

APPENDIX 1

INTRODUCTION

The following actions will be led by the arts, libraries and heritage services. These will be carried out within existing budgets and by gaining additional resources through external fundraising. The action plan will also be supported by other services across the council and in partnership with strategic external stakeholders.

THEME 1: COMMUNICATING, CONNECTING AND NAVIGATING

Supporting the cultural sector to work with the council and to improve communication and marketing.

Strategic Link		Action	Why are we doing this	Outputs	Partners	Time Frame
Digital marketing strategy	1.1	Set up a series of cultural sector focus groups to explore and agree key messages on culture, and identify the marketing/PR needs of individual disciplines/art form areas.	To ensure that through a shared voice the agreed messages around culture are reinforced	<ul style="list-style-type: none"> ▪ 3 focus groups ▪ Development of an underpinning agreement / strategy 	<ul style="list-style-type: none"> ▪ Corporate Communications ▪ Events ▪ Health & wellbeing 	2014
Digital marketing strategy	1.2	Establish a Communications Plan to raise the profile of the cultural sector in the borough by: <ul style="list-style-type: none"> ▪ Increased cultural sector presence in council publications and website ▪ Review of council branding for culture ▪ Regular features/statements on individual disciplines with 	To improve the profile of culture within the borough	<ul style="list-style-type: none"> ▪ 4 specific articles on culture in Southwark Life ▪ Monthly updates on the council's website about culture linked to specific stories and events ▪ Updates in Regeneration focused comms campaigns 	<ul style="list-style-type: none"> ▪ Corporate Communications 	2014 onwards

CULTURAL STRATEGY ACTION PLAN 2013 to 2018

Strategic Link		Action	Why are we doing this	Outputs	Partners	Time Frame
		case studies/good practice examples <ul style="list-style-type: none"> ▪ E bulletin for arts, culture & events ▪ Creating a heritage digitisation plan 				
Area action plans Southwark plan Economic wellbeing strategy	1.3	Increase awareness of local cultural hubs and Southwark as a cultural destination by: <ul style="list-style-type: none"> ▪ Stakeholder discussion forums in local areas ▪ Area based initiatives (e.g. Bermondsey fashion, Peckham & Bermondsey visual art galleries) ▪ Exploring branding and visibility, in terms of tourist market ▪ Setting up a dialogue with street signage to improve access to those that are off the main routes and not visible 	To promote specific places as cultural destinations, increasing tourism and supporting local creative industries.	<ul style="list-style-type: none"> ▪ 5 stakeholder meetings ▪ 1 initial meeting with street signage ▪ Place marketing plan and key actions to implement 	<ul style="list-style-type: none"> ▪ Public Realm ▪ Regeneration ▪ Corporate Communications ▪ Business Improvement Districts ▪ Visit London ▪ GLA ▪ Events ▪ TFL ▪ South Bank and Bankside Cultural Quarter 	2014 onwards
Digital marketing strategy	1.4	Support the cultural sector with the use of digital media, through training, advice and support.	To support the sector through the use of digital media sector to grow its marketing capacity	<ul style="list-style-type: none"> ▪ 2 training courses per year 	<ul style="list-style-type: none"> ▪ Corporate Communications ▪ CAS 	2014 onwards
Children and young	1.5	Maintain current awareness of the sector in order to	To take a more proactive approach to maintaining	<ul style="list-style-type: none"> ▪ Review the existing cultural database 	<ul style="list-style-type: none"> ▪ Corporate Communications 	2013 onwards

