

- 1) An Introduction to the Map
- 2) Browse by Theme



## London Cultural Improvement Group Map of Best Practice



The London Cultural Improvement Group has created an interactive map of best practice to demonstrate the excellent cultural work that is undertaken across the London boroughs and to record the outcomes of the strands of the London Cultural Improvement Programme (LCIP). If you are interested in contributing a case study, news item, related information or a web-link please contact Sarah Murray, LCIP Project Co-ordinator:  
Sarah.Murray@mla.gov.uk

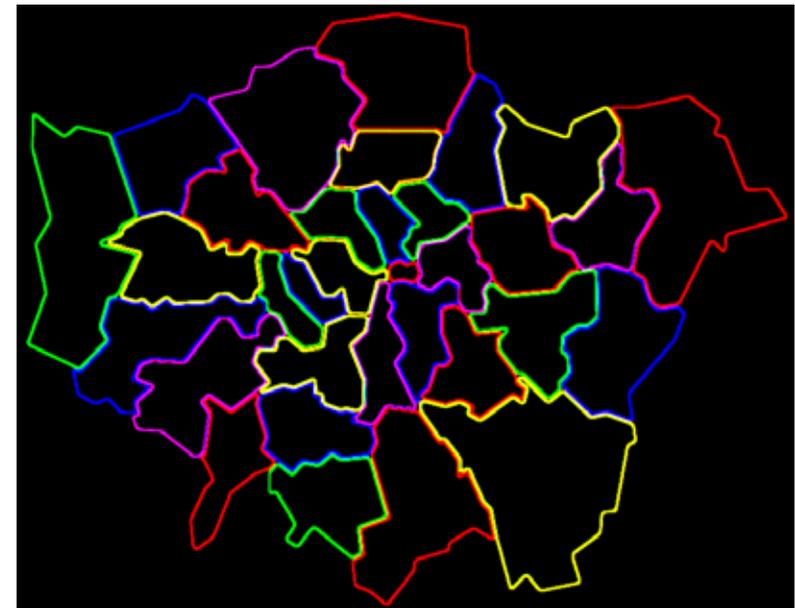
For more information on the programme visit:  
[www.londoncouncils.gov.uk/networks/lcip](http://www.londoncouncils.gov.uk/networks/lcip)

**Click on the best practice buttons to visit websites, download reports and view case studies.**

There are several ways to make use of this document:

1. **Browse by borough**, using the interactive map. Roll over the map to reveal borough names and click on your desired borough to access a borough-specific page of content.
2. **Browse by a selection of themes**.
3. **Search the entire document** on an exact-match basis. Press Ctrl + F to tab through entries that match your search.

Proceed to the Interactive map by clicking on the image below:



To return to the map view, which also has links to themes and strands, click the map icon in the right hand corner of each of the borough, theme and strand screens:



## Special Educational Needs and Disability

Bromley Cricketing Skills  
Camden Spirit Project  
H&F Active Autism  
Kingston Special Olympics  
Lewisham Speak Out  
Redbridge Play Strategy

## Literacy, Literature and Poetry

Bexley Beats and Rhymes  
Kingston Bookstart  
Lewisham Speak Out

## Marketing

Greenwich World Heritage Site

## Older People

Waltham Forest Tea Dance

## Parks

Westminster "Keep Britain Tidy"  
Haringey Friends of Parks

## Sport and Activity

Barnet on the Move  
Brent Girls Get Going  
Bromley Cricketing Skills  
Camden Hindsites  
Croydon Healthy Living Hub  
Haringey Football Forum  
Harrow Dancing Shoes  
Haringey Sports Camp  
K&C Network  
Kingston Special Olympics  
Lewisham Downham Centre  
Newham Estate Based Sport  
Redbridge Leisure Partnership  
Waltham Forest Tea Dance

## Children and Young People (cont.)

Lewisham Hands on Base  
Newham Cultural & Sporting Programme  
Redbridge Play Strategy  
Redbridge Theatre Resource  
Southwark Salmon Centre  
Sutton Box Clever Theatre  
Tower Hamlets Find Your Talent  
Newham Estate Based Sport

## Cultural Strategies (recently published)

Brent 2010-15  
City 2010-14  
Merton 2007-2010: Progress Report  
Richmond 2009-13  
Waltham Forest 2010-30  
Wandsworth 2009-14

## Environment & Sustainability

Haringey Elm Library

## Evaluation

Hackney Museum - evaluation  
Richmond Arts & Heritage - outcomes

## Joint Service Working

Camden Theatre Consortium  
Croydon Healthy Living Hub  
Lewisham Downham Centre  
South East London Libraries

## Theme:

### Arts

Bexley Beats and Rhymes  
Camden Fringe  
Camden Spirit Project  
Kingston Youth Arts Festival  
Lambeth Back on Track  
Lewisham Speak Out  
Redbridge Theatre Resource  
Southwark Salmon Centre  
Sutton Box Clever Theatre

### Audience Development

Greenwich Heritage Centre  
H&F Shepherds Bush Library  
Haringey Bruce Castle  
Haringey Friends of Parks  
Kingston Hospital Register  
Lewisham Hands on Base

### CAA Green Flags

City CAA website  
City: Making Sense of...  
Redbridge  
Westminster

### Children and Young People

Bexley Beats and Rhymes  
Bromley Cricketing Skills  
Camden Crawl  
Camden Spirit Project  
Hackney Meet the Parents  
H&F Active Autism  
Haringey Things to Do & Places to Go  
Kingston Youth Arts Festival  
Lambeth Back on Track  
Lewisham Speak Out

Click on links for case studies and websites

# Barking & Dagenham

Click on bubbles for case studies and websites

## Barking & Dagenham Heritage Services and Enfield Museum Service

This study shows that the process of selecting the right performance measures within a performance management framework is essential to demonstrating the value of museum services to the community and to improving performance. With the right measures in place the value of the service in social, cultural and money terms can be quantified which is a powerful tool for advocacy and obtaining funding. Museums need to increase their awareness of current performance, increase competence, adopt a systematic, structured approach to planning, delivery and reporting, and build a sound database before developing benchmarking relationships or taking decision on alternative delivery models.

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# Barnet

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**Barnet on the Move** is a North London model of the Jog England programme recently established by England Athletics. In partnership with Barnet & District Athletics Club, PRO-ACTIVE North London created a 10-week jogging project for beginners and lapsed runners. The project has proved a success from the first session and has met key areas of sports development; club development, volunteer development and coach development.

