





# Introduction

This strategy is an important statement of how we will work with the Arts and Cultural Sector to raise the profile of the rich diversity of the arts and culture we have in Ealing.

There are competing demands on our resources. This means we need to focus the resources we have for arts and cultural activity and be transparent in our relationship with the arts and cultural sector by setting out how we will work together.

We already invest over £2m in revenue and £0.5m in capital expenditure on arts and culture priority projects. This strategy gives a clear commitment to work to help the sector attract additional funds to extend the opportunities for participation and development of arts practice.

The arts contribute to our sense of who we are as a place and as a community. They contribute to our social, economic and educational value systems, building bridges and connections across our diverse communities. We believe this is important. The Arts and Cultural Strategy will enable us to champion the value of the arts more widely and in particular, reposition culture as a catalyst in our plans for the regeneration and transformation of our town centres and localities.

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# Executive Summary

We believe that the arts and culture contributes to making Ealing a great place to live, work, study, visit and do business.

The independence of the arts and cultural sector/organisations and groups is essential to the vibrancy, diversity and innovation of that offer.

Ealing Arts and Cultural strategy is a statement of intent between Ealing Council and its partners to enrich the offer through more joined up working, advocacy and exploitation of opportunities that help build the capacity of groups and organisations operating in the sector, and raise the profile of the great things to see, do and get involved with in Ealing. The strategy aims to:

- Enable more opportunities for people of all ages to participate and get involved in the arts locally;
- Maximise the contribution that arts, cultural activity and heritage can make to the vibrancy of Ealing as a great place to live, work, study, visit and do business;
- Build capacity of the arts and cultural sector to attract funds and resources to extend the local offer and build strong partnerships;
- Raise greater awareness of the arts, culture and heritage offer in Ealing.

The strategy has three core themes. These themes state our priorities for working with the arts and cultural sector to enable and facilitate more opportunities for participation and enjoyment of the arts and culture in Ealing.



### Core Themes

#### Placemaking, Resources, Participation and Learning

The strategy focuses on the role of the arts and culture in placemaking, building on Ealing's reputation as a festival borough with regular events in its parks and open spaces, harnessing the potential of the arts, heritage and the creative industries to help revitalise our town centres and urban landscapes, prioritising our heritage landmarks as visitor destinations and working with partners to realise this ambition.

Resources are important for the development of arts projects and initiatives as well as building the capacity of local organisations. We want to help the sector to be sustainable in the current economic climate and resilient in the face of change. Access to funds from a variety of sources is critical to the health of the sector. Ealing Council, Ealing Community Network and the Ealing Arts Forum will broker opportunities for the sector to hear directly from funders, as well as providing support and advice to help them make stronger applications that deliver more resources for the arts locally.

Under the theme of Participation and Learning, we set out how we will encourage and enable networks and programmes to foster greater opportunities for involvement. There are strong partnerships in place with organisations such as the University of West London (UWL), local colleges and other local and regional partners. We know that this increases possibilities for all age groups – whether that is through volunteering, getting involved as an arts practitioner or technician, attending classes or joining a book club in one of the libraries – the opportunities are there. The strategy welcomes the shared commitment to raise awareness of this collective offer.



Ealing's rich history of the arts, culture and heritage has inspired a diverse range of arts and cultural organisations, formal and informal opportunities for getting involved and a year round calendar of festivals and events as well as a mature cultural business sector.

Consultation with the sector affirmed that the Arts and Cultural Strategy led by Ealing Council should be focused on its role as an enabler,

facilitator and advocate with other agencies to raise the profile and broker opportunities for the sector to thrive.

The Strategy was developed through a period of engagement with a range of stakeholders, locally and regionally, as well as the involvement of Ealing's Overview and Scrutiny Committee and its Arts Provision in Ealing Borough Scrutiny Panel.



### 1. Context

- Ealing is one of the largest outer London boroughs with easy access to central London and the vast range of arts and culture the city has on offer. When Crossrail arrives in 2018, the current journey time from Ealing Broadway to Heathrow will reduce to from 24 to 15 minutes; and journeys to Tottenham Court Road will reduce from 26 to 14 minutes. The improved connections will mean Ealing can enjoy the benefits of London's first class arts, culture, and heritage attractions – practically on its door step.
- 1.2 There has been an almost continuous film related presence in Ealing for over a century beginning in 1902. The reputation was firmly established with advent of Ealing Studios which has occupied the same site on Ealing Green since 1931. It continues today as a thriving centre for film related businesses, including the Met Film School. Ealing's contribution to the development of the British film industry is an important part of the history of the area. It continues to inspire local celebration of film including; Ealing Classic Cinema Club, Pitshanger Pictures and the University of West London Small Screen at the Dr William Barry Theatre and the newly established Ealing Music and Film

- Festival. The reinstatement of a multiplex cinema in central Ealing will further provide opportunities for audiences to see and enjoy the very best of international cinema.
- The Ealing Club in Central Ealing was opened 1.3 in 1957 and in 1962 was the birthplace of British Rhythm and Blues, and the venue where the Rolling Stones held their first public performance. The Marshall amplifier was developed in Hanwell and transformed the sound of British popular music through amplification. Ealing's contribution to the national music scene is significant and remains a story that we believe we should tell more widely.
- 1.4 Ealing is the third most ethnically diverse borough in England and Wales. Our residents come from over 170 different countries including the largest Sikh community outside of India, and the largest Polish community. Ealing's diversity is also evident in the range of languages in addition to English spoken by residents, cultures, traditions and is the sixth most diverse borough in terms of the faith and beliefs practiced by local communities. This diversity makes Ealing an exciting place to experience a rich blend of arts and cultural

activities and expressions. An example of this is the London Mela which celebrates the arts and culture of South Asia and takes place annually in Gunnersbury Park. Its 75,000 visitors are evidence of the Mela's importance as a regular event in Ealing's cultural calendar and across London.

- 1.5 The UWL hosts the Ealing School of Art,
  Design and Media and the London College
  of Music the largest specialist music and
  performance arts institution in the UK.
  Questors Theatre, founded in 1927, is the
  largest independent community theatre
  company in Europe. Its reputation for
  high quality productions and professional
  engagement with the art of theatre led to
  them being a national partner with the Royal
  Shakespeare Company as part of the 2012
  Cultural Olympiad.
- 1.6 The London Transport Museum, The Motorcycle Museum and the BBC Archives are examples of regional and national cultural resources that are based in the borough.
- 1.7 Ealing is home to a number of artist led as well as community led initiatives that are now embedded into the fabric of arts and cultural activity in the borough. Acton Arts Forum has spear headed arts activity across the Acton area, as well as providing a network of support for arts and creativity.
- 1.8 Over 75 arts and cultural organisations responded to the audit of arts organisations in the borough. Ealing Arts+Leisure have a membership of over 100 arts groups, societies and clubs. This snapshot of the arts and culture offer in Ealing bridges the spectrum of community, amateur and professional arts practice.

- 1.9 The arts and culture sector is part of Ealing's community and voluntary sector made up of 850 groups and organisations - the largest in West London.
- 1.10 West Ealing was the home of Bogle-L'Ouverture Publications the first publishing house and book shop in the U.K. specialising in the history and creativity from the African Diaspora. Its records, which include correspondence files and manuscripts relating to authors, poets and artists along with records of Britain's Black communities, are now housed in the City of London, London Metropolitan Archives. Gunnersbury Museum houses the South Asian Archives collection on behalf of both Ealing and Hounslow Councils.
- 1.11 Ealing has 19 major open areas designated as green belt or Metropolitan Open Land and a total of 8.5 square kilometres of parks and green spaces, 14 sports facilities, 13 libraries, 22 community centres, over 25 conservation areas and a significant number of listed heritage buildings and sites.
- 1.12 Ealing's rich history of arts and cultural activity continues to thrive on the independence of its arts practitioners and organisations, as well as the appetite and enthusiasm of local people to engage and participate in the arts.

## 2. Why are the Arts and Culture Important?

- The Mayor of London's World City report provides a focus on the role of culture to urban economies. 'Culture in all its diverse forms is central to what makes a city (place) appealing to ...people and... hence to the businesses that employ them'. A culturally vibrant city, town, borough or neighbourhood makes a place attractive to people living, working, studying or relocating to an area.
- Beyond the 'intrinsic' value of the arts -2.2 creativity, inspiration and growth - there is an 'instrumental' value in wellbeing in community and social cohesion, education and social and economic regeneration.

#### Key benefits of providing for culture, arts and sport

#### **Economic value**

Economic benefits in urban and rural communities can accrue through culture and leisure-led regeneration, tourism and the visitor economy and through the development of infrastructure essential to underpin the creative industries.

#### Physical and psychological health and wellbeing

Art in the public realm is an important factor in generating collective wellbeing (i) and a sense of place and belonging. The participatory arts offer opportunities to build meaningful social engagement. Participation in sport is important to physical wellbeing and in tackling health issues. Involvement in cultural and sporting activities can enable people who would otherwise be excluded, to enter into the life of the community.

#### **Place-making**

Well-designed cultural venues, theatres and sports facilities add considerable value to the built environment by attracting visitors, generating increased activity, and helping to create places where people (not least young people) want to live. (ii)

#### Stronger communities

Thriving cultural and sporting activities can help in building and maintaining social capital – encouraging strong community bonds, active citizenship and participation. (iii) Senses of identity, place, ownership and belonging are among the significant benefits that culture, arts and sport activities bring to a community and its environment. Cultural facilities such as museums and libraries contribute to the cultivation of attractive, vibrant, busy places that people can enjoy in safety. High-quality outdoor space enriches local culture and sport which fosters social inclusion and prevents anti social behaviour, particularly for young people.

