towers. There were no national assets at all, and only four regional ones.

Once again, this is affected by the low numbers of leisure tourists who visit the region. According to VisitBritain, the West Midlands region received less than 3% of English domestic tourist trips in 2006. This depresses attendance not just at tourist sites but at heritage and arts venues too. The region might try to think how culture could be used to strengthen its tourist 'offer'. While it can do nothing about its lack of a coastline or landscapes as immediately dramatic as the Lake District, for example, it could certainly develop external perceptions of landscapes with their own unique beauty, such as the Shropshire Hills. It might also try and encourage more festivals or raise the profile of its industrial and commercial heritage. Cadbury World is already one of the region's more successful tourist attractions, for instance, and there may be possibilities for creating more coherent and unified attractions around the pottery industry in Stoke-on-Trent which at present is divided between the Potteries Museum and Art Gallery, the Gladstone Pottery Museum and a number of Visitor Centres attached to individual factories. Birmingham's Jewellery quarter, too, might benefit from further co-ordination.

Conference venues: Although leisure tourism in the region is underdeveloped, the West Midlands has a strong reputation for business tourism, especially in Birmingham with its central location and good transport links. This sub-category was designed to pick this up. The region has one international asset in this domain, the International Convention Centre, one national one, the National Agricultural Centre at Stoneleigh Park, and a regional asset in the Hilton Birmingham Metropole. Most of the high-level assets are found in and around Birmingham. It also has a number of other hotels aimed primarily at the business traveller, though these were not brought into this analysis.

There do not appear to be major gaps in this field but competition to host major exhibitions and conferences is becoming increasingly intense. China, for example, is building many large halls and heavily subsidising their prices. This suggests the need to develop a more distinctive tourist offer in the region applies as much to business visitors as to leisure ones. That is, making the region – especially Birmingham – not just a convenient location for business visitors, but a genuine visitor destination that they would want to investigate.

Libraries and archives: The Taking Part survey indicates that library attendance in the West Midlands is much in line with national trends.

The region does not house one of the six legal deposit libraries which historically have been entitled to receive a copy of anything published in Britain (these include the British Library and the Bodleian in Oxford). Nevertheless, it has the second-most visited public library in the country, Birmingham Central. A new home is being built for this, which should help to maintain its significance to the region.

The West Midlands also has a number of other smaller but very popular libraries. Four of these were assessed as being of regional significance, including Coventry and Solihull Central Libraries. There are three nationally important archives in the region too (Huntley Film Archive, University of Birmingham Library Special Collections, University of Warwick Modern Records Centre).

Built environment: This is a small category designed to catch some of the iconic buildings (or groups of buildings) that would have slipped through the net of the other categories. The one international built environment asset in the West Midlands is the new Selfridges in Birmingham. All of the international, national and regional assets in this domain are found in Birmingham. There are a few notable new buildings from other parts of the region, such as The Public in Sandwell, but these have been incorporated within other domains ('arts' in the case of The Public).

Good design can help to change perceptions of a locality, particularly in places which are regarded as having otherwise unappealing built environments. The Quality of Life group has suggested that the region needs iconic transport hubs – this might be one possibility worth exploring, especially as such places act as gateways to their towns and cities. There is already a commitment to redevelop New Street station in Birmingham, for instance.

Plans: agreed and in development - There are proposals to develop new public spaces across the region. Birmingham is creating the Eastside City Park, an eight-acre park in the city centre, which will double the public green space in the city. There is also an ambitious thirty-year plan to create a Black Country Urban Park. This would upgrade the canal network in the Black Country, join up and improve green spaces and enhance the area's industrial heritage. Unfortunately, this scheme failed to win the People's £50 million Big Lottery competition, so delays are likely on this project.

Conclusions and Recommendations:

Improving Physical and Mental Well-being - Here, the key is to increase participation *per se*. There is very little evidence that can be drawn from the literature on the benefits of participation that restricts these benefits (physical and mental well being) only to participation related to particularly high quality/elite/specialist activities or facilities. Rather, the benefits are driven by repeated and habitual participation. For these reasons, policy regarding culture's contribution to physical and mental well being across the region should continue to focus predominantly on community, local and sub-regional facilities, and ensuring a pattern of accessible provision of these facilities.

