

WE ARE CULTURAL.

WE ARE NEWHAM.



BUILDING NEWHAM'S CREATIVE FUTURE

CULTURAL STRATEGY AND ACTION PLAN 2022-2037

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MAYOR'S FOREWORD



I am thrilled to unveil Building Newham's Creative Future, our creative and cultural strategy that will act as the foundation for driving participation and be a key part of inclusive growth in Newham.

This strategy is the first of its kind in Newham, framing the creative and cultural industries within an ambitious 15 year plan that demonstrates how they can contribute to our community wealth building agenda. By 2037 we want to be at the forefront of culture across London and beyond, ensuring our residents feel its many benefits.

Reflecting on creativity and culture in the borough, Newham has a rich history and our diverse communities are at the heart of everything we do. Through Building Newham's Creative Future we will drive inclusivity and we hope this will translate to greater engagement and participation in culture.

Engaging in creativity and culture can be wholly enriching and it is important that everyone feels the health and wellbeing benefits of this. Having the Newham Unlocked Festival has been an excellent

recent initiative, showcasing the diversity of Newham's artistic talent, and we are keen to build on this.

The strategy brings together all that is going on in Newham now and recognises that we are at a critical point in our creative and cultural landscape. The future is bright with so much planned, including the cultural hub of Stratford's East Bank, creative programmes at the Royal Docks and now the delivery of Levelling Up, following the Council's successful bid for £40m to central government, much of which will focus on the re-use of character buildings for cultural and creative activity.

Working on this in the future with residents, cultural and creative organisations, businesses and partners, we look forward to accelerating our businesses' creative and cultural agenda for Newham. We have so much to offer and I can't wait to show the rest of London.

ROKHSANA FIAZ OBE
Mayor of Newham

March 2022



EXECUTIVE SUMMARY

WHERE WE ARE NOW

Over the past fifteen years Newham has been at the centre of some of London and the UK's largest and most ambitious cultural regeneration projects, with key developments at East Bank and the Royal Docks. These are helping to secure Newham's place at the heart of London's cultural and creative future.

But we know it's the people of Newham who are by far our greatest strength. Newham is home to a thriving and talented community of artists, dance groups, production agencies, musicians, community choirs, theatre companies, fashion designers and many more cultural producers who make Newham what it is today. This community is essential in showcasing and nurturing Newham's cultural diversity and heritage, and in fuelling the creative economy.

More than ever, we are prioritising inclusive growth as a guiding principle across the borough. Our Towards a Better Newham Covid-19 Recovery Strategy makes us the first borough in London to use livelihood, wellbeing and happiness as its prime measure of economic success, and our Community Wealth Building Strategy builds on the principles of economic, social and environmental justice so that long-term prosperity, fairness and wellbeing can be embedded for all residents.

And yet, we know there are some key challenges:

- Uneven spatial distribution of investment in culture borough-wide is perpetuating existing inequalities
- Lack of capacity and resource across the local authority, sectors and other players, particularly when it comes to accessing funding and delivery
- Loss of cultural spaces and the financial viability of keeping spaces open and/or refurbishing vacant or underused spaces that could host community services, particularly in a difficult economic climate
- Funding models, rather than community needs, are driving development
- Culture is not considered a viable career by all Newham communities
- There is a risk that culture is viewed as tied to regeneration, rather than something intrinsically valuable and with wider economic, social and environmental benefits

Moreover, Arts Council England's (ACE) statistics indicate that Newham has both low annual investment per capita and low engagement in the arts sectors. Newham ranks in the bottom ten English local authorities in terms of resident attendance to an arts event, museum, gallery or residents spending time doing an arts activity. ACE's 2017 Active Lives survey found that 44% of Newham adults have not attended an arts event, museum or art gallery nor participated in an arts activity over a year, compared with neighbouring Hackney (27%).



EXECUTIVE SUMMARY

VISION FOR THIS STRATEGY – NURTURING TALENT IN NEWHAM

Newham's priority is to put people at the heart of creativity and culture. This ambition requires long-term and consistent commitment and as such this strategy lays out the framework for cultural investment in Newham over the next 15 years. Our ambitions for culture and creativity in Newham also require strong leadership and action now, therefore the strategy also lays out the big steps we will take in the first four years.

It is our firm belief that this approach will unlock opportunities borough-wide by providing equitable access to creative and cultural expression and by nurturing a creative economy where Newham residents can find fulfilling work, as well as supporting Towards a Better Newham's ambitions for greater health, happiness and wellbeing.

Achieving this means investing in creative education early and maintaining these opportunities throughout people's lives, facilitating collaborations that can unlock potential, celebrating and showcasing our cultural programmes with pride, and providing a diversity of spaces that enable people and businesses to thrive.

Our vision is for Newham to be a place where culture, creativity and heritage drive investment, inclusive participation and wellbeing. In light of this vision, this strategy sets out five focus areas:

CULTURE FOR LIFE

By 2037: lifelong learning and inclusive engagement with creative and cultural activities is the norm for all residents to support fair employment opportunities, wellbeing and happiness.

POWERFUL PARTNERSHIPS

By 2037: Newham communities, cultural and creative organisations and the borough work together to exchange ideas, experiment, and act to increase inward investment, productivity, and community impact.

LOUD AND PROUD

By 2037: Newham values, celebrates and communicates its creativity, culture and heritage to increase access and engagement, develop a sense of belonging, support local enterprise and encourage a thriving and resilient local economy.

CULTURE-FIRST SPACES

By 2037: Newham has high quality, diverse and inclusive spaces for a range of creative and cultural activities borough-wide to support local enterprise and inclusive access.

PROACTIVE MINDSET

By 2037: Newham's governance structure, management systems and resources effectively support the needs of Newham's thriving cultural sector and communities and lead with optimism.

INTRODUCTION

MULTIPLIER EFFECTS OF CREATIVE EMPLOYMENT

An analysis undertaken for ACE found that for every £1 of salary paid by the arts and culture industry, an additional £2.01 is generated in the wider economy (ACE, 2014). On top of this, creative and cultural industries are among the fastest growing sectors in the UK and output grew more than five times faster than whole the economy in 2011–2018 (Metro Dynamics, 2020). Globally, they employ more people aged 15 - 29 than any other sector (UNESCO, 2021).

BETTER ACADEMIC ATTAINMENT AND SKILLS

“Arts and culture enables access to a rich and diverse education, preparing young people with skills and creativity needed in a changing world of work” (Metro Dynamics, 2020). The Cultural Learning Alliance’s case for Cultural Learning reports students from low-income families who take part in arts activities at school are three times more likely to get a degree, twice as likely to volunteer and 20% more likely to vote as young adults (Cultural Learning Alliance, 2017). As a comprehensive study (University of Nottingham, 2019) of 6,000 students and 63 teachers over three years found that arts subjects are academically rigorous and intellectually demanding. On top of this, they also develop critical thinking skills, encourage self-expression and teamwork and improve overall academic attainment.

IMPROVED HEALTH AND WELLBEING

A Scottish Government study (Scottish Government Social Research, 2013) found people who take part in cultural activities are 38% more likely to report good health, this figure rose to 62% for those who participated in dance.

A further study (Hacking S, 2008) found that participatory arts projects significantly improved mental health outcomes, sense of empowerment and social inclusion. The value of culture to health has also been recognised by the NHS through a move to social and cultural prescribing (where GPs can refer patients to social and arts programmes) as part of holistic healthcare provision.

AIDING PANDEMIC RECOVERY

A Northumbria University study found that councils’ Covid-19 messaging was not always effective in communicating the public health recovery measures. Councils have benefited from working with cultural and arts organisations to creatively reimagine engagement with communities. For example, Bristol painted hundreds of hearts on their green spaces to indicate where people were safe to gather in groups of six, supporting public space activation and online engagement. They found that councils who had a strong existing relationship with their creative industries were better placed to develop creative engagement strategies. They explain: “Performative, playful and creative interventions in cities during the pandemic invite new ways of encountering with public safety protocols that are engaging and, potentially, even fun. This offers opportunities for innovative thinking in emergency planning” (Andrews and Duggan, 2021).

SENSE OF BELONGING

Cultural heritage is a major contributor to the unique identity of places and helps people develop deep connections to the history of their place and their communities, as well as their own histories. Creative engagement

with cultural heritage allows communities to interrogate histories particularly, for example, within the context of racial oppression held by the BLM movement. Cultural industries play a key role in bringing people together around preserving and promoting heritage (LUMEC, 2019) and develop social inclusion and a sense of belonging through the sharing of these stories.

INNOVATION

Arts and cultural organisations are often the most experimental and risk-taking innovators driving commercial activity (Metro Dynamics, 2020). The benefits of these innovations reach far beyond the organisation or community in which they are generated by offering inspiration, alternative perspectives, and breakthrough ideas. As the OECD describes, “designers, or people working in advertising, look for inspiration in art galleries or museums for their new products, visitors want to see a city after reading an inspiring book or seeing a movie set in that location.” (OECD, 2018). This demonstrates how investing in certain parts of the cultural ecosystem can release commercial and economic value elsewhere.

A DESTINATION

Creative organisations benefit from locating near one another by supporting and building collaboration opportunities and creating a critical mass to attract visitors and tourists, who in turn support other local economic activity (by shopping or eating in restaurants etc.). Importantly, well-known anchor institutions can unlock an area by attracting visitors who may spend their time further exploring the borough, as well as encouraging inward investment into revitalising cultural infrastructure in nearby areas (Cebr, 2020).

RETAINING TALENT BY CREATING LOCAL JOBS

The growth of creative ecosystems can develop clusters of diverse and specialised creative jobs. This is essential in ensuring local creative producers can envision a future for themselves in the borough. An OECD report found that bringing together small- and medium-sized enterprises (SMEs) around specialised knowledge and skills was particularly instrumental in attracting and retaining talent locally (OECD, 2018). The benefits of this extends to supply chains and other industries that are allied to the creative and cultural industries.

CLIMATE RESILIENCE

Culture and heritage has been recognised by UNESCO as a key resource for addressing climate change (UNESCO, 2021) by enabling the co-development of community-based solutions and inspiring and strengthening community resolve around climate issues. Nurturing creativity is essential for developing innovative solutions to environmental challenges and artists are often able to communicate about the meaning, urgency and necessity of climate action, as well as developing participatory approaches for change.

EMPOWERED DIVERSE COMMUNITIES

OECD research has found that participation in cultural activities is a key tool for promoting equality, empowering individuals and communities to communicate and develop their potential. They also found this leads to better self-confidence through self-expression and to the improvement of leadership and decision-making capacity within communities (OECD, 2018).

INTRODUCTION

THE CASE FOR CULTURE

This cultural strategy is a recognition that celebrating and nurturing the diversity of cultural and creative expression is at the heart of an inclusive economic future for Newham. It sets the vision and direction for culture for the next 15 years and articulates culture’s contribution to inclusive regeneration and local growth.

Newham is already home to a thriving creative and cultural sector, and we are proud of our home-grown talent and organisations that already embody our vision for a Building Newham’s Creative Future. This can be seen in East London Dance’s firm commitment to providing opportunities for everyone interested in expressing themselves through dance, Rosetta Arts’ accessible and inclusive creative courses, workshops and experiences, 3 Mills Studio’s diverse and world-leading production facilities, The Line’s leadership in creating London’s first public art walk so that everyone can explore art, nature and heritage for free, and entertaining performances at long-standing Brick Lane Music Hall.

The inward investment from world-renowned institutions at East Bank, and at the Royal Docks Enterprise Zone, demonstrates that Newham’s creative and cultural sector is backed to be the centre of gravity for cultural production in the UK for many years to come.

This strategy recognises the intrinsic value of creativity and culture, acknowledging that many cherish the arts from a subjective and emotional perspective (DEMOS, 2006). However, there is a

wealth of evidence demonstrating how a thriving creative and cultural sector has the power to unlock a host of co-benefits from education, skills, and health outcomes, as well as access to employment, wellbeing, and a strong sense of community. As an example, ‘Hull’s City of Culture programme was directly responsible for at least £89.3m of investment in the city and contributed to a 9.7% increase in tourism that year. More than £32m was fundraised – double Hull City Council’s original goal – and 465 new commissions far exceeded their target of 60.’ (Arts Professional, 2019)

At the centre of this value is a sustainable, resilient and inclusive economy – aspirations for which have already been laid out in our Community Wealth Building Strategy and COVID-19 recovery strategy (Towards a Better Newham). Building Newham’s Creative Future renews these ambitions by committing to nurturing and mobilising the co-benefits of the creative sector, including, in no particular order:

- Multiplier effects of creative employment
- Better academic attainment and skills
- Improved health and wellbeing
- Aiding pandemic recovery
- Sense of belonging
- Innovation
- A destination
- Retaining talent by creating local jobs
- Climate resilience
- Empowered diverse communities

HOW DO WE DEFINE CULTURE?

Stakeholder conversations highlighted culture had connotations for different communities and different age groups within Newham. Stakeholders, including residents, creative and cultural organisations felt there were two types of culture, namely culture with a small ‘c’, which represents the everyday ways culture is expressed through living and working in the borough, and culture with a capital ‘C’, more formalised ways to engage in specific cultural activities.

Culture with a small ‘c’ is particularly important in forging a sense of identity, community and belonging in an area. It includes the culinary, artistic, religious, educational, leisure and linguistic traditions and heritage that shape complex identities. Investing in this type of culture means ensuring that local cultural spaces such as schools, places of worship, green spaces, heritage sites, markets, libraries, community facilities and public houses align with the diversity of cultural identities.

Culture with a capital ‘C’ focuses on activity, something that is done, produced or consumed. This includes everything that falls within the creative and cultural economies, such as visual and performance arts, and the networks of creative and cultural organisations, educators, participants and funders that support and engage with these industries.

We believe these two types of cultural engagement are essential to developing a sense of belonging to a community, as well as forming a vibrant, diverse and accessible cultural ecosystem.

Our vision is for Newham to be a place where... Culture, creativity and heritage drive investment, inclusive participation, and wellbeing

VISION

AMBITION FOR INCLUSIVE GROWTH

Newham's approach to economic growth and development is centred on community wealth building, ensuring sustainable and inclusive economic growth that delivers social and environmental justice. The borough has the chance to mobilise the creative potential of Newham's cultural and creative sector to make these ambitions a reality, as well as convene creative conversations around exciting, just and inclusive futures for the borough.

ALIGNING WITH COMMUNITY WEALTH BUILDING AND RECOVERY STRATEGIES

The cultural strategy aligns to the vision and aspirations of our priorities for Community Wealth Building and the eight recovery strategy pillars outlined in Towards a Better Newham. As such, Building Newham's Creative Future interfaces with, delivers on and drives the existing high-level ambitions set out below through cultural and creative investment.

Moreover, it aligns with thinking in the borough's Health and Wellbeing Strategy 2020-2023 (Well Newham - 50 Steps to a Healthier Borough), which recognises the value of cultural prescribing and of engaging with communities as a way of improving health and wellbeing. This is particularly important within the context of the Covid-19 pandemic, the climate emergency and as the borough works with partners to share approaches to tackle racism, disproportionality and inequality.

COMMUNITY WEALTH BUILDING PRIORITIES

- Lead by example
 - Use our purchasing power and influence to keep wealth in our local economy
 - Lead on progressive procurement, becoming a living wage employer and encouraging others to do so
- Campaign for a fair deal for Newham workers
 - Our young people will have access to the very best opportunities London has to offer, regardless of their background
 - We will support residents to get a fair deal from their employer and the government
- Drive forward an inclusive economy
 - Unleash the dynamism of Newham businesses, supporting them to improve their productivity
 - Nurture our cooperative economy, ensuring wealth created and held democratically

TOWARDS A BETTER NEWHAM

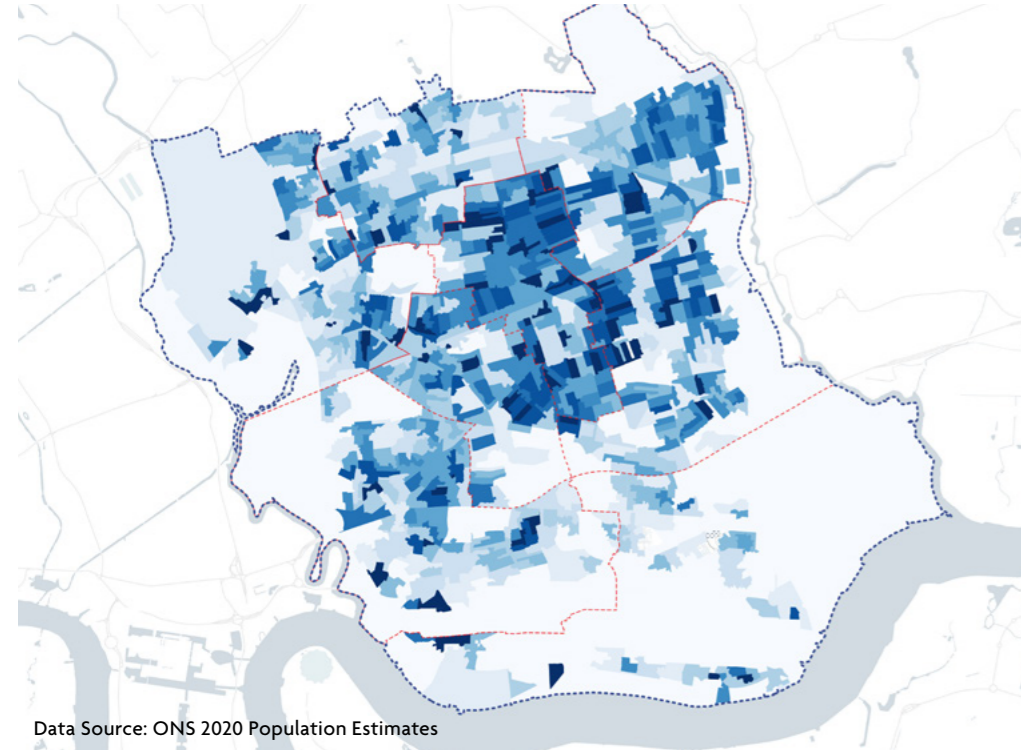
These five principles are:

1. A Healthy, Happy and Well Newham
2. Community Wealth Building
3. Brighter Futures – The Best Place for Children and Young People to Thrive
4. Tackling Racism, Inequality and Disproportionality
5. Putting People at the Heart of Everything We Do

EIGHT DELIVERY PILLARS:

1. Our measures of success will be the health, happiness and wellbeing of our residents
2. The Council is committed to enabling every resident under 25 to be safe, happy and cared for, with positive activities to secure their long-term wellbeing
3. The Council will take action so that all residents are supported and enabled to access work and other opportunities in the new economy
4. The Council will assist our residents to be healthy, happy and safe so they are supported during times of recession and are able to thrive in the new economy
5. The Council will create accessible and inclusive neighbourhoods which will provide residents all their social, civic and economic essentials
6. We will become London's greenest local economy
7. The Council will deliver genuinely high quality and affordable homes for Newham
8. The Council will only welcome investment that secures a Fair Deal and a Fair Economy for Newham

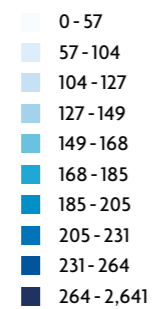
NEWHAM TODAY



NEWHAM'S COMMUNITY

Newham sits at the heart of East London. Covering approximately 36.21km², it is densely populated with an estimated population of more than 360,000. From 2007 - 2017 it experienced 30% growth, double London's rate (ONS, 2020) and over the next decade the borough is expected to account for 30% of London's population growth (ONS, 2020). Getting the culture offer right in Newham is essential in ensuring this growing community and its economy thrives.

POPULATION DENSITY



NEWHAM IS DIVERSE

Newham is one of the most diverse local authorities in the country with 44.2% of the borough's residents born outside the UK. This represents the highest proportion in the country. There are over 100 languages spoken across the borough with English the most common, followed by Bengali, Urdu and Gujarati (GLA, 2019). This diversity means there is a rich cultural heritage drawn upon in Newham's creative and cultural activity – from religious events to festivals, performances, artworks and educational programmes. This diversity also means that cultural programmes must be particularly cognisant of accessibility requirements, especially in terms of language, dietary needs, the mix of events and types of spaces used.



