# Cultural Learning Alliance STRATEGY MAP



# Why

#### Vision

A world in which the value of an arts-rich education is widely recognised, and clearly visible in sustained and equitable practice across all schools and other settings, and at national policy level.

#### Mission

CLA harnesses the power of its alliance to champion a right to arts and culture for every child. It uses evidence to demonstrate the ways in which an arts-rich education provides skills for life and skills for work, enabling all children to fulfil their potential.

## What

# Impact 1

Independent evidence and advocacy work leads to positive shifts in arts and cultural learning opportunities and experiences in schools and other settings.

# Impact 2

Independent evidence and advocacy work leads to positive and sustained shifts in arts and cultural learning in terms of policy, infrastructure and funding.

#### How + Who

# Social justice and inclusion

Apply social justice and inclusion lens to all activity, supporting, platforming and empowering change.





#### **Activity 1: Evidence**

Gather new data and high-quality evidence to support better understanding of the value of an arts-rich education for all children and young people





#### **Activity 2: Narrative**

Craft accessible
new evidence-based
value narrative
and disseminate
it through a
communications
strategy to
influence change





#### **Activity 3: Insight**

Gather and share insight into education, cultural, youth and social, policy and practice landscape to support case-making





#### **Activity 4: Advocacy**

Use narrative and insight to collaborate with educators and policy makers on advocacy for improved and more inclusive practice and policy work

#### **Values**

## **Evidence-based**

We are evidence-based: we find and use robust evidence to support better understanding of the difference the arts can make in children's lives

## Narrative-led

We are narrative-led: we consistently make the evidence accessible in multi-modal ways, for all audiences, to influence change

#### Inclusive

We are inclusive: we are actively inclusive and view all our work through a social justice and inclusion lens

## Collaborative

We are collaborative: we collaborate with others across the education, culture and youth sectors, including our members, and more widely