This, of course, is very much 'business as usual' for much of the cultural sector, as it lies at the heart of local authority guidance and provision for sports, recreation, open spaces and libraries. Increasing participation is also the main strand of Sport England's work nationally, and it is a particular priority for the West Midlands given that participation (on virtually every indicator) falls below the national average and, indeed, is the worst in the country on some measures. Participation in other cultural domains is also below the national average, though not as far behind as for sport.

The region already has a head start in being able to tackle the issues of increasing participation in sport, through the work undertaken in the Regional Sports Facilities Framework. This identifies where provision of facilities is currently below regional and national averages, and also identifies where refurbishment and replacement of facilities is needed most urgently. The CPA Choice and Opportunity Assessment also supplies further evidence on the accessibility of local facilities and some indication of their quality. Libraries also have some evidence base in this regard.

But ensuring a pattern of accessible local provision, in order to increase participation, has rarely been a major driver for policy (either nationally or regionally) in the other cultural domains. Working through what this would mean in these domains (e.g. arts, museums, heritage), would require additional research and close working with the relevant cultural stakeholders. It would constitute a significant shift in policy priorities and would have associated major funding implications. But in the absence of any national policy directives for the relevant NDPBs to increase participation and accessibility, similar to what is emerging around the Cultural Offer for Children and Young People for instance, it would be unlikely to happen.

Of course, assessing provision at the local level was not an aim of this research. But given that improving physical and mental well being is one of the RSS Revision objectives, it needs to be noted how important this tier of provision is to achieving this stated goal. Looking at provision of regional, national and internationally significant assets, it is clear that they have most relevance to the second and third goals of the RSS Revision, and this has been reflected in how the assets have been rated within the study.

Making a region more attractive, supporting the growth and diversification of the regional economy, to create a world class visitor destination: It is clear from the mapping study that the region already has a significant collection of international, national and regional cultural assets. Indeed, this research has identified a far wider, deeper and more detailed asset base of 'key tourism and culture assets' than is contained in the first incarnation of the RSS. These assets already contribute to making the region more attractive, generating economic returns and contributing to the establishment of the region as a visitor destination.

But the purpose of the research was also to identify where there are gaps and challenges in the current asset base. The research finds gaps and challenges of two kinds:

- where provision exists but is in some way unable to fully deliver on a range of potential benefits for the region – for instance, the current weak transport connections and infrastructure to Ironbridge and Stratford
- where there is no current provision of a certain kind/in a specific area – this category represents the vast majority of examples identified in the current research

Of course, the implicit premise of the research is that there are gaps and that provision will need to be supplemented and/or upgraded in some way. This is an entirely reasonable premise based on the fact that (i) the population of the region as a whole is set to increase through to 2021 (albeit not evenly) and (ii) that many of the wider regional strategic policy priorities involve improving the performance of the West Midlands. Most relevant to culture are obviously those priority areas for improvement that relate to making the region more attractive and growing and diversifying the economy by creating a world class visitor destination.

But, put crudely, how can policymakers establish how much more provision is required, of exactly what sort, in what place, in order to generate benefits for the region in these two areas?

It requires a dedicated process to be established that has buy-in from all relevant regional stakeholders. In effect, it means establishing a Needs Assessment Process for internationally, nationally and regionally significant cultural assets. As discussed above, outside of sport, there is no existing template or process that could be used here, and even the sport process had a very different purpose. A suggestion for what shape the process might take is therefore outlined below.

Clearly, the first stage of the exercise is effectively the research carried out to-date: a mapping and gapping exercise of the whole cultural sector across the region. This identifies a range of potential intervention possibilities at different scales of asset, and for different geographies and domains. This is the limit of what can be achieved within this stage of the process.

