

# Appendix 3:

# Our Process in Creating Wandsworth's New Arts & Culture Strategy

This Arts and Culture Strategy is Wandsworth's commitment to creating a long-term creative vision for the Borough to help improve the lives of residents, support economic growth and local jobs, and create thriving local neighbourhoods.

This strategy is an opportunity for Wandsworth to be, and be recognised as, a leader of arts and culture in its broadest sense and is supported by a Joint Cultural Needs Assessment (JCNA) developed in partnership with Arts Council England (ACE). Wandsworth is the London test of this approach of assessing 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, focusing on collaboration, conversation and listening. We have collaborated internally within the Council. 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 visioning strategy – our local young people, students, creatives, and future place-makers.

We have approached this document as a group 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’re a new resident or visitor coming to the Borough for the first time: Wandsworth welcomes you.

# Our Terminology

Arts and culture mean different things to different people. However, we have decided to adopt the common usages as defined below.

**“Culture** means many things to many people... Here, we use it to mean all those areas of activity associated with the artforms and organisations in which Arts Council England invests collections, combined arts, dance, libraries, literature, museums, music, theatre and the visual arts... Similarly, we have used ‘creative practitioners’ rather than ‘artists’ as an umbrella term for all those who work to create new, or reshape existing, cultural content. We also recognise that the traditional boundaries between and around cultural activities are disappearing as new technologies and other societal changes alter the ways in which many artists, curators, librarians and other practitioners work, as well as how culture is made and shared.” Arts Council England’s Let’s Create 10 year strategy

**“Creativity** describes the process through which people apply their knowledge, skill, and intuition to imagine, conceive, express or make something that wasn’t there before. While creativity is present in all

areas of life, in this strategy, we use it specifically to refer to the process of making, producing or participating in ‘culture’.” Arts Council England’s Let’s Create 10 year strategy

**Creative Industries** “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.” This covers advertising, architecture, art, crafts, design, fashion, film, music, performing arts, publishing, R&D, software, toys and games, TV and radio, and video games.” Department for Culture, Media and Sport (DCMS).

## The Stages Followed

We have been working within the suggested Arts Council England’s Joint Cultural Needs Assessment process for gathering information to evidence need and inform our approach. We have done this by undertaking the following:

- Convening
- Collecting
- Consulting
- Co-ordinating
- Commissioning
- Checking / Capturing

# Covening

This phase 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 historically and currently stands. We did this by collecting information from the Arts Service, What Next? Wandsworth Chapter—key external audiences, groups, partners, and internal stakeholders.

**A**s part of place-shaping, we have been working 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.

In June 2020 we hosted a series of virtual workshops and discussion groups with the What Next? Wandsworth Chapter and other key local stakeholders/cultural champions. This knowledge collection, produced via Teams chat, included the co-creation of a 'word waterfall' exercise and general discussion around set topics. The following areas were explored in four group sessions:

**1. Cultural Ecology / Rebuilding:** This group looked at the existing cultural and creative industry sector in Wandsworth and what support is needed to maintain and grow this sector in the future, especially post Covid-19. The group also took a place-based approach and explored tourism, the night-time economy, and the role the digital culture offer can play going forward.

**2. Empower / Inspire:** This group looked at expanding access to cultural engagement and using culture to empower individuals. It focused on the role culture

plays in community cohesion, supporting grassroots creativity, and how it can be utilised to bring together people to solve other issues such as climate change.

**3. 2030 visioning / Young People:** This group looked at what we need to do to support the next generation to reach their full potential. It discussed ways to support young people to discover and nurture their creative talents, raise aspirations, and develop career pathways and progression routes to ensure a diverse creative workforce for the future.

**4. Health and Wellbeing / Legacy:** This group looked at the role arts and culture plays in supporting public health and ensuring that all residents lead healthy lives. It also explored the opportunities for cultural social prescribing in Wandsworth and what needs to be put in place to maximise health benefits.

