

# Culture in local area agreements in London



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Making the case for culture in local area agreements (LAAs):

A briefing note

May 2006

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## Introduction

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The cultural sector<sup>1</sup> is uniquely placed to help deliver Local Area Agreement (LAA) outcomes for local communities. This briefing note on why and how culture contributes to LAAs has been produced jointly by Arts Council England (London), the Association of London Government (ALG), the Big Lottery Fund (London region), English Heritage (London), Government Office for London, Museums Libraries and Archives (MLA) London and Sport England (London).

This briefing note has been compiled to help:

- Those involved in producing LAAs within local authorities;
- Culture Officers and Members make the case for culture to be included fully within LAAs;
- LAA assessors and relationship managers.

It demonstrates the far-reaching benefits of culture and how it impacts on a wide range of service areas. The document:

- Suggests ways in which local authorities can increase the contribution of culture in LAAs, including some case studies;
- Suggests the sorts of cultural activities that might be included under each of the four LAA blocks and ways in which they might be measured;
- Signposts to sources of further help and information.

The cultural sector is at the heart of local communities and can be at the heart of local government's effort to deliver through LAAs.

The case studies in this briefing note are based on examples in previous LAA rounds. They are examples of how culture can contribute to LAAs but they cover a limited range of cultural activities. The table on page 15 shows how a much wider range of cultural activities can contribute to LAAs.

## Acknowledgement

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The structure and some content of this document are based on a similar publication produced by the West Midlands Cultural Consortium.

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<sup>1</sup> This document uses the DCMS definition of culture: performing and visual arts, media, film, television, video and language, museums, artefacts, archives and design, libraries, literature and publishing, the built heritage, architecture, landscape and archaeology, sports events, facilities and development, parks, open spaces, wildlife habitats, water environment, children's play, playgrounds and play activities, tourism, festivals and attractions, as well as informal leisure pursuits.

## Why culture is good for communities and can achieve LAA outcomes

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The 'people-oriented' nature of cultural services, concerned with personal and social development, can make a substantial contribution to a 'people-centred' policy agenda that aims to develop both **social capital** (strengthening community networks/capacities) and **personal capital** (developing skills and confidence).

Cultural services also have significant potential for 'joined up' working with other public and voluntary agencies seeking to address issues of social inclusion. For example, arts, sport and play can be vehicles for health promotion; libraries, museums, arts and sport can contribute to education; parks, sports, arts and tourism can play a role in urban regeneration. Each service has its specific strengths, but all can make some contribution to combating social exclusion and developing communities.

This role was highlighted in the Government's LAA Guidance for Round 2:

*Culture and sport are integral to the sustainability of a local area and can be used to meet a wide range of local needs. Culture and sport can contribute to all of the LAA blocks and to community well-being more generally. These sectors should be seen as operating in a cross-cutting way across the full range of local community priorities.*

In the second round of LAAs, the value of culture's contribution to each of the four LAA blocks was recognised by some Local Strategic Partnerships (LSPs). For example, Hounslow's Local Area Agreement states:

*The LSP recognises that culture brings people together and plays a significant role in improving our quality of life. The vibrant mixture of diverse cultures in Hounslow is a major strength. Culture can be a powerful force, promoting understanding and a sense of identity. It can bring people together from different backgrounds, transcending barriers and celebrating difference. Culture plays a crucial role in achieving the wider outcomes set out in the LAA in terms of promoting community cohesion, social inclusion, educational attainment, economic development, health and well being. Within the LAA cultural partners will play a key role in delivering the activities and services designed to achieve the wider outcomes, and will be explicitly included in the action plans.*

## Culture and LAAs in London to date

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Cultural activities and outcomes have featured in the first two waves of LAAs (Rounds 1 and 2) both nationally and in London. However, culture's contribution has been patchy and has focused primarily on sport and physical activity.

Culture has the potential, however, to contribute to all the four main blocks of LAAs and involve a much wider range of cultural services, such as libraries, arts, museums, heritage, archives and the cultural industries.