NEWHAM IS YOUNG

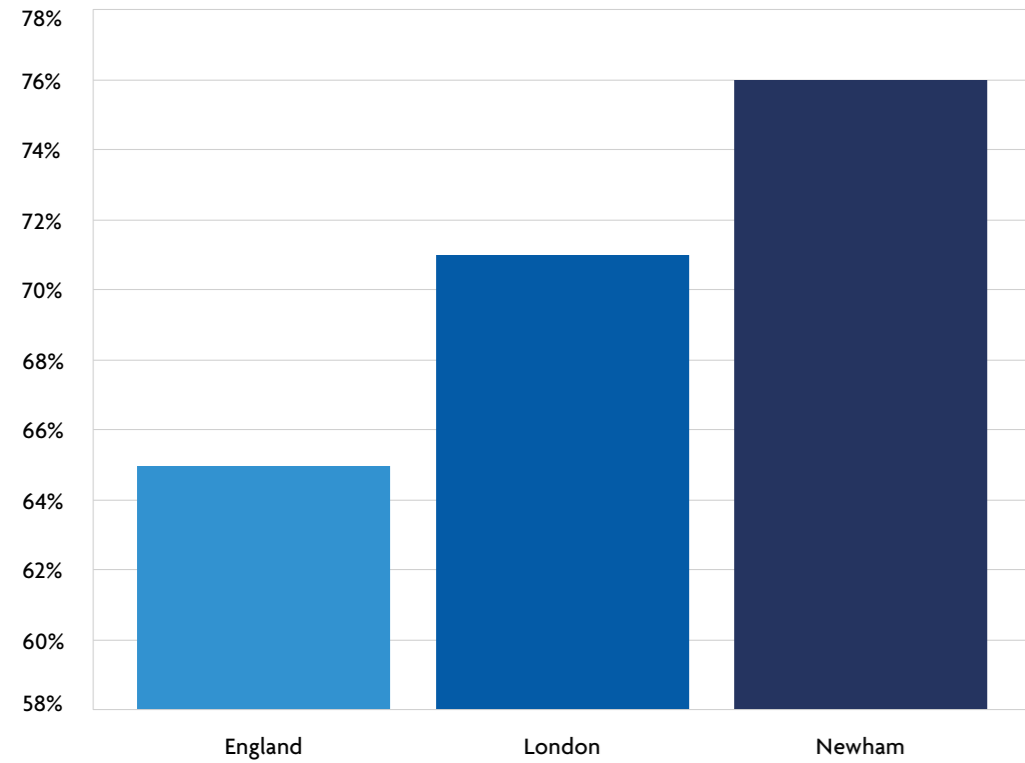
Nearly 25% of Newham's population is below 18, making it one of the youngest boroughs in London (ONS, 2020). Securing a diversity of development and training opportunities, as well as a strong sense of belonging amongst young people is therefore key to securing the long-term prosperity of Newham residents and building a resilient society that can face economic, health and environmental challenges head on. Additionally, developing a wide range of child, youth and family-friendly programmes will support creative and cultural engagement from an early age.



NEWHAM IS TRANSIENT

Newham is a transient borough. In 2020, 10% of residents in the borough had moved to Newham in the past 12 months and, of these, 35% migrated from outside the UK, the 5th highest rate of any London borough. Between 2019 and 2020, 9% of residents moved out of Newham (ONS, 2020). Additionally, there is a net daily outflow of 30,000 workers (predominantly westward to central London (LB Newham, 2020)). This means there is an opportunity to encourage residents to work in the borough or engage with cultural and creative activities locally. There are also many opportunities to encourage non-residents into Newham with exciting cultural programming, particularly with the introduction of new transport lines.

NEWHAM TODAY



NEWHAM IS AMBITIOUS

Newham exceeds national averages for educational attainment across primary and secondary education. In 2019, 76% of primary school pupils reached the expected standards for reading, writing and maths, compared to 65% of students in England. This is the fourth highest rate in London boroughs. Moreover, Newham's secondary school pupils achieved above average across all key educational attainment measures, including EBacc, Progress 8, Attainment 8, and the percentage of pupils gaining above level 5 in maths and English. This means Newham is home to a talented and ambitious young workforce that needs to be matched with local opportunities. This can be achieved through good and fair life-long learning and job opportunities, cultural activity and a sense of vibrancy.



NEWHAM IS CREATIVE

We are committed to becoming 'a beacon for inclusive and transformative cultural activity'. Since the Olympics in 2012, there has been a 113% growth in creative businesses in the borough (IDBR, 2021). At local community neighbourhood level there is an energetic creative sector, which at larger scales is being supported by investment into cultural anchors at East Bank and creative spaces at the Royal Docks. As such, getting a creative sector job in the borough is increasingly viable and desirable for Newham residents and is attracting inward investment. East Bank alone will bring more than 2,500 jobs to the area – generating an estimated £1.5 billion generation for the local economy.



NEWHAM IS ENTREPRENEURIAL

Local micro-businesses are the backbone of Newham's creative sector, with 97% of Newham's creative businesses employing between 0-4 people (LB Newham, 2020). These businesses provide variety in the market and, are a source of new employment and of entrepreneurship. They encourage cooperation and competition and are rooted in their neighbourhoods. As a result, they give back vitality to their neighbourhoods and in many cases support the wellbeing of their communities.



THE TIME IS NOW

There is significant impetus to act now. There is the potential to leverage the current and unprecedented activities, investments and commitments underway in the borough, including:

- The borough's success in its bid for Levelling Up Funding (LUF), securing £40 million of £65 million allocated to London. LUF will support the development of a network of 15-minute neighbourhoods. Newham's high streets programme will revitalise the commercial, civic, and social spaces at the heart of these accessible 15-minute neighbourhoods. The Creative Newham Alliance has secured £798K of Creative People and Places (CPP) funding for a 3-year programme, which will empower residents to access, participate and create art locally. These secured investments will support our ambitious agenda for economic growth and placemaking, and unlock opportunities for cultural programming.
- From 2023 internationally-recognised cultural and education institutions will move into East Bank, followed by the London Legacy Development Corporation (LLDC) handing over town planning powers to Newham in December 2024. The Stratford Vision, led by PRD and Hawkins Brown, is a vehicle for Newham taking its place in cultural leadership beyond this transition. This is a unique opportunity for the borough to capitalise on this and integrate anchor sites with smaller creative organisations to build a vibrant cultural ecosystem and ensure none are displaced.
- The Growth Borough Partnership was reconstituted in 2021 to support collaboration

between LB Newham, Tower Hamlets, Hackney and Waltham Forest on matters relating to legacy and collective approaches to supporting successful socio-economic future of East London. A major study by Oxford Economics has shown the partnership will increase the area's contribution to the UK economy by £6-7 billion each year (Oxford Economics, 2021), making it a significant player in the UK's economic output and increases its relevance in UK policy investment.

- The Royal Docks is one of the most significant regeneration projects in the UK. It promises to become one of the most productive creative ecosystems in the region through its vision to be London's Cultural Engine. £5 billion of investment into the area over the next 20 years will see the Royal Docks transformed into a vibrant new commercial and cultural district with thousands of new homes and amenities in the pipeline. From 2022, the Royal Docks will be the new home of the Mayor of London and London Assembly.
- Newham is an Area of Focus for National Lottery Heritage Funding (2019), successfully leveraging approximately £475k to deliver Newham Heritage Month and a Heritage Service options appraisal. We are leading on applications for National Lottery Fund, including those to refurbish Alice Billings House and Old Canning Town Library.
- Newham has been identified by Arts Council England as a priority place, one of 54 in England, to increase investment and engagement in the borough, between 2021 and 2024. This will address longstanding underinvestment in the borough and

help support the delivery of large heritage and cultural programmes.

- This is the time to show confidence to our creative and cultural industries who have been hard-hit by Covid-19. Newham's Covid-19 recovery strategy, Towards a Better Newham, has already outlined the need for a step-change in the Council's approach, focussing upon quality of life and wellbeing. This is supported by the Youth Empowerment Fund, which provides financial assistance to Newham's young people accessing the resources, training or equipment required to learn and develop skills in the things they are passionate about.
- Newham has started a Newham Local Plan Review to plan for growth and development of the borough over the next 15 years. It will respond to the key challenges of delivering inclusive growth, supporting the Covid-19 recovery, and addressing the climate emergency (LB Newham, 2021).
- London has a vibrant ecology of cultural organisations and creative businesses with an estimated one in six jobs in London falling within the creative economy (DCMS, 2016) and generating around £47 billion for London. It is one of the capital's fastest growing sectors. Cultural investment across the city has been catalysed through a series of city-wide plans, strategies and funds including the Mayor of London's Cultural Strategy, Culture for High Streets, Good Growth Fund, and the Cultural Infrastructure Plan. These set out a series of investments to support a broader range of cultural facilities involving more diverse communities, focusing on local provision.

THE TIME IS NOW

Newham is strategically placed within several national and regional growth corridors and there is strong political commitment to support creative production, innovation, and inclusive growth in the region.

The borough is home to London's only Enterprise Zone at the Royal Docks, one of only 48 zones designated by the government for enterprise in the country, which provides business incentives to attract foreign investment. Hackney Wick and Fish Island Creative Enterprise Zone and the Fashion District are located on its borders.

These corridors include the UK Innovation Corridor (a vast supporting network of international institutions and supply chains located within the London to Cambridge M1 corridor) and Thames Estuary Production Corridor (including the City Ribbon, which will comprise a production hub, enhanced transport links and a multigenerational skills strategy to connect creative and cultural industries to a highly-skilled workforce in Canary Wharf, Greenwich, the Royal Docks, Rainham Marshes and Barking Riverside).

CULTURAL HUBS

- Cultural Hubs:
 - Museum Quarter, South Kensington
 - Theatreland, West End
 - South Bank
 - Knowledge Quarter, Camden
 - Culture Mile, City of London
 - Tech City, Old Street
 - Stratford, Newham
- ⊙ Proposed Eastbrook Film Quarter, Dagenham

STRATEGIC ZONES

- Royal Docks Enterprise Zone
- LLDC

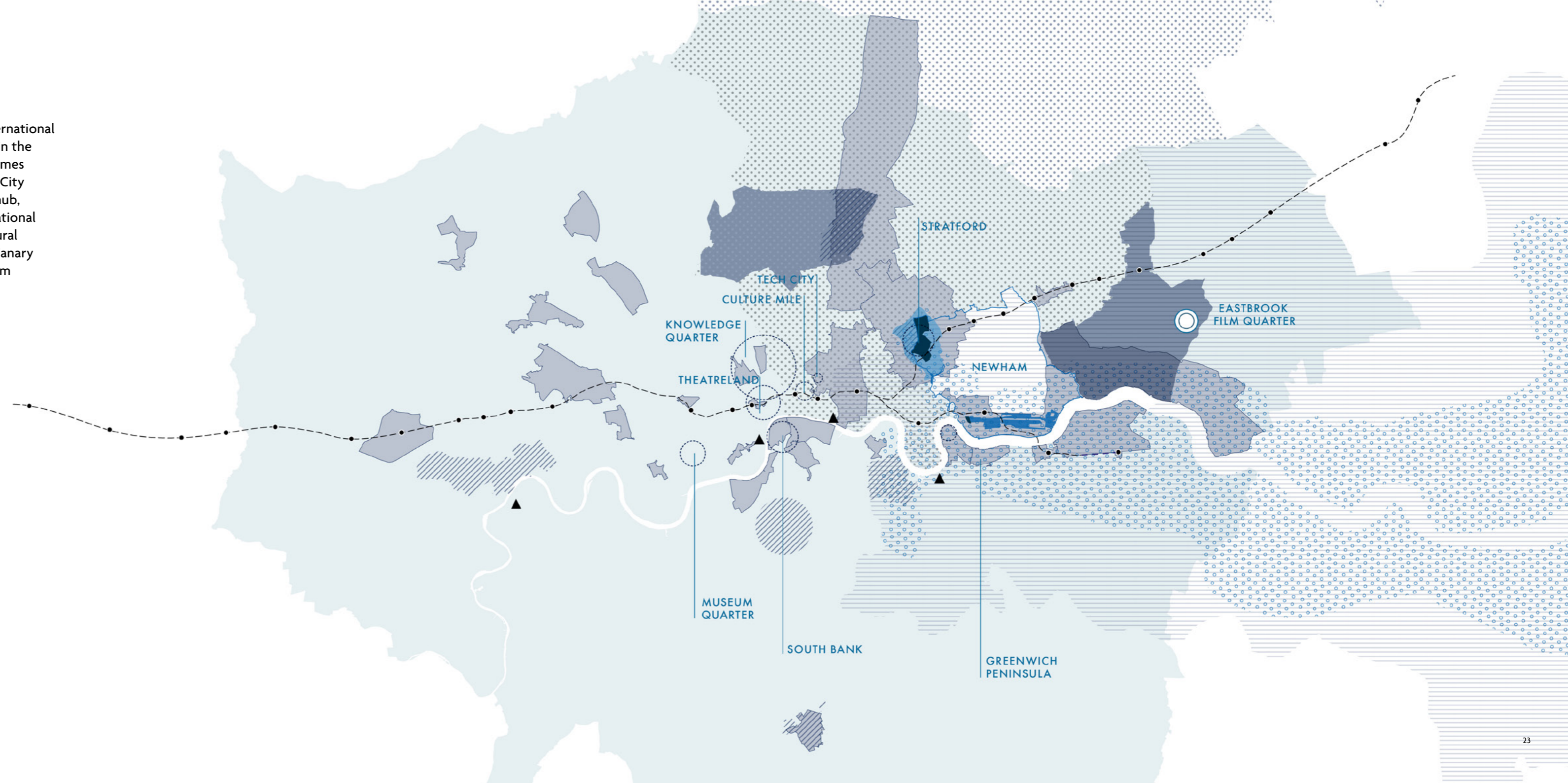
- Innovation and Digital District
- London Plan Opportunity Areas
- ▨ London Plan Creative Enterprise Zone
- ▨ Thames Estuary Production Corridor
- ▨ The Thames Gateway
- ▨ The UK Innovation Corridor
- Arts Council England Priority Area

WORLD HERITAGE CULTURAL LANDMARKS

- ▲ World Heritage Cultural Landmarks:
 - Kew Gardens, Westminster Abbey, Tower of London, National Maritime Museum

FUTURE CROSSRAIL

- Elizabeth Line



The background is a vibrant orange color. It is decorated with several geometric elements: large, solid yellow circles of varying sizes; smaller, hollow red circles; and diagonal bands of parallel yellow lines. The text is centered in a white rectangular box on the right side of the page.

**NEWHAM'S
CULTURAL
AND CREATIVE
ECOSYSTEM**

NEWHAM'S CULTURAL AND CREATIVE ECOSYSTEM

Newham comprises a vibrant mix of creative activity, cultural events and community assets, as well as a growing cultural offer.

CULTURAL INSTITUTIONS

Newham will soon be home to the Mayor of London's £1.1 billion Olympic legacy project creating one of the world's largest and most ambitious cultural and education districts in Stratford's Queen Elizabeth Olympic Park. With the arrival of internationally-renowned cultural venues into the borough, namely the V&A East and V&A Storehouse, Sadler's Wells and BBC Music Studios, alongside academic institutions the London College of Fashion and UCL, East Bank will deliver a new focus for culture and creativity in East London that will complement existing cultural quarters at South Bank, South Kensington and the Knowledge Quarter at King's Cross and Bloomsbury.

These institutions join well-established local theatre and music venues, including Theatre Royal Stratford East, Brick Lane Music Hall and Arch 1, as well as the more recent arrival of the English National Ballet on the borough boundary. Eight creative organisations are part of Arts Council England's National Portfolio (NPO) of regularly funded organisations (Arts Council England, 2018 - 2022), and will receive over £8.3 million between 2018 and 2022. This variety of spaces is an opportunity to protect, strengthen and extend culture East. Given that East Bank and all but one of the NPOs are located to the west of the borough, away from some of Newham's most marginalised communities, there is a need to create partnerships that ensure the impact of these investments reach all parts of the borough.



HERITAGE ASSETS

There are 315 listed and locally listed heritage sites across Newham. The Open House Festival has enabled greater accessibility to ten of these sites, including Grade II* listed Abbey Mills and Millennium Mills however, there is potential to open up a more diverse set of heritage assets to encourage under-represented groups to participate further. Walking trails, including The Line, the Royal Docks' walks and audio trail and Stratford walks, provide free access and connections to culture and heritage along the River Lea and Docks.

Across the borough, a number of loved, locally listed community assets have fallen into disrepair and require refurbishment or re-purposing. We have already sought Levelling Up Funding for the re-purposing of the Tate Institute and Alice Billings House, however there are assets that do not have funding nor a business case yet.

We are home to renowned architecture, which will be part of our future heritage assets, including the RIBA award-winning Peter Barber scheme at McGrath Road, the Bobby Moore Academy, and the Zaha Hadid Aquatics Centre at the Queen Elizabeth Olympic Park.

Newham's Archive houses an unparalleled and large collection of Madge Gill artworks donated by her son, as well as examples of Bow porcelain, as well as wide-ranging social history collections, 81,000 objects and 2,000 linear metres of archives, 30,000 photographs documenting local life. However, the last 50 years do not fully reflect Newham's diversity, and these are currently not catalogued.



NEWHAM'S CULTURAL AND CREATIVE ECOSYSTEM

CULTURAL AND HERITAGE ACTIVITY

We host and deliver a wide-range of regular festivals, cultural events, and creative activity programmes within the borough's town centres and 15-minute neighbourhoods, including Black History Month, Newham Word Festival and more recently the Newham Unlocked Festival. These events tend to be held in the public libraries, children's centres and youth zones, as well as the borough's parks, public squares and markets. They are delivered by, feature and attract local residents, creative groups and organisations.

In addition to these more local events, in October 2021, the Royal Docks launched its cultural placemaking strategy comprising four strands of programming to serve local communities and attract domestic and international visitors.

One of its programmes, On the Royal Docks, sets out an ambition to become a world-class centre for water-based arts and events. Another, Our People and Stories, is a heritage programme about the locality and its people, past, present and future. The first Royal Docks Originals festival of new work made in the area opened in October 2021, drawing crowds from across London to over 30 new events, including promenade theatre, family activities, workshops and music.

Newham's public libraries are a central to the borough's cultural offer. They host regular literary activities, like book clubs, author visits, and poetry and reading groups. They encourage curiosity,

research and reading for pleasure for all ages, supporting literacy, academic achievement, future opportunities, happiness and wellbeing.

For many they are also a safe, living room, gathering space for social networks, hosting weekly local activities, like line dancing, Knit and Natter, and coffee mornings, as well as story time.

They are also hub venues for cultural engagements, particularly during events. They are primarily located within the town centres and are well-used for seasonal activities, such as Newham Unlocked Festival's lantern exhibition at Beckton Library.



PUBLIC ART

The borough boasts more than 50 public realm artworks. Several are by well-known, established artists, such as Anish Kapoor and Carston Höller at Queen Elizabeth Olympic Park, as well as a number of co-designed works by artists and the local community across the community neighbourhoods, such as Place of Play Mural in Plaistow Park, co-designed with young people from Lister Community School and REIN (Rights & Equalities in Newham), and street mural, Nirala by street artist Oliver Switch, in Green Street.

The Line, the three-mile art trail that connects Newham to Tower Hamlets and Greenwich along the River Lea, includes Joanna Rajkowska's The Hatchling and new works such as Reaching Out, by Thomas J Price, which was commissioned to mark the fifth anniversary of The Line. This is one of only three public sculptures of a black woman in the UK (Cox S, 2020).

Shape Newham, our £1.5M investment in creating community-led public art and public space projects has been highly successful in engaging the public in imaginative and original art across Newham neighbourhoods.

Since 2019 the Royal Docks has been developing Making Space, large-scale installations ideated through collaborations between local groups and artists, such as Jessie Bennan's life-size group portrait of residents on Freemasons Road, and The People's Plan, which reimagines a community-led development at London City Airport, based on a 1980s plan.



NEWHAM'S CULTURAL AND CREATIVE ECOSYSTEM

COMMUNITY SPACES

Community centres and youth zones are well-spread across Newham and act as safe cultural venues for Newham's local communities of all ages. Youth zones host discussions around culture, such as Music & Me at Beckton Youth Zone, as well as creative sessions, for example, music production at Shipman Youth Zone. Community centres provide spaces for events, digital training, and cooking classes, as well as children's activities, crafting, poetry and dance classes, and popular in and outdoor film screenings.

Townhalls have larger spaces for weddings, parties, launches and events, such as Latin America Day. They host exhibitions and cultural programmes, like Anne Frank + You at East Ham's Newham Town Hall, and Old Town Hall Stratford's Tea Dance programme, where residents can socialise, salsa, waltz and rumba.

There are around 400 religious groups and organisations in Newham and a range of faith buildings, mostly north of the Greenway. These are hubs for many of Newham's communities. Several are co-located. Faith groups play an important role in culture here, both through religious festival events and the way in which culture is experienced daily.



