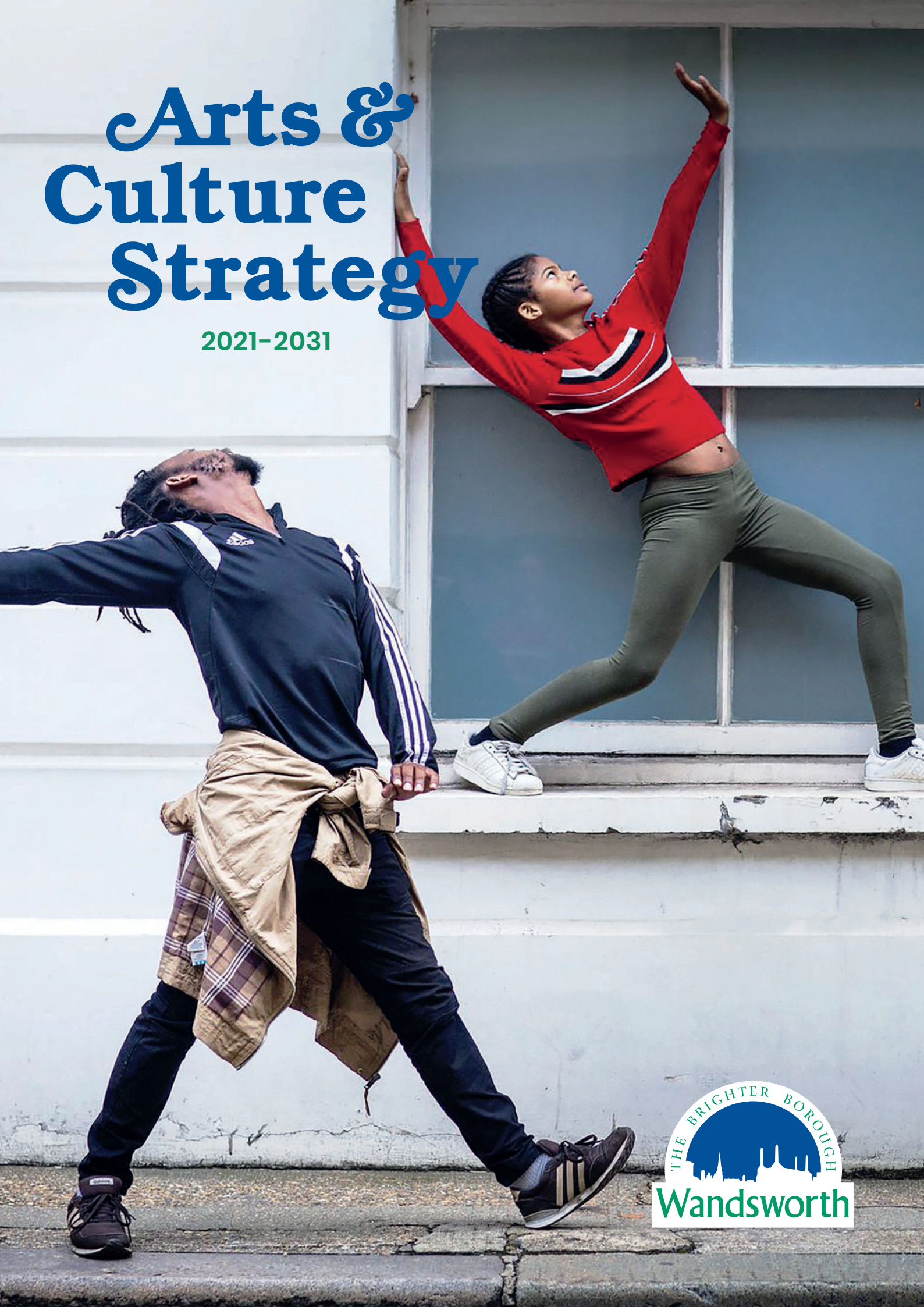


# Arts & Culture Strategy

2021-2031





To get involved or to find out more please visit:  
[wandsworth.gov.uk/leisure-and-culture/arts/arts-and-culture-strategy](https://www.wandsworth.gov.uk/leisure-and-culture/arts/arts-and-culture-strategy).

Front cover image: As part of Linden Homes' Section 106 cultural obligations, the Arts Service commissioned local arts organisation Tavaziva Dance, in partnership with the Royal Academy of Dance and Caius House Youth Centre, to deliver a two year programme for young people aged 9 – 18 years to explore the process of creating, marketing and performing their own music and choreography. Image credit: Jevan Chowdhury courtesy of Tavaziva Dance.



# Vision

Arts and Culture play a vital role in making Wandsworth a prosperous, healthy and attractive place to live. Arts and Culture brings people together and provides a sense of vitality and belonging. The Council is only one part of a rich, diverse and complex arts and culture ‘ecology’ in Wandsworth.

We, Wandsworth Council, see ourselves as playing a vital role in supporting, co-ordinating, convening and promoting the Borough’s cultural life. We plan to use our cultural assets and programmes as the building blocks of place-shaping, and as key elements within new developments and regeneration.

We look to work with partners to ensure a strong and thriving arts and cultural offer that benefits not only individuals, but also families and wider communities, as well as contributing to the vitality of the Borough’s neighbourhoods and town centres. Through collaboration with our cultural and creative practitioners, freelancers and organisations, we animate our local economies, foster our strong sense of community ownership, raise aspirations, and support residents in leading healthy and happy lives.

Through this strategy we set out our ambitious offer for Arts and Culture within the Borough, and our vision to establish Wandsworth as one of the country’s leading examples of how to integrate cultural opportunities and engagement into the delivery of all the Council’s priorities.

Wandsworth is a Borough that develops the artists, creatives and audiences of tomorrow; this Arts and Culture Strategy sets out our key principles and aims for the sector between 2021–2031.






Councillor Steffi Sutters  
Cabinet Member (Community Services and Open Spaces)

# Foreword

**This Arts and Culture Strategy is our commitment to a long-term creative vision for the Borough. We aim to be bold and ambitious, and to embed Arts and Culture at the heart of Council's work.**

 Our priority is to continue to support the local cultural scene that is made up of artists, organisations and community / arts groups. This creative community will in turn help improve the lives of our residents, support the economic growth of the Borough, promote routes into local creative jobs, and develop thriving cultural local neighbourhoods. Working in partnership across the cultural and creative sector, this strategy ensures that Arts and Culture is part of all residents' lives, no matter their age: for enjoyment, wellbeing and to develop new skills or discover new talents.

Some of this strategy will be led by the Council, such as: integrating arts and culture into place-shaping and regeneration in Nine Elms, Battersea, Clapham Junction, Wandle Delta and Wandsworth Town, Wandsworth Riverside, Putney, Roehampton, Balham and Tooting; developing creative clusters such as the Battersea Design and Technology Quarter; and coordinating the Local Cultural Education

Partnership. But for much of it, the expertise lies within our creative communities and partners, residents and friends, and we look forward to collaborating with all of you to achieve our common goals of a thriving and energetic arts scene in Wandsworth.

I am incredibly proud of the vibrant cultural sector that has made its home in Wandsworth. Our ten-year vision aims to ensure that the cultural sector can be rebuilt and continue to flourish within the Borough. The mutual support and coming together of so many organisations, over Covid-19, to deliver joint projects has brought home to me, the incredible communal assets we have, from producing Create and Learn Playkits for Wandsworth's most disadvantaged families to free online content to be enjoyed in our homes on digital devices, to opening up buildings for community uses. Our shared ethos of working hyper-locally to support and inspire local people will enable us to bring this exciting and creative vision to life.



# Arts & Culture Strategy

The process of developing this new Arts and Culture Strategy began pre-Covid-19. The experience of 2020–21 has emphasised the need for ever closer collaboration with organisations and communities to rebuild and to explore how we can use culture to support other Council objectives to further improve residents' lives.





Battersea Arts Centre's Scratch Hub coworking space opened in 2019. The Scratch Hub has quickly developed into a vibrant and diverse community of London's creatives, entrepreneurs, social enterprises, freelancers and start-ups.



# 2021–2031

The new Arts and Culture Strategy 2021–2031 provides a long-term vision for culture and the arts in Wandsworth. It explores the role the Council will play in supporting this vision and how it links to our communities, places and resources. It also aligns with wider Council strategies<sup>1</sup> to help embed arts and culture into the wider work of the local authority.

This strategy recognises and expands upon the opportunities that exist for residents and visitors to engage with, experience and enjoy arts and culture. It aims to encourage and support all residents and communities to:

- develop their own cultural resources with support from the local cultural infrastructure
- shape and influence the growth of the Borough's cultural ecology through pro-active participation
- inform both the Council's and existing cultural organisations' thinking as to how they best meet the Borough's cultural needs in the next decade and beyond.

The strategy recognises the importance of culture for all generations. It acknowledges its role within early years, at school and in further and higher education institutions; it highlights the importance of young people having access to creative outlets to develop their talent, and of opportunities to find paid employment in the cultural sector; and it makes culture an option for older residents to access lifelong learning and enhance their well-being networks.

