



CULTURAL & CREATIVE LEARNING STRATEGY



2019 - 2023



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FOREWORD

Learning enables all communities to flourish and thrive. It unlocks opportunities, helps to identify talent and allows people to reach their full potential. It sits at the heart of our vision for a globally successful United Kingdom.

Learning starts from birth and is formalised at school. It develops through contact with other activities such as music, culture and commerce. The City of London Corporation (City Corporation) enjoys diverse and historic relationships with learning within its Family of Schools, as a corporation governing the Square Mile, as a charitable funder, and through its wide-ranging links with business and Livery companies.

The Education Strategy 2019-23 establishes our vision for exceptional learning delivered by the City Corporation's Family of Schools. That learning is focused on academic progress, good health and wellbeing, individual aspiration and the development of skills which will form the foundation for employment.

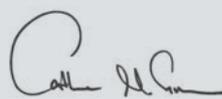
Opportunities to learn should not be confined to the school building and its grounds. Every day, there are 480,000 workers in the City of London. Pupils and adult learners can learn and be inspired by them. All types of business and trade represent an opportunity for learning.

Therefore the Skills Strategy 2019-23 commits to harnessing the power of such organisations as learning providers. They enable people to experience the world of work, build resilience and develop work-based skills. In return, workers and employers can develop the talents and skills which benefit the economy.

Similarly, arts, culture and heritage offer long-standing institutions devoted to learning. The City Corporation is the fourth largest funder of culture in the United Kingdom and offers a vibrant cultural network in and out of the Square Mile. Engagement in cultural learning helps to fuse often complex skills. Art can be combined with digital innovation; architectural precision with design.

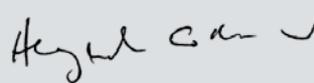
So, the Cultural and Creative Learning Strategy 2019-23 establishes the learning vision for our cultural institutions in the Square Mile and beyond. A vision which is based on the findings that cultural engagement promotes a "fusion" of skills directly relatable to the jobs of the future.

This tripartite strategy establishes the City Corporation's ambitions for learning. We aim to prepare people to flourish in a rapidly changing world, working in collaboration with our partners involved in schools, adult education, business, culture and heritage.



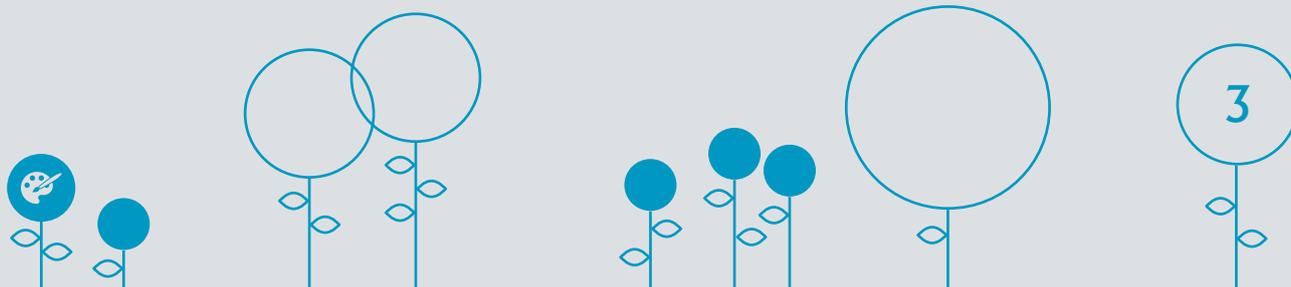
Deputy Catherine McGuinness

Chair of Policy and Resources Committee

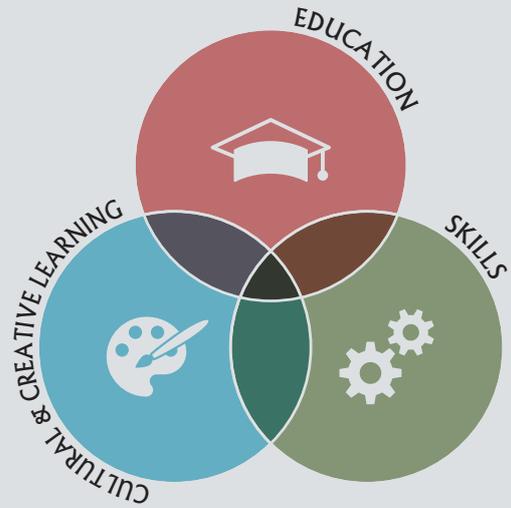


Henry Colthurst, CC

Chair of the Education Board

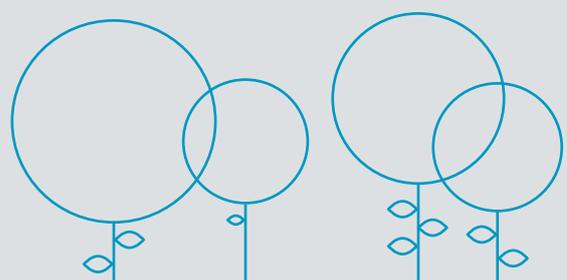
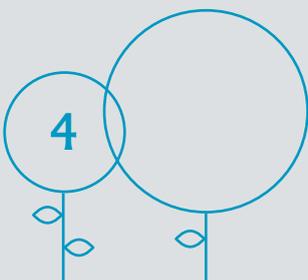


VISION



Culture is at the heart of a thriving community and it is a vital element in the daily life of London: enriching experiences, improving personal wellbeing, providing outstanding learning opportunities, and helping us gain a better understanding of the world we live in. The City of London is unique in being home to a wide range of high-quality cultural venues within a small and historically significant geographical area. This provides a powerful opportunity to make a real impact on the lives of learners, not only those living in or visiting the City of London, but also people across London and beyond through outreach programmes, online resources and our inspiring green spaces. Collectively, cultural venues represent a remarkable educational resource that can enrich the learning of children and adults, whether in families, early years settings, schools, adult learning, universities or colleges.