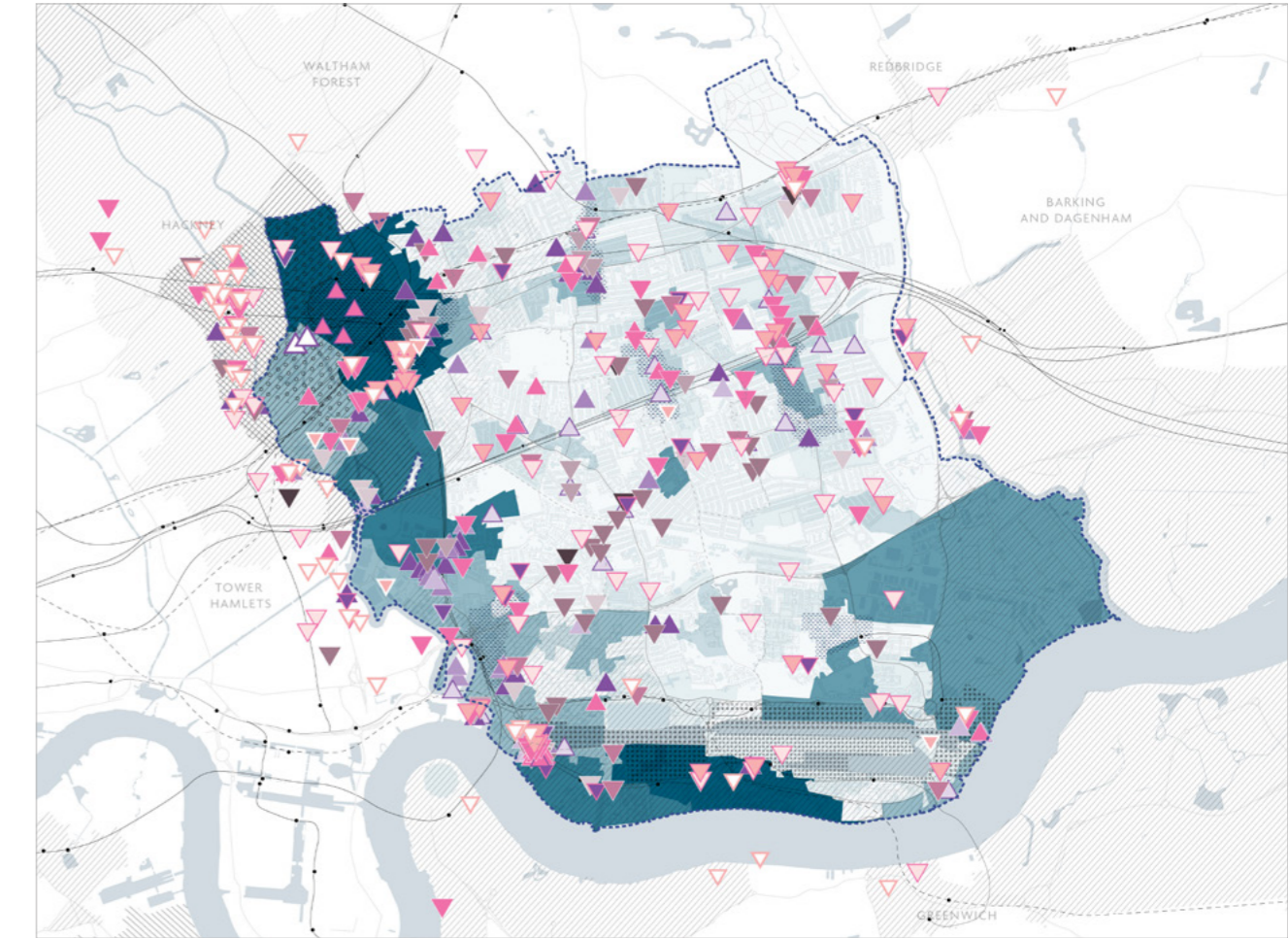
CREATIVE INDUSTRIES

The borough is home to a rising number of creative and digital businesses, ranging from architecture to advertising and marketing to design to media and IT, as well as museums, music and the arts. These are supported by new strategic development, including being an Arts Council England priority area, the Royal Docks Enterprise Zone, proposed digital districts and London Plan Creative Enterprise Zone.

Since the 2012 Olympics, the number of creative businesses has more than doubled in the borough (IDBR, 2021), with 1,680 active creative businesses within the borough, employing over 3,600 people.

The highest density of creative businesses and jobs within these sectors fall within the London Plan Opportunity Areas, with a large number and mix of creative businesses populating the Lower Lea Valley, including Canning Town, the Royal Docks, and Stratford. This reflects the nature of Stratford's metropolitan centre and potential for international centre status. 97% are micro-businesses (0-4 employees), showcasing both local enterprise and the need for centralised support.

IT, music, performing and visual arts, and film, TV, radio and photography sectors represent the largest number of businesses in the borough, accounting for 80% of creative businesses.



CREATIVE INDUSTRIES

- ▲▲▲▲ Product, Graphic and Fashion Design
- ▼ Crafts
- ▼▼▼▼ Film, TV, Radio, Photography
- ▲▼ Existing and Proposed IT, Software and Computer Gaming
- ▲ Museums and Art Galleries
- ▲▲▲ Music, Performing and Visual Arts
- ▲ Publishing
- ▼ Architecture
- ▼ Advertising and Marketing
- ▼▼ Existing and Proposed Creative Workspaces

EMPLOYMENT NUMBERS

- 0-5
- 5-10
- 10-20
- 20-50
- 50-90
- 90-140
- 140-455

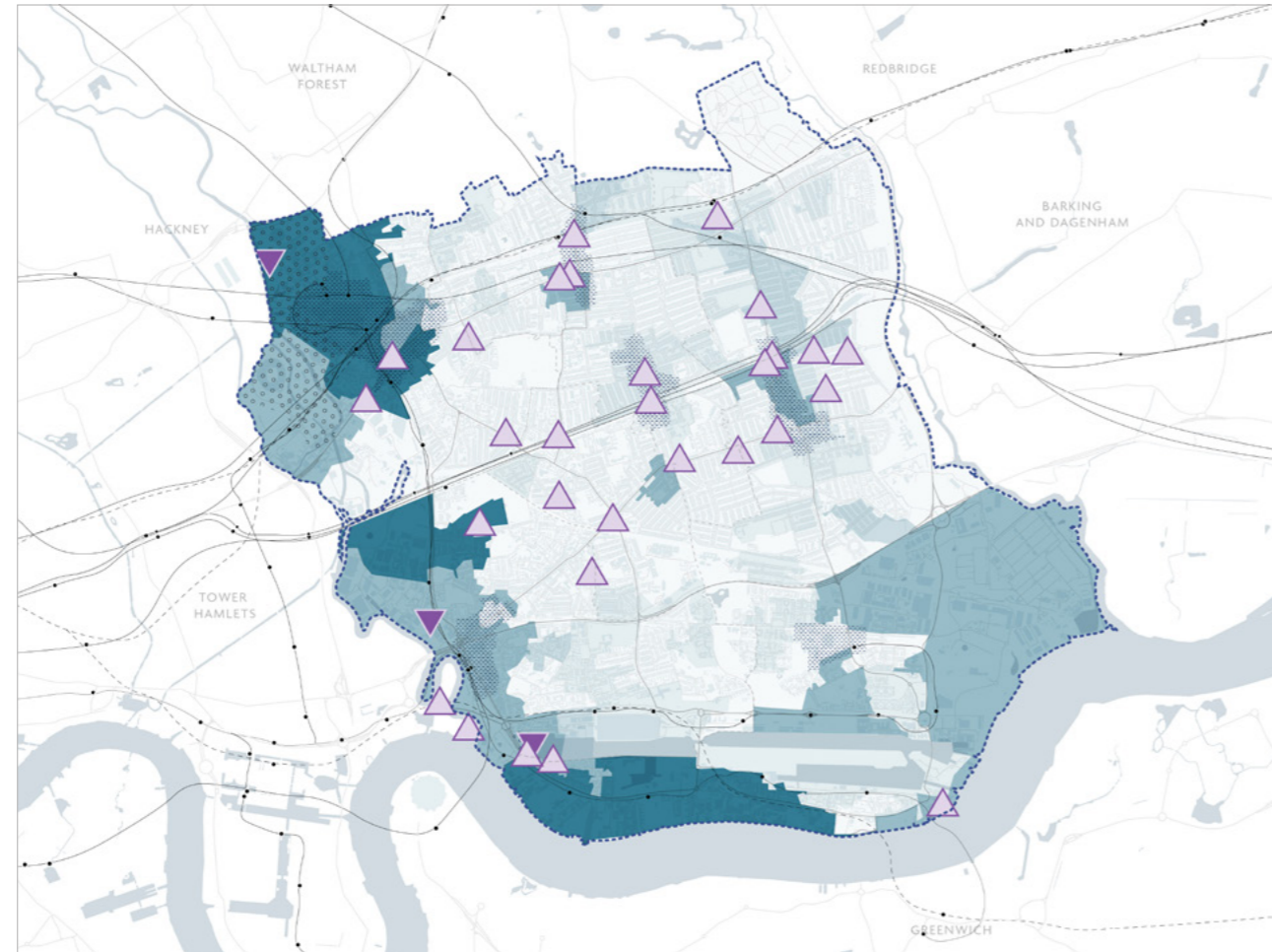
NEWHAM'S CULTURAL AND CREATIVE ECOSYSTEM

DIGITAL AND TECH INDUSTRIES

Newham has a vibrant mix of co-located creative businesses that open opportunities for collaboration and co-working. Yet 62% of creative industries fall within the tech and digital sector. Jobs in this field tend to be located in Stratford and the Royal Docks.

Newham Sparks and the Inclusive Economy plans have designated the Royal Docks and Lower Lea Valley areas as the location for a Data Corridor in London. This is likely to anchor the data economy in Newham further and support the growth of the data and digital sectors.

This weighting towards the tech and digital sector is reflected in the Thames Estuary Production Corridor's IT, Software and Computer Services – its largest, most specialised areas and one of its fastest-growing within the Estuary's production sector. Additionally, the Royal Docks has been outlined within the Thames Estuary as an emerging location for gaming activity, a rapidly growing industry at the national scale.



CREATIVE INDUSTRIES
 ○ Proposed Digital Districts
 ▼ Planned Newham Digital Districts
 ▲ IT, Software and Computer Gaming

EMPLOYMENT NUMBERS
 0 - 5
 5 - 10
 10 - 20
 20 - 50
 50 - 90
 90 - 140
 140 - 455

AFFORDABLE CREATIVE WORKSPACES

An audit of creative workspaces across London undertaken in 2014 found Newham had 175 artists' workspaces compared to 1,124 in Hackney and 844 in Tower Hamlets (GLA, 2014). However, several new spaces have opened in the borough, including Expressway and the Silver Building, creating a strong mix of creative workspaces along the Hackney-Newham border, Stratford and the Royal Docks.

Creative workspaces include small-scale workspaces, such as the Silver Building in the Royal Docks and mixed-activity sites, such as Bow Arts RAW labs, ACME Studios in Stratford, and The Factory Project, in North Woolwich, which is currently under construction.

Acme Studios, Arbeit Studios and Bow Arts have many spaces within their portfolios. Bow Arts, for example, provides over 400 artists with affordable, secure and creative workspace across East London and runs a contemporary exhibition space at the Nunnery Gallery in Bow. The volunteer-run charity Artcore International provides affordable workspace in East Ham for 50 artists in 30 studios, which are fully let.

New creative workspace sites are currently in various stages of development. Among others, Talent House, opening at the beginning of 2022, will be home to East London Dance and UD, Dock Studios at the Silvertown Flyover has been given planning permission, and a Creative Wellbeing Space in Green Street is currently in design phase pre-application. While Hackney has a wealth of creative workspaces, there is a desire for additional affordable spaces within the borough's community neighbourhoods due to geographic location, desire for collaborative working and shared resources, and suitable space.



HOW WE SUPPORT CULTURAL ENGAGEMENT AND PARTICIPATION

BUILDING ON NEWHAM'S SUCCESSES

Existing programmes and resources provided by the council and our borough's cultural and creative organisations play an essential role in creating a thriving cultural ecosystem that works with its diverse communities. Many grassroots creative and community organisations design and deliver long-term innovative and inclusive programmes that broaden the reach and relevance of cultural activities to diverse and/or vulnerable audiences and participants boroughwide. They respond to Newham residents' needs, their intrinsic desire to participate in cultural activity, support health and wellbeing, education and ageing well, and develop residents' digital, creative and communication skills.

This energy, dynamism and creativity cannot be taken for granted, and the sector is calling for more support, opportunities and spaces. They are ready to leap at these opportunities.

NURTURE INCLUSIVE THEATRE

Act Up! Newham is an innovative and inclusive theatre company made up of disabled and non-disabled people. The company writes, produces and performs its own work to challenge audiences' perceptions of disability. Act Up! work reflects the lived experiences, stories and views of the theatre company's members.

Newham-based professional disabled and non-disabled artist-run theatre, Blue Sky Actors, provides issue-based theatre and workshop programmes for schools and training programmes.

CHAMPION DIVERSE ARTISTS

Newham's Certain Blacks supports the creative voice of diverse artists, presenting 'art from the margins into the mainstream.' It provides touring and performance work for new, emerging and established artists in live art, music and theatre, challenging norms of performance and what diversity means. To date, Certain Blacks has presented over 30 different shows and worked with over 50 different artists, including residencies at 101 Creation Centre.

It has partnered with Without Walls, a consortium of festivals, organisations and artists dedicated to raising the profile of the UK outdoors sector nationally and internationally and championing diverse work and accessibility in arts.

CHAMPION INCLUSION

Together! 2012 CIC champions inclusion and the rights of all Disabled people to access the arts on equal terms as artists, arts workers, participants and audience members,³ both in Newham and nationally. It is a Disabled artist-led organisation that grew from a one-off event into one of Arts Council England's National Portfolio Organisations. It runs a free programme for Disabled people, first bringing creative workshops, exhibitions, performances and screenings to people's doorsteps and now digitally and by phone into their homes. It aims to bolster existing Disability Arts groups in East London, raise awareness of the need for inclusion in cultural practice, and encourage inclusive participation in culture, as artists, participants and audience members.

2021 saw Together! 2012 CIC deliver its tenth Disability History Month Festival, led by Disabled artists. The festival connects Newham residents with national and international Disabled artists and audiences, with dance and drama performances; poetry and spoken word events; indie, contemporary classical and operatic music; as well as the annual international Together! Disability Film Festival; and three visual arts exhibitions, including the annual Together! Open Exhibition, which brings together amateur, community and professional Disabled artists with a link to Newham.

CELEBRATE ALL CULTURES

Grassroots community project, Forest Gayte Pride CIC, has grown from a market stall and queer night in a local pub to a community interest company. It works with partners and volunteers to celebrate queer culture and enrich the lives of LGBTQIA+ people in Newham and beyond through Forest Gayte Pride community information hub, talks, performances, exhibitions and events, Newham LBGT+ History Month, and Big Pride Party.

In 2017, Forest Gayte Pride CIC created London's first rainbow crossing, with 14 other boroughs following suit. Five years on, the CIC is proposing a permanent feature to be designed with neurodiverse people,⁴ which will act as a symbol of the demand for and commitment to safe, supportive and creative environments for those who have been marginalised in Newham.





DISCOVER CHILDREN'S STORY CENTRE: THE MIGHTY MEGA CLUB

Discover encourages all children to play, imagine and create stories by engaging with its Story World. Mighty Mega is a best-practice example of how existing cultural and creative assets can provide transformational experiences and development opportunities for those whose needs are often marginalised. The Club provides 150 children with SEND free annual passes, exclusive access to the centre and bespoke creative activities. 83% of parents said their child grew in confidence and improved their social skills. Nearly 75% stated the Club had a positive impact on family life and 65% said their children had demonstrated significant improvements in communication.

HOW WE SUPPORT CULTURAL ENGAGEMENT AND PARTICIPATION

FOSTER A SENSE OF BELONGING

Migrant support organisation, Shpresa, runs language classes introducing participants to Albanian culture and traditions. These support integration and foster a sense of identity and belonging through language, dance and events.

Manor Park's East London Textile Arts (ELTA) has worked with embroidery, textile and patchwork groups to create textiles associated with the New Testament, Roman, Hindu and Arabic alphabets for altars, photographic books and wall hangings. These have been exhibited in learning and faith spaces in Newham and beyond. More recently, ELTA piloted a community sewing programme with elderly women with learning disabilities co-producing hangings for faith settings.

Hibiscus Caribbean Elderly Association supports and provides a programme for the African and Caribbean elders in Newham. It hosts a range of services that reflect the Caribbean culture from exhibitions to lectures, such as the Lucel Tate lectures, and contribute to discourse on issues shaping the black experience in contemporary Britain, with a view to establishing an alternative narrative with which to inform public policy.

OPEN UP HERITAGE TO THE BOROUGH

Newham Heritage Month is a rich programme of free events across Newham, celebrating its rich and diverse heritage. A range of community groups support research, interpret and showcase the social and oral histories of Newham through audio, visual and archival material, and a programme of walks, performances, tours and workshops. Supported by the National Heritage Lottery Fund, the event has rapidly grown year on year from the first Newham Heritage Awareness Week 2016. It now attracts 2,711 attendees. 2021's programme was delivered by 131 volunteers, with 84% saying they learned a new skill. Post-event evaluation demonstrated it had helped encourage partner and community organisations to apply for funding to develop longer-term projects beyond the scope of the heritage month.

CAPTURING NEWHAM'S STORIES

Eastside Community Heritage established Hidden Histories, an archive of images and oral histories from across East London. The archive is regularly updated through community heritage projects that also provide training to local residents, helping them to capture and archive local histories. This community-generated archival material is regularly exhibited for the community in pop-up locations such as libraries, shopping centres and community centres to creatively programme public spaces.

Passing the Flame, led by London Stadium Learning, created a series of opportunities for Newham residents to engage with, digitise and





APPLECART ARTS

Applecourt Arts provides platforms and pathways for emerging artists exploring themes that directly relate to the needs and realities of local communities. During lockdown, Applecourt converted their theatre spaces into a live-streaming studio to enable emerging artists to continue to create. Using Cultural Recovery Funding it launched Dazed New World Festival, which saw 14 live-streamed performances, broadcasted to tens of thousands of people worldwide.

HOW WE SUPPORT CULTURAL ENGAGEMENT AND PARTICIPATION

celebrate the stories of GB athletes, Olympians and Paralympians. Participants learnt new digital skills including audio and visual recording and photogrammetry to produce a touring exhibition, lectures and free on-line educational resources that preserve these stories.

SHOWCASE ARTWORK

Started in 1998, and supported by University of the Arts and the University of East London, Art Matters CIC comprises a network of educators supporting creative learning and arts education across the borough. It hosts an annual summer exhibition of young people's artwork from across East London. The event is the largest of its kind in the UK, displaying around 4,000 artworks from 50 schools and colleges.

PROVIDE A DIVERSE RESOURCE

The New Black Film Collective (TNBFC) is a nationwide network of film exhibitors, educators and programmers of Black representation on screen that aims to grow the black media sector. It has become a key resource for filmmakers and film lovers, and hosts popular in-person screenings during Newham's annual celebration of the contributions made by Black African and Caribbean communities in the borough, nationally and internationally during Black History Month.

HIGH QUALITY PROGRAMMES

Built in 1884, Theatre Royal Stratford East is one of the most well-established cultural venues in Newham. It is a producing theatre that has received international recognition with acclaimed productions and leading performers, including Barbara Windsor and Indhu Rubasingham. Its wide-ranging performances mean there is something for everyone. For some that might be a monologue or the ballet, for others it is the annual pantomime. It also runs a series of Learning and Participation programmes for young people and the local community, which enable audiences and performers to engage at different levels and front and back of house, including a Future Leaders Programme, a Junior Youth Theatre and monthly masterclasses.





ZU-UK: GAROTA HACKER

Garota Hacker was a sustainable fashion and upcycling project funded by the British Council, led by ZU-UK and developed through a partnership between Co-Creating Change, the Creative Youth Network and Lá da Favelinha – a Brazilian collective of marginalised and economically vulnerable creative practitioners from Brazil’s third largest favela in Belo Horizonte. The project supported Lá da Favelinha to develop and deliver a programme of workshops with young people in Bristol and students from the University of East London and the University of Greenwich, as well as young Newham residents linked to the Shipman Centre. Using lessons from their context in Brazil and translating this methodology to a new context, the project culminated in a fashion show and supported young people to develop skills and business models for working in sustainable fashion.