Taking the proposals further would require testing each individual gap or challenge by investigating how it would increase the attractiveness of the region and contribute to establishing the region as a world class visitor destination if it was filled or resolved. This requires some agreed criteria for how this process would work in practice. We suggest a 'hierarchy' of provision as the framework to achieve this.

Developing an Hierarchy of Provision - As discussed above, a hierarchy of provision is a useful way to establish the different intended benefits that each cultural asset would bring at the different levels of significance/importance: internationally, nationally and regionally significant. Unlike the hierarchy within the Regional Sports Facilities Framework, it should be generic enough to be applied across the cultural sector and focused on the wider benefits that assets might bring to the region; specifically those embodied in the relevant RSS priorities.

Figure 12 proposes just such a hierarchy. It describes a range of wider benefits and outcomes that the assets may be expected to deliver – certainly for some, if not all – and that are linked to the priorities of the RSS most relevant to this top level of provision. It also outlines the places most suitable for the location of any entirely new assets in each class.

In general, the logic of the hierarchy is that the higher the level of provision, the wider the expected socio-economic benefits ought to be. This does, however, mean that some elite or specialist activities that may be highly valued within one domain but have very little popular appeal (e.g. elite training facilities for minority sports, some scientifically significant natural habitats) would be disadvantaged by such a hierarchy. But this is inevitable given that the framework needs to embody regional strategic policy priorities rather than cultural domain-specific policy priorities.

The hierarchy proposed in Figure 12 is simply a first iteration to indicate how the principles of the taxonomy should be implemented, and the kinds and scale of benefits that might be anticipated at each level. For it to be adopted would, of course, require additional and detailed consultation with regional stakeholders to agree on the principles, finalise the wider set of anticipated benefits and the locational geography. The finalised range of benefits that assets in each class might be expected to deliver on then forms the basis for the market assessment process by which project proposals are scrutinised, within an overall cost-benefit analysis.

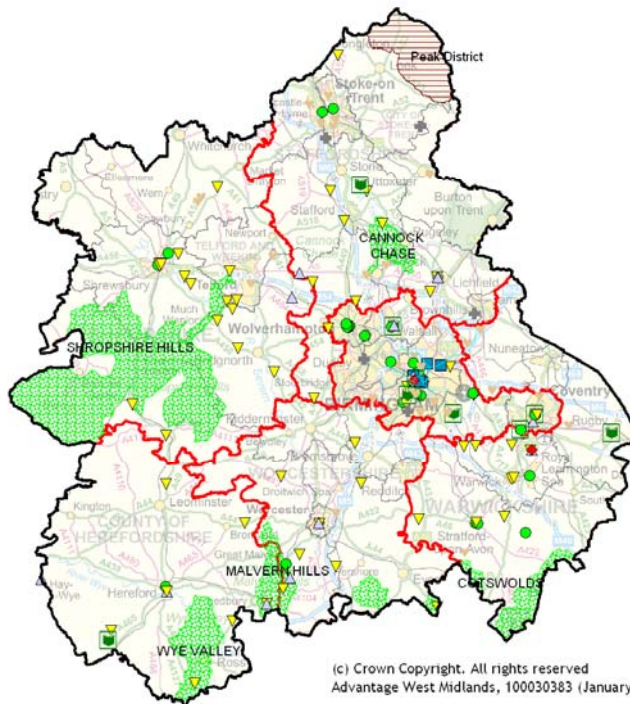
Figure 12. Hierarchy of provision for international, national and regionally significant cultural assets in the West Midlands