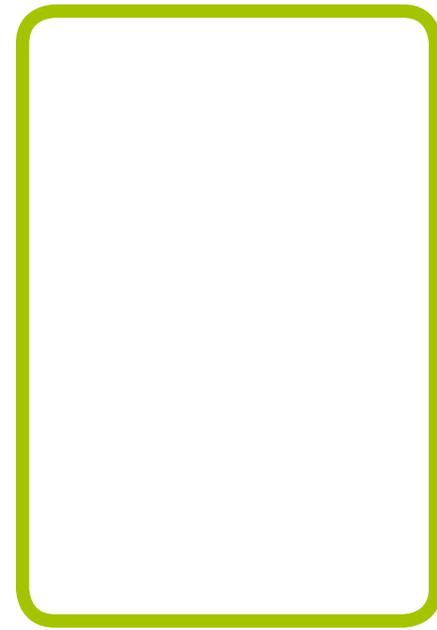
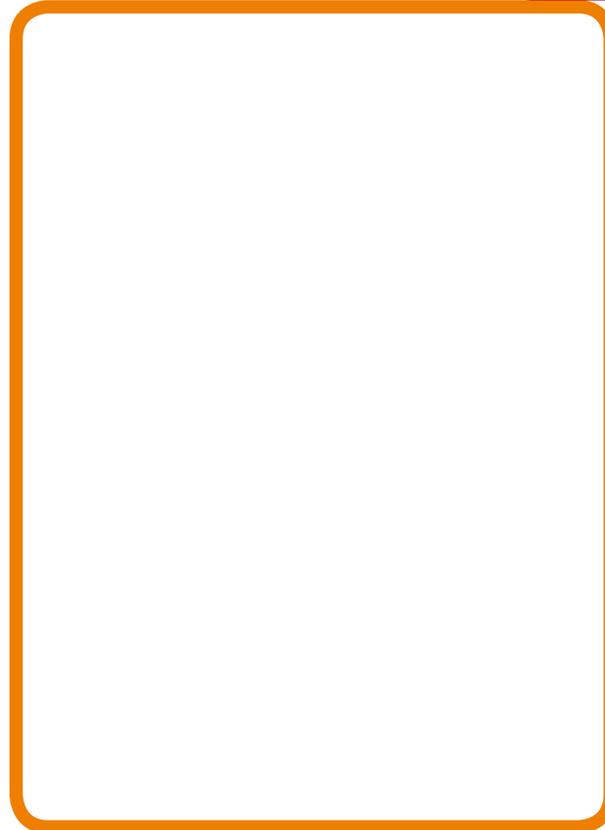
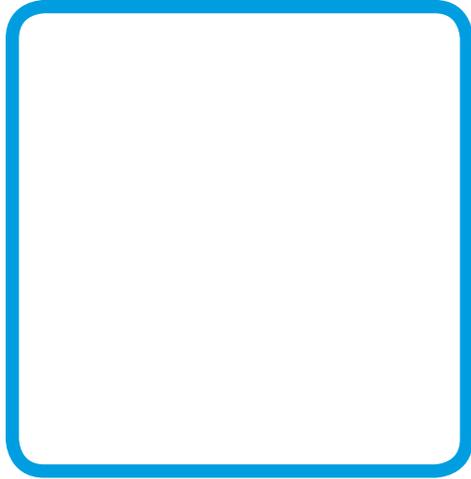
**Church Farmhouse Museum** is a beautiful 350-year-old Grade 2\* listed building. Marketing budgets for the museum are extremely limited as is staff resource and capacity, and raising awareness and promoting its exhibitions has always been a challenge for the museum.

Blue Sail, on behalf of Visit London, worked with the museum to assess its current position and recommend low-cost marketing actions to raise awareness and promote exhibitions for 12 months.



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# Bexley

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## Creative Services Project:

Beats and Rhymes was a spoken word, poetry and music project designed to enable young people to explore issues they were facing, such as gang violence. The London Borough of Bexley worked with Apples and Snakes Poets in Residence and Rolling Sound to deliver the project, which resulted in Arts Award accreditation for the participants.

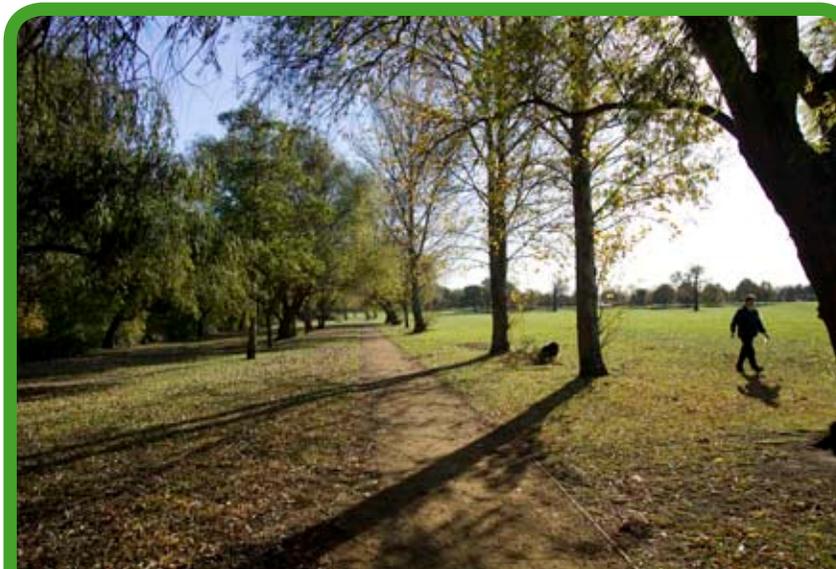
## Aiming High for Disabled Children

Digital photography workshops. Each workshop consists of 2 sessions of 3hrs each - total 6hrs. During the course the students are assisted to take photos using digital cameras, and then upload, share and edit the photos. These will then be printed, with personal copies for students and selected work displayed at an exhibition at the library.

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Building upon the national success and local popularity of yachting and rowing, the 'Sails, Oars and 2012' project, led by Bexley Local Studies and Archive Centre (BLSAC), worked with Erith Yacht Club, Erith Rowing Club, Danson Watersports Centre and documentary film makers, 'Chocolate Films' to produce a film to capture people's views across all three People's Record themes; Health, Sport & Well being; Young People's Aspirations; Changing Places.

Bex-L is the award winning website promoting Bexley's library service, events and activities, online resources, e-books, book features and reviews and the library catalogue.



"Keep Britain Tidy" flag winning Danson Park



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# Brent

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## Brent Cultural Strategy 2010-15

The strategy is the first time that partners from local businesses and arts, sports, and learning providers in the area have worked together with Brent Council to develop a shared cultural strategy for the borough. The eight headline principles are, in no priority order:

- enhancing cultural vibrancy,
- increasing participation.
- raising the profile of culture,
- encouraging young people to take part,
- developing public spaces,
- making the most of London 2012 and other major events,
- supporting the cultural economy and
- promoting health and wellbeing.

In the current political and economic climate there is an increased need for museums to enhance their volunteer offer and capacity. While museums of all types and sizes have a strong track record of supporting volunteers, the training programmes and resources required to support volunteers are sometimes not fully embedded in service plans, staff roles and allocated budgets. Croydon and Brent museum services worked in partnership with a national museum to develop a training programme for volunteers working in a front of house capacity and the costs and benefits for volunteers and the organisations.

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## Girls Get Going in Brent

The aim of the project was to increase participation in young women in Brent. The Brent Sports Development team developed four activities targeting this group - hip-hop, skipping, aerobics, and badminton and girls football. The activities were decided upon after using the strategic planning tool available on [promotingactivity.com](http://promotingactivity.com), which helped the team identify the 'Leanne' demographic as its target market - females aged 18 to 25, often with children, who have little time to exercise.

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Following publication of Brent's cultural strategy in early 2010, Brent Culture Sport and Learning Forum (BCSLF) decided they needed a united 'shopfront' to raise visitor awareness of the Borough's businesses. These included the worldwide brands of Wembley National Football Stadium and the Arena as well as the wide range of restaurants, bars, cinemas, theatres, museums, cultural festivals and specialist retail outlets represented by the Forum.



# Bromley

Click on bubbles for case studies and websites

The basic cricketing skills programme achieved its primary aim to introduce cricket to disabled children (learning and physical disabilities) and increase their confidence in a new sport. A good working relationship with PLTs, PE Coordinators, Head of Special Needs Units & support staff was achieved.



Charles Darwin's House, Bromley

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# Camden

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## Creative Services Project:

London Borough of Camden have created 'Spirit' a multi-disciplinary arts programme, working closely with Frantic Assembly, Hampstead Theatre and the Roundhouse to develop an innovative project to meet the needs of vulnerable children and young people with mental health issues, as well as providing support for their families.

## Camden Fringe

The fringe theatre festival is in its fifth year. It provides a cheaper tryout to Edinburgh, by offering theatre and comedy producers an accessible platform at one of eight venues, and offers a one set price ticket to audiences. With over 207 shows in 2010 it ensures that emerging artists can still get noticed. The festival in partnership with Camden Council offers its creative participants, social media training, a mentor, funding advice sessions and cheap rehearsal space.

