



A Cultural Strategy For Enfield

2020-2025

Poetry – Mary Duggan

Poetry grows, as a meadow
of thought. Flowers from the legacy
of Keats and Lamb supported
by the local authority and literary initiative
Where the ear can hear
that sullen craft* of poetry grows
as reflective art for the ‘have-a -go’
who joins this community
constellation poetry grows
within our National Stanza group
Library and borrowed book
The juggled word. That vibrato voice
The meter, rhythm and rhyme,
that translates form into diversity;
Difference. Isolation. Minority
As poetry grows in Enfield
it shoulders grief and deeply feels
the use of this well-being;
Expressing life and desire
Petulant love, staged and at
local festival the poet grows
in Enfield within an anthology
The published pamphlet.
The exhibition. In local dedication
when poetry grows
a confident community.

Mary Duggan, Enfield Poet 2020

Cover: “Place We Call Home” by King Owusu, 2020
Commissioned by Artist Hive Studios for the Enjoy Enfield
Summer festival in association with Enfield Council.

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Foreword

Culture surrounds us and is within us across Enfield: it is who we are and shapes the way we interact with each other. It both influences the path of history and is influenced by history itself, as well as being borne from religion and our multicultural traditions. It is the food we eat, the languages we speak across the borough, our values, beliefs and customs.

For some it might simply mean discussing a book or enjoying our cultural gems like Forty Hall and the Millfield Theatre, while for others it could mean a desire to write poetry, paint, compose songs, make films, create video games or take to a stage and dance.

But our culture is constantly evolving and as a Council we must keep pace with it and harness its power and economic benefits for all our residents.

Meridian Water offers an exciting opportunity for new cultural venues and creative industries. The creation of forests and woodland offer the opportunity to provide green spaces for performance and to transport us to a time in our heritage when Enfield was blanketed in trees.

Culture is vital to our capital's economy; the city's cultural and creative industries now employ 1 in 6 Londoners and contribute £52 billion to London's economy each year and we want to attract an increasing share of that prosperity to Enfield.

The arts, culture and creative industries have been dealt a huge blow during the pandemic but they will rise again and we need to be there to connect groups, compete for grants, provide performance venues and workspaces.

In "Culture Connects" we lay out our plans and priorities for the next five years and how our unique arts, heritage and creativity will drive forward our economy, our places and opportunities for our residents.

It is exciting to think of all the ways in which cultural experience can transform, delight, inspire, awaken, activate, build and enliven our borough. We look forward to working with residents and organisations across Enfield to make the most of what happens when culture connects us.

Councillor Nesil Caliskan, Leader of Enfield Council
Councillor Ian Barnes, Deputy Leader of Enfield Council
Cultural Strategy Lead



“Culture is for everyone across the whole borough, with community and cultural festivals at the heart.”

Image: Festival Dancers

Our Cultural Vision for Enfield

“Our ambition is to connect Enfield through culture. We want to connect our rich history of cultivation and industry with creative activity throughout our green spaces, homes and town centres, our young people with opportunity, our diverse communities with shared celebrations and events.

As culture connects us, we will see the borough grow its economy and promote its identity more widely as a bright and diverse mix of city, countryside and creativity. We will connect organisations and ambitions across the borough to achieve our vision for Enfield together.

Culture connects.”

Executive Summary

This strategy sets out a robust framework to strengthen and enrich culture across the borough of Enfield. We know that investing in culture brings broad benefits, both social and economic, both of which are needed now more than ever to help us unite and to rebuild.

Three key priorities underpin our creative ambitions for the borough: Sustainable Culture, Creating Opportunities for Young People and Culture Everyday. We want to build a healthy cultural ecology which draws on the full range of our community, creative sector and stakeholder strengths. The strategy outlines what is needed to build this ecology and ensure we have the right mix of provision and support in place that will allow more people across the whole borough, of all ages, to access cultural opportunity and be part of igniting activity.

Enfield Council's role is that of a champion, a catalyst and a convener. Consultation with Enfield's creative sector and across the council has identified opportunities to harness the potential that the borough offers, to build on existing provision and work collaboratively to generate new initiatives and increase Enfield's attractiveness for existing and new communities who live, work and study here or come to visit our cultural and historic venues and parks and our high streets.

We know our cultural infrastructure can grow and we are ambitious to make that change and build on our film and TV production growth, maker-space, performing arts and creative venues. With 1 in 6 jobs in the fast growing creative sector, and creative employment predicted to be resilient to automation, we want to ensure that creative enterprise can thrive here.

Culture connects us and whether through professional or grassroots activity, or within our individual lives, our families or communities, creativity supports our wellbeing, helps us feel we belong and enables us to reflect on the world. We want to celebrate our diverse communities and their talents and interests, and our varied urban and heritage landscapes, including our towns centres, parks and open spaces, which give us a rich context in which to present and experience creativity in Enfield.



1. A Cultural Strategy for Enfield

The Value of Enfield's Culture

Arts, culture and creativity connect Enfield's strong diverse communities. Creativity has the power to drive positive economic and social change in the borough and is intrinsic to our local identity. We understand that our shared experiences and varied heritage, our talents, skills and interests are central to making Enfield a vibrant, distinctive and healthy place to live and work in.

Arts and cultural experiences, whether rooted in a cultural or community venue, at home or at school, have intrinsic value to our well-being and our sense of belonging. Access to culture across the borough, and the many ways in which culture meets wider strategic objectives that contribute to and enrich our lives, are core to this strategy.

Below; Youth drama at the Dugdale Theatre © Worlds End Productions -London www.weproductions.co.uk



Every year, the UK's creative industries contribute £111.7bn gross GVA to the economy and culture contributes £5.2 billion to London. Our creative industries are successful throughout the world, creating 1 in 6 jobs.
(Source: GLA & Creative Industries Federation)

Enfield's local cultural offer, in venues, heritage houses and gardens, in parks, open spaces, high streets, cafés and neighbourhood halls, underpins the borough's appeal and ability to build community and attract visitors.

Investment in culture is reaped in so many ways that are vital to our social and civic fabric including addressing inequality and growing the economy.

'Theatres, museums, galleries and libraries are the beating heart of our towns and cities. Not only do they bring prosperity, they bring communities together and make life worth living.'

Arts Council England

The Role of this Strategy

This strategy articulates and values the multiple benefits of culture and seeks to infuse Enfield with culture and creativity. It will express how bringing people together in shared creative experiences will help to boost the borough's economy, and the need to strengthen the cultural and creative sector in order to do so, through a growing cultural ecology.

We will set out a clear view of Enfield's cultural strengths and weaknesses to enable strategic support & planning. We will harness the power of culture to support key borough agendas including recognising the positive role culture can play in supporting our well-being.

The strategy will seek to make more of the borough's cultural offer by providing a focus for

prioritised projects and collaborative networks to increase access to culture and creativity.

This might mean seeing new public art and festivals in town centres, increasing creative activity for young people and across the generations, the chance to learn new skills and find creative employment or workspace, visit a venue for the 1st or 50th time or enjoy outdoor culture together. Whatever your age or background. Whatever corner of the borough you live or work in.

In Enfield, we will establish culture as core to place-shaping and encourage partnership, collaboration and innovative ideas to help attract investment. In particular we will champion arts and culture in its many and varied forms for the positive impact it has on our lives and how it enriches our sense of self and our sense of community. Especially in challenging times such as the 2020 pandemic, culture can give life meaning, help us to feel connected and support social and economic recovery.

Below: Reggae on the Lawn, Forty Hall 2018



What we mean by Culture

For this strategy, we take a broad definition of arts and culture to mean the many and varied components of creative and cultural activity across the arts.

This strategy embraces the varied beneficial impacts of arts and culture from place-shaping and tourism, to economic development, employment, lifelong learning and health, and for the sheer pleasure and social benefit of being part, through all stages of life.

DEFINITION:

Culture

'Culture' means many things to many people and is regularly used to refer to food, religion and other forms of heritage. This strategy takes the Arts Council definition of culture as meaning "all those areas of activity associated with: collections, combined arts, dance, libraries, literature, museums, music, theatre and the visual arts". The Arts Council also acknowledge that new technologies and other societal changes alter the way that many artists and creative professionals work and the ways in which culture is made and shared, as the traditional boundaries between and around cultural activities are disappearing.

Source: Arts Council England

DEFINITION:

Cultural Identity

A shared sense of belonging often rooted in a place, ethnicity, language, beliefs, food or music; frequently celebrated through cultural events and festivals.

We have referred to the Arts Council's strategy 'Let's Create' (2020) to assist with the definitions set out here. This indicates the breadth of activity which sits beneath the umbrella terms of arts, culture, creativity.

We recognise that cultural lives and cultural places are created through a wide range of experiences and activity that extends beyond those set out in these definitions, encompassing also sport, leisure, the natural and built environment, gardens and food, travel, books and more.

DEFINITION:

Creativity

"We use 'creativity' to mean the process through which people apply their knowledge and intuition to make, express or imagine something new or individual to the creator."

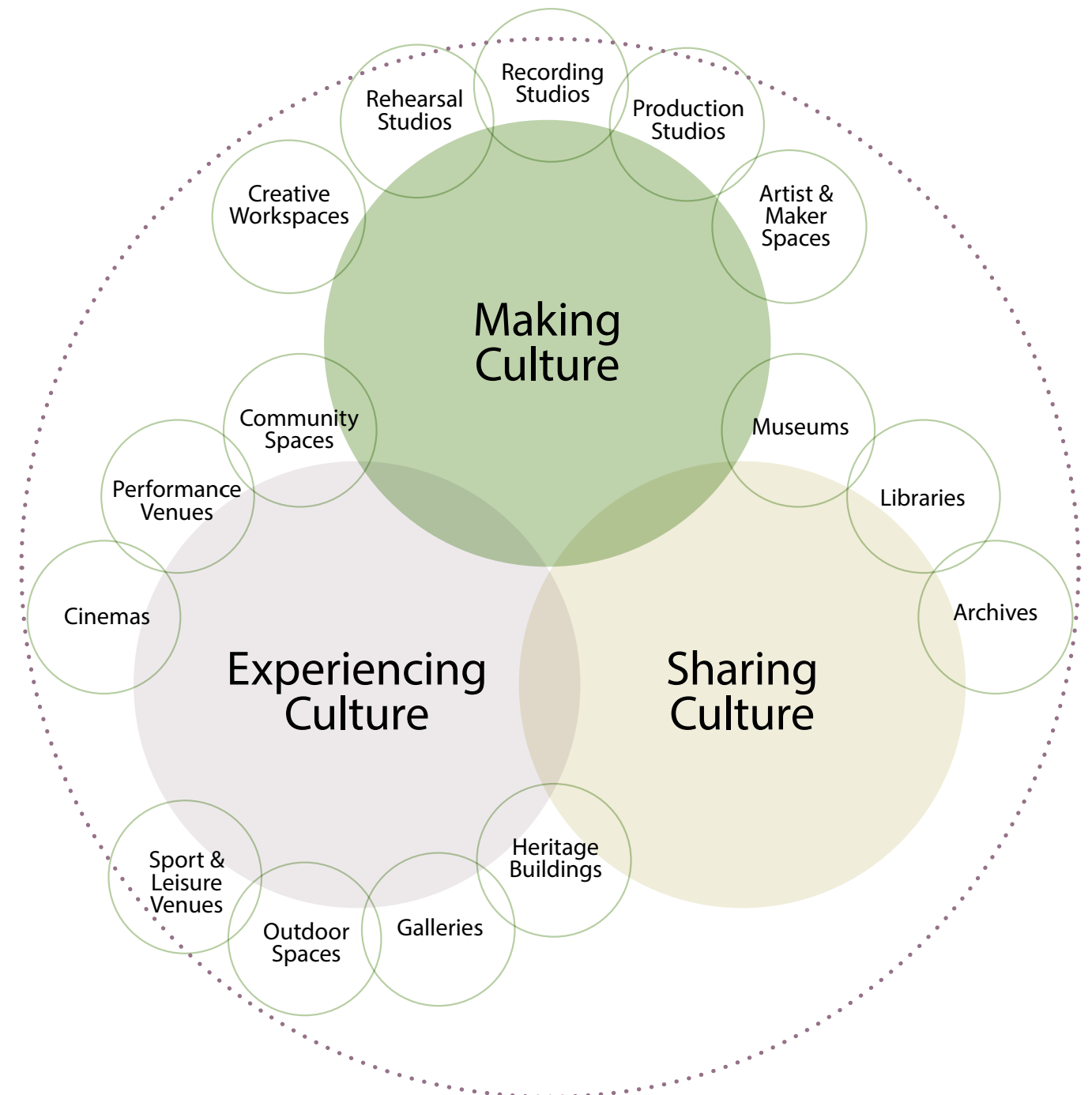
Source: Arts Council England

Creativity is present in all domains of life, whether, for example, singing in the shower, making a cake, knitting, growing plants or taking photographs.

DEFINITION:

Creative Industries

Industries which have their origin in individual creativity, skill & talent and which have potential for wealth & job creation through the generation and exploitation of intellectual property", including advertising, architecture, craft, design, film, TV, creative tech, museums, galleries, performing arts and publishing.