Level of provision of cultural asset	Benefits defined by RSS Revelon Priorities			Geography
	Make the region more attractive to visitors and In-movers	Diversify & grow the regional economy by Creating a world class destination	
International	<ul style="list-style-type: none"> House/produce internationally recognised and elite permanent and temporary collections, facilities and programming (events, shows, competitions, races) Increase International media coverage Produce large Increase in national media coverage Increase numbers of international HE students and applications Significantly increase numbers of domestic HE students and applications Improve ranking on appropriate international city/region league tables²⁶ 	<ul style="list-style-type: none"> Increase local employment through direct, indirect and induced impact Contribute to significant rise in local land & property values Contribute to rise in FDI Produce large increase in direct interaction of sector with HE knowledge base (knowledge transfer, research, teaching) 	<ul style="list-style-type: none"> Attract significant component of international tourists Attract large component of domestic tourists Significantly increase overnight and weekend stays Significantly increase day visitors 	<ul style="list-style-type: none"> Any new assets to be located in Birmingham as regional capital and transport nexus
National	<ul style="list-style-type: none"> House/produce nationally recognised permanent and temporary collections, facilities and programming (events, shows, competitions, races) Increase national media coverage Increase numbers of domestic HE students and applications 	<ul style="list-style-type: none"> Produce small increase in local employment through direct, indirect and induced impact Contribute to small rise in local land & property values Increase direct interaction of sector with HE knowledge base (knowledge transfer, research, teaching) 	<ul style="list-style-type: none"> Attract a small component of international tourists Attract large component of domestic tourists Significantly increase number of day visitors Produce small increase in overnight and weekend stays 	<ul style="list-style-type: none"> Any new assets to be located in Birmingham/ BCBC Region
Regional	<ul style="list-style-type: none"> Increase accessibility to a wider range of cultural collections, facilities and programming Increase general participation and attendance of residents Increase regional media coverage 	<ul style="list-style-type: none"> Produce marginal increase in local employment through direct, indirect and induced impact 	<ul style="list-style-type: none"> Attract small component of domestic tourists Produce marginal increase in number of day visitors 	<ul style="list-style-type: none"> Any new assets to be located in BCBC region, or other areas targeted for population growth (e.g. Worcester, Telford)

Source: BOP Consulting (2008)

Cultural Assets by Sub-Sector

- Arts
- ◆ Conference venues
- Contemporary built env.
- △ Festivals and Events
- ▽ Heritage
- ✦ Leisure and Tourism
- Libraries and Archives
- ▽ Sport
- AONB
- ▨ National Park
- City Centre Canals



Source: West Midlands Cultural Assets Database

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 Advantage West Midlands, 100030383 (January 2009)

ANALYSIS OF SECTION 4(4) ADVICE

Consultation with Section 4/4 Authorities has helped shape the revision options by clarifying that:

- In general PA10 is adequate but needs to be updated – e.g. to reflect up to date strategies, focus on key regional facilities and to clearly safeguard facilities.
- Priorities across the region were primarily the need to improve existing assets
- New policy should generally be criteria based with potentially broad locational policies if specific targeted gaps are identified for regional assets only, i.e. sub-regional/local facilities should be planned within the LDF (*Nb. The BOP Report was not published when S4/4 authorities were consulted*).

In response to the questions posed through consultation the results were as follows:

Question CU1: Existing and proposed policies in the RSS already include aspects of culture, in particular draft Policy SR2 (Creating Sustainable Communities) and existing Policies PA10 (Tourism and Culture), QE4 and QE5 (Green space and the Historic Environment). Do you think that these policies are sufficiently detailed and robust to deliver the cultural needs in your area? If not, how can the RSS best ensure cultural policy is strengthened and interlinked with other policy areas to ensure culture plays its part in delivering renaissance?

In general S4/4 authorities considered that existing/draft RSS policies, SR2 and PA10, are adequate subject to some amendments but some suggested policy developments should be provided:

In relation to PA10 specific advice includes:

- to update to reflect new strategies/publications,
- to review the list of facilities as it is too general with a mix of large/small/types facilities,
- to focus on key regional facilities and cross border issues only
- to clearly safeguard and enhance facilities
- to extend the categories to include historic parks

Other suggestions included:

- to define culture more tightly – it currently attempts to be all encompassing which is not possible in the context of the revision
- to develop ‘cultural packages’ for strategic locations to increase visitors/support regional status of such locations
- to develop cross cutting themes in early RSS chapters with specific policies/chapter on culture focussing on Quality of Life
- to link policies to implementation mechanisms to support delivery
- to make links to MLA case studies to show how policy works in practice
- to undertake research to develop a creative economy policy

Question CU2: Are there any regionally significant cultural assets in your area which have been missed or you think should not be included in the list? If so please state why, provide details of proposed additions (which meet definition above) which should include the name, postcode and any other supporting information.

