Common threads—the Kantha Project. Textile created by the Women’s Mental Health Drop-In
1 Foreword

This is the second Arts Strategy produced by Merton. The Strategy fits within the broader new Cultural Strategy 2007-2010, and supports the Council’s Business Plan, which in turn contributes to the Community Plan which is the responsibility of the Merton Partnership.

The Arts Development Team in consultation with the Arts Consultative Forum, our strategic partners, the community, private and voluntary arts organisations and providers has produced this Strategy.

It clearly states our priorities, acts as a co-ordinating tool for the development of art activities and venues across the borough. By providing strong leadership we can maximise external funding, support our strategic partners and creative industries, avoid duplication, encourage partnership working and support Merton’s residents who wish to participate in cultural events or build their skills and employment possibilities in the cultural sector.

By 2010, this strategy will have made a significant impact on the health and sustainability of our communities by:

- Improving arts education in Merton’s schools and providing accreditation
- Strengthening and promoting our festivals, events, venues, and artist work spaces
- Settling the foundations for Merton’s full participation in the 2012 Olympics
- Building cohesive communities and improving mental and physical health
- Improving enterprise and business skills or artists and creative industries
- Celebrating Merton’s diverse heritage

This strategy will deliver these aims and sets out our priorities for the arts in Merton. It demonstrates Merton’s commitment towards building a strong foundation for the arts sector, and furthers our reputation for excellence in all aspects of the arts.

Councillor Maurice Groves
Portfolio Holder for Cultural Services

RENOVATION by Richard Wood
Commissioned by Art Works in Wimbledon
2 Introduction

This strategy has been produced by the Arts Development Team in partnership with the Arts Consultative Forum and together with our strategic partners, the community and voluntary and private arts organisations. There has been extensive public consultation for the Strategy including sending out 2000 leaflets to residents and other stakeholders to gather their views of culture and what is important to them.

London has recently been awarded the honour of hosting the 2012 Olympic and Paralympic Games. The games will be preceded by a linked cultural programme, the Cultural Olympiad starting in 2008 and running through until the start of the games. This strategy will ensure the Cultural Olympiad is embedded in the heart of the arts work in the borough.

The system for evaluating local government, the Comprehensive Performance Review, has also been expanded to include the Culture Block, which will include for the first time arts and culture targets on which Merton Council will be measured. “The Culture Block” of a local authority includes arts, leisure, sports, parks, libraries and heritage and tourism.

The Council was rated as “two-star” in the CPA assessment in 2005, with the direction of travel rated “improving well”. There was an Audit Commission inspection of the Council’s Culture Block in January 2006. The inspectors found it provided a ‘fair’ service with promising prospects for improvement. The inspection report regarded many of the Arts Development’s achievements as excellent.


3 Summary

The Arts Strategy aims to focus all of this and deliver improved enterprise, health, art and leisure opportunities for the Merton community over the next three years. By 2010 this strategy will have made a significant impact on the enterprise, sustainability and health of our communities because:

- We will have increased enterprise by providing affordable spaces where artists can create, show and sell their work.
- The second year of the Cultural Olympiad Festival will be under way and we will ensure Merton and Merton based artists participate fully.
- We will have used the Arts to bring people and communities together and increased the percentage of Merton residents who feel their local area is a place where people from different backgrounds get on well together.
- More than a quarter of Merton’s schools will have achieved the Arts Mark accreditation confirming that Merton’s pupils receive a standard of arts activity in their school.
- 30 young people aged 13-19 will have achieved accredited AQA (Assessment and Qualification Alliance) units through their participation in arts activities.
- More Merton residents will be volunteering in arts activities, and those who do will receive support and guidance.
- A number of creative and arts activities will have taken place, which promote physical and mental health.
- Merton’s festivals will be widely promoted throughout the South London region increasing ticket sales and tourism.
4 The Borough of Merton

The London Borough of Merton is a small outer London Borough located south of the Thames, with the three main town centres of Mitcham, Morden and Wimbledon providing the cultural focal points. Landmark areas within the Borough are its two main commons, Wimbledon and Mitcham, which are located on the eastern and western borders of the Borough. The population (186,409) is relatively small for a London Borough, but increased by 12.1% between 1991 and 2001, and is set to increase further to 190,000 by 2011. Residents from minority ethnic groups make up around 28% of the population, and 160 languages are spoken in Merton's schools. The child population under eighteen years of age is 42,512 or 22.6% of the total the number of groups with specific needs, e.g. BME communities, older people and asylum seekers, is increasing. Approximately 13% of Merton's residents have a disability.

