



A NEW CULTURE STRATEGY FOR HAVERING 2019-22





LONDON YOUTH GAMES

Havering Hurricanes girls' football team celebrates winning their second successive tournament

A NEW CULTURE STRATEGY FOR HAVERING 2019-22

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Clockwise from top: Children's athletics at Hornchurch stadium; adult arts at Fairkytes Arts Centre; Harold Wood Library, one of ten libraries in Havering; wildflower meadow created by Havering Parks on Queen's Theatre Green

Executive Summary

The new Culture Strategy for Havering is a framework that will inform future directions for culture and cultural activities in Havering.

Previously, although there has been significant cultural activity within Havering, there has not been an up-to-date strategic context within which the diverse provision and opportunities that exist can sit.

Culture touches upon many peoples' lives in Havering and significantly contributes to the quality of life and health and well-being of residents and visitors to our borough. The Culture Strategy is fundamental to meeting the needs of the wider community.

The strategy has been developed through a five part consultation process:

1. A series of seven public workshops held in venues across the borough.
2. A number of one-to-one meetings with representatives of individual organisations and stakeholders across the borough.
3. An online consultation questionnaire which the public responded to, developed in consultation with the new Cultural Stakeholders advisory group and promoted through social media and partner organisations.
4. Attendance at, and presentations to, key existing groups within the borough.
5. Meetings of a newly formed Cultural Stakeholders Advisory Group.

The strategy sets out a definition of what we consider to be culture in our borough.

It describes who the strategy itself is for.

It provides the local context within which the strategy sits, offering an overview of the changing demographics of our borough, current cultural provision in the borough and the latest Havering Council local authority strategic context.

It describes the national context within which the strategy is placed. An essential element of a nation's soft power is its culture: how it presents itself and is attractive to other countries and citizens. Culture is one of the UK's greatest success stories, and the creative industries alone are worth £84 billion to the economy (as at 2016) and reported to be growing at almost twice the rate of the wider economy.

The economic benefits of culture in attracting talent and investment to places, welcoming tourists, and creating healthier and more balanced communities are all well proven.

Culture is at the heart of improving lives, health and well-being, helping people have a greater understanding of themselves and increased empathy with respect to others. Participation in culture creates engaged citizens and helps minority groups find

“...in terms of scope, it should include such activities as arts, sports, libraries, museums, heritage, archaeology, archives, architecture, crafts, children’s play, reading, parks, tourism, countryside recreation, etc. Other activities such as entertainments, design, fashion, food, media, visiting attractions and other informal leisure pursuits will also be part of cultural strategies.”



2012 OLYMPIC TORCH PROCESSION IN ROMFORD

The London Games allowed Britain to promote its rich culture to the world.

In 2016 the culture and creative industries were worth £84bn to the UK economy

a voice. Cultural education underpins learning and skills development.

There is a network of publicly funded national and regional development agencies working across and funding different strands of culture. Part of the research undertaken to inform this “New Culture Strategy for Havering” was to prepare an overview of these agencies and their strategies.

The strategy has five aims which arise from the consultation process:

Transforming Awareness will be achieved by establishing a cultural brand and marketing, developing new digital solutions, encouraging cross promotion across organisations, recruiting volunteer cultural champions, extending work based learning, identifying talented individuals and celebrating good news stories.

Creating Connectivity will see the development of a Cultural Stakeholders Advisory Group, more networking opportunities, establishing a Local Cultural Education Partnership, applications for external funding, new cultural partners from outside the borough, a culture of skills sharing and collaborative staff and volunteer development and ensuring culture is on all the right agendas.

Engaging the Least Engaged will involve

identifying areas and groups of least engagement, delivering additional activity in places of low engagement, applying for funding to remove barriers to participation, ensuring more cultural activity is accessible to D/deaf* and disabled people, involving young people in governance, linking culture in community commissioning, introducing a culture loyalty card and undertaking free, low cost and taster cultural activity.

Placing Culture Within Cohesion will mean organising more cultural activities celebrating different and changing communities, ensuring there is a range of existing provision for people from different cultural backgrounds, weaving culture into cohesion strategies and developing a programme of activity that maximises opportunities for young people to participate.

Rebalancing The Sector ideas tested and developed further will be around grassroots live music programming, testing pathways for gifted and talented progression, creating a centre for visual arts, establishing town centre hubs for cultural activity and evaluating the range of sport on offer.

*The term D/deaf is used in higher education and research to describe students who are Deaf (sign language users) and deaf (who are hard of hearing but who have English as their first language and may lipread and/or use hearing aids).



HEALTH AND WELLBEING
Latin and ballroom dancing at Emerson Park School

FIVE AIMS of the CULTURE STRATEGY

Transforming Awareness

“Residents of Havering, and increased numbers living outside of the borough, are more aware of Havering’s existing and enhanced cultural offer and the positive impact culture can play within people’s lives.”

