

---

# CULTURAL PARTNERSHIP STRATEGY 2015 - 2019

---



# FOREWORD

---



**I am delighted to present Richmond upon Thames' Cultural Partnership Strategy 2015 – 2019. The strategy defines the Borough's commitment to the creative arts and aims to ensure that Richmond continues to be known for providing a high quality cultural environment for both residents and visitors alike.**

Culture enriches the lives of everyone and makes a valuable contribution to the health and wellbeing of our community. Through our Cultural Partnership Strategy I believe we have the opportunity to extend the quality and impact of the arts sector.

It has been a pleasure to see the Borough's cultural community working together to develop and shape this strategy. It is exciting to see the commitments that have been made and I am thrilled by the possibilities that this will bring to us all in Richmond upon Thames over the next four years.

Councillor Meena Bond  
Cabinet Member for Arts, Culture and Sport



# INTRODUCTION

---

**This Cultural Partnership Strategy sets out the four-year strategy for culture in the London Borough of Richmond upon Thames 2015-2019 which has been developed in partnership between the cultural organisations in the Borough and the Council.**

The strategy outlines the Cultural Partnership's shared vision for culture in the Borough. We believe collaboration across the local cultural sector will achieve the greatest benefit for residents in terms of our individual lives; our community; individual wellbeing and the local economy. The Strategy focuses on three goals which we believe our resources can most effectively be invested, as individual organisations, and through the Council's cultural services and commissioned activities.

Our goals are:

- increasing involvement
- raising ambition
- building on our sense of place.

This Cultural Partnership Strategy 2015 - 2019 builds on the distinctive strengths of the London Borough of Richmond upon Thames' cultural landscape, and the needs and aspirations of its residents. We will continue to seek to understand and respond to these needs better throughout the life of the strategy via feedback and Council surveys as well as our individual organisations' dialogue with our current and target users and audiences.

The strategy takes account of the challenges facing us over the next four years, including national pressure on public funding, public health needs and challenges and increased expectations of audiences and service users around digital technology and engagement, as well as the proposed shared staffing structure with Wandsworth Council. It also considers the opportunities ahead, including high-profile events such as the Rugby World Cup 2015 and its legacy, and significant anniversaries including the Borough's Commemoration of the First World War; the 50th anniversary of Richmond upon Thames as a London Borough and organizational specific anniversaries, for example the 500th anniversary of Hampton Court.



The strategy recognises the recently completed and planned improvement of several of the Borough's landmark facilities including Strawberry Hill House, Kew Gardens, Turner's House, Olympic Studios in Barnes, Twickenham Studios and Orleans House Gallery. The opening of a new Community Building with arts facilities in Twickenham in 2016 will make a significant contribution to the cultural life of the Borough.

The strategy underlines the important opportunity the cultural sector has to contribute to all aspects of life in the Borough.

This document is organised into three main sections:

- Our vision for culture 2015- 2019.
- Our context and current landscape – a short summary of the context for cultural activity and current provision in the Borough.
- Our goals - an outline of the three goals and what we aim to achieve in each priority area over the next four years.





# RICHMOND'S CULTURAL PARTNERSHIP

---



**This strategy has been developed in partnership with cultural organisations in the Borough; over 100 organisations have contributed to consultation events between September 2014 and March 2015.**

Development of the strategy has been informed by the Cultural Partnership, Arts Advisory - a forum for arts and heritage organisations hosted quarterly and Sport Richmond. The topics covered in the open events included the vision for culture in the Borough, the current and future operating context and the support needs and strengths of current cultural organisations in the Borough, resulting in the three identified goals related and commitments which comprise the strategy.

The Cultural Partnership brings together the cultural sector in Richmond who together are responsible for the delivery of this strategy – please contact [artsinfo@richmond.gov.uk](mailto:artsinfo@richmond.gov.uk) for further details of how to get involved or visit [http://www.richmond.gov.uk/cultural\\_partnership](http://www.richmond.gov.uk/cultural_partnership)

**A full list of the organisations comprising the Cultural Partnership can be found as Appendix A.**

**Life in the Borough contextual information and Key Sources can be found as Appendix B.**

# OUR VISION

---

**Our vision is for the London Borough of Richmond upon Thames, by 2019, to be even better known for its outstanding public spaces and river environment, world-class heritage and sport facilities, historic buildings, high quality cultural opportunities and as a place where all residents can benefit from participation in the cultural life of the Borough.**

Culture improves the quality of our lives; it builds a sense of identity and pride in our communities, promotes well-being, enriches learning, particularly for children and young people and contributes to our economy. Participation in cultural activities shapes our sense of who we are and expands the sense of who we can be. Engaging in sports, heritage, reading or arts activities inspires and challenges us; it broadens our horizons; enables creative expression, raising aspirations for individuals and communities alike. Taking part in culture, whether as athletes, at a dance class, in a local history group or as a volunteer helping out in a local park, enables us to develop skills and improve our wellbeing.

Whilst many living, working and studying in the Borough benefit from the wealth of cultural opportunities on offer, there are parts of our community that have not, as yet, fully engaged. We believe our collective cultural life is poorer for this and through dialogue with our current and target users we can shape the opportunities we provide and seek to engage a greater diversity of residents. By 2019 our vision is for a much wider range of residents to participate in the cultural life of the Borough.

With over 400 voluntary cultural groups in the Borough, the cultural sector is uniquely positioned to bring communities together, supported by the Council's Village Planning engagement exercises and also the Community Plan 2013-2018. We believe the character of a place is found in the distinctive qualities of its landscape, communities, cultural activities and built environment. Our cultural landscape means Richmond Borough is a special place to live, study, work and do business and attracts many visitors from the wider UK and overseas.

We are proud of the existing range, diversity and quality of cultural activity within the Borough and the impact on the lives of those living and working in Richmond. We are equally

confident that through better collaboration over the next four years we can achieve even greater benefits for residents and visitors alike.

