

Our Vision for Culture

'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.
- foster a sense of place and belonging within the neighbourhoods and communities of the borough.'

Living in Wandsworth can be a rich and rewarding experience: taking part in the wealth of arts and sports; relaxing in our parks and open spaces; exploring the past; losing yourself in a book from a library; or being part of your local community at a community festival – all of these contribute to an interesting and enjoyable life, and can help us to develop as individuals and as a society.

This strategy for culture is about widening these opportunities further by encouraging individuals and communities to be a vital part of helping us to achieve the broad priorities in 'Our Wandsworth 2018', the Sustainable Community Strategy for the borough . It will provide a guiding vision and identify key actions under the headings of Participation, Places and Promotion.

The strategy has been adopted in challenging economic circumstances, but whatever your particular interest or passion, I hope that together we can make living in Wandsworth an even richer and more rewarding experience.

Councillor Mrs Sarah McDermott
Cabinet Member for Environment and Leisure

PURPOSE of the Strategy

The purpose of this strategy is to identify the key developments required to achieve the vision for culture, and to contribute to achieving the objectives in 'Our Wandsworth 2018', the Sustainable Community Strategy for the borough.

By “culture” we mean:

- **Arts** - the performing and visual arts, including music, craft, fashion and the creative industries, together with film and media arts.
- **Sport** and physical activity
- **Our Heritage** – both our cultural and built heritage, including museums and archives
- **Libraries** – reading development, creative writing and learning
- **Parks**, open spaces and rivers, wildlife habitats, community gardening and informal leisure
- **Play** – playgrounds and play activities
- **Tourism** – visitor attractions and festivals.

POTENTIAL of Culture

Taking part in culture and sport is a key ingredient for a happy and fulfilled life for many people. It has been described as the glue that holds communities together and is of growing importance to the future well-being of the borough, economically and socially.

Participation in cultural activities brings enjoyment and enhances the quality of life. It also brings many indirect benefits, such as greater emotional health and well-being and lower levels of obesity, heart disease and stress.

Cultural activities can:

- Develop skills, knowledge and confidence in individuals which enhance their employment prospects.
- Enable intercultural learning by acting as a window in to other people's lives and foster a sense of identity with a local centre or neighbourhood.
- Reduce crime and disorder by providing purposeful activity and fostering a sense of emotional health and well-being.
- Achieve environmental objectives and raise awareness of environmental sustainability.
- Create economic benefits through cultural tourism.

The benefits of a vibrant cultural sector to the local economy are significant, particularly in the borough's five town centres where cultural activities increasingly complement retailing and personal services. Culture and sport have moved from the periphery to centre stage in making an area a good place to live with a high proportion of satisfied residents. Parks and open spaces for instance are one of the main reasons given by residents who consider Wandsworth a good place to live.

PRINCIPLES of the Strategy

1. Access to Opportunities

All residents should be aware of local opportunities to participate in cultural activities to broaden their intellectual and creative horizons. Barriers to participation must be identified and lowered so that activities can include everyone.

2 Provision of Opportunities

Commercial and public sector organisations, voluntary and community groups all have complementary roles in providing cultural and sporting opportunities and activities.

Voluntary and community groups should be actively supported and fostered. Investment and services by commercial organisations should be facilitated and encouraged.

A range of different venues and facilities are needed, related to the differing needs and interests of residents, to provide spaces for cultural activities.

3 Health and Social Care

Participation in cultural activities, including sport and physical activity, plays an important role in improving the health and social well-being of all residents, particularly older people, those at risk of social exclusion and those at risk of obesity. Areas of the borough where levels of health and well-being are significantly below other areas should be given special attention.

4 Community Safety

Engagement with purposeful cultural and sporting activities supports initiatives to make Wandsworth safer

5 Town and Local Centres

Promotion of an individual identity and sense of place can provide a foundation for future vitality and viability in Balham, Clapham Junction, Putney, Tooting and Wandsworth town centres and the local centres of Roehampton, Southfields, Earlsfield, Battersea Park Road, Lavender Hill/Queenstown Road, Clapham South, Bellevue Road, Tooting Bec and Mitcham Lane.

Wandsworth Profile

Wandsworth is large, diverse, growing and continually changing.

An inner London borough, it stretches from the fringes of central London at Vauxhall out to the edge of Richmond Park in the west and down to Tooting in the south. The quality of much of the townscape and easy access to open space, together with the proximity to central London with its wealth of museums, galleries and concert venues, make Wandsworth an attractive place to live with many opportunities for participating and engaging in culture and sport.