DEFINITION:

Cultural Infrastructure

These are the spaces and places where culture is made, experienced and shared. Whilst some are purpose-designed and dedicated to the process of making and experiencing culture, many other community spaces, including parks, schools and places of worship, are used

for a wide variety of activities that include culture. Often here, the limitations of the spaces are offset by the opportunity they present for people to take part in cultural activity in local neighbourhoods, to connect with diverse cultural providers and for new audiences to be engaged.

Fostering a healthy cultural ecology

The aim of this strategy is to help shape a robust cultural ecology that responds to the unique characteristics of Enfield, its context, its people and the interactions that shape our cultural lives.

The term cultural ecology refers to the co-dependent relationship that exists between different focus areas. A thriving cultural ecology relies on attention being given to each of these, strengthening their interactions. Ultimately, the aim is to create a cultural ecology that is balanced, sustainable and collectively, more than the sum of the constituent parts.

Enfield's cultural ecology is made up of the varied professional and community spaces and places where culture and creativity happens, those who look after, produce or enable it and the artists, participants and audiences who interact in different ways.

"A cultural ecology is the varied professional and community cultural infrastructure and activity and how this interacts and changes, without hierarchy, all parts of the whole.."

John Holden, Ecology of Culture 2015

The following 5 focus areas represent the interconnected parts of Enfield's cultural ecology:



Focus 1: On the Ground

This focus area refers to the physical conditions and spaces that create a platform for and generate cultural activity. From the macro scale, Enfield's green spaces and urban landscapes, its connectivity and status as an outer London Borough, it's theatres and venues; to the micro scale, the local hall or corner of public realm that hosts rehearsals or events. The aim is to help create fertile ground within which culture can flourish, both professional and grassroots.

Focus 4: Celebrate

This focus area seeks to celebrate, strengthen and amplify the borough's cultural identity, championing its rich and unique community diversity, it's creativity and it's heritage. We consider how cultural projects, partnerships and communications can ensure everyone is able to be part of a thriving cultural life.

Focus 2: Right Mix

This focus area reviews existing cultural activity, including an assessment of current strengths and addresses cultural sector gaps and the opportunities to encourage the establishment of new cultural activity.

Focus 5: Capacity

This focus area addresses actions required to build and maintain strong relationships between all focus areas, growing the resources needed to allow culture to thrive. It proposes strategic projects & partnership working, reviews cultural planning, and proposes approaches to inward investment to ensure long-term growth, accessibility and economic sustainability.

Focus 3: Supporting Growth

This focus area seeks to support existing and new cultural organisations, creative industries and individuals wishing to develop creative practices or careers.

It explores how we can help people to flourish, build audiences and establish connections, for both grassroots and professional activity, as well as exploring opportunities to enable pathways for those, especially young people, seeking a career in the creative and cultural industries.

2. Context

A Multi-Faceted Borough

Enfield today is a vibrant forward looking borough of many diverse communities, located in an urban setting with close access to large swathes of green landscape and fast connections to central London.

Enfield benefits from easy proximity to central London whilst being located on the rural edge of Hertfordshire and Essex. This diverse setting brings the associated benefits of a varied landscape to be inspired by and in which to experience culture.

The centre of London is 12 miles from Enfield via the A10 (London to Cambridge). The borough is bounded to the north by the M25, with the A406 orbiting the south. Five train lines pass through including the Piccadilly Line connecting to

Heathrow Airport. The other direct connections link to London Kings Cross, Moorgate and Liverpool Street, outward to Welwyn Garden City, Hertford, Letchworth and Stevenage.

A substantial amount of green space and a network of water courses make up over 40% of the borough and much cultural activity takes place in the many parks and historic buildings.

The strong local heritage of farming and market gardens continues today, while new housing and employment is growing in town centres and on former industrial land. New creative industries and workspace are developing, diversifying the borough's enterprise opportunities which are welcomed.

The borough's changing industries have driven the shape of its different communities, for example clothes manufacturing in Ponders End that attracted a Tamil and Bangladeshi workforce.

Enfield has a rich base of community cultures, with unique heritage stories and creativity which shapes the borough's cultural identity. This can be made more visible through the town centres and new development areas, adding character and interest for everyone of all ages.

The music, food and traditions of the borough's diverse communities are celebrated through community festivals and events that take place year round.

Learnings

- Culture can draw out and share the rich local heritage from large scale industries & places to small scale personal stories & memories of groups and individuals.
- Diverse communities' activities and experiences can continue to be shared, individually and collectively, through unique events and celebrations.
- There is much to be proud of and build upon including local poetry, and inclusive theatre companies, with more to do to ensure all communities including LGBTQI+ are supported to create and participate.

Historic Fabric

Many Grade 1 & Grade 2 buildings, some as cultural venues, plus ancient monuments and historic outdoor spaces.

Museum Spaces

Museum of Enfield
Forty Hall Museum
Whitewebbs Museum
Trent Park Museum (planned)

5 town centres with different characters

Enfield Town
Palmers Green
Southgate
Edmonton Green
Angel Edmonton

Enfield has the longest river length of all London boroughs

This long river corridor is known as the New River Loop and covers more than 27 miles.

40% of the Borough is designated Green Belt

The borough's parks and open spaces cover more than 9km² with huge scope for cultural activity and access to nature.

Enfield's heritage has its roots in the natural topography of river valleys

From Enfield's movement and communication along the River Lea and Ermine Street, to its industrial heritage and relationship between urban and rural.

Below: Clockhouse Nursery Enfield



Culture & Diversity

Borough Make-Up

Understanding the make-up of Enfield's population helps to indicate where creative activity can help to support those in most need to flourish, and what kinds of activity will have the most reach and impact.

Whilst Enfield's population is large and growing fast, conversely it's one of the least populated boroughs in London due to the large % of green space. The number of over 65s in Enfield is growing whilst numbers of those under 20 are high. In 2018, 4% of Enfield's 16-64-year-olds were estimated to be unemployed and this is expected to have increased as a result of Covid19.

The main distinguishing feature about Enfield's demographic is its rich ethnic diversity with, for example, the largest amount of Greek, Turkish and Kurdish speakers in the UK. In 2018, 36.8%

of Enfield's population were born beyond UK borders and an ONS survey of the same year showed that around 24% of adults don't speak English at home.

Young People

Enfield's population has more young people under 20 than in London and England overall, but a lower proportion of 20 to 44 year olds than the London average. The 2018 School Census shows Enfield pupils speak 185 languages or dialects. In 2016, 22.6% of all dependent children in Enfield were in low-income families, the 5th highest across London boroughs, and the borough has the 5th highest prevalence of overweight or obese children within London, which the council is taking measures to support. By GCSEs, Enfield students attain slightly below the London average. There are three further and higher education colleges in the borough and no universities at this time.



Above: Enfield Museum Outreach Activity c Enfield Council

Arts Engagement

In the Active Lives Survey 2015-17, whilst 66.32% of people asked in Enfield had, in the last 12 months, attended an arts event, museum or gallery, or spent time doing an arts activity of any kind, only 22.17% had attended arts 'events' or spent time on arts activities, three times or more. Despite a reportedly low level of people regularly engaging in arts activity, many people engage in culturally diverse activity within communities and neighbourhoods on a regular basis which the survey may not have captured and which we recognise and value.

This strategy aligns with Arts Council England's (ACE) new ten year strategy Let's Create, recognising a wide definition of arts and culture and seeking to increase engagement across the borough. With little regular investment from ACE (compared to other London boroughs) in Enfield's cultural ecology, the borough is well placed to work closely with ACE to secure new funds from grant funding programmes, where priorities align.

Learnings

- A substantial amount of the borough's community is formed of people from a wide range of ethnic backgrounds and in 2019 Enfield was within the most deprived 30% local authority areas in England.
- This relative deprivation and high diversity strongly indicates the need for a culturally diverse cultural offer which reflects all the community, is accessible for everyone to take part, with some being free to access, and in which people feel welcome to produce and participate.
- Cultural activity will support the borough's health, educational attainment and employment objectives, and activity which reflects the borough's unique heritage and shares stories will support a cohesive community sense of belonging and well-being.

Ethnic & Cultural Diversity

The top five (non-English) languages spoken by Enfield school pupils, in 2017, were Turkish, Somali, Polish, Bengali and Albanian.

Young & fast growing demographic

There are proportionately more children and young people under 20 in Enfield than in both London and England overall

Childhood Obesity

Enfield has the fifth highest prevalence of overweight or obese children within the London Boroughs, for both measures.
Data from Public Health England's annual National Child Measurement Programme

Enfield is ranked amongst the most deprived London boroughs

With a total est. 333,869 inhabitants, the proportion of children in low-income families in Enfield is the 5th highest of all London Boroughs.
HMRC Statistics, August 2016

Enfield's Cultural Landscape

There is already a fledging cultural infrastructure with platforms for young people to learn to dance, play music and sing. Communities are helped to connect and celebrate together and take part in a creative offer across the borough that includes choirs, poetry, orchestras, talks and more, with much led by local producers and volunteers.

Enfield Council manages a range of venues and programmes, as well as performing a critical role as a cultural development catalyst and a cultural champion. The council's cultural venue portfolio provides essential infrastructure to enable a wide range of activities which reach a broad cross-section of communities. This is complemented by relatively few independent cultural providers.

There are no NPO organisations (National Portfolio Organisations are regularly funded by Arts Council England) based in and regularly delivering activity locally. Enfield's cultural venue hubs work hard to plug this gap and, as well as presenting diverse programmes of professional theatre, poetry, music and comedy, critically operate as points of interaction for diverse communities' activity and outreach, and enable access to historic buildings. All are well used and host creative activities that work hard to balance diverse community uses with high quality arts content that reflects and appeals to different audiences across the borough.

Some venue spaces in the borough have been lost in recent years. Whilst the existing venues are much valued locally, provision is also wanted within town centres, in particular to the east of the borough where traditionally there has been less on offer. Gaps do exist in current provision. For example, there is no London-scale venue for music or performance, few artist studios and there is huge scope for greater creative enterprise activity.



Enfield Council manage a range of cultural venues

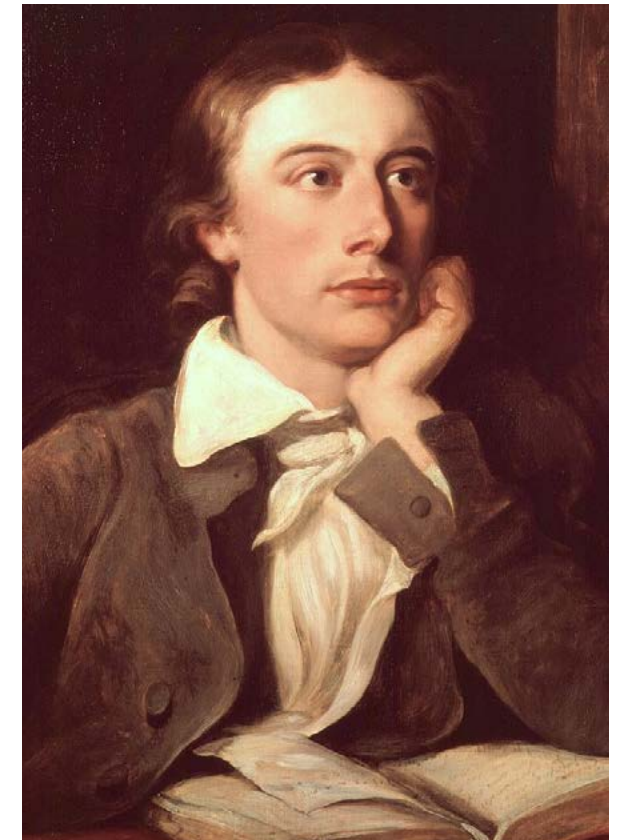
Dugdale Centre
Forty Hall Estate
Green Towers
Millfield Arts Centre, including Millfield House & Theatre
Salisbury House.

Legacy

Culture and entertainment faces that hail from the borough include Amy Winehouse, Adele, Alison Goldfrapp and Bruce Forsyth.

A music hall tradition is part of Enfield's performing arts heritage that has shaped the borough's cultural offer. It inspired a series of public realm mosaics celebrating Enfield's 'Lost Treasures' (see p8) including the Empire Music Hall where the English music hall singer, comedian and actress Marie Lloyd performed in the 1920s.

Keats, probably Enfield's most notable cultural figure, was an English Romantic poet who died from tuberculosis at the age of 25. He rose to prominence posthumously but dedicated his short life to the perfection of poetry marked by vivid imagery and a sensuous appeal. Poetry remains a strong active art form in the borough.



Independent Cultural Venues

Provision across the borough includes dance schools, a blues club, a maker-space, small museums & creative activity in cafés and other cultural & community spaces.



Above: John Keats © National Portrait Gallery
Left: Dugdale Community Knitting Group
Far left: Youth performance at Big Dance, Edmonton Green

Enfield's Cultural Landscape cont.