#### Support for education, skills and lifelong learning

Libraries play a role at the heart of the community in supporting lifelong learning. Partnerships between schools, museums and the arts can have a positive impact upon educational attainment.

(i) M. White: Arts in Health: A New Prognosis. Mar. 2011. Available from the ixia public art think tank website, at www.ixia-info.com/new-writing/artsin-health-%E2%80%93-a-new-prognosis-mike-white/ (ii) Start with the Park: Creating Sustainable Urban Green Spaces in Areas of Housing Growth and Renewal. CABE Space, Jun. 2005. www.webarchive.nationalarchives.gov.uk/20110118095356/http://www.cabe.org.uk/files/start-with-the-park.pdf (iii) L. Delaney and E. Keaney: Sport and Social Capital in the United Kingdom: Statistical Evidence from National and International Survey Data. Commissioned by the Department for Culture, Media and Sport. Institute for Public Policy Research, Improving Culture, Arts and Sporting Opportunities through Planning. A Good Practice Guide. Published by the Town and Country Planning Association June 2013.



## 3. Why an Arts and Culture Strategy for Ealing?

#### **Ealing Arts and Culture Sector**

- Ealing has a vibrant and eclectic arts and cultural scene encompassing museums including Grade I listed Pitzhanger Manor Gallery and House, Gunnersbury Park Museum, the London Transport Museum, independent community theatre at Questors and Impact Theatres, art galleries and the world-famous Ealing Studios - home to cinema classics such as The Lavender Hill Mob and global box-office hits such as Notting Hill and the St. Trinians.
- 3.2 The borough has buildings of historic and architectural interest, including the Hoover Building, an impressive example of 1930s Art Deco; Gunnersbury Park Museum, housed in the Grade II\* listed mansion and other historic features in Gunnersbury Park; and Pitzhanger Manor Gallery and House designed by the great British architect, Sir John Soane.

- Whilst Ealing boasts a regionally, nationally 3.3 and internationally significant arts and cultural offer, the majority of arts and cultural groups are small-scale. It includes voluntary organisations, artists, groups and networks not formally linked into the local authority or the voluntary and community sector network.
- 3.4 The proliferation of arts activity taking place in church halls, amongst faith groups and through informal networks has been difficult to chart. However, what is clear is that this type of activity is important to the vibrancy of the borough's cultural offer and remains an important point of connection for communities to engage and participate in the arts.
- 3.5 The Arts and Culture Strategy provides a strategic framework for Ealing Council's commitment to arts and culture. It also demonstrates the shared commitment of the sector in working together to build capacity and raise the profile of the creative and innovative work that makes Ealing a vibrant place to live, work, study, visit and do business.

# 4. Ealing Arts and Culture Strategy 2013 – 2018

#### **Definitions**

#### **Arts and Culture**

- 4.1 The definition of arts and culture in the Ealing Arts and Culture Strategy (EACS) is based on the Department for Media Culture and Sport definition, which incorporates: visual arts, music, festival, cinema, theatre, dance, comedy, literature, museums and heritage, galleries and public spaces, across community, amateur and professional practice, display and participation.
- 4.2 The strategy recognises that what is defined as 'arts and culture' in how we live our lives, practice and engage with cultural expressions is not fixed. For the purpose of this strategy the definition of 'culture' refers to the spectrum of 'cultural' activity directly or indirectly related to the arts.

#### **Creative and Cultural Industries**

- 4.3 The creative industries are those cultural businesses that have their origin in individual creativity, skill and talent and have the potential for wealth and job creation through the generation and exploitation of intellectual property rights.
- 4.4 Ealing's creative sector represents 23% of West London's economy; 2,275 companies in Ealing are in the 'creative' category, providing 15% of the borough's workforce. The creative sector is generally made up of small and micro businesses employing between one and four people.
- 4.5 The creative and cultural industries have a strong network across London and west London, in particular, with its concentration of artists, designers, musicians, film makers and performers. Our proximity to central London, improved transport links, the flexible way that businesses are evolving and the rise in high speed internet means Ealing has the potential to create an environment attractive to creative and cultural businesses.

#### **UWL Virtual Institute for** the Cultural Industries

The UWL has established the Institute for the Creative Industries that uses a portfolio of creative technology platforms as points of access and participation. It aims to be an internationally recognised Centre of Excellence in the Cultural and Creative Industries.

The Institute occupies a strategic position within the University which allows for internal capacity building, external stakeholder engagement, income generation and UWL brand and reputation management.

#### It provides:

- A knowledge exchange platform, using e-learning technology, providing services such as: training, professional development, funding advice, consultancy, contract research, administration, and knowledge exchange activities
- Research Hub: A portal for research and publications themed according to the specialisations of the partners and delivered through centres of excellence, modelled on the research profiles of UWL academics
- An interactive online artists' community with gallery space, digital audio/video forums and a business development and promotion environment.

#### **Principles Underpinning the Arts and Culture Strategy for Ealing**

- **Partnerships** Ealing has a track record of working closely with a range of communities to deliver arts and cultural activities. The strategy will encourage partnership working as a means of increasing and extending the arts and cultural offer in the borough.
- 4.7 **Facilitation** - Ealing's focus is to enable and facilitate arts and cultural activities locally rather than a direct provision by the Council. The strategy will focus on how we can better enable others to provide and promote arts and cultural activity through improved use of resources.
- 4.8 **Advocacy** - Ealing will continue to work with strategic partners to advocate, broker and develop opportunities where arts and cultural organisations can access resources and information from other agencies, raising the profile of the needs and aspirations for arts and culture in the borough.

#### **Arts and Cultural Strategy**

- 4.9 The Ealing Arts and Cultural Strategy starts from the premise that Ealing is made up of vibrant diverse communities with a rich cultural offer. We believe that the arts and culture contributes to making Ealing a great place to live, work, study, visit and do business.
- 4.10 The strategy is a statement of intent between Ealing Council and its partners to enrich that offer through more joined up working, advocacy and exploitation of opportunities that help build the capacity of groups and organisations operating in the sector and raise the profile of the great things to see, do and get involved with in Ealing.

#### **Aims**

- Enable more opportunities for people of all ages to participate in the arts locally;
- Maximise the contribution that arts, cultural activity and heritage can make to the vibrancy of Ealing as a great place to live, work, study, visit and do business;
- Build capacity of the arts and cultural sector to attract funds and resources to extend the local offer and build strong partnerships;
- Raise greater awareness of the arts, culture and heritage offer in Ealing.

What difference do we want the Strategy to make? (Outcomes)	Measure
Greater awareness of the vibrancy of Ealing's arts, culture and heritage offer	% increase in web visits and sign posting on to other specialist arts/culture web pages for Ealing arts and culture organisations
The arts, culture and heritage sector actively contributing to the borough's growing prosperity	<ul> <li>Sustainable arts, culture and heritage initiatives linked to town centre and estate regeneration initiatives</li> </ul>
Stronger and more resilient arts and cultural organisations and partnerships	<ul> <li>Year on year increase in the number of successful grant applications/awards to Ealing arts and cultural projects from external sources</li> </ul>
	<ul> <li>Local arts and culture networks building regional/national relationships</li> </ul>
More people creating, engaging and enjoying the arts on their door step	<ul> <li>Number of local arts and culture organisations participating in Ealing's festivals</li> </ul>





### 5. Place Making

#### 5.1 **Destination Ealing**

Ealing Council, its partners and the arts and cultural sector have a shared desire to raise the profile of Ealing as a destination centred on its key arts, heritage and cultural offer. Destination Ealing would show case Ealing's cultural scene as a backdrop in which to live, study, work, visit and do business.

5.2 The council is usually the first point of contact for many residents, visitors and businesses who want to find out about its services and what's happening locally.

#### Inside Out -**Making More of our Public Spaces**

5.3 Outdoor space operates as both an extension of living spaces and workspaces. These are places where people can enjoy and participate in cultural events or meet formally and informally to study, relax and develop or exchange ideas. The more these spaces are used the more attractive and welcoming they become as centres of community.

Ealing Council is committed to incorporating 5.4 art and creativity into the way we design our public spaces, whether through public art or creative functional design of our urban and green landscapes. We welcome innovative and sustainable proposals to further this commitment.

#### **Festival Ealing**

Ealing has a reputation for delivering vibrant fetes, festivals and carnivals using its parks and outdoor spaces to good effect. The regular suite of provision promoted by the Council as part of its Summer Festival programme includes the Greenford and Acton Carnivals, Ealing Comedy in the Park, Ealing Opera in the Park, music at Ealing Blues, Global and Jazz festivals and a celebration of South Asian culture at the London Mela held in Gunnersbury Park. The newly established Ealing Music and Film Festival, spearheaded by a local charity, is an example of the festival mix led by the voluntary and community sector adding to Ealing's reputation as a 'festival' borough.

- From stand-up comedy, carnival processions and South Asian dance to opera, jazz and the best in world music, the Ealing summer festival season aims to entertain and enthral everyone with an interest in music and the arts. 9
- 5.6 The Ealing Summer Festival takes place over five weeks and is popular with residents and visitors to Ealing. There are many arts and cultural programmes during the summer months which can be incorporated under the banner of the Ealing Summer Festival, extending the range of art forms and events making this a truly borough wide celebration.

#### **Love Your Space**

5.7 The Love Your Space initiative will create a portfolio of public spaces which businesses, organisations and community groups can use for arts and other events. This would include 'theming' events in some of the larger spaces such as Ealing Town Centre, to compliment events like the Ealing Summer Festival and programmes in other parts of the borough that are responsive to local needs and interests.