The Cultural and Creative Learning Strategy 2019-23 establishes the City of London Corporation's (City Corporation) vision for enabling the City's world-leading cultural, heritage and environmental institutions to cultivate the creativity, skills and knowledge of the next generation, enabling all people to flourish and reach their potential.



The Cultural and Creative Learning Strategy is one in a tripartite of strategies overseen by the Education Board. The three strategies are:

- The Education Strategy 2019-23
- The Cultural and Creative Learning Strategy 2019-23
- The Skills Strategy 2019-23

Whilst standing alone as three distinct strategic areas, these strategies overlap and interconnect to deliver one vision for the City Corporation:

to prepare people to flourish in a rapidly changing world through exceptional education, cultural and creative learning, and skills which link to the world of work.

This strategy supports the Education Strategy by enriching the education offer delivered by the City Corporation's Family of Schools (henceforth "Family of Schools") and encouraging deeper collaboration and shared programmes between schools and cultural, heritage, and environmental organisations across London. The Cultural and Creative Learning Strategy also supports the Skills Strategy by focusing on the development of 21st Century Fusion Skills, and harnessing the creativity, innovation, and digital literacy which cultural and creative learning can develop and which are vital skills for the current and future labour market.

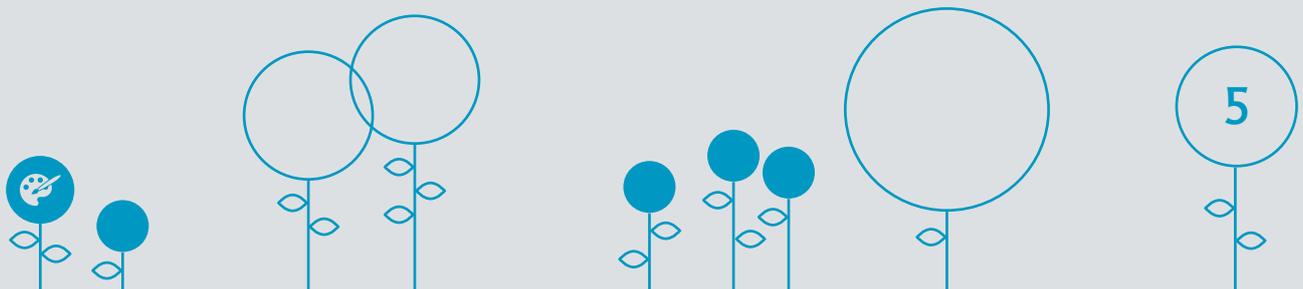
This strategy outlines the context in which the strategy will be delivered, the key partnerships leading its delivery, an overview of the main research, our strategic goals, courses of action and the measures of success. Aligned with the Education and Skills Strategies, an associated Action Plan will be developed each academic year outlining the actions and milestones for delivering our goals.

Corporate mission

The commitment to education, learning and employability are rightly at the centre of the City Corporation's Corporate Plan for 2018-23 (The Plan). It sets out the vision for creating a vibrant and thriving City, supporting a diverse and sustainable London, within a globally-successful United Kingdom. The Plan sets out three aims, which this strategy fulfils, namely to: contribute to a flourishing society, support a thriving economy and shape outstanding environments. The Plan also lists 12 outcomes, and this strategy contributes directly to the following outcomes:

- Outcome 1: People are safe and feel safe
- Outcome 3: People have equal opportunities to enrich their lives and reach their full potential
- Outcome 8: We have access to the skills and talent we need
- Outcome 10: We inspire enterprise, excellence, creativity and collaboration

The development of cultural and creative learning is not a responsibility that rests solely with one department or service and the cultural and creative learning offer within the City Corporation is well placed to take advantage of integrated departmental working. The Cultural and Creative Learning Strategy 2019-23 is closely aligned to the Cultural Strategy 2018-22, Volunteering Strategy, Philanthropy Strategy, Social Mobility Strategy 2018-28 and Digital Skills Strategy 2018-23.



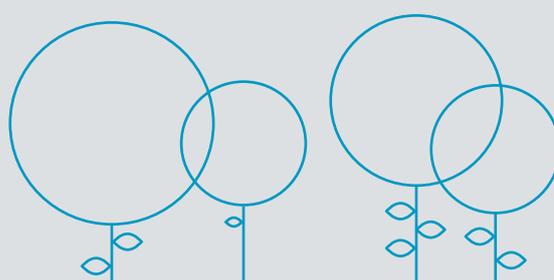
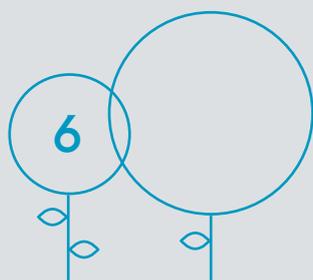
CONTEXT

Family of Schools

The City of London Corporation is a major provider of education:

- As a Local Authority, the City Corporation has one voluntary aided primary school which is the one state-maintained school within the City.
- The City Corporation is a co-sponsor of academies, sponsoring one secondary academy with KPMG and one secondary academy with the City University.
- The City Corporation is the sole sponsor of academies which are managed by a multi-academies trust called the City of London Academies Trust (CoLAT). CoLAT schools include primary, secondary and sixth form education.
- Since 1442, the City Corporation has been a proprietor independent schools and is now the proprietor of three secondary independent schools. The City Corporation provides bursary support for pupils at all of these schools.

In its entirety, this group of schools is called the Family of Schools. Collectively, they work in close partnership with each other, enabling staff to share best practice and expertise and provide new opportunities for pupils.



Culture Mile and Culture Mile Learning

The Square Mile has a unique collection of arts, cultural, heritage and environmental organisations that complement its world class business sector. Investing over £100m every year, the City Corporation is the 4th largest funder of culture in the UK and supports 19 diverse cultural venues, including: The Museum of London, The Barbican Centre, Guildhall Art Gallery, Guildhall School of Music and Drama, The Monument, London Metropolitan Archives, and five public libraries. Beyond the Square Mile, the City Corporation supports other inspiring destinations such as Tower Bridge and Keats House. The City Corporation's open spaces including Hampstead Heath and Epping Forest host more than 23 million visits per year.

