

# Creative Enfield Volume 1

**Enfield's Arts and Creativity Strategy 2009-13** 

**Vision** 

'Creative Enfield' -

Local access to high quality arts for everyone and Enfield's
Unique contribution to London

Creative Enfield – Borough-wide Arts & Creative Industries Strategy

Cultural Services PO Box 58 Civic Centre Enfield EN1 3XJ

# 'Creative Enfield'

#### **Enfield's Arts and Creativity Strategy 2009-13**

Developed in partnership by Enfield Council, the voluntary sector, community groups, and other stakeholders.

#### **Volumes**

- 1. *Creative Enfield* The Strategy
- 2. Creative Enfield Action Plan
- 3. *Creative Enfield* Management Papers. Documents that helped the formation of the strategy explain the reasoning and expand on some of the issues raised during consultation

#### 1. Introduction

The 'Creative Enfield' strategy will guide the development of the Arts and Creative Industries (also referred to as the arts sector) in Enfield. The strategy is a response to key drivers and the current economic climate. This document provides a clear vision leading to a direction of travel and key priorities, which are underpinned by our knowledge of Enfield and its residents, the state of the Arts and Creative Industries sector in Enfield today, and some thinking around strategic themes that have emerged from consultation.

This document is intended for a broad readership and is set-out in sections which although discrete areas of thinking, the reader will inevitably find connections across the areas as everything is in fact inter-related. The strategy is accompanied by an action plan which will deliver the vision and will be reviewed on an annual basis.

The strategy has been developed in partnership with arts practitioners, teachers, children and young people, Council service departments, representative community groups and networks, members of the Leisure and Cultural Partnership Group (a thematic action group(TAG), of the Enfield Strategic Partnership(ESP)), and local, regional, and national partner and funding organisations. The strategy document has also benefited from 12weeks public consultation which has brought forward the views of the sector, other partners, customers, and those that are not yet customers of the sector.

The process of writing the strategy and the formal public consultation has served to raise the profile of Enfield's arts and creative industries locally and further afield which has lead to the shared vision and action plan.

#### 1.1 Definition and Scope.

'Art *n.* human creative skill or its application; branch of creative activity concerned with production of imitative and imaginative designs and expression of ideas, .....' Oxford Dictionary.

For the purposes of this strategy the following are included:

<u>Performing arts</u>: theatre, musical theatre, drama, dance, comedy, music, opera, street theatre, street dance, combined arts, carnival arts, circus arts;

<u>Visual arts</u>: design and architecture, illustration, photography, crafts, sculpture, installation art, live art performance, public arts - art and the public realm, environmental arts and crafts; Literature and new writing; Digital and computer generated arts; Film and moving image work and animation; and including traditional forms of cultural expression such as folk dancing and music.

<u>Creative industries</u> includes entrepreneurship in any and all of the above forms; and can include fashion and textile design; beauty and hairdressing; design and printing; music recording industry and retail; film production industry, radio and media broadcasting; garden and landscape design may also be included as creative enterprises.

<u>The DCMS definition</u>, the creative industries includes: Advertising, Architecture, Art and Antiques markets, computer and video games, Crafts, Design, Designer fashion, Film and video, Music, Performing arts, Publishing, Software, Television and radio.

<u>Presentation of the arts:</u> the arts and creative sector are shared with audiences and participants through a range of established frameworks eg. exhibitions, performances, concerts, books, events, festivals, museum and gallery displays and collections, screenings, audio formats, broadcasting, or texting and streaming through mobiles, the web, and television.