At an ALG seminar to promote culture and LAAs in February 2006, the following suggestions were made to have culture included in the LAA:

- Get a champion for culture on your Local Strategic Partnership (such as a councillor or senior officer) to make the case for culture and provide leadership;
- Identify an officer that will develop the LAA around culture and network with the relevant officers working on the LAA to support your champion;
- LAAs and stretch targets can contribute to the improvement and performance agenda for culture that is increasingly important with culture's inclusion in the Comprehensive Performance Assessment (CPA);
- Be clear about how you are going to measure the impact of proposals and develop a good evidence base;
- Be prepared to lobby for the inclusion of culture and be persistent;
- Develop an early working relationship with the relevant Non Departmental Public Body (NDPB).

Regional agencies for culture in London can offer boroughs developing or refreshing LAAs:

- Advice on stretch targets, outcomes and outputs and how to measure these;
- Alignment of funding;
- Advice and support on developing proposals.

Useful regional contacts are listed on page 20 of this document.

Case studies on how culture has contributed to the four blocks and why culture should contribute to them follow.

## Children and young people

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LAA outcomes for Children and Young People (CYP) will focus on the outcomes for the Government's 'Every Child Matters' framework. Culture can contribute to all of these outcomes in a number of ways:

**Stay safe:** Culture can promote community cohesion and reduce the likelihood of children being victims of crime and anti-social behaviour, as well as bullying;

**Be healthy:** Sport and physical activity are essential in reducing child obesity levels, sport and culture can assist in promoting and maintaining healthy lifestyles;

**Enjoy and achieve:** Culture helps with personal development, improving generic skills such as communication and self-expression. Culture can improve educational attainment in a variety of ways – by broadening and supporting the educational curriculum, by re-engaging adults and young people into education and by raising people's expectations and increasing their motivation;

**Make a positive contribution:** Culture can provide volunteering opportunities for children and positive preventative activities around crime and anti-social behaviour;

**Economic well-being:** Improving educational attainment and aspirations will have a positive impact on a child's life chances, particularly relating to employment. The cultural industries sector in London (including tourism) is one of the fastest growing sectors in the capital.

### LAA Case Study: City of Westminster (Round 2)

**Outcome:** Improve the health and well-being of young people (aged 5-16) by helping them to live a more physically active lifestyle.

**Stretch target:** Increase the proportion of 5-16 year olds participating in two hours of high quality sport and physical activity each week.

**Performance indicators:**

- The number of 5-16 year olds participating in an average of two hours of high quality PE and school sport a week within curriculum and out of school hours learning in a school- and estate-based setting during the academic year.

The data source will be the Physical Education, School Sport and Club Links (PESSCL) audit.

**Stretch Target:** An 8 per cent increase over the PSA target for 2008/09 (93 per cent).

## LAA Case Study: London Borough of Enfield (Round 2)

**Outcome:** Improve the range of accessible and affordable recreational and leisure activities available across the borough.

**Stretch Target:** Increase the number of children aged 0-18 benefiting from libraries' facilities and reader and learning development activities.

### Performance indicators:

1. Number of active members of the library aged 0-18 (using the library four times a year). Stretch target: increase of 25 per cent by 2008/09;
2. Number of 0-4s participating in early learning activities per annum. Stretch target: increase of 25 per cent by 2008/09;
3. Number of CYP 5-18 participating in reader development activity per annum. Stretch target: increase of 15 per cent by 2008/09;
4. Number of CYP participating in study support activity per annum (members of Library Homework Centres). Stretch target: increase of 15 per cent by 2008/09.

The baseline source is a combination of data from the Library Management System and manual accounting.

The reward grant is to be split across the four indicators. A Pump Priming Grant of £180,000 has been made available to implement an innovative action/delivery plan – building upon what works. Successful delivery of this LAA target will produce in excess of a £0.75 million reward grant for further improvements.

This LAA target was created and negotiated building on the success of a library/leisure target contained within the Local Public Service Agreement (LPSA) Round 1.

## Healthier communities and older people

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Poor health is closely associated with social exclusion. Cultural services can make a unique contribution to psychological health and well-being, to physical fitness and health and to the dissemination of health-related information.

Other research has shown that:

- Individuals who are culturally inactive reported poorer health compared to the culturally active <sup>2</sup>;
- Attending cultural events is linked to longevity. People rarely attending cultural events ran a 60 per cent higher mortality risk than those attending most often <sup>3</sup>.

