



Education Board

Date: THURSDAY, 15 SEPTEMBER 2016
Time: 3.00 pm
Venue: COMMITTEE ROOM - 2ND FLOOR WEST WING, GUILDHALL

LATE PAPERS

**Item 4 – Learning & Engagement Forum –
Establishing a Cultural Education Partnership**

**Item 6 – City of London School Visits Fund and
Great Fire Website Update**

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NB: Part of this meeting could be the subject of audio video recording.

**John Barradell
Town Clerk and Chief Executive**

AGENDA

4. **LEARNING & ENGAGEMENT FORUM - ESTABLISHING A CULTURAL EDUCATION PARTNERSHIP**

Report of the Chair of the Learning & Engagement Forum.

For Decision
(Pages 1 - 6)

6. **CITY OF LONDON SCHOOL VISITS FUND AND GREAT FIRE WEBSITE UPDATE**

Reports of the Chair of the Learning & Engagement Forum.

For Information
(Pages 7 - 20)

Committee: Education Board	Date: 15 September 2016
Subject: Learning & Engagement Forum – establishing a Cultural Education Partnership	Public
Report of: Chair of Learning & Engagement Forum	For Decision

Summary

This report provides Members of the Education Board with a summary of the impact of the City Learning & Engagement Forum to date and a proposal for the next phase of the Forum's development. It is an agreed objective of the Education Strategy that a Cultural Education Partnership is established. This paper recommends the next steps. It will cost £62,780 (£25,000 in 2016/17 and £37,780 in 2017/18). Please approve.

Recommendation(s)

Members are asked to approve investment in the Learning & Engagement Forum as set out above.

Main Report

BACKGROUND

1. This is an important time for the City of London, with the Cultural Hub providing an opportunity to position the City as a vibrant destination to live, work and play. Providing a **strategic cultural education offer**, as part of the Cultural Hub, is critical to achieving the ambitions.
2. The Learning and Engagement Forum is the lead body in achieving this vision – bringing together the cultural assets of the City to act together on an unprecedented scale. Developing the Forum into a Cultural Education Partnership has the potential to **substantially increase the profile and impact** of the City's cultural education offer – creating a **significant step change** both for the sector and cultural education more widely across London.
3. The Learning and Engagement Forum **aims to contribute towards the 3 strategic objectives of the City of London Education Strategy:**
 - a. We will ensure that the City Corporation's outstanding cultural and historical resources enrich the creative experience of London's learners
 - b. We will ensure that all existing education providers are deemed 'outstanding' within three years and that there is continued development of excellent further, adult and higher education opportunities. Any new school, academy or other providers will be expected to be judged 'outstanding' within three years of joining the City Corporation's education portfolio
 - c. We will ensure that young Londoners in the City's schools and beyond have access to the information, advice and experiences that will help them progress into fulfilling careers

4. The Forum now seeks to **deliver the commitment within the City of London Corporation Education Strategy 2016-2019:**

Priority Action 1c – “To establish a City of London Cultural Education Partnership”

ACTIVITY TO DATE:

JOINT WORKING INITIATED

2014 – Sep 2016

5. Historically, the cultural organisations supported by the City have delivered strong education and learning programmes but independently - working together as and when specific projects required. The organisations recognised that they could achieve more by working together and, in 2014, established the Learning and Engagement Forum to provide a mechanism for this. Since its inception, the Forum (which now comprises 20 cultural venues) has delivered a number of key initiatives including:

- The City of London School Visits Fund – launched in November 2015 the fund offers grants of up to £300 to **help schools in disadvantaged areas of London** with the costs of visiting the sites of the City’s cultural venues
- The Great Fire of London website – a new **‘one-stop’ site** for anyone interested in the fire, drawing on the remarkable collections of the Museum of London, London Metropolitan Archives, Guildhall Art Gallery and The Monument
- City Young Poets – a partnership project with the **National Literacy Trust** for primary and secondary schools across London that uses City cultural venues as inspiration for pupils’ poetry
- City Stories – specially designed activity days for the **City academies** that introduce all year 7 pupils (up to 250 per day) to the work and heritage of City of London
- Large collaborative events attracting **thousands of people**, eg the Shakespeare Weekender at the Barbican and weekend-long family festivals at the Museum of London marking the Lord Mayor’s Show and the Great Fire anniversary.