The City Corporation, together with the Barbican, Guildhall School of Music and Drama, London Symphony Orchestra and the Museum of London founded Culture Mile: an ambitious initiative stretching over the next decade to create a major destination for culture, creativity and learning in the heart of the Square Mile.

Culture Mile Learning is the education and family learning focus of the Culture Mile partnership. Its aim is to establish a world-leading learning destination in the heart of the City of London, bringing together skills and expertise across 26 organisations to capitalise on Culture Mile's profile, visitor experiences and collaboration so that the area is recognised as a world-leading centre of cultural learning. Collectively, the venues provide safe and supportive environments for families and intergenerational groups to learn together; they contribute to attainment and creativity across learning at all stages; and they equip young people with the motivation, skills, knowledge and confidence to move into further study and/or employment.

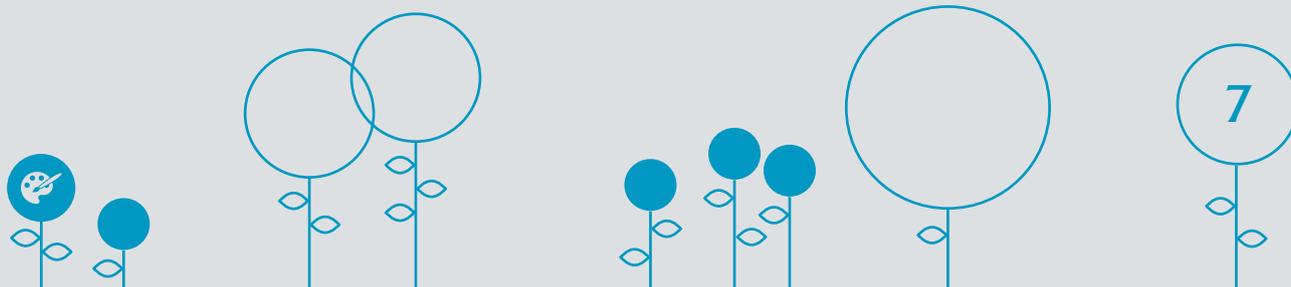
To consolidate and build on its work to date, Culture Mile Learning focuses on three key priorities:



At a delivery level, Culture Mile Learning is:

- Embedding new partnership infrastructure and capacity across partner cultural organisations.
- Establishing a structured programme of cultural and creative learning from early years to adult learners.
- Supporting opportunities for families, pupils and staff within the Family of Schools to benefit from the City's culture and heritage offer.
- Establishing a learning offer that tests new approaches and ensures better access for all of London's learners.
- Enhancing the pan-London and national impact of the City of London's cultural and heritage assets.

Culture Mile Learning will deliver in fulfilment of the Cultural and Creative Learning Strategy 2019-23 and aspects of the Education and Skills Strategies. To support the Education Strategy 2019-23, Culture Mile Learning will work to encourage deeper collaboration with the Family of Schools and develop shared programmes and digital resources for greater impact on young learners. To support the Skills Strategy 2019-23, Culture Mile Learning will be directly involved in developing Fusion Skills programmes, supporting creative employment pathways and cultural and creative apprenticeship programmes.



OUR GOALS

By 2023, the City Corporation, Culture Mile, Culture Mile Learning, cultural and creative industries in the City, as well as teachers and system leaders in the Family of Schools should be able to say:

1

Every cultural institution in the City is a learning institution and every educational institution in the Family of Schools is a cultural institution.