There are extremes of poverty and wealth in the borough. Some wards are in the top 5% most affluent in the country, whilst some are in the top 15% most income-deprived. This split in relative wealth is reflected average household income, which is £29,000 per annum for the borough as a whole, but only £9,000 in Mitcham. Female life expectancy at birth in Cricket Green Ward in Mitcham is 77 years but up to 85.3 years in Hillside Ward in Wimbledon. These figures demonstrate significant health inequalities.

The Borough has a rich cultural heritage, including Merton Abbey Mills, the site of both William Morris's print works and the Liberty Group, and now a thriving local craft market, and faith buildings, including the new Ahmadiyya Mosque and Buddhapadipa Temple. Merton has 69 parks, three of Grade II landscape quality, including Cannizaro Park, which hosts the borough's summer festival and numerous arts exhibitions throughout the year. There is one borough managed art gallery in Wimbledon library.

The Borough is home to the Wimbledon All England Lawn Tennis Club, a major partner of Merton's cultural services - it attracts worldwide tourism to the annual championships and will host the London Olympic 2012 tennis events. Merton is also recognised regionally and internationally for two of its theatres, New Wimbledon Theatre and Polka Children's Theatre as well as for Wimbledon College of Art, which is one of the top art institutions in the UK.

The Wandle Trail pedestrian and cycle path runs straight through the middle of the borough and extends north to the Thames in Wandsworth and south to Carshalton in Sutton. It is part of route 22 of the National Cycle Network. There is a newly developed programme of public art along the Trail, which was selected as an example of good practice by the Arts Council in 2006. Use of the Trail has increased 300% in recent years as its surfaces and maintenance have been improved and its location has been advertised.

Merton has very few performance venues. As a result, voluntary arts organisations and Arts Development have become very good at using a range of places as flexible venues, these include shopping malls, supermarkets, churches, parks and the local Odeon cinema. The Council is currently planning the development of a multi-purpose performance space and gallery in Wimbledon, with the planning completion date due to be announced in spring 2007.
5 How did the Council choose the targets?

The Council choose the targets for its Arts Strategy based on consultation with our users, strategic partners and residents of Merton. These included consultation meetings with:

- young people
- local businesses
- teachers from Merton’s schools
- participants of the Artist Enterprise Programme
- groups that participated in the Common Threads project
- Three focus groups for voluntary arts organisations who are members of the Arts Consultative Forum
- all artists using Merton’s artist studios were sent a questionnaire
- all members of the Arts Consultative Forum

The Council also sets targets that ensure Merton is following best practice, and developing work broadly in line with the London priorities set out by Arts Council England. The Council will also build on projects that our users told us were good value, for example:

- **The artist studios** – these were developed due to public demand, and were also a target in our last Arts Strategy. The studios have been more successful than anticipated, with the artists in each studio block successfully reaching out to their local community and many high quality arts projects emerging. The artist open studio days have drawn high numbers of visitors and have become popular networking venues for visual artists. Some of the artists in the studios have taken part in the Artist Enterprise Programme, expanding their skills and increasing enterprise in the borough.

- **Accredited outcomes for young people aged 13-19** – feedback from young people who have participated in our programmes for excluded and/or vulnerable young people was they often left school with no qualifications, and then had great difficulty gaining employment or accessing further education. An AQA certificate is something to show a potential employer or college to prove that they have completed a challenging programme.

- **Celebrate and explore Merton’s culturally diverse heritage** – Merton’s diverse heritage is not well known and schools and communities are always requesting more ways to learn about and celebrate this. The Black History Month projects we have offered to schools and community groups are always fully booked, as is the robust programme put on by the Polka Theatre each year.

- **Support Attic Theatre to develop work with and for older people** – Merton has received a great deal of positive feedback from older people who enjoyed the Ma Kelly plays and working with the Attic to develop their own creative programmes. The Council wants to ensure this work continues.