Key words collected from all four of the convening workshops.



## Consulting

We kept this activity regular and inclusive, continuing local dialogue with key stakeholders/communities and drawing on support, contacts and expertise across our partnerships. This part of the process was an opportunity to refine ideas, draw on knowledge and skills available, and enhance shared priorities through virtual round table meetings, online surveys, phone calls, and public engagement opportunities.

**D**ue to the current situation, face to face conversations, local walks, door knocking, street art, sharing food etc. could not be part of our consultation process. This will need to take place if and when it is safe to do so. In the meantime, we took to social media and produced email campaigns to gather information via the Wandsworth Art October 2020 season.

As part of the investigation into priority areas through the convening workshops, we identified nine areas that we explored in more detail with key internal and external arts and culture partners and stakeholders.

# Topics Discussed During Round Table Sessions

(led by external partners via Zoom/Teams):

**1. Diversity:** Celebrating and amplifying local communities and their stories better representing and supporting all our diverse communities.

**2. Access and Trust:** Disability, harder-to-reach audiences, culture in people's lives and the importance of organisations communicating trustworthiness, how to build on our great disability organisations and programmes.

**3. Future Visioning –** Climate change, building trust, making Wandsworth internationally connected, asking what we need to think about in a ten-year strategy? Do we need to plan for another Covid, the effects of isolation, hyper local, migration, place-making.

**4. Young People / Schools / Families:** How arts and culture can help young people at school and increase confidence, reading, writing and communication skills, raise aspirations, increase likelihood of higher education, voting and volunteering and sustained employment

**5. Start well, live well, age well:** Place making and community cohesion, universalism; young offenders are less likely to re-offend if engaged in the arts; intergenerational appeal, the under 5 offer; supporting parents / older people (isolation, depression) meet other local people; networks for children and adults; importance of hobbies and discovering talent and interests.