S4/4 authorities recognised the monumental task of trying to identify all regional and sub-regional assets and suggested that the definition and portfolio of facilities should be reviewed with a focus only on those that are genuinely sub-regional and above and that a

final draft portfolio of assets should be agreed. It was also suggested that the presentation of the asset portfolio be reconfigured and divided up in terms of asset categories e.g. sport, general tourism, business tourism etc. making it easier to follow.

Most S4/4 authorities suggested additional facilities, which they considered should be included, from Chasewater in Staffordshire to the Ricoh Arena in Coventry which were taken into account in the final BOP report.

Question CU3: Are there any regionally significant cultural facilities being planned in your area which the RPB needs to take into account and what opportunities are there in your areas that might help to address strategic gaps or spatial issues associated with cultural provision. If possible please state the facility's expected location, what stage in the planning process has been reached and how are they being funded.

Several suggestions were put forward from the new football centre near Burton on Trent to a new Library and History Centre for Worcester. These will be considered when assessing the gaps, finalising the portfolio and developing the policy.

Question CU4: Are there any specific spatial issues are you aware of in relation to cultural assets in your area (e.g. accessibility, quality of assets etc)?

S4/4 authorities identified some spatial issues relating to specific sites e.g. the need to upgrade the NEC, to enhance Lichfield Cathedral and to protect the Bass Brewery Museum.

General spatial issues included access (lack of public transport access; poor car parking and clear signage), quality of assets, the impact of housing growth on natural cultural assets and the impact of major flooding on assets/tourism.

Question CU5: What do you think are the priorities for the provision of new regionally significant cultural assets within your Local Authority?

S4/4 authorities made various suggestions, which in general related to improving existing facilities (e.g. the regeneration of Telford Town Centre, a replacement library in Birmingham and improvement of Worcestershire County Cricket Ground) but also included new assets such as World of Rugby and a 50m swimming pool in Birmingham.

These will be considered when assessing the gaps, finalising the portfolio and developing the policy.

Question CU6: Where strategic gaps in provision are identified through the research project, how should the RSS seek to remedy those gaps?

- a) Overarching criteria based policy
- b) Specific area or asset based proposals? (e.g. should the RSS identify a broad location or specific criteria for a regionally important 50m swimming pool)
- c) Other – please specify

Advice ranged from criteria based policies only (the role of site identification being that of the LDFs) to identification of specific sites. However there was a general preference for criteria based policy with an acceptance that where specific gaps might be identified there could be a need to identify a specific area but in all circumstances policy should only relate to broad geographical locations leaving site specific issues to be addressed by local policy.

Question CU7: What is the best way the RSS can seek to ensure new development delivers cultural services and facilities at a local level?

- a) Rely on the proposed new policy in RSS Revision 2 – SR2 Sustainable Communities
- b) Develop a cultural tariff approach
- c) Use the RSS Implementation Plan
- d) Other – please specify

The S4/4 authorities generally supported draft RSS policy SR2 with local policies/S106s providing the mechanism for delivery.

There was some interest in the tariff approach but the final results of the government project to develop the cultural tariff need to be considered along with the new guidance on the Community Infrastructure Levy. Some S4/4s considered any tariff should be developed locally but with a need for a strong policy in the RSS, which could be implemented at a local level, to address sub-regional/regional/cross boundary facility provision through CIL.

The implementation plan was also considered important in delivering more specific proposals that might be identified as a result of the mapping exercise.

Spatial options could include policies/proposals to build on the generality of SR2 and identify specific regional/sub-regional/cross border proposals in the RSS (to be identified through the research project) linked to the CIL bid procedures and delivered/monitored through the implementation plan and LDFs.