- **Ensure Merton artists participate fully in the Cultural Olympiad and build their skills toward 2012** – The 2012 Olympics Games and Paralympic Games and the linked Cultural Olympiad will be a once-in-a-lifetime opportunity focusing world attention on both London and Merton, which is hosting the tennis events. The Council needs to start preparing now to ensure Merton really shines and is ready to take full advantage of this.
6 How will the Council deliver the Arts Strategy?

Merton’s role in the delivery of the Arts Strategy is to:

- Use the arts to effectively deliver Merton’s strategic themes as outlined in the Business Plan.
- Support and strengthen voluntary and private arts organisations, our strategic partners, groups and individuals to deliver arts projects, events, and exhibitions which best benefit Merton’s community.
- Encourage partnership to concentrate resources effectively.
- Focus resources where the most impact can be made and reach new audiences for the arts.
- Ensure all our services represent value for money and maximise external funding.
- Ensure our service use best practice to improve services for all.

The delivery of the Arts Strategy will support Merton’s strategic themes as outlined in the Business Plan. During the consultation for this strategy, participants told us they usually thought of culture in four distinct areas:

- Learning
- Things to Do
- Places to Go
- Communities and Culture

The aims in the Action Plan have been set out under the above four themes, and cross-references to the Council’s strategic themes.

7 How will the Council measure achievements?

Achievements will be measured locally, gathered through feedback from our users and non-users. Accurate information will be gathered so we can assess who is using our services. All projects will be monitored and evaluated. We will measure levels of satisfaction against the cost of the services provided in order to assess value for money. We will participate in Merton-wide satisfaction surveys.

Achievements will be measured nationally, through the Comprehensive Performance Assessment-Culture Block arts performance indicators, to see how Merton measures up countrywide. The council will also compare its performance against local authorities that have similar circumstances (benchmarking).

8 How will the Council review the Arts Strategy?

This will happen annually. An annual review will respond to the ongoing changes and challenges in the arts and creative industries, changes in funding regimes, and opportunities linked to the Olympic and Paralympic Games, London 2012.

We will provide an Annual Report and Annual Action Plan for approval at the Arts Consultative Forum.
9 How does the Arts Strategy meet the national agenda?

Arts Council England now places high priority on regional working. They have divided London into five regions mirroring the Learning and Skills Council regions.

Merton played a key role in establishing the sub-regional group for South London, the South London Arts Partnership (SLAP) who will work closely with Arts Council England and the boroughs of Kingston, Richmond, Sutton, Bromley, and Croydon.

The SLAP partners will identify arts programmes and initiatives to benefit the region and help the boroughs meet their strategic aims, while also starting to prepare for the Cultural Olympiad, which will start in 2008.

With the support of Arts Council England and other strategic partners, such as the London Development Agency and the Learning and Skills Council, SLAP will develop regional programmes that will operate across all or some of the SLAP boroughs to provide effective arts development and value for money.

Arts Council England has recently released their three-year strategy, Our Agenda for the Arts In London 2006-2008 where they set out their priorities for funding in the next three years. Below are the areas where they will focus their funding and resources:

- Taking part in the arts
  - Strengthen how their funding helps people take part in the arts
  - Audience development
  - New forms of distribution, new collaborations and technologies

- Children and young people
  - Increase the commitment to arts and creative learning in outer London schools
  - Support ways for more children and young people to raise their aspirations through the arts

- Our creative economy
  - Market development
  - Workforce and skills development, training and business support
  - More affordable artist work spaces

- Vibrant communities
  - Art in regeneration areas
  - Arts that nurture, include, inform and empower
  - Strengthen partnerships to increase the value of the arts at a local level

- Internationalism
  - 2012 Olympic Games and Paralympic Games
  - Support London artists to be part of the international arts community

- Celebrating diversity
  - Increase support for work by culturally diverse artists
  - National race equalities scheme
  - National disability equality scheme