CULTURAL STRATEGY ACTION PLAN 2013 to 2018

Strategic Link		Action	Why are we doing this	Outputs	Partners	Time Frame
people's plan		identify gaps in provision and respond to sector enquiries/signpost effectively, by: <ul style="list-style-type: none"> ▪ improving the existing cultural database, and developing a digital map for culture in the borough ▪ regular visits and attendance at cultural activity ▪ facilitating discussions between council services and cultural sector to explore and identify new ways of accessing/working with schools ▪ Ongoing dialogue with HLF and ACE 	awareness of what is happening in the cultural sector in Southwark	<ul style="list-style-type: none"> ▪ Creation of a digital cultural map ▪ Culture officers to attend 2 events per month (excluding advisory meetings) ▪ 1 initial meeting between stakeholders regarding schools ▪ 3 meetings per year with HLF and ACE 	<ul style="list-style-type: none"> ▪ Southwark Arts Forum ▪ South London Art Map ▪ Arts Council England (ACE) ▪ Heritage Lottery Fund (HLF) ▪ Music service ▪ STEP (Southwark Theatres' Education Partnership) ▪ SBBCQ 	
Children and young people's plan	1.6	Help the sector better navigate the council's internal systems through: <ul style="list-style-type: none"> ▪ a "red tape" guide about relevant council services for external use ▪ a who to contact and who does what guide 	To improve access to expertise and knowledge held within the council.	<ul style="list-style-type: none"> ▪ Production of an online red tape guide ▪ Annual networking meeting 	<ul style="list-style-type: none"> ▪ Events ▪ Corporate Communications ▪ Southwark Arts Forum 	2014 onwards

CULTURAL STRATEGY ACTION PLAN 2013 to 2018

Strategic Link		Action	Why are we doing this	Outputs	Partners	Time Frame
		<ul style="list-style-type: none"> ▪ an annual meeting to enable the cultural sector to meet the council and to network 				
Children and young people's plan	1.7	Set up regular meetings/discussion groups between officers involved in culture to share information and enable a joined up approach to projects	To improve communications within the council and to take a more strategic and joined up approach to new opportunities.	<ul style="list-style-type: none"> ▪ Quarterly meetings 	<ul style="list-style-type: none"> ▪ Regeneration ▪ Planning ▪ Events ▪ CGS ▪ Economic development 	2013 onwards
Children and young people's plan	1.8	Advocacy at a strategic level with key policy makers to address cultural sector needs	To ensure Southwark's cultural sector is understood and supported by national bodies and organisations.	<ul style="list-style-type: none"> ▪ Feeding into relevant policy documents when the opportunity arises ▪ Attendance/presence at national and pan-London forums ▪ Quarterly meetings with ACE London 	<ul style="list-style-type: none"> ▪ Arts Council England (ACE) ▪ Greater London Authority (GLA) ▪ A New Direction (AND) ▪ Museum of London ▪ London Museums Group ▪ National Archives ▪ IXIA ▪ London Events Forum 	2013 onwards
Children and young people's plan	1.9	Support cultural partners in delivery of a series of themed networking events for the sector	To encourage collaborative working and the sharing of resources.	<ul style="list-style-type: none"> ▪ 2 networking events per year 	<ul style="list-style-type: none"> ▪ Southwark Arts Forum ▪ STEP ▪ South London Art Map 	2014 onwards

CULTURAL STRATEGY ACTION PLAN 2013 to 2018

THEME 2: PLACES, SPACES, PLATFORMS

Access to platforms, places and spaces for both producing and presenting work, including temporary and incubator spaces, long term permanent spaces, buildings and pop-up spaces, challenges related to affordable rents, rates and other building issues.

Strategic Link		Action	Why are we doing this	Outputs	Partners	Time frame
Core Strategy Southwark Plan Area Action Plans	2.1	Develop a shared council resource register of requests for long and meanwhile use premises and develop a strategy for transparent allocation of such spaces.	To match requests with opportunities and to better inform regeneration projects.	<ul style="list-style-type: none"> ▪ A centralised register which is updated and reviewed on a monthly basis ▪ An agreement or strategy in place for use and allocation of vacant spaces 	<ul style="list-style-type: none"> ▪ Property ▪ Regeneration ▪ Developers 	2014 onwards
Core Strategy Southwark Plan Area Action Plans Economic wellbeing	2.2	Map existing cultural premises, occupiers and workspace providers.	To identify saturation and gaps in cultural premises in order to support planning and policy decisions.	<ul style="list-style-type: none"> ▪ A digital map of premises 	<ul style="list-style-type: none"> ▪ Planning ▪ Business Improvement Districts ▪ Economic Development 	2015 onwards
Economic wellbeing	2.3	Work with the Rates service to develop a consistent and transparent response to the issues raised by the cultural sector	To provide clear and consistent information and guidance to the sector on all issues relating to rates (e.g. discretionary rate relief)	<ul style="list-style-type: none"> ▪ 1 initial meeting set up with Rates service ▪ Published set of clear guidelines and FAQs on all issues relating to rates. 	<ul style="list-style-type: none"> ▪ Rates service 	2014 onwards