Pre-Covid-19, the creative industries recorded exceptionally strong growth in London, accounting for one in six jobs in London in 2018. They have been playing an increasingly important part in Wandsworth's economy, although the rate of growth has been slightly slower. Therefore, a key part of this strategy explores how (along with wider work within the Council) we can support this sector, for example through developing cultural and creative quarters, such as the Battersea Design and Technology Quarter, and integrating culture in the place-shaping agenda in the Borough's Local Plan. There are strong inter-dependencies between the cultural industries and the cultural ecology, so this new strategy will input directly into the economic growth of the Borough.

For the purposes of this strategy, we have defined culture as including: architecture, combined arts, crafts, culinary art, dance, fashion, film, heritage, literature, museums, music, theatre and visual arts. We have not included sports or parks (replicating the focus of the Arts Council's remit and the GLA's Culture Strategy: Culture for all Londoners). Work is underway on developing a separate Library Strategy, however this document supports libraries to become cultural hubs within our communities and is a shared goal across both strategies. We are defining Creative



Industries as “those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property.”<sup>2</sup> This covers advertising, architecture, art, crafts, design, fashion, film, music, performing arts, publishing, research and development, software, toys and games, TV and radio, and video games.

There is a strong place-based approach within the strategy, considering the assets, challenges and opportunities of individual places, building on and defining the character of areas of the Borough; addressing differences in cultural provision both geographical and artform. This allows the strategy to link up with the Council’s planning policy and help direct developers’ cultural strategies, and related

financial contributions, towards identified needs and those areas requiring investment.

Despite the disruptions caused by Covid-19, Wandsworth remains committed to attracting investment to support the Boroughs recovery and smart growth. This includes further development of its Arts and Culture infrastructure, creative place-making and the associated opportunities for culture to play a central part of local people’s stories and aspirations. This Arts and Culture Strategy aims to build on the current infrastructure to create a Borough that is celebrated for its independent spirit, inclusive approach, creative values and principles, and ingenuity: to create a place with power to impact people’s lives.

Opening of Wandsworth Arts Fringe 2019, with community groups from around the borough performing using Cirque Bijou’s famous dancing LED umbrellas, accompanied by a performance from the south London Real Voices choir. Image credit: DeborahJaffe.co.uk.





# Principles Driving the Arts & Culture Strategy

This Wandsworth Arts and Culture Strategy sets out our ambitions via four principles and routes for exploration for the next ten years (2021–2031): “Collective Power”, “Building the Future”, “Inhale and Exhale”, and “Wandsworth Welcomes You”. Whilst setting a clear framework for action, this strategy also has flexibility and agility built in – making room to pause, take stock and respond to any changes that come our way. This strategy was developed during Covid-19 and we want to acknowledge its impact and how it has taught us the importance of resilience, with flexible models that encourage partnership and support. It has also taught us the importance of promoting the Borough nationally and linking in with national conversations, whilst focusing on the hyper-local as we travel less and invest more in our neighbourhoods, local amenities and high streets and everything else that helps make Wandsworth, Wandsworth.



**1. Collective Power:** This strategy has been developed through numerous conversations, both structured and unstructured, with the Borough's cultural and creative sector as well as with our local community and creative / local interest groups. It is a vision for the Borough, but no single organisation will be able to deliver it all. There are sections that the Council will lead on such as creating the right policy frameworks and utilising council assets, but there are many elements where expertise lies with our partners – both the big and small actors on the cultural stage. Our focus is to broker collaboration and partnerships in order to leverage all the unique cultural assets found within the Borough to meaningfully enhance residents' lives going forward.

**2. Building the Future:** This principle directly reflects the potential for growth, post Covid-19, and new ways of working, including developing the digital offer in the Borough, acknowledging best practice regarding climate change and our environmental needs, creating clearer access routes into creative careers and helping those who want to, or already do, work in the creative industries to help them thrive, and highlighting our local young talent. We want to proactively build the cultural and creative sector, so it is able to respond to current needs, recognises and nurtures existing talent, identifies new talents and raises aspirations.

We will encourage the arts and culture sector to be flexible and innovative so it can quickly generate solutions to time-specific problems whilst always promoting good practice and innovation, re-building our creative economy and ecology and delivering world class arts activity and inspiration to our residents, participants and audiences.

**3. Inhale and Exhale:** We are experiencing a period of intense change, both locally and globally, and we recognise that within our ten-year strategy we will

need time to pause, to reflect and to re-assess the Borough's needs. It is about working together and acknowledging that no one thing and no one works in isolation, that we are all dependent on a sum greater than its parts, and we want no one left behind.

This principle also reflects the cyclical nature of evaluation and change, enabling us to respond to the changing needs identified through the Joint Cultural Needs Assessment (JCNA), monitor our progress in addressing those needs and review our impact and direction. It allows us to react and respond with care, kindness, creativity, positivity, thought and collaboration to arts and culture as well as to the ongoing uncertainties post Covid-19.

**4. Wandsworth Welcomes You:** Wandsworth is a warm, inclusive and welcoming Borough. It is a place committed to developing incubators for new thinking as well as spaces for the existing offer to thrive. We want to show the world what we can do. Wandsworth will become part of hyper-local, national and global conversations and will have a place on the worldwide cultural map.

This principle is about being proactive in respect of inclusivity and ownership, and finding new ways for arts and culture to be more visible, valued, and active in our diverse communities, ensuring that they help shape and deliver our Borough-wide arts activity. We want to share how Wandsworth is a bold, inclusive and pro-active cultural leader.





Wandsworth Artists' Open House celebrates the creativity that takes place within people's homes and studios. Anywhere between 100 and 200 residents, such as Ken McCalla in Tooting featured in this photo, take part in this annual festival, inviting their neighbours to view and buy their artworks. Image credit: Eoin Carey.



# Arts & Culture Strategy 2021–2031 Strategic Goals

This Arts and Culture Strategy will empower, nurture and support all residents, communities and the creative ecology.

The strategy is shaped around seven strategic goals and four principles.



## The strategic goals:



### • Place-shaping:

Ensure arts and culture is integrally linked to the development of different parts of the Borough, supporting the Area Strategies set out in the Local Plan, and contributing to the improvement of the Borough's neighbourhoods, high streets, and regeneration areas by ensuring that art and culture are accessible to all, grow with the ambition of the borough and reflect the needs and opportunities of the residents and supporting creative clusters.



### • Economic Growth:

Recognise that the growth of the Borough's cultural ecology (both as part of the day and night-time economies) is an important contributor to the livelihoods of many residents as well as the economic development of the Borough as a centre of innovation, creative employment and the arts at all levels, from the global to the hyper-local.

Image courtesy of Action Space



### • Communities and Partnerships:

Support residents to develop their own cultural and heritage resources to meet specific needs, support stronger neighbourhoods and enhance community cohesion.

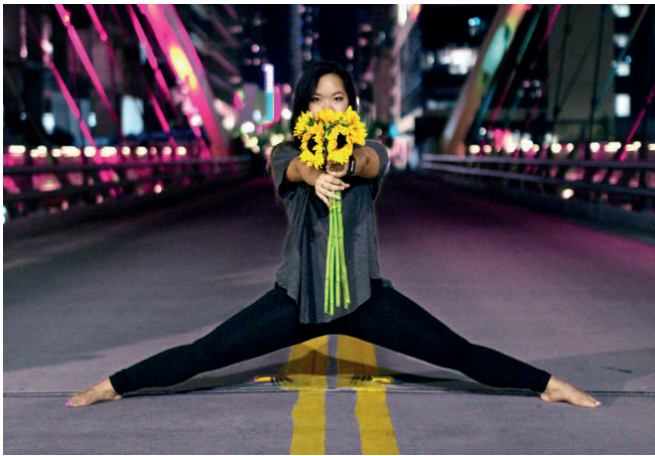


### • Learning and Education:

Embed cultural engagement opportunities in the lives of young people growing up in the Borough from early years, at school and in further and higher education; supporting young people to access creative outlets to develop their talents and create pathways to paid employment in the cultural and creative industry sector that reflect the diverse make-up of the Borough.



Image courtesy of Aditya Ali



• **Health and Wellbeing:**

Support residents to start well, live well and age well, using culture as means to improve residents' health and wellbeing (for example through social prescribing), as well as promoting lifelong learning.

Splish Slash, an Oily Cart and National Theatre Wales co-production. Image credit: Suzi Corker.



• **Access for all:**

Ensure access to culture is available to all parts of the community, actively addressing identified needs to improve access, and that extra support is given to the work of improving inclusion and diversity.