Performance & Outdoor Culture

Enfield is proud to be home to independent theatre companies, including Chickenshed and Face Front who pioneer successful inclusive theatre, and many dance schools, choirs and orchestras. Smaller independent spaces such as Southgate Blues Club and Starfish & Coffee offer music and exhibitions, and an energetic community cinema programme powers access to arthouse and international cinema in varied venues and through outdoor screenings.

Enfield's many parks, green spaces and outdoor facilities come to life each year with a diverse thriving festivals and events scene with many for families, and reflecting the diverse make up of local communities. Many are homegrown such as the Ghana Party in the Park and Livestock festivals. Opportunities for larger music and outdoor events are growing such as through new uses of industrial land, such as The Drumsheds, which cater for large live music and club events. This and other new opportunities are being explored at Meridian Water, such as a Drive-In cinema.

Learnings

- More can be done to develop and expand Enfield's cultural provision, especially within town centres. Culture can play a greater role in borough health and wellbeing, in economic development, to shape local pride and identity and to better reflect the diverse communities who live, work and play in Enfield
- Engagement in culture across the borough is relatively low and there are gaps in provision such as for visual arts and crafts, music at all scales, creative

workspace including artist and maker studios.

- Outdoor spaces in particular during Covid19 can work hard to enable people to reconnect through culture and a creative forum can work to strengthen the offer, plan ahead and collaborate.
- The creative sector can grow and in particular, local creative provision for young people, some free of charge, will boost confidence, enrich lives and build skills, opening up pathways to creative careers.

Below: Performance at Forty Hall

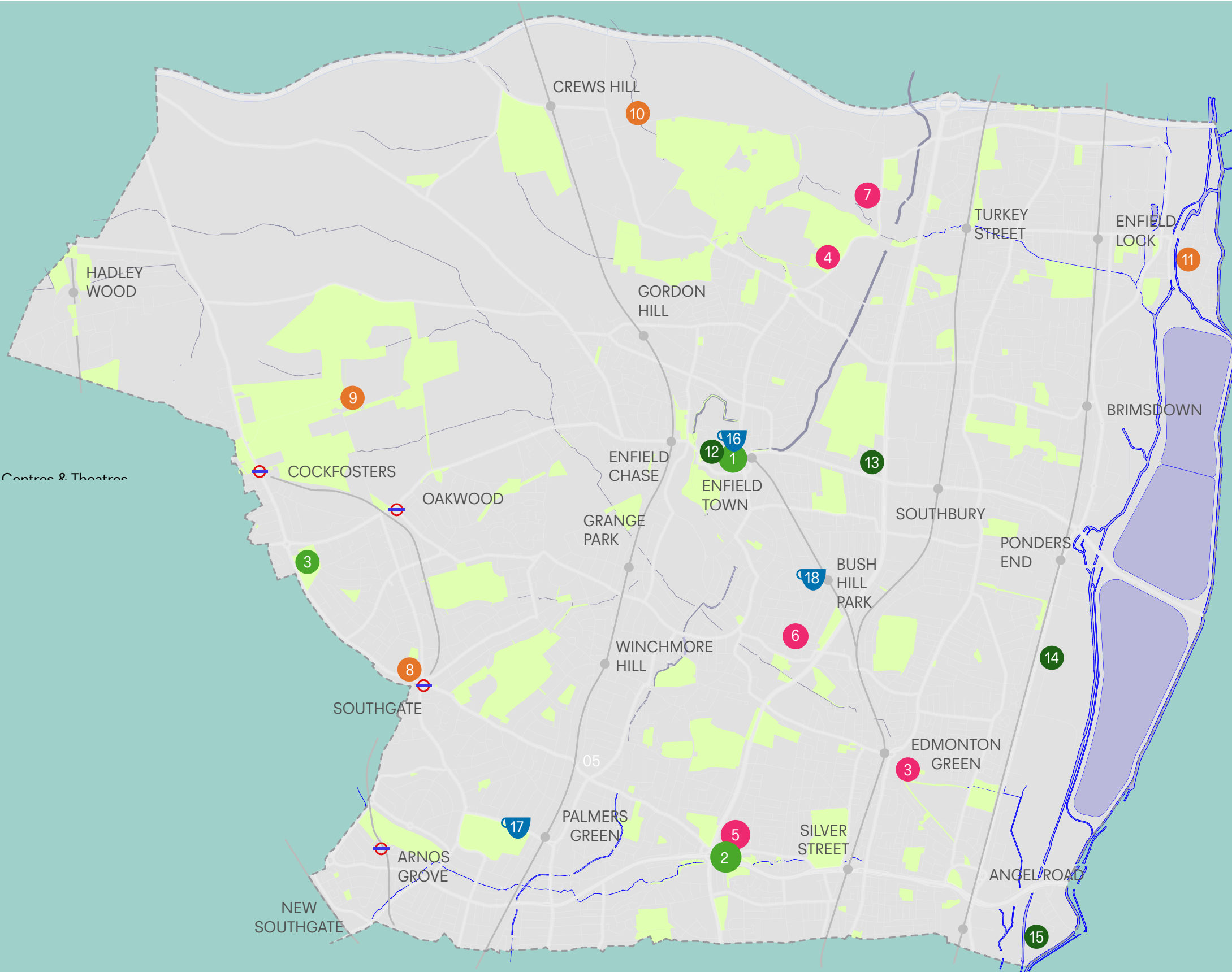


Right: Sample of the variety of festivals held in Enfield
Below: Platinum Dance Performance © Platinum Dance



Enfield's Cultural Landscape

Below: Mapping Cultural Venues in Enfield.
(Non-exhaustive list see also mapping of community venues on p31.)



- **Cultural Centres & Theatres**
 - 1 The Dugdale Centre
 - 2 Millfield Theatre
 - 3 Chickenshed Theatre
- **Historic Houses**
 - 4 Forty Hall Estate
 - 5 Millfield Art Centre
 - 6 Salisbury House
 - 7 Myddelton House
- **Independent Cultural Venues**
 - 8 Southgate Club
 - 9 Trent Park Museum (planned)
 - 10 Whitewebbs Museum
 - 11 Royal Small Arms Factory
- **Cinemas**
 - 12 Talkies at The Dugdale
 - 13 Cineworld Enfield
 - 14 Odeon Lee Valley
 - 15 The Drive In Troubadour (summer 2020)
- ☕ **Cafes with regular live music /art exhibitions**
 - 16 ArtTown
 - 17 Starfish & Coffee
 - 18 Stanton's Coffee House

Opportunities to grow Enfield's Culture

Culture takes place in the places where we live our lives, across community centres, religious venues, libraries, parks, outdoor spaces and in homes. In some part of the borough, work is underway to improve the places in which people live, work, study and enjoy free time.

As town centres uses are diversified and new housing grows to accommodate a larger population, culture will be woven into strategic place making to ensure opportunities for everyone to enjoy culture all around the borough, day and night.

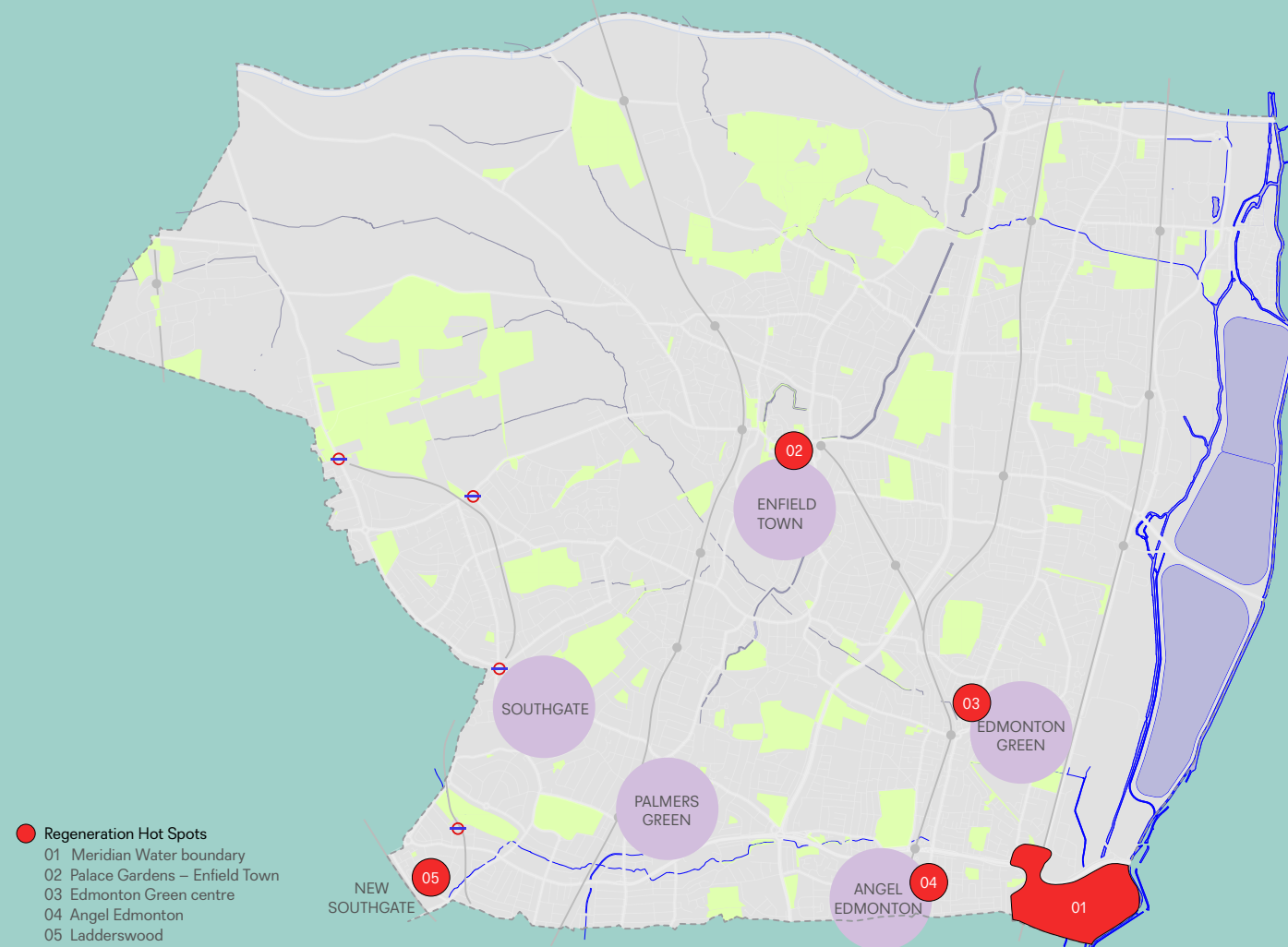
In Enfield's regeneration areas, including Meridian Water, some housing estates and in some town centres, plans can be shaped to ensure new cultural and creative enterprise provision is included which meets local community need and supports growth of the creative economy.

This can include both the kinds of spaces which are flexibly used for culture and creative facilities, some with specific physical or technical needs, as well as through investment in cultural projects and activity; with, for and by local communities.

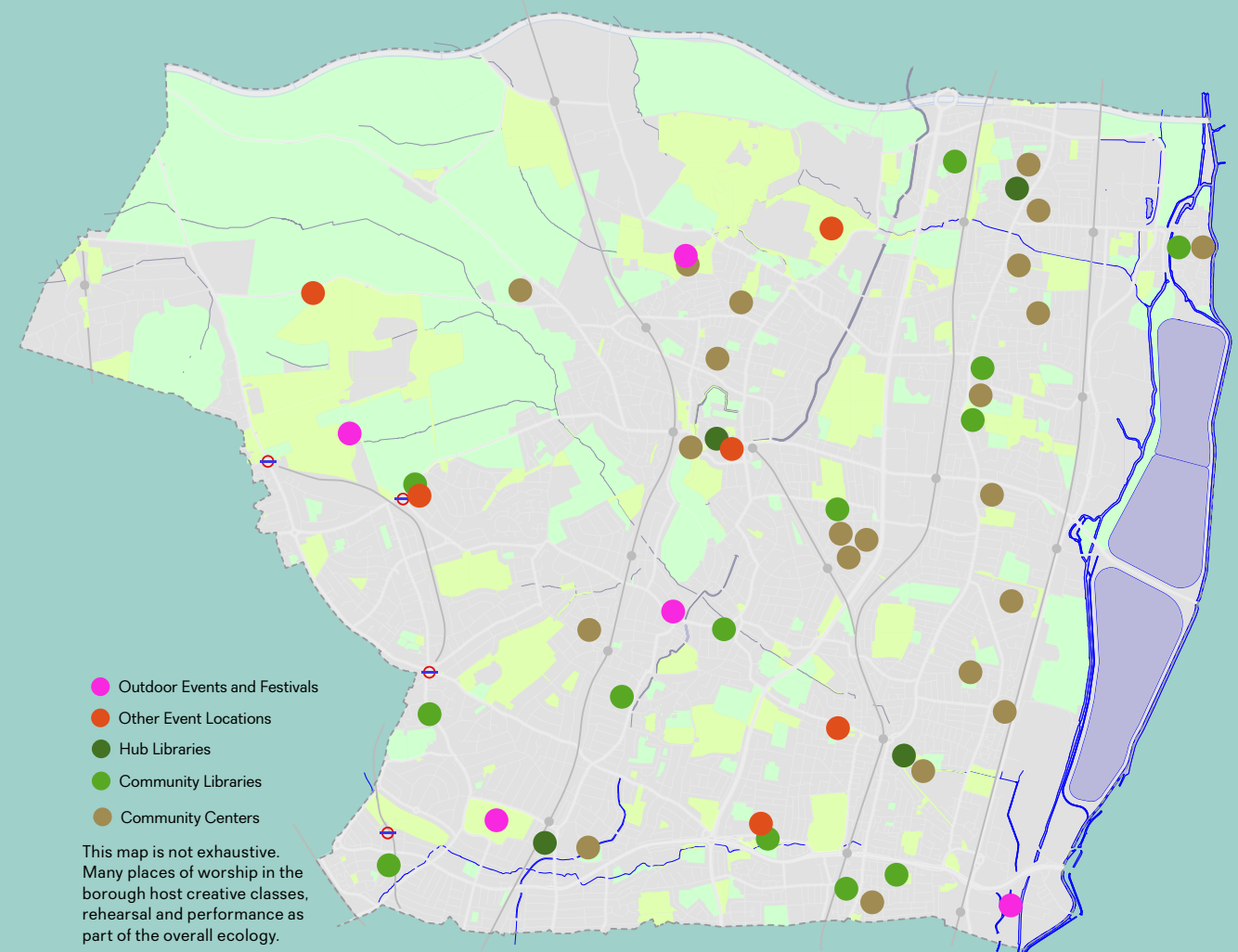
This focus on rebalancing the local cultural ecology creates the chance to cultivate Enfield's cultural identity through planning, to consider specific sector and community needs and what will draw people from within and from beyond borough boundaries.