2

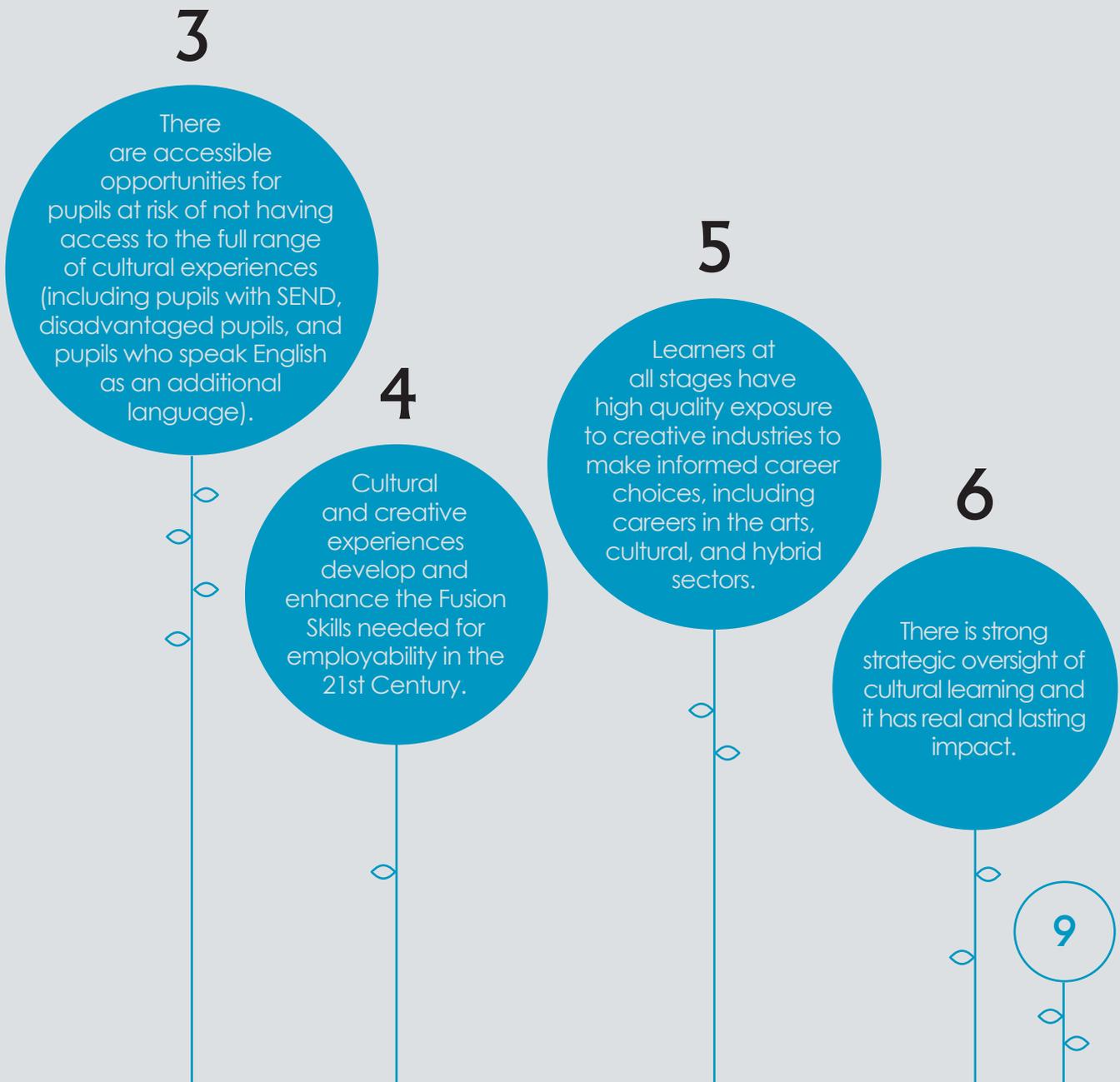
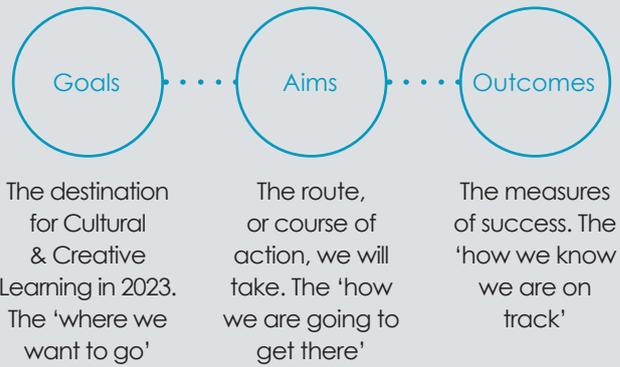
Children and young people are empowered to realise their full potential in and through the arts.

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These 'Six Strategic Goals' are the destination we commit to reach by 2023. Each of these Goals have been broken down further into their component 'Aims' (course of action/routes) and 'Outcomes' (measures of success).

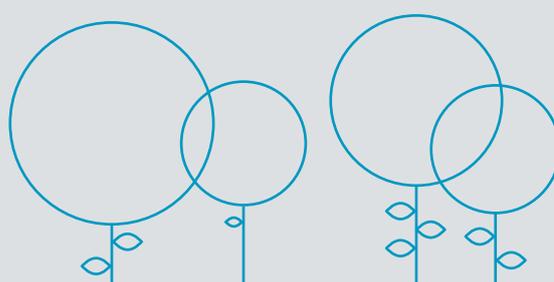
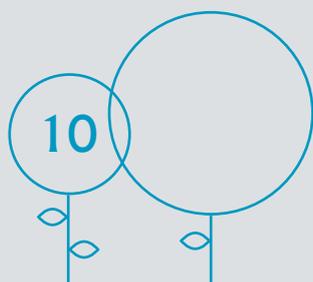
Many of the actions to achieve our Goals will be delivered in close working with, or through, our partners. Each academic year, an associated Action Plan will be developed outlining the actions and milestones for delivering on our goals.



GOAL ONE

Every cultural institution in the City is a learning institution and every educational institution in the Family of Schools is a cultural institution.

The Cultural and Creative Learning Strategy 2019-23 is based on the approach that pupils in the Family of Schools will be exposed to a wide range of art forms throughout their education. This involves both taking culture to the pupils in the school (e.g. visits, events, careers talks) and taking the pupils to cultural experiences including galleries, museums, theatres, cinemas and studios. Culture Mile Learning will actively enable our world-leading institutions to cultivate the creativity, skills and knowledge of the next generation. We also want every educational institution in the Family of Schools to be part of the City Corporation's partnership of cultural and creative learning, harnessing and showcasing talent in the arts through school performances and exhibitions and using art and culture as methods for teaching and learning.



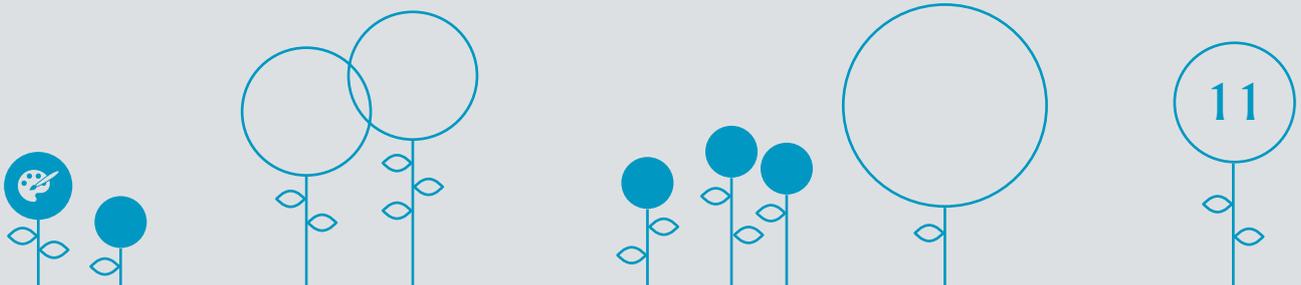
Aims

- Create more connected routes for pupils and teachers to access the cultural and heritage offer.
- Provide both formal and informal (in school and out of school) pathways for cultural and creative experiences to enrich the lives of children and young people.
- Create a unified digital strategy across the City's cultural organisations and programmes which enhances and promotes the world-class offer.
- Deepen and enrich the artistic experience of pupils as audience members, participants and co-producers of culture and creativity in the City of London.