Image courtesy of Work and Play Scrapstore



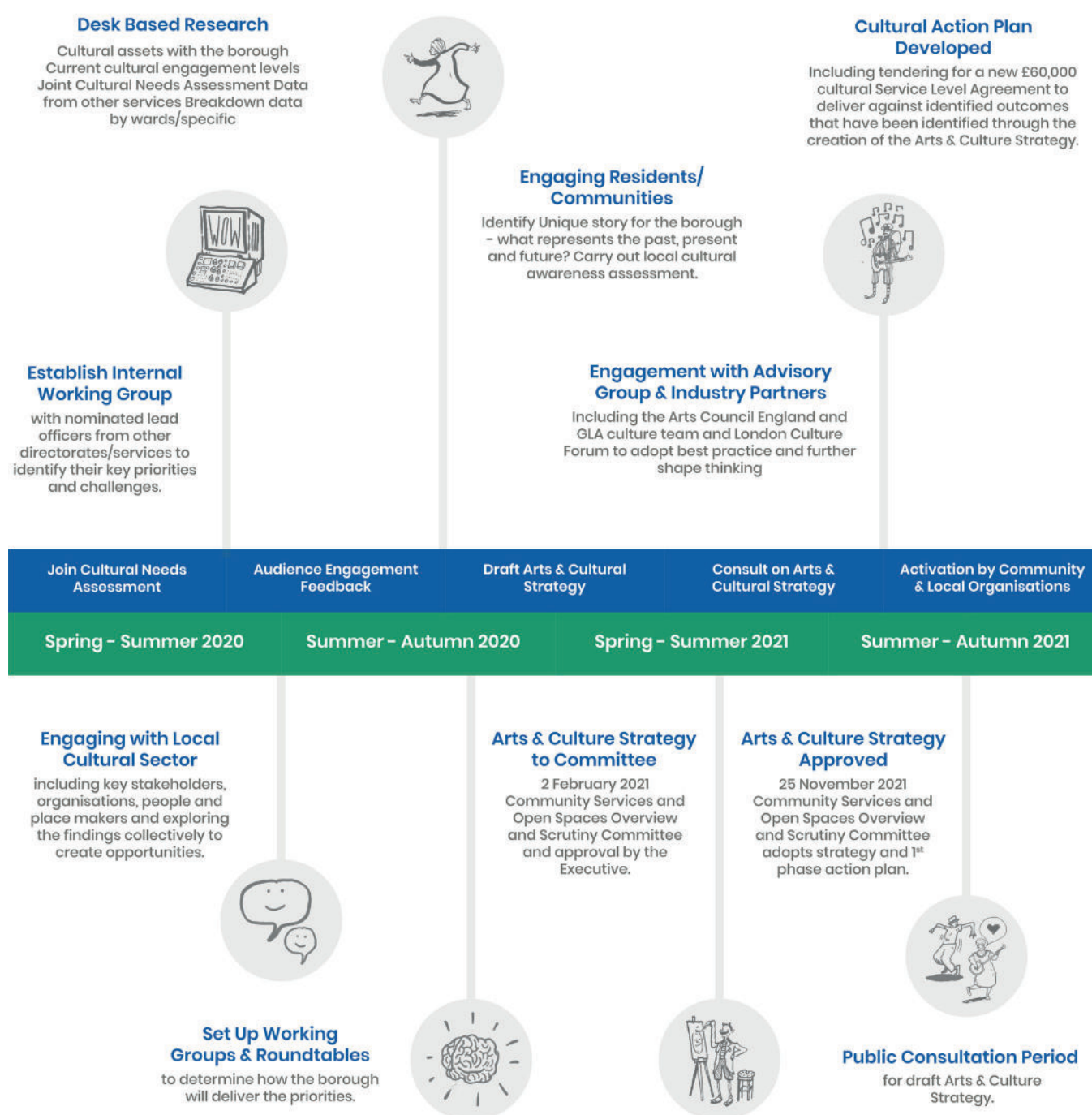
• **Climate Emergency and Sustainability:**

Identify how the arts and culture community can contribute to tackling climate change at a strategic and operational level, in line with the Wandsworth Environment and Sustainability Strategy.



# Process, Governance & Implementation

The creation and implementation of the Arts and Culture Strategy follows the process outlined in the JCNA.





**Convening:** Over January to May 2020 we brought together existing partners and audiences to pool knowledge and look at capacity to collaboratively respond and map an overview of the cultural sector as it was historically and as it currently stands. We worked with the What Next? Wandsworth Chapter, key external audiences, community groups and partners, and internal stakeholders to ensure that a wide range of voices were heard and part of the thinking process.

**Collecting:** From February 2020 onwards we worked with policy and planning to capture key local data and suggest key opportunities and challenges for the consultation exercises to inform outcomes and focus areas for the strategy. We set up the JCNA working group made up of internal stakeholders and some key external stakeholders (the Arts Council, Battersea Arts Centre and the chair of the Wandsworth What Next? Chapter) to assess the cultural needs of the Borough. Our creative youth panel set out to engage with teenagers to ensure we captured the thoughts and desires of young people. We identified four priority areas that we wanted to explore in more detail and ran specialist working groups of internal and external stakeholders to test and interrogate the key themes and direction.

**Consulting:** From July to September 2020, we ran nine virtual roundtable discussions to explore the possible priorities in more depth, and help hone the strategy down to seven goals. We also ran face to face workshops with a dozen diverse community groups<sup>3</sup> in the Borough to find out ‘what role does art play in your life today?’.

**Coordinating:** Alongside the public consultation over February to August 2021, we will continue to develop the JCNA dashboard and the accompanying Action Plan for phase 1 of the Strategy (the first three years). The aim is to identify where there are specific gaps and areas of need, and map and match the available cultural and community resources available within the Borough against those needs, by setting goals and SMART objectives as to how we (the Council, in collaboration with the cultural sector and community

groups) will deliver going forward. The Action Plan will be updated annually, taking a three year forward look to inform the Council’s activity. Over 2022–23 we will also set up an Advisory Group to bring in additional knowledge and best practice, and to act as a critical friend in order to test our thinking to ensure a robust and resilient basis for taking our Strategy forward.

**Commissioning:** This will start in 2021–22 and be ongoing over the ten-year period, focusing on the Borough’s cultural sector working together to secure the resources, skills and activities required to deliver the agreed goals. We will work in collaboration with a wide range of partners looking at how we address the needs and fill the identified gaps. We will also work with various Council services to deliver other corporate priorities linked to this strategy. In addition, we will signpost Developers to use this strategy to shape their own cultural actions plans.

**Checking / Capturing:** This will be done annually, examining how the Council and its cultural and community partners are delivering against agreed SMART objectives and goals. The aim is to monitor the data and make changes, if needed, to improve the impact and reach. This process is designed to be evidence and outcome led. Progress reporting will be part of the normal corporate reporting framework via the Council’s Overview and Scrutiny Committees but there will also be annual externally facing reporting to partners and stakeholders. Case studies of projects and initiatives being delivered as part of the Action Plan will be featured on the Wandsworth Art website so that a public record of opportunities is available within the borough.



# Wandsworth in 2021

Wandsworth has ambitions for its arts and culture sector and seeks to be, through this Strategy, recognised as a leader of arts and culture in its broadest sense.





World Heart Beat, based in Southfields and soon to open a second site in Nine Elms, is one of the UK's leading music hubs. They have a strong focus on breaking down the barriers for young people, especially from disadvantaged backgrounds, to access free or affordable music tuition. Their new site in Nine Elms will be London's first public concert hall to open since 2008. This image shows members of the World Heart Beat ZEDRA Talent Development Jazz Programme. Image credit: Phil Conrad.

The development of this Strategy has been supported by a Joint Cultural Needs Assessment (JCNA) developed in partnership with Arts Council England (ACE). Wandsworth is the London pioneer of this approach of being able to assess the need for arts and culture informed by resident demographics and place. This commitment to testing, helping develop systems and further strategies for wider use within the national sector, and being recognised as a centre for innovation, inclusivity, influence and experimentation is core to the ethos and future aspirations of Wandsworth's arts and culture sector.

To develop this Arts and Culture Strategy we have followed the JCNA framework, focussing on collaboration, conversation and listening. We have collaborated internally within the Council,

across all departments and teams. We have consulted local artists, groups and projects as well as our organisations and institutions. We have had productive conversations with many of our creative partners, stakeholders, critical friends of the Borough and – perhaps most importantly, given that this is a ten-year, long-term strategy – our local young people, students, creatives and future place-makers.

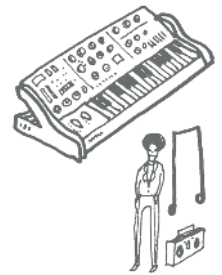
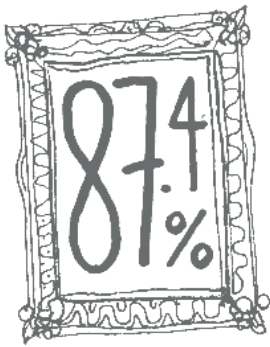
We have approached this document as a collaborative project: we are Wandsworth, and Wandsworth is many things. Whether you are an established institution, or a resident rediscovering your neighbourhood or celebrating your creativity, whether you want to be a creative collaborator and friend to organisations and groups, or you are a new resident or visitor coming to the Borough for the first time: Wandsworth welcomes you.