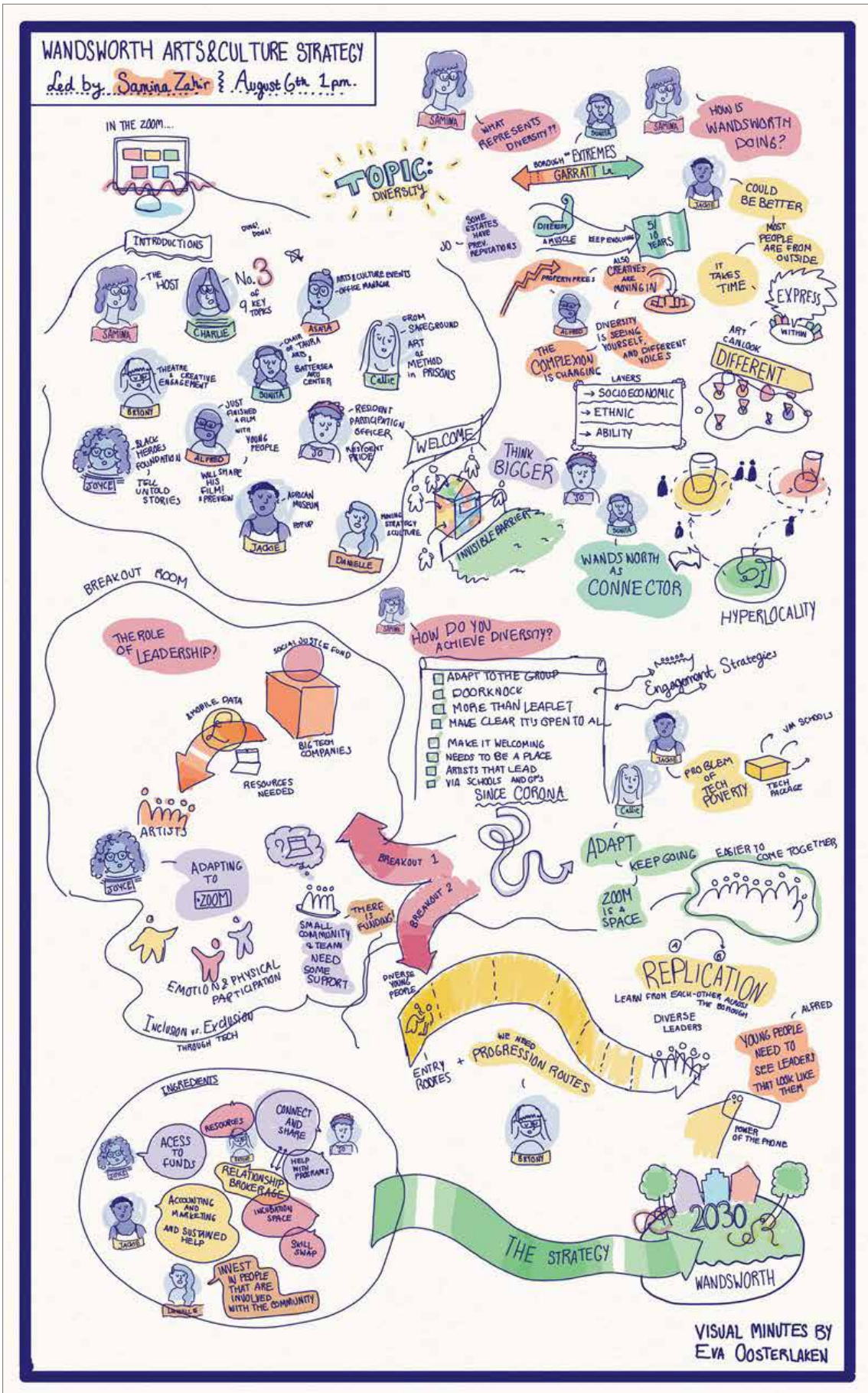
**6. Health and Wellbeing:** Social prescribing, mental and physical health, open spaces / physical activity, dementia, music therapy, healthy eating, preventative action.

**7. Careers / Routes into creative industry jobs:** Career pathways and progression routes, ensuring a diverse creative workforce of the future, encouraging fair paid and paying for staff time, the responsibility of organisations, reflecting on the Let's Create agenda and advocacy.

**8. Cultural Ecology:** What currently exists and how can it be supported? Post- Covid how can we continue to thrive? Considering high streets, employment, start-up / incubator spaces, what's missing and where? What can we do to grow and nurture the cultural and creative industries in the Borough (a design and tech quarter, a South London innovation corridor, potential Creative Enterprise Zones)?

**9. Partnerships / Collaboration:** Cross programming, co delivery, support, networks, sharing resources, local cultural education partnership, advocacy, placemaking, on / offline.





Visual Minutes for sessions 1 by Eva Oosterlaken.



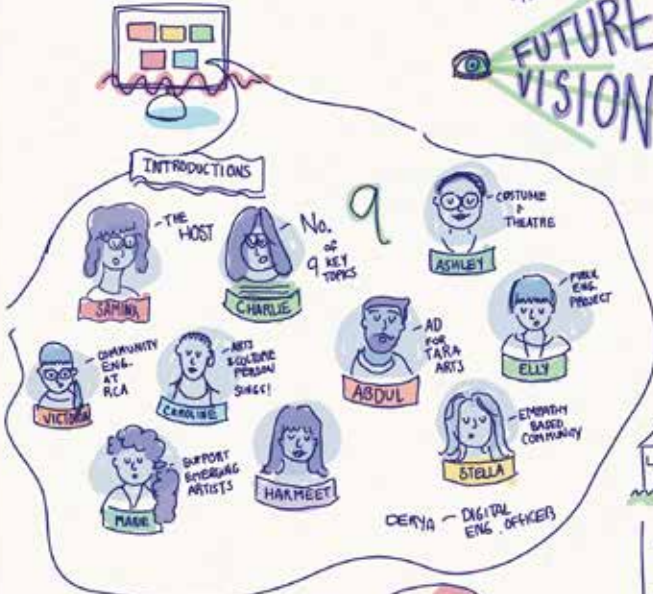




# WANDSWORTH ARTS & CULTURE STRATEGY

Led by Samina Zahir | August 13<sup>th</sup> 1pm.