Creating Connectivity

“Havering is a strongly networked and increasingly resilient borough of cultural players, where cultural partners work together to develop and deliver cultural strategy, create projects in partnership, cross promote each other’s work and fundraise for new initiatives.”

Engaging the Least Engaged

“That the range of people engaged in cultural activity in Havering is increased and that the least engaged are actively prioritised.”

Placing Culture Within Cohesion

“Culture is seen and being used as a way of ensuring that there is a sense of belonging for all of the communities of our borough and that there are enhanced relationships between people from different backgrounds.”

Rebalancing The Sector

“There is a broad range of cultural activity across the borough and where there is a lack of key provision this is addressed.”



QUEEN'S THEATRE

One of the only producing theatres in London and the only Arts Council England National Portfolio funded organisation in Havering

1. What is culture?

There are many definitions of culture. Our borough uses the Department of Digital, Culture, Media and Sport definition of Culture for the purposes of this strategy. This is:

“...in terms of scope, it should include such activities as arts, sports, libraries, museums, heritage, archaeology, archives, architecture, crafts, children’s play, reading, parks, tourism, countryside recreation, etc. Other activities such as entertainments, design, fashion, food, media, visiting attractions and other informal leisure pursuits will also be part of cultural strategies.”

Department of Culture Media & Sport

“Culture is what we do and who we are, encompassing a broad range of actions and activities which have the capacity to transform, challenge, reassure and inspire, giving a people and its place a unique and distinctive identity.”

When creating its Culture Strategy for 2017-2030, the city of Leeds created its own definition, following a year of conversations with people from across the whole city and incorporating a range of perspectives

“...takes a broad view of culture, from arts institutions, creative industries, the historic environment and museums, to community festivals, pubs and nightclubs, busking pitches, skateparks and street art.”

The Mayor of London’s Cultural Strategy, “Culture for all Londoners”

2. Who is the strategy for?

- ☐ Key decision and policy makers e.g. London Borough of Havering and the agencies set out in the 'Context – National' section
- ☐ The professional cultural sector in Havering
- ☐ The voluntary cultural sector in Havering
- ☐ Cultural partners from outside of Havering who may wish to work in our borough
- ☐ Residents of Havering – regardless of whether they currently engage in or consider themselves to be engaging in culture
- ☐ Representative groups such as the Havering Arts Council, Havering Sports Council, Havering Youth Council, Romford YMCA Residents Forum
- ☐ The wider voluntary sector
- ☐ The education sector including schools, further and higher education institutions, those working in education outside of the formal structure
- ☐ Organisations being commissioned to provide services in the borough
- ☐ Marginalised communities
- ☐ The private sector
- ☐ The regeneration and development community, including property developers, land owners and agents
- ☐ The tourism sector
- ☐ Trusts, foundations and social enterprises who might wish to support the ambitions set out



