

**367,100 Creatives**

## **Ealing's Manifesto for Creative Change**

**Turbocharging arts, culture and creative industries**

**inspiring**

**more creative people,**

**more creative communities and**

**more creative places**



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### 1) FOREWORD BY CLLR. JASBIR ANAND, Cabinet Member for Thriving Communities



**Ealing's art and culture is both historic and cutting edge.** Both rich and incredibly diverse. Imbibing the talent and traditions of the wonderfully diverse communities that make our seven towns what they are.

Ealing was many things: the home of British film (Ealing Studios); the home of Loud (the iconic Marshall amp); the home of London Mela and the centre of its Bhangra scene; the cradle of British Rock Music (the Ealing Club).

Since then and in the 10 years since our previous cultural strategy was developed, there have been significant changes impacting the cultural landscape. And so, to ensure that Ealing will still be at the forefront of British arts and culture in the future, we have developed this dynamic Cultural Manifesto and Action Plan.

**Ealing has much to be proud of.** Our diverse communities (54% population from ethnic minorities/160 languages spoken), vibrant town centres, excellent schools, transport links, parks and open spaces make it a great place to live, work and visit.

Ealing is amazing, but we know it can change for the better too. Our priorities are, bringing good well-paid jobs back to the borough; real climate action; and relentlessly tackling the inequalities that hold people back from achieving their aspirations. We want to secure a new economy for, and a new relationship with the people of the borough, to unlock the potential and the creativity of our communities and our towns.

How we will meet those ambitions is articulated in our council Plan 2022-2026. And this Cultural Manifesto will further support that. Because we know that arts and culture cuts across many areas of the council (regeneration, economic growth, health & wellbeing, bringing diverse communities together).

**Why a manifesto?** We didn't want a glossy brochure that would gather dust on shelves, rather a bold and ambitious statement that inspires continuing activism and change. Therefore, we created '367,100 Creatives' for all of our 367,100 residents, for our creatives and for the creative sector; to send a strong signal to our partners and funders; and to show the rest of the world the creativity of Ealing, Southall, Hanwell, Greenford, Acton, Perivale and Northolt.

**The council's role** will be to convene, connect, enable, facilitate, broker, support capacity and skills, and to provide oversight and the bigger picture; to make it easier for the arts and culture sector and communities to make things happen for themselves.

Through an evidence-based approach, the Cultural Manifesto seeks to optimise the contribution of arts and culture towards bringing people and pride to our highstreets; supporting local businesses; creating jobs in the creative and digital industries; inspire education; support place making, place shaping, place keeping and regeneration; contribute to health wellbeing and happiness; and foster understanding and connections between communities. But as a council, we also stand up for the intrinsic value of the arts, not just the instrumental benefits.

**Over the past years we have already achieved great things** and this Cultural Manifesto will only accelerate that step change, with support from our partners and funders.

With support from Arts Council England, English Heritage and National Lottery Heritage Fund, the council invested in its heritage buildings Gunnersbury Park Museum and Pitzhanger Manor and Gallery. With funding from A New Direction's Challenge London fund, we set up a Cultural Education Partnership to ensure all our children and young people have access to great art. We now have an Arts Charter for our schools. During the pandemic, we distributed £0.5m in grants, specifically to support our creative and digital industries sectors. Last year, the Mayor of London announced a new accredited Creative Enterprise Zone in North Acton & Park Royal.

Arts and culture are important to us. Which is why our overall Council Plan already has some ambitious deliverables: diversify our festivals and events programmes, a state-of-the-art arts centre, and becoming a London Borough of Culture.

**This Cultural Manifesto** will further help with cross-council working and it will turbocharge the multiple impacts of culture.

This Culture Manifesto and Action Plan will result in more creative people, more creative places and more creative communities. It will help address geographic and other inequalities across our seven towns. It will support the growth of our borough's cultural sector in a more joined-up and strategic way, realising long term benefits.

I hope you are as impressed and inspired by it as I am.

A handwritten signature in black ink, appearing to be 'A. M.', enclosed in a simple oval shape.