IN THE ZOOM...



## TOPIC: FUTURE VISIONING

Q1: WHAT IS FUTURE VISIONING?



Q2: ORGANISATIONS? & HOW



Q3: HOW COULD PEOPLE COLLABORATE WITH THE ARTISTS?



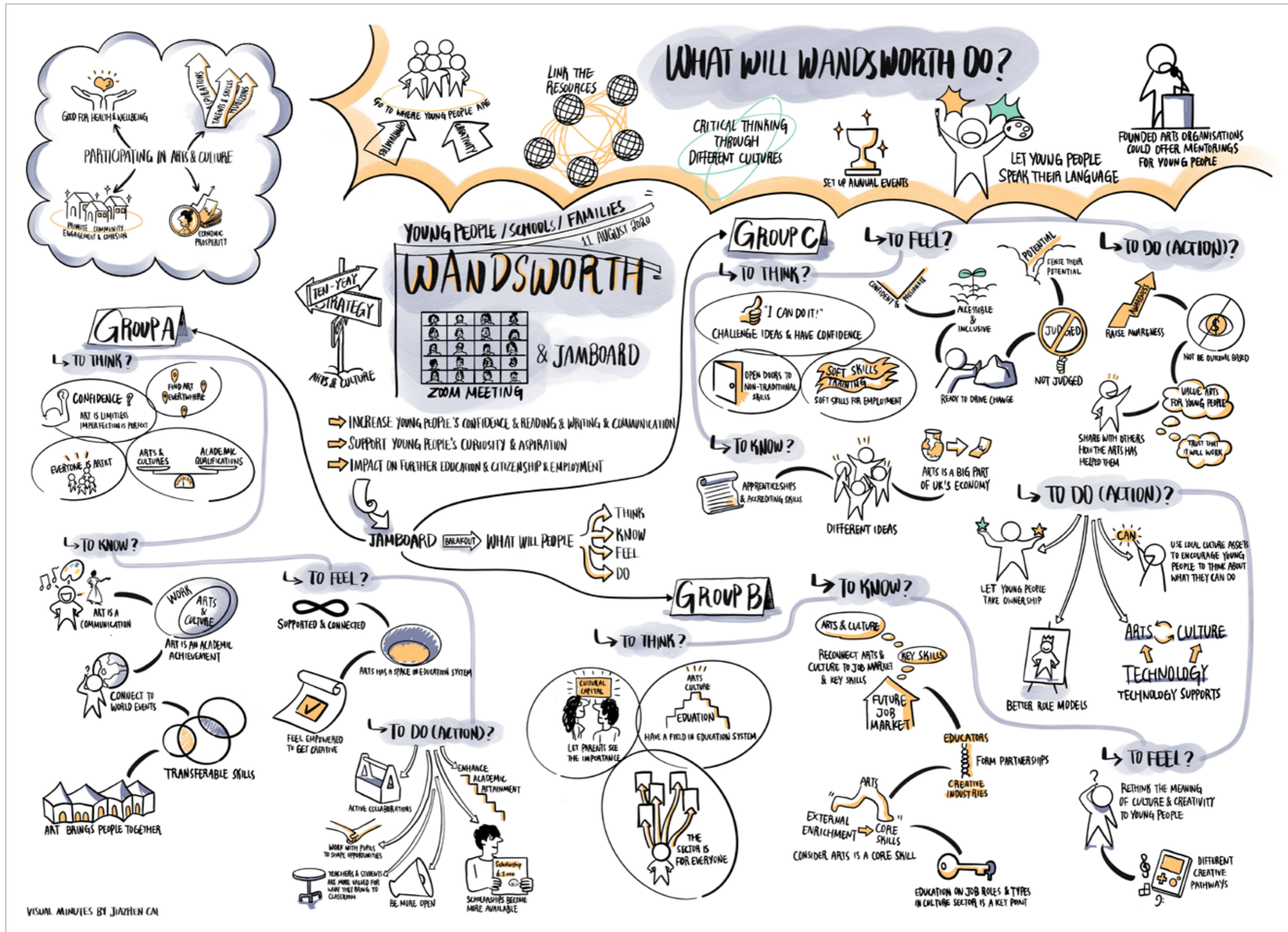
Q4: HOW CAN ARTS & STRATEGY RESPOND TO THE RADICAL GLOBAL CHANGE?