#### 1.2 Key drivers

'Creative Enfield' will make a significant contribution to the Council's:

- Sustainable Communities Strategy
- Local Area Agreement (2008-2011), 'Building futures, changing lives'
- Enriching Enfield' the Council's (draft) Leisure and Cultural Strategy
- Place Shaping Strategy
- i) Making the best use of the Borough's natural resources, by investment in arts and heritage buildings and nurturing the talents of local people;
- ii) Retaining and improving its pleasant suburban townscapes, by working with local people to preserve, celebrate, and enhance the public realm through the arts and use public spaces for creativity and learning activities, events and festivals; and
- iii) Revitalising its communities and creating new ones where needed, by working with local people to make a living, learn, and look after their families through arts and creative industries activities.
- Business and Improvement Plan 2008-11 through:-

Aim 1: Build prosperous, sustainable communities.

Aim 3: Ensure every child matters and provide high quality education for all.

The vision for culture in Enfield is set out in the Community Strategy, Enfield's future:

'By 2012, Enfield will be a culturally vibrant borough, which celebrates the diversity and heritage of its people and values the contribution of faith communities to the cultural life of the borough. Cultural and creative industries will be developed to bring more employment to the borough and make Enfield an even more attractive place for people to live and work. We will foster the development of vibrant town centres and protect Enfield's environmental heritage. More people will take part in leisure, sporting and cultural activities. We will work to ensure that everyone, including young people, can access a broad range of excellent cultural and leisure services so that they are able to realise their full potential for the benefit of the wider community'.

This strategy is written at a time of recession and all the challenges that that brings to local people in terms of their employment, wellbeing, life opportunities, and expendable income. In this context the Council is seeking to work ever more efficiently through the Leaner programme and good management of resources whilst maintaining excellent standards. The Council's ambition is to a top performing authority, budgets will be very challenging for at least the first two to three years of this plan. This context is a key driver of this strategy in that it emphasises the need to work in partnership, to share resources, and bring partners together to seek new funds and seize opportunities.

The key opportunities for partnership development for the sector are:

- Place Shaping and regeneration
- Community Cohesion and sustainable communities
- Health and Wellbeing agenda
- London Olympic City 2012 and tourism
- Children and Young People's services in commissioning services to meet the demands of the:-

National curriculum changes – greater emphasis on creativity and skills Narrowing the gap – improving achievement

Disabled children's needs

Work with Integrated Services Teams for children and families

Add value to the strategic work of the Children's Area Partnerships(CAPs)

- Add value to Older People taking the lead in culture
- Respond to the London Cultural Strategy by the GLA.

These opportunities are discussed in more depth in the section, Strategic themes. This section will give the reader the background to understand the selected Key Priorities and therefore understand the action plan.

#### 1.3 Inclusion Statement

The borough Council is committed to promoting equality of access to a full range of arts opportunities and services including events and festivals for people of all ages, abilities, cultures and communities and to promoting equality of opportunity within the arts including race, language, religion, disability, age, gender and sexual orientation.

The Council and its partners in the Arts and Creative Industries sector are responsible for ensuring the development and implementation of policies and action plans ensuring equalities of opportunities and access.

This strategy promotes fairer access to all ensuring that the Council can play a key role in seeking to ensure equality of opportunity for all groups. This role is both about remedying problems and potential problems associated with inequity and also about ensuring that arts activities maximises the Council's ability to carry out its duties and priorities such as community cohesion.

Specifically the role of the Council in promoting equalities in the Arts and Creative Industries sector is as follows:

- 1. To undertake the role of 'leader in the community', to advocate on behalf of the whole community and ensure that access to the Arts and Creative Industries sector is widened through audience development.
- 2. To support Arts and Creative Industries activities and opportunities by, providing resources.
- 3. To establish and maintain partnerships to provide Arts and Creative Industries services to local people.
- 4. To recognise and respond to the value of the Arts and Creative Industries and the contribution they make to civic pride, the sense of community and the achievement of wider policy objectives.

#### 2. Vision

#### 'Creative Enfield' -

# local access to high quality arts for everyone and Enfield's unique contribution to London

#### 2.1 Mandate:

By 2013 we want everyone in Enfield to have access to high quality arts and creative industries to enable them to make their living, express themselves, learn throughout life, and be part of the community; furthermore, 'Creative Enfield' will make a unique and an increasing contribution to London as world cultural capital in advance of the 2012 Games and their legacy.