MYPLACE
Children's cycle courses



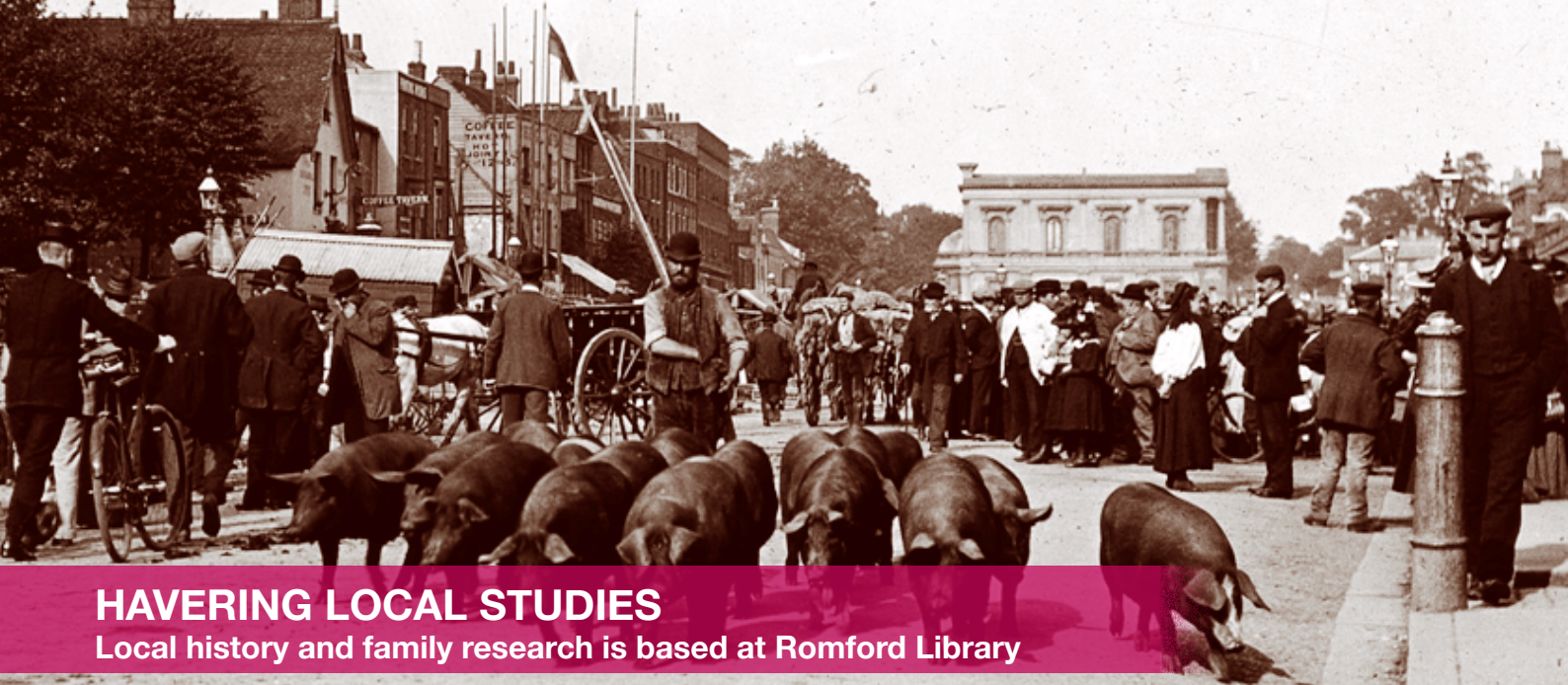
HERITAGE
Grade II listed Brettons



CHILDREN'S ARTS
Crafts at Fairkytes Arts Centre



TEENS
Youth Service Yellow Bus in parks



HAVERING LOCAL STUDIES

Local history and family research is based at Romford Library

3.1. Local

Havering is the second largest borough in Greater London with a population of around 242,000, set to grow to 295,000 by 2028. It covers 43 square miles, half of which is in the green belt. To the north and east, the borough is bordered by the Essex countryside, to the south by a three mile River Thames frontage, and to the west by the boroughs of Redbridge and Barking and Dagenham.

Havering and Bromley are London's least diverse boroughs. However, of all London boroughs, Havering has had the highest percentage increase between the 2001 Census and the 2011 Census as the percentage of ethnic minority population has more than doubled, to 17% in 2011, with the following ethnic groups seeing the highest increase:

- ☐ Black or Black British: African
- ☐ White Other
- ☐ Asian/Asian British: Indian.

Havering's ethnic minority population is projected to steadily increase to approximately 21% in 2041.

Havering continues to have an aging profile which is older than London as a whole. It is projected that the largest growth in population to 2033 will occur in children (0-17 years) and older age groups (65+ years).

According to the latest Annual Population Survey (2012-13), 21% of working age people living in Havering have disclosed they have a disability or long-term illness/health condition. Two thirds of Havering's employed population work outside the borough.

Our borough has a range of existing cultural activity:

Arts

- ☐ Queen's Theatre Hornchurch is one of the only producing theatres in London and the only Arts Council England National Portfolio funded organisation in Havering. Brookside Theatre is a professional theatre venue in Romford and the Little Theatre in Harold Wood home to a local amateur theatre group The Guildonian Players.
- ☐ Havering Music School is the local authority music service for the borough, teaching students at primary, secondary and college levels.
- ☐ Havering Council's Arts Service and Fairkytes Arts Centre deliver an extensive programme of arts and events.



HAVERING MUSIC SCHOOL
Stage Band

- ❑ Havering College of Further and Higher Education and Havering Sixth Form College both offer arts and media courses.
- ❑ The Brentwood Road Gallery, based at Frances Bardsley School, hosts touring and local artists visual arts exhibitions.
- ❑ Rainham Association for Village Events organises two cultural festivals each year in Rainham town centre.
- ❑ The arts sector is supported by volunteer led Havering Arts Council, who organise an annual Havering Arts Festival, and the Havering Fine Art Society.

Sports

Havering has four leisure centres, operated by Everyone Active. Havering Council's Health and Sports Development team deliver a year round programme, including dance provision and walking for health activities. Our borough has around 60 local sports clubs and teams. Havering schools participate in the London Youth Games organised by the Havering Sports Collective, which offers services to schools. The sector is supported by volunteer-led Havering Sports Council.

Libraries and Reading

Havering Council's Library Service manages 10 branch libraries, as well as a Schools Library Service and Reader Development team, who deliver a Summer Reading Challenge.