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## Camden Theatre Consortium

Fourteen of the borough's smaller theatres came together in autumn 2009 to look at how they could improve the involvement of local people in their work, as audiences as participants and as volunteers. The consortium has piloted a free rehearsal space time bank scheme for Creative Producers as well as offering the Working Men's College Personal Best scheme volunteering opportunities in theatre front of house duties. The Consortium with Council support helped launch an innovative website to help local theatre makers attract in line donations, volunteers and help. This site was launched at the Shaw Theatre in March 2010, and is slowly attracting additional resources to the sector, increasing the means for private giving.

## The Camden Crawl

This annual music event, which takes places at over forty of Camden Town's well known pubs and clubs, over a bank holiday weekend provides great opportunities for young people to volunteer their skills in return for free gig passes. The music organisers and the council have pioneered many ways to make this event accessible to a younger audience. 2010 saw the introduction of an under 18's volunteer recycling scheme, that aimed to keep the Camden streets clean at festival time whilst offering the green volunteers music studio visits, backstage tours and music mentors.

## Hindsites

This Cultural walk programme focussed on trying to remind residents of the forgotten history on their doorsteps, and inspire them to "get up and get out" to explore the less well known stories of Camden. The historical based walks featured interactive artist led trails and tours. We believe our residents will become the unofficial tourist guides come 2012 when we will rely on their knowledge to show around visitors. We also believe many of the events will attract visitors to the borough, with our downloadable short films, maps and podcasts, as well as add to the cultural buzz as Camden as a cultural destination.

London Borough of Camden set up **concierge tours** for Camden hotel staff in summer 2010 to help raise awareness of the local visitor offer among hotel staff, so they could pass their local knowledge on to guests and be fully prepared for the influx of visitors during London 2012.

The Petrie Museum worked with Blue Sail to develop a marketing strategy in conjunction with a major redisplay of the collection and a redecoration of the museum space.

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# City of London

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**City of London Cultural Strategy 2010-14**  
Led by the Chairman of the City Arts and Culture Forum, the City has for the first time developed a strategy embracing the entirety of its diverse arts and cultural offerings. The strategy aims to build joint working amongst the City's arts and culture constituents, harmonise their strategic ideas and ambitions, and increase the number of partnerships and collaborations locally, nationally and internationally. It is the aim of the Forum that the City's genuine support and patronage of the arts, culture, and heritage now offers a core fundamental message to sit alongside the promotion of the City as the world leader in international finance and business services.

**Making sense of... Comprehensive Area Assessment Green Flags**  
Culture and Sports Improvement Toolkit (run as part of the London Cultural Improvement Programme) contributed towards City achieving a green flag for culture.

**Keats House and Guildhall Art Gallery**  
This study explores the development of a youth led project from inception to final outcome. It offers insights into best practice and the benefits gained by participants and heritage sites. The study will help those planning projects to identify aspects of the work which fit with local needs.

The key learning points were around strategies for engagement, the practical challenges of working with hard to reach young people and managing the technical aspects of recording and delivery into usable formats.

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# Croydon

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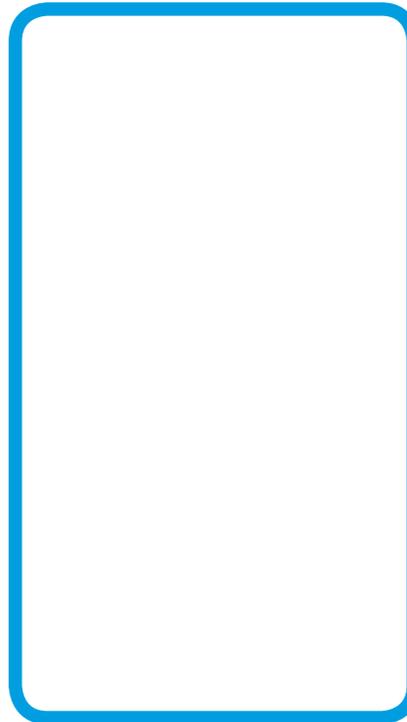
The Healthy Living Hub is a new project funded jointly by NHS Croydon and Croydon Council. The aim of the Hub is to promote wellbeing; encourage people to engage with physical activity whether it is gardening, cycling, walking, or visiting a park; eat more healthily; and offer support and advice to give up smoking. Croydon used the Measuring Social Outcomes framework to support their evaluation of this project.

In the current political and economic climate there is an increased need for museums to enhance their volunteer offer and capacity. While museums of all types and sizes have a strong track record of supporting volunteers, the training programmes and resources required to support volunteers are sometimes not fully embedded in service plans, staff roles and allocated budgets. Croydon and Brent museum services worked in partnership with a national museum to develop a training programme for volunteers working in a front of house capacity and the costs and benefits for volunteers and the organisations.

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Croydon Museum



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# Ealing

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Ealing Council delivered a cultural offer for Looked After Children (children in the care system). Arts organisations (including: the Pitzhanger Gallery, The Roundhouse, National Theatre, Robert Hulton, The Poetry Society, Making Music, and Tate Modern) delivered a programme of participatory workshops for young people, and training for foster carers, parents, and social workers. The programme was designed, delivered and evaluated in partnership with the University of the Arts. Ealing Council will use Creativity Connects to make radical changes to their core policy and delivery for children and young people. They have identified a number of ways in which they will ensure that their cultural offer is monitored and supported in the long-term, including it within every child's mandatory personal development plan and changing their workforce development practices. Arts organisations will be trained to work effectively with Looked After Children and meet their specific needs. They will also increase their understanding of the impact of their work on attainment and well-being through working with the University of the Arts.

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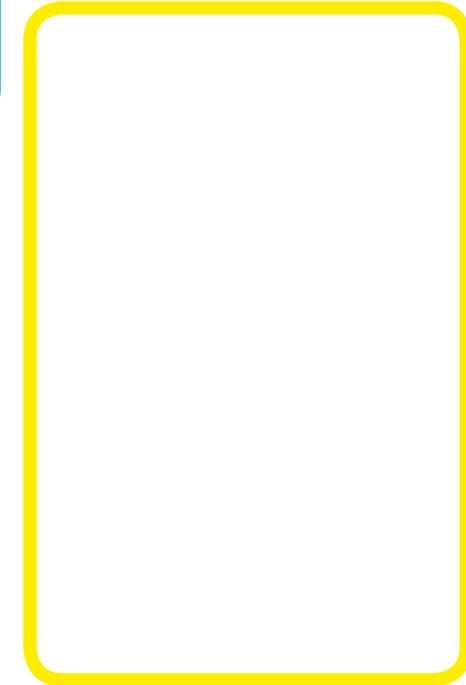
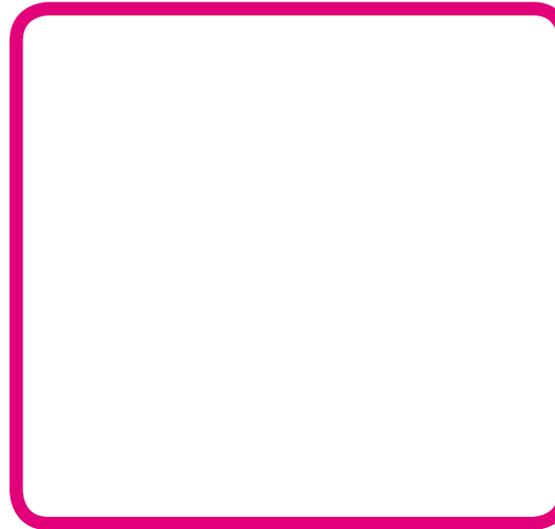
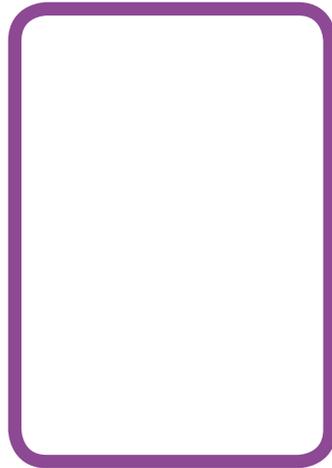
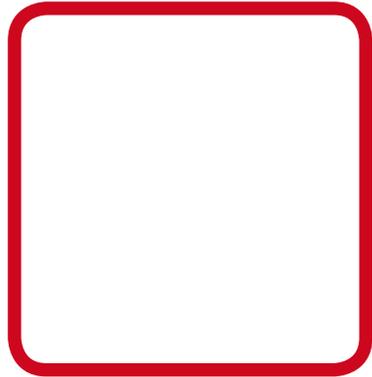
# Enfield

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## Barking & Dagenham Heritage Services and Enfield Museum Service

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# Greenwich

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## Marketing Culture: Greenwich World Heritage site

Greenwich has established a world-recognised mechanism for managing, developing and promoting its World Heritage offer.