# Baseline Engagement in Arts & Culture



## Arts Engagement<sup>4</sup>



# 87.4%

of Wandsworth residents participated in artistic activities, attended an artistic event, visited a museum or gallery or used a library at least once in the past 12 months. (the national average is 76.1%)

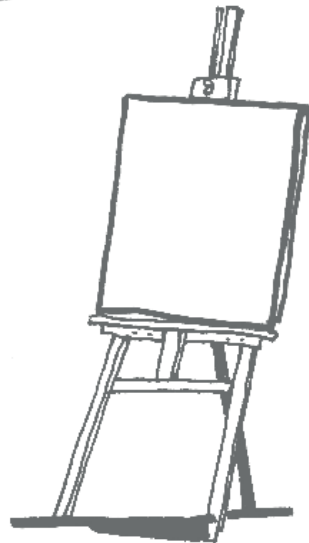


# 72%



# 72%

visited a museum or gallery at least once in the past 12 months. (the national average is 46.6%)



# 71.2%

participated in artistic activities or attended an artistic event at least once in the past 12 months. (the national average is 60.6%)



# 40.7%

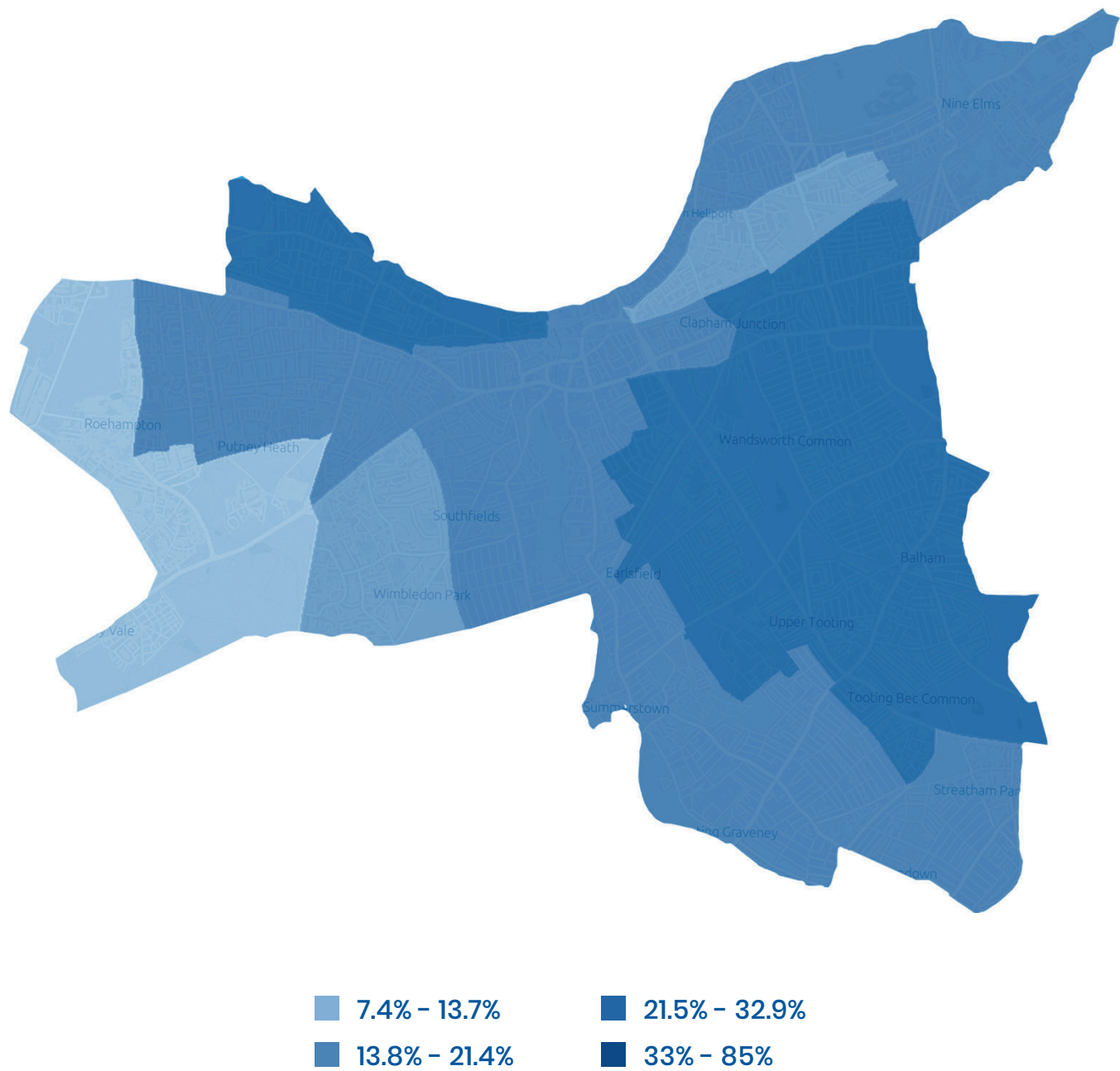
used a public library at least once in the past 12 months. (the national average is 35.5%)





# Purchasing for Cultural Events & Activities

### Percentage of Households Purchasing Tickets in 2016/2017<sup>5</sup>





## Engagement with Wandsworth Council's Arts Service's programmes



# 150

events took place as part of WAF 2019, covering all 20 wards.

# 24,775

visitors/participants in Wandsworth Arts Fringe (WAF) 2019, which was the last physical festival.



# 517

artists were involved, including: 25 disabled artists; 43 LGBTQ+ artists; and 118 artists from diverse ethnic background in WAF 2019.

# 191

separate sessions took place before and afterwards as part of the outreach programme to train, educate and allow local people to perform in WAF 2019 events.



# 30,030

people watched, listened or participated in WAF in Your Living Room, the digital version of the festival produced in 2020 in response to the pandemic.

# 197



residents took part in Wandsworth Artists Open House in 2018.



# 94%

of audience members rated the WAF event they attended as excellent or good in 2019.

# 59

schools and colleges in Wandsworth and 964 young people took part in creative projects in schools organised by the Arts Service in 2019.



# Baseline Arts, Cultural & Heritage Capacity Analysis

Wandsworth is a Borough made up of small and agile, as well as world-renowned and mighty, arts and culture organisations, groups, projects and people. The extent of the cultural sphere in Wandsworth is broad and surprising. It is not just the typical cultural organisations/institutions that contribute to the creative lifeblood. The infrastructure is more interdisciplinary, subtle and widespread than one may see at first glance.

**F**rom Battersea Arts Centre (BAC) and the Royal College of Art (RCA), Tavaziva Dance and Oily Cart, to Wandsworth Artists' Open House and Wandsworth Arts Fringe, Wandsworth's cultural ecosystem produces innovative research and digital work, creates access routes into the creative sector for everyone, and encourages inclusivity and collaboration in the professional sector with a focus on participatory projects, and animating local spaces, places and people.

Wandsworth prides itself on having welcomed immigrants to make their home here, from Huguenots in the 17th Century to the new migrants of today. This celebration of diversity is reflected in the Borough's cultural offer from Tara Theatre (the UK's leading South Asian theatre company) and the internationally renowned Tavaziva Dance (whose

performances are a dynamic hybridization of contemporary, ballet and African dance), to the Black Heroes Foundation and Ubuntu Museum; successfully weaving the stories, heritage and arts from around the world into the rich fabric of Wandsworth life. In June 2021 the Wandsworth Borough Collection also transferred to the Council, presenting an opportunity to develop the heritage offer in the borough.

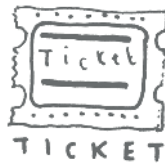
The young people who engaged with the creative youth panel survey, highlighted the strong appreciation for Wandsworth's music and drama provision. However, there was a general feeling from teenagers that the following areas of cultural provision need boosting: drawing, painting, pottery, sculpture, graphic design, under-18 music gigs, and unexpectedly ballroom dancing (as classes only start at 18).



# Wandsworth Culture Venues:



**7 National Portfolio  
Organisations**  
(funded by the Arts Council England)



**6 Theatres**



**11 Libraries**



**13 Arts & Crafts Centres**



**7 Arts Award Centres**



**6 Opera**



**7 Cultural Anchor Spaces**  
(secured through S106)



**4 Public Galleries**



**1 Local Studies Centre**



**9 Amateur Dramatics**



**8 Grass Roots Music  
Venues**



**3 Orchestras**



**4 Dance Organisations**



**6 Universities & Higher  
Education Institutions**



**0 Accredited Museums**



**2 Music Academies**



**9 Choirs**



**39 Blue & Green Plaques**  
Commemorating People & Places







# Creative Industries in the Borough

Wandsworth currently ranks 11<sup>th</sup> across London in terms of creative industry employment with an estimated 2860 creative industry workspaces in the Borough<sup>6</sup>. However, with the presence of two universities (Royal College of Art and Roehampton), several arts specialist higher education institutions (National Opera Studio, Academy of Live and Recorded Arts, Royal Academy of Dance and BBO Dance) and globally renowned firms, including Fosters and Partners, Apple and Penguin Random House choosing the Borough for their HQs, Wandsworth is well placed to develop its creative industries potential further still.