#### 2.2 Core Values:

These core values will help us to test the effectiveness of the strategy, provide a guide to decision making, and to steer implementation of the action plan.

- **1. Creativity** the belief that creativity is in everyone and that we should nurture that latent talent in every child, adult, and in every community.
- **2. Diversity** that the diverse communities of Enfield are our strength, making the Borough distinctive, and that the arts and creative industries should capitalise on the diversity of cultures, interests, and needs.
- **3. Quality** that quality of process, product, and services are of equal importance in the arts and creative industries; and that we will strive for continuous improvement and excellence.
- **4.** Participation and access for all that everyone has the right to be engaged with the arts and creative industries to have opportunities for fun, learning, education, and personal development from the earliest age.
- **5.** Cultural enterprise for communities that communities thrive and grow together through the arts promoting entrepreneurship and small business development.

#### 2.3 'Creative Enfield' will deliver an action plan through 5 key aims:

- **Aim 1** increase engagement with high quality arts and develop audiences to ensure that everyone has opportunities to reach their potential whether leading as an artist or as a participant.
- **Aim 2** create the right framework to enable the sustained growth of creative industries to encourage entrepreneurship and to support the economic wellbeing of local communities.
- **Aim 3** increase the number and improve the quality of facilities for the arts to ensure that the arts infrastructure is fit for purpose and able to support increased participation in local neighbourhoods.
- **Aim 4** develop the public realm through a planned approach to the integration of quality public art and good design, treating the borough area as a 'venue' for the arts and creativity and leading to greater local distinctiveness and civic pride.
- **Aim 5** develop the capacity and raise standards within the sector, artistically and strategically; and increase resources available through partnership working to take advantage of new opportunities, including the sharing of resources to deliver efficient ways of working in a challenging economic climate.

#### 2.4 Objectives:

The objectives are the mechanisms to fulfil the aims above and run through each action.

- Obj1. Break down the barriers to access to the arts to encourage more people to participate in the arts and creative enterprise; with particular focus on young people, families, and older people.
- Obj 2. Use promotional initiatives and marketing campaigns locally and regionally to raise the profile of the sector so that more people are aware of what is on offer and how they can get involved.
- Obj 3. Develop the commissioning role of the Council, and work in partnership, to deliver arts development work that will reach more of our community and utilising the skills of artists and creative people as positive agents for change.
- Obj 4. Support artists, arts organisations, and creative businesses to sustain their best work by a package of training, mentoring, business advice, commissioning, assistance to identify funding, and partnership working.
- Obj 5. Develop the strategic role of arts and cultural venues as creative hubs where the community can join together to celebrate, learn, create and earn a living.
- Obj 6. Work in partnership across the Council, and with private sector landlords where necessary, to ensure that creative industries are enabled to thrive in the borough through effective use of the framework of licensing, rental of premises, charging and grants.
- Obj 7. Work in partnership with the Place Shaping team, and with private sector landlords where necessary, to plan spaces in local neighbourhoods and in town centres where community production, enterprise, experimentation, rehearsal, exhibition, recording, public art and other forms of presentation of the arts and creative industries can take

place.

#### 2.5 Key Priorities:

1. Capital investment in the arts infrastructure will provide:

Venue	Council investment	Other funding	Timeframe
Millfield Arts Centre, Edmonton - House and Theatre refurbishment.	£2.5m	sources	Completion Theatre – 2009. House – Spring 2010.
Forty Hall & Estate, Enfield Complete restoration and development of services - House and related works.	£2.76m	HLF £1.44m (at Stage 2).	Completion Spring 2011.
Complete restoration and development of new services - Estate and parkland.	£1.5m	£1m (at Stage 1).	
Dugdale Centre, Enfield Town prominent, large shop fronted Gallery space, and flexible business/community conference and studio theatre space.	£809,500	n/a	Completion January 2010.

