

The Best Place to Live

**A Cultural Strategy for Kingston upon
Thames 2008-2012**

Introduction: What do we mean by culture?

1. Culture has been defined as “a whole way of life, a structure of feeling” (Cultural historian Raymond Williams). This gives a sense of culture as something you learn, perhaps without being really aware of it, yet it shapes your awareness of everything around you and how you react to things. There is a patchwork of rules which shape a society and which defines its culture. Popular music, especially modern rap and folk music, can be seen as an example of this definition where the lyrics and tempos of the music define the culture of place and community.
2. There is an alternative definition of culture, which is that culture is “contact with the best of what was thought and expressed” (Victorian essayist Matthew Arnold). This ‘high culture’ definition is used in literary and fine art studies and remains a popular definition. It is based on the belief that the study of particularly good artefacts of culture will make a refined and gentle human being. ‘High art’ such as classical music fits this definition.
3. This cultural strategy for the Royal Borough of Kingston aims to steer a middle ground between these two distinct definitions of culture. It is based on a view that participation in cultural activity (relating to heritage, literature, arts, and sports) is beneficial both to the individual and the community at large. An individual who takes part in cultural activity will learn social skills, be healthier and happier. To put it simply, taking part in or simply enjoying cultural activity should contribute to an enhanced quality of life for individuals and for the community at large. This strategy is aimed at getting more people to be involved in activities which are cultural and which contribute to the development of Kingston as a borough and as a community with shared values. Community cohesion is dependent on equality of access and participation across all groups in society, and cultural activity has a large part to play in the strategy to develop community cohesion.
4. A Cultural Strategy, *The Best Place to Live*, was published in 2001 and it set out a strategy for improving the infrastructure for cultural development and improving opportunities for local people to take part in cultural activity. There is strong evidence that this strategy has been successful but there are new challenges ahead.
5. This draft strategy is based on a series of meetings held with key cultural organisations in spring and summer 2007, and public consultation. Five key aims have been established for the strategy:
 1. ***A sense of place;***
 2. ***Encouraging all residents, especially young people, to get involved (as participants and as volunteers) in cultural activities;***

3. ***Finding ways to encourage and develop residents' creativity in the performing arts and media based art forms;***
4. ***Improving literacy through promotion and support for the development of reading in children, young people, people with basic skills needs and in families;***
5. ***Maximising the partnership opportunities presented by the 2012 Olympic and Paralympic Games, the Cultural Olympiad and the Rose Theatre, and ensuring these opportunities are available to all sections of the community across the whole borough.***

Aim1: A sense of place

6. Surveys have consistently shown that residents of the Borough regard Kingston upon Thames as a very good place to live. In 2001 the first Cultural Strategy for Kingston had as its aim to make Kingston 'The Best Place to Live'. In surveys of 'quality of life', cities and places with a clear cultural identity and which perform well in such surveys of the quality of life - such as Bath, Edinburgh and Brighton, for example - have established a strong 'brand' image of their locality. This is harder in a London borough, where residents have access to a wide range of cultural activities across London, and quick transport into the city centre.
7. The Royal Borough of Kingston upon Thames nevertheless has some advantages compared to other parts of London. There is a clear understanding in residents of the borough as a place which derives in part from its rich heritage (from the 'Royal' Coronation Stone and charters through to the retention of important buildings such as the Parish Church of All Saints and the Ancient Market Place. This is underpinned and made accessible through a high quality accredited museum, local studies and archives service which preserves and makes available a wide range of written materials and objects relating to the local history of the area, as well as providing an education and outreach service. The area has significant natural assets – the river location, the easy access to Richmond Park and Hampton Court, good walking routes and cycle routes. In addition more modern attractions such as Chessington World of Adventures, the shopping centre in Kingston, a vibrant nightlife (albeit one which is weighted towards young adults), the Rotunda and the Hook Centre provide a sense of what makes Kingston special, and a range of activities for both visitors and residents. For visitors a sense of the heritage and quality of the 'Kingston experience' supports the local economy, encourages the location of creative people and industries and increases inward investment. Kingston has an excellent museum with lottery-funded permanent displays, a vibrant temporary exhibition programme and imaginative events and workshops aimed at bringing new audiences through its doors.
8. Consultation with young people in the borough has demonstrated that they have an under-developed sense of the history of their surroundings. This is something which develops as people mature and they make

stronger links with local schools, faith groups, community organisations, buildings, and local public services. However it is also possible to actively support the development of an understanding of local history and a 'sense of place', particularly when the links between this understanding and other priorities can be made clear. The outreach activities of the museum, local studies and archive services. provide a link to school clusters and extended school activity A recent 'Where We Live' exhibition of work by school students at the Museum is an example of how this can be achieved. Students learned about their local environment and were engaged in their locality and its historic development through a project to paint and exhibit local scenes. This links neatly into the partnership (Council, University and Friends of Kingston Museum & Heritage Service) development of the Kingston Museum's Brill Collection of paintings by local artists, now featuring around 100 paintings of local buildings and sites dating from the 1950s.