## Greenwich Heritage Centre:

This study shows that the values employed, building networks and using a range of appropriate methods are important in planning a programme of consultation. The key learning from engaging with community groups was how to improve our services, the value of 'conversation' and listening rather than tick box exercises and the need to be strategic, placing consultation and engagement at the heart of the whole organisation and embedding it into everyday activity.

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National Maritime Museum, Greenwich

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# Hackney

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## LAMIP & CSIT: Hackney Museum

Hackney museum were able to implement a review of their **evaluation practices** and implement a robust framework through LAMIP and CSIT.

**Meet the Parents** is an innovative peer-led project that aims to reduce teenage pregnancy rates and improve sexual health in relationships amongst young people.

Hackney and City's Teenage Pregnancy Partnership, of which Meet the Parents is a partner, won a prestigious national award at the 2008 Health and Social Care Awards. The award recognised the achievements of the partnership in achieving a dramatic fall in teenage conception rates of 28% since 1998 - more than double the national average.

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Hackney Empire

**LONDON**  
**CULTURAL**  
IMPROVEMENT GROUP

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# Hammersmith & Fulham

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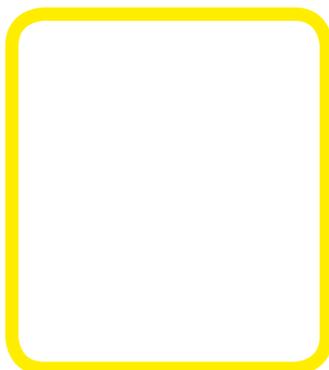
The Active Autism Saturday project has enabled 21 young people to attend 18 weekly Saturday multi sports sessions from 9.30 - 12.00pm. The ages that are attending the program are between the ages of 6 -15 years of age. Three different sessions were arranged for 6-10 years old with Severe Learning Difficulties, 6-10 years old with Autistic Spectrum Disorder and 11-15 years old with Autistic Spectrum Disorder.

“The Active Autism course run by friendly experienced staff from Fulham FC Community Sports Trust provide valuable opportunities for my son to take part in activities that are not possible for him to access in the mainstream environment.”

## Shepherds Bush Library

The new library opened in September 2009 in Westfield shopping centre. The new library is proving popular with local residents with an astonishing 700% increase in membership compared with the previous year, a 50% increase in visits to the site compared to the old library and a 45% increase in book loans.

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Lyric Hammersmith Theatre

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# Haringey

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Bruce Castle won “Best Team for Customer Care” in the National Customer Service Awards in late 2009. The improvement work undertaken through LAMIP enabled the museum team to gain greater recognition within their Local Authority, which led to them being nominated for the award.

Through consultation with our staff to establish learning expectations and outcomes, we investigated the NVQ courses on offer at the V&A Museum. Supported by their line-manager, the team have had to produce coursework and create a record evidencing their work in customer care and visitor services at the museum.

The Haringey Football Forum brings together stakeholders across Haringey in the development of Football and achieving the targets in the Haringey football development plan and the targets of the Haringey Community Sport and Physical Activity network. Since its conception the forum has had a number of successes relating to girls football development, coach development and club development.

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With financial pressure on Local Authority services, Bruce Castle looked at ways to support staff whilst looking at alternative governance and funding structures to sustain our cultural offer and continue operations. A training needs analysis for Haringey Culture, Libraries and Learning Service established the management skills base, in preparation of any governance and operational service changes. Our project has taken advantage of a programme of training from experts covering Business Planning and Fundraising from Trusts and Foundations. The key to the training was that it was tailored to our specific needs and levels of ability and confidence.

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# Harrow

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Harrow gets its Dancing Shoes on  
To increase the sports participation levels of people in Harrow who are performing badly in terms of activity levels. The project used market research data from the Active People Survey and the tools on [www.promotingactivity.com](http://www.promotingactivity.com) to identify the 'Leanne' group as a target audience for the project. The market research data was used to develop a dance as a way to encourage the Leanne segment back into regular exercise and to concentrate marketing activities in areas of Harrow that has the highest concentration of the Leanne group.

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# Havering

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'Places to Go and Things To Do' programme, was led by Havering's Integrated Youth Service, in partnership with Culture and Leisure Services. This report highlights the extensive and exciting range of increased youth work undertaken by Havering Council as a result of the programme and documents some of the positive outcomes with young people.

Elm Park Library won a Green Apple award and the Havering Business Award for Sustainable Design and Construction (2008). It is also the first building in the borough to be officially accorded low carbon status.

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## Sports Camp

- Young people's perception of how healthy they are increased by 26.57% over the course of Sports Camp.
- Their perception of how good they are at sport, increased by 19.25%
- Over three-quarters of the group said they had made new friends by taking part in the course.



Bedfords Park



Romfest 2008 Carnival Procession



## Friends of Parks Accreditation

The scheme has been hugely successful, and the second cohort of Friends groups have recently been awarded. The 2010 criteria included the obligation to include a youth representative as part of the committee, as part of a wider programme to involve young people in their local park.

This year, Havering has won eight Green Flags for its Parks service, two more than the previous year. Members of the Friends groups have reported that they have enjoyed the challenge and feel more confident and happy in their local area and there have been some examples of entrepreneurial activity: the Friends of Upminster Park succeeded in drawing in an additional £5,000 of funding!

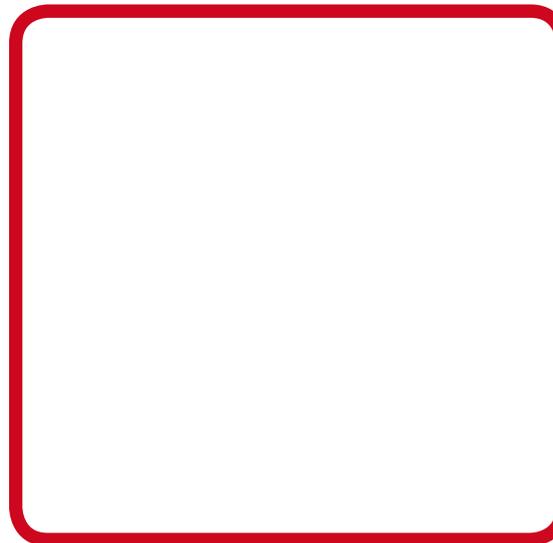
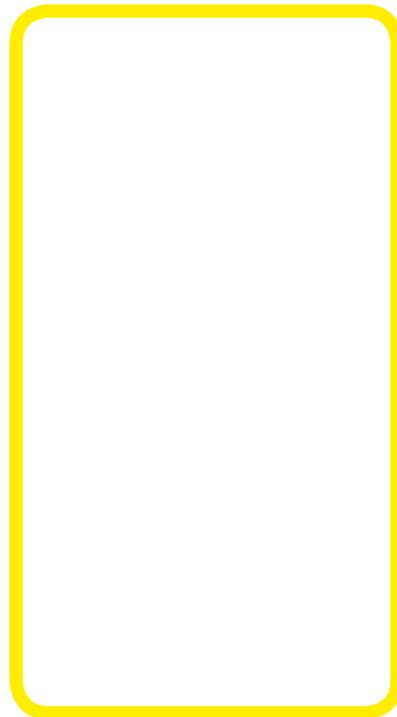
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# Hillingdon

