

Aims and Objectives

as articulated at the start of the project

Aims

- To increase the capacity of London properties to engage meaningfully with family users who are either: black or from an ethnic minority; on low incomes; or have been disenfranchised from formal education.
- To encourage family visitors to make a connection with and celebrate our heritage.
- To influence cultural change within the National Trust, whereby diversity in all aspects of the organisation is valued.

Objectives

Establish partnerships

Establish sustainable, mutually beneficial relationships with learning providers local to the target London properties, specifically those whose users experience cultural, economic or intellectual barriers to accessing heritage. Each property will have one partnership with a local school in an area of need. The partnerships have been established during the development period of the bid. Additionally the local authority arts and heritage teams for each property have given their support and are keen to be strategically involved in the project.

Deliver interpretative creative projects

Facilitate an annual programme of projects at each of the target properties that celebrate culture and creativity, with each project resulting in temporary interpretation materials to be experienced by property visitors and users.

Reveal the cultural breadth of the properties

Undertake a research and audit programme at each of the properties that clearly defines the breadth of their cultural links.

Diversification of volunteers

Diversify volunteer's roles, and open up opportunities to volunteer for groups not currently represented.

Develop new interpretation

Drawing upon the cultural research and consultation with partner organisations and participants, create semi – permanent family interpretation activities bespoke to each property. For the activities to be hands on / interactive in their learning style and inclusive in the cultural stories that they open up.

Train staff and volunteers

Facilitate an annual training programme for all London staff and volunteers to enable them to engage effectively with new family audiences.

Share lessons learned

Establish mechanisms whereby the learning from the project can influence the National Trust and the wider heritage sector.