## 2) **The speed read**

### **A Cultural Manifesto and action plan for the next five years**

Through this Cultural Manifesto, Ealing wants to start acting like and being a ‘borough of culture,’ by weaving culture through everything we do based on localised decision-making. Based on our values of inclusivity and community empowerment, our ambitious plans were developed together with the arts and culture sector; specifically with a Culture Task Group of diverse sector representatives, recruited through an open call. The manifesto and our action plan also respond to findings of our borough-wide arts & culture survey 2022. Rather than ask people to come to us, we travelled with a creative installation to each of our seven towns, to encourage local communities to respond to the survey. We brought focus groups together, including young people, people with learning difficulties, and a snapshot of our wonderfully diverse communities, including groups whose first language is Punjabi, Arab, Somali or Polish.

### **How the Cultural Manifesto responds to the Council Plan**

The Cultural Manifesto and Action Plan provide a framework for achieving the council’s ambitions around arts and culture articulated in the Council Plan 2022-26:

- Turbocharge the creative spirit of Ealing, by securing and investing at least £1m in community and grassroots art, music, dance and culture, secure our status as west London’s leading borough of culture and work with the community and creative industries to deliver a new state of the art performing arts centre within the borough.

- Bring even greater diversity to our festivals and events, ensuring that there is something for everyone in our borough, bringing communities from all backgrounds together, involving community organisations and deliver a major festival to celebrate the Queen's Platinum Jubilee.

The Cultural Manifesto also strongly links to the borough's three key priorities:

- Fighting inequality:
- Creating good jobs:
- Tackling the climate crisis:

### **Empowering local people and activism**

Our flagship project is to set up seven Culture Hubs, to address geographic inequity across our seven towns, and to turbocharge the multiple impacts of culture. This means creating and supporting a local community of practice. You may call them ambassadors, activists, catalysts or change-makers, to drive decisions around arts and culture in their locality, informed by local need and relevance. We commit to each of our seven towns having at least one a fit-for-purpose space to make and see art and to act as a local Culture Hub.

### **Collaboration**

This manifesto is about enhancing connections and enhancing capabilities.

Culture should influence all our services and be embedded in everything we do. This includes culture-led regeneration; culture to be key in economic recovery and bringing people and pride back to our high streets; requirements for culture embedded in council planning and policies such as Community Infrastructure Levy. Turbocharging Ealing's creative capabilities will be achieved by working together across council departments; build connections between creative employers and the education sector; local communities and the creative sector working together with the council; the creative sector collaborating better with each other; and all of us connecting with and influencing national agencies and organisations.

We will work with the developer community to provide affordable creative workspaces, contribute to cultural capacity-building, create Culture Hubs and realise the state-of-the art arts centre that Ealing deserves.

### **A 'new heritage'**

Ealing has a cultural heritage of national importance, including the iconic Ealing Film Studios; Sir John Soane's Pitzhanger Manor; the largest community theatre in Britain The Questors Theatre (the first theatre to be newly built in England after the Second World); The Ealing Club where The Rolling Stones was formed; the roots of British Bhangra in Southall; Martinware pottery; The Huntleys Bogle L'Ouverture publishers and bookshop in West Ealing promoting Black and Asian writing; and Gunnersbury Park Museum, recently becoming an Arts Council National Portfolio Organisation.

Whilst celebrating all that this manifesto is about creating a 'new heritage' for Ealing, based on community pride, and raising the profile of arts, culture, creativity and the creative and digital industries, to create a buzz to attract people across our diverse and exciting communities to experience the rich cultures. A dynamic example is our new Creative Enterprise Zone in North Acton and Park Royal, helping to make visible an almost 'underground' innovative interchange between industry and creatives.

### **Equality and diversity**

This manifesto will ensure that the wonderful diversity of Ealing is reflected in the art, culture and creativity that is visible and accessible. We will ensure our festival and events offer is more than Jazz and Blues and encompasses a range of art forms and genres that are both innovative, of the highest calibre and relevant to our communities. Our Cultural Education Partnership aims to ensure that all children and young people, whatever their background or whichever town of Ealing they live in, have access to high quality cultural experiences.

