

# **Culture Central:** A collective and a collective voice

**– Culture  
Central –**

**Culture Central is the collective voice of the cultural sector in the West Midlands.**

It convenes, challenges and connects to create opportunities through culture for places and people across the region.

## **Our Principles, Values and Practice:**

### **1. A collective and a collective voice:**

Speaking with and for all sizes of organisations, both commercial and subsidised, individuals and freelancers who work in the sector, across all forms of arts, culture and heritage.

As a collective, we work across the West Midlands region, from rural, towns, cities and urban centres.

### **2. Inclusivity & Collaboration:**

everyone is invited, welcomed, with positive action to ensure representation, equity and access so the sector is a place for all to thrive. We work to promote genuine partnerships and collaborations across and beyond the cultural sector and region.

### **3. Transparency & Authenticity:**

We will be open with our communication and information and listen carefully and thoughtfully to all voices. We work to develop and support the cultural sector as a whole as a supporter, not a producer, of artistic work. Everything we do is for this purpose.

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# **Our Priorities:**

## **Cultural Innovation**

Supporting cultural change, recovery, resilience and innovation of the sector through research, thought leadership and cross sector work through new and unusual partnerships.

# **Our Priorities:**

## **Equity & Opportunities**

Making the work of the cultural sector visible, democratic and open through intersectional approaches that foreground the people and the places of the West Midlands. Creating spaces for people to have challenging conversations about the changes we need to see in the sector and society.

# **Our Priorities:**

## **Capacity Building**

Identifying national and international opportunities and priorities, and bringing together the collective power of the region's cultural offer to capitalise on them. Through collectively sharing practice, information and resources we advocate for developing a quality, varied and sustainable cultural offer for people in the West Midlands and beyond.

# **Our Priorities:**

## **Placemaking**

Highlighting the role that culture has in supporting and growing communities across the towns, cities, urban centres and rural environments of the West Midlands. Ensuring that culture is foregrounded alongside regeneration, development, and sustainable growth.

# **Our Priorities:**

## **Advocacy, Connection & Ecology**

Leveraging existing assets, sharing knowledge and creating the environments to connect freelancers, artists, leaders, organisations and partners at local, regional and national levels. Being a powerful voice and critical friend for culture and creativity in the West Midlands.