The green landscape and spaces across the north of the borough contrast with the rest of Enfield's more urban character and present an exciting opportunity to develop a unique curated natural destination, opening access to heritage for Enfield residents and people from further afield.

Below: Mapping Town Centres and Regeneration Opportunity Areas



Below: Mapping Community Venues that host cultural activity



Creative Enterprise

The UK's creative industries are internationally renowned and the largest growing sector in the UK. In London 1 in 6 jobs are in the sector, which is growing 4x faster than the rest of the economy. Creative employment is predicted to offer greater resilience to automation than other sectors, reliant as it is on human ingenuity and with the potential to positively impact AI development.

Whilst Covid-19 is adversely impacting many cultural and creative industries, conversely there is a renewed focus on civic culture, the need to look forward and to rebuild both the economy and community confidence.

Culture on your doorstep is more important than ever and has a critical role to play in high street recovery, with the increasing importance of reinvention and creative approaches.

Clustering of creative enterprise is especially important to enable networking, build identity of places and to attract and grow the sector. We want to build Enfield's creative economy and in so doing, we want to ensure to open pathways to employment for borough residents.

'Creative industries are a major driver of economic growth. They bind communities together, delight millions and have the power to lead our regeneration as we reposition ourselves on the world stage.'

Creative Industries Federation September 2020

Below: Enfield Creative Industries - Location Collective © OMA Studios & Building Bloqs © David Tothill



£10m per hour
£47 billion per year

Generated by London's creative industries SOURCE: GLA

1 in 6 jobs are in the creative industries in London

London is a leading creative city attracting talent from around the world but needs to encourage and nurture talent on the doorstep too. SOURCE: GLA

Focus on Meridian Water

Culture and creativity is being planned as part of the large-scale regeneration of Meridian Water, in the south east of the borough.

Over 10,000 new homes, 6000 jobs and at least 6.4 hectares of new parkland in the Lea Valley will be reshaped over the course of the 25 year development. Development will harness the area's long-standing industrial presence, abundant wild nature and historic network of waterways, through high quality design and landscaping, ensure that these assets are celebrated and augmented.

An area-specific Cultural Strategy will bring together values and principles for embedding culture long-term which will align to the aims in this strategy, and explore ways in which Meridian Water will inter-connect with wider Enfield to benefit existing communities, new residents, workers and visitors.

Meridian Water will seek to retain our meanwhile pioneers, creative makers, local artists and manufacturers in the Lee Valley as well as attract strategic businesses from further afield to enrich the mix. Our masterplan will foster connections and opportunities within the local economy and wider, international networks.

Meridian Water Place Vision

Below: Drive-In Cinema at Meridian Water 2020 © Enfield Council



It is planned that the creative industries will flourish at scale, with a key strand proposed to focus on creating a substantial hub for film, TV and associated industries, adding to existing production facilities and bringing new training and employment opportunities to Enfield and fulfilling the ambition for Meridian Water to be a 'place to make and create'.

Meridian Water's Cultural Strategy will align with and contribute to the successful delivery of this borough-wide Cultural Strategy.

The Three Placemaking Pillars are:

1. Parklife on Your Doorstep
2. Your Place to Make and Create
3. Mixing Uses Animating Streets

Meridian Water Place Vision

Below: Artist Hoardings at Meridian Water 2020 © Enfield Council



Wider opportunities

As part of the London to Cambridge Innovation Corridor and the 'Productive Valley', and close to the emerging Thames Estuary Production Corridor and to neighbouring boroughs' creative clusters, Enfield is well placed to generate exciting new creative initiatives and partnerships within and beyond the borough boundaries.

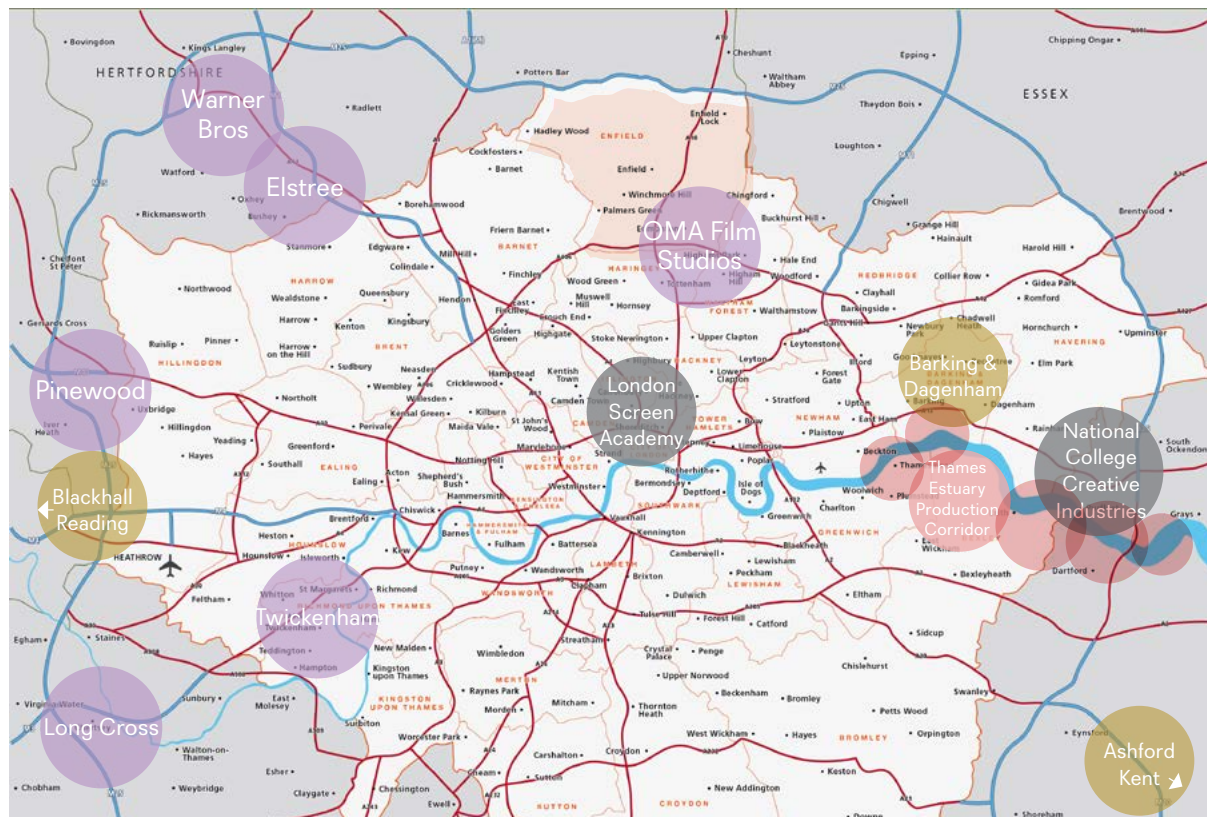
In particular there is scope in North East London to build on the emerging large scale film and TV production facilities and support services with the associated employment and training these bring.

The OMA Film Studio complex is one such new space in Enfield that is already doubling film rental space in London, whilst many productions have used the borough as a base.

Additional opportunities are around the games and interactive entertainment industry which according to UKIE (the relevant UK trade body) is experiencing an entrepreneurial boom, with growth in the number of companies of 22% year on year. London is one of a number of UK game-making hubs, with a push underway to make London the world's games capital.

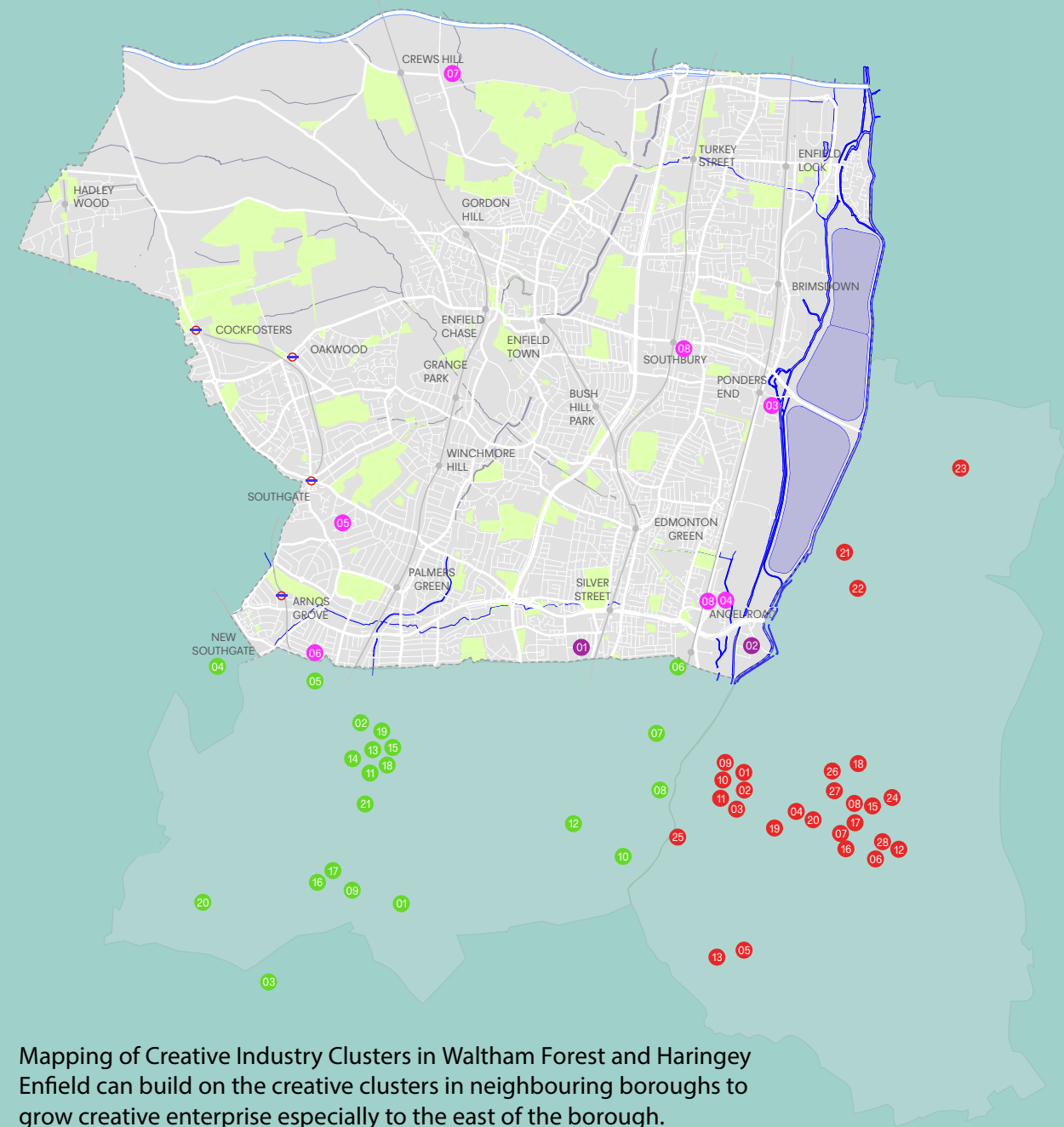
'the games industry benefits from co-location with other creative sectors, and highlights the importance of a strong broadband and talent infrastructure for the development of games hubs.'

