



## First World War Centenary Event

Wednesday 25 September, 2 – 5pm

Museum of London Docklands  
1 Warehouse, West India Quay, London E14 4AL

## Working with Children & Young People – Crib Sheet

### What relevant heritage assets are available to your organisation to inform a potential bid?

Remember, HLF's FWW funds particularly value proposals that address 'new perspectives & stories not previously told.' All of HLF's programmes also particularly privilege strong outcomes for heritage; people; and communities.

- *Collections*
- *Expertise (artistic, interpretative, engagement, etc)*
- *Local physical heritage/built environment*
- *Curriculum links – English, History, Music, Geography, etc*
- *Reminiscence with community members*
- *Community links geographically (eg other Commonwealth countries, historically/socially/economically)*
- *Potential match funding/in-kind support*

### What relevant partnerships (esp. new ones) could support the work?

It is anticipated that the FWW funding opportunities created by HLF will be popular and keenly contested. Also, it is important to avoid, if possible, a proliferation of duplicating bids from local partners that could 'crowd each other out' both in competing for funding and in terms of engaging communities. Therefore, we strongly recommend that partnerships should be a key factor when considering a bid.

- *Register at 1914.org...!*
- *Consult with intended audiences before producing a bid!*
- *Schools, colleges, universities*
- *Libraries, museums, archives, heritage sites, local history societies*
- *Community groups (local voluntary sector partnership), places of worship*
- *Local authority departments (children's services, arts, heritage, lifelong learning, etc)*
- *Arts organisations (eg Arts Council NPOs), individual artists*

### Planning & quality assurance

Key considerations to ensure rigorous planning & successful delivery of any project.

- *Formal partnership agreements & divisions of responsibility between partners*
- *Accountability & governance, esp. for larger projects*
- *Child protection & safeguarding – safety plan, vetting of practitioners*
- *Accreditation for learning components, eg Arts Award, NOCN*



- *Evaluation from early stages, not as an afterthought*
- *Plan & continuously monitor to mitigate risk & ensure adherence to scope & schedule*

### **Communication & sharing success**

Communication between partners and stakeholders/audiences is a critical component of such projects.

- *Ensure that communication utilises partners' existing skills*
- *...And also clearly addresses needs/preferences of audiences*
- *Digital media not just to 'broadcast outwards' but to actively involve & consult with audiences*
- *Capture activity – eg storify on Twitter; Youtube clips/photos of activity (remember to seek permission of those pictured!) – consider flexible platforms eg Wordpress, Tumblr etc.*
- *Leverage opportunities for wider publicity – local press, radio, flyers, posters*

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### **About A New Direction**

We believe that together we can make London the best city in the world for young people's cultural and creative development.

- *We campaign for the value of arts and culture to the lives of all young Londoners*
- *We promote practical ways that schools and other institutions can develop cultural opportunities*
- *We work with arts and cultural partners to ensure the highest quality in work with children and young people*
- *We are part of a national network of bridge organisations, funded by Arts Council England via the lottery to connect children and young people, schools and communities with art and culture*

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