## **By 2019 our vision is one where:**

- A greater diversity of residents participate in cultural activities as audiences, volunteers and participants encouraging lifelong engagement and participation, particularly for young people.
- Visitors from outside the Borough engage with a wider range of cultural facilities and venues.
- The wellbeing and quality of life for residents is enhanced by participation in culture, particularly for groups with lower health outcomes.
- We maximise our resources and impact through collaboration within the cultural sector and with other partners e.g. Education, Transport, Planning, Public Health, Town Centre representative groups and Business Improvement Districts for Twickenham and, in the future, Richmond. The Richmond Card provides residents and visitors with the opportunity for improved access to the Borough's libraries, leisure centres and cultural facilities, as well as free parking and local business offers.
- Despite the pressure on public funding, we will retain all our existing cultural facilities and where there is a need improve, supporting a wide range of organisations including those in the voluntary sector to achieve their ambitions.









# OUR CURRENT CULTURAL LANDSCAPE

---

**The cultural sector in Richmond is diverse with a wide variety of types and scales of organisations contributing to a rich patchwork of cultural opportunities for those living in or visiting the Borough. These include galleries, museums and libraries, a large number of heritage attractions and historic houses, further and higher education institutions, hundreds of volunteer-led sports and arts clubs and world-class attractions which bring international visitors to the Borough including Kew Gardens (a UNESCO World Heritage Site), Hampton Court Palace and in 2015, Twickenham will host the Rugby World Cup.**

Funding for cultural activity in the Borough has traditionally come from a range of national, regional and local sources including Lottery distributed funding. The Heritage Lottery Fund has committed substantial investment in the Borough through a wide range of capital grants to heritage organisations, including London's Arcadia, Orleans House Gallery, Strawberry Hill House, Kew Gardens and Turner's House, as well as supporting heritage focused exhibitions and projects, including those organised by Local Studies Collection, Orleans House Gallery, Environment Trust for Richmond and the Museum of Richmond. Local funding includes commissioning for culture, the Civic Pride Fund and support from the three Borough Charities, Hampton Fuel Allotment Charity, Richmond Parish Lands Charity and Barnes Workhouse Trust.

Funding for sport in the borough has been provided by Sport England, the London Marathon Charitable Trust and Hampton Fuel Allotment Charity, supporting the Brunswick Boxing Club, Christ's Cricket and Barn Elms Sports Pavilion developments.

Support from Arts Council England and funding from the Mayor of London has also offered the opportunity to deliver special programmes of cultural activity on the high street and in parks and open spaces, including Crane Park and the River Crane Project. 'The Streets' project, working in partnership with 6 other local authorities and production company Serious is an example of successful cross borough working and provides a model for future collaboration with neighbouring boroughs, particularly Wandsworth.

Richmond Council supports cultural activity in the high street and public spaces through key funding streams such as Civic Pride Fund and the Town Centres Funding, which aims to promote arts and culture in the Borough's high streets.

At a national level culture has been affected by reductions in public funding. Many Trusts and Foundations which have traditionally supported cultural organisations through grants programmes are also operating with reduced funding budgets and there is increased demand for external funding. Cultural organisations in the borough, from national to voluntary, cited securing funding from a range of sources as one of the major challenges facing them in the next four years and competition for fundraising income, including individual giving, is particularly high.

## **PARKS AND OPEN SPACES**

Richmond upon Thames includes 14 villages and stretches both sides of the River Thames, and has the largest area of public open space per head of population of any London borough. Many of Richmond's open spaces are of historic importance including Bushy Park, Richmond Park, Royal Botanic Gardens Kew, Hampton Court gardens, Ham House gardens and the Thames itself. The view from Richmond Hill is protected by statute.

Provision of parks and open spaces is excellent. These parks and open spaces were identified by nearly three quarters of residents as the most important factor in making the area a good place to live in the All in One survey 2010. The Residents Survey 2014 showed that 94% of residents were satisfied with these services.

The Council's Parks Development Team are dedicated to maintain and improving the Borough's parks and are responsible for the management of more than 16,000 street trees and trees in parks and open spaces. They also advise on trees covered by Tree Preservation Orders, those in conservation areas and where trees are affected by development.



There are also around 50 local groups that provide volunteering support to maintain the Borough's parks, offering a wide range of volunteering opportunities for local residents. These groups are strongly supported by the South West London Environment Network, an independent Charity helping people and organisations who protect and enhance the environment.

## **SPORT AND FITNESS**

Richmond upon Thames has a strong sporting tradition. Twickenham Stadium, the home of the Rugby Football Union and one of the premier sporting arenas in the world, is located in the Borough. Club rugby is represented by a number of local clubs and St Mary's University College, which played a key role in the 2012 London Olympics as a training camp, is the national High Performance Endurance Centre for athletics, bringing elite athletes into the Borough to study and train. The Council Sports Development Team works closely with other partners to develop participation and improve standards of performance in sport.

The Borough enjoys a strong voluntary sector with approximately 200 clubs with an estimated overall membership

of 30,000, supported by Sport Richmond. These organisations play a crucial role in increasing health and wellbeing amongst members and also individuals in the wider community. Many of these clubs operate on tight financial margins with sustainability being one of their key challenges.

Richmond scores consistently in the top 6 Sport England Active People scores for adult sports club membership and has a strong commercial sport and fitness sector with an estimated 32,500 members.

Richmond upon Thames has good provision of public sport and fitness centres, currently attracting annual attendances exceeding 1 million to facilities that achieve QUEST (ensuring quality and excellent customer service) status. With over 26 miles of Thames riverbank the Borough is well-provided for in terms of a variety of water sports opportunities.

The 2014 Annual Residents Survey showed that 73% of residents are satisfied with the Borough's sport and fitness services.

