










Appendix

Economy, Arts, Sports & Public Realm Policy and Accountability Committee Cultural Strategy Update 18 November 2024

Theme - Creative

A place that taps its creative potential for cultural production and for innovation in all our sectors.

	Description	Progress		Lead
1	Engage with local artists and creatives to understand their workspace needs			Cultural Forum/Creative Enterprise Zone (CEZ)
2	Use our planning levers to incorporate the establishment of affordable creative workspaces in new developments in the borough			LBHF Planning team/CEZ
3	Work with our existing studio providers to support them to grow their memberships			LBHF Arts Development/CEZ
4	Work to retain existing and support creation of new affordable creative workspace, especially within our Creative Enterprise Zone and at the Civic Campus			CEZ and LBHF Civic Campus
5	Identify further external funding for the protection of at-risk creative space			LBHF Arts Development/CEZ with GLA Culture at Risk team
6	Identify and signpost opportunities for premises for small organisations and start-ups			CEZ and Planning team
7	Provide networking opportunities, in order to pollinate collaboration and encourage creative spill-over into other sectors, stimulating growth			Cultural Compact
8	Explore creation of a one stop shop for support, advice and training for arts, culture and heritage organisations and small business start-ups in the creative and cultural sector including through our libraries' universal offer			LBHF Libraries
9	Deepen the engagement of arts and cultural institutions with schools in the borough, to highlight the breadth of career opportunities in the sector, and routes into those			Cultural & Creative Education and Skills Partnership (to be established by Compact with LBHF depts, HE, commercial and schools sectors)

10	Work with partners to draw on the successful 'creative challenge' approach of Imperial College's Makers Challenge format, linking this to investments in our public libraries – strengthening this creative ecosystem behind our major global innovations				Cultural & Creative Education and Skills Partnership as above
11	Work with schools, community groups and other partners to explore how approaches such as providing '19 cultural experiences for all young people by the time they are 19 years old' could work				Cultural & Creative Education and Skills Partnership as above
12	Improve signposting and support for young people to access education, training, skills, mentoring and employment in the creative industries				Cultural & Creative Education and Skills Partnership as above
13	Scope partnerships with local creative businesses to offer and apprenticeships work experience to the borough's young people				Cultural & Creative Education and Skills Partnership as above
14	Explore creation of a wider 'creative skills accelerator' programme for all ages, to support residents to translate creative ideas into cultural production, employment or starting a business				Compact to review
15	Establish links with HMP Wormwood Scrubs education team and Ministry of Justice to explore ways in which creativity can form a route into productive work on release from prison				LBHF Libraries
16	Seek investment for maker space provision, tablet loan schemes and digital literacy activities				LBHF Libraries
17	Provide a trusted source of advice and promote information about climate change in our libraries				LBHF Libraries
18	Seek support for an annual Create in Hammersmith & Fulham award				Compact to review
19	Initiate a programme for resident artists to work alongside council teams to use their collective imaginations and diverse perspectives to stimulate new ways of working in the public sector				LBHF with HE partners and Arts Council England

Theme – Destination

A place for quality culture, retail, food, green space and riverside, with an internationalist outlook. A place to attract people to live, work, visit, study and invest.

	Description	Progress	Lead
20	Through a place-shaping approach, ensure all aspects of the Civic Campus and its surroundings align with the aims of this strategy	Yellow	LBHF Civic Campus
21	Create a significant new cultural attraction, with quality public events with broad appeal	Red	LBHF Civic Campus/Cultural Services
22	Establish the Civic Campus as a central resource to for cultural and creative practitioners and organisations	Red	LBHF Civic Campus/Cultural Services
23	Work with developers to support the creation of affordable spaces for creative and cultural uses	Yellow	LBHF Planning
24	Drawing on our existing Supplementary Planning Document on Affordable Workspace and Section 106 agreements, where appropriate align plans for developments with the borough's wider arts, culture and heritage landscape	Yellow	LBHF Planning
25	Explore the potential for redevelopment of the Linford Christie stadium to include a major entertainment arena alongside enhanced sports facilities	Red	LBHF Sports & Active Wellbeing
26	Incorporate the borough's cultural offer as a central plank of our offer to potential inward investors across a range of key growth sectors	Yellow	LBHF Industrial Strategy team
27	Explore establishment of a destination management partnership with partners in the borough to include the visitor attraction offer, management of visitor experience and promotion of the borough as a destination for sustainable tourism	Green	Destination Management Partnership (DMP)
28	Identify key sites and work with communities, partners and developers to commission and maintain high quality interventions		Removed as duplicates 25 above
29	Expand use of indoor and outdoor spaces for pop-up and street events	Red	Compact/DMP
30	Develop new festivals and events where there are opportunities	Red	Compact/DMP
31	Foster good relationships between the Council and sports stakeholders	Red	LBHF Sport & Active Wellbeing
32	Promote active travel and public transport to events	Red	DMP
33	Develop a programme of public visual art, making use of our parks, public spaces and public buildings to promote the borough as a major artistic and cultural environment	Yellow	Compact and LBHF