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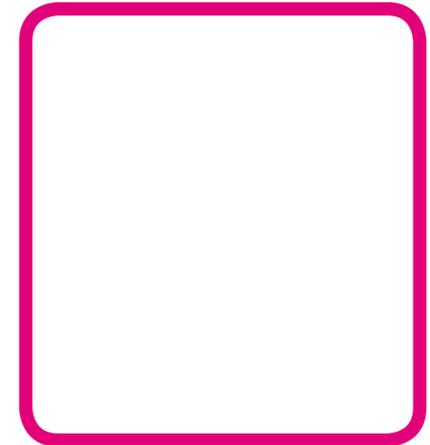
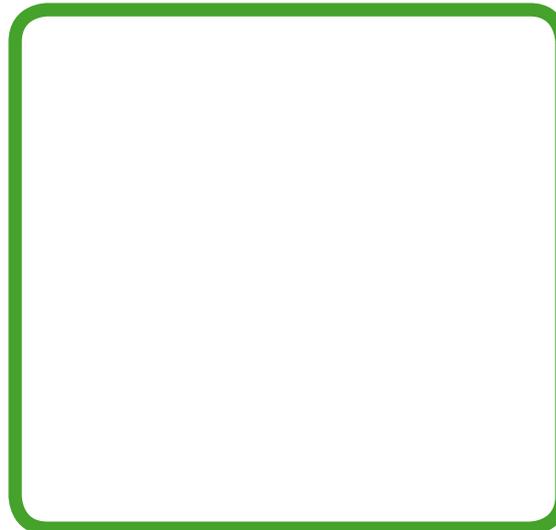
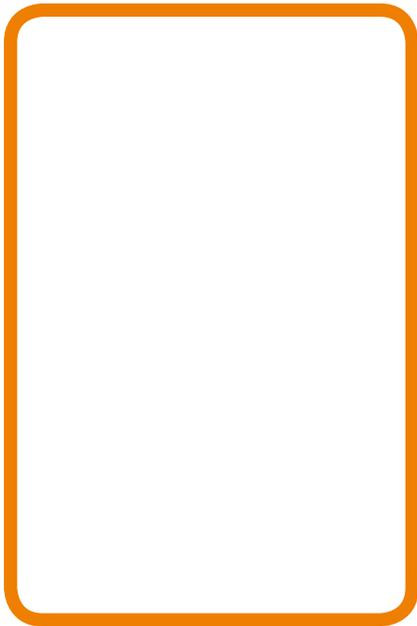
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# Hounslow

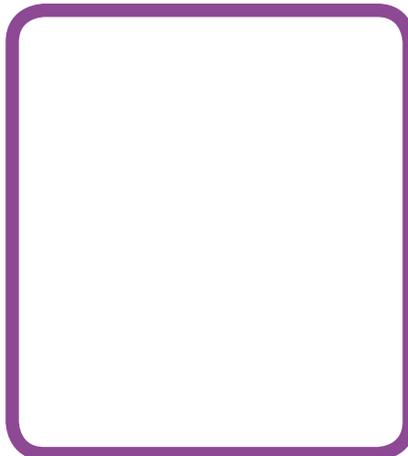
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# Islington

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Islington Museum wanted to improve its family offer to the families underrepresented in the museum. To do this we decided to set up a focus group of families from the local estates to ask them what they wanted in the museum. Working in partnership with Islington Family Services and an early years' specialist we formed a link with families through a local children's centre.

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# Kensington & Chelsea

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The Kensington and Chelsea Community Sport and Physical Activity Network (CSPAN) identified workforce development as one of their key areas of interest. With support from PRO-ACTIVE Central a CSPAN sub-group was created intended to look at workforce issues across the borough from a range of employment perspectives.

“All the CSPAN partners have worked really hard to get this pilot scheme off the ground. When we came together our prime motivation was to get more local people better skilled to face the future challenges facing the sport and leisure industry. There is still a long way to go but we believe we have made giant strides in the right direction.”

Christopher Allen, Head of Sport RBKC and member of RBKC CSPAN Workforce Development Sub-Group



Notting Hill Carnival

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Inspired by a suggestion from one of the Portobello Antiques traders, Royal Borough of Kensington and Chelsea wanted to explore the potential for collaborative marketing between Portobello Antiques and the Victoria & Albert Museum, for the benefit of the local economy.

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# Kingston upon Thames

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**LAMIP & CSIT: Kingston Museum**  
Kingston Museum have adopted a targeted and comprehensive approach to evaluation and data collection enabled by the LAMIP and CSIT process.

## Kingston has achieved beacon Bookstart status

“I am just writing to thank you so much for your visit to our refuge. After you left the mums all kept saying how much they enjoyed themselves and the children too. The children have not stopped looking at their books or putting things in their treasure boxes. It was a really wonderful session and I am really happy that you have offered to come and visit again”



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## The Historic Hospitals Admissions Register Project

The project focuses on admission records to the hospitals, building databases of admissions which are made available to the general public, free of charge, via a dedicated website. The result is a suite of databases which bring to life the records of young patients admitted to children's hospitals in Great Britain in the Victorian and Edwardian eras. The databases are proving to be a popular resource, with a steadily growing user base. There were over 4,900 registered users in March 2010.

## The International Youth Arts Festival

The festival was developed with a “Youth Advosry Group” which allowed young people to be involved as producers and project managers as well as performers. The ten day festival involved over 40 youth groups with over 550 young people performing accross 4 venues. Over 3000 people attended the festival as audiences not including outdoor performances.

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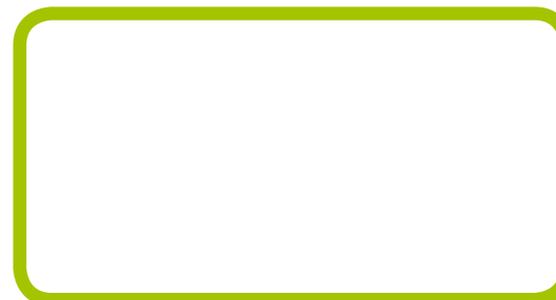
## Special Olympics

January 2009: 2 of the skiers from Special Olympics Surrey were selected to represent the Special Olympics Great Britain Ski Team at the World Winter Games

June 2009: athletes from the Monday night Athletics and Boccia sessions represented Kingston at the London Youth Games 2009 Disability Athletics & Boccia Squad. There were gold medals won in the javelin event, 100m & 200m Wheelchair Races. The Boccia team narrowly missed out on a quarter final place but finished an impressive 9th out off 33.

## Kingston Purple Flag

In early 2010 Kingston was awarded the Purple flag - an accreditation scheme for Better Town Centres at Night. The assessors were particularly impressed by the Rose Theatre.