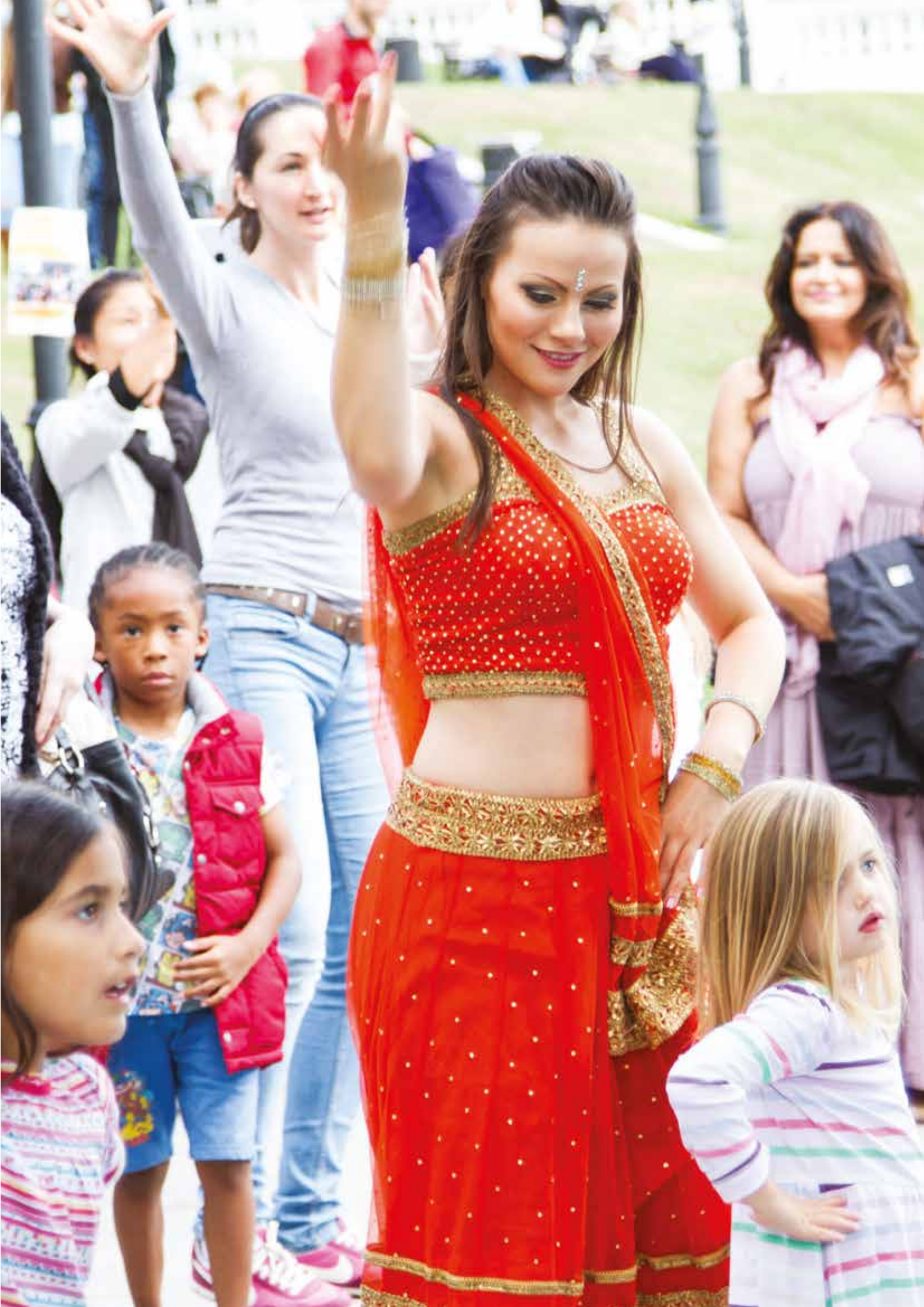
## **HERITAGE**

Richmond upon Thames has a unique historic environment outside of central London and is home to approximately 1,000 listed buildings designed by architects including Christopher Wren, Frank Matcham, James Gibbs, William Chambers, Decimus Burton and Joseph Paxton. English Heritage, the National Trust and the Historic Royal Palaces all have property within the Borough, and heritage attractions include Hampton Court Palace, the remains of Richmond Palace, Ham House, Orleans House Gallery, Strawberry Hill House, Garrick's Temple to Shakespeare, Royal Botanic Gardens, Kew, including Kew Palace, the Palm House and Pagoda and the Palladian villa at Marble Hill, Turner's House, Richmond Park and Richmond Theatre. It is also home to nine different museums and a number of history societies, offering residents and visitors alike access to the Borough's illustrious history. The Borough also houses significant archives, including local studies and the National Archives, based in Kew.

## **ARTS**

The Borough is home to a wide range of arts facilities and organisations including arts centres and six theatres. The Council's Arts Services team manages Orleans House Gallery, supports local arts organisations and artists and delivers a number of arts, drama and music festivals each year including the well-established Richmond upon Thames Literature Festival which has been successfully received for over 23 years. The Borough enjoys a strong voluntary sector with over 100 groups and societies ranging from choral and chamber music, through to contemporary dance and the visual arts. Supported by Arts Richmond, an independent Charity supporting the arts and culture in the Borough, these organisations enrich the cultural offer across the Borough and create many opportunities to participate in as well as watch performances.