UPMINSTER WINDMILL



HAVERING MUSEUM

Museums and Heritage

- ❑ Havering Museum is a volunteer led local history museum situated in Romford.
- ❑ Langtons House is a Grade II listed 18th century manor house with landscaped gardens dating from the 18th century.
- ❑ Rainham Hall is a National Trust Grade II listed Georgian house offering a two year changing exhibition programme.
- ❑ Bretons Manor House is Grade II listed, with houses having stood on the site since 1160.
- ❑ Upminster Windmill is a Grade II listed smock mill currently being restored.
- ❑ The Upminster Tithe Barn hosts a museum of nostalgia.

Parks and Countryside

Havering Council's Parks Service manages 108 Parks and Open Spaces. Fourteen of our borough's parks have been awarded Green Flag status. The Thames Chase Community Forest is the only community forest in London, with the Thames Chase Visitor Centre hosting cultural activity.

Recreation

- ❑ Myplace in Harold Hill runs a programme of activities including music and arts projects, sports and youth clubs, operated by Havering Council's Children's Services.
- ❑ Romford YMCA delivers a range of cultural activities for residents.
- ❑ Havering Association for People with Disabilities organises cultural classes and visits.
- ❑ The New Windmill Hall hosts classes and amateur performances.
- ❑ Mind in Havering organises cultural activity including the Havering Half Marathon.

In terms of local authority strategic context, this Culture Strategy is being considered in the context of Havering Council's corporate plan for 2019/20. This sets out a vision of 'Cleaner, Safer, Prouder Together'. The four key themes of that vision are:

- ❑ **Communities: A helping hand** Helping young and old people fulfil their potential through high-achieving schools and by supporting them to live safe, healthy and independent lives.
- ❑ **Place: Great place to live** Making sure that our neighbourhoods are a great place to live by investing in them and keeping them clean, green and safe with access to quality parks and leisure facilities.
- ❑ **Opportunities: Making life better** Helping people get on in life by creating jobs and skills opportunities and building genuinely affordable homes.
- ❑ **Connections: Making life easier** Making it easier for people to get around and online by investing in road, transport links, faster internet and free Wi-Fi in town centres.



3.2. National

An essential element of a nation's soft power is its culture: how it presents itself to other countries and citizens. Culture is one of the UK's greatest success stories, and the creative industries alone are worth £84 billion to the economy (as at 2016) and reported to be growing at almost twice the rate of the wider economy. The economic benefits of culture in attracting talent and investment to places, welcoming tourists, and creating healthier and more balanced communities are all well proven.

Culture is at the heart of improving lives, health and well-being, helping people have a greater understanding of themselves and increased empathy with respect to others. Participation in culture creates engaged citizens and helps minority groups find a voice. Cultural education underpins learning and skills development. There is a network of publicly funded national and regional development agencies working across and funding different strands of culture. Part of the research undertaken to inform "A new Culture Strategy for Havering (2019-2022 and beyond)" was to prepare an overview of these agencies and their strategies.

The fact that Havering is classified as an area of low engagement in the arts and a London borough that has seen lower levels of application and investment in it from **Arts Council England** than others presents an opportunity. Broadening engagement, supporting talent, reflecting diversity and nurturing children and young people are some key themes emerging in Arts Council England's next ten year strategy.

Whilst many agencies are increasingly looking to fund more activity outside of London, skills development, educational partnerships and future audiences (particularly young people) are priorities of the **British Film Institute** which could be particularly interesting to Havering.

Whilst the **Crafts Council** is not a funder in itself, like many agencies it is looking towards major landmarks, principally the National Festival of Craft in 2021, an opportunity for Havering to participate in. Again, like for other agencies, diversity, as a way of building bridges and embracing openness and inclusivity, is a focus.

Creative & Cultural Skills has a link with Havering College, a leadership college within the **National Skills Academy** network, which it would be helpful to build upon and could be key in creative industries employment opportunities, apprenticeships and graduate retention. The new **Creative Careers** funding programme offers potential.

Like the Crafts Council, the **Design Council** isn't principally a funder, but its work around 'happier, healthier and safer' communities and healthy and inclusive place making should certainly be a reference point.

At a government departmental level, **Department of Digital, Culture, Media and Sport** priorities around economic growth, broadening participation and skills development could be noteworthy. DCMS interest and support for inbound tourism might be investigated, as might its new innovation fund to tackle loneliness and other cross governmental collaborations.

Projects improving the historic environment, restoration and conservation can consider support offered by **English Heritage**. In Havering, no Blue Plaques have been put in place, so this is certainly worth following up on as part of cultural place making.

Havering already has a successful partnership with the **Forestry Commission** through the community forest of Thames Chase. However there is more to be explored in terms of opening up forests for further public use, through programmes like the Active Forest programme, Forest Live and Forest Art Works.