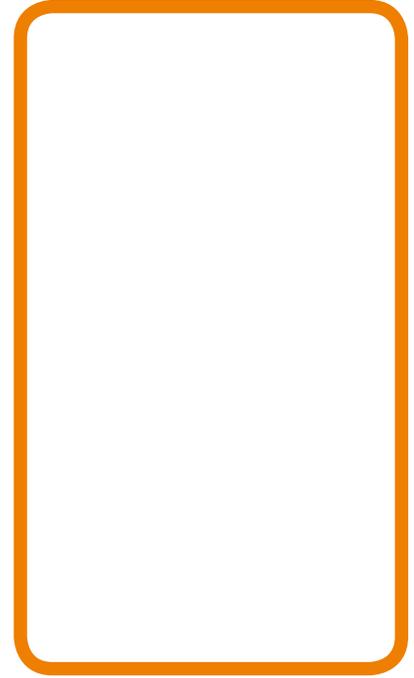
# Lambeth

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Back on Track is a unique arts intervention designed to support young people from the most disadvantaged circumstances who find themselves on the brink of exclusion or other crises due to anti-social or challenging behaviour. The programme has successfully improved behaviour and emotional well being and reengagement with education or employment for participants.



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# Lewisham

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'The greatest impact has been on children's confidence - which in turn affects their willingness to speak out in class.' (Inclusion manager)

'It has brought a wealth of creative opportunities to the way in which we do things... We are redesigning our core service and the learning from Speak Out will influence what we are offering. For example, using a much more creative approach to therapy.' (SLT Manager)

**Speak Out** is a project which targets children identified by their schools as having difficulties with speech and language. The key partners are Lewisham Education Arts Network (LEAN) which manages the programme, Extended Services, Greenwich and Lewisham Young People's Theatre (GLYPT), London Bubble, Lewisham Primary Care Trust's Speech and Language department and 18 primary schools.

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## Virtual library in South East London

The Lewisham Library and Information Service (LLIS) has been working in partnership with neighbouring boroughs, Bexley and Bromley to provide residents from across the area with a comprehensive e-books service. The project launched to the public on 22nd February 2010. It's early days yet, but indicators point towards a growing demand for e-books in the community.

## The Horniman Museum

Hands on Base (HOB) is a room which is a teaching space. It is a gallery, with handling objects and is a facilitated experience. It houses the handling collection of about 3,700 objects that reflects the diversity of the main collections. The scheme empowers community leaders and brings new audiences to the museum. Community leaders can tailor the sessions for their community to deliver the best possible learning experience.

## Downham Health and Leisure Centre

The project is a community health, leisure and well-being private finance initiative (PFI) facility which opened in March 2007. It has a range of leisure and sport facilities, library with associated meeting area and dedicated ICT spaces, exhibition space, café, creche, an Accesspoint for council services, community hall, two GP surgeries, community health care facilities and a dental practice. Services have developed a community engagement plan which means they can act together. They can also inform, and engage with, local people and organisations.



The Lewisham Cross Cultural team include four cultural departments - Sport & Leisure, Parks & Open Spaces, Arts, and Libraries. Visit London asked Blue Sail to help drive forward a marketing action plan for the 'Be More' campaign - a cross-cutting cultural campaign that aims to communicate what's provided across the four departments within Lewisham for residents.

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# Merton

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Merton's CPA scores rose from 1 to 4 stars in just three years, and although the CPA (and now the CAA!) are no longer in use the amazing improvement still demonstrates the impact of the Culture and Sport Improvement Toolkit utilised by Merton: "The CSIT process was the first step in building a more cohesive culture and sport offer to residents."

## Merton's Cultural Strategy 2007 - 2010: Progress Report

- Merton have 18 accredited Artsmark Schools
- Volunteer Centre Merton have interviewed and referred 116 volunteers to sports opportunities and recruited 101 event volunteers with 71 referrals to 15 events
- in 2009 62% of children took part in an inter-school competition; up from 45% in 2008.



Wimbledon Centre Court

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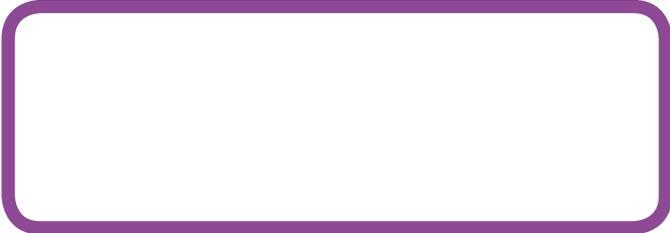
# Newham

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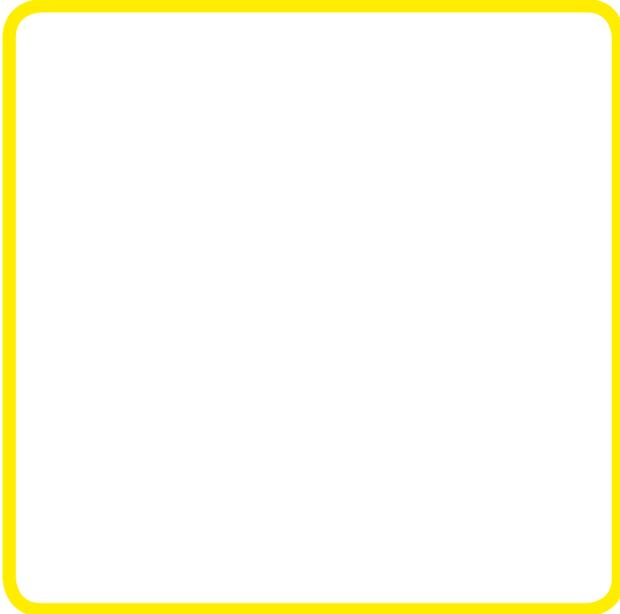
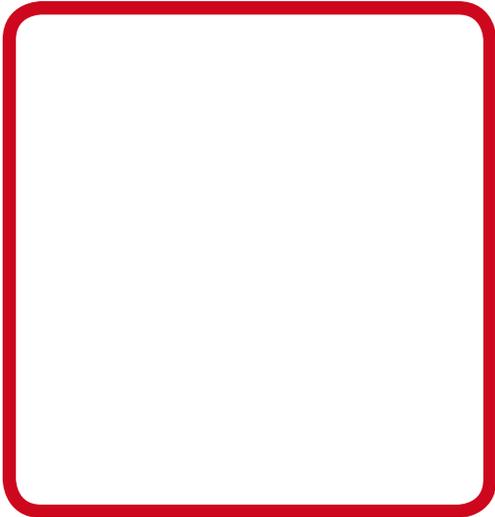
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**Estate-based Sport**  
This project was designed to provide young people (13-19) to access sport close to their homes. It aimed to address three main issues: firstly, anti-social behaviour by young people, secondly, unhealthy lifestyles and thirdly, underperformance at school.  
  
67% of respondents agreed that the sport sessions made Newham a better place to live.

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**Cultural and Sporting Programme - Beacon Status**  
Between 2004 and 2008, Newham used the Neighbourhood Renewal Fund (NRF) to develop a Cultural and Sporting Programme aimed at improving the lives of its local residents, and particularly those within its most deprived communities. The key objectives of the programme included improving health and educational attainment, enhancing social capital and community cohesion, and reducing levels of offending.



Cultural Education Provision report - CURRENTLY UNAVAILABLE

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## CAA Flag related to culture:

Cultural services are actively helping newer communities become part of the borough and promoting social inclusion. For example, the Gypsy Romany Traveller communities have been involved in a museum heritage project, and a play project. Similarly, the Indigo Young Carers film project provided 30 young carers aged from 14 to 18 with opportunities to meet new people to help reduce their feeling of isolation, develop more confidence, and develop their creative talents. A range of activities also help improve the well being and quality of life of older people. These include provision of basic computer courses in libraries, organised talks to older peoples groups via the Museum Service, organised tea dancing sessions, and Walk to Health Sessions.

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In order to positively position itself in a changing strategic and funding landscape, and to take advantage of its 10th anniversary, Redbridge Museum created two advocacy tools funded by the LAMIP, a short film and a brochure.