Outcomes

- There is an online portal working as a 'one-stop shop' for London's learners to easily access the outstanding cultural and historical resources in the City, enriching the creative experience of learning and maximising the availability and impact of cultural learning assets.
- Children and young people perform in professional quality venues at least three times per year and share their performances with families.
- There is a Lead Cultural and Creative Learning Governor and Staff Lead (teacher/advisor) in every school in the Family of Schools.
- A Cultural and Creative Learning Forum takes place every term, bringing together Culture Mile Learning and the governor and staff leads in each school.
- The School Visits Fund maximises access to the City Corporation's cultural venues by London's pupils and at least 100 schools per year use the fund through improved publicity, staff development and targeting of those schools and other learners who have not used the fund previously.
- Pupils in the Family of Schools access school visits, play programmes, community engagement projects and volunteering opportunities through the 'Green Spaces, Learning Places' Programme offered through City Corporation Open Spaces department.
- There are opportunities for Culture Mile Learning partners to meet with other London, national and international cultural venues and cities of innovation to work together to benchmark and enhance learning programmes and resources.



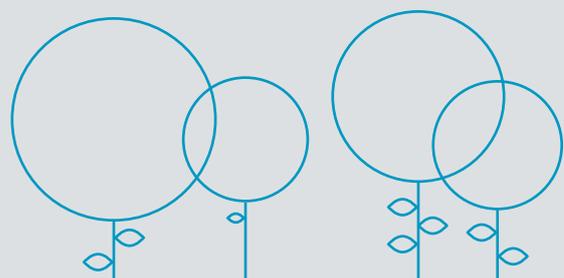
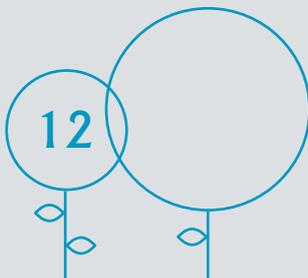
GOAL TWO

Children and young people are empowered to realise their full potential in and through the arts.

Cultural and creative teaching and learning are at the heart of enabling children and young people to flourish. Research shows Creative Learning can:

- Develop Fusion Skills
- Build resilience
- Invigorate teaching and learning
- Increase the engagement of pupils in and out of school
- Reach disengaged pupils
- Provide opportunities for character development and social learning

It is important that all pupils have access to education both in and through the arts and that creative teaching and learning enable learners to realise their full potential. We want teachers in the Family of Schools and beyond to make active use of creativity and culture to improve teaching and learning in the classroom, including in non-arts subject teaching. Moreover, we want all schools to offer high quality arts education including in the curriculum (music, drama, art, graphics, textiles, dance, etc.) and extra-curricular opportunities (orchestras, choirs, art clubs). The Cultural and Creative Learning Strategy 2019-23 commits to enhancing the broad curriculum content related to culture and creativity and the range of formal and informal learning opportunities which schools can offer.



Aims

- Deliver a distinctive City Corporation education and skills offer that ensures all learners receive high quality and continuous education both in and through the arts.
- Inspire children, young people and their teachers to discover and love the arts.
- Develop children and young people as artistic and cultural citizens.
- Nurture talent to enable children and young people to find their creative and artistic voice.
- Deepen and enrich cultural experiences for children and young people inspiring them to discover their creative potential and to love the arts and culture.

Outcomes

- Pupils in the Family of Schools participate in cultural decision-making including the participation of the Family of Schools' pupils in Youth panels (e.g. the Barbican Youth Panel, Museum of London Youth Panel, City of London Youth Board).
- Pupils in the Family of Schools have clear and delineated access routes into further opportunities in cultural and creative sectors, and talented pupils have the 'next steps' to develop their interests and skills.
- Cultural and creative learning begins in the early years and there is joined-up working with the City's early years providers and families.
- All pupils in the Family of Schools from early years through to post 16 receive sequential and high quality cultural and creative learning, with sustained education in and through the arts and culture, including a strengthened role of music and the performing arts.
- There is an ambitious programme for progressive music and performing arts education in all the Family of Schools.

Deliver education through the arts, where aesthetic and multi-sensory methods are used to improve learning for all pupils and to develop Fusion Skills, e.g. using drama to teach languages, sculpture and visual literacy to teach mathematics and science.

Enable a school-wide approach, occurring at all levels delivered through the curriculum as well as extracurricular and cross-curricular programmes.

THE FOCUS ON CREATIVE LEARNING IN THIS STRATEGY IS TO:

Upskill teachers in the Family of Schools with the cross-curricula tools that can make teaching and learning more creative.

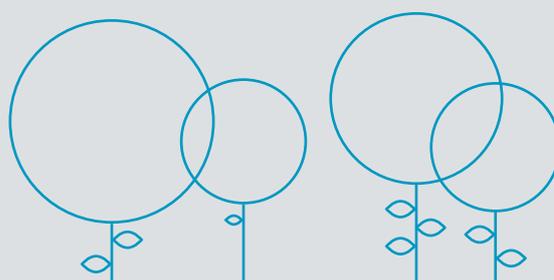
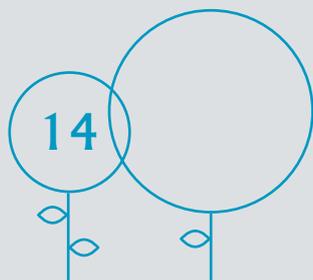
Use arts as the medium for encouraging exchanges of ideas, solutions and forging new relationships with local communities, businesses, artists, and cultural organisations to rapidly boost pupils' achievement.