As the major funder of heritage in the UK, the **National Lottery Heritage Fund** is a key player. Its new strategic priorities are appealing, including those around inspiring people to value heritage and making heritage inclusive, as are the focus on landscapes and nature and community heritage, all worth reflecting on further.

As part of the Heritage at Risk Register, **Historic England** has identified 10 locations in Havering at risk of degradation, which could be grant funded. The Heritage Schools programme is of interest as is the establishment of new Heritage Action Zones.

The **London Sport** profile of Havering is insightful in indicating that physical activity uptake is at the London average, but that health data shows worse than national average health. Their programmes such as Satellite Clubs, This Girl Can in London and ClubWorks could all be further examined.

The new **Mayor of London Cultural Strategy** – Culture for all Londoners – outlines a series of priorities for Havering to respond to. The London Borough of Culture competition will next be available for 2021, a new Culture Seeds small grants scheme has been established and likewise a Young Londoners fund will fund creative activities. **Creative Enterprise Zones**, the **Creative Land Trust** and the **Good Growth Fund** are all linked to supporting and sustaining cultural places. The **Digital Talent** programme seems of interest, as does the development of **London Area Guides** to encourage tourists to visit London beyond Zone 1.

Rainham Hall is the only **National Trust** property in Havering, but the Trust's interest in presenting a 'more engaging' experience of heritage and the outdoors for all ages offers useful synergies.

Natural England has unveiled a plan around modernising green infrastructure and increasing access, so that everyone in the community can enjoy parks and green spaces today and into the future, which could be particularly relevant.

Play England is working with communities to support the importance of child and teenage play in a variety of settings, which could be pursued, as could its Playday national celebration (Havering doesn't have one), Love Outdoor Play initiative and Saferplay training.

Participation in culture, as part of healthier communities, is vital in the protection and enhancement of public health, overseen by **Public Health England**, particularly in relation to prevention (which is most needed in the more deprived parts of Havering), and can play an important role in public health projects that improve the health of the local population and reduce inequalities.

The **Royal Institute of British Architects** has several projects emerging from its strategy that Havering could get involved in, including events, awards, student mentoring and capacity building.

The key priorities of **Sport England** offer significant connection to Havering, including those around confronting inactivity, building a love of sport in children and young people, sport being made more welcoming and inclusive to under represented communities (echoing the repeated point about diversity), digital expectations and stronger local collaboration. The **Community Assets Fund**, **Major Events Engagement Fund** and **Strategic Facilities Fund** could all aid Havering's ambitions.

The **National Archives** has a series of strands to its work which could be valuable to the borough's archiving and that of borough based organisations.

According to **Visit Britain/Visit England** data, Havering had the 2nd lowest domestic tourist trips in 2015, and the 2nd lowest spend in London too, suggesting increasing tourism presents a place based opportunity, particularly around the concept of **Undiscovered England**.

4. Aims, objectives and outcomes

4.1. Transforming Awareness

Lack of public awareness of the existing cultural offer in Havering was raised as a direct concern at 35% of the 1 to 1 consultation meetings. In responses to public consultation about 'What would help you do more?', 'More Information/advertising' was the 3rd most popular response. The aim of the Culture Strategy in relation to Transforming Awareness is that:

“Residents of Havering and increased numbers living outside of the Borough are more aware of Havering’s existing and enhanced cultural offer and the positive impact culture can play within people’s lives”

This aim is important as there is limited purpose in developing further cultural activity if the current provision is not being adequately promoted to residents and visitors, and therefore, subject to it being of interest, utilised as much as it might be.

In order to achieve this, we will:

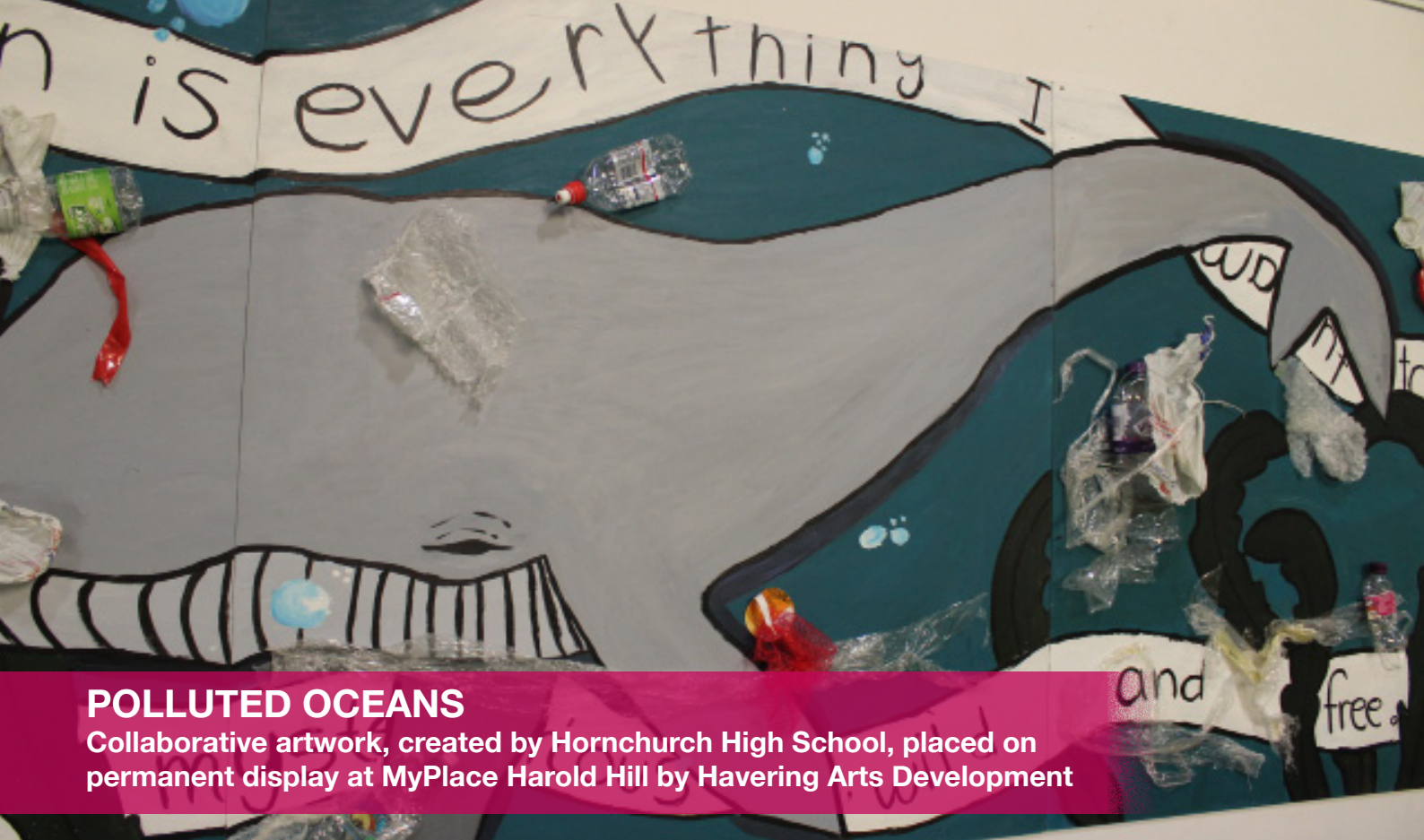
- ☐ Create an outward facing cultural brand and marketing approach that celebrates the unique selling points of our borough’s existing cultural offer, promotes the benefit to participating in culture and uses language that isn’t off putting to the general public
- ☐ Develop new digital solutions such as a culture app, that collectively promote on an ongoing and refreshed basis all or parts of our borough’s changing cultural offer
- ☐ Consider non-digital solutions that have offer increased promotion of our borough’s existing cultural offer to local people who are unable or unlikely to access a digital platform
- ☐ Foster an increased culture of organisations across the borough cross promoting each other’s offers, digitally and through a physical presence in each other venues, supported by the establishment of a local attractions group
- ☐ Include opportunities to develop networks of volunteer cultural champions and connectors for all or parts of our borough’s cultural offer, within relevant external funding bids, as well as integrating culture into the work of existing champions such as those concerned with public health
- ☐ Ensure more young people are aware of the opportunities for employment in the cultural sector in the borough, partly through the enhancement of work based learning opportunities
- ☐ Identify talented individuals from across the borough who live or have lived in Havering and promote these to inspire a greater sense of pride in place and the opportunities available
- ☐ Develop mechanisms to ensure that good news stories about culture in the borough are being celebrated

By March 2022, as outcomes of these objectives, we will test via stakeholder and public consultation whether:

- ☐ Our borough is able to communicate to a range of audiences the strength of the existing cultural offer
- ☐ Local people are aware of & participating in Havering’s existing and enhanced cultural offer
- ☐ Best use is being made of existing resources in the borough to cross promote the offer
- ☐ Young people are taking up employment opportunities within the cultural sector within the borough
- ☐ Residents of the borough have a sense of pride in Havering’s cultural offer
- ☐ People from outside of the borough are aware of & participating in Havering’s cultural offer



**HAVERING YOUNG
ARTIST 2019**



POLLUTED OCEANS

Collaborative artwork, created by Hornchurch High School, placed on permanent display at MyPlace Harold Hill by Havering Arts Development

4.2. Creating Connectivity

43% of the 1 to 1 consultation meetings directly referred to the lack of connectivity across the cultural sector and seeking opportunities to work together more collaboratively.