- 2. Olympic Games 2012 and the Cultural Olympiad refocus our events programme to take on the Olympic values, rebrand and provide linkage to the Cultural Olympiad under the banner 'Creative Enfield Festival'; and ensure that all our events are representative of the diverse communities of Enfield; include the development of a carnival for Edmonton.
- 3. Investigate the potential for the establishment of creative industries clusters in our town centres, prioritising:
  - Edmonton Green
  - Palmer's Green/Southgate.
- 4. Develop the strategic role of arts venues through the work of the Children's Area Partnerships(CAPs).
- 5. Develop a Public Art Strategy for the borough including the use of the established 'Percent for Art' principal, use of Section 106, and the new 'Standard Charge' for developments which is anticipated prioritise the A406 corridor and Upper Lee Side areas.
- 6. Work with Place Shaping to establish a case for the use of the 'Standard Charge' to improve the number and quality of facilities for the arts and creative industries.
- 7. Coordinate and promote the Borough's Creative offer to schools to raise standards, help narrow the achievement gap, and meet the demands of the national curriculum.
- 8. Building Schools for the Future (BSF) work with BSF team and Head teachers to ensure that schools are linked into the sector to ensure community cohesion and access to a wider range of opportunities.
- 9. Identify new facilities/spaces for art and creative industries enterprises through Place

Shaping – prioritise Ponders End and Enfield Lock.

- 10. Work in partnership with Visit London and local businesses to develop the Tourism offer for the borough under four strands
  - Heritage
  - Arts and Culture
  - Green tourism
  - Inward investment
- 11. North London Partnership (Enfield, Barnet and Haringey Councils), work together to raise the profile of our services within London and collaborate on strategic projects to develop the sector.
- 12. Work with practitioners and local organisations on a marketing campaign in 'Our Enfield' (Council magazine distributed to all residents of the borough) and through local press to raise the profile of the work of local amateur and voluntary organisations in the sector and increase opportunities for engagement by residents; and establish the need or otherwise for an independent arts network.
- 13. Work with the Libraries and Museums Teams to investigate the potential to open up access to the Boroughs fine art collection.
- 14. To support community cohesion through a planned local, partners, borough and subregional program of events and activity
- 15. The implementation of the % for Culture / Arts scheme in the Borough to cover all major developments. The scheme to follow the national guidelines and to be used for both capital and revenue.
- 16. To create a series of cultural quarters / areas that support studios/ small workshops/live and work spaces and provide through planning the critical mass of activity to enable it to be sustainable.

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### 3. Advocating the Arts and Creative Industries

Art *is* part of everyday life. You may find art as part of the street-scene, in parks, at arts venues, part of school life, in busy shopping centres, in a library, or as part of a health centre etc. There is great potential for the arts to improve the lives and raise the aspirations of local people in Enfield. The arts are a catalyst for positive change and provide social, educational, health, and economic benefits to all our diverse communities, local businesses, families, friends, and visitors.

#### 3.1 Summary of benefits

The arts are beneficial to Enfield communities because they provide opportunities to:-

- i) nurture the **creativity** that is in everyone, including the engagement of young people from the earliest age, encouraging people to make a positive contribution to their community;
- ii) keep **healthy** in mind, body, and spirit, contributing to wellbeing;
- iii) find that essential spark that may unlock a thirst for **learning** which can continue from school and throughout life;
- iv) learn about and appreciate the arts, craft and design from other cultures, places and times contributing to **personal development** and **citizenship**;
- v) **gain skills** and **earn a living** through creative enterprise, encouraging entrepreneurship and independent living;
- vi) socialise and be part of our local communities bringing about a positive impact on **relationships** and a **sense of belonging** to Enfield;
- vii) articulate what matters to us and our families, and to share that with the wider community contributing to **community adhesion and local democracy**;
- viii) enrich the physical environment, shaping the place where we live and improving **local economic sustainability** through business and tourism development.