Below: Mapping Film and Television Production Studios within M25



Learnings

- Enfield is well placed to maximise on regeneration opportunities, to grow cultural and creative provision. The borough can better plan for culture by identifying opportunities and ensuring that benefits are felt across local communities.
- Attracting significant creative industries, especially in the east of the borough, such as the burgeoning Film, TV and Gaming sector, and associated support business, will bring new creative employment and training to Enfield.
- Together with new affordable workspace for creative individuals and SMEs, focused efforts can position Enfield as NE London's centre for creative employment, building on neighbouring Tottenham's creative enterprise zone that has begun to establish and Waltham Forest's recent year as Borough of Culture.
- Importantly, the borough's northern green spaces can be sensitivity shaped to create a unique heritage environment destination with a complementary culture and leisure offer.



Mapping of Creative Industry Clusters in Waltham Forest and Haringey
Enfield can build on the creative clusters in neighbouring boroughs to grow creative enterprise especially to the east of the borough.

Culture and COVID-19

Adverse Impact on Culture

The pandemic has had a devastating impact on the cultural and creative industries. Many venues remain closed, programmes are postponed or cancelled and jobs lost. The Creative Industries Federation has warned of a 'cultural catastrophe', projecting that the creative sector will be hit twice as hard as the wider economy. Ironically, those cultural providers who had most successfully diversified funding streams away from public investment, are now most impacted by disrupted income streams.

Culture Response

The rainbows that adorned our windows prove that creative human expression is always central to our experience of the world. Artists and cultural organisations lifted communities during the peak of the virus. Many venues have been at the heart of Covid19 community response as hubs for food distribution, supporting isolated people, contributing strongly to civic society and supporting people's well-being. This civic role of culture is key to how to we build back.

Much free creative content has been shared digitally to boost home schooling and to hearten us. Online choirs and orchestras have met and shared their creations. Much mainstream professional theatre has been available for free, opening access to high quality culture when it was most needed.

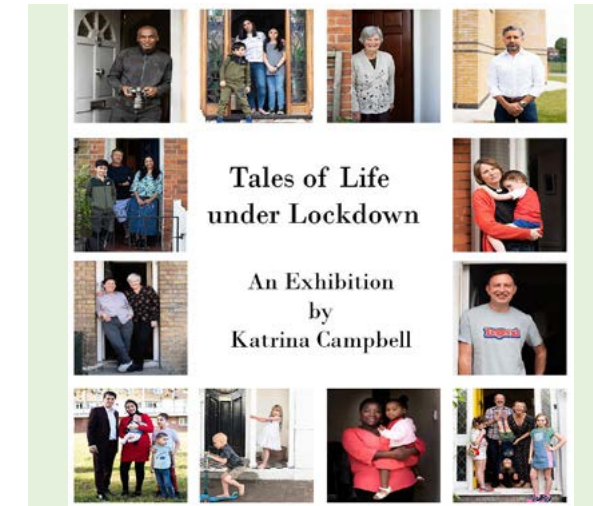


A light is also being shone however on issues of digital exclusion. Without good or sufficient digital access, the range of content on offer cannot be accessed.

'Enjoy Enfield Summer' outdoor arts festival in 2020 was able to bring communities together once more with the borough's creative sector and communities at the heart. (See more p38-9).

"Creativity is an intrinsic part of the UK's cultural identity, and one of the things that the country excels at globally. It is through harnessing this creativity that the UK will begin to build a new future.... driving the UK's economic recovery - and transforming lives for the better - as we re-build. If nothing is done, thousands of world-leading creative businesses are set to close their doors, hundreds of thousands of jobs will be lost and billions will be lost to our economy. The repercussions would have a devastating and irreversible effect on our country."

Caroline Norbury CEO Creative Industries Federation June 2020



Culture supporting Recovery

Culture is key to the recovery and rebuilding of our town centres and communities, helping to rebuild confidence in venturing out into shared spaces, to reflect on our varied experiences and to heal. The sector is thinking about how to put people at the heart of culture, how activities and assets can be re-purposed and what might be the role of buildings which cannot reopen for some time. At the same time, some communities, including in Enfield, have lost many of their members due to Covid19, with a need for understanding, and activity which allows for compassion and reflection.

Shifting funding priorities

The UK's major culture and heritage funding bodies have refocused funding to support immediate needs. Arts Council, National Heritage Lottery Fund and the GLA have reset priorities to focus on sustaining venues, and on digital capacity, freelance & workspace support, and audience engagement, especially for young people and those increasingly experiencing isolation.

Enfield has successfully secured DCMS funds totalling £672,295 to sustain Forty Hall, Millfield Theatre and The Dugdale and enable the continued delivery of creative programmes including outreach activity, through Covid19. In addition, £200k National Heritage Lottery Funds have been secured to initiate cultural heritage activity and increase heritage capacity.

Learnings

- The Covid19 landscape continues to evolve. The creative sector will need support, and also to be nimble and harness ways to support the community and Enfield's economic recovery whilst offering solace and inspiration to lift people through and from a hugely challenging period.
- Whilst it will take time for building based venues to return to full use, the borough's many outdoor spaces can host safe cultural activity and allow communities to reconnect. Making culture more visible in the town centres will aid a sense of safe return to life, and former industrial areas such as Meridian Water can take the opportunity for larger scale socially distanced activity such as the recent drive-in cinema.
- As online content has blossomed, so has a greater understanding of the potential for virtual technology to innovate and make space for cultural experiences as part of and beyond gaming culture, including VR, in our lives. Expanding in these sectors can allow Enfield to play a part in this innovation.
- Covid19 has allowed for reflection on how culture can take action to reduce inequality and create space for everyone to be able to take part in local cultural life. Joint working across sectors will build a strong base for future partnership and greater cultural reach.

Far left: Peace Poem Installation by Robert Montgomery, Enjoy Enfield Festival © Emergency Exit Arts
 Left: Unprecedented, Theatre from a State of Isolation, digital plays on UK pandemic life © Headlong, Century Films and BBC Arts
 Above left: Enfield exhibition Tales of Life under Lockdown by Katrina Campbell © Enfield Council

Focus on Enjoy Enfield Summer Outdoor Arts Festival

The UK's first outdoor arts festival since lockdown took place across Enfield in summer 2020, delivered by staff of Millfield Theatre and The Dugdale, together with many of the local area's creative community.

The 66 events over 17 days of free socially distanced arts highlighted the value of the arts to support community wellbeing and help the borough's town centres recover footfall. 91% of the mainly local audiences surveyed wanted to see more events in Enfield and to see the borough developed as a cultural destination.

The festival showcased Enfield's strengths in poetry and dance and brought accessible new visual art works to brighten the public realm and connected the diverse population with a single festival of shared stories and experiences

"On behalf of businesses in Enfield Town, I just wanted to make you aware of the success of the community events held on Library Green last week... there was a much needed increase in footfall"

Mark Rudling, Town Centre Manager, Enfield Town Business Association 2020

Below left; Enjoy Enfield Performance © Natalie Gee
Below right: Southgate Street Art by Dan Maier © Enfield Council

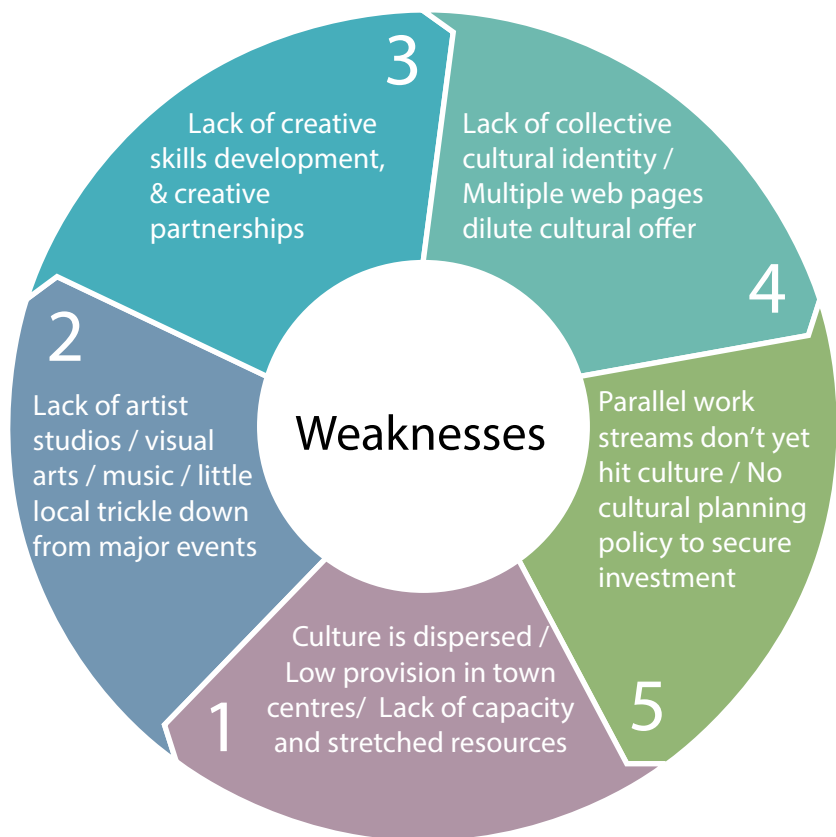


Above; Museum of the Moon by Luke Jerram © Enfield Council

Right: A Place We Call Home by King Owusu © Enfield Council



Analysis - SWOT



- 1 On the Ground
- 2 Right Mix
- 3 Supporting Growth
- 4 Celebrate
- 5 Capacity

3. Cultural Priorities

Culture Connects: Priorities

The following three priorities stem from analysis of the borough and underpin each of the focus areas outlined in the next chapter.

Sustainable Culture

By strengthening Enfield's cultural and creative economy, including night-time vitality in town centres, growing creative industries and workspace provision, and through working in partnership, we will establish a smarter approach to inward investment to support the sustainability of the borough's cultural provision and the economic success of the borough as a whole.

We recognise the value of culture, to individuals, communities and the borough as a whole, as part of diverse sustainable communities and places. We will ensure that where new development integrates new provision, this complements the existing offer.

Culture Everyday

Culture is for everyone in Enfield to enjoy - no matter who they are - as part of everyday life. We value the role of culture in community wellbeing and want to ensure that the benefits of cultural participation and enjoyment are shared by everybody. We want culture to be woven in the fabric of the borough, in our outdoor spaces, libraries, parks, estates and town centres. And we want culture to be woven into our strategic planning, whether as provision for new developments or adding its unique voice to raise awareness for care for our environment.

We'll make it easier to take part in and make culture, and we'll support our cultural community to enrich and grow cultural opportunities across the borough. We'll help culture reach across and connect our communities and enliven our borough in new places and spaces. We'll build on our strong cohort of venues and organisations working inclusively to give everyone a voice within culture and champion initiatives that help broaden culture's reach.

Creating Opportunities for Young People

Through this strategy we will give priority to developing varied creative ways for young people to develop creative skills and interests, and so improve their life chances.

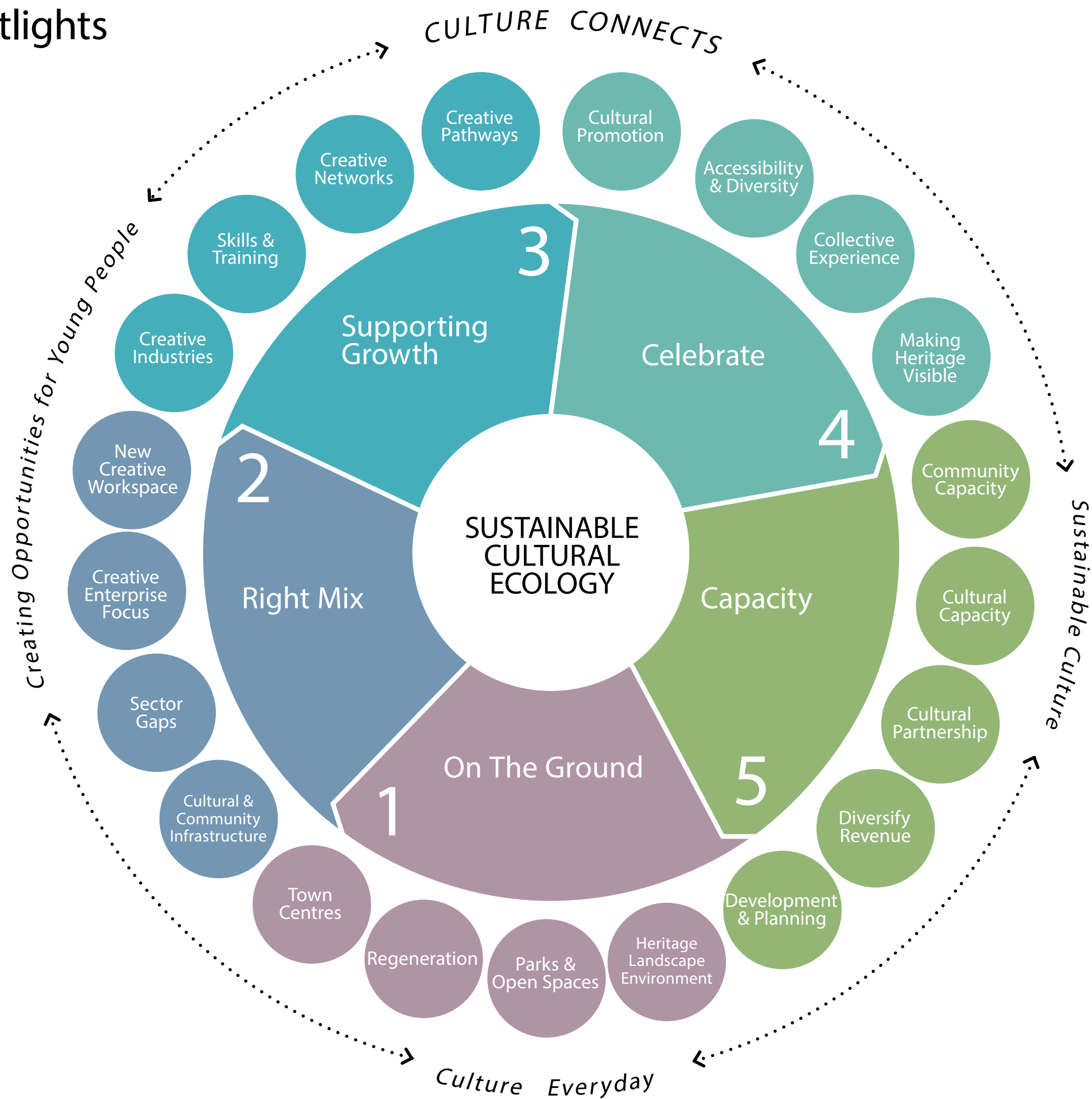
Through growing the creative industries in Enfield, we will seek to establish pathways to creative employment, opportunities for co-production & strong supportive networks as well as increasing platforms to nurture and share talents.