The five town centres and nine local centres give focal points and identity to the communities that make up the borough and demonstrate that it is a collection of varied neighbourhoods rather than a homogenous or coherent whole. A third of the borough is residential properties, many within one of the forty-five conservation areas. A quarter of the borough's land is open space, much of this in the form of large areas of heath and common.

Important characteristics of the resident population affecting culture are:

- **A mobile and growing population** - The population of Wandsworth, estimated to have been 279,000 in 2006, is unusually mobile with high levels of residents moving both into and within the borough. It is expected to increase by a further 11,000 (4%) by 2016 with the largest population growth in the riverside wards where large scale residential development is continuing.
- **A large proportion of people in their twenties and thirties** - The age structure of residents differs significantly from both the national and Greater London average. The 20-39 year age group

represents 48% of the population compared to 28% nationally and 36% in Greater London. The 0-4 age group represents 7% of the population, which is on a par with the Greater London average. However, Wandsworth dips below the London average for the 5-19 age group, which equates to 12% of the population as compared to 17% in Greater London. The 40-59 population equates to 21% of the population, as compared to 25% in Greater London, with the 60+ population making up 13% of the local population, as compared to 16% in Greater London. This structure almost certainly reflects Wandsworth's attractiveness as a location for young professional workers and young families, which is reflected in 50% of the working age population being qualified to NVQ Level 4 or above, twice the national average. This profile suggests a population leading busy lives with limited free time during the working week.

- **A significant minority with an ethnic background from outside the UK** - Residents from ethnic minorities account for one in five of the Wandsworth population and one in three of the under 16s. This is well below the average for Greater London. Although overall the non-white population has changed little since 2001, there have been significant percentage increases in the number of residents of Asian or Asian British ethnicity, particularly Bangladeshi, Indian and Mixed White and Asian, and of Chinese or other ethnic groups. The largest percentage decreases between 2001 and 2005 are for Black or Black British ethnic groups, particularly Caribbean, African and Mixed White and Black Caribbean. The White Irish ethnic group has also seen a decrease in population whilst the White Other population has increased by 5%.
- **A range of faiths** - A large number of faiths are practised in Wandsworth. The Christian population in Wandsworth is slightly above the London average, 62% as compared to 58% and are spread evenly across all wards. Wandsworth's Muslim population at 5.2% is below the London average of 8.46%, but significantly

above the national average of 2.97%. Although there are members of the Muslim faith in all wards across the borough, 29% of Wandsworth's Muslim population reside in the wards of Tooting, Graveney and Furzedown. The Hindu population in Wandsworth is below the London average of 4%. 40% of Wandsworth's Hindu population reside in the wards of Tooting and Graveney.

- **Many are prosperous but others less well off** - Wandsworth is an attractive place to live with a generally prosperous community, but parts of the borough show significant levels of deprivation. The economic recession which began in 2008 is likely to have a significant impact on London and exacerbate the variation in incomes.

The mean (unequalised) household income in Wandsworth in 2006 was £43,577, the 3rd highest in London, and considerably higher than the London (£37,661) mean income. Wandsworth also had a much higher percentage of households with an income of over £60,000 (23%) than Greater London (15%). The borough also has a lower percentage of households with an annual income of under £15,000 (12%) as compared to Greater London (16%). However, when household income data is broken down by ward there are clear differences ranging from Northcote ward which has a household income of £51,859 and has the 7th highest income of the 633 wards in London, to Roehampton where it is £31,141, ranking it 507th out of 633 wards. The wards of Latchmere, Queenstown, Roehampton and Tooting all exhibit significant deprivation across most, if not all dimensions of deprivation. The least deprived wards are Thamesfield, Wandsworth Common and East Putney.

Culture in Wandsworth 2009

Performing and Visual Arts

Access to the huge variety of venues and performances in central London, many of which are amongst the best in the world, is perhaps the most important opportunity for many people living in Wandsworth to engage with the performing and visual arts. Events and venues in Wandsworth complement these, contributing to the rich mix of performing and visual art available in London, but more significantly provide local opportunities to participate in the arts.

Performing arts venues in the borough include:

- BAC in Clapham Junction, an award-winning theatre venue renowned for its innovative, accessible and high quality arts activities.
- Theatre 503, a small producing theatre with a strong track record in Battersea.
- The recently opened Tara Studio at Earlsfield which specialises in devising and touring cross-cultural contemporary theatre.
- The Bedford which puts on a mix of cabaret, music and touring theatre programming in Balham.
- Putney Arts Theatre which is a dedicated amateur theatre venue used by the resident company and others throughout the year and specialist provision for Youth Theatre.
- St Mary's Church, Putney, and St Luke's Church, Balham, have regular classical concerts attended by audiences of over 200 per performance.
- The National Opera Studio in Wandsworth holds regular lunchtime recitals.
- The Civic Suite in central Wandsworth.
- More than 20 small professional music venues across the borough, like Brooks Blues Bar in Roehampton, Halo in

Battersea, the County Arms at Wandsworth Common and the Half Moon in Putney.