The aim of the Culture Strategy in relation to Creating Connectivity is that:

“Havering is a strongly networked and increasingly resilient borough of cultural players, where cultural partners work together to develop and deliver cultural strategy, create projects in partnership, cross promote each other’s work and fundraise for new initiatives”

This aim is important, as in the current economic climate particularly, with limited resources available, a public/third sector led partnership approach is required to develop cultural provision. An unconnected sector will miss out on opportunities. A connected sector will be able to make the best use of, and better access, enhanced resources. In order to achieve this, we will:

- ☐ Develop the role of the forming Cultural Stakeholders Advisory Group to oversee the delivery of the Culture Strategy
- ☐ Create networking opportunities across the cultural sector that regularly bring together organisations, practitioners, volunteers and the public
- ☐ Establish a new Local Cultural Education partnership, focusing on the opportunities educational and cultural partners can develop together to transform the lives of Havering’s children and young people and better promote the value of culture in education
- ☐ Work across organisations and sectors to apply in partnership for external funding that will enable new cultural activity to be delivered
- ☐ Welcome potential new cultural partners into the borough and work collaboratively to maximise the opportunities this presents, particularly in under represented areas of culture
- ☐ Foster a culture of skills sharing and collaborative staff and volunteer development across the borough
- ☐ Ensure culture is on the agenda for the widest range of public, private and third sector organisations and their strategic activity, including the Romford Bid and Master planning.



HAROLD HILL

Identified in the Culture Strategy as one of the least culturally engaged areas of Havering



PARA ATHLETICS

Havering Sports Development at Hornchurch Stadium

By March 2022, as outcomes of these objectives, we will test via stakeholder and public consultation whether:

- ☐ Organisations and individuals consider themselves part of a collective endeavour to deliver culture in the borough
- ☐ Organisations are working together effectively in partnership, maximising the impact of existing capacity
- ☐ Funding is being leveraged into the borough to deliver new and enhanced cultural activity
- ☐ Havering is a place where more cultural partners from outside of the borough are keen to work due to the positive welcome and effective facilitation
- ☐ Individuals working in the borough have increased skills and knowledge
- ☐ Culture is part of the strategy and activity of the widest range of public, private and third sector organisations

4.3. Engaging the Least Engaged

Lack of engagement and barriers to participation are directly referred to in 88% of the one-to-one consultation meetings. Places of low engagement referred to include Harold Hill, Collier Row, Rainham, Orchard Village, South Hornchurch, Romford.

Demographics insufficiently engaging include young people (including schools), culturally diverse, socially isolated older people, D/deaf and disabled people. Barriers to participation, other than awareness, include cost, variety of offer, transport links, competition for free time, parking.

In responses to the public consultation about 'What would help you do more?', 'cost' related responses was the most popular, 'variety of offer' the 2nd, and 'transport' the 3rd.

The aim of the Culture Strategy in relation to Engaging the Least Engaged is:

“That the range of people engaged in cultural activity in Havering is increased and that the least engaged are actively prioritised”

This aim is important as there is a universal right to culture. Culture can potentially have the most life changing impacts in those places or with those people who are currently the least engaged. Many funders will be focused on supporting increased provision for those not currently participating. In order to achieve this, we will:

- ☐ Work collectively as sectors/sub sectors to identify areas and groups of least engagement and focus new and existing activity as a result
- ☐ Deliver additional activity in places of low engagement within the borough – this might include the contribution of live streaming of activity in some instances
- ☐ Apply for funding that will enable barriers to participation in cultural activity to be removed
- ☐ Audit and take action to ensure that more and more cultural activity is accessible to D/deaf and disabled people, closely involved third sector support organisations to do so

- ☐ Involve more young people in the governance of cultural organisations
- ☐ Promote the inclusion of culture in social prescribing and as an aspect of prevention and mitigation of demand for public services, by building culture offers into community commissioning
- ☐ Introduce a culture loyalty card or sub sectorial cards to encourage further participation
- ☐ Identify, organise and promote free, low cost or taster cultural activity to local residents in circumstances where price, fear of the unknown, 'it's not for me' is a barrier to participation. This may be externally funded activity, about increasing awareness of existing low cost activity, sharing best practice, utilising spare capacity or reorganising existing pricing.