6. These programmes show the impact the Forum can provide, for example:

- In its first 9 months the School Visits Fund has **benefitted almost 4,000 pupils from 26 London boroughs** who would not otherwise have been able to visit the City’s cultural venues. On average, the schools using the fund have **49% of pupils in receipt of Pupil Premium** – the national average is 26% and the London average 36%. This shows that the fund is **successfully benefitting schools in disadvantaged areas**. The following comment is typical of the feedback from teachers: ‘This was invaluable. The school could not afford to send the children on a trip like this. It meant that this very deep learning experience was accessible to the children.’
- In the four days since its launch on 2 September, the Great Fire website has received **20,452 visits from 18,000 users**, with half of users accessing the site from beyond London. We expect the site to attract **2million page views** in its first year. Users have described the site on social media as ‘wonderful’ and ‘really fantastic’, and one teacher commented: The site has a brilliant

interactive, animated game for children which challenges their knowledge...the whole site has been created with simplicity in mind. All in all a great resource!

- **Over 300 pupils from 10 schools** took part in the first year of Young City Poets and feedback from teachers included: 'Children had a physical experience to relate to and it was an exciting starting point for their writing. I really do want to reiterate how valuable the whole project was'; 'We had two brilliant days at the Museum of London. The students had a really enjoyable and productive time and are in a position to **develop their writing** ideas to a high standard'; and perhaps most pleasing of all, '**Attainment has improved** and for some children there has been accelerated progress.'
- The City of London Academy Southwark has found City Stories so valuable that it has become **part of the school curriculum** and the whole of year 7 (**240 pupils**) spend nine lessons over a half term 'investigating the change and continuity of the City of London' in preparation for the day.
- **Over 10,000 people** have taken part in family festivals at the Museum of London over the past year that have been delivered in partnership with the Barbican, The Monument, London Metropolitan Archives and other City Cultural venues.

NEXT PHASES

7. Having taken the first steps in collaborative working, the Learning & Engagement Forum has seen that working together can heighten the profile of the City's offer, reduce duplication and maximise outcomes for children and young people. The Forum therefore seeks support for the next phase in its development in order to **strengthen** it's working and **extend its reach and impact** – across the City, City academies and London more widely.
8. This proposal sets out a **2 phase approach** for activity up until August 2019. It is an ambitious proposal, aiming to provide the capacity and resource to strengthen our learning and engagement practice, establish a strategic approach to achieving our vision and maximise the impact of the education and learning opportunities afforded by the City cultural institutions.
9. To achieve our ambitions, it is critical to first secure the foundations of the partnership and ensure it is fit for the task ahead. **Phase 1 will therefore focus on becoming becoming a Cultural Education Partnership and developing a 2-year plan aligned to the strategic objectives set out in the Education Strategy.** Phase 2 will put this plan into action through a series of ambitious strategic initiatives.

PHASE 1: ESTABLISHING A CULTURAL EDUCATION PARTNERSHIP January – August 2017

10. The Forum has worked hard to establish joint working across the City's cultural institutions. However, a number of **challenges** currently hamper the Forum's ability to deliver on a wider scale:

- Working collaboratively requires coordination and new ways of working, but there is **no central resource** to drive genuinely shared programme planning and delivery
- Data on the needs and opportunities for working with children and young people is patchy, but there is **no shared evidence base** to pool this knowledge and provide a rich evidence base
- Projects **organically** develop from opportunities as they arise rather than a long-term plan which responds to identified gaps and needs
- Leadership of the Forum is currently **unbalanced** – it is dominated by the larger cultural organisations that have more capacity, despite smaller organisations being more numerous
- Membership is focused on cultural organisations and does not currently engage **broader stakeholders** (eg schools and universities) and potential funders.

11. In order to address these issues, it is therefore proposed that Phase 1 will ensure the Forum becomes fit for purpose through establishing the following:

a) **CULTURAL EDUCATION PARTNERSHIP:**

Arts Council England has set out a vision for Cultural Education Partnerships which we anticipate will provide a strong and sustainable model for the Forum going forward. **Cultural Education Partnerships bring together the wider cultural education ecology (including schools, universities) to create a more strategic approach, enabling them to deliver against wider outcomes and unlock funding from new sources (such as health, well-being and regeneration sectors).** The cultural education partnership model will be explored in collaboration with A New Direction (the strategic 'bridge organisation' for London that is funded by Arts Council England to connect young people and schools with culture). Capacity will be put in place to take this forward, develop relationships with stakeholders, manage relationships with funders and oversee the creation of a sustainable model.