There are two multi-screen cinema complexes in the borough at Putney and in the Southside Centre, Wandsworth.

Visual arts venues in the borough include:

- Pump House Gallery - the Council's own contemporary visual arts space in Battersea Park offering a diverse contemporary exhibition and educational programme.
- De Morgan Centre which has a permanent historic collection and temporary gallery in Wandsworth.
- More than 20 professional galleries across the borough, including the Albion Gallery, Barbara Stanley Gallery, John Bloxham Gallery, the Russell Gallery and the Wyer Gallery.
- The Putney Sculpture Trail between Putney Embankment and Wandsworth Park.

Educational and training establishments include:

- Academy of Live and Recorded Arts (ALRA) at Wandsworth Common.
- The National Opera Studio in central Wandsworth.
- South Thames College in Wandsworth and Tooting offering courses in Art and Design, Performing Arts and Music Technology.
- Roehampton University which offers courses in Dance and Music, Drama, Theatre & Performance, Humanities, Languages and Linguistics, Literature and Creative Writing and Media, Film and Cultural Studies.
- The Royal Academy of Dance in Battersea - one of the largest and most influential dance education and training organisations in the world.

- The Royal College of Art, which is planning a major expansion in Battersea to accommodate its Schools of Fine Art and Applied Art.
- Putney School of Art and Design provides numerous and varied fine arts-based courses to the community.

The Wimbledon Arts Studios, one of the largest concentration of artists studios in the country, and Westcote Mews Studios both provide high quality dedicated space for more than 200 professional artists. There are also many small and micro businesses in the creative industries in local business units throughout the borough

The Lifelong Learning programme run by the Adult and Community Learning Programme involves over 4,000 people of all ages in a range of visual and performing arts at centres throughout the borough. The Aspire Centre at Southfields Community College has an extensive Adult and Community Learning Programme with courses for families as well as individuals.

Regular arts events in the borough include:

- Young Performer of the Year competition.
- Open Studios, involving 150 local visual artists.
- The Wandsworth Photographic Competition.
- The Wandsworth Arts Festival each spring.
- Concerts by several active local choirs and the Wandsworth Symphony Orchestra.
- the Putney Music Festival organised by the Putney Town Centre Partnership.
- The SW11 Literary Festival organised by the Clapham Junction Town Centre Partnership.

The Council's Film Office supports local filmmakers through a bursary scheme, services directory, extras listing and location management sourcing and licensing, whilst the Events Team assist

in putting on outdoor events in parks and open spaces. The Music Service provides a peripatetic teaching service for children and young people and runs two very active centres in the borough. Other groups supported in the borough include Group 64, a youth theatre at Putney Arts Theatre, the Wandsworth Symphony Orchestra and Gforce, who provide street dance classes. Several regional and national arts organisations are based in the borough, including Oily Cart and Bigfoot Theatre.

Shape, Action Space and Oily Cart provide arts programmes or performances for people with disabilities,

The Council has published an Arts Strategy and participates in both the Central London Arts Partnership and the South London Arts Partnership, recognising the important links across borough boundaries.

Festivals and Tourism

Within the borough a considerable number of local festivals have developed over the past five years organised by the Council, local residents and town centre partnerships. These include the Wandle Valley Festival, the Putney Music Festival on the Boat Race weekend, the Furzedown Festival and the Festival of Lights in Tooting based around Diwali and Christmas. A large Firework Display is held in Battersea Park around 'Guy Fawkes Night' each November, and the events arena in the Park is used for many sporting and cultural events.

Although it has a number of visitor venues, Wandsworth is not a tourist destination in its own right, not least because it is so close to the capital's main tourist attractions in central London. Battersea Power Station, when developed, is likely to be a major new attraction on the fringes of the centre.

Parks and Open Spaces

Wandsworth boasts a large number of varied and attractive parks and open spaces including natural commons and heath, urban commons and parks, cemeteries and former burial grounds, allotments and local open spaces, recreation grounds and playing fields. They amount to some 670ha (1600ac) in total and are amongst the most valued features of life in the borough, not only for the visual contrast with the built up area but for their more peaceful atmosphere and the contact with wildlife and plants. They also provide opportunities for sport and physical exercise, informal recreation, festivals and children's play. Open space is however more extensive in the western side of the borough, and parts of Tooting, Battersea and Putney are deficient in local open space.