## Creative Services Project:

London Borough of Redbridge set out to address community cohesion issues in a particular area of the borough, working in partnership with Theatre Resource, targeting at-risk young people aged 13-19. Redbridge has focused the work mainly in PRUs. The programme forms part of the Summer University offer, in partnership with community organisations and the Redbridge Carnival.



## Play Strategy

The Play strategy contributes to each of the five outcomes for children specified in Every Child Matters and underpins key priorities of the Sustainable Community Strategy such as improving positive activities for young people and increasing physical activity.

**Vision: Redbridge Culture & Leisure Ltd** was established in April 2007 to manage and operate four leisure facilities and now work in partnership with the Council to ensure that leisure facilities and services are: customer focussed, innovative, and making a difference. They have successfully achieved the following outcomes:

- measures of participation show a substantial increase in usage of leisure facilities such as Fullwell Cross, Wanstead Leisure Centre, Fairlop Waters and Redbridge Cycling Centre
- positive feedback received and customer satisfaction levels increased
- cost per capita maintained at very good value for money level
- Improvement in QUEST results

**Valentines Mansion Volunteering** increases quality of life and benefits the organisation.

Below are statements made by volunteers indicating how volunteering has benefited them:

“Being a volunteer has helped me to decide which career path to take and I have developed my skills to achieve my personal goals in life.”

“I feel confident, active and happy that I am learning and at the same time helping others”.

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# Richmond upon Thames

LAMIP & CSIT: Richmond Arts & Heritage Team Richmond were able to identify a robust system for measuring outcomes through the CSIT process.

Richmond's Cultural Partnership Plan 2009 - 2013  
"It's good that the title of the London Borough of Richmond upon Thames' cultural programme for the next four years emphasises the importance of *partnership* for its succesful delivery."

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In August 2010, London Borough of Richmond upon Thames Arts Service and Orleans House Gallery embarked on a 6-month-long improvement project looking at approaches to advocating for the service in the context of a new political and economic climate. The project aimed to explore ways to position the museum service effectively in the emerging Big Society and to identify key messages that would enable the service to make its case to a more diverse range of potential funders and partners.

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# Southwark

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The arts programme at **Salmon Youth Centre in Southwark** is extensive. The aim of 'Arts @ Salmon' is to offer every young person using the centre the opportunity to experience the arts, challenging and inspiring each one to learn and create.

Over 100 young people between the ages of 6-19 engage in arts programmes every week. Young people take part in activities from ballet to music production, painting to gospel choir, every evening, Monday to Saturday.

There are over 10 arts projects every week, including taster sessions, weekly classes, holiday projects and visits to galleries, theatres and performances locally and nationally. If young people choose to go further, there are specialised sessions where young people benefit from weekly sessions, one-to-one tuition with professional artists, accreditation and training opportunities such as the Arts Council's Arts Award programme and career and progression advice in the creative industries.

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Globe Theatre, Southwark



The Cuming Museum used Local Authority Museum Improvement Programme funding to look at its value for money, potential new or different ways of working and to establish a framework for better and more focussed performance. Through staff and stakeholder workshops and interviews we re-examined what was working, what needed to be changed and how we might best express our value for money to help make our case amongst competing priorities.

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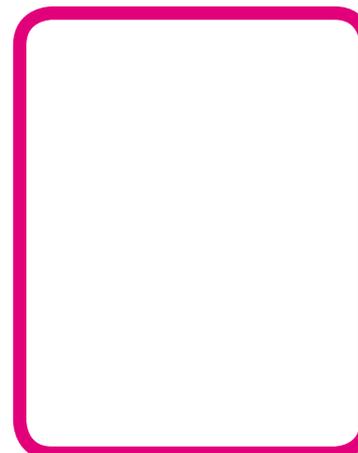
The London Borough of Sutton worked in partnership with Box Clever theatre company, and a number of local arts practitioners, to tackle problems of bullying and anti-social behaviour in young people in the borough.

The project achieved its primary goal of demonstrating how creative arts and drama can be used to achieve positive outcomes for young people. A number of young people from various schools have found new friendships and shared interests, and plan to work collaboratively to develop a local network to be hosted via Sutton Theatres. There is an opportunity for them to access funding via The Youth Opportunities Fund to support this aim. In addition, the SummerUni programme 2009 (11-19 years) and the pilot JOIN-in programme for primary aged pupils launched in July 2009 provided further scope for joint working with local providers and schools to deliver a range of creative and performing arts activities funded via the Extended Services programme. The Schools Health Project Co-ordinator for Sutton has subsequently undertaken a review of the impact of this project and other anti-bullying measures with all schools and reports that the overall incidence of bullying has gone down in the borough (a priority objective in the council's Children and Young People's Plan).

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**Sutton High Street** is undergoing a transformation. A £3m development programme, already under way and led by Sutton Council, will be 'the most significant upgrade of the public realm since the 1970s' and aims to create a more attractive, welcoming and greener public space encouraging people of all ages to shop, eat and socialise. In addition, if 50% or more of local businesses agree to Sutton becoming a Business Improvement District (the vote takes place in February 2011), there will be a significant annual budget for activity to promote the town centre and



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# Tower Hamlets

## Find your Talent

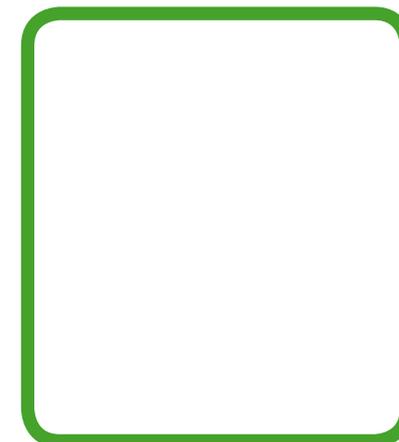
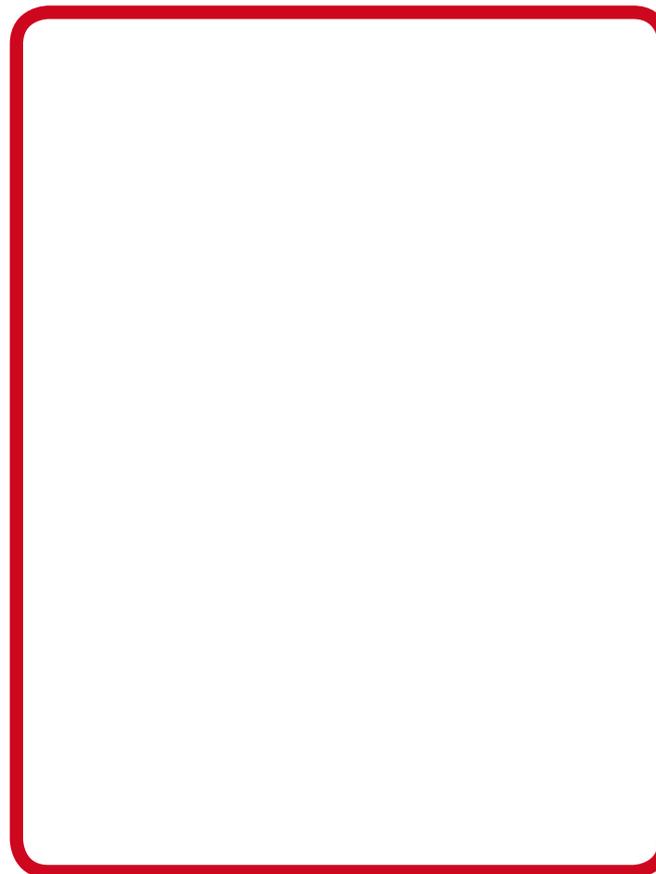
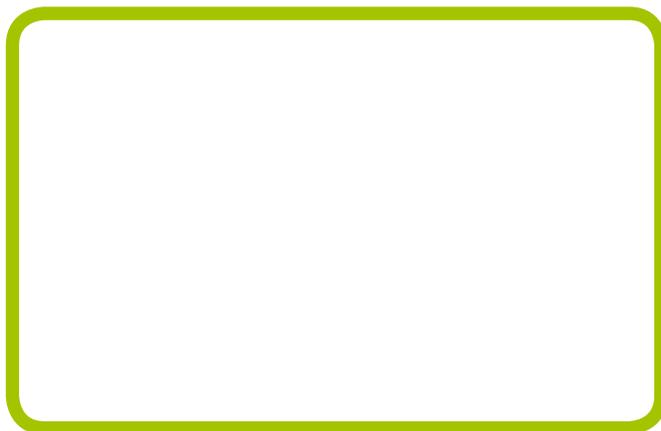
Many excellent projects have come out of the Find Your Talent programme in Tower Hamlets, which have been collected into a Year One Case Studies Booklet:

- Move on Up
- Cineclub
- Blah Blah Sessions
- Half Moon Theatre: Transitions
- Immediate Theatre: Teenage parents
- Laban: Gifted and Talented in Dance

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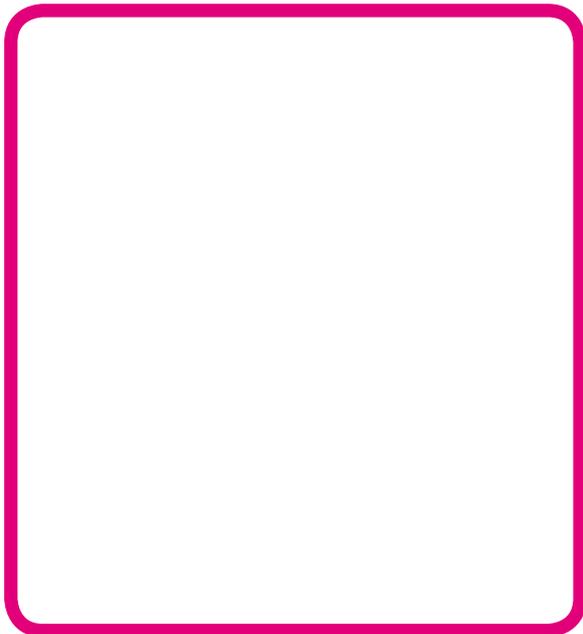
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# Waltham Forest

Waltham Forest's Culture Strategy (2010 - 2030) sets out a 20 year vision for art, sport and creative life in the borough.

The strategy's four priorities are to;

- Increase participation in arts, culture and sport across the borough's diverse and changing population.
- Generate wealth in the borough through culture.
- Retain wealth in the borough by providing attractive and high quality sport and culture opportunities.
- Build capacity to make possible the implementation of this ambitious strategy.



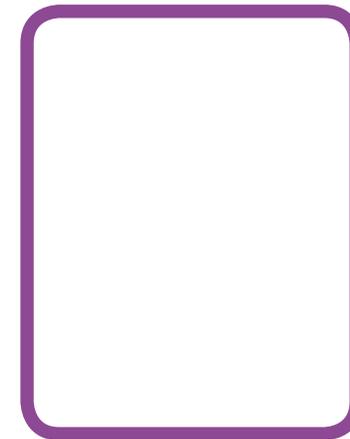
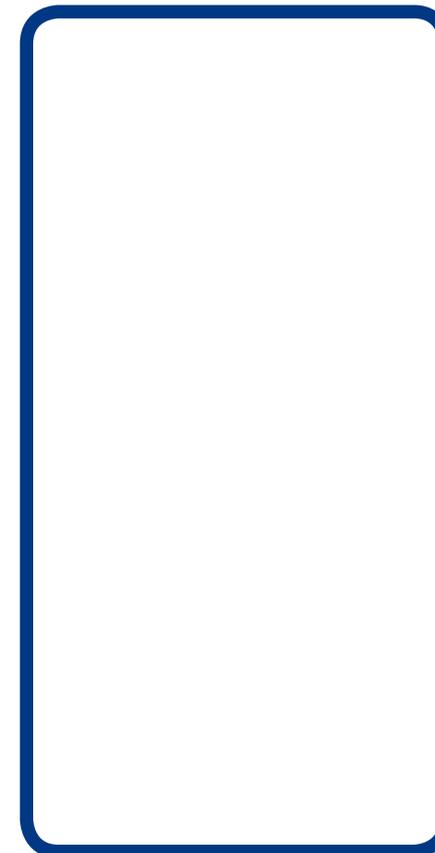
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**Tea Dance in Waltham Forest**  
The project aimed to get older people involved with sport and physical activity by re-establishing a sustainable tea dance at Chingford Assembly Halls, in Waltham Forest. The aim was for the tea dance to become financially sustainable with a year. The first tea dance attracted over 100 people resulting in all the costs being covered. With subsequent Tea Dances attracting similar numbers the financial sustainability of the project is being achieved.



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# Wandsworth

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## Wandsworth Cultural Strategy 2009-14

'We would like everyone to have the opportunity to participate and celebrate culture through a variety of activities which will:

- develop skills and talents;
- widen horizons and increase well being;
- promote community engagement and cohesion through an appreciation of Wandsworth's diversity; and
- foster a sense of place and belonging within the neighbourhoods and communities of the borough.'

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# Westminster

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## Culture Shox Creative Advisor

The Culture Shox creative careers support was launched on 27 June 2010, as a legacy of Cultural Olympiad project that showed demand for local creative advice. The Council's Arts Service joined with the Young People's Services and a local renewal partnership to set up a two day a week post of advisor for young people aged 13-25 who are interested in a career in the creative industries. This post works with the most vulnerable young people, including the leaving Care Team and Youth Offending Team; delivers TV Presenting Masterclasses, training sessions with careers advisors and since Sept 2010 started delivering 1 to 1 advice sessions to help young people develop their creative CVs. 60 Young People have since benefitted from this new service.

## Churchill Gardens Community Choir

Supported as a pilot project by the Arts and Cultural Service, Sing London has set up a cross-generational community choir with residents from The Churchill Gardens Estate, Pimlico, creating a sense of unity and belonging on the estate. The choir consists of over 90 participants and 32 regular members who participate in weekly rehearsals. Current partners include English National Opera, Tate Britain and City West Homes who manages Council's housing estates.

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## FUSE

Run by Royal Parks in partnership with Westminster City Council this event took place on Sunday 25th July, with around 1,000 residents attending. Staff from Westminster Libraries joined 35 cultural organisations to promote what is on offer to local young people and signed up families as members.

## Out and About free ticket scheme for older people

This scheme, which began life as a modest pledge to the Every Older Person Matters project, offers free tickets for older residents aged 65 or above to attend cultural events such as concerts, exhibitions, film and theatre shows. The arts service uses their contacts in the cultural sector to secure free tickets for events and publicise the offers through estates offices, council's magazine for older people, the MyWestminster e-newsletter, the arts pages of the council website, and email networks and mailing lists for Older People via colleagues in Adult Social Care and Voluntary Action Westminster. The scheme has since secured more than 500 tickets ranging from English National Opera dress rehearsals to Open Air Theatre.

## Westminster Parks

were awarded 15 "Keep Britain Tidy" flags for 2009-10, more than any other local authority in the capital. The flags are seen as the gold standard for public spaces that are welcoming, safe and well maintained.

## Check out Westminster

When Westminster Library Services decided it had to provide a fast-track facility for busy office workers or lose their custom, it introduced a "supermarket" style service, complete with check-in/check-out kiosks, rearranged the floor space and furniture then ousted out staff from behind their desks. Since the changes were adopted 93 percent of all book and audio transactions are now scanned via the kiosks (that will also accept cash and eventually card payments), customer numbers have increased by ten percent, the huge queues have ceased, stock levels have risen and there has been a huge thumbs-up from customers and staff.