Merton’s Arts Strategy 2007-2010 shares many common aims and priorities with those of the Arts Council England. This will enable us to maximise funding from both the Arts Council and other sources, co-ordinate strategy both across the South London region and London-wide, and ensure our users are reaching and enjoying a high standard of arts provision which will put Merton on London’s cultural map.
<table>
<thead>
<tr>
<th><strong>Aim</strong></th>
<th><strong>Action</strong></th>
<th><strong>When</strong></th>
<th><strong>Evaluation</strong></th>
<th><strong>Partners</strong></th>
<th><strong>Links to other council plans</strong></th>
<th><strong>Links to council Business Plan</strong></th>
<th><strong>Links to Arts Council England strategy</strong></th>
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<tbody>
<tr>
<td>Improve and develop the Wimbledon Cannizaro Park Festival through partnerships</td>
<td>Support the further development of sponsorship and investment. Work with partners to expand the marketing and the programme.</td>
<td>Ongoing</td>
<td>Increase in sponsorship and investment. Increased visitor numbers. Customer feedback.</td>
<td>Cannizaro Event Ltd, New Wimbledon Theatre, Friends of Cannizaro Park</td>
<td>Community Cohesion Strategy, Cannizaro Park Management Plan</td>
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<tr>
<td>Work with partners to hold contemporary arts exhibitions in our green spaces</td>
<td>Three open air exhibition per year with promotion on Merton's web page.</td>
<td>2007-2010</td>
<td>Customer feedback. Visitor numbers.</td>
<td>Wimbledon College of Art, Art Works In Wimbledon Zimsculpt</td>
<td>Merton Open Spaces Strategy</td>
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<tr>
<td>Support the Polka Theatre and help to raise its public profile</td>
<td>Provide financial support to improve the educational facilities.</td>
<td>Spring 2007</td>
<td>Monitor the added value of improved facilities. Annual monitoring.</td>
<td>Polka Theatre, Arts Council England</td>
<td></td>
<td>Children and Young People, Children and Young People Support ways for more children and young people to raise their aspirations through the arts.</td>
<td></td>
</tr>
<tr>
<td>Increase local enterprise by providing affordable artist workspace and places where local residents can see artists at work</td>
<td>Strengthen our artist workspace programme. Open studio days, workshops and networking events.</td>
<td>2007-2010</td>
<td>Increased visitor numbers. Linked programme of community art workshops. Monitoring studio use.</td>
<td>ACAVA, South Mitcham Community Centre, Friends of Cannizaro Park</td>
<td>Business Plan, Cannizaro Park Management Plan</td>
<td>Sustainable Communities, The Creative Economy Support more affordable, accessible and safe workspaces for artists.</td>
<td></td>
</tr>
<tr>
<td>Develop the Cannizaro Park Artist Studios, improving access for people with disabilities</td>
<td>Funding applications submitted by March 2007</td>
<td></td>
<td>Securing funding. Monitoring studio use.</td>
<td>ACAVA, Friends of Cannizaro Park</td>
<td>Business Plan</td>
<td>Sustainable Communities, The Creative Economy Support more affordable, accessible and safe workspaces for artists.</td>
<td></td>
</tr>
<tr>
<td>Support the New Wimbledon Theatre and Studio</td>
<td>Work with the Education Manager to promote projects and ensure they reach young people with the greatest need</td>
<td>Ongoing</td>
<td>Monitor each project.</td>
<td>New Wimbledon Theatre</td>
<td></td>
<td>Children and Young People, Children and Young People Support ways for more children and young people to raise their aspirations through the arts.</td>
<td></td>
</tr>
<tr>
<td>Complete the Wandle Trail Arts Programme</td>
<td>Secure funding to improve the Plough Lane entrance to the Trail.</td>
<td>By 2008</td>
<td>Funding secured and entrance commissioned. Public consultation completed.</td>
<td>Sustrans, Groundwork Merton</td>
<td></td>
<td>Healthier Communities, Taking Part in the Arts Strengthen how our investment helps people take part in the arts.</td>
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<tr>
<td>Promote the Trail, work with partners to improve signage and information</td>
<td>Ongoing</td>
<td>Use of the trail as monitored by Sustrans. Customer feedback.</td>
<td>Transport for London, Sustrans, Groundwork Merton</td>
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<td>Healthier Communities, Taking Part in the Arts Strengthen how our investment helps people take part in the arts.</td>
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### Theme 2 – Learning