We also want to see access to culture extended to everyone and for intergenerational creative projects that bring the generations together.

4.

Focus Areas

Focus Area Spotlights



Focus 1: On the ground

Visible culture in all town centres

Enfield will benefit from greater visibility of culture and increased provision across all five town centres. These are the places where communities of all ages gather to shop, study, work and spend time.

Culture forms part of a vibrant place offer through performance venues, exhibitions, workshops, public art, street and outdoor arts, festivals and events, arts and craft markets, bringing us together to experience, take part and share our creative talents and enlivening our shared spaces.

Enfield's night time economy can be enhanced by new provision such as music, comedy and independent film to make the evening offer more welcoming and attractive.

Integrate culture within major regeneration programmes

Regeneration opportunities in Enfield can be harnessed through planning and creative thinking, to develop and enhance cultural provision and allow the creative industries to flourish.

This will enable new spaces and facilities which are not currently on offer locally, initiate cultural programmes and commission relevant new public art with local communities. The opportunity is to breathe fresh life into different corners of the borough to complement existing provision and lever new investment.

Facilitate more cultural & creative activity in parks and open spaces

Enfield's fantastic parks and open spaces already host a range of cultural activity. We can build on this, especially by enabling more outdoor arts programmes, to diversify the offer and support those who wish to present work or lead events.

This may be through supporting volunteer training and funding applications, where possible reducing red tape and by developing partnerships to amplify what is already happening.

Music of all scales in particular can be developed for the enjoyment of all, in appropriate places, and bringing communities together to share and celebrate.

Build a culture & leisure offer through the northern borough heritage landscape environment

The substantial and varied green spaces throughout the north of the borough offer exciting potential as a cultural and leisure destination; to increase access to local nature and heritage and provide an attraction to those from further afield. Sensitive creative thinking can harness and amplify opportunities for environmental learning, physical activity and the arts as a rewarding day out, for specific events or to simply enjoy nature, whilst respecting and reflecting the area's heritage of farming, market gardens and horticulture.

Focus: On the Ground Case Studies

PUBLIC ART, LOCAL IDENTITY

Town Centre Public Art

Public art programmes create visible beacons and recognisable icons in our towns and high streets. Projects can reflect local heritage, add to design appeal and involve local communities in the creation of site specific works.

Making Places is an initiative by Waltham Forest Council, led by Create London to deliver creative projects across the borough, which will have a lasting impact on communities and neighbourhoods.

Waltham Forest residents nominated sites across the borough that they wanted to see transformed.



Top; Rosebank arcade © Ben Wells



Above; Pinafores, Peabody Estate, Clapham Junction © Rodney Harris

Left: Making Places, Waltham Forest © Waltham Forest Council



CREATIVE STREET FURNITURE

Better Air Benches, Borough Market

Better Air Benches, Borough Market, Wayward Plants for Better Bankside - designed to alleviate and raise awareness of air quality issues, containing English Ivy, one of nature's best air pollution disruptors and bringing colour to animate the street scene.



Right; Street furniture by Wayward + Studio MATA, Better Bankside © Micky Lee

Focus: On the Ground
Case Studies

OUTDOOR TOWN CENTRE ARTS FESTIVAL

Imagine Watford & Imagine Luton

An annual Outdoor Arts Festival bringing high quality professional arts performance to the High Street, substantially increasing town centre footfall and the local business customer base and bringing moments of wonder and delight for all ages.



Above; Swirling Dervish at Imagine Watford © Watford Council
Below; Street comedy at Imagine Watford © Watford Council



TOWN CENTRE CREATIVE MARKET

Art, Maker & Food Markets
Norwood Feast

Popular vibrant monthly outdoor market and community gathering offering local food businesses, artists, makers, and musicians with a platform to sell and perform and bringing a lively busy focus to the high street. Uses interstitial public spaces including local church public space, library entrance and side streets as there is no central square.

TOWN CENTRE OUTDOOR CINEMA

Big Screen

The Big Screen is part of a wider programme of Big Events staged by Watford Borough Council and partners. All events are free and curated to appeal to all ages, drawing visitors into the town centre.

Above; Norwood Feast
Below; Big Screen at Watford Event Space



**Focus: On the Ground
Case Studies**

OUTDOOR EVENT SPACE IN NEW DEVELOPMENT

Bishops Square

Designed by Foster & Partners, as part of the Spitalfields redevelopment, Bishops Square acts as a transition space between the City of London and the East End.

A tented canopy together with curved timber benches delineate an informal performance and event space, used all year round for worker's lunches and a programme of events.



Right; Tango in Spitalfields
Below; Christmas Choir in Spitalfields © Big Christmas Wind Orchestra & Choir



GREEN SPACE WAYFINDING

Flocking Birds

Transforming the largely hidden entrances to Histon Road Recreation Ground in Cambridge, Flocking Birds is a playful take on the brief to create new gateways to the park.

Beginning with a site visit, Dallas-Pierce-Quintero worked with three classes of 8-10 year-olds from two local primary schools for the entirety of the project.



Above; Flocking Birds © Dallas-Pierce-Quintero

EMBEDDED LEGACY

It's A Bing Thing, Winchburgh

Inspired by the landscape of oil shale bings that surround Winchburgh, 'It's A Bing Thing' is a playful sculpture that will be used informally for seating and act as a conversation-starter, whilst encouraging people to spend time together in the town centre. The artwork also features a poem penned especially for Winchburgh by Scottish poet William Letford.

Below; Its a Bing Thing © Dallas-Pierce-Quintero



Focus 2: Right Mix

Fill Cultural Sector Gaps

Some areas of cultural provision are less well catered for in the borough. Music of all scales, the professional visual arts, crafts and dance, and independent cinema in particular are gaps. With planning, Enfield can diversify the cultural experiences on offer for people across the borough to enjoy and take part in. The profusion of Enfield's youth dance opportunities could be better supported, as some performers move on to professional practice.

This can be addressed by supporting current providers with their ambitions to boost sustainability and enabling platforms for local talent to develop and be shared. Specific gaps can be prioritised in new development and sustainable providers and operators invited to consider the borough as their new home where opportunities exist, particularly in regeneration areas.

Town Centres Focus

Town centres would benefit from additional cultural attractions as vibrant creative community hubs, as well as spaces within the public realm that offer platforms for presentation, performance and participation, to diversify what's on offer locally and attract more footfall. This may include co-locating new provision with other civic infrastructure such as within new retail centres or large scale development schemes.

Where there is potential for meanwhile use of buildings, this should be explored as a way to test new approaches, enliven the locality and create new opportunities whether for culture, jobs or training. New providers, especially when in receipt of subsidy, should establish clearly how they will contribute to local need and engage pro-actively with local communities.

Creative Enterprise Focus

The creative industries are one of the UK's fastest growing and most successful sectors and Enfield is well placed to cultivate sectors not currently well-established in North East London such as the Film, TV, Gaming & Virtual Reality sectors and associated industries. Demand for innovative creative content is ever increasing.

Alongside offering production and development facilities, this can create local opportunities for training programmes and employment which could be generated. Enfield has the pre-industrial space and development potential to realise this ambition and build profile as a centre of creative enterprise within the London to Cambridge Innovation Corridor.

New Creative Workspace including for artists and makers

Demand for affordable creative workspace and artist and makers studios in London currently outstrips supply, for both starter units and more established professionals. Spaces can be managed by established providers, many of whom offer social value through exhibitions, talks, and learning programmes together with the benefits that networking and collaboration can bring to creative professionals and the chance to sell work.

This strategy recommends a strategic focus on new temporary and permanent flexible provision in existing spaces and new development, to build on spaces on offer through providers like Building Bloqs and Hive Studios. Rents need to be workable for the sector, in return for the creative business development that the borough will gain to expand the sector and the local talent pipeline.

Focus: Right Mix Case Studies

MUSIC & CULTURAL ANCHOR TENANT

World Heart Beat, Nine Elms

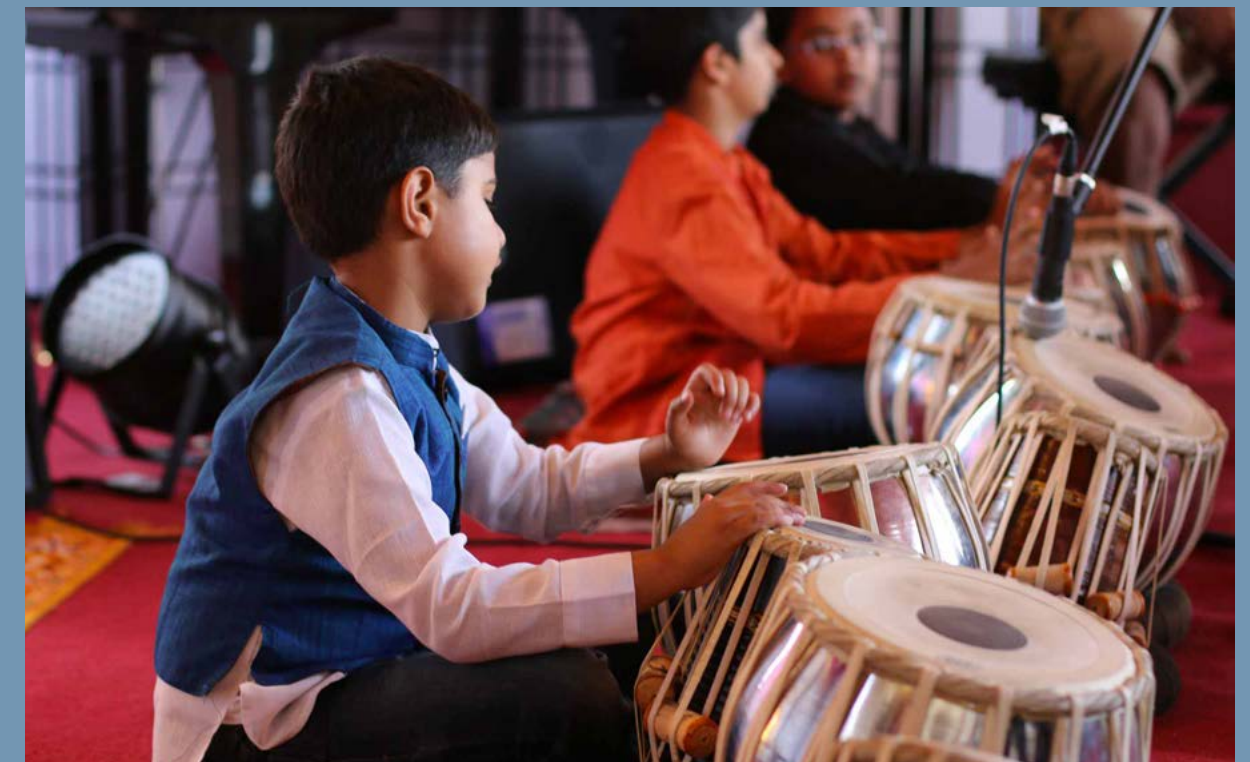
World Heart Beat is a leading UK music Academy and a Cultural Anchor for south west London, that is due to expand at Embassy Gardens, Nine Elms.

The new venue on London's south bank, will enable the academy to double the number of students who will benefit over the next few years. Opposite the new US Embassy, this will offer music teaching as well as providing artists, students, community groups and audiences with a beautiful new concert venue, as well as high-tech facilities – such as digital labs, a recording studio, and rehearsal and educational spaces.