Culture can contribute to the following outcomes under this block:

**Improved health and reduced health inequalities:** The scientific evidence is compelling; physical activity not only contributes to well-being but is also essential for good health. People who are physically active reduce their risk of developing major chronic diseases by up to 50 per cent and their risk of premature death by about 20-30 per cent <sup>4</sup>.

**Making a positive contribution:** Cultural activities, through use of leisure facilities, libraries and volunteering, can assist older people to make a positive contribution to their communities.

**Increased choice and control:** Participation in cultural activities is an effective way for older people to maintain independent living. Engaging older people in physical activity means they can maintain strength and functional ability on a practical level so that they can maintain their independence. Cultural activities can also positively contribute to individuals' and communities' general well-being; increasing social contacts and networks.

### LAA Case Study: LB Brent (Round 2)

**Outcome:** Increased participation in sport and physical exercise by adult residents.

**Performance indicator:**

- The proportion of adults taking part in sport and physical exercise for 30 minutes on three occasions per week.

A baseline will be established in 2006 using the Sport England's Active People Survey.

**Enhancement in performance with reward element:** A 4 per cent point increase in 2008/09.

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<sup>2</sup> Johansson, S E, Konlaan, B B et al, 2001 quoted in *London Health Commission, Culture and health: making the link*, 2002

<sup>3</sup> Bygren, L O, Konlaan, B B et al, 1996, quoted in *London Health Commission, Culture and health: making the link*, 2002

<sup>4</sup> Chief Medical Officer, Department of Health, 2004



## Safer and stronger communities

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Crime continues to be the main concern among Londoners; when surveyed over half identified it as a concern <sup>5</sup>.

Cultural services (especially sport, arts and play) can develop safer communities by contributing to programmes that:

- Effectively engage the most disadvantaged groups;
- Improve cognitive and social skills;
- Reduce impulsiveness and risk-taking behaviour;
- Raise self-esteem and self-confidence;
- Improve education and employment prospects.

Cultural services can strengthen communities, increase community cohesion and improve the environment by providing opportunities:

- To celebrate and increase understanding of different cultures and heritage;
- To improve the design and increase the use of public spaces, through public art and making them more accessible; many new cultural facilities have also become landmark buildings, such as the Laban Centre, the Ideas Store in Bow and the IMAX cinema;
- To get local people to appreciate and value open spaces. Engaging young people, for example, in cultural and sporting activities using open spaces can lead to a reduction in vandalism.

Culture's role in the safer and stronger communities block has been recognised by the following proposed outcome in the Round 3 LAA Guidance:

### **Enrich individual lives, strengthen communities and improve places where people live through culture and sport, including libraries and the historic environment.**

Other outcomes that culture can contribute to include:

**Reduced crime:** Using diversionary activities: a summer programme of cultural and sporting activities reduced the number of young people appearing in court significantly in the London Borough of Newham in 2005/06;

**Empowering local people to have a greater choice and influence over local decision-making and a greater role in public service delivery:** Cultural activities can provide innovative ways of consulting communities on public services and can offer volunteering opportunities locally;

**Increased access to and enjoyment of green spaces:** Cultural and leisure facilities, as well as a programme of cultural activities, have been successful in increasing the number of visitors to Mile End Park in Tower Hamlets.

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<sup>5</sup> ALG, *Survey of Londoners*, 2005, prepared by TNS

## LAA Case Study: LB Hounslow (Round 2)

**Outcome:** To secure the development of Brentford Community Stadium, a mixed-use community hub.

Although this is identified as a cross-cutting theme that relates to all the blocks in the LAA, the emphasis is on providing a focus for the Brentford community. It will enable communities to work and socialise together promoting social inclusion. It will build on Brentford's Football in the Community programme that engages disadvantaged young people in sport.

The vision for this project is to create a vibrant and sustainable mixed-use community hub with a wide range of facilities including:

- A modern 18,000-seat stadium for football, rugby and other sports;
- A new indoor sport and leisure centre;
- A health centre for Hounslow Primary Care Trust;
- A social enterprise incubation cluster;
- A commercial hotel and leisure facilities.