CULTURAL STRATEGY ACTION PLAN 2013 to 2018

Strategic Link		Action	Why are we doing this	Outputs	Partners	Time frame
Core Strategy Southwark plan Area action plans	2.4	Work with strategic partners to explore how the council can play a role in assisting the sector to make the case for the use of non council empty or underutilised space for cultural use.	To support the sector in brokering relationships with non-council bodies such as developers, local business and private landlords	<ul style="list-style-type: none"> ▪ 1 initial meeting with strategic partners to explore potential 	<ul style="list-style-type: none"> ▪ Regeneration ▪ Planning ▪ Developers ▪ Housing 	2013 onwards
Economic Wellbeing	2.5	Develop clear guidance and training support in relation to buildings and spaces for those looking to start up a building based cultural enterprise.	To assist in accessing premises for start up enterprises	<ul style="list-style-type: none"> ▪ Published set of clear guidelines and FAQs on all issues relating to buildings and spaces ▪ List of all relevant training provision 	<ul style="list-style-type: none"> ▪ Empty Shops Network ▪ Events ▪ Southwark Arts Forum ▪ Regeneration 	2014 onwards
Area Action Plans Elephant and Castle SPD affordable retail policy Economic wellbeing	2.6	Work with strategic partners and internal council departments to look at the opportunity for affordable space, start up and incubator spaces.	To assist in accessing premises for start up enterprises.	<ul style="list-style-type: none"> ▪ Initial meeting with partners to explore this and agree frequency of subsequent meetings e.g. bi-monthly. ▪ Agreement in place re council's policy on affordable space, start up and incubator spaces 	<ul style="list-style-type: none"> ▪ Planning ▪ Regeneration ▪ Studio providers ▪ Business improvement districts ▪ Developers 	2013 onwards
Area Action Plans	2.7	Work with the sector to explore business models which enable retention of cultural uses for B1 premises	To encourage the sector in taking a more business like approach for a more viable use	<ul style="list-style-type: none"> ▪ 2 seminar events with presentations by studio providers and other space 	<ul style="list-style-type: none"> ▪ Planning ▪ Regeneration ▪ Studio providers ▪ Business 	2014 onwards

CULTURAL STRATEGY ACTION PLAN 2013 to 2018

Strategic Link		Action	Why are we doing this	Outputs	Partners	Time frame
		in areas of regeneration.	and management of space	management models	improvement districts ▪ Developers	
Area Action Plans	2.8	Work with strategic partners to ensure that all cultural and community sectors have access to showcase opportunities.	To provide platforms for and access to performance and showcase opportunities for promoting and presenting work	▪ Regular (monthly) update via e-bulletin and networks on forthcoming opportunities	▪ SAF ▪ Events	2013 onwards
Area Action Plans	2.9	Practical guidance in providing access to performance space for non-venue based companies and practitioners.	To support collaborative working across the cultural sector and to maximise use of existing resources	▪ Collated list of host venues and associated support package available	▪ Funded organisations ▪ Cultural venues	2013 onwards
Core Strategy Southwark plan	2.10	Review council wide approach to cultural provision within regeneration consultation, including support for creative and cultural industries.	To agree and develop a coherent, clear approach to engagement, consultation and sustaining of culture within regeneration areas.	▪ Input into consultation process as required ▪ Quarterly meetings between officers	▪ Regeneration ▪ Planning	2014 onwards

CULTURAL STRATEGY ACTION PLAN 2013 to 2018

THEME 3: CREATIVITY, QUALITY AND INNOVATION

Promoting creativity, innovation and quality, supporting new and emerging artists, recent graduates and retaining young talent in the borough.