#### 3.2 Infrastructure development and supporting arts and creative organisations

- i) ChickenShed theatre has an increasing demand for its services and has identified that the company needs more space on site or nearby. ChickenShed are mindful that they could work more in Enfield and are meeting with the Council on a regular basis to develop strategy and actions to increase their influence locally.
- ii) Millfield Arts Centre comprises proscenium theatre and Georgian villa house (Grade II\* Listed) used as a centre for arts and learning. The centre needs investment in customer facilities, major access improvements, and upgrade to IT to meet the demands of growing audiences in Edmonton, the borough and London, (refer to Key Priorities and action plan).
- iii) Forty Hall & Estate is often referred to locally as the 'Jewel in the Crown' of Enfield and it is a priority for investment by the Council. Funding raising is also being pursued at the time of writing. The ambition is to change the place from 'municipal to magnificent'. Plans will develop the site as a significant cultural landscape within London and deliver complete restoration of the buildings and landscape, major improvements to access (parking, pathways, lift within the House, interpretation, learning offer, volunteering etc), provision of flexible spaces for hire, events, exhibition galleries, learning activities, and special projects.
- iv) There are many amateur and voluntary sector community organisations in the borough who are engaged in the arts and creative industries. These organisations represent the diversity of the borough and their role in furthering the positive impact of the arts within the community has great potential. However many of the groups are getting older and recruitment of new members is often difficult.
- v) The creative industries are the largest employing sector in London, employing more people than the financial services sector did before the recession started. The sector is predicted to continue to grow There is potential for the Council to work in partnership and be in contact with these organisations to increase opportunities for local people and to contribute to increased participation levels.
- vi) There is a lack of a cultural venue and very little community space in Enfield Town, this will position will be improved by the open of the Dugdale Centre conference facility and gallery on the ground floor of Thomas Hardy House in January 2010. The new Central Library will open in Enfield Town in spring 2010 and will provide much needed community facilities which will also contribute to the infrastructure for the arts specifically access to literature.
- vii) There is a lack of an arts/cultural venue in the East Enfield Lock, Enfield Highway, Ponders End, Edmonton Green
- viii) The Centre Plus at Bowes opened in 2009 and includes performance facilities, meeting space, and a dance floor. This new facility in providing much needed community space and space for the arts in an area of economic and social need.
- ix) Space for the development and rehearsal of performance work (dance, theatre, music) is limited which is adversely affecting amateur and voluntary organisations, and there is a perception that costs of facilities are not always affordable.

- x) The number of small scale music venues is modest for the size of the borough. There is potential for the development of pubs, halls, and community venues to stage small scale music events.
- xi) There is no professional gallery space and there are only a handful of small temporary spaces to exhibit and sell work. The borough area could sustain a professional visual arts organisation with gallery premises. The Forty Hall development project will provide high quality exhibition spaces throughout the house and the Dugdale Gallery will provide a new purpose built exhibition space. There remains potential to identify a space suitable for exhibition work in the west of the borough.
- xii) There is demand from visual artists and arts organisations for use of shop and commercial premises for creative enterprise or studio space but not the capacity or expertise to manage such ventures.
- xiii) There is a lack of screens to show independent films and films made by local people. The new Dugdale Centre will provide an independent screen to show films by local people, through the North London Film Fund, and through partnerships with other agencies.
- xiv) There is a lack of a resource centre for film, digital work, TV, and music production.

#### 3.3 Strategic themes

These 5 strategic themes underpin the strategy and have helped to link the Core Values together and lead to the key priorities listed above.

- (i) Place Shaping and sustainable vibrant communities
- (ii) Health and Wellbeing
- (iii) Enfield part of London Olympic City and World Cultural Capital
- (iv) Children and young people, schools and learning throughout life.
- (v) Older People leading Enfield's cultural life

#### (i) Place Shaping and sustainable vibrant communities

The arts and creative industries are widely recognised as positive agents of change, helping to shape, design, and improve outcomes for local people through programmes of work that create and promote distinctiveness, enterprise, night-time economy, and community engagement.