GOAL THREE

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There are accessible opportunities for pupils at risk of not having access to the full range of cultural experiences (including pupils with SEND, disadvantaged pupils, and pupils who speak English as an additional language).

The Cultural and Creative Learning Strategy 2019-23 commits to targeting those citizens with the least access to arts and culture. Through a focus on social mobility and engendering a sense of community, we will continue to support initiatives that encourage London schools, especially in disadvantaged areas, to engage with the cultural life of the City. To achieve these aims a partnership approach will be used to promote open, communicative, responsive processes which are welcoming to a diverse range of people, businesses and visitors. This strategic approach brings all the key contributors together, including education and training providers, teachers, employers, careers professionals and parents, so that every single person, no matter where they live or what school they go to, has access to cultural learning.



Aims

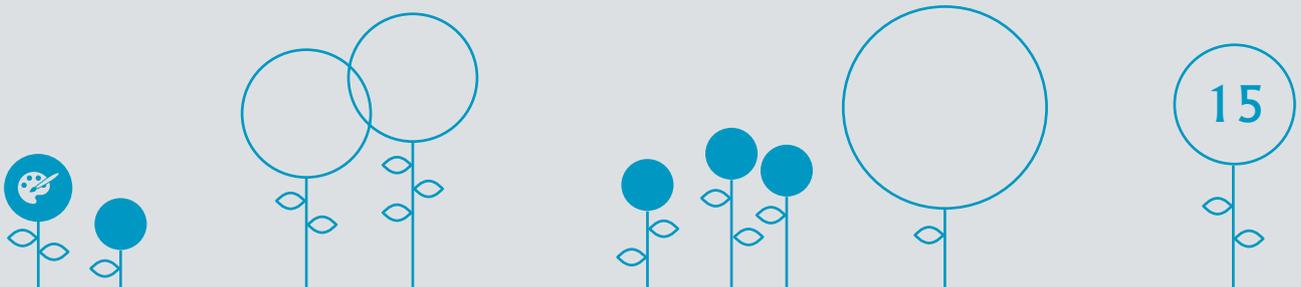
- Support our cultural organisations to appeal to a wider audience through outreach and learning initiatives and working outdoors.
- Strengthen knowledge and skills across Culture Mile Learning Partners so they are confident in working with disadvantaged learners and their offers are accessible to a variety of communities and provide experiences at a range of levels.
- Ensure co-creation (including co-creation with children and young people, communities and the Family of Schools) is at the core of cultural and creative learning so that it is accessible, reaches a range of people and promotes social mobility.

Outcomes

- Annual tracking demonstrates that the experiences of pupils in the Family of Schools are equitable across the identified groups of pupils and across age ranges and gender.
- Targeted professional development improves the skills of teachers and cultural institutions in working with learners experiencing disadvantage.
- Culture Mile Learning is communicated in an inclusive way and is well known, relevant and accessible.
- Local arts, cultural and creative learning offers link with adult learning and Culture Mile Learning.
- 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 Schools Visits Fund.

CULTURE MILE SCHOOL VISITS FUND

Established in November 2015, the Culture Mile School Visits Fund offers schools with at least 35% of pupils in receipt of Pupil Premium within Greater London with grants of up to £300 to help with the cost of visiting any of the venues within the Culture Mile Learning partnership. We will ensure that the cultural offer in the City is inclusive and provides opportunities for pupils experiencing disadvantage to build social and cultural capital and that it contributes positively to wellbeing, health and social cohesion.

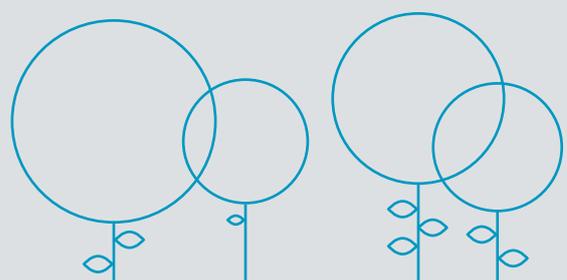
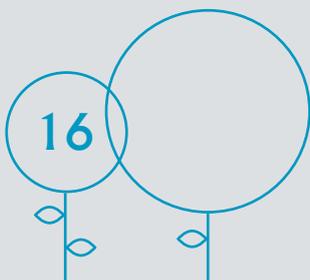


GOAL FOUR

Cultural and creative experiences develop and enhance the Fusion Skills needed for employability in the 21st Century.

The Cultural and Creative Learning Strategy 2019-23 commits to working collaboratively with cultural partners to drive social and economic change and contribute to a thriving city. Creative Industries make a major contribution to the London economy. BOP Consulting (2016) found that Creative Industry jobs in the City of London grew by 88% from 2010 to 2016. Research that the largest growth areas in Creative Industries are digital and technologically mediated industries, showing that creativity and digital literacy are an increasingly important mix of skills and competencies required by the changing labour market. The traditional split between arts and sciences is progressively less apparent in the jobs of the 21st Century.

Our research and consultation with stakeholders have identified that 'Fusion Skills', a combination of creative, technical, educational and emotional skills, are increasingly important in the workplace of the 21st Century. However, many of London's learners lack access to Fusion Skills or the means to develop them. 'Fusion' represents the fusion of creativity and technological innovation which is a distinctive feature of the United Kingdom's Creative and Digital Industries, and underpins its competitive advantage. Fusion Skills combine arts, design and creativity with technological and business skills, reflecting how future life is transformed by the fusion of these disciplines, generating opportunities for new businesses, products and services.