2860 Creative Industries<sup>7</sup>



17 Commercial Galleries



15 Live Music Pubs



5 Jewellery Design & Manufacturers



4 Artists' Studios Workspaces



11 Music Office Based Businesses



4 Cinemas



3 Media Production Studios



3 Creative Maker Spaces



4 Music Rehearsal Spaces



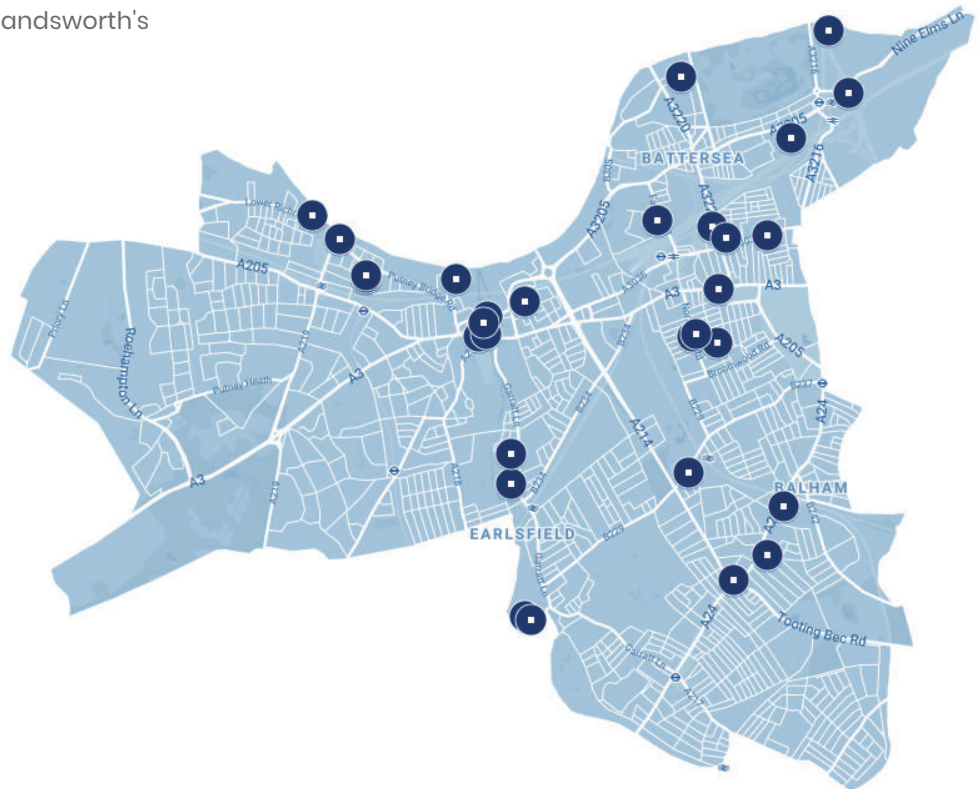
2 Fashion Studios



3 Creative Incubator Spaces



The geographical spread of Wandsworth's creative industries:



## Tourism



- £28m economic contribution (GVA) of tourism to Wandsworth in 2017<sup>8</sup>



- £409m spent in the Borough by day visits over a typical year (between 2016–2018)<sup>9</sup>



- 668 FTE jobs generated through international tourism spend



- 1,393 existing hotel bedrooms, with another 1,432 in the pipeline



- Visitors to Wandsworth tend to stay an average of 5.5 nights



# Our Strategic Goals

This Arts and Culture Strategy builds upon the strong foundations that have been laid by residents, community groups, cultural organisations of all sizes and the Council, who have created a myriad of vibrant creative offers. The goals expand upon what is already in existence or in the pipeline, and the accompanying JCNA and the Arts and Culture Action Plan will help identify where there are gaps, or where additional support will be required to help ensure sustainability.



Following on from the wide range of structured conversations and workshops that have taken place in advance of drafting this Arts and Culture strategy, the following ten-year strategic goals have been identified. These goals will be translated into an Arts and Culture Action plan with SMART objectives to measure how this vision translates into action on the ground.



## Goal:

# Place-Shaping

Utilising inward investment to deliver sustainable, ambitious growth and regeneration, embedding culture to nurture our existing and new communities.

### Objectives:

- Support the delivery of the area strategies as outlined in the emerging Local Plan
- Embed objectives from the Arts and Culture Strategy in future Section 106 (S106) agreements as part of new developments
- Continue to focus on growing the cultural infrastructure through Cultural Anchor Tenancies, who will support the delivery of other goals within this Arts and Culture Strategy
- Nurturing cultural infrastructure, especially organisations new to an area, with a focus on them flourishing both locally and playing an active role in the Borough's wider offer
- Position certain parts of the Borough as potential Creative Enterprise Zone destinations, providing affordable creative workspaces
- Ensure that culture and community are at the heart of the Council's regeneration schemes
- Enable and encourage high quality meaningful public art to improve the public realm.





The Nine Elms Pavilion, designed by Studio Weave and artist Linda Florence, opened in June 2018. It has created a new public space along the river supporting events and performances to take place, as well as giving residents and visitors a place to relax by the river. The raised garden provides an additional patch of greenery offering a haven to insects.





Bloom by the BLKbrd Collective shines a light on the valued market workers across the fruit, vegetable and floral industries that keep London running. This section of the artwork is one of a number of temporary art installations that are part of the Nine Elms art trail and can be enjoyed until October 2021.

**A**t a time of significant upheaval, place-shaping is one of the areas where local authorities play a vital role in determining the future character of an area.

National, regional and local government all recognise that arts, culture and heritage increase the desirability of a location as a place to live, work and invest. A high-quality public realm increases the attractiveness of the area, whilst the area's positive reputation for cultural and creative activity will help ensure it develops a distinctive character and attracts a creative community, further building the area's reputation.

Alongside the new Arts and Culture Strategy, the Council is developing a new Local Plan for the Borough with an increased place-based approach, with detailed area strategies tailored to the Borough's key areas for regeneration and development. It also recognises the vital role played by arts and culture as part of the place-shaping strategy, ensuring places support living, working, supplying, caring, learning and enjoying, focussed on three core principles: People First, Placemaking and Inclusive Growth. A key aspect of this is the concept of the 15 minutes neighbourhood, and how we ensure that culture provision features as part of the local offer.

Wandsworth's place-based approach builds on an understanding of the distinctive character and evolution of different areas of the Borough. Although

Wandsworth is generally quite prosperous, there are pockets of high deprivation, where people feel that access to art and culture is not reachable (which has been heightened in recent months as cultural provision has moved online). This is why a number of areas (Nine Elms, the Winstanley Estate and the Alton Estate) already have their own Cultural Strategies or Action Plans. We are committed to ensuring that cultural opportunities are embedded in the short, medium and long-term plans for each area and in putting the needs and requirements of local people first when looking to support cohesive, well-connected and healthy communities. We are also committed to ensuring that growth and regeneration responds to the local characteristics of the area.

While the Local Plan sets the vision for an area and puts in place the framework for delivering that vision, it is through partnerships between numerous organisations and individuals that this vision will be realised. Through working with planning officers and developers at the pre-application stage, the Council's Arts Service can ensure that developers' individual S106 cultural contributions are allocated in such a way as to maximise the positive impact on the Borough as well as mitigating the impact of individual developments. Working with cultural and community organisations and linking them up to developers enables bespoke Cultural Action Plans to be produced, or when individual Cultural Action Plans are not applicable, for funding to be commuted and pooled to invest in new cultural infrastructure.



## Goal:

# Economic Growth

To ensure that town centres are vibrant and culturally rich places to explore, shop and enjoy, and that cultural and creative businesses thrive.

### Objectives:

- Using arts and culture to support vibrant and attractive town centres where people want to spend time
- Bolster local cultural organisations by assisting them in securing more external funding, capacity building, visibility and providing creative opportunities for residents
- More effectively promote the Borough's cultural offer and develop its identity as a vibrant destination for arts and culture as part of day, evening and night-time economy
- Develop cultural tourism plans and high profile or distinctive creative projects that deliver a high-quality experience which draws visitors to the Borough, encourages them to visit again and increases their local spend
- Supporting the Borough's creative economy, through initiatives such as creative clusters/Creative Enterprise Zones, incubator and co-working creative hubs and support programmes for creative industries
- Work with the cultural and creative sector to provide training and paid employment for local people to develop our creative workforce, such as the Council's Workmatch scheme and Developers' S106 Employment & Skills Plans
- Support and grow the local creative value chain, by supporting the culture and creative sector to buy locally, support local employment and keep wealth in the area.



# Town Centres

**A**rts, culture and creative industries are set to play a intrinsic role in how the Council responds and rebuilds in response to Covid-19. A key focus is to ensure businesses thrive and town centres are vibrant and culturally rich places to go, shop and enjoy. Our emerging Local Plan promotes the growth of cultural venues in Town Centres, reflecting an acknowledgement that with changes to people's retail habits, high streets are having to find new ways of attracting local people and maintain their role as economic and community hubs.