The Leisure and Cultural Partnership Group recommended the following for inclusion in the LDF, which was adopted,

- The implementation of the % for Culture / Arts in scheme in the Borough to cover all major developments. The scheme to follow the national guidelines and to be used for both capital (Public art – commissioned and displayed and facilities) as well as revenue (to support festivals/ events and other activity). The scheme to be administered by the Council.
- To develop effective evening economies in Enfield Town/ Edmonton Green/Green Lanes/ Southgate and the use of Industrial Estates for other event locations (Discos).
- To enhance the built environment in terms of design and public art both in the structures/ spaces and in the interior décor. The adoption of the recommendation

- will require the setting out of the process by which advice is sought on the artistic aspects.
- To secure greater inward investment for the sector through the use of land and development by engaging with the major property holders e.g. Thames Water and British Waterways
- To create a network of arts /cultural and sports facilities that relates to the various sections of the community.
- To create a series of cultural quarters / areas that support studios/ small workshops/live and work spaces and provide through planning the critical mass of activity to enable it to be sustainable.
- To support community cohesion through a planned local / borough and sub-regional programme of events and activity.
- To support the diversification of the economy through the implementation of the above that stimulates the arts / sports / leisure and cultural economies.

#### (ii). Health and Wellbeing

The process of forming this strategy has brought forward new projects that develop the linkage between arts and health and potential new partners in the health sector have been identified.

Enfield is already seeing new opportunities to link the arts to better health outcomes for its residents, and the strategy will build on and carry this forward. The Management Papers and Action Plan expand on this.

#### iii) Enfield part of London - Olympic City and World Cultural Capital

The 2012 Olympics and Paralympics Games and the Cultural Olympiad provide a perfect goal for us and to aim high for excellence as the recent DCMS (Dept Culture Media and Sport) McMaster report proposed. The Cultural Olympiad is the national programme to celebrate the build up to the Games through arts, sports, film, heritage projects. The Games, and the Cultural Olympiad will provide a catalyst for participation, audience development, community partnerships, volunteering, and the integration of projects which bring together sports people and artists/performers.

The connections to central London for Edmonton, Enfield, and Southgate are good and provide untapped potential for cultural tourism during the build up to the Games as London welcomes the world. In particular Enfield Town and Southgate are distinctive suburban villages which could benefit from arts development, festivals, creative enterprise, venue development, and public art initiatives as part of place shaping and strategic planning.

Enfield's Eastern corridor and Edmonton are in a prime position and proximity to the Lee Valley and the Olympic Park. The Lee Valley is in some sense an historic and cultural motorway into the Olympic Park. Edmonton is home to many creative and community organisations who are well placed to respond to the foreseeable cultural demands of London to celebrate the Olympic Games. Edmonton and the Lee also provide the all important blend of arts and sports facilities and events which should now develop in readiness for the Games.

Whilst the Games will welcome the world, Enfield will foster its international partnerships to advance this strategy for the arts and creativity. The borough has international partnerships with Twin Towns in the municipalities of:- Gladbeck in the Ruhr in Germany, Courbevoie - suburb in Paris, Halandri - suburb of Athens, and Sariyer - suburb in Istanbul. These

international friendships provide opportunities to access EU funds to develop arts projects based on learning and creativity. Such initiatives will serve to engage local communities in international collaborations and stimulate new thinking about local issues. The Games will provide the goal for such new programmes of work.

#### (iv) Children and young people, schools and learning throughout life.

The arts provide many opportunities for personal and community development through learning. Below are two strategic pathways which link personal learning and achievement to community development and enterprise:-

<u>Pathway 1</u> - learning for the individual in the arts and creative industries provides opportunities for:-

- > Creative learning and personal development.
- > The exploration and celebration of cultural identity.
- > Personal contribution to citizenship and engagement in economic activity.