One of those children who grew up and went to school in Ealing is the celebrated, award-winning film maker Sir Steve McQueen. This manifesto wants to make sure that if there is a young Sir Steve out there, that their talent is spotted, supported, and given all the chances to flourish.



### 3) HOW WE GOT HERE (methodology)

#### Why?

The council's previous Ealing Arts and Cultural Strategy 2013-18 needed updating.

Some of the things we want to achieve for arts and culture in Ealing include:

- Policies for ensuring affordable creative workspaces and ensuring delivery of affordable creative workspace across the borough, building on the recommendations set out in the Industrious Ealing Affordable Workspace Study.
- Establishing hubs for collaboration, culture/community and for local cultural decision-making:
  - To support creative re-use of vacant or underutilised properties across our seven towns.
  - To support meanwhile use activities that build momentum and pave the way for permanent cultural activity and uses.
  - To work with developers and planning regulations to create new cultural spaces.
- Having an evidence base of cultural, social and economic impact of arts and culture to support inclusion in the new Ealing Council Local Plan with requirements for new developments to contribute through CIL to local arts and culture
- A budget would allow us to better empower, connect, upskill and support our wonderful wealth of community arts organisations and community festivals, for example with a small grants scheme
- Being in a strong position to apply for London Borough of Culture for 2025 (if the scheme is still ongoing)
- Being a better advocate for and make visible the great work that is currently happening (for example a dedicated What's On website, newsletters, social media, etc)

- A cultural education that is of high quality and accessible to all and ensuring all children and young people, regardless their background or where they live, can have access to high-quality local arts opportunities and are supported to pursue careers in the arts. For example, through further developing the work of our Cultural Education Partnership (with a network of schools' art leads, a schools' arts charter for schools to sign up to, youth hubs in each Ealing town).

To achieve these, we need to build our evidence-base and articulate the strong ambitions of Ealing's creative sector so that there is clear visibility, focus and direction for residents, the Ealing Creative sector and the council.

COVID-19 has had a devastating impact on culture and the creative and night-time industries but has also shown the invaluable contribution that culture can make to revitalise places, support economic recovery and bring connection and solace to our communities.

We therefore decided to develop a cultural manifesto and cultural renewal plan/action plan, rather than a cultural strategy that might sit on the shelves as a glossy brochure. The manifesto should mean ongoing activism; the launch is just beginning. We want continuing activations, installations and artistic expressions of the manifesto across each of the seven towns after the cultural manifesto launch.

## **Aims**

- A vision and action plan for Ealing that achieves a step-change in the growth, resilience and sustainability of our creative economy and skills sectors. Support localised growth in our seven towns and achieve community togetherness through a more joined-up and strategic way of working.
  - to promote excellence and accessibility in our arts, culture and heritage offer and
  - to ensure creativity permeates our sense of place and identity.
- As the manifesto is co-created with and co-owned by the cultural sector, the aim is that all creatives and cultural organisations recognise themselves in the cultural manifesto,
  - that it relates to them and their practice,
  - that they can clearly see their place within it and the actions they can enact.
- It should also support the organisations' 'businesses, for example giving greater visibility, showing funders the wider strategic vision and ambitions their work forms part of, helping to connect with new partners and using the cultural manifesto logo.

## Principles

- Cultural democracy/democracy of cultures: reflecting all cultures of Ealing/protected characteristics/geographic equity
- Co-authored and co-owned by the culture sector
- Inclusion of Youth Voice

## Methodology

The following outlines the eight steps of the engagement and consultation approach in the forming of the Cultural Manifesto.

Step1: Mapping through updating the GLA Cultural Infrastructure Plan

Step 2: Consultation and engagement through our arts and culture survey 2022

Step 3: To democratically inform the manifesto and to ensure that we don't just reach 'the usual suspects' with a council consultation, we also reached out through:

- 3 pilot Youth Collectives in Acton, Greenford and Northolt. To reach a more diverse range of youth voice and young people that the council would otherwise not reach.

- a creative installation that travelled to all seven Towns and Park Royal, acting as an icebreaker, a conversation starter, an innovative intervention to reach people that would otherwise not engage.