Above; New venue visual © World Heartbeat Music Academy

Below; World Heart Beat drum performance © World Heartbeat Music Academy



Focus: Right Mix
Case Studies

CO-WORKING & CLIMBING SPACE

Yonder Walthamstow

Yonder is an exciting new facility in Walthamstow that combines work, health and leisure. Housing a bouldering facility, fully equipped co-working spaces including a wood and metal work workshop, yoga studio and cafe, Yonder seeks to offer something for all and become a focal point for the local community.

Right; Cafe overlooking bouldering facility © Yonder
 Below; Bouldering facility © Yonder



TEACHING & MAKER SPACE

Turning Earth

Turning Earth E10 is a centre for ceramics that opened in the Lee Valley in March 2017, in the 8,500 sq ft top floor of an old hardware factory.

The centre includes a large open-plan membership studio where part-time professional makers, serious hobbyists and beginners work together in a community environment, with the benefit of shared facilities. The space also includes a classroom for ceramics courses for those new to the craft, where 13 courses a week are taught by professional artists.



CO-WORKING & MAKER SPACE

Makerversity, Somerset House

Makerversity build and run co-working space and equipment for professional makers and bring together people with creative and technical expertise. Learning programmes for young people inspire the next generation and increase diversity within the creative industries.

Above Right; Turning Earth Leyton © Turning Earth
 Below; Learning Workshop © Makerversity



Focus: Right Mix
Case Studies

FOOD & CREATIVE MARKET

International House, Brixton

This 5 yr meanwhile workspace is run by 3space for creative and design-led businesses that also provide support for youth entrepreneurship, community uses, innovation and social enterprise. Low rent space is given away when commercial space is rented. Businesses must commit to taking an active role in the community around them.

Includes Fabric Floor, a fashion and textiles workshop with communal machinery and work tables run by Assemble as a local resource with tenant-led public workshops and classes, exhibitions and open studios, supporting tenants who demonstrate a commitment to providing opportunities for local residents and businesses



Above; Commercial building providing temporary creative workspace in Brixton
Below: Inside International House © 3Space



VISUAL ARTS CENTRE, CAFE, GARDEN & COMMUNITY ENGAGEMENT

South London Gallery
Camberwell

Since 1891, with the mission to 'bring art to the people of south London'. 3 clustered spaces with an Art Block for local children and families on local estate and an artist-designed garden. International visual arts, artists residencies, learning, events and participation. Thousands of young people and adults take part in activities. Admission free.



Images: Entrance, workshop and cafe © South London Gallery



Focus 3: Supporting Growth

Support access to culture and pathways into creative employment

With no statutory arts education as part of the current school curriculum, support is needed to boost young people's access to cultural and creative experiences and skill development, as part of a balanced education, and to support well-being and life chances. This strategy recognises the need to stimulate opportunities to benefit our young peoples' futures through partnership initiatives such as forming a Local Education Partnership or programmes which raise awareness of the breadth of creative careers and the pathways to move into these.

Especially strong is when these opportunities are brokered in the local area, creating networks and opportunities for volunteering and work experience. Local work experience and apprenticeships can help to inspire and open doors and schools can be supported to understand the real scope for creative skills and careers which cannot be automated in the future and/or as part of STEAM rather than STEM development (Science, Technology, Engineering, Arts and Maths).

Grow creative industries skills, training and employment

With 1 in 6 jobs in the creative industries, a greater presence of creative businesses in Enfield will build opportunities to acquire creative skills and provide work experience and employment for local people. Many cultural and creative sector organisations and companies provide training, apprenticeships and entry jobs to help get careers kick started. Enfield can encourage creative businesses to base in the borough through creating the kinds of spaces, rents, networks and support that are attractive.

Initiatives such as the GLA's Creative Enterprise Zones and Create Jobs led by A New Direction are testing what models are sustainable and achieve the greatest impact and Enfield can learn from these to devise attractive plans.

Establish networking & collaboration

When many creative professionals are self-employed, facilitating strong professional networks with peer support and opportunities to meet potential collaborators and employers are key to success.

Enfield can harness its local talent to generate connections and activity which will benefit creative individuals and companies, students, educators and the borough as a whole.

Focus: Supporting Growth Case Studies

ACCESS & PATHWAYS TO CREATIVE EMPLOYMENT

Creative Croydon

Creative Croydon is a local cultural education partnership with a Youth Arts Collective at the heart, promoting and championing cultural access for young people

STEP

'Shared Training and Employment Programme' Part of the Create Jobs programme, young east Londoners complete; work experience, (at London Living Wage), professional development workshops, a team project, build a strong peer network, work with a specialist industry mentor and get equipped with the skills, experience and connections to succeed in the creative industries.

Cultivate Routes

Cultivate Routes is a programme of workshops led by creative professionals in schools across Wandsworth. Participants learn about creative industry roles and undertake a workshop activity related to one in particular e.g. animation, product design or illustration.

ARTS CENTRE/ ARTS DEVELOPMENT/ YOUNG PEOPLE

Battersea Arts Centre

Clapham Junction
Town Centre Creative Hub in Old Town Hall

This town centre based performing arts venue has a varied Outreach Programme. They offer open mic nights, subsidised workspace, a beatbox academy, schools programmes and a mobile heritage museum programme.

One project, The Agency, is an enterprise programme for disadvantaged local young people to develop a creative project with mentoring support.

Right; Youth project at Battersea Arts Centre

Below; Lighting skills workshop



CREATIVE INDUSTRIES SKILLS, TRAINING AND EMPLOYMENT

High House Production Park

Houses a range of creative production, education and training facilities including for film and tv and artist studios. The Backstage Centre trains technicians, producers, creative teams and learners of all ages and at every stage of a career, including for young people taking their first career steps.

SEEDS

Ravensbourne University 'Self Employment & Entrepreneurship Diversity Scheme' focuses on building the freelance careers of a group of dyslexic & neurodiverse students, helping to set up their own business or starting a career. Animation, Architecture, Digital Film, Post-production and Fashion students are matched with senior industry mentors, plus workshops and advice from leading business experts and life coaching sessions.



Focus 4: Celebrate

Increase community connection through international dance, music & food

We will work to facilitate and encourage events which bring people together to celebrate our strong local community spirit and shared interests. We want to see our many diverse communities come together for uplifting experiences which celebrate our strengths.

This can highlight and draw on the many talents and interests across the borough including our varied music, dance and food. During Covid-19, its likely more of our cultural and community experiences will take place outdoors and Enfield is well placed to maximise on the many parks and green spaces, whilst staying safe.

Increase borough wide access to heritage & diversity of local culture

The borough's rich heritage and diverse cultures give a fantastic basis for cultural programmes and public arts commissioning which will make local stories more visible and increase access to these.

This can be through public realm design, wayfinding, contemporary arts commissions, digital trails and engagement programmes and involve local communities in the making and telling. From an individual story to large strategic initiatives, such as the opening up of the borough's northern green spaces, there is much to tell.

Improve cultural promotion & strengthen Enfield's cultural narrative

Our communities make Enfield and together we make culture. Communicating about what's on offer is key to reaching more people and encouraging a greater participation of all ages across the borough. A stronger outward articulation of this will ensure that Enfield's cultural identity is more clearly expressed, attract more people and help our cultural lives to thrive.

Communications need to work through digital and non-digital channels and reach across our communities, which can be aided by building a network of Enfield culture champions to spread the message and encourage people to get involved.

Focus: Celebrate Case Studies



RIVER FESTIVAL

Hidden River Festival, North London

Organised by the regeneration partnership at Woodberry Down including Manor House Development Trust, the Woodberry Down Community Organisation, the London Borough of Hackney, Genesis Housing and Berkeley Homes, this event is attended by local residents and visitors from other areas of London.

The event follows the New River Path to the Woodberry Wetlands, and features kayaking down the New River, stalls from local artisans, plant your own wildflowers, workshops and walks at the Woodberry Wetlands, The Redmond Rovers (local football club), yoga, box fit; a Hidden River Video Arcade; kids entertainment including The Greatest Showman sing along, circus and storytelling, and more.



Top; Hidden River Poster
Above; Performance on the Wetland Stage

Volunteers from the immediate community are involved in all parts of the festival, ensuring its success. A wide variety of street foods with vegetarian and vegan options are on offer showcasing diverse local cuisine and supporting local businesses.

Focus: Celebrate Case Studies

TOWN TO PORT COLCHESTER

This public realm project celebrates the history of the Hythe, the former trading port of Colchester and encourages visitors to explore the area. A trail of way-markers, seating & interpretation tell the story of the disused port, embedding its history within the landscape, and in so doing, strengthening its identity for locals and visitors alike.

Wayfinding and a public art route tell the story of the historic port using way-markers containing the physical materials that were once traded there.



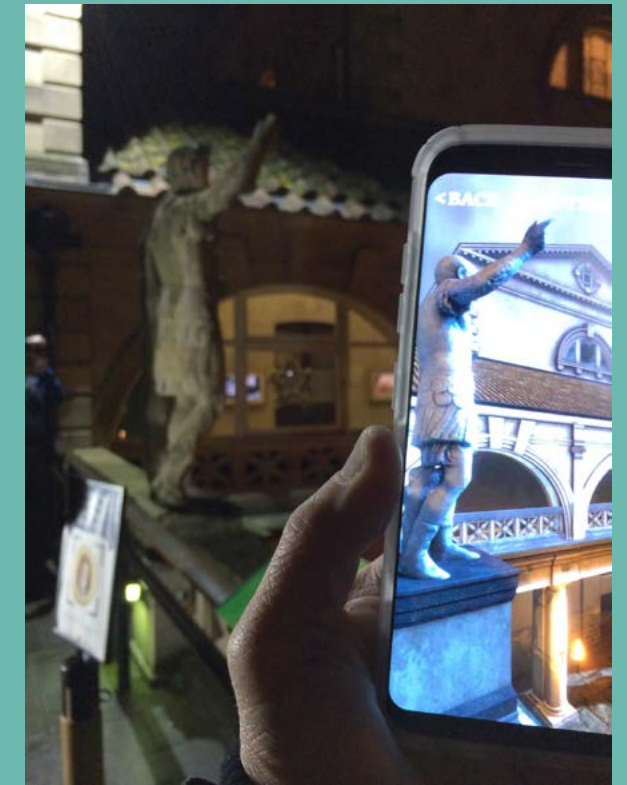
Gabion trail markers with seating and map © Dallas-Pierce-Quintero

BATH VIRTUAL REALITY

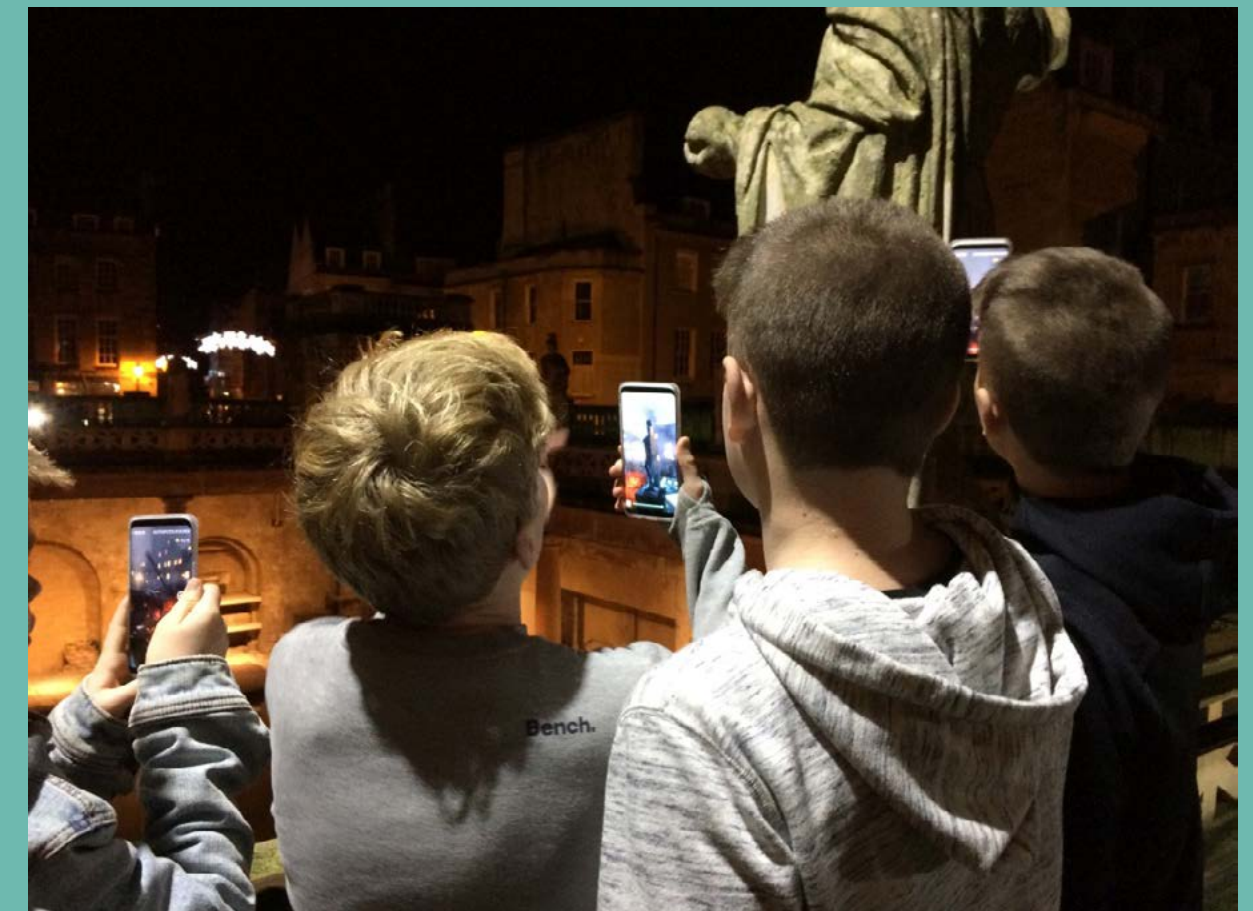
This 5G Smart Tourism at the Roman Baths enables visitors to try out futuristic technology which immerses them in the site's rich history.