5.8 This initiative will provide a significant boost to arts and cultural groups bringing the arts to more audiences through a programme of street performances, music, dance, outdoor film screenings, arts and crafts, as well as specialist events linked to local markets and other business trading opportunities in our high streets and neighbourhoods.

#### **Arts and Culture Revitalising our Town Centres**

5.9 The Arts and Culture Strategy provides a framework to help shape the public realm by opening up access and celebrating Ealing's town centres with arts and cultural activity. The Strategy encourages opportunities that forge sustainable partnerships across culture and regeneration to contribute to revitalising its town centres. Building on pockets of activity that are already embedded in our regeneration plans, we have drawn these priorities together under a commitment to utilise culture as an active partner in an improved social and economic outcome for the borough's town centres.

<sup>&</sup>lt;sup>1</sup> www.viewlondon.co.uk/whatson/ealing-summer-festivals-feature-roundup-4441.html

- 5.10 The National Planning Policy Framework (2012) advocates that Councils allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres.
- The provision of adequate cultural infrastructure is essential to the creation of truly sustainable communities. Culture and the arts are able to bring people together, create links between different communities, and encourage people to feel a sense of pride and belonging in their local areas.
- 5.11 Ealing has prioritised Acton, Ealing Town
  Centre, Hanwell, West Ealing and Southall
  town centres<sup>3</sup> as regeneration areas. The arts
  and cultural sector is able to engage in the
  improvement of the built environment and
  regeneration of town centre locations through
  a number of processes already in place.

#### The Localism Act 2011

(Part 5 Chapter 3)
Enables local groups to nominate a building or land for listing by the Council as an 'asset of community value'. The asset can be listed if its principal use furthers or previously furthered the community's wellbeing or social interests and the proposed use is likely to do so in the future. When a listed asset is to be sold, local groups will have an opportunity to buy it on the open market.

The Council welcomes interest from arts and cultural organisations who wish to designate an asset as being of community value. Organisations would be able to bring forward proposals to purchase the site supported by a robust business case. Ealing will assess any such proposals based on:

- Price
- Contribution to regeneration of the local area
- Ability to provide a sustainable long term future that will ensure maintenance of the asset.

### • The Community Infrastructure Levy (CIL)

CIL allows the council to raise funds towards strategic infrastructure needed to support new development in the borough. The CIL cannot be used to make up for past deficiencies in infrastructure, but can be used to increase and improve the capacity of existing, or to repair failing infrastructure. The funds raised are to be used in connection with the extra demand placed on Ealing's infrastructure generated by new development in the area. The levy is not intended to be the main source of finance for strategic infrastructure projects in the borough, but it will help to fund the identified gap.

Ealing's Infrastructure Delivery Schedule (IDS) includes cultural infrastructure priorities identified in the Borough's Heritage Strategy and Property Strategy.

These are; Acton Town Hall, Brent Lodge, Ealing Town Hall, Gunnersbury Park Museum, Libraries, Pitzhanger Manor House and Gallery; and Southall Manor House. The IDS will help to inform spending priorities from monies received through the Councils Community Infrastructure Levy.

#### 'Meanwhile use'

Is a temporary lease for the use of vacant buildings or land for a socially beneficial purpose until such a time that they can be brought back into commercial use. It makes practical use of the 'pauses' in property processes, giving the space over to uses that can contribute to quality of life and improve the area whilst the search for a commercial use is on-going.

Meanwhile projects have begun to spring up around the UK, offering an array of services and uses in a diverse range and size of spaces from 'pop-up shops' on

 $<sup>^3\,</sup>www.ealing.gov.uk/downloads/200164/town\_centre\_and\_area\_regeneration$ 

struggling high streets and community use of space, through to the greening of building sites. It is clear that 'Meanwhile use' represents a very flexible response to short-term opportunities<sup>4</sup>. The benefit of 'Meanwhile use' has the potential to attract visitors and investors to an area and identifies cultural use as an important factor in the transformation of an area<sup>5</sup>.

5.12 Successful 'Meanwhile' cultural initiatives in Ealing include: Open Ealing's temporary use of premises on the High Street in West Ealing prior to moving to permanent facilities; and W3 Gallery located in Acton High Street. Both have made use of empty properties on the High Street and provide a centre for artists and audiences to experience the arts on their door step.

#### **Ealing Cultural Quarter**

- 5.13 Ealing Town centre is undergoing significant transformation. The Dickens Yard development is creating a new urban quarter in the heart of Ealing, linking three Victorian landmarks the Town Hall, the Old Fire Station and the parish church of Christ the Saviour with traffic free streets, squares lined with shops and cafés, as well as new residential developments.
- 5.14 The Ealing Cultural Quarter is anchored around key cultural organisations in central Ealing the old Empire Cinema site, Pitzhanger Manor and the PM Gallery, Questors Theatre, Ealing Studios and the UWL.

<sup>4</sup> www.meanwhile.org.uk/

<sup>&</sup>lt;sup>5</sup> www.meanwhile.org.uk/useful-info/manuals/Benefits\_Wider\_Public.pd

- 5.15 The aspiration is that the old cinema site is redeveloped as a leisure hub hosting a multiplex cinema, retail, restaurants and space for arts and cultural use. This would serve to open up the streetscape from the Uxbridge Road and connect to the cultural and heritage venues in Central Ealing.
- 5.16 The vibrancy of a range of leisure and cultural facilities, complimented by improved transport links, will serve to make the Ealing Cultural Quarter a unique visitor offer in West London. The uniqueness of a historic country house set in Regency landscape, first class concert facilities at the UWL's theatre and performance venues, facilities at Ealing Town Hall and a premier art gallery all within walking distance of a London transportation hub will make Ealing's Cultural Quarter a special offering both locally and regionally.

#### **Ealing Town Hall and Greenford Town Hall**

5.17 These venues offer space and hire facilities for a range of arts and cultural activities in these town centres. Over the last three years Ealing Town Hall and Greenford Town Hall have been improved. Ealing Town Hall's Telfer Room has a fully equipped Dance Studio which has proved a popular and well used facility. Both buildings have a range of rooms and halls available for hire at commercial and community rates.

#### **University of West London (UWL)**

5.19 UWL hosts the Ealing School of Art, Design and Media and the London College of Music – the largest specialist music and performing arts institution in the UK. The learning programmes are delivered by internationally acclaimed arts practitioners and leading academics. The two schools offer a comprehensive list of undergraduate, postgraduate and research degrees in subjects ranging from Fashion and Photography through to Video Production, Broadcasting, Music Technology and Musical Theatre.





"...reveal and restore this remarkable historic villa in its original landscape and – through innovative and imaginative interpretation, activities and education – enrich all visits by local residents, students of architecture and Soane scholars worldwide."

The Grade I Listed manor house is regarded as an architectural treasure and was designed and owned by one of the most important architects of the early 19th Century, Sir John Soane. The manor house and its immediate surroundings are of national importance as well as being muchloved local facilities. The Council is leading a major programme to conserve and develop PM Gallery and House and Walpole Park. This will restore Soane's architectural vision, reveal Pitzhanger Manor's rich history, make the buildings more accessible and improve visitor facilities to create a world-class cultural attraction.

Sir John Soane bought and rebuilt Pitzhanger for a number of reasons, including showcasing his

growing collection of paintings and artefacts. It is in this context that PM Gallery and House exists today. The PM Gallery is the largest public art gallery in West London. Its curatorial programme of nationally acclaimed exhibitions in both the Gallery and the Manor House serve as a magnet for visitors.

The Council and the Pitzhanger Manor Trust share an ambition to restore and reinterpret the house for new audiences through a vibrant exhibition and learning programme and new visitor amenities. This transformation will reveal Ealing's heritage gem and make it a destination of choice as an accessible attraction in the heart of Ealing's Cultural Ouarter.

- 5.20 Throughout the year the university presents hundreds of events to the public. Concerts, exhibitions, fashion shows, films, musical theatre productions and festivals are just a few examples. Members of the community have the chance to join the performing groups at the London College of Music whose choirs, orchestras and ensembles offer a rare opportunity to make music with some of Britain's brightest young talent.
- 5.21 The UWL Virtual Institute for the Creative Industries (VICI) is a Centre of Excellence that offers a comprehensive range of skills, training and development programmes for local arts organisations and cultural businesses. It is also a hub for international scholars and practitioners to develop and share their creativity and innovative practice.
- 5.22 UWL has established W5 Productions as its production company. It offers competitively priced creative and cultural services, including musicians, sound engineers, events management, designers, photographers etc., to support community and other

- organisations in arranging events. W5 also provides UWL students with practical industry experience and an opportunity to work with and support community activities. UWL also has its own radio station Blast Radio.
- 5.23 The (VICI) was established and managed by the UWL to focus on the wealth of creative and innovative talent in West London. The institute is destined to develop into an internationally recognised Centre of Excellence in the Cultural and Creative Industries.
- 5.24 With thousands of staff and students engaging in cultural and creative activities throughout the year and with global recognition of its cultural offer, the UWL sits at the heart of local, regional, national and international innovation in the arts.