Short term responses have already been introduced by the Council in response to increased vacancy rates on Wandsworth's high streets, such as Wandsworth Art, which invites residents to upload images of their artwork for people to browse online, and selects from the submitted artwork pieces to be displayed on empty shop windows and on lampposts across Wandsworth's high streets over 2020–21 – fulfilling our ambition is to have residents' artwork on display on their local high streets.

Longer term, we continue to look at ways arts and culture can feature in town and local centres, as venues, through art commissions in the public realm and festivals and events. Wandsworth Arts Fringe will continue to bring activities and events to high streets, take over empty units as meanwhile spaces and work with hospitality businesses to boost the local economic value and impact. In 2018, WAF generated approximately £370,000 over two weeks, spending on average £22 per head, and this was before factoring in the employability impact and the inward investment. This strategy therefore recognises the role that arts and culture can play in supporting the day, evening and night-time economy on our post pandemic high streets.

During the pandemic, cultural organisations have been particularly hard hit, finding it impossible to re-open under social distancing conditions and still cover their running costs. However, demand and need for their services has been higher than ever as we try to tackle the social effects of Covid-19.

The emerging Local Plan articulates our desire to encourage the opening of cultural venues on our high streets, as well as resisting the closure of existing venues. As a Council we recognise the need to bolster our cultural organisations, including renewing rent free agreements on existing cultural sites and continuing to work with developers on establishing new subsidised cultural spaces and subsidised creative programmes to draw people into our Town Centres.



When Debenhams closed in Clapham Junction, Framed Battersea was installed along the windows to bring vibrancy and optimism to the high street, as well as celebrate the resilience of Battersea-based local artists in response to Covid-19.



Guru Dudu leading a hilarious silent disco walking tour through Wandsworth Town as part of Wandsworth Arts Fringe, encouraging people to visit and enjoy their local neighbourhoods. Image credit: Eoin Carey.



# Creative Enterprises

**I**n 2018, 7.8% of Wandsworth businesses (1,335 businesses) were in the “Arts, entertainment, recreation & other services” sector, making it the 4th largest business sector in the Borough, a relative contribution significantly above the London and UK average. The Gross Value Added by Wandsworth’s “Arts, Entertainment, Other Recreation” sector to the economy that year was £171million.

Tracking the rapid development of the creative economy, that now accounts for one in six jobs in London over the last decade, has demonstrated the symbiosis between the cultural sector and creative industries. That they both depend on and feed off each other to create a distinct ecosystem has been highlighted by the amplifying effect that clustering them together has on wages, productivity and innovation<sup>10</sup>.

On a macro level, Wandsworth Council’s existing place-shaping strategies focus on supporting and nurturing natural clusters into creative quarters, such as the Battersea Design and Technology Quarter, the embryonic creative quarter developing around the Royal Academy of Dance by the Lombard Road York Road Focal Point and, potentially, in the Wandle Delta area north of Wandsworth Town.

On a more micro level, Wandsworth has a number of existing initiatives led by a range of partners from commercial to cultural and community to the local authority. A small number of creative incubator hubs already exist in the Borough such as BAC’s Scratch Hub and InnovationRCA, and a number of commercial operators have or are in the process of developing workspace targeting creatives such

as Workspace in Earlsfield and Wandsworth Town and Cloisters Business Centre in Nine Elms. The Council’s plans include a strong focus on supporting individuals to become creative entrepreneurs (for example through an enhanced Wandsworth Enterprise Hub) and the new Wandsworth Library Strategy will complement this work in establishing libraries as hubs for culture, business support, entrepreneurial networking sessions and careers advice.

Wandsworth also has a growing number of Artists’ Studios, the most prominent being Delta Studios, Wimbledon Art Studios, the studios at Battersea Business Centre on Lavender Hill and ACAA’s Wandsworth Plain in Wandsworth Town.



InnovationRCA aims to develop enterprises and entrepreneurship by helping students and graduates transform their compelling ideas into successful businesses. Already 82 graduates have launched more than 50 start-ups. Image credit: Sketching with Gravity Skitch, Gravity Sketch.



## Goal:

# Communities & Partnerships

To support residents and communities to build stronger neighbourhoods and enhance community cohesion.

### Objectives:

- Work with local communities and the cultural sector to produce new work and events that support and celebrate the diversity and histories within the Borough and reflect the identities of local neighbourhoods
- Foster collaboration between libraries, cultural and heritage organisations, creative industries, educational organisations and the Council's management of the Wandsworth Borough collection to provide a rich variety of lifelong learning opportunities
- Improve residents' quality of life by increasing and broadening cultural and creative participation opportunities
- Enhance capacity building of grassroots community cultural organisations, supporting residents to develop cultural resources that meet their needs
- Encourage, broker and support partnerships and local and Borough cultural networks.





Happy Streets Festival in July 2019 was a family-friendly day of circus, music, dance and fun activities in Thessaly Road and Ascalon Street, designed to bring the residents of the area together. Over 1,800 people attended the festival, with one resident saying “I’ve never met these people and they have been my neighbours for years. It has been so good to talk to people and work together in this space – I hope we can do something like this more often. I’d be happy to come and do some gardening and have time to get to know people”. While the pandemic required Happy Streets to be postponed in 2020, work is underway to making this a regular feature within the community.





Working with Emergency Exit Arts, the Council has commissioned the Lounge to come to Roehampton over a number of years (2013, 2014, 2015 and 2019). The Lounge transformed the Alton Estate into a temporary site of outdoor arts activity. The Lounge has hosted a range of arts interventions ranging in scale and scope from micro art installations, through to a spectacular evening fire garden with music and pyrotechnics, all created in collaboration with local residents including groups from Minstead Gardens Sheltered Housing Scheme, Eastwood Children's Centre, and Youth Services. image Credit: Enrique Rovira.

**A**rts and culture bring people together, support social networks, help to form new friendships and forge a sense of belonging. The Government's Culture White Paper in 2016 highlighted that "There is evidence to show that cultural participation can contribute to social relationships, community cohesion, and/or make communities feel safer and stronger. Research has found positive links between cultural participation and improved social skills and engagement with the wider community, and evidence that culture can play a role in tackling crime." Engaging with the arts has been shown to increase people's likelihood to volunteer, vote and partake in other civic engagements.

Arts and culture also offer unique opportunities to celebrate the contributions of people from all backgrounds, and to share and honour their stories and histories, recognising that they may have found

their home in Wandsworth, but have originated from elsewhere in the UK or from around the world. Many of these stories are told in the Wandsworth Borough Collection that transferred over to the Council in June 2021.

Within Wandsworth there is a strong tradition of communities, groups and individuals coming together to develop creative projects in all types of art forms. From Wandsworth Artists' Open House (which bring together anything from 150 to 300 residents a year who are either professional or amateur artists from across the Borough) to more localised networks such as Sprout Art and Putney Artists. We also encourage and financially support projects, through the Wandsworth Grant Fund and WAF, that bring communities together through sharing experiences or celebrating diverse cultures.

As part of Wandsworth Arts Fringe, we have run a



wide range of projects within various estates – from the Errant Stage Poetry Tour to Brocklebank in Earlsfield, Doddington and Rollo Estate in Battersea and the Ashburton in West Putney, Flagz Carnival on the Winstanley Estate, the Roehampton Lounge by Emergency Exit Arts on the Alton Estate to OperaUpClose on the Henry Prince Estate in Earlsfield. We try to identify local talent, supporting and empowering them to develop projects that teach new skills or widen the aspirations of others living in housing estates. Arts organisations and community groups across the Borough have also formed strong connections to their local estates and neighbourhoods, working in partnership with them to deliver a wide range of high-quality projects that

help act as a launchpad for further participation.

The Borough's cultural organisations have also formed strong supportive relationships with each other. Wandsworth benefits from an active What Next? Chapter which brings together everyone who is interested in culture with a Wandsworth link – from residents and freelancers to community groups and cultural organisations. This collaborative network looks to share best practice, establish joint projects, and encourage new partnerships across the Borough. Supporting this network, and similar community led groups, in achieving their aims is a key objective in continuing to empower the Borough's cultural ecology.

Hazelfest is a community festival that takes place annually on the Hazelhurst Estate. Co-ordinated by the Work and Play Scrapstore and working with a range of other local arts and community groups, the festival celebrates the local community and showcases their creativity. Image Credit Work and Play Scrapstore.





## Goal:

# Learning & Education

To provide our young residents with the best start in life through embedding cultural engagement opportunities, supporting access to creative outlets, nurturing talents and establishing pathways into the cultural and creative industry sector.

### Objectives:

- Ensure that all under 5s have access to creative play and cultural experiences to provide them with best start in life
- Ensure that every child has the opportunity to develop their own creativity and access to honing their creative skills
- Support schools in delivering “Cultural Capital” as part of the 2019 Ofsted Framework
- Linking with the Health and Care Plan’s start well theme to embed arts and culture in the support offered to young people to improve their health and wellbeing
- Embed youth voice in all our work, from consultation and collaboration to governance and evaluation
- Provide an enhanced cultural offer for young people identified as at risk or in needing additional support
- Work with the cultural and creative sector to provide signposted pathways, work experience, training and paid work for local people at the start of their careers
- Work with the cultural and creative sector to address and tackle the current inequality regarding social background, ethnic diversity and disability within the sector.