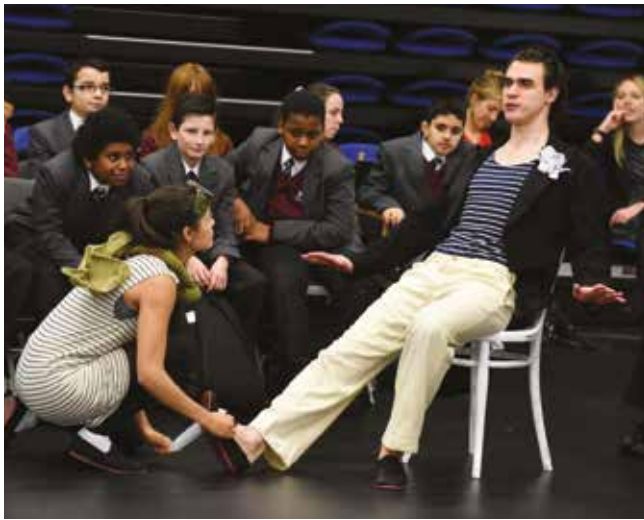












The 2014 Annual Residents Survey showed that 79% of residents are satisfied with the provision of entertainment, museums and art. This has risen by 4 percentage points since the 2013 Annual Residents Survey.

## LIBRARIES

Richmond upon Thames currently operates 12 libraries across the Borough and is committed to maintaining its current level of provision. 54% of residents currently use their local library (Source: Connecting Communities Library Strategy, 2011-14). Levels of use are highest amongst families with children and older people and this is likely to remain the trend in the coming years. Across 2013/14, there were over 1.5 million library visits (in person and online) in the Borough and around 1.2 million books and resources were issued. Richmond Libraries has made significant technological advances including self-service, e books and other online services.

In response to public consultation libraries are also growing their wider programme of cultural events and over 100 events were held in 2013/14, including the Arts Council funded Dance in Libraries programme, in which four site-specific dance residencies took place in four of the Borough libraries.

The Richmond upon Thames Library and Archive Service launched Know Your Place in 2013. Now in its third year, this successful heritage festival has become an established part of the Borough's cultural calendar. Working closely with heritage partners the festival comprises a varied programme of walks, talks, workshops and family activities.

## EDUCATION, LEARNING AND SKILLS

Richmond upon Thames is home to 44 Primary Schools, 9 Secondary Schools and 2 Schools for Special Educational needs. The borough has 4 main providers of further and higher education: Richmond Adult Community College; Richmond upon Thames College; St Mary's University and Richmond University who belong to the Cultural Partnership and support the borough's cultural heritage and traditions through their programmes and specialist facilities.

# OUR GOALS 2015-2019

---



---

## INCREASING INVOLVEMENT

we will widen opportunities for participation in culture for residents and provide opportunities for them to shape cultural services, targeting areas (demographic and geographic) with lower levels of participation.

---

## RAISING AMBITION

we will strive for excellence in our cultural activity and facilities in the Borough, including creating pathways for new talent and supporting organisational resilience.

---

## BUILDING ON OUR SENSE OF PLACE

we will embed culture at the heart of our communities through public spaces, high streets and Village Planning to increase our sense of community and amplify Richmond upon Thames' profile as a cultural centre beyond the Borough.

---





# GOAL 1. INCREASING INVOLVEMENT

The London Borough of Richmond upon Thames already achieves high levels of cultural participation. Despite the current economic climate, with reducing funds for culture at a national level, we are committed to maintaining current levels of participation and the opportunity to increase involvement. There is also a need to ensure participation in all its forms to more fully reflect the diversity of the Borough. For example, the London Borough of Richmond upon Thames is currently the most active Borough in England in terms of adult sports participation. However, there are generally lower participation rates amongst people with disabilities and people living in the uplift areas of the Borough.



Whilst we are committed to increasing the diversity of participants across the sector, the areas of lower participation will vary for different organisations, and priorities will also reflect individual commissions. With an increasingly elderly and ethnically diverse population, many partner organisations will be focusing on developing activities for local communities, including provision for those over 65.

In the culture and sport sectors the importance of engaging younger people to build 'habits for life' is widely accepted and presents an opportunity for coordinated planning and marketing of activities across different organisations, including the School Sports Partnership, Dramatic Edge and Competitive Edge. The Cultural Partnership offers a new opportunity for the arts, heritage, sport and environment sectors to work together around a shared vision and strategic goals. In a Borough with a vast array of cultural opportunities, a substantial proportion of which are provided by smaller organisations and voluntary

groups, we recognise the need to programme and market the cultural offer more coherently to all residents.

Engaging participants and target users in shaping the design and delivery of cultural services will help ensure they are better tailored to residents' needs. Targeted outreach programmes, for example in the Arts and Library sector, will include a focus on engaging non-users.

Currently individual organisations commission user and non-user research. Sharing intelligence and research, as well as experience of user involvement in planning, will better enable organisations to better meet user needs in future. The use of formal consultation and informal feedback, including via Village Planning consultations and engagement exercises and in the All in One Household Survey, will help to ensure that cultural activities are relevant and responsive.

The growing evidence of the benefit of cultural activities for health outcomes means there is an opportunity for the cultural sector to work with partners in Public Health. Loneliness, isolation and dementia are growing issues in the Borough, partly due to having an above average older population. Many in the cultural sector, for example Libraries and Arts are already working with these at risk groups. With the introduction of the Care Act there is now even more interest in the arts being used as prevention strategies as part of public health and wellbeing. The role of sport and physical activity (including dance) in tackling inactivity, a contributory factor in health outcomes, is also critical with 33% of adults in the Borough currently 'inactive' (Sport England, Active People Survey, no. 8, 2015).





## WHAT WILL SUCCESS LOOK LIKE?

- Engagement levels will increase amongst targeted groups including people with disabilities, younger and older people and those residents whose access to culture is more limited.
- Residents say the cultural activities on offer better meet their needs because they have been more involved in shaping opportunities.
- Participation in cultural activities increases quality of life and wellbeing.
- The overall level of participation in cultural activities will be sustained, despite declining public and private sector funding nationally.
- Residents find it easier to find out about cultural activities and will have a better awareness of the range of cultural opportunities in the Borough through co-ordinated marketing, including via Council channels (Visit Richmond website, print guides, Council-run venues/health and community centres).
- Young people in the borough will be actively engaged in culture throughout their education and beyond.