b) **CENTRAL RESOURCE:**

A shared post, with administrative support, will be put in place to lead the development of the Forum, to work with senior colleagues to implement new collaborative ways of working, and develop cross-organisational initiatives

c) **EVIDENCE BASE:**

Data from across the partners and education sector will be pooled in order to develop a rich understanding of the needs and opportunities for the City's cultural organisations to work with young people in the borough, academies and beyond

d) **2 YEAR PLAN:**

A longer-term plan, responding to the evidence base will be developed and through visioning workshops that create a clear Theory of Change

e) **AMBITIOUS STRATEGIC PROGRAMMES:**

Plans for a small number of focused, high impact programmes that embed new collaborative ways of working will be developed

MILESTONES

12. The following milestones are proposed:

Nov 16	Decision on proposal and budget
Dec 16	Job descriptions and recruitment
Jan 17	Staff in place
	Research tendered
Feb – Mar 17	Research commissioned
Apr 17	Visioning
May 17	Identify headline initiatives for Phase 2
Jun 17	Develop plans for delivery
July 17	Submit proposals for Phase 2
Aug 17	Decision on proposal and budget

BUDGET

13. The Education Board is asked to consider investment in the following budget in order to enable the objectives to be delivered:

Partnership Senior Manager (leading set up) 8 months (£45k pro rata 3 days a week, plus on-costs)	£22,680
Administrator (supporting set up and joint programmes) 8 months (£23k pro rata 3 days a week, plus on-costs)	£11,600
Research commission	£20,000
Facilitation of visioning and organisational development	£3,000
Overheads	£1,500
Evaluation	£4,000
TOTAL PHASE 1	£62,780

This is split £25,000 in 2016/17 and £37,780 in 2017/18.

14. £25,000 has been carried forward to 2016/17 from last year's budget for Learning and Engagement Forum work. The use outlined above has been approved by the Learning and Engagement Forum.

PHASE 2: EXTENDING OUR IMPACT

Sep 2017 – Aug 2019

THE APPROACH

15. Phase 2 focuses on putting the 2-year plan into action. This will focus on a number of **high profile strategic programmes** that will be identified in Phase 1, in response to the needs and opportunities outlined by the evidence. We anticipate that these will include developing models of good practice through working with City academies, building their leadership status, and rolling out these models more widely across London.

16. These initiatives could include:

The **creation of a website for the Cultural Education Partnership** that establishes a single identity for the partnership and pulls together and promotes the learning and engagement offers of its 20+ cultural institutions for schools and other learners across London.

- Delivering against Strategic Objective 1 of the Education Strategy

Expansion of the School Visits Fund to include outreach activities, as well as visits to venues, for schools in all London boroughs

- Delivering against Strategic Objective 1 of the Education Strategy

Development of a **CPD programme for City academies** staff and a **cultural entitlement offer for all pupils** attending City academies

- Delivering against Strategic Objective 2 of the Education Strategy

Development of a **skills development programme for City academies pupils**, incorporating a coordinated work experience and volunteering offer across the City's cultural institutions

- Delivering against Strategic Objective 3 of the Education Strategy

FUTURE BUDGET

17. In order to deliver **far-reaching high quality initiatives aligned to the ambitions of the Cultural Hub**, that maximise impact across the City, City academies and London more widely – substantial investment will be necessary (we anticipate in the region of £200,000 to £300,000 per year).

18. Phase 1 will build our capacity to develop this approach, strengthen the partnership to pool resources/develop efficiencies and establish a **mixed funding model** in order to implement this.

19. We anticipate the range of funding sources may include trusts, foundations, school Pupil Premium, health/wellbeing/regeneration investment and hope that the City of London Corporation will also continue to be significant investors in this. **We anticipate submitting a proposal for Phase 2 to the Education Board in summer 2017.**

Committee: Education Board	Date: 15 September 2016
Subject: School Visits Fund Update	Public
Report of: Chair of Learning & Engagement Forum	For Information

Summary

This report provides Members of the Education Board with a summary of progress with the City of London School Visits Fund. The fund was launched in November 2015 and has so far benefitted almost 4,000 pupils from 26 London boroughs, with an average Pupil Premium rate of 49% (national average 26%). Feedback from teachers is extremely positive, with many saying that the visits would not have been possible without the support of the fund.

Recommendation(s)

Members are asked to note the report.