#### Southall

- 5.25 The Southall Charter emerged from the 'Big Conversation' – a process that began in January 2012. Over a 1,000 residents, businesses, community groups and other stakeholders joined with the council to map out and set priorities for the transformation of Southall. The Southall Together Programme supports the inclusive community aspiration of Southall and will oversee a programme of activities to deliver intergenerational and multi-cultural events enhancing cross-cultural understanding. This incorporates priorities identified in the 'Big Conversation' around cultural events, festivals, media arts and improvements to the public realm, encouraging and supporting arts, cultural and community groups to celebrate the very best of Southall's diverse cultural heritage.
- 5.26 Southall Library will relocate to a new multi arts and community hub site at the Dominion Centre, incorporating Pandit Ram Sahai Sangit Vidyalaya (PRSSV) Indian Music and Dance Archive and performing arts; Ealing Music Partnership (EMP) and a small interpretive exhibition area for a selection of Martinware exhibits owned by Ealing Council. The extended facility will include community learning rooms and space for hire for a wide range of community and arts/cultural activities; as well as space for Adult Social Care and wellbeing services.
- 5.27 The transformation of key spaces in and around the centre of Southall will have at its core the new Southall Square. Arts and culture will be integral to a series of fun, surprising and engaging 'pop up' events that will serve to bring communities and businesses together, enlivening public spaces and the streetscape, showcasing artistic and creative talent and developing skills. An exciting partnership with the UWL's creative company, W5 Productions, will help to transform the look and feel of the public space and stimulate a creative hub in the heart of the community.

5.28 Southall Manor House has been restored externally and internally, including major roof and window repairs, installation of a heating system and refurbishment to create an attractive venue. Ealing council is liaising with local and national partners to agree a sustainable future that will preserve the heritage value of the Grade II\* listed building for future generations and act as a catalyst to the regeneration of The Green area of Southall. A vision for Southall Manor House (and the Dominion Arts Centre opposite) enables development of a community training, arts and cultural quarter, in tandem with the Southall Big Plan to upgrade the infrastructure of Southall, public spaces and streetscape.

#### **Southall Manor House**

Southall Manor was listed in 1949 at Grade II and upgraded to Grade II\* by English Heritage in 2004. The building is owned by the London Borough of Ealing and major investment in internal and external refurbishment works have been made in 2012-13. Southall Manor is a late 16th century timber-framed hall and cross wing plan house. Although significantly altered and extended in late 19th Century and early 20th Century, the original plan-form is clearly legible. The grounds are not on the English Heritage Register but they do have historic value as the setting for the Manor House.

The Manor House lies within a locally designated Archaeological Interest Area (A21: Southall Green, the Green, Southall – medieval settlement of Southall) and the grounds are designated as Public Open Space. The Southall Manor House grounds are a public park, which have also recently benefited from investment (installation of a play area and the restoration of a pond and fountain) through the 'Parks for People' Heritage Lottery Fund. The Victorian Lodge in the grounds is currently used as a base for London Borough of Ealing Park Rangers.





## Gunnersbury Park and Museum

"...a vibrant community hub and a leading visitor destination. It will be a place of enjoyment, discovery and learning by engaging local, national and international audiences through its historic landscape and buildings, extensive parkland, range of facilities and its inspiring programmes of events and activities"

Ealing and Hounslow council's are planning a major programme of works to restore and develop Gunnersbury Park and Museum to deliver a shared vision for the site.

Gunnersbury 2026 is a masterplan that aims to renovate and restore the entire site by 2026 - the centenary of Gunnersbury becoming a public facility. This includes the park, the mansion, other amenities and heritage features within. This will involve restoration, finding uses for key buildings, new sports and community facilities

Improvements to the site will be in phases over the coming years as part of a major project with multiple funding partners. The Museum currently houses the local history collection for both boroughs and provides an extensive schools education programme.

The project will conserve the large mansion and make it more accessible. Visitors will be able to explore the Victorian Kitchens, previously only accessed by local schools. As well as new permanent exhibition galleries, there will be space for temporary exhibitions, learning and volunteering with space for events and functions.

The museum houses the local history collection of both Ealing and Hounslow councils. The collection is rich and diverse with the ability to tell many local stories charting the social history of the locality as well as stories illuminating social change nationally.



#### The London Mela

The London Mela is an artistically led celebration of Asian culture and creativity, inspired by South Asia and the Diaspora. It takes place annually in August in Ealing's Gunnersbury Park.

The first London Mela took place In 2003, supported by the Mayor of London and produced by Ealing Council. It attracted 60,000 people, with more than 90,000 attending the following year proving how successful and popular a pan-London mela could be. Now an established highlight in mela in the U.K. to commission new work and provide a platform for emerging British artists as well as bringing traditional and classical art forms to a wider audience.

Critically acclaimed, the London Mela features the best in classical music from the Asian subcontinent and collaborations with orchestras such as the Philharmonic Orchestra; British Asian urban artists; dance, comedy and cabaret; Asian-influenced street theatre and circus; and exhibitions. With a third of the audience from non-Asian communities, it is an inter-cultural family event with something for every generation of every community.

www.londonmela.org/

#### **West Ealing and Hanwell**

5.29 Through the High Street innovation programme, Ealing will commission a number of culture led regeneration projects that bring together opportunities for social and economic regeneration through cultural activity and business opportunities in the local area. These projects will incorporate the arts and different forms of creative media to contribute to the regeneration of the high street. The council will work with the creative sector, emerging creative entrepreneurs and curators with innovative ideas to enhance the vitality and vibrancy of the high street.

#### Acton

5.30 Acton Town Hall will be home to a new community hub comprising a library, leisure facilities and a range of other council services. This will be an anchor facility in the town centre and act as a catalyst for other community, cultural and business developments in the area. The W3 Gallery, Acton Carnival and other events and sustainable facilities are welcomed.

#### **North Acton**

5.31 Ealing is, with its partners, developing a new high quality public space as the gateway to the new developments at North Acton. This new public space will illustrate how good quality design can help to create a space that people want to use and animate. The University of the Arts student accommodation is located in close proximity to the site. The partnership with The University of the Arts will involve the student population in generating ideas about how they could use the space for exhibitions and showcasing of work, as well as partnership opportunities with key local arts organisations to transform the North Acton gateway.

#### Greenford

5.32 Greenford Hall is located in the heart of Greenford. It is a fully licensed venue providing space for a range of entertainment, cultural and family events. The facility has recently been refurbished and is an anchor venue for the area, accommodating audiences of up to 500. Greenford Hall and the library situated in the centre of the town enable a complimentary range of artistic and cultural opportunities for people to engage and participate in.

#### **Perivale**

#### **Impact Theatre**

Impact Theatre's new venue in Perivale provides the borough with a dedicated space for people with learning disabilities to develop performance and theatre skills.

#### **IMagine, Perform And Create Together (IMPACT)**

Through quality services and training IMPACT uses performing and creative arts to develop attitudes, enabling people with a learning disability to take a more active role within their families and communities. The IMPACT Outreach Network, known as IMPACT ON, is a not for profit company which provides a stimulating alternative to Day Care for adults with learning disabilities. Service Users are able to develop their skills and confidence through participating in Performing and Creative Arts activities. IMPACT ON develops performance workshops that provide training for public, voluntary and corporate sector organisations. IMPACT ON financially supports the work of the IMPACT Theatre Company.

#### **Northolt**

5.33 Northolt Library provides a resource for arts and cultural activities in the Northolt area of the borough. The Library was funded by the Big Lottery Fund as a community library. Its several meeting rooms provide an important facility for community and arts usage, as well as the possibility of strengthening its role as an anchor facility for arts activity.

### 6. Resources

- 6.1 Ealing Council's financial resources for the arts and culture are already committed over the coming years. There are no new resources. The Arts and Culture Strategy sets out how we will enable and facilitate arts and cultural activity to thrive and continue to contribute to our ambition to making Ealing a great place to live, work, study, visit and do business. Helping arts and cultural groups to build their capacity and maintain their independence is key to how we can further this ambition.
- 6.2 The Strategy provides a framework to enable the sector to position future funding bids to contribute to the priorities of the Arts

- and Cultural Strategy. Both Ealing Council and Ealing Community Network will work together to build relationships between funding bodies and Ealing organisations on mutually beneficial opportunities/partnerships.
- 6.3 Ealing Council will continue to champion the arts and culture, advocate for greater support and recognition of our arts and culture priorities and engage with Arts Council England, English Heritage, Heritage Lottery Fund, Big Lottery Fund and others to push our agenda forward.





# 7. Participation and Learning

## **Opportunities for Children and Young People**

- 7.1 The Lyric Hammersmith is West London's largest professional theatre. In 2014 it opens the UK's first 'teaching theatre' for the performing arts linked to a professional theatre. It will be open seven days a week and engage up to 200 young people a day in formal education and apprenticeship programmes as well as extracurricular activities in drama, dance, music, film, TV, visual arts and technical skills.
- 7.2 The Lyric is an associate 'bridge' organisation funded by the Arts Council England under the umbrella of A New Direction (A.N.D.) is part of a national network to connect children and young people with the arts and culture. Their role is to facilitate networks and help local authorities, communities and schools improve access to cultural entitlement of young people. The Lyric is the lead bridge organisation for West London.
- 7.3 Ealing Music Partnership (EMP) is one of 121 music hubs across the country funded by the Arts Council England. Its expertise in working with schools to deliver high quality music education has put them in good stead to participate in the Art Council's pilot for cross cultural hubs. The intention is to build the capacity of music hubs in the West

- London region through raising funds and other resources, to act as a link for arts practitioners and organisations wanting to work in schools, sharing best practice in cultural education and raising awareness of 'cultural entitlement' in the curriculum. Funding from the Arts Council will enable EMP to establish the cross cultural hub network in 2014.
- Ealing has a strong cohort of organisations 7.4 who engage and involve young people in the arts. These are a mix of arts and community organisations, schools, children and youth service providers. The Futureversity provides a wide variety of positive courses for 11-19 years olds during the summer and gives young people the chance to explore new activities as well as build on existing skills and interests. Arts and creativity courses are integral to the offer. The youth service works with arts and cultural organisations to extend the range of arts engagement opportunities with young people and provides arts programmes as part of its offer in its youth centres, such as Westside Young People's Centre.

