



Increased Intelligence for the Culture sector

The Northwest culture sector has a new voice from today as the **Northwest Culture Observatory** is launched. Headed by Dr. Abigail Gilmore, the Observatory will be a key driver of culture sector intelligence for the region.

The **Northwest Culture Observatory** is a strategic, intelligence-driving network. The key delivery projects for years one to three are:

- Delivery of the **Liverpool Model**—a groundbreaking demonstration project initiated by the Observatory, the results of which will ensure a strong legacy for Liverpool as host of Capital of Culture in 2008 and will feed into the planning for the London Olympics in 2012.
- Development of the **Culture Observatory Intelligence Network (COIN)**—bringing the research leaders of the Northwest's culture sector together driving best practice and consistency in culture sector intelligence for the region.
- Launch of **Culture Hub**—a central on-line resource that will provide access to culture sector intelligence informing policy development and performance measurement.

Abigail Gilmore, Director, Northwest Culture Observatory said, "I am proud to be the inaugural director of the Northwest Culture Observatory. My aim is to deliver against the three critical priorities; strategic culture sector research for the region, development of the Culture Observatory Intelligence Network and the launch of Culture Hub which will be an invaluable intelligence resource for the entire culture sector and the public face of the Observatory".

Lloyd Grossman, Chair, Culture Northwest added, "Part of the job of Culture Northwest is to drive the gathering of cultural intelligence in our region. The development of the Culture Observatory Intelligence Network and the launch of Culture Hub will be an important new resource for the creative industries, cultural institutions and the whole of the Northwest economy".

The initial funding partners for the Observatory are **Culture Northwest, Arts Council England North West, Museums, Libraries and Archives North West, English Heritage, Northwest Regional Development Agency, and Sport England**. The **North West Universities Association** and **Government Office North West** also support the Observatory.

Prior to her Director post at the Culture Observatory, Abigail has held several research posts at Universities across the UK, and taught a number of subject areas including cultural planning and policy, sociology, cultural studies and research methods.

Abigail has most recently worked as Research Officer for Arts Council England North West in partnership with Culture Northwest, coordinating research management for the culture sector and leading on the development of a Culture Observatory. In addition to this Abigail led on the development of the Regional Cultural Consortium Research Network of which she is now Chair.

Ends

For further media information please contact Aoife Flanagan, **Northwest Culture Observatory** on 0161-8177413 or aoife.flanagan@nwda.co.uk. For research enquiries, please contact Abigail Gilmore on 0161-8177435

Notes to Editors:

The **Northwest Culture Observatory** is a strategic intelligence-driving network working to drive culture sector intelligence for the Northwest. We understand the culture sector to encompass sport, arts, heritage, tourism, museums, libraries and archives and creative industries. The Northwest Culture Observatory is a subsidiary of Culture Northwest Limited.

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