

# Arts and Culture Strategy

2018/19



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# This strategy

This strategy provides a framework to harness the vision, ambition and resources of the council, organisations and individuals working in Barnet to promote a rich cultural life in the borough.

The vision and priorities set out in the strategy have been developed in partnership with key organisations providing arts and cultural opportunities for people who live, work and study in Barnet and will be delivered through working together to bring the varied talents, resources and energy to the table. The strategy is led by the council, Middlesex University, with its world-class profile in arts and creative industries education, professional practice and research, and award-winning artsdepot, the borough's leading arts centre presenting artists from across the globe to create a vibrant programme of performances, exhibitions and cultural participation.

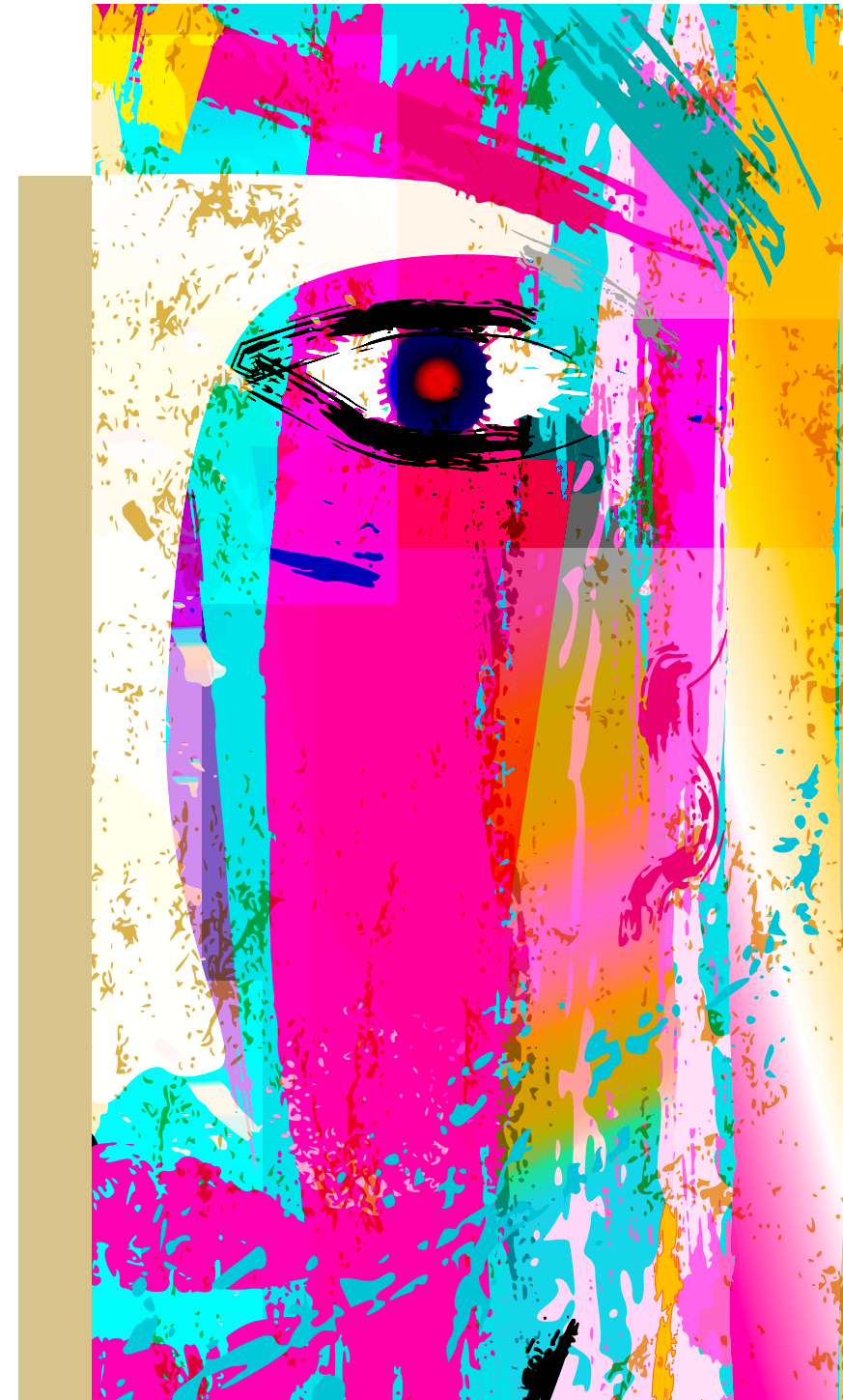
## Our Vision

Barnet is a fast growing London borough with a rich cultural heritage and history. Ambitious regeneration plans and locally led investment in housing, skills and economic development are seeing new communities develop and prosper and creating exciting opportunities for creative enterprise and innovation.