HOW WE BUILD PARTNERSHIPS

Many creative organisations in Newham are driving community empowerment and championing a more widely distributed cultural ecosystem. These partnerships enable Newham’s organisations to pilot approaches with diverse communities, extend reach both in and out of the borough, as well as share risk and resources to create sustainable projects that have real impact for participants.

CONSULT AND CO-DESIGN WITH RESIDENTS

In 2017, Adopt an Alleyway was successfully piloted by a community arts organisation, Parrabbola, Newham Community Neighbourhoods Teams, and 150 residents. Together they aimed to change Newham’s alleyways, in each of the neighbourhoods, from unnoticed spaces, often hosting anti-social behaviour, into attractive, inspirational and fun communal spaces that residents could take ownership of. The introduction of children’s activities was vital to changing the alleys’ atmospheres, and many called for more permanent interventions.

EMPOWER COMMUNITIES

As part of the funding awarded for Creative Places and People 2021 by Arts Council England, Newham’s CPP, World on our Doorstep, aims to empower Newham’s communities to create and curate arts in local spaces and celebrate its rich, diverse cultures. It will place the community at the heart of decision-making, co-designing and delivering inspiring art. It aims to bring arts to people’s doorstep. They want to radically redefine what culture means to Newham’s people focusing on activities in local parks and

green spaces, championing grassroots organisations, creativity and culture and working with the widest range of partners. They are delivering a programme of community-based interventions, and are led by Community Links.

COLLABORATE INTERNATIONALLY

Based in Newham since 1998, ZU-UK is an artist-led non-for-profit that specialises in digital performance art and immersive, participatory productions, collaborating internationally to produce and perform award-winning socially-engaged work with, for and by communities under-represented in arts and culture.

Widely recognised as pioneers of the UK’s first wave immersive theatre movement, they also work in partnership with London’s University of Greenwich and Concordia University in Montreal to deliver courses focusing on emerging practices in the fields of socially-engaged interactive performance, live art and game design. Led by working-class immigrants Persis Jadé Maravala and Jorge Lopes Ramos, ZU-UK is committed to developing innovative models that challenge privilege so that people who do not normally engage with arts and culture can feel they belong.

Their international collaborations use creative technology to empower and support individuals who are under-represented in the creative industries, such as communities from deprived economic backgrounds in Newham, Bootle, Belo Horizonte and Rio de Janeiro in Brazil and Bogotá, Colombia.



A HUB THAT SUPPORTS MUSIC EDUCATION FOR ALL

Newham Music is the lead organisation of the Newham Music Education Hub, a dedicated partnership between musicians, schools, colleges, community and cultural organisations and venues. The Hub provides flexible, high quality music education for the borough to all children and young people, from all backgrounds and circumstances. It works with more than 21,000 students annually through clubs delivered by peripatetic teachers, including song writing, instrumental and vocal lessons, music technology, and performance.

HOW WE BUILD CREATIVE SKILLS

With 30 schools, 26 of which are primary schools, with Artsmark¹ accreditation, Newham has one of the highest percentages of schools registered for the quality mark for excellence in arts education.

In 2019, we were shortlisted for Best Arts Initiative at the National Campaign for the Arts, Hearts for the Arts Awards 2019, with the Building Futures initiative that made children aware of highly-skilled jobs in construction and architecture.

ENRICH THE CURRICULUM

We support our young people through an Enrichment Programme that promotes diversity and nurtures creative potential. These funded projects are for students in and out of school from Early Years through to secondary schools. The programme is currently providing music activity grant funding to 95 Newham schools, with over 20,000 pupils benefiting from Enrichment funded music activities.

Creative organisations from across the borough are awarded funding to deliver sustainable and innovative forms of learning. Over the past three years, Art Matters, Magpie Dancing Project, Rosetta Arts, East London Dance, Eastside Community Heritage Project, Whitechapel Gallery and Otherwise Education have delivered dance, visual arts, film making and creative writing programmes.

The Enrichment Theatre offers free theatre tickets for up to 10,000 children.

The Enrichment Programme works in close partnership with Newham Music. Newham Music evaluates the funded music activities and jointly assess music grant applications.

SUPPORT THOSE AT RISK OF EXCLUSION

The Music Education Hub, led by Newham Music, has been working with the Youth Empowerment Service to target young people at risk of exclusion, those excluded, and those who are vulnerable and/or a risk to others.

As part of this, they have developed the Music Unlocked Orchestra for young people who are disabled and/or face obstacles to participation. It provides the opportunity to take charge, use adaptive instruments and create new, unique music in a supportive, safe, and creative environment.

As the Hub develops, it aims to build strong musical foundations for Early Years to support creative exploration and wellbeing, use music technology and widen genres of music, instruments, and styles to reach more young people.

In 2021, schools supported by the Hub said the programme has positively impacted the personal and social development of students taking part and in other areas of the curriculum, as well as providing improvements to young people's wellbeing. It has encouraged students to follow interests and aspirations beyond their immediate locality, through regional orchestras and bands, exploring under-represented music representative of their own

cultures as part of Music Unlocked and in the pop-up studio at Westfield Shopping Centre.

IMPROVE CONFIDENCE

Iroko has been using theatre as an educational tool in the borough since 1997, working with heritage organisations, universities and drama schools to raise awareness of African heritage. Iroko helps to improve young people's communication skills, confidence and resilience by using African storytelling methods and delivers a programme for teachers to incorporate these methods into their teaching.

THINK CREATIVELY

The Newham Poetry House is a locally impactful, grassroots project set up by the Newham Poetry Group in the underused Old Pavilion in Stratford Park. Inspired by Columbian poetry cafés, the programme developed and run by Sonia Quintero provides weekly sessions that bring local poets and poetry lovers together for classes, workshops, discussions, screenings, open mic sessions and performances by local and visiting poets and writers.

INNOVATE IN EDUCATIONAL INSTITUTIONS

Across Newham, schools are developing the creative minds of children and young people, bolstering skills and, implementing pioneering programmes, providing high quality spaces, facilities, and teaching.

Over the last decade many of the secondary schools in Newham have been refurbished, driving

HOW WE BUILD CREATIVE SKILLS

the emphasis on sports and the arts through redevelopment. Within Newham Community Schools Trust,² Lister Community School in Plaistow is a specialist music and science school that has been sustainably designed and houses high quality arts and modern drama and theatre facilities.

Maryland Primary School is widely recognised as a pioneer in curriculum innovation, educating, embedding and integrating achievements and impact of a diverse set of inspirational people in the curriculum to ensure children have real role models from all backgrounds to inspire them. Sabrina Charlery, the school's Art and Design Lead, has written Art 4Change, an art project for all Newham's primary schools and early years settings, encouraging all children from Nursery to Year 6 to have conversations about challenging racism. In 2021 we partnered with Maryland Primary School to honour the achievements of inspirational Black Newham figures through a public exhibition of students' artworks, which featured local heroes, such as Idris Elba, in the style of Black artists like Sonia Boyce and Yinka Shonibare CBE.

St Anthony's Catholic Primary School in Forest Gate has been running a successful performing arts after-school session for music and movement education. The school's choir regularly performs at the local parish church on Sundays and has written and performed original songs supporting the Living Wage Campaign and Black History Month. St Anthony's has developed partnerships with arts organisations such as Applecourt Arts and is the ambassador school for Transport for London (TfL) in

Newham, following their performance for TfL when work began at Forest Gate for the Elizabeth Line.

Little Ilford School, for example, is driven by their professional in-house music teacher in a way that reflects the diverse culture of the borough. Students have approximately 20 clubs running at one time, ranging from dohl, table and samba drums to pop and gospel to music technology, providing them with new and diverse opportunities and instilling a passion and curiosity in music and boosting students self-confidence. The school houses a state of the art music studio, enabling them to record professional quality music.

HAVE FUN

Libraries tend to be one of the first cultural venues children and families engage with, and tend to attract those who are less inclined to engage in culture. The libraries are well-used by Newham's schools and families boroughwide. They host fun activities, ranging from weekly clubs, like Lego and VR workshops, to local events where communities can come together, such as Newham Heritage Month, LGBT+ History Month. Newham Libraries collaborates with a range of artistic Newham and London partners to create free accessible cultural events in all of its libraries, including a month-long festival of creative events in partnership with Apples and Snakes. Newham Libraries also hosts a range of Arts Council funded touring theatrical events throughout the year and provides an annual programme to celebrate national promotions, including World Book Day, Shakespeare Week and National Storytelling Week.



NEWYVC CHOIR

NewYVC is Newham's non-auditioned mixed-age youth choir based, recognised for excellence, inclusion, and innovation through choral singing. Led by Naveen Arles, NewYVC aims to build a world-class singing community across East London that supports life skills, community cohesion and increases individuals' confidence and self-esteem. Participants can further their development through world-class choral conductor and guest artist training and local and professional performance opportunities. Through school taster sessions, the programme taps into local talent and creates progression routes for ambitious and talented young people who might not otherwise have the opportunity. The choir is used for teacher and choir leader training through Choral Teacher Education. It provides professional development opportunities for teachers, choral leaders and young music mentors (aged 18 - 25) who support the choir's leadership.

HOW WE SUPPORT CAREER PATHWAYS

Organisations across Newham are working with schools, businesses and strategic partners to reduce barriers to creative and cultural work, providing clear pathways for young people to gain experience, skills and exposure to these sectors.

TRAIN YOUNG PEOPLE

Visible/Invisible is a collaboration between The Line, National Portrait Gallery and London College of Fashion, which enables Year 9 students to explore identity and representation in the digital and public realms. Through artist-led workshops, skills training, and paid work, the project seeks to tackle unequal opportunities in the arts in East London by inspiring interest, developing skills and encouraging the students to consider creative careers.

London College of Fashion Student Ambassadors will support the students and share their experiences and insights. The students will also be offered training on CV and personal statement writing. 16 of these young people will undertake paid training as guides, engaging the public in conversations about The Line's artworks.

BROADEN HORIZONS

Bow Arts Education runs a London-wide education programme that aims to improve the lives and attainment of young people from disadvantaged backgrounds and make pathways into the creative industries more visible. It works with 40 Newham schools, and 14,000 people have taken part in their education projects, with some gaining qualifications through their projects.

They have supported artists through training and volunteer placements into employment. In 2021, Bow Arts opened their studios to 150 students and employed 170 artists to deliver its education programme. Additionally, the team has trained over 1,000 teachers through CPD programmes.

UD Music is working with school music teachers to expand their curriculum from Western Classical music to include a broader range of more diverse music genres that are more culturally relevant to young people growing up in Newham. UD also runs an Industry Takeover event that provides young people with career support and exposure to leading professionals.

CREATE CAREER PATHWAYS

Alongside educational institutions, there are a number of organisations in Newham supporting young people into creative careers, including Rosetta Arts, LLDC, Foundation for Future London, among others. The LLDC is developing partnerships to champion better inclusion of culture and creativity in school curriculums within the LLDC boundary and strengthen links between cultural and creative organisations and schools to develop pathways into those sectors. Over the past four years, LLDC has delivered a flexible summer school open to 12-17 year olds that focused on careers, experiences and the delivery of a creative presentation or creative projects. With 37 different courses open to them, over 350 young people, of which 39% were from Newham, took part.



HOW WE IMPROVE RESILIENCE, HEALTH AND WELLBEING

ENCOURAGE CULTURAL PRESCRIBING

East London NHS Foundation Trust (ELFT) is pioneering cultural prescribing in support of traditional healthcare. ELFT employs over 50 arts therapists, advising on music, drama, dance, movement and art therapies and who partner with local organisations in Newham. These specialists are integral to care pathways and encourage patients to engage with the arts. The art therapists champion, develop, support and lead art in health projects alongside clinical roles.

This approach is supported by ELFT's executive and senior leaders who are leading from the front, encouraging others in their team to get paint, sing and perform to support their wellbeing.

PROMOTE MENTAL HEALTH RESILIENCE

East London Dance supports a wide range of training and educational programmes that showcase 2,500 performers a year and support 100 careers. The programme's content is co-produced with young people through a youth advisory board, which connects with local schools and community groups, acting as ambassadors for East London Dance. In 2017 East London Dance worked with HeadStart Newham to deliver a high quality creative programme focused on young Newham residents aged 10-16 with emerging mental health difficulties, in partnership with London Youth and Sadler's Wells.

DELIVER PHYSICAL SUPPORT

English National Ballet at City Island is at the forefront of supporting those living with Parkinson's and is available to Newham residents. Classes focus on themes, music, characters. Choreography and exercises have been adapted. Live music is performed in every session and class, inspired by classic and modern performances, such as Swan Lake and the Nutcracker. The programme includes opportunities to watch productions, as a film or in the theatre and make friends and reduce isolation that might be caused by the illness.

SUPPORT THOSE AT RISK FROM SOCIAL ISOLATION AND LONELINESS

Working with NHS foundations, Forever Young was a successful two-year collaboration between IROKO, clinical psychologists from ELFT and NELFT older adult mental health units, Museum of London Docklands and Newham Adult Social Care Service, as well as organisations like Carpenters Café for vulnerable older people and Newham New Deal Partnership. Funded through The Charity of Sir Richard Whittington, Forever Young helped improve the emotional wellbeing, mobility, and skills of older, isolated people from different cultural backgrounds living in and around Newham through creative workshops and events.



FOCUS AREAS

This strategy is designed around five focus areas to drive people-centred and inclusive growth. These have emerged from extensive engagement from October – November 2021:

1. CULTURE FOR LIFE

Lifelong learning and inclusive engagement with creative and cultural activities is the norm for all residents to support fair employment opportunities, wellbeing and happiness.

2. POWERFUL PARTNERSHIPS

Newham's communities, cultural and creative organisations and the borough work together to exchange ideas, experiment, and act to increase inward investment, productivity, and community impact.

3. LOUD AND PROUD

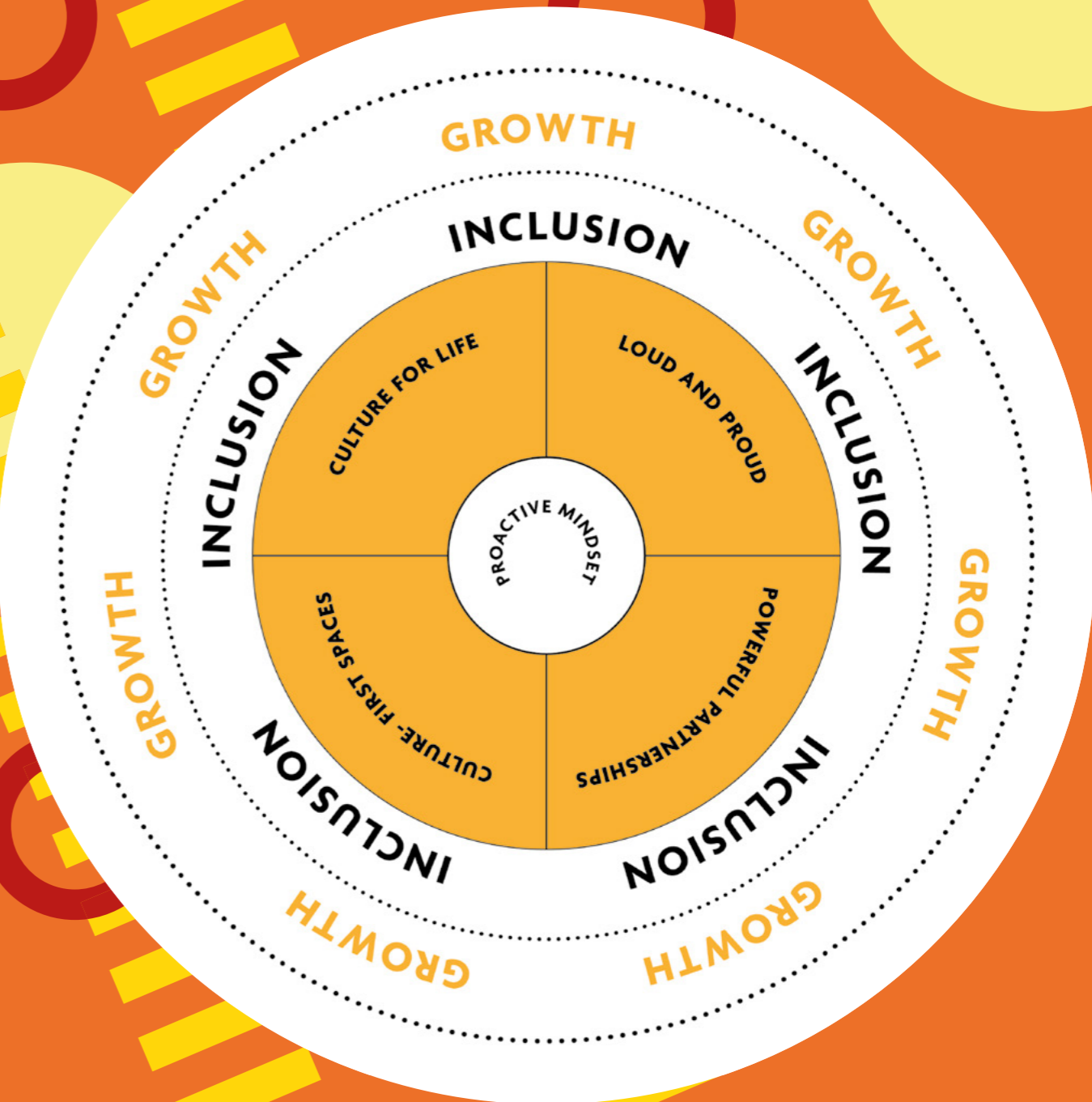
Newham values, celebrates and communicates its creativity, culture and heritage to increase access and engagement, develop a sense of belonging, support local enterprise and encourage a thriving and resilient local economy.

4. CULTURE-FIRST SPACES

Newham has the high quality, diverse and inclusive spaces for a range of creative and cultural activities boroughwide to support local enterprise, and inclusive access.

5. PROACTIVE MINDSET

Newham's governance structure, management systems, and resources effectively support the needs of Newham's thriving cultural sector and communities and lead with optimism.





**CULTURE
FOR LIFE**



CULTURE FOR LIFE CHALLENGES AND OPPORTUNITIES

“Use cultural activity to form a narrative and road map out of the gap in education”

“The strategy needs to make a bridge with people and organisations that aren’t in the creative sector, and one of the outcomes of the strategy should be a shared feeling that people have more opportunities to work in the sector”

During consultation and engagement, stakeholders highlighted the following challenges:

- Some people have negative assumptions about jobs in the creative industries. They are not considered viable jobs with financial and job security. Others stated it requires privilege and confidence to pursue careers in the creative sector. Those from low-income backgrounds felt they did not want to be in financially precarious situations within the creative and cultural sector.
- A tension in schools between EBacc (English baccalaureate) subjects and arts education. With the introduction of the EBacc system in secondary schools, which comprises STEM subjects (Science, Technology, Engineering and Maths), English, ancient or modern language, and history or geography, the arts (including art, design, music and drama) are no longer prioritised by schools. The Covid-19 pandemic has further exacerbated this and pushed schools to focus on core subjects.

LIBRARY CHALLENGE

The Summer Reading Challenge, developed in partnership with The Reading Agency and Public Libraries, to help prevent the summer reading ‘dip’ is delivered annually by Newham Libraries. A focal point of the library calendar, this national initiative is designed to nurture imagination, spark creativity and promote a love of reading. In 2021, invited by The Reading Agency to take part in a pilot project, Newham Libraries pioneered a universal library membership scheme, automatically signing up over 38,000 children to the library and Challenge, ensuring access as an entitlement for every child. Alongside the Challenge, Newham hosts a lively series of free events to compliment the theme, including art and drama workshops and a programme of acclaimed children’s authors in all libraries across the borough.

- Not enough opportunities for adults with learning disabilities to engage in voluntary activities, develop skills, access training or undertake apprenticeships in the creative and cultural sectors. Additionally, there should be more opportunities for young disabled, visually and hearing-impaired people to get paid internships in the arts.
- No local Cultural Education Partnership in Newham to support cross-sector, strategic partnerships to improve cultural education for children and young people in their local area.
- No LB Newham representative attending East London Cultural Education Alliance (ELCEA), which aims to maximise the impact of cultural education across East London.
- Without music education in Early Years settings, there are few to no free activities. A music offer could help bridge the socio-economic divide.

And the following opportunities:

- Young people are not adequately included in conversations about creative learning and can be better involved and empowered to make decisions associated with creative learning.
- Potential to scale-up existing creative learning programmes led by the community and creative organisations.
- Over the past six years, Creative Schools + Creative Colleges has helped schools and colleges deliver cultural engagement in Newham and surrounding East London boroughs,

supporting them with connections to local cultural organisations, strategic planning and match-funding projects. This organisation works closely with ELCEA and A New Direction. However, these discussions are not yet being supported in the borough. There is an opportunity for clearer pathways to be built between the creative and cultural sectors, education and the council to support creative learning and inspire young people.