VISUAL MINUTES BY EVA OOSTERLAKEN

Visual Minutes for sessions 3 by Eva Oosterlaken.





VISUAL MINUTES BY JIAZHEN CAI

Visual Minutes for session 4 above by Jiazhen Cai.









Visual minutes for sessions 7 and 8 above by Pooya Sareh.





Sometimes  
it's weird  
and  
sometimes  
it's not

Over summer and autumn 2020 these themes and topics were refined through internal and external conversations and additional public engagement via artist Elly Clarke and Wandsworth Art.

Response by Ghilse, age 8, from Bounce Theatre's youth group, to the question "What role does art play in your life today?" at the participation workshop in August 2020 with artist Elly Clarke.

# Public Engagement Strategy

The purpose of the public engagement strategy was to engage residents, local young people, visitors and tourists, as well as the cultural and community/voluntary and business sectors in Wandsworth within the development of the Arts and Cultural Strategy and to feed their thoughts into the Strategy to ensure ownership and future activation.

**U**nderstanding what young people value is important to us. Our creative youth panel asked 87 young people what cultural provision they valued within the Borough and what they felt was missing.

We also commissioned artist, Elly Clarke, who ran workshops with the following groups to reflect the diversity within the Borough and to find out 'what role does art play in your life today?': 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; Soundminds; Wandsworth LGBTQI Forum; and Women of Wandsworth<sup>1</sup>. This provocation led to direct feedback about what the participants thought art was, what it meant to them and what its potential future could be in Wandsworth.



It'd be a boring place, a dull borough without it

DAVID | 36

From a conversation in response to the question: 'What role does art play in your life today?' Wandsworth LGBTQ+ Forum | Zoom | 19.08.20



It could be something like 'Staying Alive' or 'Keeping Alive'

JOHN | 84

From a conversation in response to the question: 'What role does art play in your life today?' Katherine Low Settlement - the Elders | August 2020



It helps me forget about something I am angry about

YUSHA | 13

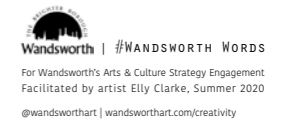
From a conversation in response to the question: 'What role does art play in your life today?' Love to Learn | Trinity Fields Club House | 12.08.20



The arts allow me to use my creativity and skills to help others, society, and improve my wellbeing

CHARLES | 36

From a conversation in response to the question: 'What role does art play in your life today?' The Men's Shed | Email | 28.09.20



Without art nothing would exist

YANNIS | 11

From a conversation in response to the question: 'What role does art play in your life today?' Bounce Theatre | Tooting | 21.08.20



For example, plants grow better with music, cows also love music

BEATRICE | 55

From a conversation in response to the question: 'What role does art play in your life today?' Battersea Power Station Community Choir | GF | 16.08.20



I use art to make time go a little faster

JOSIE | 18

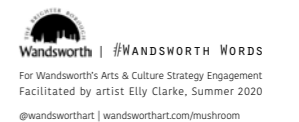
From a conversation in response to the question: 'What role does art play in your life today?' Kimber Skate Park | King George's Park | 20.08.20