9. Equally important is the encouragement of a sensitivity to local history within building developments. An example of this is the historical information panels in the Town, for example in Shrubsole Passage, a project supported by a partnership of the Council, the Friends of Kingston Museum & Heritage Service, Kingston Tour Guides and the Kingston upon Thames Society.
10. There are some features of the borough which most residents would easily identify with:
 - Excellent education. Through pre-school, primary, secondary, college, university and adult education, Kingston has a deserved reputation for excellent educational opportunity and achievement;
 - A community with a sense of pride of place. Kingston has retained some of its key historic buildings and monuments, has an excellent museum and has access to Richmond Park and Hampton Court. The River is a key feature, though underused;
 - A healthy area to live. The statistics show high participation in sports, good health of residents, and there is easy access to open spaces for recreation and exercise;
 - A safe place to live. While fear of crime is a major concern, statistics show Kingston to be one of the safest places to live.
11. Consultation and surveys have given an indication of what residents would like to see happen to improve their quality of life; to improve their 'sense of place'. Themes which have been identified in surveys and consultation exercises are a perception of rising crime, environmental issues and a lack of a variety of affordable and accessible leisure options, particularly for young people and others on low incomes. There is also a perception that an emphasis on retail and nightclubs in Kingston Town Centre could slant the view of the 'Kingston experience' for visitors and residents.

Key Priorities

12. Some key priorities are identified in this strategy which will give visitors a 'sense of place' when they visit Kingston and give residents a stronger 'pride of place' by 2012;
- i. Ensure that infrastructure development such as the K+20 scheme promotes Kingston as a high quality and distinctive environment, attractive to both visitors and residents alike;
 - ii. Support a greater understanding of local history and heritage through outreach programmes to schools, children's centres and school clusters and improve links between local schools and libraries, local studies and archives, and Kingston Museum.
 - iii. Provide a better understanding of the Borough's local history, heritage and value as a place to live and visit through the promotion of Heritage Open Days and continuing support for the work of the Kingston Tour Guides.
 - iv. Improve residents' experiences and perceptions of the quality of life in Kingston.

Key Performance Indicators

13. Quality of life is largely a subjective judgment and relies on perceptions rather than statistics. Residents' perceptions of quality of life are currently measured through a national triennial survey carried out for the government by MORI. This survey does not reflect all aspects of the quality of life but does provide a benchmark against other parts of the country and gives an indication of trends in perceptions. For example the poor rating for satisfaction with theatres/concert halls in the 2006 survey clearly relates to the delay in opening the Rose Theatre and it is anticipated this measure will show a marked improvement now that the theatre is open. Another indicator used in the Comprehensive Performance Assessment of the council's cultural services is whether a council has an accredited Museum. Kingston Museum is accredited to the highest standard under the scheme. The following table details the current performance of the borough against these measures and sets targets for 2009 and 2012 based on benchmarked data from similar outer London authorities.

Indicator	2003	2006	2009	2012
Resident satisfaction with sports and leisure	48%	51%	53%	55%
Resident satisfaction with libraries	59%	65%	67%	69%
Resident satisfaction with museums and galleries	32%	29%	31%	33%
Resident satisfaction with theatres / concert halls	27%	19%	37%	40%

Accredited Museum	yes	Yes	yes	yes
-------------------	-----	-----	-----	-----

Aim 2: Encouraging all residents, especially young people, to get involved (as participants and as volunteers) in cultural activities (Active Kingston)

14. Community cohesion and other benefits of participation in sports and other forms of physical exercise and in the arts have long been recognised. The main benefits have been perceived in terms of physical health, for example in reducing obesity, or in the case of the arts in mental health and improving psychological and social 'well being'. Recent evidence suggests that the benefits of participation in cultural activity are broader than has previously been assumed.