Main Report

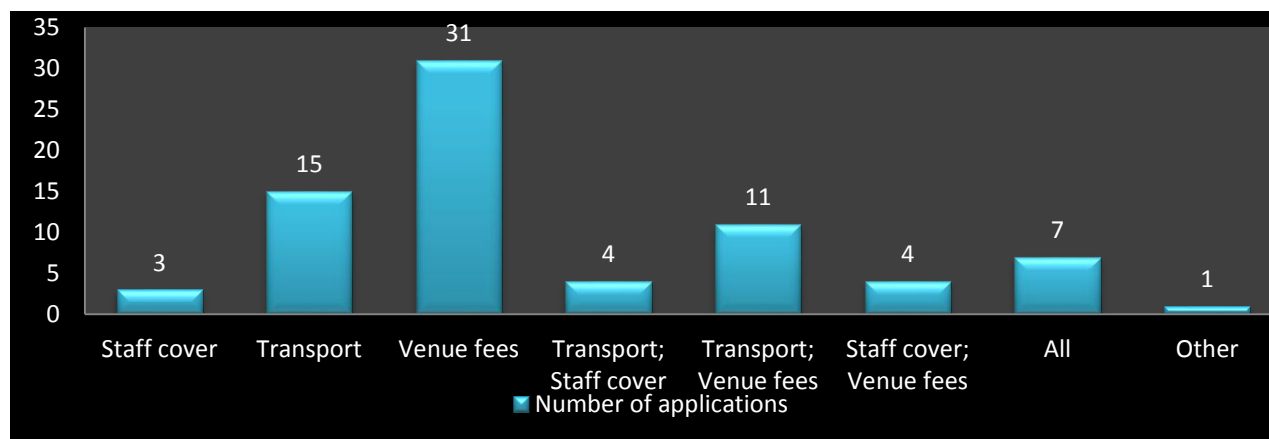
Background

1. The following report summarises the activity of the City of London School Visits Fund from its launch on 2 November 2015 to 27 July 2016.
2. **Eligibility criteria**
 - Schools must be within Greater London (within M25)
 - Schools must not have visited their chosen venue in the last three years
 - At least 30% of pupils at the school must be eligible for Pupil Premium (special schools do not need to meet this requirement)
3. **Applications:** 77 successful applications to the fund, benefitting 3,977 pupils
Funds: £40,894 committed. £29,106 remains in the fund until 31 March 2017
Average Pupil Premium rate: 49% (target 30%; national average 26%)

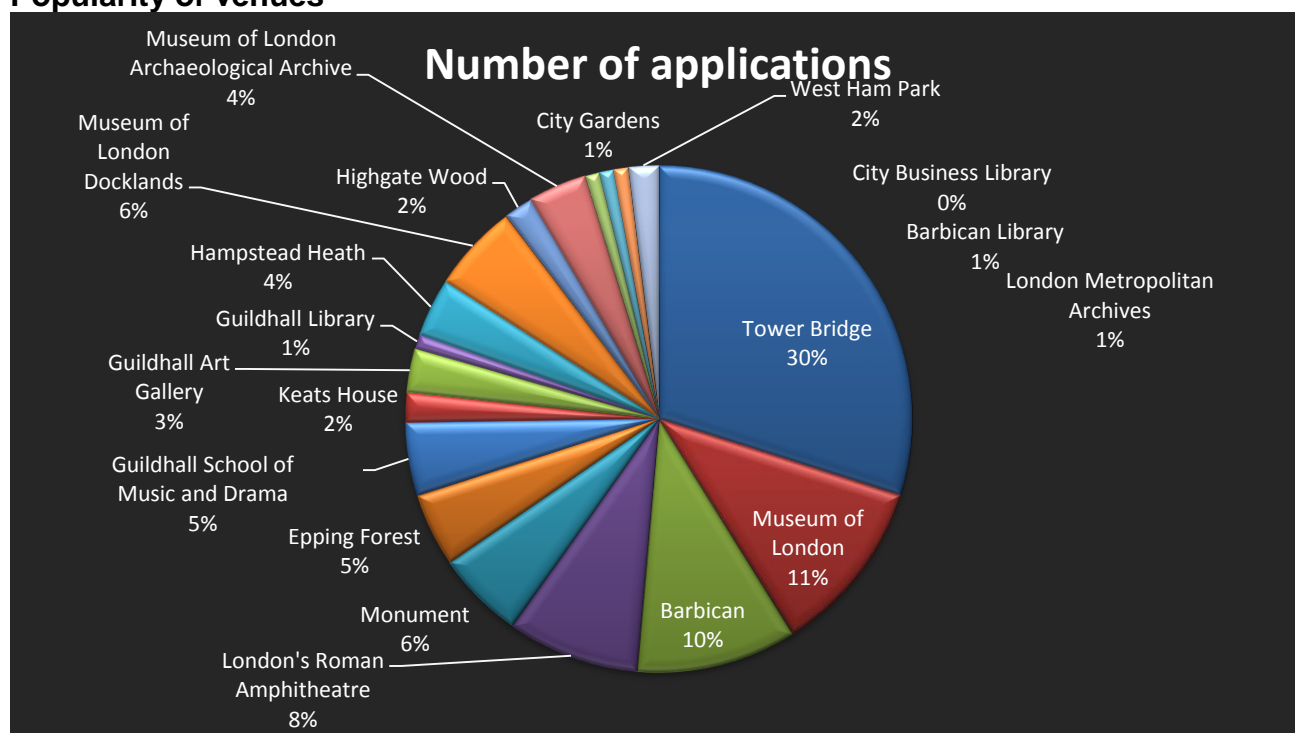
School types:

	Special	Local authority	Academy	Free	Nursery	Primary	Middle	Secondary	Special
Number of applications	7	43	26	1	1	43	1	25	7
% of applications	9.09%	55.84%	33.76%	1.29%	1.29%	55.84%	1.29%	32.46%	9.09%

What the funding is being used for:



Popularity of venues



Please note that each venue is represented if, for example, a school has applied to visit Tower Bridge; Monument and the Museum of London. A number of applications to the Museum of London were unsuccessful as the schools had visited in some capacity in the last three years – this is the only venue for which this has been an issue.

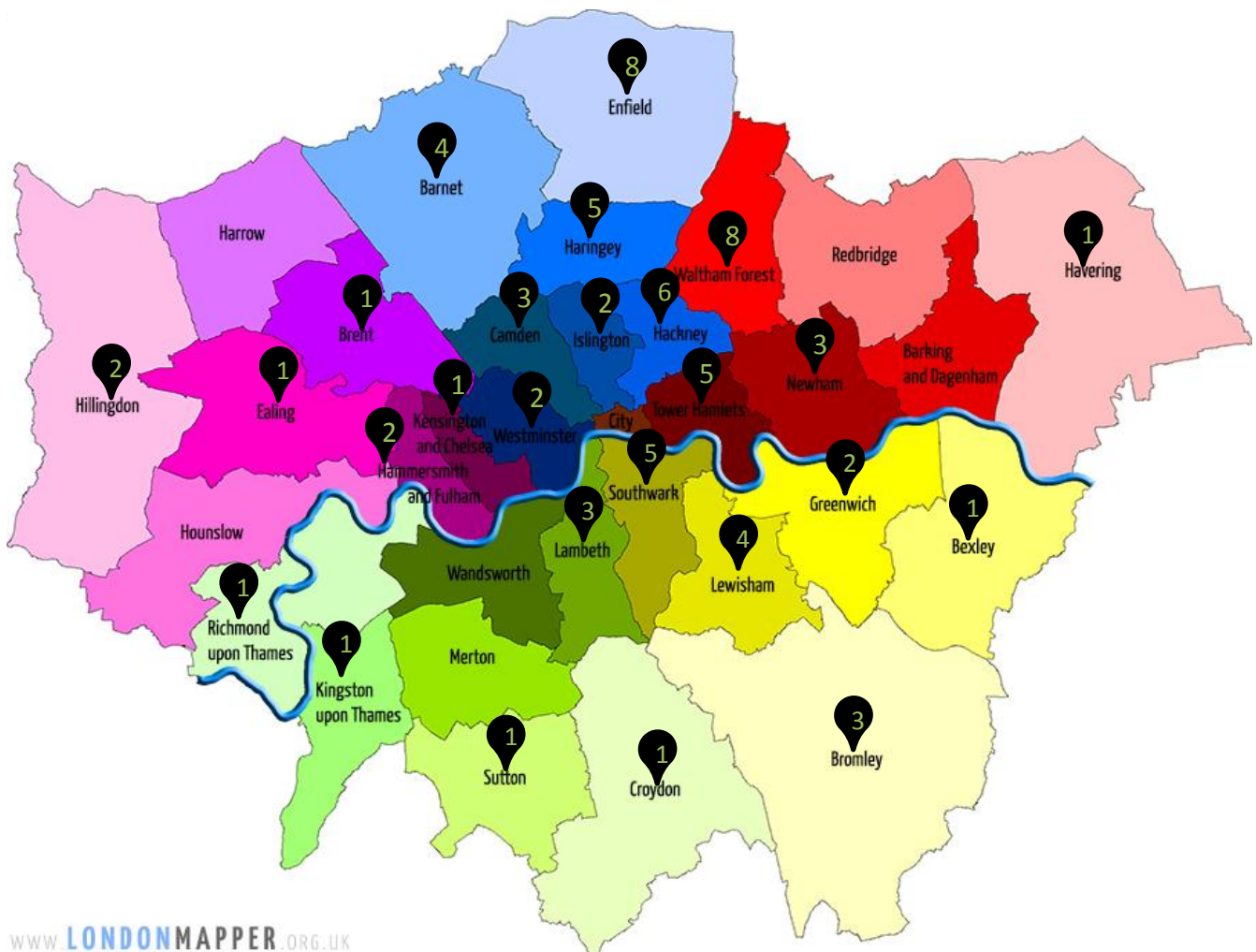
Location of schools that have applied to the School Visits Fund



