



## **London Cultural Improvement Programme Bid to Capital Ambition**

### **“Delivering Value Through Cultural Services”**

The London Cultural Improvement Programme Board is submitting a new bid to the Capital Ambition Programme Board on 28 July. The bid builds on the success of the initial phase of the London Cultural Improvement Programme, which has been funded by Capital Ambition in January 2008. As a result of this work, London is now considered to be the leading region in England for Cultural Improvement and the I&DeA has adapted the methodology to roll out in the other regions.

This new programme aims to ensure cultural services respond to change and achieve the balance between efficiency and process, and outcome based accountability, required to effectively support wider outcomes and deliver value. As with the first phase of the programme the proposed new work strands target support to the weakest areas of the sector and is designed to deliver a lasting legacy of improvement through building capacity, supporting collaborative working, encouraging self improvement and enabling efficiencies to be realised. The additional work strands are:

**Working with Children’s Services** will build capacity and confidence for Children and Young People’s services and Cultural services to work together to deliver strong outcomes for children and young people and improve effectiveness and efficiency across London.

**Heritage Change Programme** will take a strategic approach to improving performance, effectiveness, efficiency and standards of London’s Local Authority Heritage Services including Historic Environment Management, Archive Services and Museum Services and develop a shared improvement plan for the sector.

**London Events Network and Training** will utilise the London Events Forum run by the GLA to provide borough event managers and those with event responsibilities, with a range of support programmes and tools to help them achieve improvements and efficiencies in their own borough, across borough boundaries and with the third sector

**Marketing Culture for the Visitor Economy** will improve marketing skills within cultural services and boost London’s visitor economy through ensuring effective marketing of London’s cultural offer

**Improving Fundraising Capability** will facilitate improved inward investment in London’s cultural services.

These have been developed primarily from evidence of improvement priorities drawn from boroughs’ completion of the Cultural and Sport Improvement Tool self assessment process, or build on examples of the success of other existing work strands.

The additional work strands dovetail into the existing work of the London Cultural improvement programme, which is currently delivering projects to:

- transform London’s Public Library Service and release significant efficiency savings;
- support members to advocate the case for culture;
- improve the access to cultural data and evidence;
- develop an impact measures training package and tool kit;
- facilitate self improvement and peer supported improvement, both in cultural services as a whole and discretely within Local Authority museums.

The “Delivering Value Through Culture Bid to Capital Ambition is for £300, 000 and this has been matched by contributions from London’s Cultural Agencies and a range of other partners. **The Capital Ambition Programme Board will consider the bid on 28 July**