- 7.5 Ealing's Youth Offending Team has been an Arts Award centre since 2007. In 2012 it was one of only two Youth Offending Teams nationally to be awarded Gold Arts Mark for its work with young people. Arts Mark is an Arts Council England's flagship programme to enable schools and other organisations to evaluate, strengthen and celebrate their arts and cultural provision. Arts Award aims to inspire young people to develop their arts and leadership skills. A number of Ealing schools participate in Arts Mark. In addition to the Youth Offending Team, Arts Awards programmes are run at Gunnersbury Park Museum.
- 7.6 Young people are essential for the sustainability of our creative future and we will continue to encourage opportunities for arts and cultural engagement with them. The Arts and Culture Strategy will bring together local and regional partners focused on strengthening the arts and culture offer both in formal and informal education, as well as extending opportunities for our young people to experience the arts as participants, audience or by exploring training and career possibilities. The strategy will encourage particular programmes that enable young people to set their own creative direction.

## Opportunities for the Arts and Life Long Learning

- 7.7 Ealing Adult Learning Services (EALS) aims to increase opportunities for people who live or work in Ealing to participate in the arts and heritage. By developing a new arts, culture and heritage curriculum, people will have the opportunity to learn new skills, pursue an interest, develop creative ideas and build confidence in becoming creative and cultural producers (rather than remaining consumers).
- 7.8 EALS has a track record in developing learning opportunities to support projects emerging from Ealing's heritage sites, including work with the London Transport Museum in Acton, the Heritage Pod Walks designed with students who have English as a Second Language in partnership with Gunnersbury Park Museum, Pitzhanger Manor, Walpole Park and Three Bridges. Building on these successful learning programmes, EALS aims to:
  - Develop a new curriculum with courses aimed at promoting cultural learning.
     This will result in new courses in the arts, heritage, history and philosophy, which engage with cultural and heritage sites across the borough;

- Strengthen partnerships with the arts and cultural sector to broaden the learning and participation offer for local people;
- Extend the reach of the curriculum to those families and residents who live/work/study in Ealing and who may not traditionally engage with a cultural or heritage curriculum.

### **University of West London**

- Acclaimed as London's No1 Modern University by the Guardian in 2013 the UWL offers a range of short courses and programmes in cultural and creative subjects. Future partnership with Ealing's Adult Learning service will seek to extend access to this extensive offer.
- 7.10 W5 Productions is a newly established company that offers competitively priced creative and cultural services such as musicians, sound engineers, events management, designers, photographers etc. Drawing on the talents and skills of the UWL student population, W5 Productions will provide quality services to the local community whilst offering students 'real world' paid work experience.

## **Ealing Libraries**

- 7.11 Ealing libraries are strategically located across the borough. They provide spaces for hire, book clubs, a cultural calendar of events and resources for the public to pursue their interests, discover new ideas or simply be inspired.
- 7.12 The library service is one of a national network of 'enterprising' libraries working in partnership with the British Library. Through this partnership the library service will provide a portal to resources to support the development of small to medium sized businesses. The emphasis on creative and cultural industries will encourage and nurture innovation, provide mentoring and one to one business advice.
- 7.13 As part of this initiative, young people aged between 16 -19 can pursue their dreams and apply for support to convert their business ideas for the creative industries into a practical reality. We believe that innovation thrives on unfettered ideas, creative thinking and enthusiasm.
- 7.14 We will seek to make libraries available as venues and resources for arts and cultural events where this proves to be sustainable and able to deliver on our outcomes for libraries as set out in the Ealing Library Strategy.



## 8. Sustainability

#### **Arts Forum**

- Ealing Community and Voluntary Service (ECVS) is a 2nd-tier charitable organisation that works within Ealing and across West London. ECVS encompasses the Volunteer Centre, Training and Ealing Community Network (ECN). The Volunteer Centre makes links with local businesses with volunteering opportunities. ECVS builds voluntary sector capacity and hosts many training and skills events. Ealing Community Network advocates on behalf of over eight hundred charities within Ealing, linking them to one another, statutory and government agencies.
- ECN is a key partner, working with the local authority and the local arts and cultural sector to facilitate the setting up of the Arts Forum. The forum provides a space where the sector can exchange information, engage with the council and build partnerships to apply for funds, develop shared business opportunities and showcase their work. ECN continues to provide a link to the Local Strategic Partnership for the arts and cultural sector. The plans are that the forum is taken forward by the arts and cultural sector in partnership with ECN and Ealing Council. This will serve as a sector focal point for the monitoring of the Arts and Cultural Strategy and the setting of the priority agenda for the arts and cultural sector.

## **Ealing Council Arts Heritage and Libraries**

- Ealing Council recognises the need to refocus its in house service to respond to its leadership and facilitation role in the delivery of the Arts and Cultural Strategy. The appointment of an officer that includes responsibility for this area of work will ensure that the momentum gained through the development of the Strategy is not lost.
- Key will be the better co-ordination of the 6.4 arts and cultural offer across the Council directorates which contribute to the delivery of the strategy and will enable sharing of information, data gathering and project development within the Council and with key delivery partners, including Arts Council England (London).

### **Overview and Scrutiny Annual Reporting**

The Overview and Scrutiny Committee of Ealing Council will receive annual reports on the progress of the Arts and Cultural Strategy and updates via the Local Strategic Partnership quarterly reports.

## Action Plan 2013 - 2018

AIM: Enable more opportunities for people of all ages to participate

in the arts locally.

**OUTCOME:** More people creating, engaging and enjoying the arts on their

door step.

Core Theme	Action	Milestone Dates
Participation & Learning	Promote Arts Award and Arts Mark as a standard of achievement for arts provision for developing arts work with young people in:  Schools  Non School organisations	March 2014 on going
Participation & Learning	Strategically support the development of the cultural education offer. Extending opportunities through partnerships with local, regional and subregional organisations	2014
Participation & Learning	Deliver arts priorities in the Children and Young People's Plan	
Participation & Learning	Increase the range of taster and short courses in arts related subjects provided through community learning programmes	October 2014
Participation & Learning	Explore and evaluate the potential of partnerships with national and regional arts and cultural organisations to extend and develop participation opportunities for local people	August 2014
Participation & Learning	Develop partnerships and opportunities for Libraries as local spaces for the enjoyment and participation in the arts and creativity	2013 - 2018



AIM: Maximise the contribution that arts, cultural activity and heritage

can make to the vibrancy of Ealing as a great place to live, work,

study, visit and do business.

The arts, culture and heritage sector actively contributing to the **OUTCOME:** 

borough's growing prosperity and all to have an opportunity

to share in this.

Core Theme	Action	Milestone Dates
Place making	Widen opportunities for involvement in the annual Ealing Summer Festival	July 2014
Place making	Develop and roll out 'Your Space' initiative Pilot sites	June 2014
Place making	Programme to raise awareness with landlords of the advantages and broker opportunities for sustainable 'Meanwhile Use' of vacant high street properties by arts and cultural organisations. Priority locations:  • Central Ealing  • Hanwell and West Ealing  • Acton  • Southall	
Place making	Ealing Cultural Quarter • Secure development of multiplex cinema and other leisure and cultural amenities in the heart of the cultural quarter	2014 – 2018 ongoing
	<ul> <li>Pitzhanger Manor and PM Gallery restoration and promotion as a visitor destination of choice</li> </ul>	2018
	• William Barry Theatre, Vestry Hall and the Lawrence Hall raise. Awareness of facilities as key venues in the cultural quarter	2014 ongoing
Place making	Southall Town Centre  In partnership with W5 Productions a monthly destination market is planned for the existing Southall Market site, showcasing the best of Southall to attract new audiences as well as the local community. The market will be food led with artisan and crafts on other stalls  Cultural pop up events, and open space events to animate	March 2014 – March 2015
	<ul> <li>Southall Manor House – develop as a mixed-use hospitality training and events centre</li> </ul>	Autumn 2014

Core Theme	Action	Milestone Dates
Core Theme	Development of Southall Library/Dominion Centre Community Hub	Milestone Dates  April 2014
Place making	<ul> <li>West Ealing and Hanwell</li> <li>Programme of events and activities to engage local people to create vibrancy, vitality and increase footfall:- the first of a series of night markets in Dean Gardens, will host stalls selling food, crafts, art, and featuring local entertainment – pilot</li> <li>Creative pop up shop on high street in partnership with creative small business sector</li> </ul>	June 2014
	• Open Ealing development of artists' studios and Café Arts Theatre	May 2014
	• Building on the successful Hanwell Hootie in 2013, 2014 establish as an annual event participating with local artists, musicians and venues in Hanwell.	Spring 2014
Place making	Acton • Relocation of Acton Library into the new Acton Town Hall Community Hub	March 2014
	Gunnersbury Park and Museum first phase	2018
Place making	Cultural and Creative Industries  Develop intelligence on the social and economic impact of the sector to the wider prosperity of the borough	September 2014
	Develop opportunities for teen entrepreneurs  Enterprising Libraries initiative – provide support for 30 young people aged between 16-19 to develop creative business ideas from conception to business delivery.	January 2015
Place making	Facilitate and support the use of parks as venues for commercial events and encourage community initiated and managed events in the borough's parks and open spaces.	Summer 2014

AIM: Build capacity of the arts and cultural sector to attract funds and

resources to extend the local offer and build strong partnerships.

Stronger and more resilient arts and cultural organisations and **OUTCOME:** 

partnerships.

