



CULTURE RICHMOND

2021 – 2031



**A NEW VISION FOR ARTS, LIBRARIES,
PARKS AND SPORT & FITNESS IN
RICHMOND UPON THAMES**



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The benefits of culture on people, place and the economy have long been proven: In Richmond we know how important culture is to the success of our borough and are committed to finding new ways to better utilise our existing assets and services and support the growth of culture and creativity.

In September 2020 we set out developing a new shared vision for our arts, library, parks and sport & fitness services. This involved a period of research & information gathering, asset & infrastructure mapping and consultation and conversations with cultural organisations, members of the public and other key stakeholders to identify how our services can support the development of a thriving, resilient and innovative cultural sector which contributes to the growth and success of our borough, communities and people.

The result is **CULTURE RICHMOND**: an ambitious new vision for culture in Richmond which sets out how our arts, library, parks and sport & fitness services will enrich the lives of those who live in, work in and visit our borough over the next decade.

WHAT DO WE MEAN WHEN WE TALK ABOUT CULTURE IN RICHMOND?

We know from conversations we have had as part of the development of **CULTURE RICHMOND** that the word *culture* is extensive and means different things to different people.

For the purposes of setting out our new vision, when we talk about *culture* in **CULTURE RICHMOND** we are referring administratively to the activities and areas of work that sit within the Council's arts, library, parks and sport & fitness services, which include but are not limited to; the performing arts, visual arts, museums & heritage, public art, film, parks, highway verges, allotments, conservation, playgrounds, libraries, literature & literacy and community sports, fitness & physical activity. As technology and cultural forms shift and develop, so will our services.

Whilst our definition of culture does not specifically include the creative industries, we recognise the close alignment with culture and are committed to building those relationships and contributing to the borough's creative industries through **CULTURE RICHMOND**.

"A local authority that is investing in culture – fantastic"
– *Richmond Culture Review respondent Feb 2021*

VISION

Our vision is that by 2031 Richmond will have an **ambitious, innovative** and **sustainable** cultural offer which offers **more opportunities** to more people and fosters **lifelong access** to culture for **all**.

Central to achieving this vision are 5 key priorities:



WE PURSUE EXCELLENCE

We want to raise the bar to stretch ambition and nurture a cultural sector which challenges and takes risks and provide residents and visitors with an original, relevant and inspiring cultural offer.



WE ARE RESPONSIVE

We will find better ways for culture to support the borough's public health prevention and promotion strategies, community mental health and tackle health inequalities.



WE COMMIT TO INCLUSIVITY

We are committed to improving equality and giving a voice specifically to our residents and communities who don't currently feel they are being served by facilitating a much more diverse and accessible cultural offer.



WE EMPOWER

We will empower, enable and inspire all those who live in, work in and visit Richmond by building a sustainable, resilient and innovative cultural sector which will help to attract new investment and partnerships, provide opportunities for employment, skills & talent development and foster a lifelong interest in culture.



WE MAKE SPACE & PLACE

We will advocate for Richmond as a place locally, nationally and internationally, broadening Richmond's distinctive identity and building a more responsible and sustainable borough.

ACHIEVING OUR VISION

Central to achieving our vision is collaboration –our relationship with other Council services, partners and the local community is invaluable and we will continue to work in partnership over the next decade to deliver **CULTURE RICHMOND** and achieve our goals.

NEXT STEPS...

Our plan for monitoring the progress and success of **CULTURE RICHMOND** to ensure our vision remains relevant, open and transparent is now underway and will include producing detailed service action plans; an evaluation methodology, equality impact monitoring and formal review points at years 1, 3, 5 & 8. Working groups will be established to support the delivery of specific priorities, including a representative group of 'critical friends' to help us review progress and measure success.