- Better use of the high quality arts facilities in schools by local communities and creative organisations.
- Existing choirs boroughwide are ‘impressive’. Singing is fun, and an equalising experience in which anyone can join in, with little to no equipment. It can bring people together and help develop leadership and teamwork skills.
- Once the new cultural and educational institutions are in place, there is a desire to develop closer working practices between East Bank and the borough. This will help ensure all of Newham’s diverse communities benefit from their arrival, and they benefit from what they can get from the borough’s communities, organisations and institutions.

BOW ARTS EDUCATION: CAREERS EVENT

Bow Arts successfully piloted a Creative Careers event to help schools signpost creative pathways to students. In 2019, Bow Arts collaborated with the London College of Fashion (LCF) and Sarah Bonnell School to deliver the event to 200 Year 8-11 students and their parents. They met artists, architects, designers and tech and engineering specialists, and over 40 creative organisations, including grassroots organisations and practitioners, such as designer Haidee Drew, photographer Jonny Bosworth, OOMK, Female Muslim Creatives, colleges and

universities promoted educational pathways, including LCF, ELAM, NewVic and London Screen Academy. Keynote speakers were successful creatives who highlighted the importance of working hard to start your own venture, of taking advice from art teachers about viable educational pathways, and encouraged the young people 'to be the change they wanted to see', referring to the lack of diversity in academia and the cultural industries. The Careers Day gave students the confidence to pursue careers in the creative industries.



CULTURE FOR LIFE WHAT MIGHT THE FUTURE LOOK LIKE?

Lifelong learning and inclusive engagement with creative and cultural activities is the norm for all residents to support fair employment opportunities, wellbeing and happiness

BY 2037

All young people in the borough will have consistent exposure to high quality creative education within the school curriculum and beyond. Schools and colleges will be part of a vibrant local cultural ecosystem to nurture local talent. This includes libraries, theatres, community centres, youth centres, parks, drama, poetry and music groups, dance communities, and many others. Clear pathways for further engagement will be an integral part of Our Newham Work and other career services and programmes, whether as a way to progress an interest or pursue cultural and creative sector jobs.

Engaging with cultural activities will be part of everyday life in Newham. Young people will be empowered to make decisions about creative learning. Residents will participate in co-creating cultural and creative programmes in the borough. They will feel welcome and confident using Newham's world-leading cultural infrastructure, regardless of age, disability, religion, sexual orientation, gender, ethnic or cultural background. Newham residents will have the skills and opportunities to access careers in the cultural economy within the borough.

AMBITIONS

- Champion life-long creative learning across the borough for inclusive participation, wellbeing and happiness
- Nurture local talent and potential in the arts, heritage and digital sectors
- Realise the potential of creative learning for enjoyment and to develop skills beyond the creative industries
- Promote and increase job opportunities to the creative and cultural sectors to ensure they deliver accessible careers for all

CHAMPION LIFE-LONG CREATIVE LEARNING ACROSS THE BOROUGH FOR INCLUSIVE PARTICIPATION, WELLBEING AND HAPPINESS

ACTION AREA	ACTION	POTENTIAL PARTNERS AND RELEVANT STRATEGIES AND PROPOSALS
Cultural Education Partnership	Establish a cultural education partnership (CEP) that supports educators and creative organisations to work closely to make decisions, build skills and develop networks to co-create and deliver high quality arts provision and joint projects. The CEP would seek to generate new funding sources to improve cultural education.	<ul style="list-style-type: none"> LB Newham's teams: Children and Young People, Public Health A New Direction (advisory), Newham Association of Primary Headteachers (NAPH), Newham Association of Secondary Headteachers (NASH), Newham's CPP, Universities (UEL, UCL), Arts Council England Newham's CPP Bid, Levelling Up Fund Connections to Opportunities, Social Integration Strategy, Well Newham - 50 Steps to a Healthier Borough, Newham Enrichment Programme
Youth Voice	Empower young people to define and identify playful, joyful and learning opportunities, and participate in the development and delivery of the cultural strategy.	<ul style="list-style-type: none"> LB Newham's teams: Brighter Futures, Public Health Voluntary, Community and Faith sector, NAPH, NASH, Children and Young People, Scouts, Guides, Cadets, Residents, Community groups, REIN, Queer Newham, Disability Groups, Newham Citizens Assembly Newham Volunteering Strategy, Towards a Better Newham Pillar 2, Levelling Up Fund Connections to Opportunities, Social Integration Strategy, Making London Child-Friendly, Well Newham - 50 Steps to a Healthier Borough
Breaking into Creative and Cultural Industries	Develop and share resources to support children and parents' understanding of what creative careers offer, advise and signpost existing guidance and support for entering the sector.	<ul style="list-style-type: none"> LB Newham's teams: Children and Young People, Economic Development, Public Health, Our Newham Work NAPH, NASH, Universities (UAL, LCF, UEL), the Royal Docks team, Creative and cultural networks, Cultural producers, Employers, Local businesses Towards a Better Newham Pillar 3, Newham Local Plan, Levelling Up Fund Connections to Opportunities, Newham Sparks, Well Newham - 50 Steps to a Healthier Borough, Newham Enrichment Programme, Arts Award, Our Newham Services
Showcase value	Showcase the value of creative learning and arts education to strengthen its place in the school curriculum.	<ul style="list-style-type: none"> LB Newham's teams: Communications, Children and Young People, Public Health Creative and cultural network Royal Docks Cultural Placemaking Strategy, Levelling Up Fund Connections to Opportunities, Newham Enrichment Programme

NURTURE LOCAL TALENT AND POTENTIAL IN THE ARTS, HERITAGE AND DIGITAL SECTORS

ACTION AREA	ACTION	POTENTIAL PARTNERS AND RELEVANT STRATEGIES AND PROPOSALS
Volunteering	Create volunteering opportunities for people looking to work in the arts, heritage and digital sectors. Design opportunities and placements that are enjoyable, inspiring and curiosity-building to support health and wellbeing, provide skills and opportunities, address life-long learning and SEND needs or support those at risk of social isolation.	<ul style="list-style-type: none"> LB Newham's teams: Internal Cross Council Working Group for Culture, Public Health Compost London CIC, Active Newham, Disability-led organisations, Creative and cultural networks, REIN, Cultural producers, Employers, Local businesses, Residents Newham Volunteering Strategy, Towards a Better Newham Pillars 2, 3, 4, Newham Local Plan, Royal Docks Cultural Placemaking Strategy, Levelling Up Fund Connections to Opportunities, Social Integration Strategy, Well Newham - 50 Steps to a Healthier Borough, London Stadium Learning
Invest in local practitioners	Prioritise local practitioners and organisations to design and deliver creative and cultural programmes.	<ul style="list-style-type: none"> LB Newham's teams: Arts, Events and Heritage, Public Health, Internal Cross Council Working Group for Culture Compost London CIC, Active Newham, Disability-led organisations, Cultural producers Towards a Better Newham: Pillar 3, Newham Volunteering Strategy, Well Newham - 50 Steps to a Healthier Borough
Develop digital skills	Support digital inclusion and develop digital skills programmes for Newham residents.	<ul style="list-style-type: none"> LB Newham's teams: Economic Development, People, Policy and Performance, Community Wealth Building, Arts, Events and Heritage, Brighter Futures, Public Health, Our Newham Work The Royal Docks team, LLDC, Universities, Cultural producers, Employers, Residents, REIN, Community Links Newham Sparks, Newham Local Plan, Levelling Up Fund Connections to Opportunities, Newham Sparks, Well Newham - 50 Steps to a Healthier Borough, London Stadium Learning
Skills in safeguarding heritage	Support interested residents with the skills needed to actively safeguard, catalogue and digitise the diverse cultural heritage of Newham.	<ul style="list-style-type: none"> LB Newham's teams: Arts, Events and Heritage National Heritage Lottery Fund, East Bank e.g. V&A, Residents Newham Local Plan, Levelling Up Fund Connections to Opportunities, London Stadium Learning

REALISE THE POTENTIAL OF CREATIVE LEARNING FOR ENJOYMENT AND TO DEVELOP SKILLS BEYOND THE CREATIVE INDUSTRIES

ACTION AREA	ACTION	POTENTIAL PARTNERS AND RELEVANT STRATEGIES AND PROPOSALS
Build skills with enjoyable programmes	Establish innovative singing initiatives and training workshops known for excellence and inclusion, which provide clear progression routes. Support all ages to sing to develop creative and leadership skills, improve teamwork, communication and language development, as well as for enjoyment, sense of belonging and wellbeing. Enable contributions to events beyond the borough to showcase the role of the arts in building skills for life.	<ul style="list-style-type: none"> LB Newham's teams: Children and Young People, Public Health, Arts, Events and Heritage Newham Music, NewYVC, Living Song, UD Music, Newham's choirs, Creative and cultural networks, community groups, Disability arts groups, Residents Towards a Better Newham Pillars 2, 3, 4, 5, Newham Local Plan, Social Integration Strategy, Culture for all Londoners, Making London Child-Friendly, Well Newham - 50 Steps to a Healthier Borough, Newham Enrichment Programme
Innovative teaching methods	Encourage new ways of teaching the arts with technologies to facilitate wider participation.	<ul style="list-style-type: none"> LB Newham's teams: Children and Young People, Public Health NAPH, NASH, Institute of Imagination, Creative and cultural networks e.g. Frames of Mind, Community Links, Cultural producers Towards a Better Newham Pillars 1 and 2, Royal Docks Cultural Placemaking Strategy, Newham Sparks, Newham Enrichment Programme
Support diversity and inclusion	Develop greater diversity in arts education and enrichment programmes across a broader range of artistic styles, musical genres and cultural traditions to reflect and promote awareness of diversity in Newham.	<ul style="list-style-type: none"> LB Newham's teams: Children and Young People, Public Health NAPH, NASH, Cultural network e.g. UD Music, GLA Culture Team, Community Groups, Disability arts groups, Residents Towards a Better Newham Pillar 5, Social Integration Strategy, Culture for all Londoners, Well Newham - 50 Steps to a Healthier Borough, Newham Enrichment Programme
Develop a sense of belonging and support happiness and wellbeing through fun and inspiring events	Provide pathways to continue to take part in creative and cultural activity to progress for pleasure rather than work.	<ul style="list-style-type: none"> LB Newham's teams: Arts, Events and Heritage, Public Health, Children and Young People Creative and cultural networks, Community Groups, Disability arts groups, Residents Towards a Better Newham Pillars 1 and 5, Royal Docks Cultural Placemaking Strategy, Levelling Up Fund Connections to Opportunities, Social Integration Strategy, Making London Child-Friendly, Well Newham - 50 Steps to a Healthier Borough, Newham Enrichment Programme
	Establish a mass singing event that enables the wider community to benefit from a sense of belonging, community cohesion, and improved wellbeing.	<ul style="list-style-type: none"> LB Newham's teams: Arts, Events and Heritage, Children and Young People, Public Health Newham Music, NewYVC, Living Song, @Festival.org, Community Groups, Disability arts groups, Residents, REIN, Queer Newham Well Newham - 50 Steps to a Healthier Borough, Newham Enrichment Programme

PROMOTE AND INCREASE JOB OPPORTUNITIES IN THE CREATIVE AND CULTURAL SECTORS TO ENSURE THEY DELIVER ACCESSIBLE CAREERS FOR ALL

ACTION AREA	ACTION	POTENTIAL PARTNERS AND RELEVANT STRATEGIES AND PROPOSALS
Support young entrepreneurs and creative start-ups	Set up and co-design initiatives that encourage and support young entrepreneurs and youth-led creative start-ups.	<ul style="list-style-type: none"> LB Newham's teams: Economic Development, Public Health, Community Wealth Building, Property Creative and cultural networks, Cultural producers, Thames Estuary Production Corridor, the Royal Docks team Towards a Better Newham Pillar 3, Newham Local Plan, Royal Docks Cultural Placemaking Strategy, Levelling Up Fund Connections to Opportunities, Newham Sparks, Well Newham - 50 Steps to a Healthier Borough, Our Newham Services
Access and exposure to the creative and cultural sector	Diversify role models to inspire young people.	<ul style="list-style-type: none"> LB Newham's teams: Internal Cross Council Working Group for Culture, Communications, Economic Development, Arts, Events and Heritage, Community Wealth Building, Public Health Creative and cultural networks e.g. Bow Arts, UD Music, NewYVC, 3 Mills Studios, Creative Newham Alliance, East Bank, the Royal Docks team, Employers, Local businesses, Disability arts groups, REIN, Queer Newham Towards a Better Newham Pillar 3, Newham Local Plan, Royal Docks Cultural Placemaking Strategy, Levelling Up Fund Connections to Opportunities, Social Integration Strategy, Newham Sparks, Making London Child-Friendly, Well Newham - 50 Steps to a Healthier Borough
Pathways into the creative and cultural sector	Promote and support alternative career pathways, such as apprenticeships, paid placements and years in industry.	<ul style="list-style-type: none"> LB Newham's teams: Children and Young People, Our Newham Work, Public Health Creative and cultural networks, The Royal Docks team, LLDC, East Bank, East London Dance, Cultural producers, Community Links, Employers, Local businesses, Residents Towards a Better Newham Pillar 3, Newham Local Plan, Levelling Up Fund Connections to Opportunities, Newham Sparks, Culture for all Londoners, Well Newham - 50 Steps to a Healthier Borough



POWERFUL PARTNERSHIPS



POWERFUL PARTNERSHIPS CHALLENGES AND OPPORTUNITIES

“The strategy should provide a framework for connectivity, accessibility and collaboration. There is such a complicated landscape in East London, and the success of the strategy will lie with its ability to strengthen relationships and dialogue”

During consultation and engagement, stakeholders highlighted the following challenges:

- Commissioning times are short, and grant application portals are complex. Many applicants are sole practitioners or micro-businesses and might not have in-house skills, experience, or resources to put funding bids together.
- Newham’s events and festivals are considered by most to be representative of the diverse population in Newham, but culture and creativity are much more than events.
- Creative and cultural practitioners and organisations highlighted the need for commissioning that enables long-term projects of at least three years with consistent input from the local authority, as well as funding models that enable experimentation, innovation and risk-taking.
- Opportunities for culture to support climate action remains undeveloped, with few stakeholders making connections to the issue despite the borough’s wider environmental commitments.

SHOWCASING EXPERIENCES

Creative storytelling hub, Applecourt Arts, supports local communities and artists to tell stories through writing, film, art and performance. Some challenge, others bring communities together. In 2020, Applecourt Arts screened Exposure, a film created by ‘the vacuum cleaner’, James Leadbitter, in collaboration with Dr Emma Young, Dr Cecilia Wee and Newham’s Health Workers. The film showcased 47 Newham health workers’ experiences of the first wave of the Covid-19 pandemic. It reflected on the challenges, the compromises forced upon them and how healthcare staff coped with peer support.

And the following opportunities:

- Cultural organisations would benefit from clearer structures or frameworks to establish working partnerships across the borough. There would be several benefits to this, including reduced competition for funding among potential partners, better partnership working to unlock multiple benefits and improved access to larger funding grants. Clearer structures would also enable programmes to benefit from greater reach into parts of Newham that have been underinvested in historically.
- Local practitioners and organisations should be prioritised to deliver work, ensuring commissioned artists and work is representative of the borough’s diversity.
- A network, forum or other participative body for the creative and cultural sector would be helpful to organisations and practitioners, enabling them to meet, share ideas, receive support to apply for funding and have their voices heard by decision-makers. This could also unlock project resourcing as strong partnerships can present a better case to funders, and sharing other resources (in-kind space, equipment etc.) can reduce the cost of projects.
- The council could play a matchmaking role to support creative and cultural organisations that would benefit from closer partnership working. This could be extended to link affordable workspace providers, schools, creative industries and communities with cultural organisations.
- There are strong links between culture, health and wellbeing, with particular innovations in social and cultural prescribing, which are a core strength within the borough. More could be done.
- Translate some activities at East Bank to local venues across the borough attended by Newham residents, so they are more accessible. Ensure diversity and representation in this cultural offer in terms of language and heritage.
- Potential for greater intergenerational work to ensure the benefits of East Bank are felt boroughwide and at many levels.
- The council can increase community ownership, reach, learning opportunities and relevance by creating more opportunities for co-created community projects. This can de-risk projects by involving partners at planning, development, and delivery stages. It enables partners to be co-owners of project futures and help identify risks early in the process. These groups should be representative of the borough or community neighbourhoods.
- Maximise partnerships and showcase new local work through the Royal Docks Originals programme and its Creative Network for local artists and creatives.



FRAMES OF MIND: CHALLENGES STIGMAS

Arts organisation Frames of Mind is working with partners to support isolated and vulnerable communities, including families living with dementia in both community and care settings, carers and people experiencing mental ill-health. It uses film, animation and digital art as advocacy tools to empower people to tell their stories, challenge stigmas and be spontaneously joyful. It seeks to address digital exclusion and uses smart technologies to promote intergenerational programmes and preserve and record local histories and heritage.



ROSETTA ARTS: PROMOTING EMOTIONAL RESILIENCE

27 years ago, Rosetta Arts was established in response to the needs of local communities and has been developing and delivering creative art projects with East London communities ever since. Over three years, it has introduced over 205,000 new people to live visual art through exhibitions in the community and audience engagement programmes, up-skilled over 1,600 people, 73% ethnically diverse artists, and 47% participants are disabled adults.

It has partnered with LB Newham's Youth Service and Children's Rights department on its pioneering three-year programme, Be Creative! (2019 to 2022). It brings artists and youth workers together to promote emotional resilience in young people through creative experiences, exploring opportunities to work with artists to identify art forms, projects and processes they want to see.



SHAPE NEWHAM

Shape Newham is a community and artist-led initiative, currently delivering 18 public space projects in the eight town centres across Newham. This first stage of the project saw local residents and young people work with artists and architects in design committees, co-design workshops and assemblies to select locations for, and support the design of public art installations and public realm interventions.

The Levelling Up Fund will extend the programme for a second phase that will look at murals, alleyway enhancements and gateway public realm projects with residents and local artists. It is as part of a wider investment strategy to deliver on the concept of 15-minute neighbourhoods.

POWERFUL PARTNERSHIPS WHAT MIGHT THE FUTURE LOOK LIKE?

Newham communities, cultural and creative organisations work together to exchange ideas, experiment, and act to increase inward investment, productivity, and community impact

BY 2037

Newham will be a leading example of innovative, productive and inclusive collaboration for culture. Council departments, creative businesses, voluntary sector organisations and cultural venues and producers will routinely meet to exchange ideas, collaborate, co-design, meaningfully engage with Newham's communities. They will pool resources and jointly apply for funding to deliver ambitious and experimental cultural programmes.

Newham will demonstrate the economic, societal, environmental and economic impacts possible when creative and cultural organisations are brought together and strengthened, and when cultural organisations collaborate with residents and communities, schools, health and social care organisations, civil society organisations, climate groups, activist groups and charities.