Core Theme	Action	Milestone Dates
Funding	Programme (x2 per year) of funding surgeries and advice for arts and cultural organisations to support future funding bids	Annual
Funding	Prioritise funding bids:  • Libraries and Arts Fund to strengthen partnerships between arts and cultural organisations and local libraries (ACE)  March 2014	
	• Festival Ealing to building capacity of outdoor festival management by local arts and cultural organisations (ACE GfA)	2015
	• Ealing Film/Music Heritage Trail Young People's Project (HLF)	May 2014
Sustainability	Facilitate the Arts and Cultural Forum in partnership with ECN as a mechanism for networking and partnership with the arts and cultural sector on the roll out of the Arts and Cultural Strategy	March 2014 – March 2018

AIM: Raise greater awareness of the arts, culture and heritage offer

in Ealing.

Ealing is recognised for the vibrancy of its arts, culture and **OUTCOME:** 

heritage offer.

Core Theme	Action	Milestone Dates
Place making	Arts and Culture web page on the LBE website as sign post to related websites to promote the arts and culture offer in the borough and as a resource for the arts and culture sector	June 2014
Sustainability	Appoint an officer with responsibility for the arts to act as liaison and broker of opportunities set out in this strategy	April 2014
Sustainability	Annual monitoring	December 2014



# Appendix 1: Strategic Influences

Regionally and nationally, the EACS takes account of the Mayor's World Class Cities Culture Report 2012: Culture, Knowledge and Understanding: Arts Council England's Great Museums and Libraries for Everyone and other policy and strategy statements and reports of relevance and benefit for the arts and culture to thrive.

## **Ealing Sustainable Community Strategy**

The Community Strategy was developed by the Ealing Local Strategic Partnership. The partnership is made up of key public sector agencies, and includes the UWL; Ealing Community Network and other partners. The Community Strategy sets out a shared vision for the area.

'Ealing will be a borough of opportunity, where people enjoy living in clean, green and cohesive neighbourhoods, as part of a community where they are able to be safe, healthy and prosperous.' The Community Strategy has four key priorities: Health; Safety; Prosperity and Quality of Life. The strategy provides a focus for Ealing Council and its partners to 'support and promote the borough's leisure and cultural offerings'. The development of a strategy for arts and culture is one of its actions. Arts and cultural activity that contributes to achieving its core priorities are encouraged, either directly by arts and cultural organisations or in partnership with organisations whose primary objective is these key priority issues to help make Ealing a better place.



## **Ealing Heritage Strategy 2010 - 2015**

The Heritage Strategy objectives are to:

- Provide a framework for maximising investment in Ealing's heritage
- Define priorities within and between heritage assets and reconcile competing demands
- Inform the management of the Council's assets, detailed service plans and the work of individual officers, departments and other agencies
- Encourage innovation and partnership working
- Provide a rationale and leverage for gaining funding from external agencies and partners
- Demonstrate links with the long term vision for Ealing, central government agendas and with strategies of national and regional agencies.

The Heritage Strategy provides a description of Ealing's 'tangible' heritage infrastructure. It sets out the responsibilities and contribution of the council and national and regional partners to preserving and developing heritage assets, and provides a set of objectives and priorities for improving and promoting the heritage of the borough.

The Heritage Strategy sets out the Council's priorities for the restoration, preservation and development of the strategically important heritage assets under its stewardship in order to target its own funding and maximise funding from partners.

## **Ealing Council Heritage Assets Priority List**

Buildings	Measure of heritage value				
	Social	Cultural	Architectural	Environmental	At risk
Pitzhanger Manor House & Walpole Park	///	111	<b>///</b>	<b>///</b>	No
Gunnersbury Park Museum & Gunnersbury Park*	<b>J J J</b>	<b>/</b> /	111	111	Yes
Southall Manor House	1	✓		<b>//</b>	Yes
Acton Town Hall/Library	<b>//</b>	<b>//</b>	✓	<b>//</b>	No
Ealing Town Hall	11	<b>//</b>	✓	<b>//</b>	No
Brent Lodge	1	✓	<b>/</b> /	<b>///</b>	Yes

<sup>\*</sup>Gunnersbury Park is jointly owned with London Borough of Hounslow

## **Ealing's Heritage**

The borough is home to a significant number of statutory listed, religious, residential, commercial and transport buildings from the 13th to mid-20th century. These buildings are very different in nature and size, ranging from large public buildings with a strategic role for the community, to small private dwellings and are both in public and private ownership.

There are listed ancient monuments at Horsenden Hill and Northolt Manor, Walpole Park is a listed heritage garden and Acton Park is a classic Victorian Park. Other parks, like Brent Lodge Park, Conolly Dell, Cuckoo Park, Ealing Common, The Woodlands, Churchfields, Brent River, Pitshanger Park and Acton Green reflect elements of local history and the borough's heritage. In addition, the borough has 29 conservation areas all of which have Conservation Area Appraisals and Conservation Management Plans in place (Appendix 2).

The borough's housing is of heritage interest with two garden suburbs, Bedford Park and Brentham Garden Suburb. Bedford Park was England's first 'Garden City', built essentially to attract upper middle class residents. The development had a reputation for attracting those of an artistic

and literary bent. Camille Pissaro and WB Yeats are former residents. As well as houses, the development included a new church - St Michael's - and The Tabard, a pub. Norman Shaw designed some of the first buildings there in the 1870s. Brentham Garden Suburb is also a significant estate, built just before the First World War on the principle of co-partnership, with people owning shares in their houses and communal facilities such as the club house and the sports ground (used by Fred Perry). Henry Vivian, a Liberal MP, assisted in its being founded and it tended to attract professional people such as teachers and civil servants.

Ealing's history is intimately entwined with the development of transport, which progressively altered its rural nature from the 19th century. The Great Western Railway (GWR) was built between London and Bristol from 1836 – 41. The problem of running trains across the River Brent was solved by Isambard Kingdom Brunel with a massive viaduct at Hanwell. The first GWR station in the area opened as Ealing Haven in 1838. At the beginning of the 20th century, Ealing considered itself a select suburb, where many residents had their own carriages. The introduction of electric trams providing cheap transport for the masses was strongly opposed by the council, championed by district surveyor Charles Jones.

The Grand Union Canal played a significant role in the growth of London and has continued to define the character of large areas of Ealing and surrounding boroughs. Formed from several major canals built during the late 18th and 19th centuries, the canal provided a reliable and safe inland waterway linking the growing city of London with the industrial manufacturing towns and mining districts of the Midlands and north west England. The unique features of the canal are documented in the Conservation Area Appraisal, which supports the use of the canalside for quiet routes for walking, cycling and boating, which are of considerable amenity value. The canal's environment includes the waterway, its banks and towpath, as well as bridges crossing it and a number of adjoining spaces and buildings that contribute to its historic character and interest.

Pitzhanger Manor Gallery and House and Walpole Park. It is the former estate of Sir John Soane, the eminent architect. The house is Grade I listed with a number of listed features present in Walpole Park. The house and gallery are open to residents and visitors to explore the heritage of Sir John Soane and participate in contemporary art exhibitions and activities.

In addition the council manages Gunnersbury Park Museum in partnership with the London Borough of Hounslow. Gunnersbury Park, the first country residence of the Rothschild family in 1835, is now a museum, which collects and displays the history of Ealing in a range of temporary exhibitions.

Both provide formal and informal learning opportunities with Pitzhanger Manor House and Gallery having particular success in working with young offenders to achieve Arts Award accreditation.

The local history and archive service is delivered from Central Library. The local history collection covers Acton, Ealing, Greenford, Hanwell, Northolt, Perivale, West Tywford and Southall-Norwood. The collection includes electoral registers, council minutes, maps, directories, newspapers, photographs and census returns in addition to a range of archival material deposited from various public and private sources. These include some vestry minutes and other civil parish records, diaries of local residents, papers of General Wetherall, Greenslade papers concerning the Martin Brothers and Martinware, some school log books and papers of some local clubs.



Ealing is home to the London Motorcycle Museum, the London Transport Museum Depot and Greenford Heritage Centre. The London Motorcycle Museum is the only motorcycle museum in London, houses over 60 exhibits and is supported through donations, membership and volunteers. The London Transport Museum stores 370,000 items at 'The Depot' in Acton and operates as a working museum store, open to the public on selected dates in the year. The items on display range from old uniforms and posters to trains and buses. It is a not for profit, independent museum, registered by the Museum and Galleries Commission, owned and operated by the London Transport Museum.

Ealing Council owns the largest public collection of Martinware in the country. This collection of studio pottery was produced by the Martin brothers in Southall and offered to the borough in the form of a bequest by John Hull Grundy who was born there. The collection is a significant part of the borough's cultural heritage.

Ealing is fortunate in the level and value of Heritage assets within the borough, contributing to both a sense of place and providing a basis for heritage-focused regeneration.

Ealing Town Hall hosts around 2,500 events per year and its Telfer Room has a fully equipped dance studio which is used by a range of arts organisations, particularly, local dance schools. Larger events, including concerts, are held in the Victoria Hall. The Town Hall continues to be an important resource in central Ealing which complements events spaces run by the UWL -Vestry Hall and Questors Theatre. The Town Hall is an important historic building which forms part of the central Ealing Cultural Quarter.

## Ealing Library Strategy 2011 - 2014

The strategic objective for the Library Service is to increase usage of the service by providing modern services that are value for money and meet the needs of our customers.

Our aspiration is that Ealing Libraries are at the heart of our communities, providing safe, accessible and creative spaces that help more people to:

- Discover the joy of books, reading and creativity
- Engage in learning and develop new skills
- Become confident and independent users of information technology
- Build social and community networks through activities, volunteering and getting involved in community life.