The trial involved invited guests using a smartphone app to download and view virtual reality & augmented reality content at three locations around the Roman Baths.

The trial app told the story of three periods in the World Heritage Site's history: the mythical discovery of the hot springs by King Bladud; the Baths falling into disrepair when the Romans left; and the renovation in Victorian times. Each period was recreated by Aardman Animations as an animated 3D scene that plays for several minutes, with 'hotspots' that the user could discover to display interesting information about various parts.



Above and below; VR Project at the Roman Baths in Bath



Focus 5: Capacity

New borough culture expertise & capacity

With a new Head of Strategic Cultural Development, Enfield Council has committed additional capacity to work with council teams, across the creative sector and with local communities to implement this strategy. Expanding the current cultural team's expertise, this will enable a broader conversation to take place about culture in Enfield and a refreshed strategic focus.

Nurture local skills & capacity to deliver diverse creative activity

A rich layer of Enfield's cultural offer is created and produced by people based locally, from Enfield Poets to Talkies Community Cinema, local dance groups, choirs, orchestras and community cultural events such as the Turkish Cypriot Festival. These activities rely on producers and volunteers across the borough's communities. Where possible, working together with communities to plan and facilitate activity will strengthen what's on offer.

With the right development of skills, capacity can be grown and more creative activity can evolve. This may be to expand people's knowledge of volunteering, health & safety or diversity and inclusion, or to build skills in fundraising, creative commissioning and event management.

Support sector through Covid-19 challenges

Support will be needed to help Enfield's creative professionals and cultural sector respond and recover from Covid-19. Creative approaches will be needed to reshape how cultural activity can be delivered and enjoyed.

This will be especially important to help town centres welcome people back and to enable people to reconnect safely and enjoy cultural experiences. Conversations and work between creatives, cultural providers, town centre teams, local businesses and communities will open up ideas and solutions.

Creative Green Training © Julies Bicycle



Build cultural partnership & secure strategic funding

Much can be achieved through joint working. Culture providers and communities in Enfield can develop stronger relationships and seek funding to enable shared ambitions to be realised. Creative programmes which bring the borough's communities together will be especially valued.

The National Heritage Lottery Fund has identified Enfield as a strategic priority area for investment. This creates the opportunity to ensure culture can be part of heritage plans through creative interpretation. Currently Enfield has no NPOs (National Portfolio Organisations - resident cultural organisations that are regularly funded by the Arts Council) which indicates scope for additional investment into the borough to increase cultural access.

Diversify income streams

Enfield's cultural venues including Millfield Theatre, The Dugdale and Forty Hall have active creative programmes and are much loved. The diversification of business income streams can be explored to improve long term sustainability, broaden audiences and bring more people together to enjoy what is on offer.

Strategic funding such as for the GLA's Creative Enterprise Zones can be sought to boost the creative industries, open up new roles for cultural venues & providers to engage the local community, and develop a stronger town centre presence. Businesses must also be encouraged to take an active role in the cultural community life around them.

Harness development and planning to contribute to culture provision & secure investment

As new development comes forward in Enfield, investment can be secured to expand and diversify the borough's cultural provision as part of social, cultural, community and employment infrastructure. This could include subsidised spaces for cultural occupiers, affordable creative workspace and artist studios, public art commissioning and cultural festival activity which enhances the life of Enfield.

Planning policy and spatial planning including infrastructure plans and masterplans, as well as contributions through S106, CIL and Neighbourhood CIL, can all play a part in boosting the borough's cultural life and creative economy.

Strategic programmes which improve town centres and public realm can integrate culture in planned work and in future funding bids. New models of investment such as The Creative Land Trust can be explored with a view to brokering new creative workspace partnerships. Cultural occupiers can be identified through open calls or brokered partnerships with clear agreements around commitment to providing tangible local benefit including opportunities for young people.

5. Cultural Action Plan

Engagement & Consultation

Many have people have taken part and contributed to the development of this strategy and the emerging Action Plan during 2020.

Engagement and consultation took place through:

- Face to face and online meetings and discussions;
- A questionnaire and follow-up round-tables with members of the local creative community to explore the specific focus areas set out in the strategy as well as to help identify needs across the borough;
- And a series of discussions with key stakeholders within Enfield Council including staff working across culture, heritage, libraries, health and wellbeing, economic development, regeneration, community engagement and planning.

This activity has all helped to inform and guide the strategy and we are grateful to everyone who has given time to share views and ideas including:

- Teams across Enfield Council's strategic services
- Many of the borough's cultural and creative industries sector
- Key stakeholders such as those delivering regeneration
- Representatives of those who deliver creative community activity
- Councillor Caliskan, Leader, and Councillor Barnes, Deputy Leader, Enfield Council

Below; Platinum Dance performers at Enjoy Enfield Summer Festival 2020



Indicative Action Plan

An indicative set of strategic actions accompanies this strategy and lays out a route-map for delivering the aims and ambitions of this strategy.

The Culture Connects Action Plan is delegated to the Portfolio Holder for Culture and to the Executive Director of Place. The indicative actions set out below and overleaf illustrate a selection of the actions identified at the strategy's outset – it is not comprehensive.

Culture Connects is a collaborative strategy and these actions will be owned and delivered by a variety of LBE teams and key stakeholders across the borough. This principle of connecting for greater impact is at the heart of this strategy.

The full Action Plan will be reviewed annually.

Three priorities underpin all actions: Sustainable Culture; Creating Opportunities for Young People; Culture Everyday

Key Projects Summary

- Cultural Planning Policy and Public Art Commissioning Guidance - to build a process & mechanisms for securing investment and ensuring quality
- Town Centre Culture Toolkit - to guide creative projects to enhance our high streets
- Enfield Creative Network - to build a strong local network which can build partnership and share resources
- Youth Culture Catapult programme - to assess and grow creative opportunities and career pathways for local young people
- Targeted Creative Enterprise Development - to build Enfield's creative industries and support training and employment
- Creative Recovery Programme - to aid the Covid19 response across the borough and support social and economic recovery

Culture Connects - Indicative Action Plan

Focus Areas

Spotlights

Short-term Actions

Next Steps

On the Ground



Meridian Water Cultural Strategy

- Produce an outward facing Culture Strategy for Meridian Water

- Consult on developing strategy to build ownership and partnership
- Ensure developing strategy continues to support delivery of Enfield Cultural Strategy

Supporting Growth



Youth Culture Catapult programme

- To increase and improve creative opportunities for young people in and outside of formal education, and explore new and existing funding programmes to support

- Assess youth creative offer and provider partners across Enfield
- Explore partnerships such as with LBE Libraries & community centres & Universities
- Embed skills opportunities within all cultural programmes e.g. volunteering, ambassadors, workshops, professional visits

Celebrate



Enjoy Enfield Summer

- Deliver & evaluate a Covid-Friendly Summer Programme 2020

- Evaluate to include diversity of offer and audiences, & assess learnings to take forward into new programmes, including LGBTQi+

Capacity



Enfield Creative Network

- To generate networks and joint working alongside a borough creative directory to better connect the sector with scope for mentoring and resource sharing and to include identified spaces available for cultural use.

- Instigate a monthly meeting
- Create & share a borough creative directory
- Establish a sector-facing e newsletter to collate and share news and opportunities
- Develop informal mentoring and training focused opportunities eg event management, volunteering, commissioning
- Explore resource sharing including technical equipment



Cultural Planning for the borough

- Cultural Infrastructure Assessment to guide future development
- Cultural Planning Policy to guide planning gain negotiation to include priority costed projects & secure funds
- Public Art Commissioning Guidance to ensure quality commissioning

- Create a brief
- Determine cost/budget
- Identify funding
- Commission production
- Ensure integration between Planning Policy & Cultural Strategy

Culture Connects - Indicative Action Plan

Focus Areas

Spotlights

Medium-term Actions

Next Steps

On the Ground



Work to facilitate easier access to parks, open spaces and venues for cultural uses with associated support

- Identify key barriers to wider use of parks and open spaces for culture
- Collaborate to find solutions to increase access and use
- Monitor future culture and events use to assess impact

Right Mix



Identify a town centre creative spaces, permanent or meanwhile

- To boost the local offer
- To generate creative industries and community opportunities
- For creative & wider community to make, present and sell work, learn skills, 'have a go' & meet

- Identify potential spaces including empty buildings, windows, streets and squares, hidden corners
- Reach out to potential partners including e.g. Creative Land Trust, studio providers, existing providers wishing to expand/relocate



Support the development of Enfield as a significant creative film production and gaming hub with associated employment and training opportunities

- Identify opportunities to grow the sector including at Meridian Water and with film/gaming industry stakeholders including Film London
- Build on the existing film production activity in the borough
- Seek to generate creative pathways into professional roles for local young people

Investment Approach

Local government is under significant financial pressure and Enfield Council has lost £193m funding since 2010. We will take a sustainable mixed economy approach to securing investment for culture and the creative industries. Diversifying funding will help to spread the opportunity to secure investment and create a balanced approach.

This may include:

- Becoming 'bid ready' for public investment in strategic programmes across arts and culture, heritage, health, education, regeneration and community development
- Levering funding through partnership and collaborative working on projects such as public realm and economic development, social value community initiatives or cross borough/cross region working such as the Productive Valley or the London to Cambridge Innovation Corridor
- Investing in training and skills development to build local capacity
- Harnessing planning & regeneration as a tool for investment and to better integrate creativity through development and renewal of public spaces
- Exploring the borough's property assets to identify opportunities for meanwhile activity or new cultural or creative enterprise uses
- Exploring business streams through hires, sales, ticketed events and commercial partnerships
- Identifying how culture & creativity deliver on multiple objectives and recognising culture's socio-economic benefits

Outdoor Cinema, Broomfield Park © Talkies Community Cinema



Social Value

Cultural value is often measured in terms of the economy, health and successful cities and towns, but the social value it generates is increasingly being understood.

Whilst culture needs to work ever harder to secure and generate investment and contribute to strategic aims, we also know the intrinsic value of culture to people's individual experiences and capacities.

Evidence increasingly supports the meaningful health benefits of culture for loneliness, for recovery from physical and mental illness, through the soft skills gained through a creative education and increased 'employability' this affords, and the wider way in which culture connects us as a community.

Culture can also act as a vehicle to raise awareness of the environmental emergency whether through performance, creative activism or through, for example, public realm improvements such as creative digital or physical wayfinding trails which encourage walking and cycling. Enfield Council's Cabinet declared a state of climate emergency in 2019 and committed to making the authority carbon neutral by 2030 or sooner.

Strategy Implementation

Enfield Council has a Cabinet member with responsibility for culture. The Cultural Strategy Action Plan will be delegated to the Cabinet member and the Executive Director for Place.

This Cultural Strategy will inform cross council policy and projects and collaborative working.

The Cultural Strategy Action Plan to be reviewed yearly to reflect opportunities and ambitions as they arise.

It is recommended that:

- a London Borough of Enfield Working Group focus on the integration of culture across the council's work, to align aims and ambitions and identify opportunities.

- a new Enfield Creative Forum be established and meet regularly to enable networking to amplify and realise joint ambitions, generate partnership and strengthen the sector. This to also seek to attract new providers, spark inspiration and catalyse new ideas which can be realised.

- to involve and work strategically with the local community including businesses and other key stakeholders such as through regeneration programmes; to build advocacy and championing of culture; and welcome new creative enterprise opportunities to Enfield.



Commissioned by Enfield Council

Produced and designed by:
Dallas-Pierce-Quintero

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In line with Enfield Council's Climate Action Plan (2020), this strategy will be available as a digital PDF.

About Dallas-Pierce-Quintero

We're passionate about using art and design to enrich people's lives. We enliven public spaces, craft beautiful architecture, create meaningful public art and envisage cultural strategies for places experiencing change.

Our experience in delivering art and architecture projects gives us a unique advantage in working with local government, developers and cultural organisations to develop cultural strategies for places undergoing transformation.

We have successfully delivered cultural strategies for developments across the UK, each with their own unique challenges and aspirations.

This work is highly site-specific; exploring places, spaces and engaging the people that inhabit them through on-going dialogue to highlight existing cultural assets and define a foundation from which to build a vision for the future.

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Left; Mural unveiling with Platinum Dance © Enfield Council



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