## LAA Case Study: LB Harrow (Round 2)

Although identified in the London Borough of Harrow's Local Area Agreement as cross-cutting themes, the following outcomes and performance targets could be included in the Safer and Stronger Communities block. Culture can play an important role in strengthening communities and offers people of all ages the opportunity to engage positively with the place in which they live. Such engagement should generate a greater sense of belonging; relieving feelings of disenfranchisement and developing a safer community.

**Outcome:** Develop four community-based performance areas in locations which are recognised as deficient in arts facility provision.

### Performance indicator:

- Four venues in regular use providing community-based programmes.

**Outcome:** Increased use of libraries by minority ethnic groups as their specific needs are met.

### Performance indicator:

- Increase percentage of active\* borrowers who are from minority ethnic groups by 1 per cent (\*active defined as borrowing an item in the past year).

**Outcome:** Visits by new users to museums, especially from under-represented groups.

### Performance indicators:

- 200,000 new visitors to Harrow museums;
- 100,000 visits by new users from minority and socially deprived groups to the historic environment.

**Outcome:** Increased use of open spaces and participation in sport and recreation, which caters for the needs of diverse communities.

### Performance indicators:

- Number of participants from the targeted groups;
- People involved in volunteering for sports-related activities;
- Increase in the percentage of residents reporting a greater satisfaction with parks, open spaces and sport.

## Economic development and enterprise

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As well as contributing to increased employability via education, skill development and life-long learning, the cultural services, as employers and investors in local economies, have the potential to make both direct and indirect economic contributions.

Cultural industries are a significant and growing economic force within London and their influence is set to grow further. The creative sector employs over half a million people and generates £21 billion annually<sup>6</sup>. It is growing faster than any major industry in London, except Financial and Business services, accounting for a fifth to a quarter of all job growth in London between 1995 and 2001<sup>7</sup>.

Tourism is also an important generator of wealth in London, supporting 13 per cent of the city's workforce, with visitors spending over £8.8 billion in 2001<sup>8</sup>.

A concentration of cultural facilities and activities can act as a magnet for visitors and provide a significant boost to the local economy. Cultural services and tourism are inter-dependent, with tourists attracted by museums, heritage sites, arts, sport, entertainment venues, festivals and events.

Culture can therefore contribute to the following outcomes in this block:

**Increased employment and enterprise:** Directly, with cultural services as employers, and indirectly, through increased tourism, for example;

**Increasing skills:** Volunteering can lead to the development of transferable skills; libraries can provide information on careers and learning materials and are being used as accessible, local venues for skills training, particularly in disadvantaged areas;

**Increasing innovation:** Cultural industries are often knowledge-based industries and can assist with the development of new products, for example through design.

### LAA Case Study: Westminster City Council (Round 2)

Westminster developed a 'single pot' LAA, so its targets and activities did not have to relate directly to the four LAA blocks. The example below is under the theme 'Better life chances for all our citizens' but is directly related to economic development and enterprise.

**Outcome:** To promote enterprise, wealth creation and inward investment. Support the creative industries in their role as providers of training and employment and contributors to the economic growth of an area.

#### Performance indicator:

120 creative businesses supported in Westminster through Westminster's creative hub by 2008/09.

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<sup>6</sup> Creative London, GLA and LDA, *Creative London: Vision and Plan*, May 2004

<sup>7</sup> GLA Economics, *London's Creative Sector: 2004 Update*, April 2004

<sup>8</sup> GLA, LDA and Visit London, *London Tourism Action Plan 2003/04 and 2005/06*, April 2006

## Further information and useful links

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### Guidance and good practice

The Government's Local Area Agreements: Guidance for Round 3 and Refresh of Round 1 and 2

<http://www.communities.gov.uk/index.asp?id=1164930>

IDEA: Role of Culture and Sport in LAAs – papers from a conference held on 16 March 2006

<http://www.idea-knowledge.gov.uk/idk/core/page.do?pageId=1256003>

Sport England: Sport Playing Its Part

[http://www.sportengland.org/index/get\\_resources/sport\\_playing\\_its\\_part.htm](http://www.sportengland.org/index/get_resources/sport_playing_its_part.htm)

ALG: Culture and Communities – case studies of how culture can contribute to other public sector services