Any individual may start their journey into this sector through an experience of creative learning through school, college, work, or through a social activity. An experience of creative learning through art, design, performance, technology, and the crafts has the potential to deepen their understanding and learning about their own talents, their cultural identity and their own place in the world. These experiences raise confidence levels in the individual which are self affirming and life enhancing.

The arts and creative industries are a powerful tool for personal expression, learning throughout life, community engagement, participation at local level, and enterprise. In these ways individuals can express their life experiences and their cultural identity leading to healthier and more confident members of society.

<u>Pathway 2</u> - learning for communities in the arts and creative industries provides a sense of place resulting in opportunities for:-

- > The regeneration of communities.
- > The improvement of the public realm through good design and physical planning.
- > The support of communities through social cohesion.

The arts are a creative catalyst for positive and sustainable community learning and change. The social and community regeneration benefits of the arts and creative industries sector are well documented in this country through town planning, public realm, and public art; housing and tenants schemes through arts development projects; neighbourhood artists' residencies; festivals and events development; and artists studio complexes, live/work units, creative industries hubs, and cultural quarters or zones; all tell powerful stories of how communities can be supported and nurtured leading to better planned and more humane environments, lower crime figures, greater CYP participation, intergenerational work, wider community involvement, volunteering, and socially cohesive communities.

#### Skills and Employment

The sector needs support to increase enterprise capacity in the Borough to support individuals into self employment or micro/small businesses and/or access to businesses that are located in central London. City Growth (LDA scheme) was used effectively in Haringey

to support Haringey Arts to establish such a route. We would like to see the growth of SMEs (small medium size enterprises) for the arts and creative industries in the borough.

The challenge is to make sure that this sector has access to and is aware of the business support available through government and non-governmental agencies. The Council provides business support and advice to SMEs and there are a number of grant funds that support project and business development in this sector.

Children's Area Partnerships (CAPs) and the strategic role for arts venues and small arts organisations.

An area approach, CAP's in Enfield's case to arts development and including creative enterprise zoning could make a valued contribution to positive outcomes for children and young people and in turn this will support their families; provide lifelong learning to support independent living; and lead to increased community cohesion and prosperity for the borough. In particular the potential for a more integrated approach to positive activities for children and young people through arts development and creative enterprise zones would provide crime diversionary activities and strengthen partnership policing objectives.

#### (v) Older People leading Enfield's cultural life

Older people in Enfield are leading much of the cultural life of the borough by managing arts and cultural organisations, clubs, amateur dramatic societies, dance schools, music and performing arts schools, visual arts groups, music and poetry groups. Older people are leading much of the time by volunteering, they give their time, talents, energy and expertise. This work is not limited to programmes for older people by older people, in fact older people do a great deal to nurture young talent through extended schools, clubs, associations, and children's groups.

This strategy will see the strengthening of an already good relationship between the Council and the Over 50s Forum and other older people's organisations to ensure that we assist people in living independent and fulfilling lives.

#### 4. Conclusion

The three volumes associated with this strategy provided an overview of what is happening in the arts and creative industries sector, set a strategic direction and provides an action plan for the development of the arts and creative industry sector in Enfield. It has highlighted the main areas of public policy in relation to the sector. This strategy is written at a time of huge change in the economy; increasing mobility and diversity of the population of Enfield; the opportunities posed in the preparations to stage the 2012 Olympic Games; changes within the arts and creative sector, within schools and the curriculum.

Enfield can boast not only a rich creative heritage but also many achievements today in the arts and creative industries from the success of our venues eg Chicken Shed Theatre in the West, Millfield Arts Centre in the East; and Forty Hall & Estate in the North; Edmonton Green emerging as a cultural centre in the East; a new flexible community performance space and Museum in Enfield Town at Thomas Hardy House; and a wide variety of arts programmes in local neighbourhoods including environmental arts, school improvement projects, arts and disability projects, festivals and events.

