

Appendix 3 – Impact Summary Report: Culture Mile School Visits Fund

CML Impact summary report: Culture Mile Schools Visits Fund

Cultural and Creative Learning Goals, Aims and Outcomes

Goal 1: Every cultural institution in the City is a learning institution and every educational institution in the Family of Schools is a cultural institution

Goal 1: The School Visits Fund maximises access to the City’s cultural venues by London’s pupils and at least 100 schools/year use the fund through improved publicity, staff development and targeting of those schools and other learners who have not used the fund previously

Goal 3: There is evidence of the effective delivery of initiatives which encourage London schools, especially in disadvantaged areas, to engage with the cultural life of the Square Mile, for instance the Culture Mile School Visits Fund

Goal 6: Culture Mile is regarded as a successful learning destination

Summary of the project including significant changes from the original action plan

The Schools Visits Fund has been running for five years with the aim of helping schools in disadvantaged areas of London make visits to the cultural venues supported by the City of London Corporation, all of which are Culture Mile Learning partners. From April 2018, eligibility was widened to include not-for-profit educational organisations that work with school-age children (age 4-18) who face barriers to cultural engagement, to enable even more children to benefit from the fund. Schools or organisations must be in Greater London (within the M25) and at least 35% of pupils at the school must be eligible for Pupil Premium. Special schools do not need to meet this requirement.

There has been very little demand for the fund since April because of the Covid-19 pandemic which forced schools and our cultural partners to close in March. In mid-October, of the 21 participating venues, 10 are closed to school visits, nine are open (seven of which have a limited offer), and two have a digital offer only. To help stimulate schools to return to cultural venues, in September the grant size was increased from £300 to £600 particularly to support increased transport costs for schools wishing to avoid public transport and other additional costs caused by required Covid precautions.

To continue to offer support to school-age children unable to visit our cultural venues during lockdown, we repurposed £10k of the fund to increase the reach of the Culture Mile Play Packs initiative. These packs consist of an engaging mix of creative activities drawn from the partnership’s cultural organisations and were distributed to families through food banks and other community networks to meet those most in need, including those without access to computers or the internet.

Proposed cost	£26,000
Actual cost (include breakdown)	£2,608 paid out in grants £10k repurposed to increase the reach of Culture Mile Play Packs.
Delivery period	Year round
What outputs/activities were delivered?	

11 applications were made to the fund between April and October, compared to 168 for the same period in 2019.

- 8 from primary schools
- 2 from special schools
- 1 from a non-school organisation

The average Pupil Premium levels of schools making applications was 57.3%. More applications were made in September than April-August put together.

9,355 Play Packs in total were distributed across 10 boroughs via the channels below:

Children's charity or organisation	1,320
Church	30
Community centre	2,990
Food bank	895
Housing services	462
Individual	40
Mutual Aid/Covid response group	520
Other charity or organisation	1,786
Refugee service	177
School	1,135

How has the project improved wider educational outcomes, e.g. wellbeing, confidence, aspiration, etc.?

Personal impact:

"Museum of London has given us the children activities packs and support throughout Covid-19 while lock-down activities packs came very useful for the children who were home. We are very happy about the services are given to our clients' family and children from Museum of London"
Syeda, Islington Bangladeshi Society

Educational impact:

"We are still having fun with the first learning pack, children enjoyed making a band from pots and pans, building a tower and designing ambulance" Islington Play Association

Social impact:

"Thanks the packs are beautiful, and I love the way the activities really encourage families to get out and about together - really looking forward to putting them in our foodbank parcels next week!"
Fuzz Dix, Children's and Families Pastor, St Luke's Millwall

"A few parents said they loved the variety in the packs. One parent said that her children were sharing with a friend and they were going to do a birthday celebration using the packs! The others said things like, 'my children were occupied making things for a very long time'. One said she liked the challenges like the leaf hunt. One said the presentation was great and the choices for her children to do were such a surprise." Marie Kerrigan, Morningside Children's Centre

“The general feedback is very positive - one of our young lads who I wasn't totally sure would be into the packs absolutely lit up when he told me he used it to make his grandad a birthday card.” Golden Lane Estate

“My two boys liked cards with different tasks the most. And I also liked them, in the last 3-4 days when I have no ideas how to entertain them I use those cards.” Islington Play Association

“As from us PL84U AL-SUFFA, it's been a great pleasure that we have been able to distribute the play packs to the families when they access the foodbank, the look on the parents and children's faces are indescribable - the relief look on the parents face, the look that says wow that'll keep them busy for some time, the children look forward to coming to the foodbank just for the play packs. Really appreciate that we are able to partner up and provide what we can for the needs of the community during this pandemic, we do realise and see it for ourselves that people's emotions are running haywire, people are finding this prolonged pandemic hard to cope with. The packs have been a tremendous help for the parents as they really can't afford to buy things to keep the kids busy, this is a great way to ensure their learning whilst having fun at home. Both the parents and children have been able to spend quality time together. Many said they wouldn't have been able to afford or access these play packs if they were not available from the food bank” Saira Mir, PL84U AL-SUFFA

Fusion skills impact:

“The play prompt cards are very focused on the outdoors and using things around the house, which was very fun. There was coloured paper, which was good because not everyone has coloured paper. The ‘bringing theatre home’ book was very fun and creative and the activities were very colourful and engaging.” Rowan, age 12

Will the outputs/activities continue?

We will continue to market the fund, and particularly to emphasise the increased grant size. We will also continue to monitor take up of the fund and, if it remains low, suggest new ways it might be repurposed to meet its goal of increasing access to our cultural institutions.