## OUR KEY COMMITMENTS TO ACHIEVING THIS SUCCESS:

- Mapping skills, data and audiences: Through the Orleans House Gallery West London 'Heritage Hub' initiative, the Cultural Partnership will be better placed to collate and share data on users / target users and undertake coherent joint marketing and programming.
- Using digital technology to widen participation: Initiatives including the Richmond card and the new Arts Richmond website will play a key role in raising awareness of the Borough's cultural offer through effective online and digital marketing.
- Using the strategy as inspiration, the Cultural Partnership commit to each delivering one new initiative/provision over the four year period with the aim of reaching new audiences.
- Increase participation in sports by 1% and successfully deliver the legacy of the 2015 Rugby World Cup, through the all schools programme, successful re-development of key facilities including Hampton Academy and the development of girls rugby.
- Working with schools through Dramatic Edge, Competitive Edge and Culture 4 Keeps which encourages cultural engagement for children looked-after, to encourage life-long participation in culture .The Cultural Partnership will continue to provide opportunities for young people to participate in cultural activity and grow their experience and confidence to continue this as they leave education.

## GOAL 2. RAISING AMBITION

The cultural sector does not stand still. Artists, composers, writers and choreographers create new and more ambitious work and digital technology is transforming the way in which cultural experiences are created, presented, distributed, mediated and enjoyed. Museum and heritage professionals develop new ways to explore, interpret and reveal history. Athletes set new records, just as runners participating in Park Run compete to set their own 'personal best' each week.

In terms of digital technology, the pace of change is particularly rapid. The 2014 Annual Residents Survey shows that 91% of the borough are internet users, but this drops to 65% of those aged over 65. The e-book is growing in popularity and downloads for music and film have become commonplace. Residents have indicated that libraries should be at the front of technological developments and public consultation has revealed that improving the range and quality of library stock is the highest priority for library customers.

Excellence of provision is a key driver behind the festivals which the Council's Arts Services teams deliver and whilst residents already enjoy a high quality offer including world-class and national cultural attractions and facilities within our Borough, continuing to focus on excellence is a priority if we are to achieve our two other goals of increasing involvement and building an even stronger sense of place. Over 4.5m people visit the Borough each year, bringing nearly £500 million to our local economy, primarily because of our world-class heritage attractions and physical environment at the Royal Botanic Gardens, Kew, Hampton Court Palace, Richmond Park, Ham House and the River Thames. The Rugby World Cup in 2015 provides a high profile opportunity to capitalise on international visitors and a focus on sport. Within the lifetime of this strategy, the Borough will benefit from the redevelopment of several key cultural facilities following investment from HLF including Strawberry Hill, Turner's House and Kew Gardens, as well as the opening of the community building in Twickenham and Heritage Lottery Fund supported project Transforming Orleans House.

Cultural organisations are operating in a rapidly changing context, and declining public funding for culture is causing major challenges for organisations of all sizes. Working in partnership to share resources and expertise will enable us to increase our awareness of and ability to adapt to new developments in our respective fields and changing audience expectations and behaviours. Areas highlighted through consultations, where collaboration would be most beneficial, included creating joint programmes, such as the current WWI Centenary Programme, the Gardens Festival in 2013 and 'Royal Connections' in 2012, which can be more ambitious and achieve higher impact than individual activities alone.



Volunteer-run organisations play a significant part in the cultural life of the Borough with around 400 arts and sport and fitness clubs offering a wider range of opportunities to tens of thousands of residents each year. Particular areas of support required which were identified through the partner consultation included; marketing and communications; digital technology; income generation; understanding impact and user engagement. Developing more resilient business models is a priority across the sector, and many organisations in the cultural sector see increasing volunteering and establishing new partnerships as essential to achieving this.

Forms of support from the Council that are important to the wider cultural sector include direct commissioning, discretionary rates relief, promotional and marketing support and help to secure licenses and permissions for events and activities.

Within Sport and Fitness, access to specialist facilities for certain sports is critical to facilitate participants moving to the next stage in their level of performance and new facilities are required for martial arts, volleyball and gymnastics, as well as space for large court sports hall that can accommodate competitions for sports for example, basketball and indoor hockey. The Council has recently undertaken a needs assessment of indoor and outdoor facilities and this research will inform future strategy for sports provision and ensure the planning and delivery of indoors sports services responds to the changing needs of residents.



## WHAT WILL SUCCESS LOOK LIKE?

- Ambitious joint programmes which extend the quality and impact beyond what is possible to achieve by individual organisations alone.
- Residents have access to inspiring and improved cultural facilities and high quality public art which also attract visitors from beyond the Borough.
- The workforce of the cultural sector is appropriately skilled, including volunteers, and committed to continuous professional development.
- External groups and organisations find it easier to secure the information, permissions and licenses required to provide cultural activities in the Borough.
- Cultural organisations are making fuller use of digital technology in how they deliver, distribute and market their activities.
- Voluntary sector cultural organisations are better supported to adapt to external opportunities and challenges.
- Residents have access to a range of specialist sports facilities that enable participants to develop their performance and skills to higher levels.