NB: Schools which have made multiple applications are only represented once on this map.

Breakdown of applications to the School Visits Fund by borough

Borough	Applications	Borough	Applications
Barking and Dagenham	0	Hounslow	0
Barnet	4	Islington	2
Bexley	1	Kensington and Chelsea	1
Brent	1	Kingston upon Thames	1
Bromley	3	Lambeth	3
Camden	3	Lewisham	3
City of London	0	Merton	0
Croydon	1	Newham	3
Ealing	1	Redbridge	0
Enfield	8	Richmond upon Thames	1
Greenwich	3	Southwark	5
Hackney	6	Sutton	1
Hammersmith and Fulham	2	Tower Hamlets	5
Haringey	5	Waltham Forest	8
Harrow	0	Wandsworth	0
Havering	1	Westminster	2
Hillingdon	2	Total	77



WWW.LONDONMAPPER.ORG.UK

NB: Colours do not represent anything in relation to School Visits Fund applications.

Feedback from teachers

4. Each applicant is required to complete an evaluation form before they receive payment. Feedback has been very positive, eg:

- 60% of teachers found the application process 'very easy', and 40% 'easy'
- 78% rated communication with the School Visits Fund Administrator as 'excellent' and 28% as 'good'
- 52% rated the fund website as 'excellent' in terms of ease of use, with 44% saying 'good' and 4% 'satisfactory'
- 56% rated the information provided on the website as excellent, 40% rated it 'good' and 4% 'satisfactory'.

5. Teachers were asked how their pupils benefitted from the trip – a selection of responses are provided below.

6. *Many of the students had not previously visited these institutions and they received a valuable experience. There was a lot of positive feedback from the students who really appreciated the opportunity that the CoL School Visits Fund afforded them. (Kingsmead School – visited Epping Forest, Guildhall, Museum of London Docklands, the Monument, Tower Bridge, July 2016)*
7. *They visited places they hadn't seen before and got more of an understanding of the city they live in. (Starks Field Primary School – visited Tower Bridge, June 2016)*
8. *Most for the first time got to visit a real theatre, enjoy an educational trip outside of school and get to experience a real production of a play they had been studying. (The Crest Academy – visited the Barbican, May 2016)*
9. *They loved it. Learned lots, saw lots, faced fears, enjoyed themselves, saw new things, new experiences, consolidated learning. (Rye Oak Primary School – visited Tower Bridge, June 2016)*
10. *Children became more aware of the history of the bridge and the technology behind it. Children were able to use computing skills to test and evaluate moving the bridge on a small model. Children were able to see a 3D printer, and become more aware of its practical uses. (Oliver Goldsmith Primary School – visited Tower Bridge, April 2016)*
11. *Brilliant workshops with first-hand experience of artefacts. Brought the whole topic to life - brilliant museum that none of the pupils had ever been to. (Lavender Primary School – visited Museum of London, April 2016)*
12. *The children were able to have a visual counterpoint to the information they had been learning in class. Our topic is on London landmarks and it was amazing for them to be able to experience one of London's most famous landmarks first-hand. (Holy Trinity CE Primary School – visited Tower Bridge, March 2016)*