34	Facilitate partnerships between local arts organisations and community groups to enable more arts and cultural events across our public spaces, including through a cross-service approach to support, led by the Council's Events Team			LBHF Events
35	Generate new approaches to how underused or vacant public spaces could be transformed into temporary pop-up art installations or performance venues			Compact
36	Ensure the borough is welcoming and safe for all young people to explore our culture and heritage, in particular when designing our expanding night-time economy, recognising the need to 'de-territorialise' the perception of culture held by sections of London's youth			DMP/Night-Time Economy strategy group
37	Make use of the borough's green spaces as a platform to showcase our arts and culture offer			Compact
38	Explore Purple Flag Status for the night-time economy			DMP/Night-Time Economy strategy group

Theme – Included

A place that tackles inequality head-on, respecting diversity and including all residents in the opportunities we create.

	Description	Progress	Lead
38	Work with historical groups, members of the Windrush generation and others to progress feasibility of a Black History Museum - to review sites, content and funding options		Compact/Heritage Partnership/Black History Steering Group
39	Deliver a programme that promotes outdoor community theatre and music events in local neighbourhoods		Compact
40	Explore a role for the Events Team in supporting different communities to celebrate, volunteer and showcase their culture		LBHF Events
41	Explore the potential for the Civic Campus to offer an inclusive programme engaging local people with issues in the area		LBHF Cultural Services
42	Use the civic collections to bring our past to life and stimulate debate about our collective future		Heritage Partnership

43	Build on our improved approach to data collection and analysis to better understand how our residents participate in arts, culture and heritage				Compact
44	Scale up our 'What's On' guide to further promote the borough's cultural offer				DMP/LBHF Communications
45	Collaborate with the Sands End Arts & Community Centre Trust to amplify opportunities for all residents to engage in all art forms				Compact
46	Work with partners including the Lyric and Bush theatres and LAMDA to increase opportunities for all local people to participate in creative and artistic activities				Compact
47	Work with local arts and entertainment venues to provide affordable and accessible arts and cultural experiences for residents who might otherwise find it difficult to participate				Compact
48	Use the presence of the Archives service at the Civic Campus to connect people to local history and the exciting future opportunities in our creative economy				LBHF Libraries
49	Formulate a comprehensive, shared plan with partners to increase participation in volunteering, aligning resources for maximum effect				Compact/LBHF Events
50	Develop and build on outreach programmes tailored for people with disabilities to include a focus on volunteering and foster inclusivity in cultural participation				Compact
51	Cultivate a network of volunteer champions for culture and the environment				Compact

Theme – Together

A place that works together as one, sharing leadership and responsibility for our future.

	Description	Progress			Lead
52	Establish a Cultural Compact to lead, champion, develop, deliver, resource and monitor the actions plan and develop collective approaches to supporting the sector's resilience				Compact
53	Seek investment to commission and promote arts and cultural activities as means to engage and educate people of all ages about environmental sustainability and the climate emergency				Compact
54	Develop an Investment Plan to increase and diversify investment in the arts, culture and heritage				Compact
55	Actively promote crowdfunding initiatives for community-led cultural projects, furthering cultural investment across the borough				Compact

56	Facilitate networks to foster a culture of knowledge-sharing and innovation				Compact/Cultural Forum
57	Work with partners to explore co-investment for capital improvements to cultural infrastructure to improve energy efficiency				Compact