AMBITIONS

- Facilitate, encourage and strengthen cross-sectoral partnerships to maximise impacts
- Enable joint and equal collaboration between the local authority, creative partners and communities
- Improve co-creation opportunities, reach and meaningful engagement in culture and creativity
- Reduce barriers to funding and improve access to essential resources

FACILITATE, ENCOURAGE AND STRENGTHEN CROSS-SECTORAL PARTNERSHIPS TO MAXIMISE IMPACTS

ACTION AREA	ACTION	POTENTIAL PARTNERS AND RELEVANT STRATEGIES AND PROPOSALS
Shared leadership	Convene, host and chair a regular forum of external creative and cultural organisations with attendees from across Newham council departments.	<ul style="list-style-type: none"> LB Newham's teams: Internal Cross Council Working Group for Culture Creative and cultural networks, Newham CPP, Creative Newham Alliance Newham CPP Bid, Towards a Better Newham Pillar 5, Royal Docks Cultural Placemaking Strategy, Levelling Up Fund Connections to Opportunities, Social Integration Strategy
Cross-sectoral working	Work with strategic partners within the council across health, education, faith and leisure, among others, to strengthen the range of social prescribing activities offered locally and facilitate connections between cultural and creative organisations and community services. The ambition is that culture becomes integral to Newham's decision-making across departments.	<ul style="list-style-type: none"> LB Newham's teams: Internal Cross Council Working Group for Culture ELNHS, Educational networks, Arts Council England, National Heritage Lottery Fund, Compost London, Newham CPP, Creative and cultural networks, Interfaith groups, Healthcare providers, Residents, Diversity-specialist groups, REIN, Disability arts groups, Community Links Newham CPP Bid, Towards a Better Newham Pillar 5, Newham Local Plan, Well Newham - 50 Steps to a Healthier Borough
Boroughwide working	Further the delivery of a boroughwide, varied, high quality programme of regular, inclusive activities, events and festivals, developed with residents and local organisations. Support local community-led events by building on learnings from Newham Unlocked Festival and other borough-based events. Together these should ensure representation of the borough's diverse residents, provide opportunities to have fun and create a sense of belonging.	<ul style="list-style-type: none"> LB Newham's teams: Internal Cross Council Working Group for Culture, Community Neighbourhood Officers, Arts, Events and Heritage, Brighter Futures, Public Health Creative and cultural networks e.g. Forest Gayte Pride, REIN, Cultural producers, Newham CPP, East Bank, the Royal Docks team, Delivery partners, Voluntary sector organisations, Local businesses, Residents, Diversity-specialist groups, Disability Arts Groups, Queer Newham, Heritage Lottery Fund, Arts Council England Newham CPP Bid, Towards a Better Newham Pillar 5, Social Integration Strategy, Well Newham - 50 Steps to a Healthier Borough

ENABLE JOINT AND EQUAL COLLABORATION BETWEEN THE LOCAL AUTHORITY, CREATIVE PARTNERS AND COMMUNITIES

ACTION AREA	ACTION	POTENTIAL PARTNERS AND RELEVANT STRATEGIES AND PROPOSALS
Equitable commissioning	Pay organisations, performers and cultural producers a London Living Wage (minimum) when commissioning them for design and delivery.	<ul style="list-style-type: none"> LB Newham's teams: Arts, Events and Heritage Creative and cultural networks, Cultural producers, Delivery partners, the Royal Docks team Towards a Better Newham Pillar 8, Inclusive Economy Strategy Tactic 4, Social Integration Strategy, Well Newham - 50 Steps to a Healthier Borough
Networking	Coordinate relationships through events, database and networking to provide greater opportunities for collaborations between partners and stakeholders.	<ul style="list-style-type: none"> LB Newham's teams: Arts, Events and Heritage, Communications, Community Wealth Building, Property Creative and cultural networks, Creative Newham Alliance, East Bank, the Royal Docks team, Cultural producers, Delivery partners, REIN, Queer Newham, Diversity-specialist groups, Disability Arts Groups Inclusive Economy Strategy Tactic 4, Levelling Up Fund Connections to Opportunities, Social Integration Strategy

IMPROVE CO-CREATION OPPORTUNITIES, REACH AND MEANINGFUL ENGAGEMENT IN CULTURE AND CREATIVITY

ACTION AREA	ACTION	POTENTIAL PARTNERS AND RELEVANT STRATEGIES AND PROPOSALS
Facilitate opportunities for co-creation	Provide a matchmaking service for creative organisations to link up with community groups, businesses, other organisations and educational and health institutions across the borough and help bridge the gap between anchor institutions and smaller organisations.	<ul style="list-style-type: none"> LB Newham's teams: Internal Cross Council Working Group for Culture Thames Estuary Production Corridor, East Bank, the Royal Docks team, Creative Newham Alliance Towards a Better Newham Pillar 3, Inclusive Economy Strategy Tactic 4, Newham Local Plan, Royal Docks Cultural Placemaking Strategy, Social Integration Strategy, Well Newham - 50 Steps to a Healthier Borough
Champion culture	Establish cultural champions in the community neighbourhoods who help build relationships between residents, communities, the local authority and cultural or creative organisations.	<ul style="list-style-type: none"> LB Newham's teams: Community Neighbourhoods, Brighter Futures Newham Association of Primary Headteachers, Newham Association of Secondary Headteachers, Creative and cultural networks, Creative Newham Alliance, Newham CPP, Cultural producers, Residents, Diversity-specialist groups, Disability arts groups, Young people Royal Docks Cultural Placemaking Strategy, Levelling Up Fund Connections to Opportunities, Social Integration Strategy
Mitigate risks of displacement	Facilitate early contact with developers to actively support existing cultural or creative organisations integrate into new developments where regeneration threatens displacing them.	<ul style="list-style-type: none"> LB Newham's teams: Community Wealth Building, Property GLA Culture at Risk team, Foundation for Future London (supporting East Bank with EDI), Residents Towards a Better Newham Pillar 8, Newham Local Plan, Social Integration Strategy
Engage creatively	Involve and empower creative and cultural organisations to deliver services such as engagement and consultation.	<ul style="list-style-type: none"> LB Newham's teams: Arts, Events and Heritage, Community Neighbourhoods, Public Health Creative and cultural networks, cultural producers, Diversity-specialist groups, Disability arts groups Royal Docks Cultural Placemaking Strategy, Social Integration Strategy, Newham Sparks

REDUCE BARRIERS TO FUNDING AND IMPROVE ACCESS TO ESSENTIAL RESOURCES

ACTION AREA	ACTION	POTENTIAL PARTNERS AND RELEVANT STRATEGIES AND PROPOSALS
Essential resources	Provide support and resources for organisations to apply for funding.	<ul style="list-style-type: none"> LB Newham's teams: Finance, Community Wealth Building, Arts, Events and Heritage Creative Newham Alliance, Newham CPP, Creative and cultural networks, Community groups Towards a Better Newham Pillar 8, Inclusive Economy Strategy Tactic 4
Timelines	Establish clear timelines for events and programmes commissioned to support communities and creative and cultural organisations to plan for delivering commissioned outputs.	<ul style="list-style-type: none"> LB Newham's teams: Arts, Events and Heritage, Communications Inclusive Economy Strategy Tactic 4
Sustainable Model	Develop a series of 2 - 4 year commissions for culture projects and programmes to enable organisations to build on learnings, implement longer-term plans and create a sustainable model for small businesses that deliver on Community Wealth Building ambitions.	<ul style="list-style-type: none"> LB Newham's teams: Finance, Arts, Events and Heritage, Communications Creative and cultural networks, Creative Producers Towards a Better Newham Pillar 3, Inclusive Economy Strategy Tactic 4
Simplify Applications	Simplify applications to encourage communities and smaller organisations to apply for funding.	<ul style="list-style-type: none"> LB Newham's teams: Internal Cross Council Working Group for Culture Inclusive Economy Strategy Tactic 4, Well Newham - 50 Steps to a Healthier Borough
Flexible Evaluations	Co-design grant and funding application processes and evaluation criteria to be easier and shorter to complete and enable innovative evaluation.	<ul style="list-style-type: none"> LB Newham's teams: Arts, Events and Heritage, Economic Development, Community Neighbourhoods, Community Wealth Building Foundation for Future London Inclusive Economy Strategy Tactic 4



**LOUD
AND
PROUD**



LOUD AND PROUD CHALLENGES AND OPPORTUNITIES

“There is huge creative talent in Newham, but it isn’t currently showcased”

During consultation and engagement, contributors highlighted the following challenges:

- Little visibility of cultural sites within the streetscape and minimal signposting of cultural activity.
- Cultural events, programmes and opportunities for funding, training and engagement in the cultural sector and the arts are not well communicated.
- Word of mouth and informal communication channels are the most common way people hear about opportunities in Newham.
- There are barriers to engagement that need to be addressed through the ways cultural events and opportunities are communicated, such as dealing with perceptions of safety, the multitude of languages spoken in the borough and digital exclusion.
- The timing and frequency of cultural events do not always meet the needs of the communities.
- Many innovative and impactful creative programmes are being run by organisations working hyper-locally in the borough. These programmes support young people, health and wellbeing, skills building and meet SEN and disability needs. However, it is felt that these organisations are under-appreciated,

NEWHAM UNLOCKED FESTIVAL

2021 offered a fun-filled festival of free events, energetic performances and hands-on workshops, curated and produced in partnership with local arts organisations, Applecourt Arts, Festival.org, Rosetta Arts and Stratford East. These were delivered across all of Newham’s community neighbourhoods. Activities ranged from world music events, comedy nights and theatre performances, as well as walk-about street performers. Playful crafting activities for young children and families, as well as dance workshops with Sadler’s Wells, community, sculpture workshops by Red Door Studios and a printing workshop provided by Rabbits Road Printing Press.

Many of the 50 performances and workshops were by local artists and community groups. We worked with 283 performers, artists and production and festival team members, of which approximately half were locals. Over ten-days the festival welcomes over 6,000 people, with many attendees residents that would not normally engage with this creative work.

and there is a lack of visibility and not enough communication about what is happening, how it might be accessed, and who it is for.

And the following opportunities:

- Celebrate Newham’s heritage more overtly. While this can continue to be foregrounded in Newham Heritage Month and Newham Black History Month, the Heritage Service options appraisal will highlight the most fitting approach to showcasing the archive, digitising the collection, and increasing local engagement with the archive and collection.
- Make more of heritage sites through re-use and through interpretation in the public realm. This has started to happen, for example at Talent House, which has been re-purposed for dance and music activity by East London Dance and UD Music, in Forest Gate, where its active neighbourhood history forum has put up plaques to highlight key historical events, places and people in their neighbourhood, and in Newham’s Street Naming Campaign, which ensures that new road and building names recognise the history and diversity of the borough.
- Many untold social histories remain, and stories about Newham and local heritage are not always showcased.
- Explore alliances with wider networks to ensure cultural communications reach all borough areas.
- Work with local cultural organisations to give more agency to existing cultural networks to address local needs and drive inclusive change.
- Identify gatekeepers and local champions (leaders and figureheads that are active in their communities) to help reach more people in the communities and reduce the cost of advertising by word-of-mouth approach.
- Create a platform that covers boroughwide programmes, events, festivals and activities.



CODY DOCK: A COMMUNITY-LED CREATIVE QUARTER

Cody Dock is a flourishing creative and community hub on the River Lea. The Gasworks Dock Partnership was formed as a vehicle for the community-led regeneration of Cody Dock and local waterways. It helps people access the Lower Lea and its heritage and has developed a community-based arts and creative quarter. It has built strong relationships with the local community, schools and creative organisations, such as Arch 1 and The Line, to develop the site as an incubator for creative enterprise. It delivers year-round arts, cultural, educational and volunteering programmes ranging from photography competitions to exhibitions. Over the past eight years, it has had over 7,500 volunteers transform the 2.5 acre site from a derelict riverside site into a vibrant, colourful community space. It is currently delivering a 10-year masterplan to renovate the dock, build a visitor centre and new workspaces and maintain the existing gardens.

LOUD AND PROUD
WHAT MIGHT THE FUTURE LOOK LIKE?

Newham values, celebrates and communicates its creativity, culture and heritage to increase access and engagement, develop a sense of belonging, support local enterprise and encourage a thriving and resilient local economy

BY 2037

Newham will be recognised as a thriving creative and cultural hub. Newham residents will have a shared understanding of the borough's identities and pride in its cultural histories, as well as a sense of optimism for the future. Cultural events, community-led opportunities, creative and heritage programmes will be well-communicated, signposted, shared and advertised in the borough, thereby broadening and encouraging cultural audiences, practitioners and wider involvement in Newham. All residents and community groups will be aware of cultural activities and spaces in their area and feel that they belong and are welcome to participate.

AMBITIONS

- Tell Newham's stories to instil pride in its rich local cultural history and celebrate Newham's successes
- Widen audiences, practitioners and participants in cultural, creative and heritage activities
- Increase the visibility of arts, culture, and heritage across Newham's diverse communities
- Enable participatory approaches to cultural production through community engagement
- Promote Newham as a key cultural hub in London and nationally

TELL NEWHAM'S STORIES TO INSTIL PRIDE IN ITS RICH LOCAL CULTURAL HISTORY AND CELEBRATE NEWHAM'S SUCCESSES

ACTION AREA	ACTION	POTENTIAL PARTNERS AND RELEVANT STRATEGIES AND PROPOSALS
Historical collections	Make better use of Newham's historical collections, including the Newham Archives, Madge Gill and Bow Porcelain collections. Develop these into an economic driver by attracting new audiences, extending their reach, and co-creating new interpretations to highlight new meanings in the collection.	<ul style="list-style-type: none"> LB Newham's teams: Communications, Arts, Events and Heritage, Cross Council Internal Working Group Local Businesses, Residents Under-represented community groups, Heritage Lottery Fund, Diversity-specialist groups, Disability arts groups Heritage Service Options Appraisal, Towards a Better Newham Pillar 5, Newham Local Plan, Social Integration Strategy
Bring Culture to People's Doorstep	Programme cultural events, activities, community-led projects and meanwhile uses in well-connected spaces that already generate high footfall such as high streets and town centres.	<ul style="list-style-type: none"> LB Newham's teams: Community Wealth Building, Arts, Events and Heritage, Property, Planning, Licensing, Parks, Public Health Creative and cultural network e.g. Certain Blacks, Festival.org, Volunteers, Newham CPP, Cultural producers, Delivery partners, Residents, Diversity-specialist groups, Disability arts groups, Heritage Lottery Fund Levelling Up Fund 15-minute neighbourhoods, and associated Citizen's Assembly, Newham Local Plan, Newham Volunteering Strategy, Towards a Better Newham Pillar 5, Social Integration Strategy, Culture for all Londoners, Well Newham - 50 Steps to a Healthier Borough
Heritage interpretation	Incorporate inclusive historical interpretation in the public realm, involving communities in the process and decision-making to instil pride in the area and ensure a true representation of the borough's diversity, history and architectural beauty.	<ul style="list-style-type: none"> LB Newham's teams: People, Policy and Performance, Arts, Events and Heritage, Community Wealth Building, Highways, Parks Another England (e.g. Mapping 100 Years of Black and Asian Heritage – Historic England), Local artists, Creative and cultural networks, Cultural producers, Delivery partners, Diversity-specialist groups, Disability arts groups, Under-represented community groups Newham Volunteering Strategy, Newham Local Plan

WIDEN AUDIENCES, PRACTITIONERS AND PARTICIPANTS IN CULTURAL, CREATIVE AND HERITAGE ACTIVITIES

ACTION AREA	ACTION	POTENTIAL PARTNERS AND RELEVANT STRATEGIES AND PROPOSALS
Create a one-stop shop	Provide a joint culture and heritage online resource that showcases job and funding opportunities, as well as borough-related cultural, creative and heritage activities and promote them in an intuitive and accessible way.	<ul style="list-style-type: none"> LB Newham's teams: Internal Cross Council Working Group for Culture, LB Newham's Economic Development, Community Wealth Building, Communications, Arts, Events and Heritage Creative and cultural networks, , Diversity-specialist groups, Interfaith groups, REIN, Queer Newham, Disability arts groups, Residents Heritage Service Options Appraisal, Towards a Better Newham Pillar 3, Newham Local Plan, Royal Docks Cultural Placemaking Strategy,
Widen channels and networks	Address the needs of different users when marketing and planning events and festivals so everyone feels welcome, safe, and that programmes and activities are accessible.	<ul style="list-style-type: none"> LB Newham's teams: Internal Cross Council Working Group for Culture, LB Newham's Communications, Arts, Events and Heritage Creative and cultural networks, Residents, Diversity-specialist groups, Interfaith groups, REIN, Queer Newham, Disability arts groups Towards a Better Newham Pillar 5, Royal Docks Cultural Placemaking Strategy, Social Integration Strategy, Making London Child-Friendly
Distributed Culture	Ensure cultural and creative activities and events programmes are spatially spread across the community neighbourhoods. Ensure they are spread across times of day to be accessible to as many people as possible.	<ul style="list-style-type: none"> LB Newham's teams: Internal Cross Council Working Group for Culture, LB Newham's Communications, Arts, Events and Heritage, Public Health Creative and cultural networks, Forest Gayte Pride, REIN, Queer Newham, Residents, Diversity-specialist groups, Disability arts groups

INCREASE THE VISIBILITY OF ARTS, CULTURE, AND HERITAGE ACROSS NEWHAM'S DIVERSE COMMUNITIES

ACTION AREA	ACTION	POTENTIAL PARTNERS AND RELEVANT STRATEGIES AND PROPOSALS
Signage and wayfinding	Improve and innovate with signage, information and wayfinding to community, heritage, cultural and creative centres both locally and at borough-scale in a way that is accessible, legible, and enticing.	<ul style="list-style-type: none"> LB Newham's teams: Highways, Parks, Communications, Public Health Local artists, Creative and cultural networks, Diversity-specialist groups, Disability arts groups, Residents, Newham Citizens Assembly, Residents Towards a Better Newham Pillar 5, Newham Local Plan, Levelling Up Fund Connections to Opportunities, Well Newham - 50 Steps to a Healthier Borough
Frontages and sightlines	Ensure greater visibility of cultural and community venues through street interventions such as lighting, welcoming and activated frontages and clearer sightlines to increase footfall.	<ul style="list-style-type: none"> LB Newham's teams: Planning, Highways, Parks, Arts, Events and Heritage, Libraries Institute of Imagination, Local businesses, Stratford BID, Diversity-specialist groups, Disability arts groups, Creative and Cultural Network, Creative Land Trust Newham Local Plan, Inclusive Economy Strategy Tactic 2, Royal Docks Cultural Placemaking Strategy, Levelling Up Fund Connections to Opportunities, GLA Developing a Night Time Strategy

ENABLE PARTICIPATORY APPROACHES TO CULTURAL PRODUCTION THROUGH COMMUNITY ENGAGEMENT

ACTION AREA	ACTION	POTENTIAL PARTNERS AND RELEVANT STRATEGIES AND PROPOSALS
Public realm interventions	Support and involve community groups in developing and co-designing public realm interventions in their neighbourhoods, especially those that allow for small-scale cultural programming in these spaces.	<ul style="list-style-type: none"> LB Newham's teams: Planning, Highways, Parks, Arts, Events and Heritage, Shape Newham, Environment, Public Health Parrabbola, Shape Newham, Residents, Creative and cultural networks, Faith Groups, Newham Citizens Assembly, Diversity-specialist groups, Disability arts groups Towards a Better Newham Pillar 2, Inclusive Economy Strategy Tactic 2, Newham Local Plan, Newham High Streets, Making London Child-Friendly, Well Newham - 50 Steps to a Healthier Borough
Public art	Support and curate a programme of high quality public art – permanent and temporary – across Newham that extends beyond Stratford and ensures Newham is part of London-wide programmes. To involve and showcase local voices, local artists, and international artists.	<ul style="list-style-type: none"> LB Newham's teams: Planning, Highways, Parks, Arts, Events and Heritage, Shape Newham, Environment Parrabbola, Shape Newham, Residents, Creative and cultural networks e.g. The Line, the Royal Docks team, World Reimagined, Cultural producers, Delivery partners, GLA Culture Team, Diversity-specialist groups, Disability arts groups Towards a Better Newham Pillar 5, Inclusive Economy Strategy Tactic 2, Newham Local Plan, Culture for all Londoners
Local and international co-design	Develop local and international partnerships to develop and showcase new types of community projects and foster intercultural dialogue.	<ul style="list-style-type: none"> LB Newham's teams: Community Wealth Building, Shape Newham, Arts, Events and Heritage, Planning Creative and cultural networks, Newham CPP, the Royal Docks team, East Bank, Institute of Imagination, GLA Culture Team, Swiss Embassy, Diversity-specialist groups, Disability arts groups, Residents Towards a Better Newham Pillar 8, Culture for all Londoners, Newham High Streets

PROMOTE NEWHAM AS A KEY CULTURAL HUB IN LONDON AND NATIONALLY

ACTION AREA	ACTION	POTENTIAL PARTNERS AND RELEVANT STRATEGIES AND PROPOSALS
Evidence-based interventions	Agree on method and then measure the reach and value of arts, culture, heritage in Newham to showcase and position Newham as a model for how culture can deliver inclusive growth.	<ul style="list-style-type: none"> • LB Newham's teams: Community Wealth Building, Public Health • Universities – UEL, UCL, Arts Council England, National Heritage Lottery Fund, Creative and cultural networks, Diversity-specialist groups, Disability arts groups • Well Newham - 50 Steps to a Healthier Borough
National and international positioning	Put Newham on the map and promote it as a visitor destination, with a growing visitor economy and encourage footfall from beyond the borough boundaries to improve the chances of securing external funding and investment and increase the revenue of local businesses in Newham's community neighbourhoods.	<ul style="list-style-type: none"> • LB Newham's teams: Communications, Regeneration • The Royal Docks team, East Bank, GLA Culture Team • Newham Local Plan, Royal Docks Cultural Placemaking Strategy, Culture for all Londoners
Extend reach	Engage with wider networks to ensure cultural communications reaches all areas of the borough and beyond its boundaries.	<ul style="list-style-type: none"> • LB Newham's teams: Arts, Events and Heritage, Communication, Brighter Futures • Faith and interfaith groups, Creative and cultural networks, Local businesses, Diversity-specialist groups, Disability arts groups, Under-represented communities • Towards a Better Newham Pillar 5, Social Integration Strategy
Advocacy	Advocate the case for culture locally, regionally, nationally and beyond the UK and showcase how it drives investment, inclusion and resilience as well as contributing to London's role as a cultural hub.	<ul style="list-style-type: none"> • Mayor of Newham, LB Newham's teams: Community Wealth Building, Arts, Events and Heritage, Communications • GLA Culture Team • Towards a Better Newham Pillar 8, Culture for all Londoners