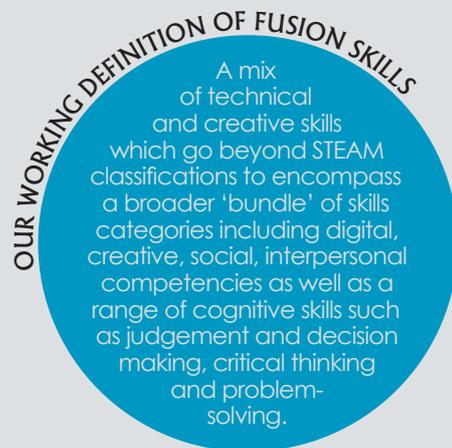
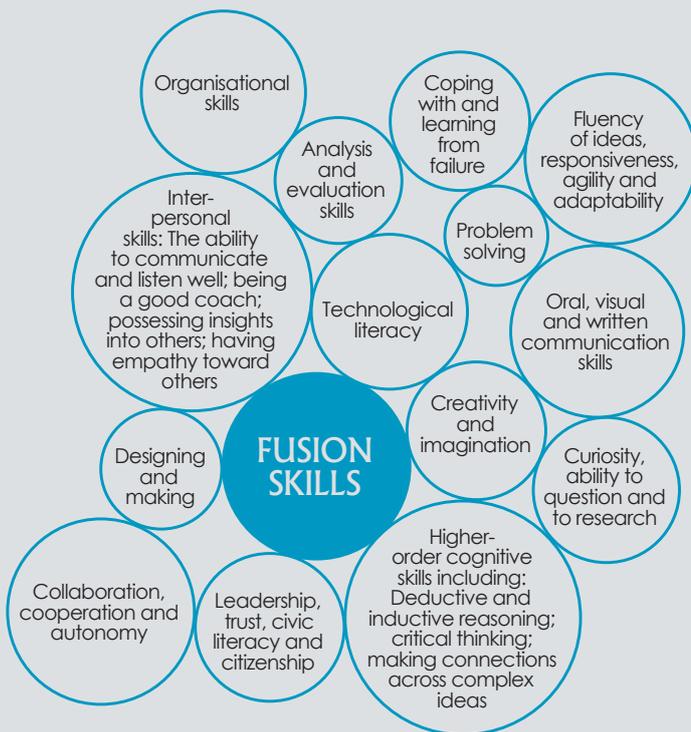


Aims

- Deliver a distinctive City Corporation education and skills offer where all learners in the Family of Schools receive systematic development of Fusion Skills.
- Empower teachers to enhance learning by delivering an integrated approach where culture and creativity are used to enhance learning across the curriculum including in language learning, STEAM subjects, IT and technology learning.
- Conduct a high-level audit of the current skills, expertise and existing practice around Fusion Skills across Culture Mile Learning partners to understand needs and to use this knowledge to create CPD for teachers, artists, and cultural practitioners.

Outcomes

- Culture Mile Learning partners offer a learning programme to the Family of Schools for Fusion Skills.
- CPD training ensures that teachers of non-arts subjects have approaches and methods for including the arts and culture in lessons to enhance innovation, interest, practical learning and enjoyment of learning.
- A digital hub of learning and communication involving Culture Mile Learning Partners and the Family of Schools is established to enable knowledge and skills exchange and the development of a change community of peer learning.





GOAL FIVE

Learners at all stages have high quality exposure to creative industries to make informed career choices, including careers in the arts, cultural, and hybrid sectors.

City Corporation research carried out by BOP Consulting (2013) found that the City's culture cluster generated £291m Gross Value Added for the London economy and supported more than 6,700 FTE jobs. Culture Mile is home to a significant proportion of this cluster with a wealth of extraordinary cultural and creative industries. In addition to this, Culture Mile is increasingly attracting businesses seeking innovation, creative thinking and the new hybrids of industry. Creative thinking is increasingly critical within a broad range of sectors, for example financial and professional services within the Square Mile are known to employ curators as in-house staff to encourage creative thinking in the workforce and contracting/employing training providers, artists, and cultural practitioners to develop creative leadership and skills.

The City Corporation is well placed to take advantage of these new creative and cultural job opportunities. We want pupils and their teachers to be exposed to the full range of Creative Industry roles flourishing in London at all stages of education.

KEY STAGE 1

Introduction to the world of arts and culture, including play-based arts learning.

Pre-musicianship and early music programme

Talks/activities with creative industry workers*
Fusion Skills learning programme*

Visits to museums and specially produced children's theatre and dance*

Parent information on creativity at home*

Performance opportunities with families*

Early years creative learning programme

Curriculum arts subjects*

KEY STAGE 2

Instrumental lessons, and specialist virtual arts and dance lessons*

Extra-curricular 'arts clubs' and broad exposure to a range of art making experiences*

Pupil led arts and cultural groups in schools, including school choirs*

Minimum of 3 visits to Culture Mile Partners per year and 3 visits to professional performances per year*