The majority of parks and open spaces are managed by the Parks and Bereavement Service, guided by the Parks Management Strategy which was adopted in April 2005. Detailed management plans are being prepared for open spaces throughout the borough involving local residents and special interest groups drawing on the Open Space Study in 2007 and the Parks Management Strategy. Putney Heath and Wimbledon Common, part of which is within the borough, are managed by locally elected Conservators.

There are long established Management Advisory Committees for Wandsworth and Tooting Commons and an active partnership with the Friends of Battersea Park. Furzedown Recreation Ground has been redeveloped in line with landscape plans drawn up by the local community, a link that continues with their involvement in the day to day management of the open space. This was the first such renewal and now serves as the model for current and future management plans. In the centre of the borough the Wandle Valley Regional Park is proposed in conjunction with an environmental charity, Groundwork, and the boroughs of Merton, Sutton and Croydon. The Wandle Trail provides a walking and cycling route with opportunities to appreciate the Valley's industrial heritage,

ecology and public art. Improvement works in King George's Park, funded as part of an adjoining residential development, illustrate the potential for future partnerships to accommodate increased use of existing parks arising from adjacent developments. .

Dramatic changes have taken place along the Thames over the past 25 years and the vision of a continuous walkway along the bank has nearly been achieved, opening up completely new opportunities which include public art, wildlife, walking and cycling and appreciation of the river's industrial heritage.

The Parks and Bereavement Service also manages in excess of 500 allotments on ten sites providing opportunities for over 1000 residents to enjoy the benefits of home grown fruit and vegetables, healthy outdoor exercise and social interaction with other plot holders. There is currently a waiting list of over 1000 local residents and the Service is constantly looking for ways to increase the number of allotments.

Sports

A wide range of accessible and high quality facilities for sport, physical activity and recreation are available across the borough including:

- Four Leisure Centres and five sport and recreation centres, two athletics tracks, a boathouse and the unique Tooting Bec Lido (which at 90 metres in length is the largest fresh water pool in Europe). A £6.2m improvement programme, including a renewed centre in Roehampton, was completed in 2007.
- An extensive range of sports pitches and tennis courts within the borough's parks and open spaces.
- The Lawn Tennis Association's National Tennis Centre at Roehampton.
- Private sports clubs and fitness centres.

- A cluster of rowing clubs at Putney Embankment
- Facilities at Wandsworth's two specialist sports colleges (Ernest Bevin College and Southfields Community College) which have benefited from extensive investment and development thanks to Big Lottery Funding. The Aspire Centre at Southfields Community College runs many courses for the community

Plans to develop facilities at Barn Elms, Tooting Triangle site and at Falcon Park are all under discussion to extend sports facilities.

The Sports Strategy reflects priorities identified in other national, regional and local plans and strategies, and a wide range of the partnership work targets the needs of priority groups. These groups have been identified by Sport England as key in meeting the national target (also applied to Wandsworth on an individual borough level) of raising participation in sport and physical activity by 1% year on year.

The School Sport Partnership does extensive work in helping teachers to gain the skills they need for developing PE and school sport and also develops and works with clubs, National Governing Bodies of Sport and Wandsworth Sports Development to provide a range of activities outside of curriculum provision. To ensure that young people have the competition opportunities essential to the development pathways into elite sport, the borough has a strong involvement in the London Youth Games.

Partnerships across the borough work to develop community sport provision through sports clubs, coaches and volunteers. The Council's Sports Development Officer – People with Disabilities works to develop accessible provision identifying need and gaps in provision through taster sessions held as part of the London Development Agency's Winter of Sport which will feed into a new Paralympic specific sports club and the growing national participation in Panathlon events.

Health and Physical Activity.

Wandsworth has the third highest rate of participation in regular physical activity in London. 27% of residents over the age of 16 years undertake 3x30 minutes of sport and physical activity on a weekly basis. This is due to the combination of the extensive projects around sport and physical activity, the work of the Wandsworth Sport and Physical Activity Network, and sustained publicity and promotion in raising awareness of the importance of sport and physical activity.

Activities designed to promote healthy lifestyles through physical activity and recreation include:

- The MEND programme (Mind, Exercise, Nutrition, Do it!) targeting childhood obesity among children aged 8-14.
- The Active Lifestyles 50+ programme which provides a variety of activities around the borough such as specially designed exercise classes and walking groups in the borough's parks and open spaces. Membership of the programme has grown to over 2500 individuals and won funding allowing activity to be extended for a further 3 years.
- The Adult and Community Learning programme which includes a strong focus on engaging all groups to stay healthy, with over 2000 people over 60 years enrolled in programmes.
- Initiatives by the Wandsworth Primary Care Trust to co-ordinate provision for the frail elderly cardiac rehab patients and GP referrals of individuals whose condition will be improved by moderate exercise utilising the facilities available within the Leisure Centres and the other sports facilities run by the Council.
- Voluntary sector partners such as Age Concern Wandsworth and Careline together with Adult Social Services who work to deliver physical activity opportunities within residential care and community group settings.