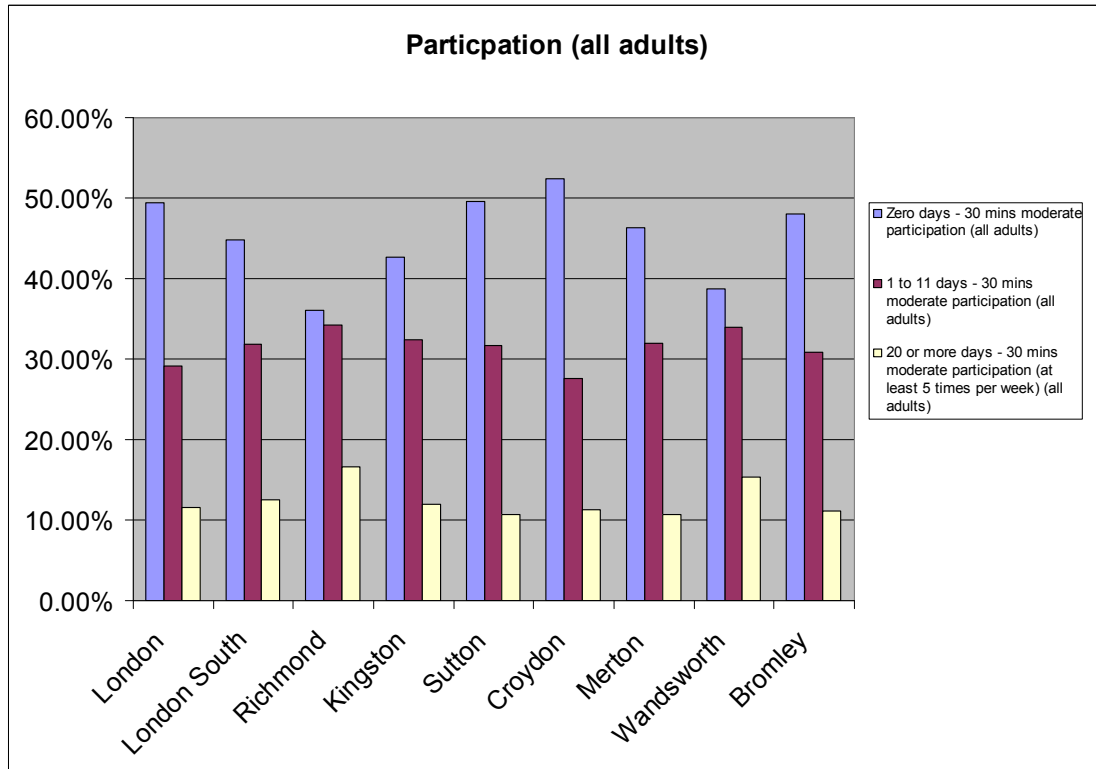
Active Kingston – physical activity

15. For example, research has recently established that the social and mental health benefits of physical exercise are vitally important. The Institute of Youth Sport at Loughborough University carried out research into the impact increased participation in sport had on students. The impact in some cases was impressive.

- Attendance went up.
- Referrals (detentions) dropped.
- Punctuality improved.
- Many pupils showed signs of significant personal development.
- Some become less disruptive.
- Most seemed to grow in confidence.
- Many formed more positive relationships with staff.

Participation in physical exercise amongst adults in Kingston is high relative to other London boroughs.

Table 1: Participation rates for adults (Kingston / South London figures derived from the National Ipsos Mori Active People Survey 2006)



16. The above graph shows the comparison of the three participation rates by borough, the South London sub-region and also London as a comparison.
17. It can be seen that within London as a whole, 50% of those interviewed had not participated in any sport or physical exercise in the four weeks prior to the survey being undertaken. Compared with this south London has greater participation, with the boroughs of Richmond, Wandsworth and Kingston having the highest participation rates.
18. Similarly amongst young people, participation in exercise has been rising in Kingston and now in line with government targets.
19. In key government targets for schools of enabling children and young people aged 5-16 to participate in at least two hours of Physical Education and school sport per week, Kingston made an impressive improvement from 69% children and young people participating in 2006 to 82% of children participating in 2007. This puts Kingston in a good position to hit the Government target of 85% by 2008.
20. There is still a considerable amount to do – 3,000 children still do not participate to this level, and this is more marked in children with

disabilities. The national target was for 100% of children to participate in at least two hours of Physical Education and school sport per week by July 2009. This target has been revised to cover extra-curricular sport. Plans are in place to extend participation through the Schools Sports Partnership, sports development (Community Sports Physical Activity Network), Leisure providers and the network of sports clubs. For example youth football has expanded in recent years with the development of Dinton field, increased numbers of participants in youth football teams and Little Leagues. A Football Strategy is in preparation which will support the participation targets.

21. Participation in physical exercise is also encouraged through the Council's Cycling Strategy and Good Going – a scheme which encourages cycling and walking for health, fitness and leisure as an alternative to travel by car. Kingston promotes walking and cycling for health through guided walks, walking and cycling to work and walking and cycling for leisure (for example through the improvement and maintenance of the Hogsmill walk).
22. For adults participation rates amongst people with disabilities, older people and black and ethnic minorities are still low although participation rates are generally high relative to other London boroughs. These issues are being addressed through the School Sports Partnership, Community Sports Activity Network (CSPAN) and Local Area Agreement Programmes and form a key element of the cultural strategy.

Active Kingston – taking part in Play

21. Kingston was one of the first areas in the country to publish a Play Strategy and nominate a Play Champion. The Strategy was published in 2004 and is implemented through the Play Forum, which is a sub-group of the Children and Young People's Partnership.
22. As the strategy was in place, Kingston was one of the first authorities, in 2006 to successfully bid for its allocation from the Big Lottery funding for Play. Kingston received £270,000 towards improving play provision which will be used to improve Dickerage Adventure Playground and to establish a new Play area on King Georges Fields in 2008.

Active Kingston – halting the rise in obesity

23. Physical exercise is widely recognised as a way to control weight. However it is not enough in itself. A partnership between DC Leisure, the Primary Care Trust, Sport England and Kingston Council has been implementing a new scheme aimed at reducing obesity in young people MEND (Mind Exercise Nutrition Diet). This programme has been piloted amongst young people living in the Norbiton and Chessington areas. The scheme is being extended to the whole borough, bringing in other

providers such as the YMCA and a pilot aimed at children with disability is planned.