Our vision for the development of arts and culture as the borough grows is for **'a creative borough with a vibrant, innovative, inclusive and ambitious arts and culture offer that celebrates our heritage and will make Barnet the best place to live, learn, visit, work and do business in'.**

## Context

Barnet is a large, diverse and growing borough and residents enjoy a broad range of arts and cultural opportunities, both those located in Barnet and through access to the opportunities afforded from being part of the capital city. Overall, most of Barnet's residents enjoy a successful and healthy life, with many families choosing it as a great place



to raise their family. A wide range of services and amenities support this success and overall, residents are well served by both local services and by those provided for London as a whole. The broader infrastructure that provides, for example, green open spaces, public transport and health services is not constrained by borough boundaries and many residents make use of services across north London, Hertfordshire and central London. Arts and cultural activities and infrastructure are similarly utilised, with a plethora of local 'home-grown' activities and facilities in Barnet complementing those offered in central London, which as the capital city hosts a range of national and world leading cultural facilities, activities and festivities and is at the heart of the rapid growth in the UK's creative industries

All London boroughs benefit from the cultural and artistic energy that comes from being part of a creative capital city and finding ways to ensure that all Londoners have an opportunity to benefit is realised through a mix of improving access

to existing opportunities and providing the right conditions for local cultural and arts activities and facilities to grow, flourish and be sustained. All London boroughs benefit from the cultural and artistic energy that comes from being part of a creative capital city and finding ways to ensure that all Londoners have an opportunity to benefit is realised through a mix of improving access to existing opportunities and providing the right conditions for local cultural and arts activities and facilities to grow, flourish and be sustained.

This strategy recognises that creating the right conditions for a thriving local arts and culture offer in the borough cannot be left to chance alone. Whilst there are many existing opportunities in the borough, we need to work together to harness everyone's efforts to create a stronger, better known and more accessible Barnet offer to match the ambitions of the borough to grow, develop and remain attractive to new families, new talent and new businesses.