Children's Play

There is a wide selection of free play opportunities for the 57,000 children and young people living in Wandsworth, including

- 84 open access play facilities in parks and open space and 119 facilities on housing estates.
- 3 adventure playgrounds for 5 – 16 year olds run by the Council whilst a voluntary organisation, Kids, runs a similar playground for children and young people with disabilities.
- 2 Activity Centres within the priority areas of Latchmere and Roehampton, providing supervised play for 5 – 11 year olds.
- 11 One o'clock Centres for children up to 5 years and their parents or carers.
- School playgrounds which provide important opportunities for play for many children.
- Youth Centres and Children's Libraries which provide play opportunities in the broadest sense of the term.

In addition to these free, open access opportunities, there are many other activities organised for children and young people by churches and other faith groups, youth organisations such as Guides and Scouts, and independent commercial groups in community halls and centres.

Wandsworth's Heritage

Wandsworth has a rich historical heritage which is not always readily appreciated by people moving into the borough and tends to be overshadowed by the wide range of world class museums and heritage sites in central London. The Library and Heritage Service inspires an interest in the borough's history to promote a sense of place and belonging to the borough, and encourages residents to gain an understanding of the heritage of local people from other cultures. Every library displays information on the area's history and has a large overhead display screen showing a diverse programme

of Council and local information, with current news, historical photographs and images. A new Wandsworth Museum, run by a charitable trust backed by a local friends' group, is expected to open within the next few years.

The Core Strategy of the Local Development Framework seeks to protect and reinforce the existing varied character and heritage of the borough, particularly through 45 Conservation Areas and by the protection of buildings of architectural and historic interest. A 'Green Plaque' scheme has identified people and places of local historical importance to enhance an appreciation of links with the past, whilst the Open House weekend provides opportunities to visit buildings of architectural interest.

The African Caribbean and Asian Community Libraries at Battersea and Tooting Libraries respectively make an important contribution to understanding the heritage of some of the borough's newer communities and play an active role in Black History Month.

Residents in Wandsworth also have easy access to the wide range of world class museums and heritage sites throughout London, but particularly in central London.

Wandsworth Libraries

The Library and Heritage Service offers the potential to inspire residents through free access to books, information, learning and online services in a high quality network of eleven libraries providing welcoming community spaces across the borough. Key priorities are to support the literacy development of Early Years, particularly those with limited opportunities at home, to encourage the enjoyment of reading by all ages for mental well-being, stimulation and information, to support and encourage the development of IT skills by older people and to encourage adults without qualifications to join learning activities. Activities to support these priorities include a range of reading groups for different ages

and communities weekly baby rhyme times and baby book crawls, summer holiday reading activities, creative writing sessions and Books on Prescription.

The Council has modernised eight of its libraries since 1990, with further investment of £4.4 million currently underway in 2009. This will improve the borough's busiest library in Tooting, supported by funding from the Big Lottery Fund, and will provide a new Wandsworth Town Library, due to open in 2009 in the former Court House, Garratt Lane, SW18 (Fairfield) to replace West Hill and Alvering Libraries. There will then be a library in each of the five town centres, complemented by libraries in local centres and other areas, acting as community-centred hubs for the local area. The Home Delivery Library Service takes books to people at home and the African Caribbean Community Library at Battersea and the Asian Community Library at Tooting provide centres of excellence for particular communities in the borough.

Culture in Schools

Schools in Wandsworth currently promote the cultural development of young people by:

- developing their understanding of cultural and aesthetic traditions and their ability to appreciate, engage in, and respond to a variety of aesthetic experiences;
- enabling them to develop a healthy respect for their own culture and those of others; and
- developing the knowledge, skills, understanding, qualities and attitudes they need to understand, appreciate and contribute to cultural activities.

Learning about their own culture and participating in cultural activities contributes to raising young people's self esteem and

levels of achievement. It is also recognised that a sense of cultural identity of all learners and the participation in cultural activities contributes to the development of community cohesion and many of the Every Child Matters outcomes

Primary and secondary schools in Wandsworth promote the development of cultural understanding and participation in cultural activities through (a) ensuring that teaching reflects young people's learning needs in planned and engaging ways (b) enrichment days, (c) school visits and journeys, and (d) their extended school offer. They also encourage pupils to take advantage of Saturday Music Centre opportunities, and many primary schools now support a robust continuation of "Wider Opportunities" whole class instrumental teaching scheme, providing inclusive access to learning to play an instrument.