Active Kingston – Active Living

24. A partnership between Kingston Council, Age Concern, the Primary Care Trust and leisure providers is offering a new programme supporting participation in physical exercise by those over 45 as a Local Area Agreement Stretch target. The project is one of the key elements of the Active Ageing Strategy and its associated action plan.

Active Kingston – Everyday Sport/ British Heart Foundation Award

25. Kingston Council was an early partner in Sport England's Everyday Sport Initiative. This new scheme encouraged as many people as possible to take part in some form of exercise on a regular basis at work. In partnership with Kingston College exercise classes were set up at an affordable cost during lunchtimes and after work.
26. The first year of the scheme started with 5 different classes and it has now grown to 12 classes. This is a great opportunity for staff to exercise in or near their work place and help promote an active lifestyle.
27. Kingston also signed up to the Everest Challenge. This challenge was set up by Everyday Sport: the idea of the challenge is to get the workforce to take the stairs instead of the lift and climb the equivalent height of Mount Everest (a virtual reality mountain). Every time an employee climbed the stairs they were able to log on to the Council intranet and enter their score online and progress up the virtual mountain. These two initiatives were recognised by the British Heart Foundation and Kingston Council were highly recommended at the national Everyday Sport awards ceremony. Further initiatives are planned to bring other local employers into the scheme.

Active Kingston – taking part in cultural activity

28. Kingston recently completed a Local Area Agreement project to measure participation in the arts amongst young people. The project was run in partnership between the council's arts office, voluntary sector organisations and the youth service. A target was set of 1,750 young people participating in arts activity in the borough and this was exceeded. A broad range of activity was measured – young people participating in the creation of a mural for the underpass at the Tolworth roundabout; work by local arts organisations such as Me We, Global Arts Kingston, the ITC (Institute of Tamil Culture) Fine Arts and the Gujarati School; dance and drama through Kingston Youth Service. In addition a target focussing on the achievement of NVQ level qualifications in the arts by young people was successfully met by the introduction of accreditation for youth drama and other arts sessions run by Kingston Youth Service.

29. Children and young people take part in a broad range of cultural activity in and out of school. Measurement of the learning outcomes and impact of this activity is required to benchmark and set targets for improvement. The Rose Theatre presents an opportunity for young people to take part in high quality cultural activities, particularly around drama and speech.

Active Kingston – barriers to participation

i Location

30. In consultations and surveys the lack of nearby cultural facilities has featured as a barrier to activity. For example in consultations prior to the opening of the Hook Centre families, older people and young people all identified a local need for 'something for young people to do in the evenings' as being a key local priority. The 2007 consultation with young people on the Cultural Strategy identified geographic distance from leisure facilities as being a barrier to young people's participation. The lack of local opportunities for cultural activity has been identified as a key issue/ barrier in encouraging young people to participate in the local community and in preventing behavioural problems emerging.
31. In recent years new facilities such as the Hook Centre, Rose Theatre and Rotunda have extended the range of opportunities as has the increased availability of extended schools leisure facilities for community use (for example the new Multi User Games Areas at Hollyfield School).. It is important that schools and young people can be provided with the opportunity to use these facilities.
32. The availability of high quality sports/leisure facilities is measured through the Active Places database. This measures the percentage of the population which lives in reasonable travelling time from 3 quality assured sports facilities. Kingston scores well against this indicator, as all the leisure centres operated in partnership with DC leisure (Kingfisher, Tolworth Recreation Centre, Malden Centre and Kingsmeadow) have achieved Quest registration (the quality assessment measure for leisure centres). More than 61% of Kingston's residents live within a 20 minute walk of three sports centres, including one that reaches the quality standards. This is one of the best scores in London and places Kingston 34th nationally. There is a recognition, however, that the leisure facilities are ageing and in need of renewal. This can be achieved either through refurbishment or replacement, and the Olympic legacy may offer opportunities.
33. The strategy seeks to increase the number of sports centres which meet the Quest standard, and the number of sports clubs which are working towards or have achieved Clubmark – the quality standard for sports clubs.

ii Pricing

34. Price is frequently mentioned as a barrier to participation, particularly amongst young people. Consultation with young people in autumn 2007 indicated that price was a barrier to participation for young people aged 11 to 18. In particular young people said that going to the gym, dance classes and learning to play an instrument were too expensive. The cost of taking part in leisure activities was also raised by young people in previous consultations - the 'have your say' days and the consultation on the Hook Centre. A pricing strategy for those leisure facilities and activities which are provided or supported by the council and its partners is therefore key to encouraging wide participation. A consultant's report on pricing was commissioned in 2007 and a new pricing model for leisure centre activities will be implemented in 2008. There is a recognised need to ensure that pricing of venues for arts and sports activity maximises community participation. In this respect it is encouraging to note the commitment of the Rose Theatre to keeping pit seating prices at or below the level of cinema ticket prices, and the availability of low cost music and sound recording tuition through Kingston Music and Arts Service, particularly through the new Hook Centre Recording Studio. In addition the introduction of smart card technology in leisure centres, libraries and other leisure outlets should allow personalisation of pricing to limit the number of people who cannot afford to take part.

