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ASPIRATIONS Objectives	5 year OUTCOMES Measurement Indicator within 5 year Business Plan	INPUTS intervention/key task/milestones over next 12 months	OUTPUTS over next 12 months	Lead Agency/ partnership	Timeline
A. Deliver an imaginative and compelling Cultural Olympiad across the East of England	1. Number of people participating in the Cultural Olympiad using the 2008 numbers as a baseline (36,000 in 2008 at Launch Weekend)	Ensure East of England profile in Ceremonies including Opening and Closing Ceremonies and Torch Relay Measure A 8	Torch relay submissions and route development supported. Cultural assets featured in local authorities submissions to 2012 and final route.	Creative Programmer, NRE, LOCOG	31 March 2010 Route autumn 2010
B. Achieve higher levels of engagement in culture across the East of England	2. Number of events delivered as part of the Cultural Olympiad using 2008 numbers as a baseline (61 events held as part of the Launch Weekend)	Engagement with major projects Measure A,B,C,D 1, 6, 7,11, 12	On Landguard Point project at research stage and project planning for events in 2011	Creative Programmer, ACEE	2010 - 2012
C. Strengthened capacity within the cultural sector	3. Number of Live Sites and number of viewers/contributors. (1 in year 1 achieved, cumulative target by 2012 - 2)	<i>Artists Taking the Lead</i>	Eastern Exchanges delivered by the hub museums, events in Cambridge, Colchester, Luton and Norwich	Creative Programmer, MLA	2010 - 2012
D. Deliver a clear demonstration of how culture can support development of stronger communities, and support delivery across other agendas	4. Number of Inspire Marks awarded. (5 in year 1 achieved, * in year 2, cumulative target 40 by 2012)	<i>Stories of the World</i>	Ensure strong bids for 1 October 2010 (target 5 bids and 2 awards) and development for April 2011 deadline	Creative Programmer, ACEE	October 2010
	5. Value of investment in Inspire Marks (currently £994,000)	<i>Unlimited</i>	Film Nation Shorts launched with workshops in the region. Support links with festivals and Firstlight programme for young filmmakers Participating films shown on the Live Site. Participating films shown on the Live Site	Creative Programmer, ACEE, Screen East, BBC	Mar 2009 - 2012
	6. Regional involvement in all 10 national major projects.	<i>Film Nation</i>	Launching for Open Weekend 2010	Creative Programmer, NE, EH, MLA. NT and EET	Mar 2010 - 2012

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	<p>7. Percentage of investment in Major Project activity in the region (£40 million currently aligned nationally for the delivery of these programmes)</p> <p>8. Regional involvement in ceremonies including Torch relay for 2012, opening and closing ceremonies for Olympic and Paralympic Games.</p> <p>9. 70% of Legacy Trust regional programming to involve cultural volunteering</p> <p>10. 4 major cultural events in the region through the Legacy Trust Events Fund</p> <p>11. Additional investment by the cultural agencies into 2012 activity (2008 figures as a baseline)</p> <p>12. Investment levered into cultural agency led activity</p> <p>13. Continued employment and regional support for the post of Creative Programmer</p>	<p><i>Discovering Places – Open Up to Nature</i></p> <p><i>Festival 2012</i></p> <p><i>Sounds</i></p> <p><i>Shakespeare festival</i></p> <p>Community Celebration/Outdoor Arts (Legacy Trust UK)</p> <p>Other UK wide activity as it is announced</p>	<p>Support the development of Festival 2012</p> <p>Work with the BBC and Youth Music on elements of the programme as they are announced</p> <p>Support delivery of programme to reach into region</p> <p>Support development and assessment of applications (proposal invited to develop EOI from region)</p> <p>As the programme is developed ensure the East of England makes a full contribution</p>	<p>LOCOG and Creative Programmer</p> <p>Creative Programmer, Youth Music and BBC</p> <p>Creative Programmer, LOCOG, RSC</p> <p>Creative Programmer</p> <p>Creative Programmer and Culture Theme Group</p>	<p>October 2010 - 2012 July 2010 - 2012</p> <p>2010 -2012</p> <p>5 April notified, 28 May deadline 21 July decisions</p> <p>2010 - 2012</p>



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		Region-wide promotion of the Inspire Mark Measure A, B, C, D, 1, 2, 4, 5, 11, 12	Surgeries held in each county Target of 20 Inspire Marks awarded to the region in 2010 (8 awarded in 2009) Collation of key data from evaluation reports	Creative Programmer, county leads, Culture Theme Group	April – Oct 2010
		Regional engagement in Open Weekend: 24-27 July 2009 Measure A, B, 1, 2, 11, 12	Support for counties wishing to take part (target 100 events, 72 in 2009) Effective communication about Open Weekend through Culture Theme Group and e bulletins A case study document	Creative Programmer, Culture Theme Group, county leads	April – Oct 2010
		Develop Norwich Live Site use Measure A, B, 1, 2, 3	Open Weekend activity at the Live Site Increased engagement from cultural agencies, content providers	Creative Programmer, Live Site Coordinator	April 2010 – Mar 11
		Influence the positioning of future regional Live Sites Measure A, B, 1, 2, 3	Involvement in the review and future planning for phase 2 with 4 locations wishing to secure a Live Site Support proposals for second Live Site for the region	Creative Programmer, Live Site Coordinator, LOCOG, County leads	2010 - 2012
		Ensure wide cultural engagement in Legacy Trust/ ESF skills development programme- Team East for Skills Measure D, 9	Volunteering opportunities developed across the cultural sector	Creative Programmer, Regional Advisory group, COVER, CLIP Partnership	April 2010 - 2012



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		Support the development of Inspire Mark projects linked to the Legacy Trust Events Fund Measure A, B, C, D, 10	Inspire Mark projects linked to all successful events - Aldeburgh Music, UK Centre for Carnival Arts and Norfolk and Norwich Festival and Cambridge Film Festival	Creative Programmer, Regional Advisory Group, ACEE, Sport England	April 2010 - 2012
		Explore how the Cultural Olympiad can add value to the two regional venues in Broxbourne and Hadleigh Measure A, B, 1, 2, 4	A plan for Cultural Olympiad activity developed for each venue	Creative Programmer, HCC, ECC, EH*	April 2010 - 2012
		Develop an agreed set of priorities with cultural agencies Measure A, B, C, 2, 4, 11, 12, 13	A shared set of priorities for London 2012 and the Cultural Olympiad Continued support for the Creative Programmer post	ACEE, Sport England, EH, MLA and Screen East	April 2010 - 2012
		Identify opportunities for cross regional high profile projects Measure A, B, 1, 2, 3, 4	Regional activity within 2 national Inspire Marked programmes (Bandstands Marathon and Glastonbury Screens)	Creative Programmer, Superact, county leads, Culture Theme Group	26/27 September 2010 - Please confirm
		Ensure effective communication about the Cultural Olympiad Measure A, B, D, 2, 4, 6, 8	Regular e bulletins A case study document Regularly updated East of England Cultural Olympiad pages on the London 2012 site A clear communications plan	Creative Programmer, Culture Theme Group, Communications Theme Group LOCOG	April 2010 - 2012



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		<p>Ensure the Cultural Olympiad offers opportunities for the delivery of other themes Measure A, B, D, 1, 2, 4</p>	<p>Increased registration for Get Set through Cultural Olympiad Activity</p> <p>An Inspire Mark project delivering for the Active celebrations report</p>	<p>Creative Programmer, county leads</p> <p>Creative Programmer, Sport and Health theme leads</p>	<p>April 2010 – 2012</p> <p>April 2010 - 2012</p>