A number of Wandsworth secondary schools specifically promote the development of cultural activities through their specialist status. Chestnut Grove School has specialist status in the visual arts, Battersea Park School has specialist status in the performing arts and St. Cecilia's Wandsworth CE School has specialist status in music, and the recent bid for this status includes a working partnership with the Wandsworth Schools Music Service. A Creative and Media Diploma will be launched in the borough in September and the Wandsworth City Learning Centre has developed a reputation for supporting teaching in music and video production. Ernest Bevin School and Southfields Community College have specialist status in sport.

A number of secondary and primary schools in Wandsworth have been awarded the Arts Mark from the Arts Council in recognition of their positive contribution to promoting cultural activities through the arts. Currently Franciscan Primary School is working to achieve the Specialist Schools and Academies Trust Cultural Diversity Quality Standard.

Culture in Wandsworth 2014

A strategy for improvement

The purpose of this strategy is to identify the key developments required to achieve the vision for culture, rather than setting out policies covering every aspect of culture in the borough. As an improvement strategy it focuses on three themes for future improvement:

- Participation
- Places
- Promotion

For each of these it identifies:

- how partners and providers can be challenged to improve;
- the leadership and support required to achieve improvements across the range of cultural and sporting activity; and
- what information is needed to understand and monitor progress.

PARTICIPATION AND ENGAGEMENT IN CULTURE

Culture and sport is fundamentally about being involved, either as a participant or through observing and appreciating the work of others.

Challenging current levels of participation and engagement

We will challenge the need for improvement in the rates and pattern of participation and engagement through

- Undertaking an assessment using the Single Improvement Tool for Culture.
- A review of the Arts Strategy in 2009/10 covering visual and performing art, music, craft, filming and media arts.
- A review of Sports and Physical Activity Strategy in 2010.
- Agreeing challenging targets for relevant National Performance Indicators.

Leadership and Support in Participation and Engagement

The approach to increasing opportunities for residents to participate and engage in culture will focus on:

- Achieving the Government's target of participation in 5 hours of cultural activities per week for children and young people through a partnership between schools, the Council's Arts Team and cultural organisations active in the borough
- Developing diversionary activity through high quality cultural provision, including play and informal recreation, to steer children and young people away from anti-social behaviour.
- Sustaining and developing the Wandsworth Schools Sports Partnership to improve the quality and range of opportunities for

sport in schools. and encouraging all young people to undertake at least 5 hours of PE and sport per week. This will include encouraging schools to develop effective and sustainable links with local sports clubs to improve participation amongst pupils.

- Assisting schools to engage their young people in cultural activities through the development of the core curriculum and its cross curricular themes such as identity and cultural diversity, community participation, enterprise, global dimension and sustainable development, technology and the media and through creativity and critical thinking. Appropriate professional development opportunities for teachers will be offered.
- Encouraging schools to support and participate in local, national and international cultural events and celebrations where appropriate. For example this could be by participating in local carnivals, international days or taking part in the 2012 Cultural Olympiad.
- Increasing participation in sport and physical activity by adults in line with the national target of three periods of 30 minutes moderate intensity sport and physical activity per week. There will be particular emphasis on people over 45 years and participation by people with disabilities in mainstream sport and physical activity.
- Encouraging sports clubs to work towards a club development accreditation scheme (e.g. Club Mark) and work to increase the number of active volunteers coaches, officials and administrators in the borough.
- Working with voluntary and community organisations that organise cultural activities across all areas of culture encompassed by this strategy.

- Providing expert advice and support for cultural activities complemented by targeted small grants programmes.
- Providing for a variety of informal activities, physical exercise and organised sport by managing public open spaces, parks and riverside walks to a high standard as safe and welcoming places.
- Encouraging reading development, creative writing and learning through a high quality library service throughout the borough based on a network of five town centre libraries and six neighbourhood libraries.
- Delivering an imaginative and participative programme for the Cultural Olympiad in Wandsworth.

Monitoring participation and engagement in culture

- Adult participation in sport (National Indicator (NI) 8)
- Participation in volunteering for culture (NI 6)
- Use of public libraries (NI 9)
- Visits to museums and galleries (NI 10)
- Engagement with the Arts (NI 11)
- Children and young people's participation in high quality PE and sport (NI 57)
- Young People's participation in positive activities (NI 110)
- Participation in play and informal recreation

PLACES FOR CULTURE

Taking part is fundamental to the enjoyment of culture. But participation only occurs when good quality facilities exist at convenient locations. The Local Development Framework has a central role to play in promoting and protecting 'places for culture'.