### **Ealing's Local Art Collection**

Ealing's local art collection contains paintings of civic dignitaries, such as the borough's first mayor, Alderman Henry Green, and John Allen Brown, founder of Ealing Free Library. It also includes work by local artists, often of local scenes, but also a significant minority of landscapes of other locations. These range from a collection of paintings by Ernest Ham of scenes of Southall in the early twentieth century to examples of the work of Justus Hill, of scenes in Acton, and Antony Dracup's of Hanwell and West Ealing.

There are currently 1,155 paintings in the collection, of differing sizes. Most of these are watercolours with 155 oil paintings. The local collection includes a display of Martinware produced by the Martin brothers, potters who lived and worked in Southall at the end of the nineteenth and the beginning of the twentieth century.

The Ealing collection is of particular local interest and remains a resource both for their historic relevance to the area and for educational research. Conserving and interpreting the collection and ensuring its availability in a range of formats remains a priority for the council as stewards of the collection.

## **Parks and Green Spaces Strategy**

The Parks and Green Spaces Strategy 2012 -2017 identifies the heritage value of Ealing's parks and open spaces. It acknowledges that these spaces provide the setting and contribute to the built heritage. Each has an historic story to tell but there are only a few spaces with tangible historical value. The strategy lists these spaces and includes key actions to safeguard and interpret these sites as important landmarks in the borough's history.

The Parks and Green Spaces Strategy highlights the importance of parks and open spaces as outdoor venues for a range of cultural and community activity. Its objective 10 (action 10.1) is to:

 Facilitate and support the use of parks as venues for commercial events and encourage community initiated and managed events in the borough's parks and open spaces.

### **Ealing Children and Young People's Plan**

The vision of Ealing's Children and Young People's (CYP) Plan is to make Ealing 'a great place for every child' and the arts and culture are central to delivering that ambition. Through contributing to youth engagement priorities, the arts can assist in delivering key education outcomes including raising attendance and attainment and key social inclusion outcomes such as creating jobs, improving youth employment and reducing re-offending.

## **Ealing Arts Audit**

The audit questionnaire was distributed through the Ealing Arts+Leisure (EA+L); Ealing Community Network (ECN); Town Hall, Civic and Community venues and various cultural and community forums, enabling the collation of information regarding contacts, priorities and challenges for local arts and cultural activities.

The audit information has been mapped across the borough and will assist groups and organisations to connect for strengthened activity. This primary data has helped shape the focus and priority actions in the Arts and Cultural Strategy.

The first iteration of the Arts and Culture Audit (2012) provides an emerging visual representation of the diversity of the borough's arts provision.

The audit enables better evidence, understanding and knowledge sharing regarding the nature and composition of organisations working in arts and culture, and profiles the endeavours and success of a vibrant cultural scene. Already, the audit shows the critical mass of provision in Central and West Ealing, whilst the known evidence of cultural provision in Acton and Southall is not yet fully reflected. Critically, the audit highlights

the key venues being utilised by cultural groups. Such data provides valuable information to inform strategic investment decisions in terms of regeneration and development initiatives. The apparent lower density of Northolt and Greenford, for example, could inform the strategic prioritisation of cultural and leisure developments going forward.

Building directly on this initial mapping, the audit will be extended through the Local Strategic Partnership and delivered by the Ealing Community and Voluntary Service (ECVS) who have appointed an Arts and Culture Champion. ECVS already has significant networks within the voluntary and community sectors and supported the consultation meetings with local groups as part of the strategy and audit developments process. Facilitating the dissemination and population of the Arts and Culture Map will, over time, provide a snapshot of cultural provision and accurate evidence of borough provision, which is critical to strategic investment and planning.



## **Event locations by category**

- Arts and crafts
- Culture and learning
- Dance and movement
- Drama, film and poetry

- Events
- Leisure
- Mulit activities and venues
- Music

# **Community Centres Environment and Customer Services Community Centre sites**

Community Centre	Services/groups provided - generic	Management type
Islip Manor CC	<ul> <li>Music Workshops</li> <li>Social Clubs – young people, vulnerable groups</li> <li>Educational classes</li> <li>Drama Classes – voluntary productions</li> <li>Outreach sessions – Skills development</li> <li>Health Sessions – Local GP sessions, PCT</li> <li>Sports and Recreational Activities</li> <li>Parent and toddler groups</li> <li>Function bookings – family life events         <ul> <li>e.g. weddings</li> </ul> </li> <li>Voluntary/ business start-up work pace</li> <li>Community Asso</li> <li>Perivale Community Association</li> </ul>	Islip Manor Community Association
Greenford CC		Greenford Community Association
Northfields CC		Northfields Community Association
Northolt Grange CC		Northolt Grange Community Association
Northolt Village CC		Northolt Village Community Association
Perivale CC		Perivale Community Association
Viking CC		Viking Community Association
West Acton CC		West Acton Community Association
Dominion Arts and Education Centre		Ealing Council
Hanwell Community Centre		Ealing Council

## **Housing Community centres**

In addition to the centres within Environment and Customer Services, there are a further 12 sites within Housing that are situated on residential housing estates. The centres are generally used by partnership agencies and the Resident Involvement Team at Ealing Council manages community groups and bookings. Two of the centres (Oak Tree and Acton Vale) are self-managed by local community associations.

Community Centre  1. Oak Tree Community Centre, South Acton	Size 3 large rooms space for 100 – 150 people	Services/ groups provided Wide range of services provided from education and skills, fitness/welfare, arts and children's activities. Linked children's centre site
Acton Vale Community     Centre, Acton	3 rooms space for 100 – 150 people	Wide range of services provided from education and skills, religion/culture, groups fitness/welfare, arts and children's activities
3. Golf Links Community Centre, Southall	1 large room capacity 100 people	Range of services provided from ESOL, religion/culture, fitness/welfare, arts and children's activities and childcare
4. Green Man Lane Community Centre, West Ealing	1 room and small office space for 50 people	Range of services from homework classes, youth activities, education and skills, religion/culture
5. Copley Close Community Centre, Hanwell	1 room and small office space for 75 people	Used mainly as a linked children's centre site although religious/cultural classes also take place
6. High Lane Portacabin, Hobbayne, Hanwell	1 room space for 40 people	Steadily increasing take-up, groups providing religion/cultural sessions, ESOL classes, coffee mornings etc.
7. Buckingham Avenue Community Centre, Perivale	1 small room space for 20 people	Ad-hoc events such as coffee mornings etc
8. Gurnell Grove Community Centre, Hanwell, West Ealing	1 large room space for 80 people	Range of services provided from religion/ culture, fitness/welfare, arts and children's activities and childcare
9. 39 Hunt Road, Havelock, Southall	1 small office space for 20 people	Used for resident consultation events
10. Rectory Park Avenue Community Centre, Northolt	Large hall and small room space for 80 people	Range of services provided such as pre-school learning, youth activities and homework clubs
11. Gainsborough Tower Resource Centre, Medlar Farm, Northolt	Three rooms space for 90 people	Partnership agencies currently provide a range of employment and skills opportunities 5 days a week
12. Joan Blandon Room, Medlar Farm, Northolt	1 small room space for 30 people	Used by residents for birthday parties etc.

## **University of West London**

UWL offers high quality conference and events spaces with the latest high-spec Audio Visual and sound systems. Additional technical equipment including high spec sound and AV systems and lighting rigs with support technicians are available to hire as required from UWL's in house production company, W5 Productions.

Spaces currently available at the Ealing Site on St Mary's Road include:

The William Barry Lecture Theatre – Newly refurbished 200 seat theatre with fixed tiered theatre style seating and built-in Audio Visual and surround sound. Perfect for conferences, lectures, film screenings and performances. The William Barry Lecture Theatre is fully accessible for all physical abilities.

**Vestry Hall** – flexible performance space with two Steinway grand pianos, the Vestry Hall is ideal for classical and acoustic performances. Max capacity is 50 seated.

**Lawrence Hall** – flexible 130 seat multi-functional performance space. Tiered or flat seating configuration options are available for lectures, performance and concerts. High spec built-in Audio Visual, sound and lighting available for all events.

Also available are a range of dance and drama studios for private hire, auditions and rehearsals.





## Appendix 2: References

## **Ealing Council:**

- Arts Provision in Ealing Borough Scrutiny Review (March 2012)
- Briefing: 2011 Census Results Policy and Performance (December 2012)
- Cabinet Report on Heritage Strategy (March 2010)
- Children and Young People's Plan 2011 2014 (January 2012)
- Community Facilities / Centres Report to Scrutiny (April 2012)
- Community Strategy 2006 2016 (Refresh 2011)
- Cultural Services Strategy (Sept 2007)
- Cultural Quarter, Urban Design Brief. / Prelim Options (December 2008)
- EPAREX\_Statistical Community Profile PAS Evidence Works (March 2012)
- Grantfinder Newsletter (November 2012)
- Growing Older, Growing Bolder Living Well -Quality of Life Strategy 2006 – 2016 (Update 2009)
- Health and Wellbeing Strategy (Update June
- Heritage Strategy 2010 2015 (March 2010)
- ICT Strategy 2010 2014

- Joint Prevention Strategy for Adults 2012 (June 2012)
- JSNA Joint Strategic Needs Assessment (October 2012)
- Libraries Strategy 2011 2016 (Update March
- LBE Cultural Strategy VCS Workshop Minutes (May 2012)
- LBE and ECN External Funding Action Plan (update December 2012)
- LBE and ECN Public Services Review Executive Summary And Recommendations
- LBE and ECN Public Services Review External Funding Action Plan (October 2012)
- LBE and ECN Strategic Review Implementation Action Plan
- LBE ECN Social Enterprise Action Plan Final (October 2012)
- Migration Ealing Evidence Works (October 2012)
- Property Strategy 2010
- Southall Regeneration Briefing Paper (June 2012)
- Strategic Review of Voluntary and Community Sector Partnership Working
- State of Ealing 2012 Population (March 2012)
- Work and Skills Strategy 2010 12