For Taylor Wimpey's Battersea Exchange, Dallas-Pierce-Quintero developed a Cultural Strategy that allowed them to co-design with a class of 10 & 11 year olds, developing the concept and design for a new school fence over 8 workshops. The aim was to soften the boundary between the St Mary's Catholic Primary School and the street, re-imagining the proposed fence to create a more playful and welcoming facade. The result is a sculptural wave, which varies in colour from blue to light green, referencing the school colours and new planting on Gladstone terrace. Image Credit: Dallas-Pierce-Quintero.





The Errant Stage poetry bus, as part of WAF 2018 and 2019, took poetry workshops and performances into housing estates across Wandsworth. Here are young people from the Henry Prince Estate participating in a poetry session.

There is a significant body of evidence that shows that children who take part in arts activities in the home during their early years are ahead in reading and maths at age nine<sup>11</sup>. Learning through arts and culture has been demonstrated to develop skills and behaviours that lead children to do better in school<sup>12</sup>. A systematic review of international evidence found that participating in structured arts activities as a child led to increases in transferable skills (including confidence and communication) of between 10–17%<sup>13</sup>.

Wandsworth's Arts Service already has a strong relationship with the School Improvement Service, working together to deliver Creative Wandsworth (a Local Cultural Education Partnership), Cultivate Roots and projects such as the WAF Schools Showcase. We target those schools most in need of additional support to ensure that all young people have access to engage in the arts. In addition, we work closely with schools to provide project brokerage, regular teacher networking & CPD opportunities in partnership with local cultural organisations and support for schools in an ongoing capacity to embed a creative curriculum across all subject areas. This work encompasses all ages and includes SEND Schools and PRUs.

As one of 12 Challenge London investments from A New Direction, Creative Wandsworth looks to empower young people in Wandsworth to inform and shape creative activity in their area by working in partnership with cultural organisations, schools, youth services and other local partners to deliver projects and activities which inform strategic

outcomes for young people of all ages. Part of this work has been setting up a creative youth panel of young people, aged 14 to 21, to help inform and shape this new Arts and Culture Strategy and support and training for arts and cultural organisations to develop their own Youth Voice.

We will continue to pilot, commission and support a range of creative projects with schools, funded through external grants, Wandsworth Grant Fund or S106 developer funding. We will actively encourage performance and producing opportunities within existing frameworks – for example, Wandsworth Arts Fringe – and will support youth groups and young creatives to take advantage of existing funding opportunities available to them, guiding and mentoring them to facilitate creative project proposals.

There is a focus on creative careers to inspire young people and help us lay the foundations for young people to enter employment in this sector post education. This includes creative career workshop series, live careers events hosted by creative organisations, live briefs and work-related learning projects, Wandsworth Creatives – a new short film series and the development of a Creative Careers Resource Bank online. However, we now need to take the next step of supporting these young people into cultural and creative careers through a more structured approach, working with practitioners and employers, that embeds opportunities and ensures that the workforce of the future reflects the diversity found within the Borough.



## Goal:

# Health & Wellbeing

Working in partnership with the Council's Adult Social Care and the Health and Wellbeing Board we are promoting arts, culture and creativity to inspire and support people to live healthy, fulfilled and independent lives.

### Objectives:

- Linking with the Health and Care Plan's live well theme to improve residents' wellbeing through cultural engagement, including improving their happiness levels
- Linking with the Health and Care Plan's age well theme to utilise culture to support healthy ageing through improving cognitive functioning, communication, self-esteem, enjoyment of life, memory and creative thinking as well as facilitating and supporting intergenerational social contact
- Develop partnerships with health service providers and universities<sup>14</sup> to co-fund and deliver creative programmes and strategies
- Develop a varied high-quality cultural prescription offer as part of a social prescribing model to support prevention and reduce residents' need for medical interventions (such as for mental health issues, dementia, reducing pain medication, or tackling obesity and loneliness)
- Work with Adult Social Care, South West London Clinical Commissioning Group (CCG), and Public Health to develop cultural commissioning so that successful programmes can become sustainable and long term offers
- Work with Public Health, Children Service's and Procurement to develop an outcomes-based tender to a value of £60,000 to deliver and monitor against identified cultural and health/wellbeing needs as set out in the JCNA.



St George's University Hospitals NHS Foundation Trust has a strong arts offer, delivering a wide range of engaging arts programmes to support patients, families and staff. This photograph shows Dancing with Parkinson's classes with Danielle Teale Dance. St George's also has an art collection of over 800 pieces that are displayed at St George's Hospital Tooting and Queen Mary's Hospital Roehampton. To enhance the clinical environment for patients and staff, both St George's University Hospitals NHS Foundation Trust and South West London and St George's Mental Health NHS Trust are actively developing new arts commissions. Image Credit: Benedict Johnson Photography.





**R**ecent research conducted by the World Health Organisation (WHO)<sup>15</sup> into the role of arts in improving health and wellbeing emphasises the socially interactive nature of art activity. The research suggested that the process of bringing different groups of people together through arts and culture not only developed social capital and reduced discrimination by fostering greater cultural understanding, but that communities with a good stock of social capital were more likely to benefit from lower crime figures, better health, higher educational achievement and better economic growth<sup>16</sup>. Similar findings have come out of the UCL Institute of Health Equity's wide range of research into the links between arts and wellbeing, highlighting findings from a number of studies that showed that after engaging with the arts, 79% of people in deprived communities in London ate more healthily, 77% of them engaged in more physical activity and 82% enjoyed greater wellbeing.

The new Strategy offers Wandsworth the opportunity to not only embed arts and culture into the emerging Local Plan, but also into the new Joint Strategic Needs Assessment – the process by which the local authority and Clinical Commissioning Group (CCG) assess the current and future health and care needs of the local population. A report created for Wandsworth CCG estimated that a pilot Wandsworth community arts service working with 100 patients with mild/moderate mental health conditions such as depression, stress and anxiety could save the CCG over £74,000 per year. An arts-on-prescription

Putney School of Art and Design (PSAD), managed by Enable Leisure and Culture, offers a wide range of fine art courses. They also provide a range of free outreach sessions to support people's wellbeing such as this session at the Katherine Low Settlement in 2018. Image courtesy of PSAD.



CoDa Dance deliver dance sessions for people with MS and neurological disabilities, helping them move in new ways, build strength, improve mobility, socialise and be creative, at the Royal Hospital for Neuro-disability (RHN) in Roehampton. This partnership is also investigating the impact of dance on patients with sustained brain injury, with the aim of developing advocacy packs for arts practitioners and health care providers. Image Credit Jonathon Vines.

project in Gloucestershire showed a 37% drop-in GP consultation rates and a 27% reduction in hospital admissions; this represented a saving of £216 per patient. From the projects evaluated so far across the UK, for every £1 invested in arts on prescription, it is calculated that there is a social return on investment of between £4 and £11. In October 2019, the Secretary of State for Health and Social Care launched a National Academy for Social Prescribing. We plan to be part of this programme from the beginning and are exploring how culture can be part of the social programming model currently being established in the Borough.

Early steps have already been taken in this direction, with various cultural projects with health and wellbeing outcomes being funded through the Wandsworth Grant Fund as well being an ongoing theme of WAF and school programming. However, now is the time, as Wandsworth has developed its Health & Care Plan and is introducing social prescribing to residents, to develop a more sustained and strategic approach. To utilise arts and culture to support health and wellbeing, working with a wide range of partners both within and outside the Borough – this will look at supporting the whole health spectrum, from prevention to supporting people recovering from ill health and helping people living with long term conditions.



## Goal:

# Access For All

To actively work to improve accessibility for all our residents both to enjoy culture and to join the borough's creative workforce.

### Objectives:

- Use the data from Wandsworth's JCNA to direct funding (both the Council's and partners) into those areas where cultural need has been identified and where there are currently gaps in provision
- Work with cultural organisations, funders and community groups to ensure that lack of financial means is not a barrier to cultural engagement
- Work with the cultural and creative sector to tackle the existing inequality, such as access to, participation in, and low representation in employment, within the sector
- Work with Adult Social Care, Children's Services and a wide range of external partners to ensure that both young people and adults with disabilities, both learning and physical, are able to access a range of cultural engagement opportunities. Work with partners to develop pathways that support people with disabilities into cultural and creative employment
- Work with other Council services to integrate cultural programmes into their work in supporting the Borough's most vulnerable and at risk residents (such as young careers, young people in care, victims of domestic abuse, trafficked people, young people at risk of joining gangs)
- Utilising cultural initiatives in supporting the rehabilitation and reintegration of offenders into society as well as helping to divert people away from pathways to crime.