Strategic Links		Action	Why are we doing this	Outputs	Partners	Time Frame
Economic Wellbeing	3.1	Set up exploratory meeting with business development/support depts. of colleges to identify skills gaps and needs of new graduates in transition from college to business and work to develop an appropriate support package.	To provide support at the appropriate level for emerging cultural sector graduates to take their next step within the cultural industries, ensuring the retention of new artists/graduates in the borough.	<ul style="list-style-type: none"> ▪ Initial meeting with colleges ▪ Follow up meeting with colleges and cultural industry partners ▪ Support package (inc one to one advice sessions, information and signposting, opportunities to sell work) 	<ul style="list-style-type: none"> ▪ LCC, Camberwell, LSBU, Morley, Southwark College, Southwark Adult Education, Southwark Arts Forum, Ideas Tap, Newham College (Fashion and textiles museum), business improvement districts, current funded organisations. 	2014 onwards
Economic Wellbeing	3.2	Collate a list of individual practitioners, organisations and venues that are willing and able to offer support to artists, through advisory, residencies, apprenticeships and schemes for young entrepreneurs	To encourage collaborative working within the cultural sector and to maximise use of existing skills and resources	<ul style="list-style-type: none"> ▪ Collated list of individuals, organisations & venues and their associated support package available 	<ul style="list-style-type: none"> ▪ Studio providers ▪ Regeneration ▪ Property ▪ Cultural venues ▪ Southwark Arts Forum 	2014 onwards
Economic Wellbeing	3.3	For council services to work together to consider and find solutions for proposals that	To promote a positive organisational attitude and flexibility within	<ul style="list-style-type: none"> ▪ Published set of guidelines and FAQs ▪ Quarterly meetings 	<ul style="list-style-type: none"> ▪ Regeneration ▪ Property ▪ Events 	2014 onwards

CULTURAL STRATEGY ACTION PLAN 2013 to 2018

Strategic Links		Action	Why are we doing this	Outputs	Partners	Time Frame
		may not easily fit within existing processes such as access to unusual site specific spaces.	council processes towards quality work that is experimental, as this raises the profile of the borough and attracts visitors.	<ul style="list-style-type: none"> between officers ▪ A central register of enquiries ▪ 2 seminar events with presentations from best practice models 		
Economic Wellbeing	3.4	Promote training and skills sharing through best practice models to develop innovative creative practice.	To promote the skills and experiences of organisations that are producing experimental and cutting edge work, enabling other artists and practitioners to learn from this	<ul style="list-style-type: none"> ▪ 2 seminar events with presentations from best practice models 	<ul style="list-style-type: none"> ▪ Events 	2014 onwards
Southwark Plan	3.5	<p>To develop a public art and monuments strategy which advocates for innovative, high quality commissioning processes and incorporates:</p> <ul style="list-style-type: none"> ▪ Artists' involvement in the early stages of development. ▪ A broad definition of public art. ▪ Protocol for improving the implementation, management, care and safeguarding of public art and heritage. 	To have a clear policy for the commissioning of public art, ensuring a coherent, transparent and streamlined approach, which results in high quality work being delivered.	<ul style="list-style-type: none"> ▪ An agreed public art strategy 	<ul style="list-style-type: none"> ▪ Public realm ▪ Planning ▪ Regeneration ▪ Developers ▪ Ixia (public art think tank) ▪ Health & wellbeing 	2014 onwards