Area management for children's services(Children's Area Partnerships - CAPs), work with schools, and Building Schools for the Future(BSF) present great potential for partnership working so that our venues and arts organisations can reach more people in local neighbourhoods. Specifically, through area partnership working arts and cultural venues and independent arts organisations should come together and emerge as a borough-wide infrastructure for the arts. In so doing the arts and cultural sector in Enfield could more easily maximise opportunities within North London and the region leading to increased participation and growth of audiences.

The arts and creative sector should form strong partnerships so that resources, efforts, and results can be maximised in this difficult economic climate. The sector also needs marketing as a whole to ensure that the cultural offer of the borough is coordinated and made more visible within London in readiness to take advantage of increased promotion to international and home visitor markets we move toward 2012 and beyond.

A fresh approach to partnership working will be needed to capitalise on the role of the arts in regeneration programmes, and this will mean closer working between private sector sponsors, private developers, Small-Medium Enterprises (SME), educators, schools, planners, community development, and economic development professionals.

The arts and creative sector must engage more with the Place Shaping agenda so that community engagement through the arts truly plays a role in the development of distinctive places. Art and the Public Realm are key areas for increased activity in Enfield.

Arts centres and theatres should play an increasing role in the revitalisation of town centres and support for local neighbourhoods, especially in areas of greatest need. This strategy will see an investment programme at Millfield Arts Centre and relaunch of services to the community; growth of partnership working with ChickenShed; and the emergence of Edmonton Green as a cultural centre as well as a retail centre. There is potential for more strategic linkage between the work of the London Development Agency(LDA), the skills training sector, and the Cultural sector to move people into more education, training or employment in Enfield. There is also potential for closer working between the arts sector, the PCT and the NHS to improve physical and mental health outcomes for local people.

The arts and creative industries sector can help schools to make more lasting connections to the wider community by inviting teachers and young people to experience the arts live

and in the flesh, by providing first hand experience of art being made, and by assisting schools to share their creativity with local communities through public performances, broadcasts, events, festivals, or exhibitions. The government's new initiative to promote Learning Outside of the Classroom (LOtC) places emphasis on getting out and exploring, seeing and experiencing the world around us for ourselves. The resources to achieve this 'requirement' upon schools are on our doorsteps. The arts in Enfield are perfectly placed to provide live and engaging opportunities to experience the environment, our venues, and meet our artists, and arts organisations. Building Schools for the Future(BSF) aims to plan these opportunities for wider community use into school buildings from the outset and as part of the government's 'Transformation of Learning' agenda.

A joint action plan is needed between key arts organisations in the borough who work regularly in schools, with Council services, and including the library service to ensure that the arts and creativity become the right of every child in Enfield. This approach should provide opportunities for every child in the borough.

It is in the nature of artists, performers, and creative industry entrepreneurs to see opportunities and find new ways to grow their art and increase participation levels. The next few years will provide many exciting challenges and opportunities for the arts and creative sector in Enfield borough. Our vision of Creative Enfield – as a place where everyone will have access to the arts and creative industries, to make their living, express themselves, learn throughout life, and be part of the community is both desirable and achievable provided the sector works closely in partnership together and with other key providers and funders.

'Creative Enfield' will make a positive difference to the cultural life of the borough by 2013 contributing to community development and cohesion, providing a sense of place and distinctiveness, and making a unique and an increasing contribution to London's cultural life.

## 5 Monitoring progress of the strategy

The strategy themes and the action plan will be monitored through the Service Plan for the Cultural Team and will be monitored by the Leisure and Cultural Partnership Group which is a Thematic Action Group(TAG) in turn part of the Enfield Strategic Partnership. The action plan will deliver against national performance indicators (NIs) and local performance indicators and will contribute to the Local Area Agreement (LAA).