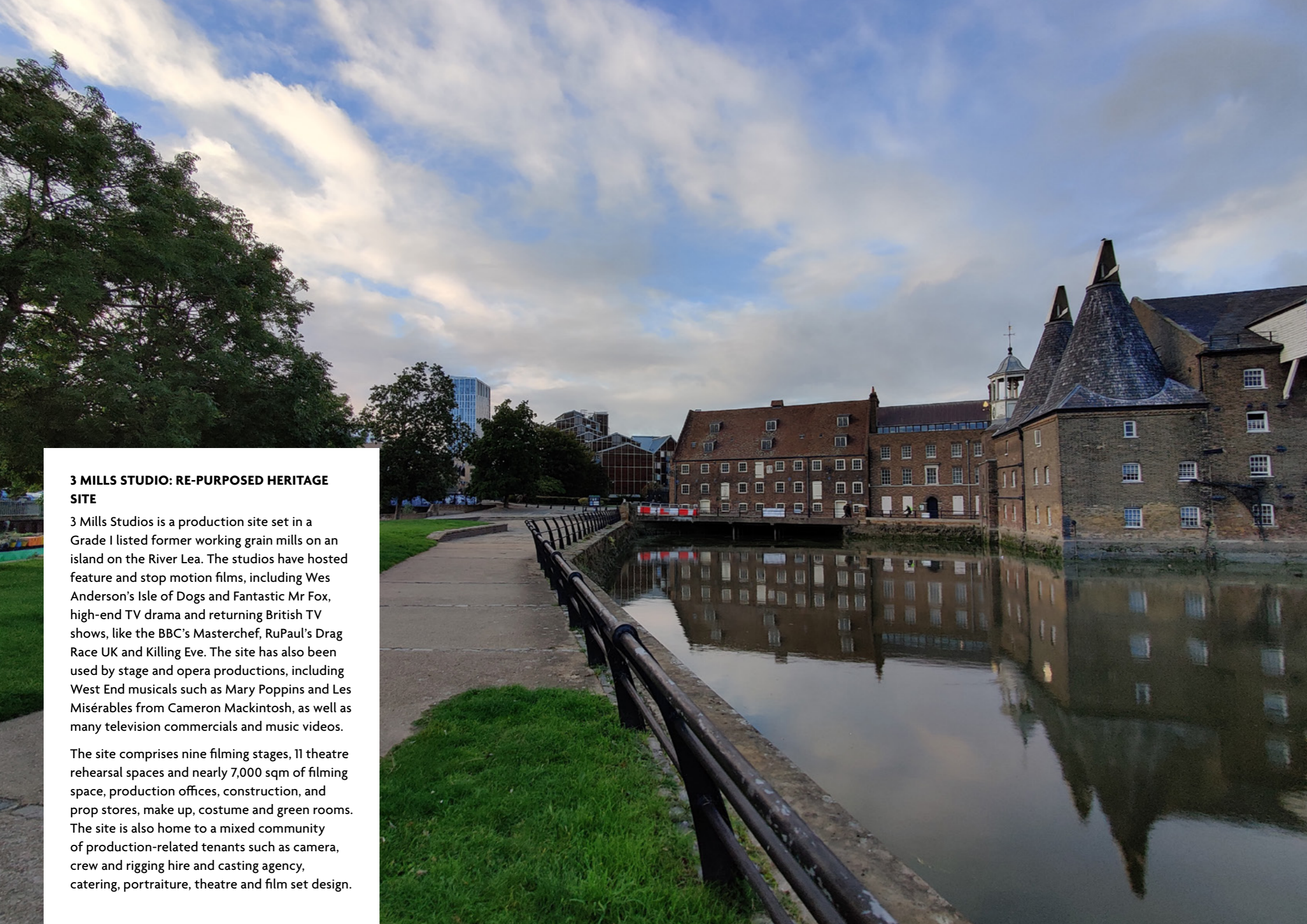


THE ROYAL DOCKS

Home to a growing cluster of creatives, the Royal Docks aims to be one of the world's great creation centres, the Cultural Engine of London. The Royal Docks is transforming the area into a new cultural quarter, with creative production facilities, affordable artists' workspaces and cultural infrastructure that parallels the area's manufacturing past. Its world-class arts and cultural programme is rooted in its people and places and is central to its development.

The first Royal Docks Originals Festival has started to bring a new energy to public spaces. Its cultural programme and water-based arts and events combine innovation and collaboration across local and international networks. The Royal Docks is working to embed young people in its creative programme, investing in their ideas and talent and providing training, employment, and creative participation opportunities. Residents and local creative businesses are invited to actively participate through two new groups: Creative Connectors and Creative Network.

CULTURE-FIRST SPACES



3 MILLS STUDIO: RE-PURPOSED HERITAGE SITE

3 Mills Studios is a production site set in a Grade I listed former working grain mills on an island on the River Lea. The studios have hosted feature and stop motion films, including Wes Anderson's *Isle of Dogs* and *Fantastic Mr Fox*, high-end TV drama and returning British TV shows, like the BBC's *Masterchef*, *RuPaul's Drag Race UK* and *Killing Eve*. The site has also been used by stage and opera productions, including West End musicals such as *Mary Poppins* and *Les Misérables* from Cameron Mackintosh, as well as many television commercials and music videos.

The site comprises nine filming stages, 11 theatre rehearsal spaces and nearly 7,000 sqm of filming space, production offices, construction, and prop stores, make up, costume and green rooms. The site is also home to a mixed community of production-related tenants such as camera, crew and rigging hire and casting agency, catering, portraiture, theatre and film set design.

CULTURE-FIRST SPACES CHALLENGES AND OPPORTUNITIES

“Have something in each area, so we have a reason to visit each other. Use empty space or partner with local cafés to put things on. Invest in small art galleries or mini museums”

During consultation and engagement, contributors highlighted the following challenges:

- High demand, not met, for affordable creative workspaces and high quality, medium-sized accessible production spaces that can be secured on long-term leases boroughwide.
- There is an imbalance of cultural assets between Stratford and the Royal Docks and the rest of Newham that needs to be addressed to ensure equal and fair access to culture.
- Regeneration risks displacing communities and stakeholders gave examples of lost highly-valued, inclusive spaces (e.g. Stratford Circus and Newham City Farm).
- Current economic models determining the use of buildings do not support creative industries nor value the benefits cultural or creative tenants bring to an area and its communities. It is difficult for communities or creative organisations to access or use vacant or underutilised spaces.
- Community and heritage buildings are not always well-maintained and risk falling into longer-term decline. Therefore, there is a need to ensure sustainable development and investment in building maintenance.
- Newham does not always feel safe for young people, and many spaces are not inclusive enough. Prioritise safety and accessibility of

buildings and nearby public realm that hosts activities, particularly for young people.

- Provide spaces that encourage cross-pollination between arts companies, venues, people in different disciplines, and spaces where people ‘tumble in and out’ of venues and restaurants.
- Evening and night-time activities are difficult to plan given the high population in certain neighbourhoods and potential nuisances night-time activities can cause. An evening and night-time strategy could help to better align planning and licensing policy with Newham’s cultural ambitions. It can highlight where safety might need improving as well as suitable areas to attract footfall, through non-alcohol led activities, such as late night opening of shops and galleries, and restaurants, bars and clubs.

And the following opportunities:

- Develop a fashion centre at Green Street-Queen’s Market given the mass of SE Asian fashion and jewellery retailers, market fabric traders and proposed Creative Wellbeing Space, connected with London College of Fashion. Make more of High Street North, Manor Park, as it has many South Asian restaurants and jewellery shops.
- Make more of established dance corridor in the west with Sadler’s Wells, English National Ballet, East London Dance and Breakin’ Conventions.
- Extend Shape Newham to activate community neighbourhoods boroughwide and support wider public realm uplifts, lighting, street furniture. Help raise the profile of The Line and

Greenway, making them safe for walkers.

- Underused and vacant spaces, especially park buildings, could host exhibitions, creative workshops and classes, music nights, alongside cafés and sports activities. Consider old libraries, heritage buildings, and high street retail units.
- Specific spaces highlighted include Forest Gate, Old Canning Town Library, Forest Lane Park, Beckton Park, units in the former Civic Local Residence, and vacant shop opposite TRSE Bar.
- A desire for more cultural venues – museums, galleries, exhibitions, pop-ups – and for community hub spaces, programmed with accessible events and classes available to various age groups and people at different life stages. The Heritage Centre could showcase best practice co-design with local communities, organisations and specialists.
- Develop a hub and spoke model, where there are central cultural hubs, with smaller or temporary sites locally within town centres, estates or parks across the borough.
- Many people and communities experience culture at night. There is an opportunity to strengthen and support cultural and creative activities in the evening and night-time, diversify experiences, and encourage footfall.
- Provide a range of night-time opportunities beyond bars, pubs and clubs, like light shows, night markets, cultural landmark illuminations, exhibitions. These could encourage a critical mass and safe night-time opening of local businesses (hair salons, retail, cafés.)

LINK STUDIO: DEDICATED MUSIC AND MEDIA SPACE

Community Links' state-of-the-art production facility, Link Studios in Canning Town, provides 11 to 19 year olds, schools and youth organisations with a dedicated recording studio and media teaching space. It hosts an array of after-school programmes ranging from podcasting workshops to a music producer club, as well as being a place to record vocals, rap, and beats.



CULTURE-FIRST SPACES WHAT MIGHT THE FUTURE LOOK LIKE?

Newham has high quality, diverse and inclusive spaces for a range of creative and cultural activities boroughwide to support local enterprise and inclusive access

BY 2037

Creative spaces will be valued and protected in the borough, and the buildings themselves will showcase and celebrate Newham's cultural heritage and vibrancy. They will act as hubs for cultural production and provide community-led activity and performance spaces that meet the rich diversity of local needs. Newham will have a diverse mix of spaces. In particular, new developments, previously underused buildings and council-owned assets across the borough will be exemplars for ambitious innovations around accessibility and climate-informed design and maintenance.

AMBITIONS

- Protect and deliver affordable spaces that act as hubs of creative, cultural and community activities
- Promote creative use of spaces boroughwide
- Maintain, promote, and invest in buildings and spaces associated with culture and heritage
- Create a sense of belonging through the delivery of inclusive spaces
- Showcase and catalyse innovative approaches to delivering on Newham's climate commitments

PROTECT AND DELIVER AFFORDABLE SPACES THAT ACT AS HUBS OF CREATIVE, CULTURAL AND COMMUNITY ACTIVITIES

ACTION AREA	ACTION	POTENTIAL PARTNERS AND RELEVANT STRATEGIES AND PROPOSALS
Secure and safeguard affordable workspace	Develop an affordable workspace policy in the Newham Local Plan in line with London Plan Policy to secure managed affordable workspaces in perpetuity as part of major developments. Consideration to be given to both creative and studio spaces and where demand is highest.	<ul style="list-style-type: none"> LB Newham's teams: Planning, Community Wealth Building, Property Bow Arts, GLA, Creative Land Trust, Redo, Creative and cultural networks Employment Hubs, Newham Local Plan, GLA Infrastructure Map, Royal Docks Culture and Placemaking Strategy, Towards a Better Newham Pillar 3, Levelling Up Fund Connections to Opportunities, Active Spaces
Prioritise affordable workspace	Apply for an extension of Hackney Wick & Fish Island Creative Enterprise Zone following the handover of planning powers from the LLDC to LB Newham.	<ul style="list-style-type: none"> LB Newham's teams: Community Wealth Building, Planning Hackney Wick & Fish Island Creative Enterprise Zone, Workspace providers working across East London boroughs e.g. Bow Arts Newham Local Plan
Create affordable workspace	Re-purpose or refurbish assets owned by LB Newham with external funding support or via development contributions to provide affordable workspaces where there is an evidenced need.	<ul style="list-style-type: none"> LB Newham's teams: Planning, Parks, Community Wealth Building, Property LB Hackney, Redo, Creative Land Trust, Bow Arts, Arbeit, ACME, Creative and cultural networks Community Wealth Building, Spaces for Enterprise, Active Spaces, Levelling Up Fund Connections to Opportunities, London Plan, Towards a Better Newham Pillar 6, Newham Local Plan, Royal Docks Cultural Placemaking Strategy, Thames Estuary Production Corridor Report, Community Space Review on Social Value
Develop distributed spaces for creative micro-businesses	Ensure greater distribution of incubator and creative micro-business spaces across the whole borough with a focus on active ground floor uses and design quality improvements.	<ul style="list-style-type: none"> LB Newham's teams: Planning, Community Wealth Building, Economic Development, Communications Creative and cultural networks, Local businesses Towards a Better Newham Pillar 3, Newham Local Plan, Royal Docks Cultural Placemaking Strategy, Levelling Up Fund 15 Minute City, Levelling Up Fund Connections to Opportunities, Community Space Review on Social Value

PROMOTE CREATIVE USE OF SPACES BOROUGHWIDE

ACTION AREA	ACTION	POTENTIAL PARTNERS AND RELEVANT STRATEGIES AND PROPOSALS
Everyday engagement with culture	Embed cultural and community-led creative activities in small, varied and everyday spaces and allow a wider range of spaces to be used regularly to showcase the local heritage, art and culture.	<ul style="list-style-type: none"> LB Newham's teams: Community Wealth Building, Planning, Shape Newham, Arts, Events and Heritage, Communications, Libraries, Parks, Public Health Creative and cultural networks, Educational networks, Cultural producers, Delivery partners, the Royal Docks team, East Bank, Local businesses, Markets, Healthcare providers, TfL, Diversity-specialist groups, REIN, Disability arts groups Towards a Better Newham Pillar 2, Royal Docks Cultural Placemaking Strategy, Levelling Up Fund 15 Minute City, Community Space Review on Social Value, Levelling Up Fund Connections to Opportunities, Inclusive Economy Strategy, Culture for all Londoners
Cultural placemaking	Encourage co-location of culture, community and commercial activity to develop a sense of place and provide opportunities for training, encourage youth enterprise and ensure the sustainability of businesses and cultural activities.	<ul style="list-style-type: none"> LB Newham's team: Planning, Community Wealth Building The Royal Docks team, LLDC, East Bank, Creative and cultural networks, Cultural producers, Local businesses Towards a Better Newham Pillar 3, Inclusive Economy Strategy Tactic 2, Newham Local Plan, Royal Docks Cultural Placemaking Strategy, Levelling Up Fund 15 Minute City Expanding London's Public Realm 1.24
Enable cultural activities in vacant and underused spaces	Develop a revised asset management plan that prioritises culture and inclusive growth and uses Social Value or Community Wealth Building principles in commercial leases to incentivise organisations to use spaces and deliver on strategic council objectives.	<ul style="list-style-type: none"> LB Newham's teams: Planning, Property, Parks Newham CPP, East Bank, the Royal Docks team Social Value Lease Policy, Community Space Review on Social Value, Active Spaces, Spaces for Enterprise, Design for a Circular Economy, Good Growth, Inclusive Economy Strategy Tactic 2, Newham Local Plan, Levelling Up Fund 15 Minute City, GLA Developing a Night Time Strategy
Make best use of vacant spaces	Catalogue spaces and develop an online tool that maps all Newham's flexible, creative workspaces and community/cultural spaces. To include space specifications and availability, and allow users to easily book online so properties are not left vacant and are used to best effect in short, medium, long term.	<ul style="list-style-type: none"> LB Newham's teams: Planning, Property, Community Wealth Building, Parks Meanwhile Space, 3Space, Empty Shops Network, Hackney work providers, GLA, Creative and cultural networks Active Spaces, Spaces for Enterprise, Inclusive Economy Strategy Tactic 2, Newham Local Plan, Royal Docks Cultural Placemaking Strategy, Levelling Up Fund 15 Minute City, Community Space Review on Social Value

MAINTAIN, PROMOTE, AND INVEST IN BUILDINGS AND SPACES ASSOCIATED WITH CULTURE AND HERITAGE

ACTION AREA	ACTION	POTENTIAL PARTNERS AND RELEVANT STRATEGIES AND PROPOSALS
Mix uses and develop hubs	Prioritise mixed use facilities associated with community, creativity and the arts to create supportive and sustainable business environments and support increased footfall.	<ul style="list-style-type: none"> LB Newham teams: Community Wealth Building, Community Neighbourhoods, Planning GLA Good Growth Fund, Local businesses, Residents Newham Local Plan, London Plan, Towards a Better Newham Pillars 3 and 4, Inclusive Economy Strategy Tactic 2, Royal Docks Cultural Placemaking Strategy, Levelling Up Fund 15 Minute City, Community Space Review on Social Value
Protect and invest in heritage	Ensure local heritage and heritage at risk is safeguarded, and plans are put in place to restore and bring these spaces back into use.	<ul style="list-style-type: none"> LB Newham's teams: Arts, Events and Heritage, Property, Community Wealth Building National Heritage Lottery Fund Creative Land Trust, Creative and cultural networks Inclusive Economy Strategy Tactic 2, Newham Local Plan, Culture for all Londoners
Future-proof spaces	Invest in infrastructure to support outdoor performance in green and civic spaces.	<ul style="list-style-type: none"> LB Newham's teams, Environment Team, Community Wealth Building, Parks, Markets, Arts, Events and Heritage, Community Neighbourhoods, Highways The Royal Docks team, LLDC, cultural producers Towards a Better Newham Pillar 6, Newham Local Plan, Royal Docks Cultural Placemaking Strategy, Levelling Up Fund 15 Minute City, High Streets Strategy

CREATE A SENSE OF BELONGING THROUGH THE DELIVERY OF INCLUSIVE SPACES

ACTION AREA	ACTION	POTENTIAL PARTNERS AND RELEVANT STRATEGIES AND PROPOSALS
Physical accessibility and safety	Prioritise physical accessibility, safety and encourage evening and night-time use of cultural spaces boroughwide. Ensure any new buildings or re-purposed cultural spaces are designed to be welcoming and well-signed, well-connected and accessible through well-lit and inviting entrances.	<ul style="list-style-type: none"> LB Newham teams: Property, Planning, Communications, Highways, Environment, Public Health Newham Citizens Assembly, Diversity-specialist groups, Disability arts groups GLA Developing a Night Time Strategy, Towards a Better Newham Pillar 5, Inclusive Economy Strategy Tactic 2, Newham Local Plan, Well Newham - 50 Steps to a Healthier Borough, Levelling Up Fund 15 Minute City, Levelling Up Fund Connections to Opportunities, Social Integration Strategy, Making London Child-Friendly
Distribute culture across the borough	Establish centralised cultural hubs, such as a heritage centre, and complement with cultural mobile units and/or pop-up spaces across the borough to improve cultural engagement and outreach.	<ul style="list-style-type: none"> LB Newham's teams: Arts, Events and Heritage, Property, Brighter Futures, Libraries, Parks East Bank institutions, LLDC, the Royal Docks Culture Team, Foundation for Future London, Creative and cultural networks Towards a Better Newham Pillar 5, Levelling Up Fund 15 Minute City, GLA Developing a Night Time Strategy, Newham Local Plan
Heritage centre	Provide a local and open archival resource or museum in which to curate and exhibit local history and encourage local communities to co-curate experiences using the collections.	<ul style="list-style-type: none"> LB Newham's teams: Arts, Events and Heritage, Libraries, Communications National Heritage Lottery Fund Newham Local Plan, Levelling Up Fund Connections to Opportunities
Inclusive spaces for culture	Evaluate and protect the provision of community and cultural spaces to ensure they are appropriate for people with protected characteristics. Enable community groups to contribute to this process.	<ul style="list-style-type: none"> LB Newham's teams: Property, Planning, Arts, Events and Heritage, Community Wealth Building, Public Health Creative and cultural networks, Diversity-specialist groups, Disability arts groups, Residents Community Facilities Needs Assessment, Towards a Better Newham Pillar 5, Inclusive Economy Strategy Tactic 2, Well Newham - 50 Steps to a Healthier Borough, Royal Docks Cultural Placemaking Strategy, Levelling Up Fund 15 Minute City, Levelling Up Fund Connections to Opportunities, Social Integration Strategy, Making London Child-Friendly