Question CU8: Do you consider that policy options should explore asset and/or location based priorities or should the RSS restrict policy to criteria based generic policy options? If you think location based options should be considered how specific should the RSS be with regard to identifying a location, e.g. identify a sub-regional area to which specific criteria based options could apply?

To some extent it is difficult to answer this without the results from the research work (which was not available at the time) however two thirds of S4/4s preferred the criteria based approach with a general recognition from some that if specific regional gaps are identified then broad locations might need to be indicated in the RSS. It was also suggested that any location identification should be restricted to regional assets only with sub-regional assets being identified through LDFs.

LOGIC AND EXPLANATION FOR OPTIONS

This document sets out the policy, strategy and research/technical work on which the cultural options were developed through the steering of the Culture and Place Group which includes members of all the key cultural agencies and AWM, WMRO, CABE and other bodies such as Play England.

The Government and cultural agencies all share the ambition to increase participation in culture because the region compares poorly to other parts of England. Their objective is to transform the quality of life of our residents and driving up business opportunities, particularly taking advantage of the Olympic 2012 catalyst. The RSS needs to ensure it plays its part in delivering this ambitious goal.

The vision for this RSS topic is focussed on the contribution strategic assets can play in renaissance, economic growth and transforming the quality of life and well-being of the Region. The RSS should ensure there is a hierarchy of facilities across the region from local facilities (through SR2) to top-level cultural assets. Such assets and associated activities and events attract visitors, encourage participation in cultural activities both as a spectator and as a participant, providing a pathway for involvement from a community level to professional/top level - for example progressing from acting in school plays to performing in national theatres or, in the context of sport, to provide top level facilities to support the 'playground to podium' ambition by providing elite training and competition venues.

Research indicates however that there is a 'laissez faire' attitude to culture across the region with residents and local authorities in general being satisfied with facilities, subject to qualitative improvements, which could partially explain the lower levels of participation. In order to realise the desired increases in participation, quality of life and economic growth therefore this needs to be challenged and aspirations raised.

Existing RSS policy is fragmented and focuses on the economic benefits alone. Whilst the revision cannot satisfactorily address the fragmentation of policy (this can be addressed through the preparation of the IRS) it can ensure policy is comprehensive and consistent with current objectives. The focus therefore is to review policy PA10 to ensure ref to cultural assets in comprehensive and consistent and more proactive at identifying and addressing needs. However, unlike housing and employment it is more difficult to plan for new strategic facilities on a needs analysis basis however through ref to the other cultural agencies strategies, research and consultation it is possible to identify some gaps in provision which could be 'planned for' but policy will also need to be responsive to change and innovation given the varied nature of cultural assets and changing trends.

The BOP Report identifies gaps and cross references them against regional priorities set out in the Cultural Strategy and identifies two key challenges:

- to **improve existing provision** e.g. where there is poor connectivity, infrastructure and quality, and
- to **fill the gaps** using a needs assessments process linked to: an hierarchy of provision, the priorities of the RSS and RES; and taking into account the new challenges of an aging population, a carbon constrained population, technology intensive culture and a more global economy. (this could be the basis for developing a criteria based policy).

The options are therefore focussed around:

1. improving existing assets by ensuring PA10 Part A is effective. This could either be through a shorter flexible policy which does not refer to any specific assets but allows the LAs, other agencies and the market to prioritise investment, or by ensuring the policy includes a comprehensive list of assets where improvement should be prioritised. There is also scope to build protection of assets into this policy should consultation results support this (CST Questions 1-2).
2. addressing identified or future gaps in provision by either improving Parts B and C of Policy PA10 to recognise the social role culture plays and include up to date criteria, and/or to develop new policy to reflect a needs based assessment process and specific identified gaps within scope of the revision (CST Question 3).