CULTURAL STRATEGY ACTION PLAN 2013 to 2018

Strategic Links		Action	Why are we doing this	Outputs	Partners	Time Frame
		<ul style="list-style-type: none"> ▪ Protocol for community engagement 				
Great Art for Everyone (ACE) Cultural Metropolis (GLA) Making Music Matter (GLA)	3.6	<p>Continuation of existing high quality engagement programmes which meet an identified need and where the council are best placed to lead delivery:</p> <ul style="list-style-type: none"> ▪ Big Dance biannual dance festival. ▪ All About the Band young people's music project. ▪ Supporting new cultural producers (e.g. creative writing workshops for adults). ▪ Canada Water Culture Space and libraries programming. 	To provide opportunities for local people to witness and participate in high quality cultural experiences.	<ul style="list-style-type: none"> ▪ Delivery of existing arts and libraries programmes 	<ul style="list-style-type: none"> ▪ Arts Council England ▪ Southwark music service ▪ Greater London Authority (GLA) ▪ London Events Forum ▪ The Albany 	2013 onwards
Southwark Plan	3.7	Developing a new high quality culture or heritage resource through a dialogue with the community, including re-providing the Cuming Museum and Newington Library.	Public support for a new facility and the need to rebuild an appropriate space for the collections and services which serve Southwark's heritage remit. Continued and strengthened commitment to showcasing and caring	<ul style="list-style-type: none"> ▪ Public consultation to explore ideas and proposals ▪ Engagement programme raising awareness of current services and new potential ▪ Dialogue with stakeholders on development of 	<ul style="list-style-type: none"> ▪ Regeneration ▪ Arts Council England (ACE) ▪ Greater London Authority (GLA) ▪ A New Direction (AND) ▪ Museum of London ▪ London Museums Group ▪ National Archives 	2015 onwards

CULTURAL STRATEGY ACTION PLAN 2013 to 2018

Strategic Links		Action	Why are we doing this	Outputs	Partners	Time Frame
			for the borough's physical archives and artefacts.	proposals	<ul style="list-style-type: none"> ▪ Heritage Lottery Fund (HLF) 	
	3.8	Review the culture commissioning plan and contracts with organisations in the borough.	To ensure the culture commissioning plan supports the delivery of the new cultural strategy.	<ul style="list-style-type: none"> ▪ New commissioning plan ▪ New contracts 	<ul style="list-style-type: none"> ▪ Arts Council England ▪ Current funded organisations ▪ All council departments involved in culture commissioning 	2015-2016

CULTURAL STRATEGY ACTION PLAN 2013 to 2018

THEME 4: RESILIENCE AND SUSTAINABILITY

Support for long term viability of cultural sector, through training, capacity building and professional development, links to business and enterprise, access to funding and synergy through consortia and partnership bids.

Strategic Link		Action	Why are we doing this	Outputs	Partners	Time Frame
Economic Wellbeing	4.1	Develop an income generation plan.	To increase capacity and inward investment	<ul style="list-style-type: none"> ▪ Income generation plan, including national funding bodies, philanthropy / individual giving, sponsorship and CSR. 	<ul style="list-style-type: none"> ▪ Economic development ▪ Arts Council England ▪ Business improvement districts 	2014 onwards
	4.2	Provide and distribute up to date information on a range of funding sources which cultural organisations can apply to and advise them of these.	To encourage applications to a range of funding sources.	<ul style="list-style-type: none"> ▪ List of council and non-council sources, including links to major funding sources ▪ Regular e- bulletin 	<ul style="list-style-type: none"> ▪ Communications ▪ Community engagement ▪ Southwark Arts Forum 	2014 onwards
Economic Wellbeing	4.3	Explore opportunities for connecting cultural organisations with corporate organisations through, corporate social responsibility (CSR), business support for culture, corporate funding and secondment opportunities.	To encourage the sector in diversifying their funding streams and explore other funding models	<ul style="list-style-type: none"> ▪ Initial exploratory meeting with corporate sector and other partners ▪ 2 seminar events for cultural sector and corporate organisations 	<ul style="list-style-type: none"> ▪ Arts and Business ▪ Business improvement districts 	2014-2015
Economic Wellbeing	4.4	Explore options for strategic consortia funding applications, identifying	To use the council's position to lever in strategic investment in	<ul style="list-style-type: none"> ▪ Initial exploratory meeting with council officers 	<ul style="list-style-type: none"> ▪ Arts Council England ▪ Regeneration ▪ Economic 	2016 - 2017