## OUR KEY COMMITMENTS TO ACHIEVING THIS SUCCESS:

- Ambitious joint programmes around national and local anniversaries / themes including: WWI Centenary, 2015 Rugby World Cup, the 50th anniversary of Richmond upon Thames as a London Borough (2015), the 300th anniversary of the birth of Capability Brown (2016) and the 70th anniversary of India's Independence in 2017.
- New and/or renewed additions to the cultural infrastructure of the Borough over the next four years, including spaces, facilities, festivals, public art and building developments, such as the improved Champions Wharf; successful completion of the £3.6 million Transforming Orleans House project, renewed facilities at Garrick's Temple to Shakespeare, Pembroke Lodge, Richmond's Old Town Hall and Twickenham Studios, as well as a new community building including an auditorium with over 300 seats in Twickenham.
- New and improved public sports facilities including facilities as part of the proposed Richmond Education and Enterprise Campus (REEC); a new martial arts centre for Busen Martial Arts and Fitness Centre; new club facilities at Richmond Athletic Association, an extension at Richmond Gymnastics Centre and upgraded fitness suites at public sport and fitness centres.
- Commitment to seeking external funding, building on past success and working jointly with local schools and sports clubs to ensure sports facilities are meeting the demands of local residents and users.
- The Borough will create a new annual Music and Drama Festival, which will engage over 50 local performing arts organisations and 30 borough venues.
- The Borough will remain committed to the ongoing development of the Richmond Literature Festival.
- Support the creation of a new museum celebrating the music heritage of Eel Pie Island.
- The Streets: an ambitious 2 year Arts Council Funded outdoor arts project with a music focus taking place in Twickenham working with 6 other local authorities and internationally renowned music producers Serious.
- The Cultural Partnership will commit to making fuller use of technology through the creation of new digital cultural products; better and more extensive social media and online marketing and undergoing digital training specifically for cultural organisations.
- Skills / talent development: The Cultural Partnership will work in closer partnership with further and higher education Institutions to seek out training opportunities in order to commit to continued professional development of the cultural sector (including volunteers) and, that there is an improved transition from school through to clubs/societies.

## GOAL 3. BUILDING ON OUR SENSE OF PLACE

London is known internationally as a 'cultural capital' because of the richness of its cultural heritage and creative life. The London Borough of Richmond upon Thames shares London's status as a cultural and creative hub, enjoying uniquely high levels and quality of open spaces, riverside, parks, conservation areas and sports facilities. This distinctive combination of natural, historic and cultural resources makes the Borough a very special and popular place to live, study, work and visit. The Residents' Survey reveals very high levels of satisfaction with cultural facilities, including parks and open spaces which over 90% of residents cited as the most important factor in making the area a good place to live.



Participation in cultural life contributes to a sense of community. For example, museums can help visitors and residents interpret the history of the area by encouraging knowledge and understanding which encourage pride and a sense of belonging. By engaging with all sections of the community, museums can also re-tell familiar stories and encourage new understandings and identities to evolve.

The arts, history and quality of the built and open environment are considered hallmarks of the Borough and the commissioning of excellent public art has the potential to support and enhance the Council's commitment to sustaining each of these. Public art has the potential to transform places. It can form an integral part of the public realm, helping to create an increased sense of civic pride and, through the involvement of the local community; public art projects have the potential to create a sense of shared identity across the 14 villages of the Borough, as well as providing the opportunity to celebrate their unique

individual characters. The Arts Service provides guidance and opportunities on the commissioning and maintenance for public art.

Whilst retaining culture's central role in attracting visitors to the Borough, our goal is to embed culture as an integral part of building community life, in particular, the heritage of our physical and built environment.

Volunteering contributes to collective and individual wellbeing, as well as developing useful skills for employment. The Borough benefits from high levels of volunteering with one third of respondents to the Resident's Survey either doing 'a great deal' or 'a fair amount' (Annual Residents' Survey 2014). The scope for increasing volunteering within the Borough appears to be strong. The Annual Residents' Survey 2014 suggests 67% were interested in receiving more information to help them do more to help improve their community or neighbourhood.

Feedback from residents has led to the creation of a Village Planning approach within the Council and cultural organisations recognise the opportunity to engage on a 'village' level to ensure culture is embedded within all our communities, maximising its potential to shape and transform our collective lives.

Equally cultural facilities and assets are a key part of our high streets and town centres, contributing to their distinctive character and ensuring the continued success of the Borough in attracting people to visit, work, live and study here. As global and national pressures are provoking rapid change on our high streets and in our town centres, cultural organisations need to engage with planning and development of these areas. High streets and town centres offer a place where the business and local community can come together; not only through commerce, but also through festivals and events. These have included cultural and seasonal celebrations, for example St George's Day and Christmas, as well as festivals, fairs and markets. Increasingly, both occupied and empty shops are providing opportunities for cultural engagement on the high street. ARThouse on the High Street and the Twickenham Artist Co-operative provide local artists and voluntary business-led groups with the opportunity to exhibit work and engage with their town centres.

In a Borough where property prices are very high, the availability of affordable office, studio and rehearsal spaces and venues is a key challenge facing many cultural organisations. Without artists there is no arts sector, and so supporting access to affordable workspaces and supporting pathways into the cultural and creative industries is critically important; with higher education playing an important role here also.





## WHAT WILL SUCCESS LOOK LIKE?

- Public Art will enhance town and local centres, contributing to the quality of life, sense of local identity and wider profile of the area.
- Residents say the Borough's rich cultural life is an important part of their Village Plans.
- More volunteers are involved in cultural activity.
- Businesses say that the Borough's cultural life is important to attracting customers to the area.
- Cultural and sporting attractions continue to head the list of reasons why visitors come to the Borough.
- Visitors to the Borough engage in a wider range of cultural activities whilst in the area and express a wish to return.

## OUR KEY COMMITMENTS TO ACHIEVING THIS SUCCESS:

- The Cultural Partnership will work together to develop a 'sense of / spirit of place' for Richmond upon Thames, which may result in a unified mission statement for the Borough. This will help the Cultural Partnership to deliver services and provisions in unison and identify how we want to Richmond to be perceived at a local, national and international level.
- Ensuring that the larger heritage sites, Visit Richmond and smaller museums and heritage sites are working together to create the best 'offer' for the 4.5 million tourists that are visiting the Borough each year – including joint marketing; identifying mutual links and signposting shared themes that may move visitors around different attractions more proactively.
- The Cultural Partnership will engage local businesses to help promote Richmond upon Thames as a place and all the culture it has to offer.
- Public Art will continue to develop and organisations will identify areas of the borough which may benefit from a Public Art initiative and respond to this need.
- Organisations will link cultural provision / needs to the Council's Village Planning process, encouraging local communities to think about what their cultural needs are, in order to best serve residents and communities.