Integrated creative learning programme*

Introduction to creative industries professionals*

City Schools Art Exhibition*

KEY STAGE 3

Unpaid work experience opportunities in creative industries*

Information and advice on apprenticeships*

Lively cultural and creative learning link*

Young Cultural Leaders Programme*

Summer schools for talented musicians*

Creative careers information and development programmes*

Talent development programmes in the arts*

Special focus on language learning, mathematics and science

Youth arts events/arts festivals*

Taster sessions with different industries/sectors

Mentoring*

Aims

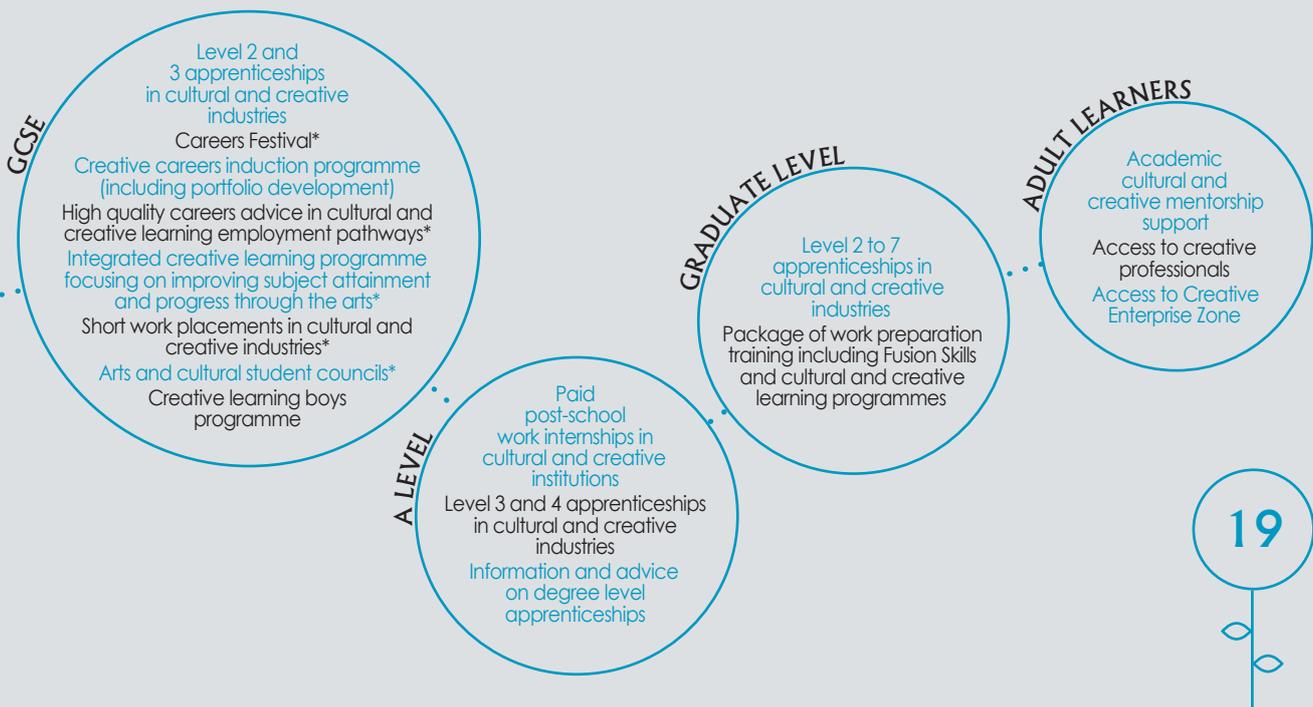
- Ensure pupils within the Family of Schools have access to pathways into the world-class training programmes offered by the cultural institutions in the Square Mile and beyond including creative apprenticeships, higher education and employment routes.
- Ensure young people have the knowledge, skills and networks to prepare them for careers in the arts, cultural, creative and hybrid sectors.
- Establish robust links between the Family of Schools and artists and cultural workers for the mutual benefit and growth of both sectors.
- Ensure careers guidance, at all stages of education, includes employment pathways in creative and cultural industries now and in the future.

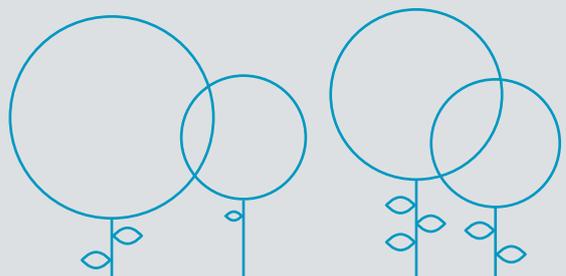
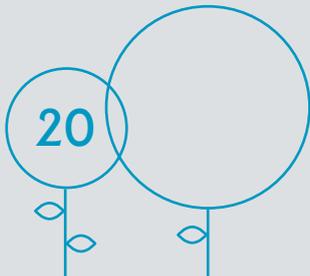
Outcomes

- A comprehensive 'Creative Careers' strategy is delivered to all pupils in the Family of Schools.
- Young Londoners in the Family of Schools and beyond have access to the information, advice and experiences to progress into fulfilling careers, including in the creative industries and City sectors requiring the development of Fusion Skills.
- All pupils in the Family of Schools can hear from and be inspired by artists and creative professionals across a range of fields in each year of their schooling.
- There are clear progression routes for talented arts pupils in the Family of Schools into cultural and creative employment, including apprenticeships.
- Learners at all stages have exposure to professionals working in the creative and cultural industries including dancers, musicians, writers, designers, makers and the range of production and post production entrepreneurs and creatives.
- Research is conducted into the feasibility of a 'Creative Enterprise Zone' which provides opportunities for local creative industry jobs for the pupils in the Family of Schools and beyond.
- A single 'front door' business hub provides access to work experience and vocational training, including across creative skills and performing arts areas.

INDUSTRY-LED CULTURAL AND CREATIVE DEVELOPMENT ACROSS STAGES OF EDUCATION

* Signifies that the offer will continue to be provided throughout compulsory school age.





GOAL SIX

There is strong strategic oversight of cultural learning and it has real and lasting impact.

The benefits of a strategic approach to the development of cultural and creative learning will only be realised if we can ensure high quality. The Cultural and Creative Learning Strategy 2019-2023 is underpinned by a strong commitment to excellence and impact. A refreshed and shared central toolkit and framework will be developed to evaluate and measure the impact of our programmes delivered through the cultural and creative learning offer. This will provide both quantitative and qualitative information on which to base further analysis, exploration, and continued activity.

We will measure the impact of cultural and creative learning programmes by developing a 'tracking matrix' which will focus on personal, social, educational, cultural, economic and ethical impact of our programmes on learners.

Aims

- Continue to assure and enhance the standards and quality of our cultural provision to achieve excellence in delivery and impact.
- Review planning and resource allocation so that cultural experiences are accessible and provide exceptional value for money while ensuring a close alignment with strategic priorities.
- Ensure that the Cultural and Creative Learning Strategy is fully embedded across the City Corporation's business planning.

Outcomes

- There is long-term economic sustainability of Culture Mile Learning achieved through less reliance on single grants or on project funds.
- Culture Mile is regarded as a successful learning destination.
- There are clear lines of governance, accountability and business planning for Culture Mile Learning, ensuring robust and regular impact measurement and reporting.