CULTURAL STRATEGY ACTION PLAN 2013 to 2018

Strategic Link		Action	Why are we doing this	Outputs	Partners	Time Frame
		involvement from other council services and potential cultural partners.	cultural provision, benefiting local communities and a range of cultural providers.	<ul style="list-style-type: none"> ▪ Research potential funding sources 	<ul style="list-style-type: none"> ▪ Development Health and Wellbeing 	
South London and Maudsley Art Strategy Guys and St Thomas Hospital Art Strategy	4.5	Explore with other council services how the cultural sector can access funds related to the personalisation agenda.	To identify how the cultural sector can best address the health and wellbeing agenda	<ul style="list-style-type: none"> ▪ Activities designed to meet the needs in this area. 	<ul style="list-style-type: none"> ▪ Health and Wellbeing ▪ Guys and St Thomas Hospital ▪ South London and Maudsley Hospital 	2015
Economic Wellbeing	4.6	Explore with partners alternative models of funding cultural enterprise and provide signposting for them.	To encourage the sector to diversify their funding streams and explore other funding models	<ul style="list-style-type: none"> ▪ Initial meeting with studio providers and space management agencies ▪ List of alternative funding models 	<ul style="list-style-type: none"> ▪ Studio providers ▪ Business improvement districts 	2015
Economic Wellbeing	4.7	Explore with colleagues across council services how we could make better use of existing council resources to support and help to save money for the sector.	To maximise the use of existing council resources (e.g. transport, IT, space)	<ul style="list-style-type: none"> ▪ List of alternative council resources for use by cultural sector 	<ul style="list-style-type: none"> ▪ All council departments 	2015
Economic wellbeing Great Art for	4.8	Explore the council's and Arts Council England current portfolio of funded organisations, the ways in	To ensure more effective use of resources across the borough.	<ul style="list-style-type: none"> ▪ 1 meeting per year with ACE portfolio organisations ▪ Quarterly meetings 	Arts Council England	2014

CULTURAL STRATEGY ACTION PLAN 2013 to 2018

Strategic Link		Action	Why are we doing this	Outputs	Partners	Time Frame
Everyone		which they can support other organisations and individual practitioners in the borough, helping them to save money through resource sharing.		<ul style="list-style-type: none"> with funded orgs Collate list of support package available 		
Economic Wellbeing	4.9	Explore within the council and with external partners the potential for the cultural sector to access start up funding towards their work.	To support the development of new companies, small creative businesses and cultural industries	<ul style="list-style-type: none"> Initial exploratory meeting with council officers and other partners Collate list of existing funds and initiatives available 	<ul style="list-style-type: none"> Ideas Tap Youth Corporate strategy Business improvement districts 	2014
Economic Wellbeing	4.10	To review and develop existing training and capacity building mechanisms in partnership with key providers	To ensure the sector has access to the best quality training and skills support available and to ensure a joined up approach	<ul style="list-style-type: none"> Review of current provision 	<ul style="list-style-type: none"> Southwark Arts Forum (SAF) South London Art Map (SLAM) Events CAS (Community Action Southwark) 	2014
Volunteer Strategy	4.11	To work with partners to enable people to use their skills within the community to build capacity for cultural provision.	To provide opportunities for local people to develop skills and become volunteers	<ul style="list-style-type: none"> Delivery of volunteer passport programme Collated list of volunteer opportunities 	<ul style="list-style-type: none"> Volunteer Centre Southwark Attitude is Everything Guys and St Thomas' hospital South London and Maudsley hospital 	2013

CULTURAL STRATEGY ACTION PLAN 2013 to 2018

THEME 5: PEOPLE AND AUDIENCES

Increasing and diversifying audiences, audience development and engagement enabling the sector to reach local audiences and be aware of the changing nature of the population as a result of the physical changes in the area.