<http://www.alg.gov.uk/doc.asp?doc=14293&cat=1793>

Government Office for London: Information on LAAs

[http://www.gos.gov.uk/gol/Local\\_govt/Localareaagreements/?a=42496](http://www.gos.gov.uk/gol/Local_govt/Localareaagreements/?a=42496)

MLA London: London's Culture Equation – measuring the economic impact of museums, libraries and archives in London

<http://www.mlalondon.org.uk/priorities/index.cfm?NavigationID=173>

The Mayor's Culture Strategy

<http://www.london.gov.uk/mayor/strategies/culture/index.jsp>

### London's cultural agencies

Arts Council England, London: [www.artscouncil.org.uk](http://www.artscouncil.org.uk)

English Heritage London: [www.english-heritage.org.uk](http://www.english-heritage.org.uk)

Museums Archives and Libraries London: [www.mlalondon.org.uk](http://www.mlalondon.org.uk)

Sport England London: [www.sportengland.org/london\\_index.htm](http://www.sportengland.org/london_index.htm)

### Other useful websites

Association of London Government: [www.alg.gov.uk](http://www.alg.gov.uk)

Big Lottery Fund: [www.biglotteryfund.org.uk](http://www.biglotteryfund.org.uk)

Department for Culture, Media and Sport: [www.culture.gov.uk](http://www.culture.gov.uk)

Government Office for London: [www.gos.gov.uk/gol/](http://www.gos.gov.uk/gol/)

## Examples of cultural contribution to LAAs

Please note these are only examples; they have not been agreed by Government and you will need to discuss these with your Government Office for London LAA negotiator.

### Children & young people

Outcome	How culture relates to these outcomes (indicators or targets)	Possible activities	Possible measures
Take-up of cultural opportunities among 16 year olds.	Increase visits to/use of museums, libraries and archives and historic places by this age group.	Programmes promoting reading for educational and leisure purposes. Services (all three domains) that provide relevant cultural experiences and creative skills especially through museums and galleries. Partnership with educational institutions to guarantee cultural entitlement and ensure engagement with services.	Standard user/visitor data and impact evaluation of entitlement and engagement programmes.
Number and quality of educational opportunities for young people/ numbers of school visits to cultural sites.	Increase visits to museums and historic places via schools and out-of-school family visits for all children and young people.	Support for Hub and non-Hub museums for school visit programmes and family learning promotions focused on disadvantaged areas.	Renaissance in the Regions Public Service Agreement (PSA) targets met.
Children benefiting from children's library facilities and activities.	Raise percentage of children in library membership and/or participating in activities for their age group at local libraries.	Support promotion of libraries via Bookstart linked to more under fives' activities. Running of Summer Reading Challenge in all libraries. More extensive provision of Homework Clubs.	Growth in C2DE family use of museums in region. Percentage of children in membership and/or participation. Local F4F impact measure on Summer Reading Challenge.
Reduce incidents of obesity among children.	Increase the percentage of schoolchildren spending a minimum of two hours per week on high-quality PE and school sport within and outside the curriculum.	Co-ordinate and establish a programme of sports activities outside school hours and during holidays which are fully accessible to local young people.	DfES school survey.
Participation in a broad range of high quality activities, both in and out of school, particularly by priority groups.	Increase the opportunities for children and young people to experience arts activity.	Artist-led programmes of creative activities inside and outside school, enabling greater enjoyment and achievement within and outside school. To include provision for Early Years and Youth Arts.	Arts Mark, Creative Partnerships evaluation, RFO monitoring and young people's Arts Awards.