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<tbody>
<tr>
<td>Ensure Merton pupils have a high standard of arts activity in their school</td>
<td>Support Merton schools to obtain 4 new Artsmark accreditations per year</td>
<td>2007-2010</td>
<td>Number of success schools, Feedback from schools</td>
<td>Merton schools, Arts Council England</td>
<td>Merton Young People’s Plan</td>
<td>Children and Young people</td>
<td>Children and Young People Increase high quality arts experiences and creative learning for children and young people</td>
</tr>
<tr>
<td>Young people aged 13-19 will achieve accredited outcomes by participating in arts activities</td>
<td>Young people participating in Free Falling and Common Threads can gain accreditation</td>
<td>AQA units in place by July 2007</td>
<td>Number of young people aged 13-19 achieving unit awards per year</td>
<td>Merton Youth Service, Polka Theatre</td>
<td>Business Plan</td>
<td>Children and Young People</td>
<td>Children and Young People Increase high quality arts experiences and creative learning for children and young people</td>
</tr>
<tr>
<td>Ensure Merton based artists participate fully in the Cultural Olympiad</td>
<td>Develop the skills of our artists to deliver high quality work</td>
<td>Attend planning meetings and develop strategic plans</td>
<td>Number and range of events in Merton</td>
<td>South London Arts Partnership, Arts Council England</td>
<td>Business Plan</td>
<td>Business Plan</td>
<td>Make the 2012 Olympic Games and Paralympic Games a platform for creativity and participation</td>
</tr>
<tr>
<td>Strengthen Merton’s voluntary arts organisations, creative industries and artists through training and business support</td>
<td>Support the Artist Enterprise Programme, and artist networking</td>
<td>Ongoing</td>
<td>Number of Merton artists who complete the Artist Enterprise Programme</td>
<td>South London Arts Partnership, Prevista MVSC, Merton Chamber of Commerce, Re-generation Partnerships Team</td>
<td>Business Plan</td>
<td>Sustainable communities</td>
<td>The Creative Economy</td>
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<td></td>
<td>Raise awareness of training and support provided by partners</td>
<td></td>
<td>Take up of other training opportunities</td>
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<td></td>
<td>We will support workforce and skills development and increase access to training and business support</td>
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</tbody>
</table>

**Partners**
- Merton schools
- Arts Council England
- Merton Youth Service
- Polka Theatre
- South London Arts Partnership
- Arts Council England
- Prevista MVSC
- Merton Chamber of Commerce
- Re-generation Partnerships Team

**Evaluation Metrics**
- Number of success schools
- Feedback from schools
- Number of young people aged 13-19 achieving unit awards per year
- Number and range of events in Merton
- Number of Merton artists who complete the Artist Enterprise Programme
- Take up of other training opportunities
- Participant’s feedback

**Links to Arts Council England strategy**
- Children and Young People Increase high quality arts experiences and creative learning for children and young people
- Make the 2012 Olympic Games and Paralympic Games a platform for creativity and participation

**Links to other council plans**
- Children and Young people
- Business Plan
- Sustainable communities

**Links to council Business Plan**
- Children and Young People
- Business Plan

**Unveiling of the restored statue of Haile Selassie, Cannizaro Park**

*Praveen Manghani and Russell Thompson of Openhaus Communications*
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<tr>
<td>Celebrate and explore Merton’s culturally diverse heritage</td>
<td>Contribute to Merton’s Black History Month steering group and produce one high quality educational project per year</td>
<td>One educational BHM project in October 2007-2010</td>
<td>Project evaluation Number participating</td>
<td>Merton Schools BHM Steering Group Libraries and Heritage Service Voluntary arts groups</td>
<td>Corporate Equalities Scheme Community Cohesion Strategy</td>
<td>Safer and Stronger Communities</td>
<td>Celebrating Diversity</td>
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<td></td>
<td>Invest to support an arts sector that represents, reflects, and celebrates London’s diversity</td>
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<tr>
<td></td>
<td>Support Polka Theatre to develop a high quality Black History Month programme</td>
<td>Autumn programming 2007-2010</td>
<td>Number and details of schools participating Annual monitoring</td>
<td>Polka Theatre</td>
<td>Corporate Equalities Scheme Community Cohesion Strategy</td>
<td>Safer and Stronger Communities</td>
<td>Celebrating Diversity</td>
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<td>Invest to support an arts sector that represents, reflects, and celebrates London’s diversity</td>
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<tr>
<td></td>
<td>Devise projects to celebrate key people, history and events that shaped Merton</td>
<td>Projects delivered in 2007-2010</td>
<td>Project evaluation number of participants Evidence of knowledge raised</td>
<td>Heritage and Library Service Merton Schools</td>
<td>Community Cohesion Plan Corporate Equalities Scheme</td>
<td>Safer and Stronger Communities</td>
<td>Celebrating Diversity</td>
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<td>Invest to support an arts sector that represents, reflects, and celebrates London’s diversity</td>
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**Self portraits by young people from the South Mitcham Community Centre created with artists from ACAVA**
### Theme 4 – Culture and Communities