iii Equality of opportunity

35. Detailed analysis of the Ipsos Mori survey indicates that participation amongst adults from BME groups and people with disabilities is lower than for the population as a whole. Participation amongst looked after children is also an area of concern. There may be specific cultural reasons for this – for example women have found it difficult to find availability of female only swimming sessions with female only lifeguards, and specific physical requirements for people with disabilities may limit opportunities. This was a priority area in the previous strategy and good work has taken place particularly with young people with disabilities and with the Korean community (the largest ethnic minority in the borough). Equality impact assessments are carried out on all appropriate policies and procedures, and monitoring is embedded in all courses and activities to ensure they meet the needs of all residents. However there is still a difference in participation levels in some activities and the strategy seeks to address this disparity. The strategy will also be developed alongside the Community Cohesion
36. A project aimed at increasing participation and achievement in physical exercise by young people with disabilities and additional needs has started and is the subject of a Local Area Agreement stretch target. A discount card (Reactivate) has also been agreed by all sports providers to encourage greater participation by looked after children.

37. Participation and achievement in cultural activities by young people with disabilities and additional needs will also be measured and targets set. These activities will include participation in performing arts, linked in to the new Rose Theatre.

Active Kingston - Volunteering

38. The 2006 Active People Survey indicated that 4.2% of residents were active volunteers in sports organisations. Although this is lower than the median for this national target, London in general scores low in this respect and Kingston's performance is higher than the London average. The benefits of volunteering in supporting cultural activity are both personal (in health and well being) and to the community in developing citizenship and social cohesion. The successful volunteer programme at Kingston Museum and the Kingston Tour Guides programme have demonstrated the benefits of appropriate use of volunteers both for the volunteers and in encouraging and enabling more cultural activity. It is therefore a priority of the strategy to encourage more people to volunteer to support sports and arts organisations, and to build capacity in these organisations.
39. Volunteering features heavily as an objective in the planning for London 2012. The Active Kingston Team and its partners are working with other South London Authorities, with Kingston Voluntary Action and Kingston Volunteer Centre to develop projects and programmes to increase the number of Kingston residents who volunteer in sport.

Key Priorities

Key priorities aimed at increasing participation in cultural activities are to:

- I. bring together key partners in providing more opportunities to participate in cultural activities and coordinating efforts to promote greater participation, particularly for children and young people;
- II. implement the play strategy, extending opportunities for safe play;
- III. develop programmes designed to increase physical activity to improve health and check the rise in obesity;
- IV. establish partnerships to support more integrated recruitment of volunteers into arts and sports community organisations;
- V. increase participation by reducing barriers such as the lack of appropriate local facilities, pricing and equalities issues;
- VI. support the Council's strategies for cycling and walking

Key projects

40. Key projects which will increase participation include to:
- I. Establish a Community Sports Physical Activity Network to coordinate implementation of the strategy and sports plans;
 - II. Establish a Cultural Activity Network, including schools representation to coordinate implementation of s a strategy to increase participation by children and young people in cultural activity;
 - III. Introduce a new adventure play area at King Georges Fields to provide a geographic balance of play opportunities in the borough;
 - IV. Extend the MEND (mind, exercise, nutrition, diet) programme to the whole borough and pilot a programme for children with disabilities;
 - V. Introduce a volunteering into sport scheme and facilitate volunteer schemes such as the Friends of the Rose Theatre and Friends of the Museum and Heritage Service;
 - VI. Implement the LAA target projects for Active Living, Cultural activity for children and young people, and participation in sport by children with disabilities
 - VII. Extend the Everyday Sport Scheme by supporting its adoption by local organisations and companies;
 - VIII. Produce a pricing strategy that provides a simple pricing structure for leisure facility use which supports equality of access. Work with partners to secure low cost opportunities for young people to participate in performing arts activities;
 - IX. Review library and leisure provision to ensure appropriate modern facilities are accessible to all residents, taking advantage of any opportunities arising out of 2012 legacy proposals.