Reference and Web links

- Planning Policy Statement 1 – Delivering Sustainable Development
- Planning Policy Statement 3 – Housing
- Planning Policy Statement 6 – Planning for Town Centres
- Planning Policy Statement 7 – Sustainable Development in Rural Areas
- Planning Policy Guidance Note 17 – Planning for Open Space, Sport and Recreation
- Planning Policy Statement 25 – Development and Flood Risk
- West Midlands Regional Spatial Strategy Phase 2 – Sustainable Region Policy SR2
http://www.wmra.gov.uk/Planning_and_Regional_Spatial_Strategy/RSS_Revision/RSS_Revision_Phase_2/RSS_Revision_Phase_2.aspx#RSS2consult
- Taking Part Survey – DCMS 2008
- http://www.culture.gov.uk/reference_library/research_and_statistics/4872.aspx
- Active People Survey – Sport England 2006 and 2008
http://www.sportengland.org/index/get_resources/research/active_people.htm
- State of the Region Report – West Midlands Regional Observatory 2008
<http://www.wmro.org/standardTemplate.aspx/Home/OurResearch/Placeenvironment/StateoftheRegion2008>
- Mapping and Gapping Analysis of Cultural assets in the West Midlands – Burns Owen Partnerships and WMRA 2000
www.wmra.gov.uk/documents/Microsoft%20Word%20-%20BOP%20Cultural%20Asset%20Report%20-%20final2.pdf
- Culture, People & Place: The Social & Environmental Role of Culture in the West Midlands, Culture West Midlands 2009
<http://www.wmro.org/cultureTemplate.aspx/Home/CulturalObservatory/Publications?strHiLite=taking+part+survey+takings+parts+surveys+surveys+surveys>
- Culture and Prosperity, WMRO 2009
<http://www.wmro.org/cultureTemplate.aspx/Home/CulturalObservatory/Publications?strHiLite=taking+part+survey+takings+parts+surveys+surveys+surveys>
- Regional Lifestyle Survey, West Midlands Regional Observatory and West Midlands Public Health Observatory, April 2005
<http://www.wmro.org/standardTemplate.aspx/Home/OurResearch/People/RegionalLifestyleSurvey>
- Living Places Website www.livingplaces.org.uk
- Playing to Win: A New Era for Sport (DCMS 2008)
http://www.culture.gov.uk/reference_library/publications/5178.aspx

- Great Art for Everyone, Arts Council 2008-11 <http://www.artscouncil.org.uk/plan/>
- Museums, Libraries and Archives Corporate Plan 2008-2011 – www.mla.gov.uk/resources/assets/C/corporate_plan_2008_13176.pdf
- Making the Past Part of Our Future, English Heritage Strategy 2005-10 www.english-heritage.org.uk/upload/pdf/final_strategy_doc_tagged.pdf
- Winning: A tourism strategy for 2012 and beyond, DCMS 2007 www.culture.gov.uk/what_we_do/tourism/3446.aspx
- Creative Britain – New Talents for the New Economy, DCMS 2008 www.culture.gov.uk/reference_library/publications/3572.aspx
- Legacy Action Plan: Improving the quality of life for all – making the most of the London 2012 Games, DCMS www.culture.gov.uk/reference_library/publications/5161.aspx
- Giving it All – The West Midlands Region: Prepare for 2012 – Priorities for the West Midlands Region March 2007 <http://www.culturewm.org.uk/docs/files/prepare2012prioritieswm.pdf>
- Time to Play, DCMS 2006 <http://www.culture.gov.uk/images/publications/DCMSPlayReport.pdf>
- Regional Cultural Strategy, Culture West Midlands 2001 http://www.wmra.gov.uk/Culture/Regional_Cultural_Strategy.aspx
- Regional Sports Facility Framework, Sport England 2007 www.sportengland.org

This document forms part of a suite of material:

- 1 RSS Phase Three - Options Consultation Document
- 2 Rural Renaissance - Critical Rural Services Background Paper
- 3 Communities for the Future - Gypsies, Travellers and Travelling Showpeople Background Paper
- 4 Culture, Sport and Tourism** Background Paper
- 5 Quality of the Environment Background Paper
- 6 Minerals Background Paper

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