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<tbody>
<tr>
<td>We will increase opportunities for formal volunteering and encourage best practice when supporting volunteers</td>
<td>Establish formal volunteering for events such as Wimbledon Championship Park Festival, Support voluntary arts organisations who wish to develop volunteering schemes</td>
<td>Ongoing</td>
<td>5% increase per year detailed by annual monitoring</td>
<td>Merton’s Volunteer Centre Access to Arts Merton’s voluntary arts groups</td>
<td>Business Plan</td>
<td>Positive Ageing in Merton Safer and Stronger Communities</td>
<td>Vibrant Communities</td>
</tr>
<tr>
<td>Provide more high quality arts activities for young people in areas where need is identified</td>
<td>Polka Theatre to deliver the Free Falling drama project in Putney Bridge</td>
<td>Throughout 2007 and 2008. Further funding will be required in 2008.</td>
<td>Number of participants progress of participants participants returning to formal education participants completing work experience</td>
<td>Polka Theatre</td>
<td>Merton’s Young People’s Plan</td>
<td>Children and Young People</td>
<td>Children and Young People</td>
</tr>
<tr>
<td>We will support more arts activities for older people in Merton</td>
<td>Support Wimbleton College of Art to continue to work with Merton’s secondary school with the greatest need, (lowest number of GCEs)</td>
<td>One Engage Room programme per year 2007-2009</td>
<td>Project evaluation to examine how the project increased arts education capacity of the school</td>
<td>Wimbledon College of Art</td>
<td>Merton’s Young People’s Plan</td>
<td>Children and Young People</td>
<td>Children and Young People</td>
</tr>
<tr>
<td>We will work with Wimbleton Theatre and Studio to extend their drama projects to young people in need</td>
<td>30 young people nominated by their school will receive a free place in the Summer School programme 2007-2010</td>
<td>2007 and then depends on further funding</td>
<td>Project evaluation and feedback from the young people</td>
<td>New Wimbledon Theatre and Studio</td>
<td>Children and Young People’s Plan</td>
<td>Children and Young People</td>
<td>Children and Young People</td>
</tr>
<tr>
<td>New Wimbledon Theatre and Studio will do one project in partnership with the Free Falling group per year</td>
<td>Support Polka Theatre to continue their autistic club, their annual project for children with hearing impairment, and their work with Merton’s special needs schools</td>
<td>One hearing impaired project per year 2007, 2008 Autistic club will run throughout the year 2007-2010</td>
<td>Annual monitoring return</td>
<td>Polka Theatre</td>
<td>Children and Young People’s Plan</td>
<td>Children and Young People</td>
<td>Celebrating diversity Introduce our national disability equality scheme</td>
</tr>
<tr>
<td>Encourage and support creative activities by and for older people in Merton</td>
<td>Continue to support the Celebrating Age Festival Arts Development Events in the Festival each year 2007-2010</td>
<td>Number of participants, evaluation Participant feedback</td>
<td>Age Concern, Guin Ebury Group Mitcham and Morden Guild LSWCCA</td>
<td>Positive Ageing in Merton</td>
<td>Older People</td>
<td>Children and Young People</td>
<td>Vibrant Communities</td>
</tr>
<tr>
<td>Continue to support Arts Theatre to develop work with and for older people</td>
<td>One project per year 2007-2010</td>
<td>Annual monitoring of revenue grant Revenue grant awarded in 2008</td>
<td>Arts Theatre, Mitcham and Morden Guild AUG</td>
<td>Positive Ageing in Merton</td>
<td>Older People</td>
<td>Children and Young People</td>
<td>Vibrant Communities</td>
</tr>
<tr>
<td>Provide a programme of cultural events for wheelchair users and the very frail</td>
<td>One programme per year 2007-2010</td>
<td>Number of participants and details Feedback from participants Number of volunteer assistants</td>
<td>Access to Arts</td>
<td>Business Plan</td>
<td>Positive Ageing in Merton</td>
<td>Older People</td>
<td>Vibrant Communities</td>
</tr>
<tr>
<td>Encourage and support creative activities that promote physical and mental health</td>
<td>Continue to work with the Primary Care Trust, and local mental health support groups to develop high quality arts projects</td>
<td>Mental health support groups will participate in the Common Threads project Older people groups participate in dance programmes</td>
<td>Customer feedback and evaluation Number of participants</td>
<td>Sutton and Merton Primary Care Trust</td>
<td>Community Plan</td>
<td>Positive Ageing in Merton</td>
<td>Healthier Communities</td>
</tr>
<tr>
<td>Promote Merton’s Festivals throughout the South London Region</td>
<td>Work with the South London Arts Partnership and the South London Partnership to produce a regional brochure of Festivals</td>
<td>First brochure 2007 and then annually</td>
<td>Evaluate if brochure led to increased visitor numbers at Festivals</td>
<td>South London Arts Partnership South London Partnership</td>
<td>Business Plan</td>
<td>Positive Ageing in Merton</td>
<td>Sustainable communities</td>
</tr>
<tr>
<td>Provide an easily accessible calendar listing of cultural things to do</td>
<td>Comprehensive listing on the web page which voluntary organisations can update themselves with highlights printed in My Merton</td>
<td>In place by January 2007</td>
<td>Take up by voluntary arts organisations Number of events listed</td>
<td>Cultural Strategy Working Group</td>
<td>Cultural Strategy</td>
<td>Sustainable communities</td>
<td>Taking Part in the Arts</td>
</tr>
</tbody>
</table>