I can see some opportunities for more local things mushrooming and developing

LIZ | 66

From a conversation in response to the question: 'What role does art play in your life today?' Wandsworth LGBTQ+ Forum | Zoom | 19.08.20



# Coordinating

This is our current stage, coordinating information gathered and putting forward our draft Arts and Culture Strategy for Wandsworth for public consultation. Work is also progressing on developing a Joint Cultural Needs Assessment dashboard that can pull together data on the borough's cultural ecology that will sit on [www.datawand.info](http://www.datawand.info) and be publicly accessible from the end of 2021. All of this work will feed into the ongoing action plan to deliver the strategy.

**A**s part of coordinating, we are developing the outputs and outcomes for Arts and Culture Strategy's action plan. We will then map and match available boroughwide resources against these set outcomes. The aim is to work with the existing cultural ecology to ensure that cultural activities and programming reflect the borough's needs around place and people, co-creation of outreach to target areas and groups, training and interventions. Output and outcomes will be linked to monitoring and evaluation. The action plan will be widely shared, communicating the shared vision and who is involved for delivering different aspects.

The action plan will be continuing rolling three year plan covering the lifetime of the strategy. The first draft of the action plan will cover 2022 to 2025.

## Commissioning

This will be the next, ongoing, step in delivering the Arts and Culture Strategy and action plan by securing the resources, skills and activities that

deliver the agreed outcomes. This process will look at gaps and rebalance the offer through call outs for proactive 'doing'. Co-design with partners, artists, producers' projects that clearly link to agreed framework / goals.

## Checking / Capturing

This stage will be ongoing throughout the ten years, monitoring is the programme delivering against agreed measures, outcomes and outputs? Monitoring the data to make changes if needed to improve impact and reach. This process will be evidence and outcome led, with a focus on capturing data in real time to allow us to be responsive to changing need and circumstances.



# Footnotes

1. <https://lordslibrary.parliament.uk/covid-19-impact-on-the-uk-cultural-sector/>
2. *ibid*
3. <https://www.london.gov.uk/what-we-do/arts-and-culture/cultural-infrastructure-toolbox/creative-industries-supply-chain-covid-19-impact>
4. Arts Index, England 2007 – 2018
5. [https://www.craftscouncil.org.uk/documents/1175/200330\\_CC\\_COVID19\\_impact\\_on\\_craft\\_business.pdf](https://www.craftscouncil.org.uk/documents/1175/200330_CC_COVID19_impact_on_craft_business.pdf)
6. <https://www.architecture.com/knowledge-and-resources/knowledge-landing-page/riba-covid-19-survey-executive-summary>
7. <https://www.createjobsLondon.org/how-young-creative-coping-lockdown>
8. <https://uktheatre.org/theatre-industry/news/uk-theatre-and-solt-collaborate-with-the-creative-industries-and-oxford-economics-on-new-report>
9. <https://pec.ac.uk/blog/how-covid-19-is-impacting-the-cultural-sector-with-the-loss-of-55-000-jobs-in-the-arts>
10. Active Lives Survey, average year taken from 2015–2017 data.
11. ONS data drawn from the Inter-Departmental Business Register.
12. Combining Advertising & Marketing, Architecture, Crafts & Design, Film, TV, video, radio & photography, IT software & computer services and Publishing.
13. [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).
14. [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).
15. <https://culturallearningalliance.org.uk/evidence/key-research-findings-the-case-for-cultural-learning/finding-9-early-years/>
16. <https://culturallearningalliance.org.uk/evidence/key-research-findings-the-case-for-cultural-learning/finding-3-skills-and-behaviour>
17. [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)
18. WHO (2019)- 'What is the evidence on the role of the arts in improving health and wellbeing? A scoping review'. Health Evidence Network Synthesis Report 67.
19. 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.