13. *Many pupils at our school do not travel independently outside of the Borough and trips allow them to access a variety of opportunities and life experiences they may not otherwise take up. They were able to take photographs from a different perspective, one that they could not have achieved locally. They were able to take quality photographs to enhance and develop their work. (Kelmscott School – visited the Monument, March 2016)*
14. *A new experience for them along with a better understanding of the river Thames. These children rarely get an opportunity to experience new kinds of activities within London. (Hungerford Primary School – visited Museum of London Docklands, January 2016)*
15. Teachers were also asked how valuable the City of London School Visits Fund was in helping the school overcome barriers that it faces when conducting school trips.
16. *Without the financial assistance for these trips we would be forced to seek voluntary contributions from student's families for them to occur. (Kingsmead School – visited Epping Forest, Guildhall, Museum of London Docklands, Monument, Tower Bridge, July 2016)*
17. *Very valuable - our staff were conducting this support as additional hours, both the teaching and the TA involved were extremely impressed with the opportunities this gave our children and our families. (Stebon Primary School – visited the Barbican, July 2016)*
18. *Vital. We wouldn't have been able to do it without the financial support. (Starks Field Primary School – visited Tower Bridge, June 2016)*
19. *Very valuable. If you could not help the trip would not be able to take place. (Rowland Hill Nursery – visited Highgate Wood, May 2016)*
20. *It meant that we could take the children on a trip that they would have been unable to afford due to the pupils' families' socioeconomic situation and the school's funding. (St. Thomas More School – visited the Barbican, July 2016)*

21. *This was invaluable. The school could not afford to send the children on a trip like this. It meant that this very deep learning experience was accessible to the children.* (Oliver Goldsmith Primary School – visited Tower Bridge, April 2016)
22. *Combining the City of London fund with money raised by our PTFA meant that every child was able to go on the trip for free. Money is often a huge barrier when organising trips so it was brilliant that everyone could go for free. Thank you.* (Lavender Primary School – visited Museum of London)
23. *Without the funding this trip may not have been possible.* (Holy Trinity CE Primary School – visited Tower Bridge, March 2016)
24. *We would not have been able to visit the Heath it hadn't been for the grant. We needed to get a coach as it would have been inaccessible by public transport.* (Ark Atwood Primary School - visited Hampstead Heath, March 2016)
25. *We couldn't have done this trip without the fund, thank you.* (Oxford Gardens Primary School - visited Tower Bridge, March 2016)
26. *Very, it took away the cost which is often a barrier for these children and their families.* (Whitehall Junior School – visited the Barbican, March 2016)
27. *Extremely valuable as it helped towards the hire of the coach and children contributed a minimal amount towards the visit.* (Fleecefield Primary School – visited London's Roman Amphitheatre, March 2016)

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Committee: Education Board	Date: 15 September 2016
Subject: Great Fire Website Update	Public
Report of: Chair of Learning & Engagement Forum	For Information

Summary

This report provides Members of the Education Board with a summary of progress on the Great Fire of London website project which is part-funded by the City. The site was launched on 2 September as planned and is receiving very positive feedback from users. A marketing campaign is about to begin.

Recommendation(s)

Members are asked to note the report.

Main Report

1. To mark the 350th anniversary of the start of the Great Fire of London, the Museum of London together with London Metropolitan Archives, Guildhall Art Gallery and the Monument have developed a new website drawing on the City's remarkable fire-related collections. The site was made possible by funding from the City, which also enabled us to secure financial support from Arts Council England. The site, which aims to be a one-stop resource for anyone interested in the Great Fire, successfully went live on 2 September.

2. The site, www.fireoflondon.org.uk builds on the huge success of a previous existing schools website at [the same URL. However, the new site is designed to cater for adults and families as well as schools, and](#) uses the combined expertise and collections of the partners to tell the authoritative story of this unique City event. The Explore section cleverly combines a timeline, three historic maps and four 'strands' of the story of the fire to create an immersive and interactive experience which users can explore in as little or as much depth as they want.