Challenging the need for improvement of places for culture

We will review the adequacy and the need for improvement in facilities for culture through:

- Undertaking an assessment using the Single Improvement Tool for Culture.
- Arts Strategy Review.
- Sports and Physical Activity Strategy Review.
- Preparation of the Local Development Framework, particularly in relation to parks and open spaces.
- Assessing the contribution of culture to the identity of each of the five town centres in the borough with a view to including proposals in future reviews of Town Centre Business Plans.
- The preparation of Management Plans for all our parks and open spaces and the recognition of the Wandle Valley Regional Park with an associated strategy and action plan.

Leadership and support for improvements in Places for Culture

Supporting and improving cultural facilities in Wandsworth will be prioritised as follows:

- Including policies in the Local Development Framework to provide for the planned provision of additional or extended facilities to meet the demand arising from new development.

- considering the scope for additional cultural facilities in all new major developments in accordance with policies IS6 and IS7 of the Local Development Framework Core Strategy.
- Prepare a Playing Fields and Sports Pitch Improvement Plan to provide quality playing fields and associated buildings for sporting use, including feasibility studies for Floodlit Tennis and All Weather Pitches.
- Improve and develop school and college cultural and sports facilities not only for the benefit of pupils but also for the benefit of the wider community as an integral objective of the Building Schools for the Future programme.
- Capitalize on the London Cultural Olympiad and London Olympic and Paralympic Games in 2012 to provide investment in local sports and cultural/arts facilities.
- Establish a new Wandsworth Museum by an independent, charitable trust.
- Enhance the individual identity of the five town centres in the borough by supporting Town Centre Partnerships to include a range of cultural provision in each Town Centre Business Plan.
- Ensuring all new developments incorporate appropriate elements of open space and make a positive contribution to the wider network of open space, particularly in areas identified as being deficient in open space, or to meet priorities for play, sport or recreation, in accordance with policies PL4 of the Local Development Framework Core Strategy.
- Managing open spaces to provide for activities which improve the health and well-being of all residents and ensuring they are welcoming and accessible for all.
- Develop and extend the range of play opportunities in the free play deficiency areas, in particular for 5 – 11 year olds, ensuring play facilities and spaces in parks and on housing estates are fully accessible for children and young people with disabilities.

Monitoring facilities for cultural activities

- Improved local biodiversity (NI 197)
- Children's and Young People's satisfaction with parks and play areas (NI 199)
- Sports facilities recorded in the Active Places database
- Cultural facilities recorded in CultureMap London (a new database developed by Audiences London)
- Changes in cultural provision recorded in the annual Monitoring Report for the Local Development Framework
- Green Flag awards parks and open spaces
- Access to a variety of facilities and spaces for play
- Quality and value of play facilities and spaces

PROMOTION OF CULTURE AND CULTURAL ACTIVITY

Promotion will involve not only marketing and publicity of events and programmes, particularly to those groups who would not normally participate, but also making the case and raising awareness of the power and potential of good quality culture and sport to have a positive impact on health, community safety, social cohesion and economic development.

Challenging the current perceptions of cultural opportunities

We will challenge the perception of some forms of culture as being only for people from certain backgrounds by

- Encouraging Council departments and external cultural organisations to increase opportunities for participation targeted at identified hard to reach groups.
- Setting challenging equality targets for events and activities funded by the Council.
- Considering how the service provided by the 'What's On' pages on the Council website can be developed further and be made more widely known.

Leadership and support in promoting cultural opportunities

The priorities for promoting culture and the value and potential of participating will be to:

- Support schools to enhance and promote participation in cultural activities through creative partnerships, particularly through establishing a schools and local arts network.
- Encouraging schools to obtain the Academies Trust Cultural Diversity Quality Standard.

- Supporting schools to fulfil their legal obligation to promote community cohesion, particularly in the cultural dimensions of teaching and curriculum development.
- Use national, regional and local campaigns and sports events to raise the profile of sport and physical activity locally, including the Boat Race and Wimbledon Tennis Championships and the London Olympic and Paralympic Games.
- Supporting voluntary and community organisations engaged in cultural activities through the Wandsworth Voluntary Sector Development Agency, particularly in relation to volunteers.
- Commenting actively in policy discussions and reviews to promote the case for culture.
- Promoting libraries as community meeting places and sources of information for cultural events and facilities.
- Including cultural events and activities in the promotion and support proposals for each town centre.
- Link with national and regional organisations that advocate the rights of children and young people to play and informal recreation.