SHOWCASE AND CATALYSE INNOVATIVE APPROACHES TO DELIVERING ON NEWHAM'S CLIMATE COMMITMENTS

ACTION AREA	ACTION	POTENTIAL PARTNERS AND RELEVANT STRATEGIES AND PROPOSALS
Cultural programming in green spaces	Programme green infrastructure with cultural activity to increase the visibility and use of, and activity along, pieces of green infrastructure such as the Greenway and the parks.	<ul style="list-style-type: none"> • LB Newham's teams: Planning, Parks, Arts, Events and Heritage, Public Health • Cultural producers, Creative and cultural networks, Newham Citizens Assembly, Residents, Disability arts groups, Faith and Interfaith groups • Beckton Parks Masterplan, Towards a Better Newham Pillar 5, Levelling Up Fund Connections to Opportunities, Newham Local Plan, Climate Emergency Action Plan, Greening the Borough, Well Newham - 50 Steps to a Healthier Borough
Sustainable places for culture	Improve energy efficiency rates for cultural venues and refurbished buildings.	<ul style="list-style-type: none"> • LB Newham's teams: Environment, Property, Community Wealth Building, Planning • Towards a Better Newham Pillar 6, Newham Local Plan, Climate Emergency Action Plan
Refurbish and re-purpose	Prioritise refurbishing and re-purposing buildings for cultural uses, including exhibitions, performances, creative workshops and social functions, where there is a local need.	<ul style="list-style-type: none"> • LB Newham's teams: Property, Community Wealth Building, Arts, Events and Heritage, Planning, Public Health • Creative producers, Disability arts groups • Inclusive Economy Strategy, Towards a Better Newham Pillar 6 Newham Local Plan, Royal Docks Cultural Placemaking Strategy, Climate Emergency Action Plan, Community Space Review on Social Value
Climate action discussion	Use arts and culture to raise climate change issues and engage communities in the borough's climate commitments.	<ul style="list-style-type: none"> • LB Newham's teams: Arts, Events and Heritage, Public Health • The Royal Docks team, East Bank, Youth council / Climate Citizens Assembly for events, Friends of Parks networks, Trees for Cities, Creative and cultural networks, Cultural Producers, Residents • Inclusive Economy Strategy, Towards a Better Newham Pillar 6, Newham Local Plan, Newham Sparks, Climate Emergency Action Plan, Well Newham - 50 Steps to a Healthier Borough





PROACTIVE MINDSET



PROACTIVE MINDSET CHALLENGES AND OPPORTUNITIES

“There is no department leading on culture, but culture is what enables a place to be special”

“There needs to be a culture team to make links across departments and support investment into smaller organisations”

During consultation and engagement, contributors highlighted the following challenges:

- The lack of a dedicated Culture team, senior officer or cabinet member to steer the cultural strategy across the whole borough means stakeholder confidence is low with regards to delivering culture across Newham.
- It is hard to find a clear, consistent point of contact working with arts and cultural organisations in the local authority. It is difficult to access contact details, people change or do not have the right expertise to support creative and cultural organisations.
- Investment in culture is dependent on funding availability and is often contingent on successful bids to competitive funds. This undermines strategic or needs-based approaches being developed to unlock the wider and long-term benefits of investing in culture.
- Decision-makers and organisations do not have an overview of the range of cultural activities happening in Newham. This leads to fragmented working and departments not being joined up.
- Policy decisions and strategic approaches from one department can be at odds

with the strategic priorities and goals of another department.

- Commissioning is complex and fast-paced, with short-term delivery timelines. These do not allow for experimentation, long-term planning or creativity, relationship building, and smaller organisations cannot easily bid for these commissions.

And the following opportunities:

- Harder to reach groups are not being engaged fully in consultation, engagement, design and delivery projects however, they are key to ensuring inclusive growth and representation of the borough's diversity. In some cases, this is because culture is considered 'not for them' either because they feel they are not the target audience, it is not relevant to them or because they do not hear about it. Meaningful engagement is required to involve and empower communities further and ensure everyone is represented and heard.
- Culture could be a thread that runs through many different workstreams and sectors and can join communities, partners, departments and activities together.
- Many creative and cultural organisations in the borough are already delivering impactful projects and programmes hyper-locally and locally. Many have a desire for and can be given greater agency through a clear cultural vision but shared leadership, development and delivery.

FUNDING CHALLENGES AND OPPORTUNITIES

Local authorities in London and across the country are facing well-documented and mounting financial pressures as the long-term impacts of Covid-19 hit budgets that have been significantly impacted by a decade of austerity. London Councils estimates the shortfall across London's boroughs to be in the region of £400 million for the financial year 2022/2023 due to lost taxes over the pandemic (London Councils, 2021).

Despite these financial constraints, regional, national and international organisations are mobilising funds and developing new ways of working to address some of the underlying conditions that made some places more vulnerable to the impacts of the pandemic. There are growing calls from organisations such as the Esmée Fairbairn Foundation, Arts Council England and National Lottery to develop inclusive and fair economies, supported by well-resourced public institutions and social infrastructure that deliver sustainable growth and resilient societies.

Investment in culture can be a key pillar of Newham's Covid-19 recovery, recognising the potential value of the creative and cultural sectors to the local economy and the wider benefits that could be unlocked in terms of skills building, the growth of specialist local economies, health, wellbeing and happiness.

During consultation and engagement, stakeholders highlighted the following challenges:

- Funding associated with culture is not evenly distributed across the borough, with more deprived areas often being the places not accessing sums to develop projects that could have the largest impacts on locals.
- Investment in culture is often perceived as tied to – or reliant upon – the large regeneration sites.
- Funding processes are complex and require time, resource and skills that practitioners in micro- and small-businesses may not have.
- Funding models have criteria that mean more experimental, phased, community-led or locally-led projects are often unsuccessful. Additionally, as a result, projects are delivered to meet briefs rather than the needs of the local community.
- Funding tends to be focused on short term projects and quick wins, rather than enabling organisations to learn from previous years and build on relationships with residents and partners organisations.
- There is a lack of understanding around the cost of delivering culture, such as theatrical production. For example, for this, there is a requirement for rigging out, tech, front of house staff, as well as producers and performers, etc.

And the opportunities:

- Providing match-funding opportunities with community groups and existing alliances such as Creative Newham.
- The council could support Newham's practitioners, organisations and communities and enable them to thrive by helping them access external funding to develop creative and cultural programmes. This could be through partnerships that lend credibility or in-kind support with funding applications and programmes.
- An accreditation process could be set up to ease the process of distributing council funds to long term partners.
- Consider rethinking commissioning processes to ensure they are more manageable and faster to complete.
- Working with other departments and sectors to open up the number of funding opportunities available.
- Consider place-based funding, such as the GLA Untold Stories to help showcase missed heritage in Newham, and Paul Hamlyn Funding to support a coordination role between education and culture.

PROACTIVE MINDSET WHAT MIGHT THE FUTURE LOOK LIKE?

There is strong and resilient governance and coordination of culture boroughwide to deliver on the cultural strategy's vision and support engagement with residents

BY 2037

Newham's governance structure, management systems, and resources effectively support the needs of Newham's thriving cultural sector and communities. There is strong leadership and guardianship over Newham's vision for culture and ongoing success translating this vision into tangible action. Newham leads with optimism-by-default and brings a growth mindset to cultural ambitions and programming.

AMBITIONS

- Develop internal capacity and leadership skills associated with culture and heritage
- Support a growth mindset
- Deliver a sustainable approach to culture

DEVELOP INTERNAL CAPACITY AND LEADERSHIP SKILLS ASSOCIATED WITH CULTURE AND HERITAGE

ACTION AREA	ACTION	POTENTIAL PARTNERS AND RELEVANT STRATEGIES AND PROPOSALS
Guardianship and advice	Ensure strong guardianship of the vision and secure and steer the development and delivery of the cultural strategy to give it status and weight.	<ul style="list-style-type: none"> Cultural Advisory Panel, Mayor of Newham, LB Newham's teams: Community Wealth Building
Dedicated resource	Provide dedicated council resources to deliver the cultural strategy.	<ul style="list-style-type: none"> LB Newham's teams: Community Wealth Building, Arts, Events and Heritage, Education, Health, Parks
Alignment with all departments	Ensure culture is embedded across local authority departments and policies and align with related strategies.	<ul style="list-style-type: none"> LB Newham's teams: Internal Cross Council Working Group

SUPPORT A GROWTH MINDSET

ACTION AREA	ACTION	POTENTIAL PARTNERS AND RELEVANT STRATEGIES AND PROPOSALS
Training	Provide CPD and suitable training support to cultural and heritage leaders within the local authority to ensure the ambitions of the cultural strategy can be achieved, and that performance is continually improved.	<ul style="list-style-type: none"> LB Newham's teams: HR, Arts, Events and Heritage, Community Wealth Building Creative and cultural networks, Disability arts groups
Learn from best practice	Upskill council officers and learn from best practices to support and implement innovative programmes.	<ul style="list-style-type: none"> LB Newham's teams: HR, Arts, Events and Heritage, Community Wealth Building Other boroughs, other cities
Innovation	Encourage experimentation and creative applications when creative and cultural organisations are bidding for funding and be receptive to creative organisations' new ideas.	<ul style="list-style-type: none"> LB Newham's teams: Community Wealth Building, LB Newham's teams: HR, Arts, Events and Heritage, Public Health ACE, Heritage Lottery Fund, Foundation for Future London, Other boroughs Inclusive Economy Strategy Tactic 4, Newham Local Plan, Royal Docks Cultural Placemaking Strategy
Clear point of contact and pathways	A clear organogram and roles expressed publicly on the LB Newham website to ensure anybody wanting to connect with the culture team can find a clear contact, and it is clear how this position relates to other positions within the council.	<ul style="list-style-type: none"> LB Newham's teams: Communications, HR, Public Health, Arts, Events and Heritage, Community Wealth Building

DELIVER A SUSTAINABLE APPROACH TO CULTURE

ACTION AREA	ACTION	POTENTIAL PARTNERS AND RELEVANT STRATEGIES AND PROPOSALS
Secure Investment	Secure investment for cultural and heritage activity to enable LB Newham to invest in diverse creative and cultural activity boroughwide.	<ul style="list-style-type: none"> • LB Newham's teams: Community Wealth Building, Arts, Events and Heritage, Public Health • The Royal Docks team, LLDC, East Bank, Hackney Wick & Fish Island Arts Council England, Heritage Lottery Fund, Other Funders, A New Direction • Towards a Better Newham Pillar 8, Levelling Up Fund Connections to Opportunities, Well Newham - 50 Steps to a Healthier Borough
Meaningful Engagement	Ensure cultural events, programmes, opportunities and investment is based on early engagement with harder to reach groups and that these groups are specifically targeted.	<ul style="list-style-type: none"> • LB Newham's teams: Arts, Events and Heritage, Community Neighbourhoods, Libraries, Public Health • Faith and interfaith groups, Volunteers, Healthcare providers, Disability arts groups, Diversity-specialist groups • Towards a Better Newham Pillars 1 and 5, Levelling Up Fund Connections to Opportunities, Social Integration Strategy, Well Newham - 50 Steps to a Healthier Borough





BIG NEXT STEPS

PRIORITY ACTIONS FOR THE NEXT 3 – 4 YEARS

We are committed to making Newham a place where culture, creativity and heritage drive investment, inclusive participation and wellbeing.

We will ensure:

1. Lifelong learning and inclusive engagement with creative and cultural activities is the norm for all residents to support fair employment opportunities and wellbeing. The first step will be establishing a cultural education partnership (CEP) to support closer working between educators and creative organisations. The CEP will seek to generate new funding sources to improve cultural education across the borough. Additionally, we will broaden and improve how people engage with culture and the creative industries, considering the role of libraries and bridge organisations in supporting this. The priority will be to promote job opportunities in the creative and cultural sectors through apprenticeships, paid placements and internships, career days and years in industry.
2. Newham's communities, cultural and creative organisations and the borough work together to exchange ideas, experiment and increase inward investment, productivity, and community impact. The first step will be to support creative and cultural organisations to partner by developing a forum for networking and sharing cultural and creative opportunities. We will also reduce barriers to funding and sustainable business models through the council's tendering and commissioning processes. This will prioritise longer grants and lead-in times for programmes to support

innovation and ideas testing while providing fair compensation. Funding applications will be made simpler following a co-design process with applicants.

3. Newham values, celebrates and communicates its creativity, culture and heritage to increase access and engagement, develop a sense of belonging, support local enterprise and encourage a thriving and resilient local economy. The first step will be to tell Newham's stories and bring out Newham's rich local history and heritage by clearly signposting cultural and creative activities and spaces to residents. Additionally, as we work towards delivering a new Heritage Centre at Old Canning Town Library, the borough's collections will be digitised, curated, and exhibited. This will support engagement with heritage through innovative temporary programmes and small, mobile exhibitions that co-create new interpretations and highlight new meanings in the collections. Finally, as the arrival of world-renowned institutions joins our existing creative ecosystem, we will position Newham as the place for creative people to test ideas and innovate.
4. Newham has high quality, diverse and inclusive spaces for a range of creative and cultural activities boroughwide to support local enterprise and inclusive participation. In line with the Community Space Review led by Arts, Events and Heritage, the first step will be to audit, evaluate and re-purpose currently under-used assets across the borough and bring them into creative and cultural uses. This

work will seek to make these spaces accessible, establishing clear mechanisms for leasing vacant or under-used spaces. Additionally, residents will co-design creative projects within community neighbourhoods supported by the council through programmes such as Shape Newham. Finally, we will work with partners to deliver a centre for fashion in Queen's Market and Green Street, building on the wealth of textile and fashion retail there and the arrival of the UAL London College of Fashion at East Bank.

5. Newham's governance structure, management systems and resources are formalised to support the needs of Newham's thriving cultural sector and communities. Leading with optimism, the first step will be to develop a strategic cultural team within Community Wealth Building, with clear responsibility and remit complimenting the arts, events, libraries and heritage offer that sits within the Resident Engagement and Participation team. As well as this, a cabinet member will be assigned culture in their portfolio to provide political direction of culture in Newham. This will provide even stronger leadership on delivering the cultural strategy and further ensure that culture is integrated into thinking across departments. We will convene a forum of external creative and cultural organisations to extend our thinking and establish cultural champions in each community neighbourhood to build relationships with residents and communities.



WITH THANKS

The ideas, actions and recommendations presented in this strategy stem from a diverse and passionate set of stakeholders delivering varied and innovative cultural programmes across Newham. These organisations are working in challenging circumstances to deliver substantial community impacts that improve the quality of life and wellbeing of Newham residents. We are grateful for the time, energy, insights and ideas they provided and would like to thank everyone that engaged in the consultation and supported the participatory design of the strategy:

- A New Direction
- ACME Studios
- Act Up! Newham
- Aerial Gymnastics London
- Alliance of Muslim Associations in Newham
- Andrew Mutter
- Applectart Arts
- Archway Jazz Club
- Artcore International
- Art Matters CIC
- Arts Council England
- BBC
- Blue Sky Actors
- Bow Arts
- Breakin' Convention
- Caramel Rock
- Carers Community Mental Health Group
- Cart and Horses

- Cary Sawhney
- Certain Blacks
- Community Links
- City Island workers
- Creative Schools + Creative Colleges
- Discover Children's Story Centre
- East End Women's Museum
- East London Dance
- East London NHS Foundation Trust
- Eastside Community Heritage
- Emmanuel Parish Church
- English National Ballet
- Expressway
- Faithful Friends
- Fashion District
- Festival.org
- Forest Gayte Pride
- Foundation for Future London
- Frames of Mind
- Friends of Queen's Market
- GLA
- Good Shepherd Voluntary Organisation
- Hackney Wick and Fish Island Community Development Trust
- Hawkins Brown
- Hibiscus Caribbean Elderly Association
- Iman Church
- Institute of Imagination
- IROKO
- Knygnesys

- LB Hackney
- LB Newham
- Living Song CIC
- LLDC
- London College of Fashion
- Makeshift Hackney Bridge
- Maryland Community Group
- Maryland Primary School
- Met Police
- National Heritage Lottery Fund
- NCST
- Newham Chinese Association
- Newham Music
- Newham NDP
- NewVic - Newham Sixth Form College
- Newham Poetry Group
- Newham residents
- NewYVC
- Now Press Play
- Oasis Academy
- Parabbola
- Paul Fletcher
- Primary school contributors in the libraries
- Rights and Equalities in Newham (REIN)
- Rosamond Murdoch
- Rosetta Arts
- The Royal Docks team
- Sadler's Wells
- Shpresa Programme
- Silver Building

- St Anthony School
- St Saviours Church, Forest Gate
- St Stephen's Church, Manor Park
- Swiss Embassy
- The Custom House Bookshop and Revive FM
- The Line
- The New Black Film Collective
- Thames Estuary Production Corridor
- Theatre Royal Stratford East
- Together! 2012 CIC
- Transform Newham
- UEL
- UCL
- UD Music
- University College London
- University of East London
- University of the Arts London
- V&A East
- Wayne McGregor
- World Reimagined
- ZU-UK

GLOSSARY

CULTURAL ASSETS

Spaces in which culture can be presented and consumed. This includes outdoor performance spaces, cinemas, music venues, dance performance venues, museums, art galleries, libraries, theatres, art centres, proposed cultural assets, cultural quarters.

VACANT CULTURAL ASSETS

Former cultural assets, which are no longer used for any business purposes.

UNDERUTILISED CULTURAL ASSETS

A cultural building that is vacant or mostly vacant, or abandoned, or a distressed property that requires re-purposing, refurbishing or reactivation.

CULTURAL QUARTERS

Cultural quarters are defined as a concentration of 'creative or cultural industries, often linked with urban regeneration schemes'. These are often deliberately planned as a way of generating economic growth and reviving rundown areas (Oxford Reference, 2013).

HERITAGE ASSETS

"A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage asset includes designated heritage assets and assets identified by the Newham Local Planning authority (including local listing)." (National Planning Policy Framework, 2012.).

Local listings identify heritage assets that are valued by local communities and contribute to the character and local distinctiveness of an area.

PUBLIC ART

"The term public art refers to art that is in the public realm, regardless of whether it is situated on public or private property or whether it has been purchased with public or private money. Usually, but not always, public art is commissioned specifically for the site in which it is situated... Public art can also be transitory, in the form of performances, dance, theatre, poetry, graffiti, posters and installations" (Tate, 2021).

EVENTS AND FESTIVALS

Events are planned public or social occasions. Festivals are defined as an organised series of concerts, plays, or films, typically held annually in the same place. These are ordinarily celebrated by a community and focus on a characteristic aspect of that community, its religions, and cultures.

CREATIVE INDUSTRIES

The creative industries include Architecture, Advertising and marketing, Crafts, Product, graphic and fashion design, Film, TV, radio and photography, IT, software and computer services, Museums and galleries, Music, performing and visual arts, and Publishing (DCMS, 2016).

15-MINUTE NEIGHBOURHOOD

The '15-minute neighbourhood' concept seeks to ensure local neighbourhoods are vibrant communities where people can work, meet, shop, and access the everyday services they need within a 15-minute walk or cycle from home. It also reduces car use and encourages active travel.

The delivery of 15-minute neighbourhoods forms a key pillar of Newham's COVID-19 Reorientation and Recovery Strategy (Pillar 5). Through work with communities on the Characterisation Study and Citizen Assembly, Newham's Local Plan Review will define how 15-minute neighbourhoods will function and be delivered within Newham.

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FOOTNOTES

- ¹ Artsmark is the Arts Council England accredited quality standard for arts and cultural engagement for young people that supports schools to embed arts, culture and creativity across the whole curriculum.
- ² Other schools within the Trust include Rokeby School, Sarah Bonnell School and Eastlea School.
- ³ As outlined in Article 30 of the UN Convention on the Rights of Disabled People
- ⁴ Interim guidance on the use of colourful crossings outlined by Transport for London (TfL) at the time of publishing requested that the installation of colourful crossings is paused for a 12-month period. This followed concerns raised about the impact of colourful crossings on road users with disabilities. This research was commissioned by TfL and undertaken by Ross Atkin Associates and issued in September 2021.

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Publica

Hamilton House
1 Temple Avenue
Temple, London EC4Y 0HA
+44 (0)207 490 3986

www publica co uk

Written and produced by:

Anna Mansfield
Charlotte Lord
Daniel Blyth
Ellie Cosgrave
Gaia Crocella
Lucie Branczik
Tom Young

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