Wandsworth resident Nnena Kalu has been part of ActionSpace's studio since 1999. Over 20 years Nnena has created a significant body of work, both sculptural and 2D. From initially being part of group exhibitions at Southside Shopping Centre (as shown in this photograph), she has now exhibited nationally and internationally including three major solo exhibitions: an acclaimed solo presentation at Glasgow International in 2018 with Project Ability; a celebrated exhibition at Humber Street Gallery Hull in 2019; and Nnena's first major London based solo commission for 'elsewhere' Studio Voltaire's offsite programme in 2020. Image credit: Action Space.



**E**nsuring access for all is at the heart of Wandsworth's cultural offer. We will work particularly hard to support those most likely to struggle to access arts and culture in the Borough.

The Borough is proud to be home to a wealth of organisations who share this ethos. BAC which in February 2020 became the World's first relaxed venue, aiming to identify and dismantle the barriers faced by disabled people. Theatre 503 host regular pay-what-you-can-afford shows. Oily Cart, the Baked Bean Company, Action Space and One Trust all support some of our most vulnerable residents. BAC support Wandsworth's Probation Service to support some of the most prolific offenders to use arts to break the cycle. Wandsworth Grant Fund has funded theatre and opera projects in Wandsworth Prison in 2018 and 2019.

For many years, Wandsworth Council has funded cultural programmes for both young people and adults with additional needs, in particular through its two disability arts Service Level Agreements with Action Space and Oily Cart (see Appendix 2). The Wandsworth Grant Fund invests in a wide range of cultural projects that support residents with protected characteristics<sup>17</sup>. Wandsworth Arts Fringe and Wandsworth Artists' Open House have both prioritised developing a programme where those with special needs can organise, perform, participate and view events. In 2018 WAF supported 56 disabled artists, 65 LGBTQ+ artists and 245 artists from diverse ethnic backgrounds to develop performances, artwork and projects. In the same year we launched WAF in Your Living Room as an addition to the festival to support residents who had mobility issues; by 2020 the cultural sector had come together to create and deliver art packs to families across the Borough who were in digital poverty and therefore could not access WAF via digital channels. This goal reminds us of our core commitment to support people with protected characteristics, both as artists and audiences.

Supporting these underrepresented and under-resourced residents not only ensures that they benefit from the Council's overall aim that residents start well, live well and age well, but also makes

economic sense. The annual £21,400 contract with Action Space returns a social value investment of £134,632 (6.29 times the annual contract value) into the Borough, as well as delivering life changing opportunities for the participants.

Through piloting the JCNA and developing a dashboard and data set that is publicly accessible, it is envisaged that this will support cultural organisations or voluntary groups wanting to work in the Borough to more easily identify need and to give them an evidence base that will support funding applications. It will also mean that the Arts Service can more strategically direct internal and external funding to maximise impact.

Dovetailing with THRIVE, the Learning Disability Commissioning Strategy 2021-2026 and Resident Participation and Engagement Strategy, the Arts and Culture Strategy aims to support other Council services in reaching their objectives.



Battersea Arts Centre, the world's first Relaxed Venue, is committed to embedding access and inclusivity across all their activities. This journey has taken the principles of Relaxed Performances and applied them across all of an organisation's spaces and programmes, working with staff at every level to identify disabling barriers and to develop creative solutions to them. Image credit: Burstardrum.



## Goal:

# Climate Emergency & Sustainability

Supporting creative and cultural responses to climate change as part of Wandsworth's drive to be the greenest inner London Borough and carbon neutral by 2030.

### Objectives:

- Set net zero carbon targets for the Borough's cultural sector to be achieved by 2030 at the latest
- Embed environmental themes into the Borough's cultural programming and education/learning activities, drawing in cultural organisations, to help build environmental knowledge, awareness and inspire behavioural change amongst Wandsworth's residents
- Support local creative businesses to be not only environmentally friendly but drive forward innovation within the economy
- Support art commissions in taking sustainable and environmentally friendly approaches.



Tackling climate change requires the complex value chain to work together towards the common goal. The Arts and Culture Strategy along with Wandsworth’s cultural sector recognises that it is one cog in this process but believes that “culture is an essential tool for cities in generating environmental engagement, whilst supporting other interconnected policy agendas such as urban planning, social inclusion, health, commerce and regeneration. The cultural life of cities connects citizens to one another, and to their values, offering a critical platform to influence, inspire and lead public engagement on climate and the environment. When cultural and creative industries take greater care and responsibility for the global climate and environment, so do their communities and audiences”<sup>18</sup>.

The Arts and Culture Strategy seeks to support the Wandsworth Environment and Sustainability Strategy. Within Wandsworth tackling climate change is already in progress. All the Borough’s NPOs have created Environmental Policies and Action Plans, and as a Council we aim to support the rest of the Borough’s cultural organisations to develop their own Environmental Policies and Action Plans. Environmental themes will be a key component in the annual WAF programming as well as in our ongoing school creative programme. The aim is to utilise performances, exhibitions, workshops and debates so

that artists and audiences can explore how we tackle the climate emergency and encourage a radical shift in our relationship with nature and technology. We will continue to try to model best practice, promoting case studies and offer practical support to cultural organisations and community groups, including a focus on sustainability within our annual WAF networking and training programme.

The necessity of environmentally friendly art commissioning has been included as part of our emerging Local Plan. The Arts Service will work with planning officers and developers to ensure that the environmental impacts of materials, sourcing, construction and transportation are all fully considered before artwork is commissioned.

Going forward we will utilise the Creative Green Tools, a free set of unique carbon calculators, developed by Julie’s Bicycle, for the creative industries to understand the environmental impacts of cultural buildings, offices, outdoor events, tours and productions within the Borough and give Wandsworth baseline data that can be re-measured each year of the strategy to ensure that we are moving towards a net zero by 2030. We will also continue our relationship with InnovationRCA to support green innovation and look at how green creative businesses can be nurtured, supporting the development of a green economy in Wandsworth.



# Footnotes

1. These include: the Council's Strategic Objects adopted in 2019; the Smart Growth Plan developed in response to Covid-19; the emerging Local Plan; the updated Joint Strategic Needs Assessment; the Library Strategy; the Wandsworth Environment and Sustainability Strategy; the Learning Disability Commissioning Strategy 2021–2026; Resident Participation and Engagement Strategy; the Young People's Strategy; and Night Time Economy Strategy.
2. Department for Culture, Media and Sport (DCMS).
3. The community groups we engaged with were: Battersea Power Station Community Choir; Bounce Theatre's youth group; Carney's Community Boxing Club; Furzedown Community Network and Sprout Arts; Katherine Low Settlement's The Elders group; Kimber Stake Park; Love to Learn for children and young people from refugee backgrounds; Roehampton's Men's Shed; Sound Minds; Wandsworth LGBTQI Forum; and Women of Wandsworth.
4. Active Lives Survey, average year taken from 2015–2017 data.
5. The Mayor of London's Cultural Infrastructure Map's Audiences and demographics context layer.
6. ONS data drawn from the Inter-Departmental Business Register.
7. Combining Advertising & Marketing, Architecture, Crafts & Design, Film, TV, video, radio & photography, IT software & computer services and Publishing.
8. [https://www.londonfirst.co.uk/sites/default/files/documents/2019-05/TouristInformation\\_0.pdf](https://www.londonfirst.co.uk/sites/default/files/documents/2019-05/TouristInformation_0.pdf).
9. [https://www.visitbritain.org/sites/default/files/vb-corporate/gbdvs\\_2018\\_annual\\_report.pdf](https://www.visitbritain.org/sites/default/files/vb-corporate/gbdvs_2018_annual_report.pdf).
10. There have been various studies, but in particular [https://www.artscouncil.org.uk/sites/default/files/download-file/The\\_contribution\\_of\\_the\\_arts\\_and\\_culture\\_to\\_the\\_national\\_economy.pdf](https://www.artscouncil.org.uk/sites/default/files/download-file/The_contribution_of_the_arts_and_culture_to_the_national_economy.pdf) and Bakhshi, H., Lee, N. and Mateos-Garcia, J. (2013), Capital of Culture, Brookings / Nesta.
11. <https://culturallearningalliance.org.uk/evidence/key-research-findings-the-case-for-cultural-learning/finding-9-early-years/>.
12. <https://culturallearningalliance.org.uk/evidence/key-research-findings-the-case-for-cultural-learning/finding-3-skills-and-behaviour/>
13. [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/88447/CASE-systematic-review-July10.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/88447/CASE-systematic-review-July10.pdf)
14. Especially the University of Roehampton, Kings College London and UCL which whom we have already had exploratory conversations.
15. WHO (2019)- 'What is the evidence on the role of the arts in improving health and well-being? A scoping review'. Health Evidence Network Synthesis Report 67.
16. Sidney De Haan Research Centre for Arts and Health & Nick Ewbank Associates (2014)- 'Cultural Value and Social Capital: Investigating social capital, health and wellbeing impacts in three coastal towns undergoing culture-led regeneration'. AHRC Cultural Value Project focused on Margate, Folkestone and Bexhill-on-Sea.
17. The Equality Act 2010 identified the following protected characteristics, which it is against the law to discriminate against: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.
18. World Cities Culture Forum Policy Series: Culture and Climate Change, June 2019