Relating the Strategy to Other Strategies and Plans

The Improvement Strategy for Culture and Sport is not a 'stand alone' document. It has been prepared in the context of 'Our Wandsworth 2018', the Sustainable Community Strategy prepared by the Wandsworth Local Strategic Partnership, with the intention of showing how the improvement of culture and sport can contribute to the overall vision and priorities for the borough. It takes a 'Borough view' and is not just concerned with Council activity. It has also taken account of the joint Government and Local Government Association report 'A Passion for Excellence: an improvement strategy for culture and sport' (2008) and the sector strategies and priorities of relevant Government Agencies including Arts Council England, Sport England, Museum, Libraries and Archive Agency, and English Heritage. The Cultural Commentary for Wandsworth (March 2008) co-ordinated by the Government Office for London also provided a foundation on which the strategy could be developed.

The Cultural Strategy has also drawn on, and will provide the context for, the future review of a number of sector or service level strategies and plans so far as culture is concerned. These include; the Parks Management Strategy, the Sports and Physical Activity Strategy, town centre management plans, Children and Young Peoples Plan, the Play Strategy and the Older Persons Strategy and planning for Libraries. The Local Development Framework will provide the detailed context and policies for planning Places for Culture and Sport.

Action Plan. An annual Cultural Strategy action plan will identify short, medium and long term proposals for Participation and Engagement, Places for Culture, and Promotion, focusing on priorities and strategic initiatives rather than attempting to be a comprehensive and detailed plan containing all proposals for culture and sport.

Community Involvement and Implementation

Existing Cultural Partnerships and Networks Many of the areas of culture covered by the Cultural Strategy already have individual networks and forums co-ordinating activity and developments within their area of interest. These include Active Wandsworth (the Wandsworth Sport and Physical Activity Network); the Play Forum; and Management Advisory Committees for Parks and Commons. Creative Wandsworth, a borough-wide group covering the visual and performing arts, and a Management Advisory Committee for the new Tooting Library have recently been established. A borough wide Heritage group is also proposed. The work of each of these groups is guided by their respective strategy and action plan, for instance, Active Wandsworth works to achieve the aims of the Sports and Physical Activity Strategy and to promote sport within the borough.

Volunteers are vital to the cultural life of the borough and the Wandsworth Volunteer Centre will have a pivotal role in encouraging and supporting volunteers and harnessing any increase in volunteering as a consequence of the economic recession.

Complementary Partnerships and Networks. A number of other subject-based cross-cutting groupings or partnerships also exist covering topics in which cultural activities are either prominent or have a significant role to play. These include:-

- Town Centre Partnerships
- Crime Reduction Partnerships
- Health Partnership Group
- Wandle Valley Park Partnership
- Older People's Network
- Adult and Community Learning Partnership
- Children and Young People's Strategy Partnership
- Wandsworth Environment Forum

Cultural Strategy Officer Group.

The draft Cultural Strategy proposed a Cultural Strategy Advisory Group as a partnership of the voluntary, business and public sectors to oversee the implementation and future development of the strategy, supported by a team of Council officers and possibly staff from partner organisations. Concern was expressed that this would overlap the work of Active Wandsworth and the Wandsworth Arts Network, Creative Wandsworth. Rather than attempt to establish a new overriding 'Cultural Partnership' it was decided that the existing and proposed cultural partnerships and networks should be the focus for partnership working and that an officer group should be established to co-ordinate and progress the broader proposals in the Cultural Strategy Action Plan and to report annually to the Local Strategic Partnership.

The Cultural Strategy Officer Group will co-ordinate the cultural activities and provision from each of the partnerships and networks and oversee the implementation, review and further development of the Cultural Strategy. The role of the Group is to:-

- (a) prepare an Action Plan to implement the Cultural Strategy and roll it forward annually;
- (b) prepare an annual report to the Council and the WLSP;
- (c) review the cultural strategy to ensure it remains relevant and up to date;
- (d) co-ordinate proposals for the Cultural Olympiad leading up to 2012 and to maintain an awareness of sports-related 2012 proposals in the borough;
- (e) identify future opportunities and respond to future initiatives;
- (f) organise borough-wide networking events.

Further Information

Consultation. The draft Cultural Strategy was sent to relevant Government Agencies, members of the Local Strategic Partnership, principal Higher and Further Education establishments in the borough and schools with relevant specialist status, town centre partnerships, and the larger or most active voluntary and community groups involved in cultural activities in the borough. A summary of comments and suggestions received is available on the Council's website at www.wandsworth.gov.uk/culturalstrategy

Cultural Strategy Action Plan. The current Action Plan is available on the Council's website at www.wandsworth.gov.uk/culturalstrategy

To obtain further copies of this strategy or a copy of the action plan contact:-

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