By March 2022, as outcomes of these objectives, we will test via stakeholder and public consultation whether:

- ☐ Percentages of local people and the places/demographics not engaging in cultural activity in the borough
- ☐ Funding is being leveraged into the borough to deliver new and enhanced cultural activity for the least engaged people
- ☐ D/deaf and disabled people are sufficiently participating in cultural activity
- ☐ Young people are involved in the governance of cultural organisations
- ☐ Vulnerable people are being supported to participate in culture
- ☐ Free, low cost and taster culture activity is removing barriers to participation

4.4. Placing Culture Within Cohesion

The importance of culture in community cohesion is explicitly referred to in 43% of the 1 to 1 consultation meetings. This is seen as particularly important as the communities of our borough change. Consultees talk about culture breaking down barriers and creating shared understanding, communities not celebrating their own cultures, opportunities to celebrate difference and make connections.

Several respondents also talk about the offer of cultural activity as an alternative to anti-social behaviour involving young people. In responses to the public consultation about 'What would help you do more?', more activities for young people are highlighted as the 5th most popular response, and that similarly these activities are highlighted in 'What would you like to do?', but not 'What do you get up to in your spare time locally?'



PARKOUR

Havering Sports Development's successful introduction of a new sport for teenagers in Harrow Lodge Park

FAIRKYTES LIVE



GRASSROOTS MUSIC

The Echoes on the Fairkytes Live Stage
at the Havering Show

The aim of the Culture Strategy in relation to Placing Culture Within Cohesion is that:

“Culture is seen and being used as a way of ensuring that there is a sense of belonging for all of the communities of our borough and that there are enhanced relationships between people from different backgrounds”

This aim is important as community cohesion is a key challenge in a place with significantly changing demographics. Cultural activity can be one of the most effective ways of addressing this issue.

In order to achieve this, we will:

- ☐ Work collectively to organise more cultural activities that celebrate the different and changing communities of our borough
- ☐ Regularly audit existing cultural provision and ensure organisations are sufficiently trained and equipped to ensure that there is an appropriate range of opportunity for people from different cultural backgrounds
- ☐ Ensure that culture is woven into strategies and decision making around community cohesion
- ☐ Develop a programme of activity that maximises the opportunities for young people to participate, particularly at times associated with anti-social behaviour

By March 2022, as outcomes of these objectives, we will test via stakeholder and public consultation whether:

- ☐ Communities of our borough consider that their community’s cultural priorities are being celebrated
- ☐ Cultural provision offers a wide range of opportunity for people from different cultural backgrounds
- ☐ There is a wide recognition of the role culture can play in encouraging community cohesion
- ☐ Some young people are participating in cultural activity rather than anti-social behaviour

4.5. Rebalancing the Sector

The one to one consultation meetings identify the following key areas where there is a lack of provision in the cultural offer:

- ☐ Live music & music making
- ☐ Gifted and talented progression
- ☐ Visual arts
- ☐ Town Centres needing cultural hubs
- ☐ Holistic offer of sport

The public consultation identifies ‘Sports’, ‘Music’ and ‘Visual Arts’ as the top three things under ‘What would you like to do?’. ‘Sport’ is the 2nd most popular thing when asked ‘What do you get up



DCMS cultural definitions

to in your spare time locally?, but 'Music' the 5th and 'Visual Arts' 9th, nearly at the end of the list.

This aim is important as gaps in cultural provision can mean that people of particular demographics or interests, or in particular places, aren't able to engage or progress.

The aim of Culture Strategy in relation to Rebalancing The Sector is that:

"There is a broad range of cultural activity across the borough and where there is a lack of key provision this is addressed."

In order to achieve this, our borough will:

- ☐ Support more grassroots informal live music programming and develop or ensure access to existing music making facilities, particularly that will appeal to younger audiences
- ☐ Test pathways for gifted and talented progression, with a particular focus on individuals from protected characteristics, and ensure any gaps in those pathways are filled
- ☐ Develop or enhance a facility in order to create a centre for visual arts in our borough
- ☐ Establish and support town centre hubs for different cultural activity as part of Town Centre Master planning
- ☐ Evaluate the range of sport on offer and approaches to gaps in provision
- ☐ In each case, there will be further testing of the detailed need, and options around utilising, expanding and repurposing existing facilities, creating new facilities within developments and regeneration opportunities, and meantime and pop up use of space will all be considered

By March 2022, as outcomes of these objectives, we will test via stakeholder and public consultation whether:

- ☐ Our borough has sufficient provision in live music and music making
- ☐ There are clear pathways for gifted and talented progression, particularly with a focus on individuals from protected characteristics.
- ☐ There is a developing and increasingly effective centre for visual arts in our borough.
- ☐ Hubs for cultural activity are in place in town centres.
- ☐ There is a wide enough range of sport on offer.

HAVERING IS CLASSIFIED AS AN AREA OF LOW ENGAGEMENT IN THE ARTS WITH LOW LEVELS OF APPLICATION FOR INVESTMENT FROM ARTS COUNCIL ENGLAND