<p>Participation in a broad range of high quality activities, both in and out of school, particularly for priority groups.</p>	<p>Increase the percentage of 13-20 year olds engaged in heritage related activities.</p>	<p>Examples:</p> <ol style="list-style-type: none"> <li>1. A project involving young people in exploring the contribution which Afro-Caribbean people have made to an area including interviews with older people, exploring archives and museum collections and using material to write and broadcast a series of local radio shows.</li> <li>2. A project involving disadvantaged young people in traditional rural craft skills and enabling them to build their own Round House.</li> </ol>	<p>Number of young people engaged in cultural/ heritage activities.</p>
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## Safer and stronger communities

Outcome	How culture relates to these outcomes (indicators or targets)	Possible activities	Possible measures
Better life chances for adults of working age.	Increased take-up of adult learning and training opportunities through public libraries and other parts of the sector.	<p>Developing new ways of using People's Network connectivity for lifelong learning provision.</p> <p>Partnerships with further education providers for learning activity in and through museums and libraries within their communities.</p> <p>Developing flagship community libraries for reaching disadvantaged groups and engaging them in learning.</p> <p>Learning through museum and archive services.</p> <p>Engaging people in community archives development and use.</p> <p>Development of training opportunities, such as traditional craft skills, at local cultural centres.</p>	<p>Numbers of accredited learning outcomes.</p> <p>Informal learning progress measured by Inspiring Learning for All/Generic Learning Outcomes.</p> <p>Take-up of learning opportunities by C2Des.</p> <p>Depth of community engagement by local library services.</p> <p>Levels of adult attendance at education events or engagement in learning and research activity.</p>
Number of adults undertaking more than the specified amount of formal volunteering.	Increase in adults planning, developing, and working voluntarily in sector services.	Creating opportunities for engagement of adults in arts, heritage, community service and group activities (reading, family/local history, trust management, education, front-of house works etc).	Tracking service-point (location) data on levels of activity.
Reduce the fear of crime and anti-social behaviour.	Young People at Risk: number of young people aged under 25 who are 'at risk' who take part in structured physical activity sessions lasting over six weeks or more.	Positive Futures/Positive Activities type programmes which aim to use sport to engage and work with young people to tackle key issues such as drug misuse, anti-social behaviour, training, education etc.	Referral, register of young people engaged in the programme, individual records of progress, attendance records, individual case studies, training courses attended etc.
To have cleaner, greener, and safer public spaces.	Percentage of residents reporting an increase in satisfaction with their neighbourhoods and in disadvantaged areas showing a narrowing of the gap between these areas and the rest.	Artists working with residents and built environment professionals to create better public spaces and better public awareness of and engagement with issues.	Satisfaction surveys highlighting higher quality environment and ownership achieved.
Improve the quality of the local environment.	Importance of parks and green spaces in a range of local community activities.	<p>Project involving restoration of local park, and activities which engage people with its history and improve safety and local involvement and ownership.</p> <p>Upgrading historic buildings at risk.</p>	<p>Number of park users increases.</p> <p>Level of investment in local environment increases.</p>

## Healthier communities and older people

Outcome	How culture relates to these outcomes (indicators or targets)	Possible activities	Possible measures
Improve quality of life and independence of all older people.	Increase numbers of older people using museums, libraries and archives including services delivered to older people at home or residential homes. Access to information for older people on what there is locally.	Develop buildings suitable for older people. Develop wider range of services for older people at museum, library and archive buildings as well as those delivered to place of residence. Extend involvement of museum, library and archive services in reminiscence therapy and “reading prescriptions”. Extend scope of services beyond personal visits for traditional purposes (models such as “Museum on the Move”, People’s Network “Silver Surfers”, “People’s War” type reminiscence work, coffee bar/advice mornings, reading and local/family history groups etc). Improved access to health and well-being information and guidance via public libraries and their partners in NHS, community and voluntary sectors. Signposting to healthy and stimulating activity across museums, libraries and archives, other cultural services etc, especially for those with mental health problems or dementias.	Tracking data on levels of participation and scope of service provision related to community profiles (public library local impact measures) and profiles of museum/archive visitors. Logging of enquiries and referrals through local libraries in target group and of take-up levels for relevant services.
Improved health of the population.	Percentage of the population participating in at least 30 minutes of moderate intensity sport on three or more days per week.	Develop initiatives and programmes that aim to introduce and retain new participants to sport and active recreation activities, particularly from the harder to reach groups.	Active people survey undertaken by Sport England. Details on <a href="http://www.sportengland.org">www.sportengland.org</a> .
Improved health of the population.	Mortality rates from cancer, heart disease and stroke and related diseases.	Arts Council broker relationships between artists and healthcare settings using for example music and visual arts to enhance patient experience and lower blood pressure.	See publication <i>Can the arts have a positive effect on health? A review of medical literature</i> , by Dr Rosalia Lelchuk Staricoff, available at <a href="http://www.artscouncil.org.uk">www.artscouncil.org.uk</a> for possible measures.
Number of older people using local facilities such as libraries, educational courses, leisure facilities, volunteering and participating in the community.	Providing activities and genuine, good quality volunteering opportunities.	Develop projects which engage older people in a range of heritage related activities eg investigating the history of a particular historic feature in an area or volunteering for a range of activities at local wildlife sites.	Number of people actively engaged in heritage.