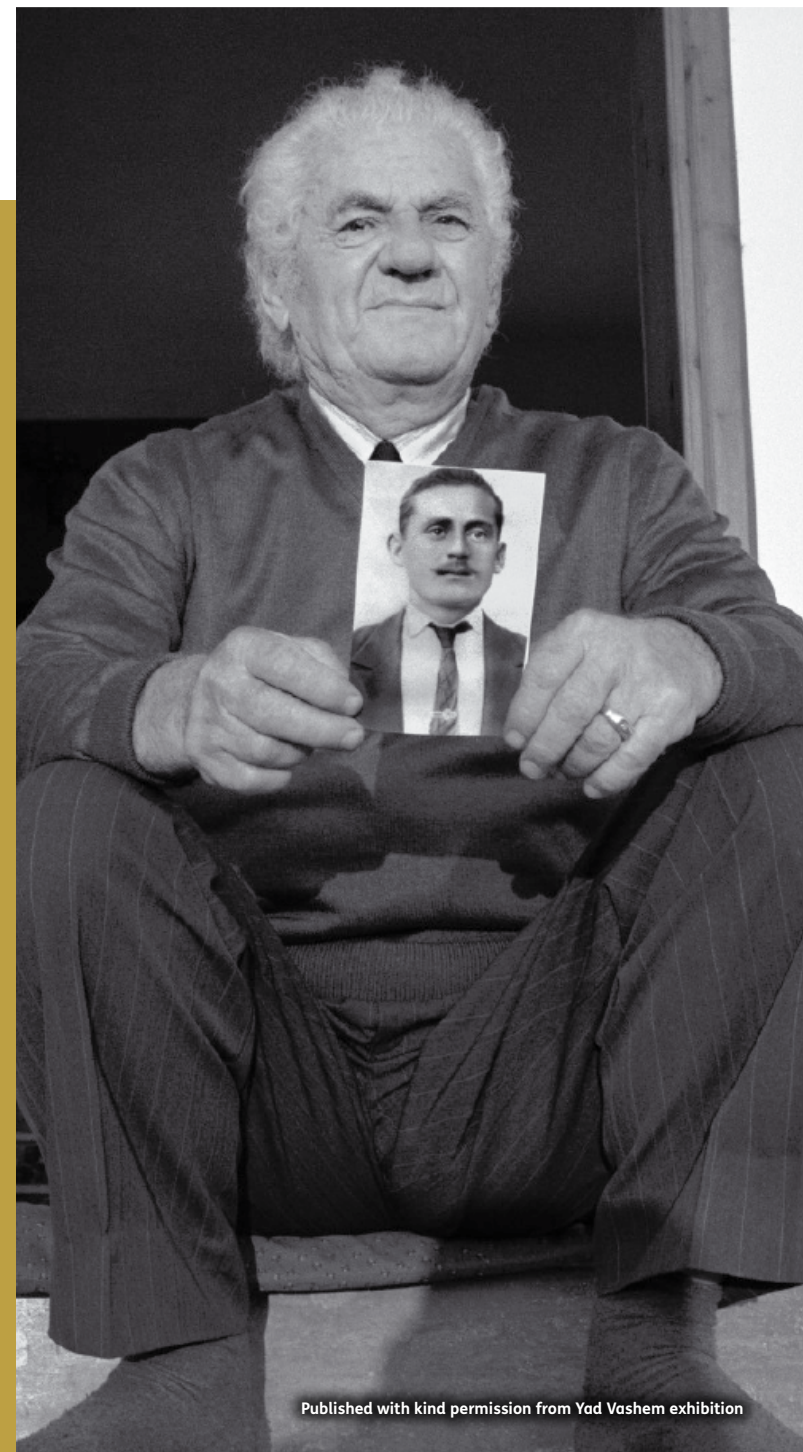




## Our priorities

We have developed four priorities to support the delivery of the vision:

- to harness and promote arts and cultural activities to improve and enrich the lives, education, health and well-being of all residents
- to promote spaces and opportunities for creative and ambitious art projects to thrive and new cultural organisations and industries to flourish
- to attract and develop cultural and creative talent and skills to contribute to Barnet's economic prosperity
- to celebrate our diversity and promote pride in our borough.



## Priority 1: to harness and promote arts and cultural activities to improve and enrich the lives, education, health and well-being of all residents

### What will success look like?

- A borough recognised as ambitious in its pursuit of the contribution that arts and culture can make
- Residents know what's available and are able to take advantage of the cultural life of the borough
- Plenty of opportunities exist for everyone and activities are enjoyed and celebrated by all age groups, supporting children to learn and grow into successful adults and where older people are engaged, active and can thrive
- A borough where people come to visit to experience the cultural activities on offer.

### Making it happen:

- Support networking opportunities and promote collaboration among cultural activity providers and organisations
- Support local festivals and community events to be sustainable and popular for all
- Publicise and promote cultural activities to increase awareness, particularly those that are free/ low cost
- Help each other to share opportunities, to learn from each other and spread what works
- Share best practice on the contribution that social media can play in spreading the word
- Support digital inclusion so that all parts of the community can use the web and social media to learn of opportunities and 'what's on'.



## Priority 2: to promote spaces and opportunities for creative and ambitious art projects to thrive and new cultural organisations and industries to flourish

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### What would success look like?

- A range of spaces and opportunities to support the ambition of residents and organisations, large and small
- Affordable spaces to encourage events and activities at a low cost, to make accessible to all residents
- Barnet as a destination for organisations seeking to create and innovate
- Arts and culture opportunities at the heart of regeneration, helping new housing communities to be forged through celebration and joy
- Support for exciting new creative ideas, businesses and enterprises to start up and grow in Barnet.

### Commitments to make it happen, working in partnership

- Work to overcome barriers to making use of spaces for creative and pop up events and opportunities
- Open up more opportunities in parks and open spaces for local community events
- Support for the artsdepot to grow its reputation across North London and beyond
- Retain and develop cultural venues and workspaces and seek to increase awareness
- Develop libraries as places where residents come together to develop new opportunities to promote local arts and cultural activities
- Work with developers and regeneration partners to consider the cultural needs of new communities and how those needs will be met.





### Priority 3: to attract and develop cultural and creative talent and skills to contribute to Barnet's economic prosperity

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#### What would success look like?

- A thriving community of creative talent
- A place where people see an opportunity to develop their talent and participate in the cultural life of the borough
- A place where creative industries are attracted by the support on offer and the local talent and skills available.

#### Commitments to make it happen, working in partnership

- Promote apprenticeships in the creative industries
- Through the borough's Entrepreneurial Strategy, support small and medium enterprises in the creative industries
- Work with Middlesex University to harness the energy and expertise of young entrepreneurs in the making.



## Priority 4: to celebrate our diversity and promote pride in our borough

### What would success look like?

- Meeting the cultural needs of new and existing communities
- Using arts and culture to help people from different backgrounds to live, work and learn together effectively side by side
- Barnet's heritage protected for future generations to learn and enjoy
- Equality and inclusivity are promoted through arts and culture.

### Commitments to make it happen, working in partnership

- Bring new and existing communities together through sharing and celebrating to promote regeneration and growth
- Promote low cost opportunities for residents, visitors, students and artists to participate in the cultural life of the borough.
- Ensure equality and inclusivity in the opportunities on offer.