Key performance indicators

Indicator	2003	2006	2009	2012
Percentage of young people participating in 5 hours physical exercise	N/A	69%	100%	100%
Percentage of young people participating in 5 hours cultural activities	N/A	N/A	25%	100%
Percentage of people volunteering to support sports activity	N/A	4.2%	6%	8%
Percentage of adults participating in physical exercise	N/A	25%	30%	35%
Number of people aged over 45 undertaking 3 x 30minutes physical	N/A	17%	21.5%	26%

exercise per week				
LAA children with disabilities participating in physical exercise	N/A	N/A	85%	100%
Numbers of Looked after Children using the Reactivate card	N/A	160	450	626 (2010)
Percentage of trips by RBK residents undertaken by bicycle	N/A	5.4%	5.7%	6% (2011)
Resident satisfaction with sports and leisure	48%	51%	53%	55%

Aim 3 Finding ways to encourage and develop residents' creativity in the performing arts and media based art forms, to improve the range and quality of festivals and other opportunities to perform, and to raise the standard of performance by ensuring high quality performances, training and mentoring opportunities

39. Residents of the borough should have the opportunity to be involved with the arts and be inspired by engaging in them. The transformative and life-enhancing potential of the arts, especially for young people is an important thread in the strategy. Kingston has a growing reputation as a centre for creative industries and the performing arts. This reputation rests on a number of key developments:
- I. Academic excellence in schools, College and University in media and the arts – Kingston is now producing an annual cohort of talented arts and media graduates and this will be strengthened with the Masters in Fine Arts programme at Kingston University led by Sir Peter Hall;
 - II. Growing recognition of the importance of Eadweard Muybridge to the history of film and cinematography (the borough houses the internationally important Eadweard Muybridge Collection at Kingston Museum) and an associated growth in new media and film related arts activity;
 - III. Increasingly high quality festivals with an arts element, including Think in Kingston, the Readers' Festival, Kingston Carnival, the Korean Festival and programmes by Global Arts Kingston and Kingston Arts Council;
 - IV. A range of high quality smaller performing arts companies and initiatives such as MeWe, Flight Dance and other groups based at cornerHOUSE, and Green Theatre Company based at Barton Green Theatre plus a growing range of venues: Arthur Cotterell Theatre, new Kingston Grammar School theatre, All Saints' Parish Church, Hook Recording Studios and the Ram Jam Club, for example;
 - V. A steady growth in creative industries and artists locating in the Borough – as evidenced by Kingston Contemporary Open and the success of the Fusion Arts complex of studios for practising

artists. However, despite the number of artists living and practising in the borough, the opportunities for exhibiting are limited. The Museum Art Gallery, the College's Penny School Gallery and the University's Stanley Picker Gallery are not located in prominent positions. The *Kingston Contemporary Open* does provide an annual showcase for many of the borough's talented artists and thanks to sponsorship and partnership with John Lewis, the profile of the event is growing. There is a real need, however, for more prominent gallery provision on a year-round basis to foster the borough's reputation in the visual arts.

Key priorities

40. The challenge being faced in Kingston is how to continue to increase the range, quantity and quality of creative input without the prospect of a high level of additional resources. The experience of cultural or 'festival' towns such as Bath, Brighton, Galway and Edinburgh is that this has depended on the nurturing of creativity and sustaining a core of creative people committed to the cultural growth of the town. The social and economic benefits to these towns have been well documented and a strategy which seeks to build Kingston as a centre of creative talent will contribute to creating a sustainable economy and community.
41. The key priorities are to
 - I. Develop a reputation for excellence in a wide range of performing and media-related arts – dance, drama, music, visual arts, new media and interactive arts. Fostering the best and sharpest creative input to develop a creative 'buzz';
 - II. Develop and harness the creative outputs of the schools, College and University to retain creative skills and build a reputation as a location for creative companies and artistes;
 - III. To identify affordable spaces where this creative talent can work after completing formal education;
 - IV. Ensure that the public spaces and buildings of the area are places where art can thrive and prosper. Ensuring that high quality public art is considered in all new developments – this means being bold and adventurous and working with the best practitioners; maximising the use of public/semi-public buildings and open spaces for cultural activities. A 2008 audit of Arts and Cultural facilities in Kingston carried out in relation to the development of Kingston's night time economy suggested there was an opportunity in harnessing the need for designers and artists to locate in low cost temporary premises and there is also a lack of good display spaces;
 - V. Fostering the sense that cultural activity is happening and is accessible to a wide range of people throughout the borough,

E20

developing arts marketing still further and taking advantage of new opportunities such as Rose of Kingston, publicity opportunities in new developments and exploiting new media;

- VI. Focus on young people, using the opportunities to give a new generation opportunities and the confidence to participate in a range of high quality arts and to become “ambassadors” for the arts;
- VII. Be inclusive in defining culture – ensuring that cultural activities embraced by young people (eg music and animation) as well as the arts of the borough’s various communities are also cultivated as part of a balanced and sustainable cultural community life. As far as cultural diversity is concerned, a priority must be to continue to support the best artistic practice, whether this be high profile Korean arts, Kingston Carnival or Global Arts’ *Sparkle* and *Bollywood & Beyond* programmes.