## Economic development and enterprise

Outcome	How culture relates to these outcomes (indicators or targets)	Possible activities	Possible measures
Promote growth and sustainability of small businesses.	Number of businesses assisted to improve their performance through library business information services.	Develop more effective integration of library-based business information work with wider business support provision and through on-line services.	Number of businesses assisted in partnership with other providers.
Increase skills levels of the local population.	Support through libraries and archives for improvements to adult literacy levels across the BBC RaW campaign target group. Support through museums and archives for other basic skills levels (eg maths and science).	Activity linked to BBC RaW campaign (2005/08), local bookshops, NIACE Adult Learners Week and partnerships with FE providers, promoting reading as a useful skill and a fulfilling experience for "non-reading" adults. Involvement of museums and archives in promoting basic skills within education programmes. Engaging local employers and using community profiles to set priorities for a literate (print and ICT) workforce.	Increase in library borrowing for target group (monitoring First Choices output from publishers) and higher take-up of local FE reading and other basic skills training. Evidence of improved employability or promotion to higher added-value employment within target group locally.
Increase employment and reduce unemployment and inactivity in locality.	Number of people gaining qualifications or employment through their involvement with sporting projects.	Develop programmes that use sport to engage local people as a way of introducing them back into education, training or employment.	Project interventions, register of participants, number of people qualified or entering employment during or following the project, record of training undertaken.
Promote growth and sustainability of enterprise and small business.	Number of new creative industries created and demonstrating growth after 12 months.	Business support programmes and work space provision tailored to Creative Industries SMEs and arts graduates.	Number of new Creative Industries businesses emerging, established businesses receiving development support, increase in number of workspaces.
Public and private infrastructure investment levered.	Heritage can play an important role in regeneration. Restoration and re-use of historic buildings and townscapes is often a catalyst to wider investment in an area.	Townscape Heritage Initiative scheme for an historic area whose character is threatened by problems of extensive disrepair, inappropriate change, empty buildings and loss of buildings.	Percentage of empty floor space taken back into economic use.

## Regional cultural contacts

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The cultural sectors at regional level are many and varied and it is more important than ever that a joined-up approach to LAAs is taken.

To this end, the cultural sectors have agreed to work collaboratively where possible to ensure that local authorities are not duplicating their efforts where advice and support is sought.

Contact details of key personnel are as follows:

Arts Council England, London	Sian Clarke	<a href="mailto:Sian.clarke@artscouncil.org.uk">Sian.clarke@artscouncil.org.uk</a>	020 7608 6125
Big Lottery Fund, London Region	Russell Darbon	<a href="mailto:russell.darbon@biglotteryfund.org.uk">russell.darbon@biglotteryfund.org.uk</a>	020 7842 6156
English Heritage	Claire Craig	<a href="mailto:Claire.craig@english-heritage.org.uk">Claire.craig@english-heritage.org.uk</a>	020 7973 3771
Government Office for London	John Bacchus- Waterman	<a href="mailto:John.bacchus-waterman@gol.gsi.gov.uk">John.bacchus-waterman@gol.gsi.gov.uk</a>	020 7217 3505
Museums, Libraries and Archive, London	Andy Ganf	<a href="mailto:andy.ganf@mlalondon.org.uk">andy.ganf@mlalondon.org.uk</a>	020 7549 1706
Sport England, London Region	Andy Couves	<a href="mailto:andy.couves@sportengland.org">andy.couves@sportengland.org</a>	020 7273 1954
Association of London Government	Dianna Neal	<a href="mailto:dianna.neal@alg.gov.uk">dianna.neal@alg.gov.uk</a>	020 7934 9819