**Actions and Evaluation**

- **Aim:** Increase opportunities for formal volunteering and encourage best practice when supporting volunteers.
- **Action:** Establish formal volunteering for events such as Wimbledon Championship Park Festival, Support voluntary arts organisations who wish to develop volunteering schemes.
- **When:** Ongoing.
- **Evaluation:** 5% increase per year detailed by annual monitoring.

**Partners**

- Merton’s Volunteer Centre
- Access to Arts
- Merton’s voluntary arts groups

**Links to Other Council Plans**

- Business Plan
- Positive Ageing in Merton

**Links to Council England Strategy**

- Safer and Stronger Communities
- Vibrant Communities

**Action Plan 2007 - 2010**

- **Vibrant Communities:** Strengthen our partnerships to increase the value and impact of the arts at local level.
- **Safer and Stronger Communities:** Support new collaboration to get the arts to more people, in more places, in more ways.
If you would like more information in your own language, please contact us at the address shown in the bottom box.

Nese deshironi me shume informacion ne giuhen tuaj, ju lutemi te na kontaktoni ne adresen e dhene ne kutine me poshte.

إذا أردت معلومات إضافية بلغتك الأصلية الراجعة للإطارات بناءً في العناوين بالعكس ضمن الإطارات.

বলতে হলে আপনাকের ভাষায় শপথ করা যায় যে আপনি তাকে করে আমাদের সাথে যোগাযোগ করবেন, তবে আমাদের থিকে যেতে চায়ে।

如果你需要用中文印刷的资料，
请按低方格内提供的地址与我们联系。

أو مايل به اطلاعات بيشتره يدان جود هستيد. لطفاً با ما از طريق آدرس زیرنماست

Pour tout renseignement complémentaire dans votre propre langue, veuillez nous contacter à l'adresse figurant dans l'encadré du bas.

जे तमामे तमामी पोतामी भाषामा बोलामा वस्तुतत अतुल्यतागी धाराए, तो दुःखकर नुसे तमाम आपेक्षिक भाषामा दशकिला सर्वनामे आफ्राने संपर्क करो।

Please also get this information in large print,
in Braille and on tape.