Key projects

42. There are some key projects which will provide a catalyst to the plans to engage, involve and inspire residents and visitors – to make Kingston a centre for creative arts;
 - I. Rose of Kingston Theatre – the successful launch of the Rose theatre, and its integration into the community as a catalyst to cultural and educational development is key to the success of the cultural strategy;
 - II. Improvement of standards of achievement and attainment in the performing arts and media studies in schools, College and University;
 - III. Ensuring that imaginative, high quality public art forms part of the built environment and that the public realm provides, through key plans such as K+20 and Local Development Frameworks, opportunities for a wide range of visual and performing arts activities;
 - IV. Ensuring that Kingston plays a significant role in the Go South Go Cultural Festival (the sub-regional cultural programme celebrating the Olympics) running from August 2008 – 2012, in particular using the opportunity to develop the proposed Kingston International Youth Festival in partnership with Rose of Kingston and to develop further Carnival arts and street arts - both areas that are priorities for external funding agencies and which can involve large numbers of people in imaginative arts experiences;

- V. Helping to secure the continuing success of Kingston Green Fair and its extended 'Paint the Town Green' festival plans, and exploring ways of enabling it to become an even more significant part of a vibrant, innovative cultural programme;
- VI. Establishing good links between the providers of culture – the theatres, cinemas and venues – and the prospective performers and audiences through good integration of educational outreach work;
- VII. Integrating programming and marketing activities where beneficial to ensure that attractions, events and activities are effectively marketed to the whole population and to other areas.

Key Performance Indicators

Indicator	2003	2006	2009	2012
Footfall in Kingston Town centre 6am – 9pm		To be established		
Footfall in Rose Theatre complex		To be established		
Numbers employed in creative industries sector		To be established		
Attainment of children and young people with disabilities and additional needs in performing arts		To be established		
Attainment in arts and media studies at school, college and University		To be established		
Resident satisfaction with theatres / concert halls	27%	19%	27%	30%

Aim 4 Improve literacy through promotion and support for the development of reading in children, young people, people with basic skills needs and in families to create a literate population confident in participating in cultural activities.

Reading and Literacy

43. Language and Literacy are basic building blocks for cultural activity. They form the basis of our communication. Key to a community's

cultural 'health' is the level of literacy and key to this is education, both formal and informal.

44. Key components of Kingston's support for literacy and language skills are
- The Bookstart programme, through which families, babies and young children are encouraged into reading and into membership of their local library;
 - Early years education;
 - School education;
 - Family literacy work through adult education;
 - Community library use;
 - Adult basic skills teaching;
 - Cultural events and activities such as "The Big Read" and Kingston's renowned Readers' Festival;
 - Venues for drama and performing arts.
45. The publication of 'Every Child Matters' gave a new impetus to partnership working for organisations delivering services to children and families. The extended schools agenda, and the establishment of children's centres have put a greater emphasis on family support, family learning and school-community links.

Key Priorities

46. When key stakeholder organisations met in April 2007 at the new Hook Centre there was unanimity on some key priorities:
- I. Schools, health visitors, library staff, voluntary organisations, family learning staff and early years workers will work closely together to encourage reading, and ways should be found to bring more school children into libraries;
 - II. There should be a strong focus on those children who have limited opportunities for reading and the 'popular' events and activities to attract them into reading. This approach should inform planning of events, festivals and activities;
 - III. The Hook Centre model of a multi functional building with an emphasis on family activities and a focus on children was praised and should be adopted as a model example of encouraging enjoyment of reading and language skills through a community space focussed on the needs of families.

Key projects

47. Key partnership projects will include
- I. The extension of the Bookstart scheme to age 6;

- II. Improving links between local schools and libraries in multifunctional settings which support children into reading;
- III. Increased provision of family learning in conjunction with school clusters;
- IV. Supporting the development of the Reader's Festival and other events which encourage reading and literacy.

Key Performance Indicators

Indicator	2003	2006	2009	2012
Resident satisfaction with libraries	59%	65%	67%	69%
Number of Stage 1 Bookstart packs delivered as % of new births	N/A	91%	96%	99%
% of pupils at Key Stage 1 achieving Level 2+ in reading	N/A	88%	89%	TBA
Percentage of 4-12 year olds who start the summer reading challenge		8%	12%	15%

Aim 5 Maximising the partnership opportunities presented by the 2012 Olympic and Paralympic Games, the Cultural Olympiad and the Rose Theatre, and ensuring these opportunities are available to all sections of the community across the whole borough.

- 48. The London 2012 Olympic and Paralympic Games will act as a catalyst to participation in sport but also as a focus for a broader spectrum of cultural activities leading up to the Games themselves and their legacy.
- 49. Coordination of activity in the Borough is through a small working group, and it is anticipated the new CSPAN will have a key role.
- 50. A primary impact of the Olympic and Paralympic Games will be to encourage broader participation in physical activity. In the run up to the announcement of Britain's successful bid the first 'Kingston Games were held in 2005. This was a very popular event which attracted 29 schools and 1,282 children and was featured heavily in London's publicity preceding the bid announcement, especially as it emphasised the priority placed in the bid on sport for young people. It is proposed to build on this as a triennial festival of sport for the borough, with the culmination being competitions days at Kingsmeadow Stadium in May 2008 and May 2011.