# EVALUATION AND NEXT STEPS

---

**The aim of this Strategy is to provide a framework of guiding principles that will inspire the strategies and commitments of all the Cultural Partnership Organisations in the Borough.**

It is the responsibility of the Cultural Partnership to deliver this Cultural Partnership Strategy 2015 – 2019. The Partnership will meet over the next four years to ensure the goals and aims outlined are being met. A Steering Group for the Cultural Partnership will be convened annually to monitor progress of the Cultural Partnership Strategy and its commitments for the next four years. Regular forums within the Cultural Partnership include the Arts Advisory Forum, Sport Richmond, Visit Richmond, Visual Arts Forum, Dance Forum, Heritage Hub Partnership, WWI Steering Group and the Music and Drama Festival Steering Group. These forums will continue to meet regularly and consistently refer back to the commitments to the strategy.

The outcomes of the Cultural Partnership Strategy 2015-2019 will be disseminated in a special meeting of the Cultural Partnership which will be held to discuss what has been achieved and evaluate the progress that has been made.

The Cultural Partnership reports to the Richmond Partnership, and through all of its contributing organisations, is accountable for the successful delivery of this exciting, ambitious plan for culture in Richmond upon Thames.







# CULTURAL PARTNERSHIP STRATEGY 2015 – 2019

## Appendix A: The Cultural Partnership

## Appendix B: Context – Life in the Borough and Key Sources

### Appendix A The Cultural Partnership

Arts Council England  
Arts Richmond  
Barn Elms Sports Trust  
Barnes Eagles Football Club  
Boundless Dance  
BROS Theatre  
BYT Experimental Theatre Group  
Busen Martial Arts & Fitness Centre  
Combination Dance  
Competitive Edge  
Concordia Voices Chamber Choir  
Dramatic Edge (representing Primary and Secondary Schools)  
Eel Pie Museum  
English Heritage, Marble Hill House  
Environment Trust for Richmond upon Thames  
Ethnic Minorities Advocacy Group  
Garrick's Temple to Shakespeare  
Greater London Authority  
Hampton Pool  
Hampton Court Palace  
Hampton Community Mini Soccer & Hampton Youth FC  
Hampton Hill Playhouse  
Hampton Wick Royal Cricket Club  
Harlequins Ladies Rugby Club  
Harlequins RFC  
Heritage Lottery Fund  
Historic Royal Palaces  
Kew Park Rangers Football Club  
Kew & Ham Sports Association  
Kew Wind Orchestra  
LBRUT (including Arts & Culture, Environment, Sports & Fitness, Economic Development, Tourism & Marketing, Corporate Policy)  
Landmark Arts Centre  
Langdon Down Centre  
LBRUT Libraries  
Local Studies Collection  
London Scottish Rugby Club  
Loki Music  
London Wildlife Trust  
London Wetland Centre  
London Sport  
Marble Hill Play Centres  
Museum of Richmond  
National Trust, Ham House  
Old Sorting Office Arts Centre  
Olympic Studios, Barnes  
Optik Theatre  
Orange Tree Theatre  
Orleans House Gallery  
Poet in the City  
Putney Town Rowing Club  
Proactive South  
Richmond Adult Community College  
Richmond Canoe Club  
Richmond upon Thames College  
Richmond Conservation Volunteers  
Richmond Council for Voluntary Services  
Richmond Music Trust  
Richmond Concert Society  
Richmond Orchestra  
Richmond Gymnastics Association  
Richmond Lawn Tennis Club  
Richmond upon Thames Performing Arts Festival  
Richmond Knights Basketball Club  
Richmond Rugby Club  
Richmond Volleyball Club  
Richmond School Sport Partnership  
Rosie Whitney-Fish & Co  
Royal Parks  
Royal Botanical Gardens, Kew  
Rugby Football Union  
Schools at all phases  
Sheen Shufflers Running Club  
Sport Richmond  
South West London Environment Network  
Strawberry Hill House Trust  
Strawberry Hill Golf Club  
Strawberry Hill Bowls Club  
St Mary's University  
Surbiton Croquet Club  
Tamesis Sailing Club  
Teddington Swimming Club  
Thames Handball Club  
Twickenham BID  
Twickenham Museum  
Twickenham Riverside Trust  
Turner's House Trust  
Twickenham Society  
The Hearsam Collection  
The National Archives  
Visit Richmond  
White Lodge Museum  
Whitton Wanderers Football Club  
Will to Win



This list represents key organisations involved in the creation of the Cultural Partnership Strategy 2015-2019. The Cultural Partnership continues to develop and encourage participation from the whole of the cultural sector in Richmond upon Thames.

## Appendix B Life in the Borough

The London Borough of Richmond upon Thames covers an area of 5,000 hectares in South West London and is the only London Borough spanning both sides of the Thames, with river frontage of 21.5 miles. There are 14 'villages', although more than a third of its land is open space, including Richmond Park, Bushy Park and Kew Gardens.

The Borough has a population of around 191,400 people and has the fourth smallest population of all outer London Boroughs (Source: ONS, Annual Mid-year Population Estimates, 2013). Richmond has an aging population; 14.3% of the population are aged over the age of 65, compared to 11.4% for London as a whole (Source: Knowing Our Borough, 2014). Currently in Richmond over 51% of over 75 year-olds live alone (compared to 35% in London) and may be at risk of loneliness and isolation (Source: The Richmond Story 2014 – 2015, Joint Strategic Needs Assessment.)

