

MLA North West: Delivering the Priorities of Local Government

Who are we?

MLA North West is the strategic development agency for museums, libraries and archives in the region. We are part of the wider MLA Partnership with the Museums, Libraries and Archives Council (MLA) and the eight other regional agencies. Together we work to improve people's lives by building knowledge, supporting learning, inspiring creativity and celebrating identity. The Partnership acts collectively for the benefit of the sector and the public, leading the transformation of museums, libraries and archives for the future.

Our aims are to:

- increase and sustain participation
- put museums, libraries and archives at the heart of national, regional and local life
- establish a world class and sustainable sector
- lead sector strategy and policy development.

How do we support the work of local government?

MLA North West works with regional partners to ensure that museums, libraries and archives contribute to, and are recognised within, strategic plans and policies for the North West.

We are committed to working with local authorities to ensure that our sector fulfils its potential; playing a key role in the improvement agenda and becoming integral to the delivery of the shared priorities across the region.

We do this through:

- Developing a co-ordinated approach to meeting the needs of local government with our partners in Government Office North West, Culture North West, Arts Council England, North West and Sport England North West
- Delivering improved co-ordination and relationships through the new process of Regional Commentaries, in partnership with local authorities
- Supporting Local Strategic Partnerships and museums, libraries and archives to ensure the sector plays an integral role in Local Area Agreements

Key development activities 2006-7

Children and young people

Through advocacy, lobbying and policy development, we work to ensure culture is embedded in the planning and delivery of children's services. We empower the sector to offer universal access to inspirational experiences, designed with, for and by children, young people and families.

Inclusive Communities

We work with the sector and regional partners to ensure that services remain relevant, accessible and inclusive. We encourage museums, libraries and archives to attract new audiences, adopt innovative approaches to service development and collections interpretation, and to develop a workforce that empathises with, and reflects, the communities they serve.

Demonstrating the economic value of museums, libraries and archives

We work with regional partners to provide evidence which demonstrates the enormous impact of museums, libraries and archives in the areas of economic value and tourism.

Improving and innovating

We promote creativity and innovation within the sector, communicating best practice to encourage continual improvement. We work to support, promote and advocate on behalf of the sector to ensure its sustainability for the benefit of all stakeholders, partners and citizens.

A key activity is the implementation of the *Renaissance In The Regions* programme for museums.

Key Contacts

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