

Milton Keynes Cultural Education Partnership



Communications Guide
March 2018



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**ARTS COUNCIL
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What is the Communications Guide for?

The information contained within this guide has been collated to make it as easy as possible for all MK Cultural Education Partnership (MKCEP) members to communicate with others what the MKCEP is and does, to show their support publicly, and to share the MK Cultural Education Strategy with colleagues, partners and stakeholders.

The MKCEP is led by the Arts and Heritage Alliance Milton Keynes (AHA-MK), which is a membership organisation and charity with 39 members. The MKCEP is supported by Artswork, the South East Bridge.

In this document there is information that can be used directly on websites, in funding applications and proposals, and on social media to share the Cultural Education Strategy and our messages, and to show support. This includes:

- **Introductory Information (page 3)** – for use on websites, in funding applications and proposals, when engaging with potential partners and stakeholders
- **Cultural Education Strategy Detail (page 4)** – for use on websites, in funding applications and proposals, when engaging with potential partners and stakeholders
- **Statement of Support (page 5)** – for use on email signatures, websites, social media

Where can I find the Milton Keynes Cultural Education Strategy?

The Milton Keynes Cultural Education Strategy is available online via the AHA-MK website:

www.aha-mk.org/develop/mkcep

How can I contact AHA-MK or join the MKCEP?

You can contact AHA-MK via our website: www.aha-mk.org and via Twitter: www.twitter.com/aha_mk.

We encourage new members to join so that we can grow and develop our partnership, to do so, please contact us.

Introductory Information

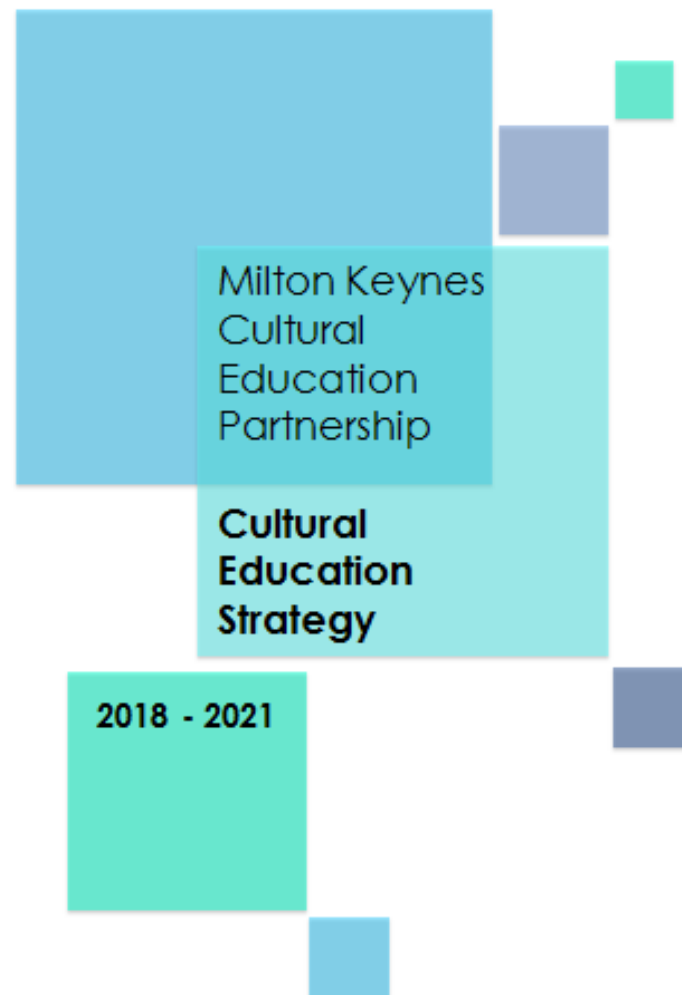
The Milton Keynes Cultural Education Partnership (MKCEP) is a collective of organisations and institutions that work across culture, education, wellbeing and youth, brought together by their drive to nourish the creative and cultural wellbeing of the children and young people across Milton Keynes. We meet regularly to share information, resources and learning – supporting each other and working collaboratively to develop projects and activity.

The MKCEP has developed the collaborative Milton Keynes Cultural Education Strategy, which provides a vision, priorities and framework for developing cultural education in Milton Keynes.

Together we are committed to:

- Increasing the number of children and young people creating, participating in, and influencing arts and culture
- Improving access to information, training and work experience for young people in Milton Keynes to enable them to progress within the creative and cultural industries
- Increasing the confidence, aspiration, achievement and well-being of children and young people from all communities
- Sustaining effective collaborative working across education, youth, health and cultural partnerships based on a better understanding of needs and requirements.

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Milton Keynes Cultural Education Strategy Detail

Priority 1: Happier and Healthier Young People

1. Build on existing work with mental health and public health sector to provide more opportunities for wellbeing through arts and creativity
2. Develop partnership projects with agencies working with CYP who experience challenge or are at risk to prevent escalation
3. Work with partners to encourage skills, behaviours and resilience for using and understanding digital media

Priority 2: Exploring, Discovering & Enabling Creativity

1. Embed opportunities for CYP in planned milestone/capital events/programmes (inc. Creative and Cultural Strategy, MK Futures 2050 etc)
2. Work in partnership with schools to develop creative opportunities and projects (with range, depth and quality) for students
3. Work with schools and CYP to develop a cultural entitlement document and pack for MK (and a communication plan)

Priority 3: Careers, Skills and Opportunities

1. Develop awareness of creative and cultural careers using digital media and events to engage and signpost
2. Support CYP to engage with the development of education and skills strategies and initiatives in MK
3. Support development of a digital platform for CYP that communicates the successes of our young pioneers, sharing stories and progression routes.

Three working groups have been set up to develop projects and actions to deliver these priorities.

MKCEP Statement of Support

Statement of support, which we urge members to display on their websites and email signatures. It can also be used on social media.

Statement of support:

[Your organisation] is an active contributor to the Milton Keynes Cultural Education Partnership. Together we nourish and support the creative and cultural wellbeing of our children and young people.

[Font: Century Gothic, as used in the Milton Keynes Cultural Education Strategy]