86% of the population of Richmond upon Thames identify themselves as being of a White or White British background compared to 60% of London as a whole. Ethnic diversity in the Borough is increasing, between 2001 and 2011 the proportion of the population from an ethnic minority background increased from 9% to 14% (Source: ONS, Census 2011) including a growing number of mixed race families.

The London Borough of Richmond upon Thames is a very healthy Borough with increasing life expectancy and low rates of premature mortality. The 'Active People' survey, undertaken by Sport England, has revealed that over half of Richmond adult residents take part in sporting sessions each week, the highest in England. The Borough also has a much better rate of people reporting to be in very good health at 57% than either London (49%) or England (47%). However there are inequalities within the Borough, with lower levels of health being reported in some areas of relative deprivation in Ham, Petersham and Richmond Riverside, Heathfield, Hampton North, Barnes and Hampton Wards. (Source: London Borough of Richmond upon Thames Census Borough Profile, 2013). 11.5% of the population in

Richmond, amounting to 21,447 people, reported that they have a long term health condition or disability that limits their day-to-day activity. This compares to 17.6% of England as a whole (Source: Knowing Our Borough, 2014). It is predicted that 3,082 of people have a learning disability (datarich.info).

According to the 2011 Census, Richmond upon Thames has one of the highest proportion of residents aged between 16 and 64 years with a degree or higher qualification (56.7% compared to the highest of 71.5% in the City of London, followed by 57% in Wandsworth).

In terms of employment, 82.1% of people aged 16-64 in the Borough are economically active compared to 77.4% in London. 69% of the population of Richmond upon Thames work in managerial, professional and technical jobs (ONS annual population survey, 2013-14). Within the Borough, the Creative Industries provide 11,500 jobs, accounting to 16% of the Borough's total (Source: Local Economic Assessment 2010).

## Key Sources

Annual Residents Survey 2014 [https://consultation.richmond.gov.uk/acs/residents\\_2014/supporting\\_documents/Final%20Residents%20Survey%20Report%202014.pdf](https://consultation.richmond.gov.uk/acs/residents_2014/supporting_documents/Final%20Residents%20Survey%20Report%202014.pdf)

Datarich <http://www.datarich.info/>

Knowing Our Borough, 2014, produced by London Borough of Richmond upon Thames <http://www.datarich.info/resource/view?resourceId=192>

The Richmond Story, 2014 – 2015, produced by London Borough of Richmond upon Thames <http://www.datarich.info/jsna/the-richmond-story>

London Borough of Richmond upon Thames Census Borough Profile, 2013 [http://www.richmond.gov.uk/census\\_borough\\_profile\\_2013.pdf](http://www.richmond.gov.uk/census_borough_profile_2013.pdf)

Nomis Web, Official Labour Market Statistics <https://www.nomisweb.co.uk/>

ONS 2011 Census data, [http://www.ons.gov.uk/ons/guide-method/census/2011/index.html?utm\\_source=twitterfeed&utm\\_medium=twitter](http://www.ons.gov.uk/ons/guide-method/census/2011/index.html?utm_source=twitterfeed&utm_medium=twitter)

ONS Annual Mid-year Population Estimates, 2013 <https://www.nomisweb.co.uk/>

NCVO, UK Civil Society Almanac 2013 <http://data.ncvo.org.uk/almanac/3/almanac/voluntary-sector/income-in-focus/how-are-public-sector-spending-cuts-affecting-the-voluntary-sector/>

---

## THE CULTURAL LANDSCAPE IN LONDON BOROUGH OF RICHMOND UPON THAMES OF PUBLICALLY ACCESSIBLE FACILITIES

**1** UNESCO world heritage site (Royal Botanic Gardens, Kew). Over **400** voluntary sports and arts groups. **4** dual-use sport and fitness centres. **3** swimming and fitness centres. **66** playing pitches, including **1** 3G all-weather pitch, **58** tennis courts and **4** bowling greens. **26** miles of Thames riverbank. **6** large town centres; **16** local and neighbourhood centres. **125** council-managed parks and **45** play grounds. **16** Green Flags awarded in 2014. **16** London in Bloom awards, Joint City Winner of Britain in Bloom 2013, Winner of 2014 Communities in Bloom award. **12** country houses, palaces and heritage sites. **9** museums and arts centres. **6** theatres. **3** cinemas. Over **1000** listed buildings in the Borough.



---

## THE IMPACT OF CULTURE IN LONDON BOROUGH OF RICHMOND UPON THAMES

**11,500** Creative Industries jobs. **200** voluntary sport and fitness sector clubs with an estimated overall membership of **30,000**. Commercial sport and fitness sector with an estimated **32,500** members. **MOST ACTIVE** Borough in England in terms of adult sports participation. Over **1** million annual visits to Richmond's public sport and fitness centres and pools. Over **1.5** million library visits (in person and online) in 2013/14. **38,236** active library borrowers (**20.5%** of the population). **500,000** visits to galleries and museums; **460,000** to theatres and performing arts venues, **66%** of residents engaged as participants or audience members in 2008. Every week **3,000** children receive instrumental or singing tuition via Richmond Music Trust in 2008. Richmond Literature festival held over **35** events in 2014 selling over **3000** tickets. **4.5M** visitors per year to the Borough. The **TOP ATTRACTIONS** are cultural; Royal Botanic Gardens, Kew, Hampton Court Palace, Richmond Park, Ham House and the River Thames. Tourism brings **£493M** to the economy annually. Rugby matches attract up to **82,000** visitors per match at Twickenham Stadium.



**Richmond Arts Service**

Orleans House Gallery, Riverside, Twickenham TW1 3DJ  
[www.richmond.gov.uk/cultural\\_partnership](http://www.richmond.gov.uk/cultural_partnership)

---