Step 4: To ensure that the cultural manifesto is informed by a wide range of voices, we set up a Culture Task Group, a diverse group of external stakeholders who act as a steering group to co-develop the manifesto. The group consists of large and small organisations as well as individual artists and creative practitioners from across all Ealing towns.

The purpose of the Culture Task Group was to co-decide on processes and to steer the content of the Cultural Manifesto. The group is a task-and-finish group, i.e., set up solely to support and steer the development of the Cultural Manifesto.

Step 5: A cross council group was set up to feedback and input in the drafting, to ensure that the action plans reads across service areas and directorates.

Step 6: Further feedback and consultation: During the drafting stages, further feedback was sought from external specialists, including a panel of academics at University of West London and external specialist/consultant Adriana Marques, Head of Cultural Strategy for Thamesmead at Peabody.

Step 7: During drafting, five further focus groups were set up in January 2023, with the South Asian, Somali and Arab community in Southall; African Caribbean group in Acton; Syrian and Afghan groups in North Acton and West Ealing; young people group in Northolt/Greenford; Polish community group.

Step 8: A schools' video competition was launched in January 2023 around the relevance of the Cultural Manifesto for young people. 1 minute video submissions invited on 'how does the manifesto relate to me, my generation, my school'.

### **Measuring success and evaluation:**

This Cultural Manifesto has been produced to enable the development of cultural infrastructure, capacity and skills within the borough; to be provided for by the council and the cultural sector in a planned and coordinated way that meets the needs of Ealing's population and satisfies areas of greatest demand.

It is proposed that the Culture Task Group, which was set up to co-develop the Cultural Manifesto, will review the Cultural Strategy Action Plan on an annual basis. The findings of this review will be reported to the wider Ealing Arts & Culture Network and to the council. Each review will compare achievements against priorities, taking account of changes in circumstances and potential new opportunities. An annual review will allow any slippage to be recognised and priorities re-timetabled accordingly.

A comprehensive review of the Cultural Manifesto and Action Plan will also need to be undertaken in 2027 to allow sufficient time for a subsequent strategy/manifesto to be produced.

## **4) What is... (definitions of art, culture, creativity, creative and digital industries)**

### **ART**

- Something that is created with imagination and skill and that is beautiful or that expresses important ideas or feelings.
- A diverse range of human activity, and resulting product, which involves creative or imaginative talent expressive of technical proficiency, beauty, emotional power, or conceptual ideas.

### **THE ARTS**

- Cultural business sector: The arts and culture sector refer to those areas of activity associated with the following artforms: collections, combined arts, dance, libraries, literature, museums, music, theatre and the visual arts.
- Painting, sculpture, music, theatre, literature, etc, considered as a group of activities done by people with skill and imagination

### **ART AND CULTURE**

ART is the vehicle for human activity to create and experiment, be bold and innovative, inspire, make people think and lift spirits, and CULTURE is the environment in which all that can take place – it's the unique petri dish in which art can flourish, a place that can itself be developed, nurtured, cherished and invested in.

## **CULTURE**

- Culture is the result of that creative process: we encounter it in the world, in museums and libraries, theatres and galleries, carnivals and concert halls, festivals and digital spaces. (ACE)
- The term culture is broad and means many things to different people. Definitions include “the manifestation of human intellectual attainment,” and the “total of the shared aims and values of a group of people.”
- the beliefs, customs, arts, etc., of a particular society, group, place, or time (“today’s youth culture”)
- A particular society that has its own beliefs, ways of life, art, etc. (“ancient culture, other cultures”)
- A way of thinking, behaving, or working that exists in a place or organization (“a culture of success”)
- Artistic activities (music, theatre, painting, etc.)
- Appreciation and knowledge of music, theatre, painting, etc. (“she is a person of culture”)

## **Creativity**

Creativity is the process by which, either individually or with others, we make something new: a work of art, or a reimagining of an existing work.