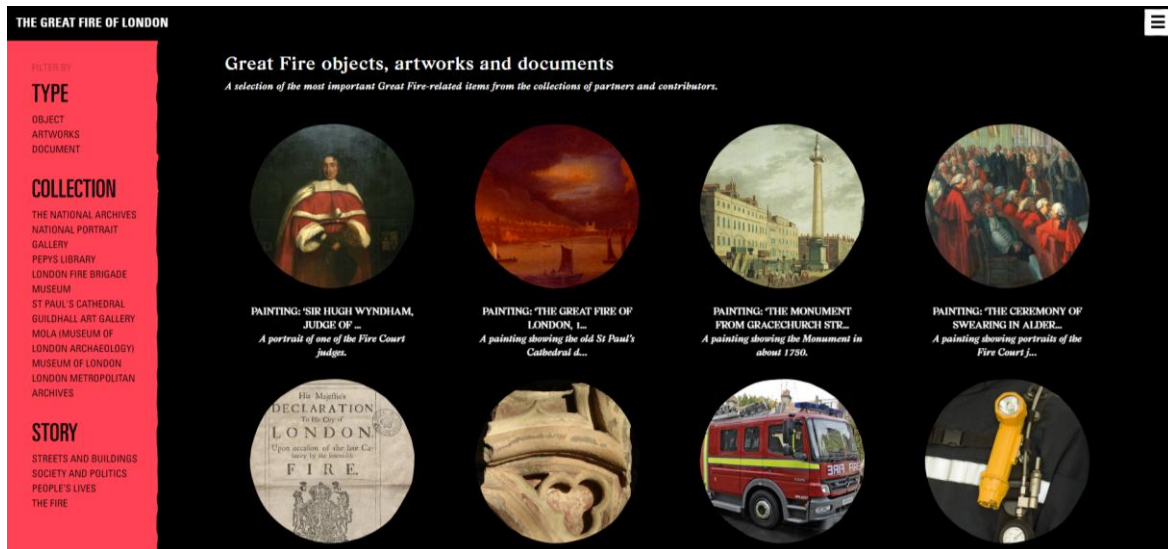


3. The main map and timeline interface of the Explore section.
4. The overall website was designed and built by Fabrique, a Netherlands-based company known for their work on the Rijksmuseum website, the Design Museum website and the Van Gogh Museum website. Fabrique worked with illustrator Levi Jacobs to create the striking illustrations that characterise the site's design. The interactive maps were geo-located and adjusted to sit on top of present-day Google maps by MOLA (Museum of London Archaeology).



An example of the site's distinctive illustrations

5. A 'Browse artefacts' section (see below) allows people to also see 100 of the most important fire-related objects, artworks and documents from the collections of the partner and contributor organisations in one place.



6. The site also provides access to the Museum of London's new Great Fire 1666 Minecraft experience which is already proving very popular with players of this worldwide online game that attracts millions of users of all ages.
7. The new website aims to become the leading resource nationally for 5-7 year old school children throughout England as the Great Fire is part of the National Curriculum at key stage 1. The site features is an exciting, new and improved version of the children's game from the previous website which now works on tablets and smartphones as well as desktop computers and interactive whiteboards. This part of the site was built by London-based company Fish in a Bottle who have experience of producing online games for clients such as the BBC, Disney and Viacom.



The start page of the children's game

8. Press coverage has included a major article in the Guardian online on 2 September:

<https://www.theguardian.com/uk-news/2016/sep/02/great-fire-of-london-website-350th-anniversary-museum-of-london>

9. The site also received a very positive review on teachers' blog Topmarks:

The site has a brilliant interactive, animated game for children which challenges their knowledge of how we know what happened all those years ago...The whole website has been created with simplicity in mind. You can find out information about the fire either through coloured boxes on the map or through the Minecraft Experience where Great Fire 1666 uses the power of Minecraft to tell the story of the fire. You can harness the popularity of the game to help to teach the topic. All in all a great resource!

10. Reaction on social media has also been very positive, for example:


Karin Wulf
 @kawulf


Follow

But this website for the Great Fire of London 350th is really fantastic...



The fire - The Great Fire of London
 How the Great Fire started, spread and was fought in 1666.
fireoflondon.org.uk


MMU Library
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Follow

The Great Fire of London was at its peak #otd 350 years ago. Want to find out more? Check out this wonderful website



The Great Fire Of London - The Great Fire of London
 Everything you need to know about the Great Fire of London from the Museum of London, London Metropolitan Archives, the Monument and Guildhall Art Gallery.
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Philippa Smith
 @Philippa.JSmith


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RETWEET	LIKES
1	2



11. In the four days since its launch on 2 September the site has performed admirably, achieving 20,452 visits from 18,101 users, comfortably exceeding the performance of the previous site. The average session duration and low bounce rates suggest that users are exploring the site. Visitors are primarily, but not exclusively, based in the UK and about 50% of UK users are in London. A digital and print marketing campaign is about to begin.

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