Strategic Link		Action	Why are we doing this	Outputs	Partners	Time Frame
	5.1	Develop a community and culture profile for each community council area to help cultural practitioners and organisations tap into changing audiences and reach new communities.	To use the information and resources available to support cultural organisations to become more knowledgeable about their local community, their target audience and enable appropriate engagement.	<ul style="list-style-type: none"> ▪ Data analysis of current sources inc Census and health & wellbeing data ▪ Area based profiles developed 	<ul style="list-style-type: none"> ▪ Community engagement ▪ Audiences agency ▪ Corporate strategy ▪ Arts Council England 	2014 ongoing
Great Art for Everyone	5.2	Provide training in interpreting and using audience segmentation data and provide specific sector support for organisations who are new to this or have limited experience of this process.	To support the cultural sector to better understand local communities and how they engage with cultural provision	<ul style="list-style-type: none"> ▪ 2 seminar / training events for cultural sector led by Audiences agency and ACE 	<ul style="list-style-type: none"> ▪ Audiences agency ▪ Arts Council England (ACE) 	2014 ongoing
Great Art for Everyone	5.3	Work with local, borough wide and London wide heritage organisations and societies to promote, preserve and celebrate both existing heritage and culture and heritage of Southwark's newer communities.	To help tell the story of Southwark, past, present and future. To help people feel engaged with the borough's history and to explore their own contribution to local and wider culture.	<ul style="list-style-type: none"> ▪ Regular contact with heritage and diverse groups, including attendance at events ▪ Improved information and resources online and in physical formats 	<ul style="list-style-type: none"> ▪ Local history and heritage societies ▪ Arts Council England (ACE) ▪ Museum of London ▪ London Museums Group ▪ National Archives 	2014 onwards

CULTURAL STRATEGY ACTION PLAN 2013 to 2018

Strategic Link		Action	Why are we doing this	Outputs	Partners	Time Frame
			To listen to and work with people to tell their own story.	<ul style="list-style-type: none"> ▪ More opportunities for people to become involved 		
Great Art for Everyone	5.4	Helping people explore their own identity and cultural values through exhibitions, interpretation, events and activities both online and in appropriate sites and venues.	To fulfil our remit to reflect local and wider communities and cultures and to provide access to the collections we hold in trust for the people of Southwark and beyond.	<ul style="list-style-type: none"> ▪ Continued programme of regular exhibitions, education programme and events ▪ Improved web and other resources ▪ Continued and strengthened commitment to showcasing and caring for the borough's physical archives and artefacts. 	<ul style="list-style-type: none"> ▪ Local history and heritage societies ▪ Arts Council England (ACE) ▪ Museum of London ▪ London Museums Group ▪ National Archives 	2015 onwards
Great Art for Everyone	5.5	Support the development of the schools audience for cultural products, e.g. through the Arts Award, engagement with teachers, mapping of existing take up and provision.	To encourage greater co-operation and collaborative working between the cultural sector and others.	<ul style="list-style-type: none"> ▪ Map current provision in schools (through partner information) ▪ Series of open meetings for cultural sector with teachers / education reps ▪ Delivery of Arts Awards schemes (e.g. All about the 	<ul style="list-style-type: none"> ▪ Education service ▪ STEP ▪ A New Direction (AND) ▪ South Bank and Bankside Cultural Quarter ▪ Cultural partners working with schools 	2014 onwards

CULTURAL STRATEGY ACTION PLAN 2013 to 2018

Strategic Link		Action	Why are we doing this	Outputs	Partners	Time Frame
Guys and St Thomas Hospital art strategy South London and Maudsley Hospital art strategy Five ways to wellbeing Volunteer strategy	5.6	Work with cultural providers to ensure awareness of current legislation and best practice and a pro-active implementation of access and inclusion through targeted programming according to age, ethnicity and disability.	To ensure that Southwark’s cultural provision is inclusive and accessible to all communities	Band) <ul style="list-style-type: none"> ▪ Equalities impact assessments ▪ Targeted programmes by age, ethnicity etc. ▪ Targeted health and wellbeing programmes e.g. Feel better with a book ▪ Published findings of Volunteer passport ▪ Revealed training ▪ Access to Mental Health First Aid training, delivered by SLAM 	<ul style="list-style-type: none"> ▪ Volunteer Centre Southwark ▪ Attitude is Everything ▪ Guys and St Thomas Hospital ▪ South London and Maudsley Hospital 	2014 onwards