E24

51. In addition Kingston is a key partner in SOS (Special Olympics Surrey) which is a new organisation formed to encourage participation in sports by people with MLD (Mild or Moderate Learning Difficulties).
52. One of the other important features of the London bid was its emphasis on the role to be played by volunteers. It is clear that in order to be volunteers at the Games potential candidates need to have an established background and training in volunteering. In partnership with Kingston Voluntary Action, Kingston Sports Council, the CSPAN and the Kingston Volunteer Centre it is planned to recruit and train a new cohort of volunteers into sport.
53. London is anticipating a huge influx of visitors for the Games. While most visitors will base themselves in Central London or East London, Kingston is an attractive location with good transport routes via Waterloo. In addition Kingston is home to the biggest Korean community in Europe, and the New Malden area has the infrastructure in terms of shops, restaurants and other services to attract many visitors from South East Asia. The Korean Residents Society, Korean Sports Council and the Korean Embassy are full partners in endeavours to make the most of these advantages in attracting tourist and business visitors from Korea before, during and after the games.
54. Accommodation is a key issue, as the Borough currently has insufficient hotel and registered Bed and Breakfast accommodation. In the April 2007 Hotel feasibility study Kingston rated 24th of the London boroughs for hotel bedroom space (403) although the recent opening of the hotel at Chessington will improve this position. The Olympics provide an opportunity to develop proposals for funding to support training for those aspiring to register bed and breakfast accommodation to take advantage of the anticipated growth in visitor numbers.
55. From the closing ceremony of the Beijing 2008 Games, the UK will commence its "Cultural Olympiad", a developing, four-year period of cultural activity designed to celebrate the Olympic spirit throughout the UK.
56. The Cultural Olympiad will showcase British talent and innovation and will reflect the key themes of the London 2012 Games:
 - Celebrating London and the whole of the UK welcoming the world;
 - Inspiring and involving young people;
 - Generating a positive legacy.

57. It will inspire people around the country to participate in a range of cultural activities, which will reflect and celebrate the diverse communities which make up London and the UK.
58. It is anticipated that funding for cultural activities will be channelled to those activities which contribute to the Cultural Olympiad, particularly youth events and cultural festivals based on the capital's diverse communities. This presents Kingston with opportunities, particularly around the Korean Festival, which is the largest Korean celebration in London, Kingston Carnival, which is growing in reputation and size, and the proposed festival of International Youth Theatre.
59. It is also timely, in the context of the Cultural Olympiad, that the Rose Theatre opened in 2008. The Rose Theatre can act as a 'rallying point' for performance based arts – both as the 'high point' of the Borough's cultural achievement and as a key player in leading the growth (in terms of both quantity and quality) of performance art and the creative industries sector in the Borough. Its role in supporting both the development of youth performing arts through an educational programme and as avenue for the creative communities to meet and develop ideas is pivotal to the success of this strategy.

Key priorities

60. The Olympic and Paralympic Games are not a single focus event. If Kingston is to maximise the benefits from the opportunities presented by the Games this will only be achievable by local organisations working in partnership.
61. Key partnership priorities are to;
 - I. Coordinate Kingston's contribution to the Cultural Olympiad
 - II. Work with the Korean Residents Society, Korean Sports Council and the Korean Embassy to attract sports-related activity, tourist and business visitors from Korea before, during and after the games.
 - III. Maximise the number of Kingston residents who volunteer for the Olympic and Paralympic Games
 - IV. Use the Games as a catalyst to encourage greater participation, particularly amongst priority groups such as vulnerable young people, black and minority ethnic groups and people with disabilities
 - V. The staging of Kingston Games in 2008 and 2011 to encourage higher levels of participation and raise the quality of sports performance;
 - VI. Maximising visitor numbers prior to and during the Games to ensure the greatest economic and social benefits
 - VII. Taking advantage of any opportunities for infrastructure improvement, both in the lead up to the Games and in legacy planning.

Key Projects

62. Projects in the lead up to the Olympics will develop as the priorities continually change and there is a need therefore to retain the flexibility to be opportunistic. Key projects already identified include:
- I. Active support for SOS (Special Olympics Surrey) by a partnership of local organisations;
 - II. Working with a range of partners towards an annual festival which supports the development of young people's performance art skills;
 - III. Improve links with Korea – particularly Korean Olympic Association and Korean Government, to encourage location of pre-games activity in Kingston;
 - IV. Supporting the development of the Korean festival, International Youth Festival and Kingston Carnival within the context of the Cultural Olympiad;
 - V. Working with partners to encourage an increase in high quality hotel and bed and breakfast accommodation in Kingston.
 - VI. Actively participate in South London planning for the Olympic and Paralympic Games through the South London Partnership and Go South Go to secure any infrastructure improvements and legacy benefits.

Key Performance Indicators

Indicator	2003	2006	2009	2012
Participants in Kingston Games		1,282 participants 29 schools	1,500 participants 32 schools	2,000 participants 35 schools
Participants in 'Volunteering into Sport' scheme		Benchmarks to be devised		
Special Olympics participation		Benchmarks to be devised		
Attendance at Korean Festival and Kingston Carnival		Benchmarks to be devised		
Bedspace in Kingston hotels		403	709	1000