#### **London Councils:**

- Arts and Cultural provision on 33 London Borough Websites
- Bexley Arts Strategy 2008 2013
- Brent Arts Commissioning Strategy (December 2011)
- Brent Arts Development Strategy 2011 15 (November 2011)
- Brent: Cultural Strategy for Brent 2011 15
- Brent Festival Executive report (July 2011)
- Enfield: Creative Enfield Action Plan 2009 13 (August 2010)
- Hackney: Creative Hackney A Cultural Policy Framework (November 2005)
- Havering Culture Strategy 2012 14 (March 2012)
- Islington: Cultural Matters A Cultural Strategy for Islington Council 2010 – 15 (March 2010)
- Lambeth: Cultural Services Customer Charter
- Lewisham Cultural Strategy 2009 2013 (November 2009)
- Richmond: 'Excellence for Everyone' Richmond Cultural Partnership Plan 2009 – 13
- The Royal Borough of Kensington & Chelsea Arts and Culture Policy 2009 – 20 (June 2009)
- Wandsworth Cultural Strategy (September 2009)
- Westminster City Council Action Plan for Arts and Culture 2008 – 11 (May 2008)
- Westminster City Council Strategy for Arts and Culture 2008 – 13 (May 20080

## **Arts/Cultural Strategies – Other Boroughs:**

- A Cultural Strategy for Brighton and Hove
- An Arts and Cultural Strategy for the Cambridge Sub-region
- Created and Made in Sheffield 2011 2013

#### Other Documents:

- The Hackney Compact (December 2008)
- Ealing Arts + Leisure: Overview of Provision of Arts in London Borough of Ealing (March 2012)
- National Planning Policy Framework Department for Communities and Local Government (March 2012)
- Ealing Music Partnership 2012-2015 A Summary
- LGA Commissioning workbook v3\_22173
   'Putting culture and sport at the heart of strategic commissioning' LGA (Aug 2012)

### Websites:

- Accession Social Enterprise: www.accessionpartnership.com/
- Audiences London: www.audienceslondon.org/
- Brent Lodge Park Arts Collective: www.ealingartscollective.blogspot.co.uk/
- Ealing Council: www.ealing.gov.uk/
- Ealing Council Engagement website: www.ealingaltogether.com/
- Ealing Council Regeneration website: www.ealinginlondon.com/
- University of West London: www.uwl.ac.uk/music/ London\_College\_of\_Music.jsp

## Appendix 3: Consultees

### **Contributors**

Hilary Carty, Co-creatives Consulting

## **Ealing Council**

- Shanthi Ahilathirunayagam, Outreach Officer **Ealing Libraries**
- Florence Andrews, Outreach Officer, Leisure & Parks Service
- Matthew Booth Director Policy and Performance
- Guy Boniface, Policy Officer
- Chris Bunting, Assistant Director Parks and Leisure
- Simon Brooke, Head of Economy and Skills
- Fiona Elliot, Head of Hospitality & Events, Property Services
- Kate Goddard, Library Manager, Southall
- Emma Hartley, Marketing & Communications
- Pat Hayes, Executive Director Housing and Regeneration
- Gerald Jones, Adult Learning Manager
- Jonathan Kirby, Assistant Director Major Projects, **Environment and Leisure**
- Jas Marby, Dominion Centre
- Callum Murdoch, External Funding Officer
- Roger Mathews, Project Manager
- Peter Morris, Marketing & Communications Director
- Mark Newton, Director Business Services
- Marcella Phelan, Assistant Director, Planning, Commissioning and Partnerships, Ealing Children and Families Service
- Jas Sahota, Dominion Centre

- Carol Sam, Regeneration Manager
- Carol Swords Programme Manager Pitzhanger Manor House and Gallery
- Lucy Taylor, Assistant Director, Regeneration
- Louise Telot, Marketing & Communications
- Sagar Vyas, Property Services
- Helen Walker, Pitzhanger Manor House and Gallery
- Catherine Wells, Ealing Events Team
- Cllr Ann Chapman, Shadow Portfolio Holder **Customer Services**
- Cllr Ranjit Dheer, Portfolio Holder Customer Services
- Overview and Scrutiny Committee (October and November 2013)

### **Individuals, Organisations and Groups**

- Angela Arratoon, Eclipse
- Acton Community Forum
- Janpal Basran, Southall Community Alliance
- Andrea Bath, Executive Director, Questors Theatre
- Anthony Berwick Smith, ECVS
- Helen Bottomley, Development Officer, Heritage Lottery Fund
- Debs Bourner, Independent Consultant, EACS Community Strand
- Patricia Burbidge
- Cheryl Burke, Acton Carnival / Acton Community Forum
- Amar Chadar, Westside Radio

- Johann Da Silva, Broadway Studios
- Ealing Arts + Leisure
- Ealing Club
- Jean Fitzpatrick
- Vanda Foster, Curator Gunnersbury Museum JLIS
- James Gardner, Action Acton
- Simon George, Ealing Studios
- Grassroots Festival of Arts Information
- Simon Hall, Open
- Bridget Hearne
- John Hummerston, Ealing Arts + Leisure
- Francesco lannuzzelli
- Fiona Kellam
- Heather Kennedy, ECVS
- Pamela Lloyd-Jones
- London Motorcycle Club
- Hugh Mather Michael Murray, Heritage Lottery Fund
- Natalie Mcleod
- Kaisa Mills
- Richard Partridge
- Nick Pearson, Open
- Debbie Penny, Sew What

- Rachel Pepper, Acton Arts Forum
- Grace Quansah, WAPPY
- Andy Roper, Chief Executive ECVS/ECN
- Katie Rao, Broadway Studios
- Zoe Sellers, Southall Manor House
- Gillian Spragg, Ealing Autumn Festival
- Albie Stadmiller, ECVS/ECN
- Jackie Sear
- The Little Art Room
- Theatre Studio West
- Tim Vaughan
- W7Edge
- David Williams, A2 Dominion
- Jessica Hepburn, Executive Director, Lyric Hammersmith
- Helen Mason, Ealing Music Partnership
- Shira Hess, Relationship Manager, (Arts Council England – London office)
- Bisi Oyekanmi, W5 Productions, University of West London
- Professor David Osbon, University of West London
- Sara Raybould, Director London College of Music, University of West London

## LBE Arts and Cultural Strategy event - Arts Exchange, 19 November 2012

Alistair Young	(Ealing Club)
Andrea Bath	(Questors)
Angela Arratoon	(Ealing Festival of Music, Dance, Speech & Drama)
Ann Chapman, Cllr	(Ealing Film and Music Festival)
Anthony	(OPEN)
Bridget Hearne	(Acton/Ealing Ballet School)
Camile Hendricks	(UWL)
Carers Voluntary Services	
Carol Wilkes	(Ealing Quilters)
Charlie Coffey	(PM)
Calum Murdoch	(LBE External Funding)
Cheryl Burke	(West London Black History)
Don Kennedy	(Rainbow Poetry)
Debbie Penney	(Sew What)
Erica Hedges 7 Niall Cullen	(Preface Morn)
Franceso lannuzzelli	(Taqasim)
Friends of Marcq-en-Baroeul	
Gillian Spragg	(Ealing Autumn Festival)
Grace Quensah	(WAPPY)
Grassroots Festival	
Heather Kennedy	(ECVS)
Helen Walker	(PM)
Hugh Mather	(St. Mary's Perivale)

lan	(W7 Edge)
lan Briggs	(Questors)
Impact Theatre	
Jackie Sear	(EASE & GNP Federation)
Jean Fitzpatrick	(Pass the Poem)
John Durston	(WAPPY/ Positive Awareness Project)
Julie Saunders	(Theatre Studio West)
June Martin	(The Little Art Room)
Kate Goddard	(LBE Libraries)
Linda Taylor	(Pass the Poem)
London Motorcycle Museum	(Bill & Phillipa)
Mandie Wild	(OPEN/A2dominion/ GML)
Natalie	(NMS Dance)
Nick Pearson	(OPEN)
Pamela Lloyd Jones	(Artist)
Patricia Burbridge	(Artist)
Richard Partridge	(Ealing Symphony Orchestra)
Ranjit & Richard	(W7 Edge)
Samantha Stotland	(Ealing Volunteer Centre)
Sara Raybould	(UWL)
Simon Hall	(OPEN/A2dominion/ GML)
Tim Vaughan	(Ealing Town Hall)

## **Useful links**

All of these mediums aim to promote the borough and its arts/cultural and lifestyle opportunities, even though they may not be targeted at the same audience.

www.ealingaltogether.com www.ealinginlondon.com www.ealinginvolved.org/ www.ealingnetwork.org.uk/ partridge.orpheusweb.co.uk/EA/ www.creativeealing.com/

It will be important to harmonise the to ensure a strong coherent message. Ealing Council can support this through its immediate channels including the main website **www.ealing.gov.uk** by creating dedicated arts and culture pages; providing base data and key facts about the arts/ culture in Ealing and making this available to a wider audience - stakeholders and partners and signposting to other relevant sites.

## **Independent Radio Stations**

Radio stations providing an important medium for promoting and enriching the diversity of local culture and the arts as well as opportunity for local people to develop

These include:

Akash Radio www.akashradio.com/

Desi Radio www.desiradio.org.uk/

Sunrise Radio Network www.sunriseradio.com/