## **THE CREATIVE AND DIGITAL INDUSTRIES**

Creative and Digital Industries business sector: Those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property (DCMS)

There are thirteen sub-sectors under the term ‘creative industries’ and these are: advertising; architecture; the art and antiques market; crafts; design; designer fashion; film and video; interactive leisure software; music; the performing arts; publishing; software and computer games; and television and radio.

## **QUOTES ABOUT ART**

- The world is only as free as it allows its artists to be.

Rick Rubin

- Art is not a mirror held up to reality, but a hammer with which to shape it.

Karl Marx/Berthold Brecht, 1898-1956

- You can't use up creativity. The more you use, the more you have.

Maya Angelou

- A true artist is not one who is inspired but one who inspires others

Salvador Dali

- Take the risk or lose the chance

Tupac Shakur

- Art is anything you can get away with

Andy Warhol

- Inhale possibility, exhale creativity

Laura Jaworski

- The most honest form of filmmaking is to make a film for yourself

Peter Jackson

- Art is the journey of a free soul

Jenna Webb

- The Eye is not satisfied at seeing

Jennifer Packer

- I don't listen to what art critics say. I don't know anybody who needs a critic to find out what art is

Jean Michel Basquiat

- Be who you are and say what you feel because those who mind don't matter and those who matter don't mind."

Dr. Seuss

- Art enables us to find ourselves and lose ourselves at the same time.

Thomas Merton

- Art is chaos taking shape

Pablo Picasso

- Every time I have had a problem, I have confronted it with the axe of art.

Yayoi Kusama

- Every child is an artist; the problem is staying an artist when you grow up

Pablo Picasso

- Learn the rules like a pro so you can break them like an artist

Pablo Picasso

- Life is art. Art is life. I never separate it.

Ai Weiwei

- Art isn't everything. It's just about everything.

Gertrude Stein

- Art is accusation, expression, passion.

Günther Grass

- If you ask me what I came to do in this world, I, an artist, will answer you: I am here to live out loud.

Émile Zola.

- Art is not what you see, but what you make others see.

Edgar Degas

- Creativity is contagious, pass it on.

Albert Einstein

- Artists are just children who refuse to put down their crayons.

Al Hirschfeld

- It is only when we are no longer fearful that we begin to create.

J. M. W. Turner



## 5) WE HEARD (Arts and Culture Survey 2022 summary results)



AC survey results  
visual updated.pdf

### Arts and culture 2022 survey summary

Large majority of survey respondents finds arts extremely important - Majority reason: benefits my wellbeing

Cinema, workshops, community art is what most are engaged in

Majority consumed culture outside borough apart from festivals, participatory/community/after schools

Suggestions for festivals: Children festival, more broader family festival, wider music genres, theatre, open air cinema

Music performing opportunities in pubs, restaurants etc. good suggestion

78.7% of participants take part in Arts, culture and creative activity.

The most common reason why people don't take part in any arts, cultural or creative activities is due to lack of time.

The most popular artform is Music.

The majority of participants take part in arts and culture as part of an audience in comparison to participation or as a creator.

More people participate in Arts outside of the borough than within the borough.

54% of respondents attend Ealing Summer Festivals (ESF), Jazz being the most popular followed by Comedy and Blues.

Top improvement suggestions for ESF:

- Diversity (e.g., race, class, interest and music style).
- Price of Tickets.
- Marketing/comms.

Top reasons why people don't attend ESF:

- Lack of time
- Unaware
- Not interested

The survey respondents felt only 'moderately' informed about arts and culture in Ealing.

The survey respondents find Arts and culture 'moderately' important.

The majority of survey respondents find out about arts and culture in Ealing through word of mouth followed by Ealing Council publications and social media.

Over 70% of survey respondents strongly agree with the following:

- Arts, culture, and creativity are important to inspire and bring diverse communities together.

- Young people should have more opportunities to engage in arts, culture, and creativity.
- Cultural education should be supported more in schools.

The Majority category (36%) of survey respondents is 'somewhat satisfied' with arts and culture in Ealing

Top things currently missing from the creative and leisure offer in Ealing:

- More venues (e.g., cinema/theatre).
- creative/performance space/hub for artists.
- Calendar of events/more events.
- More opportunities to participate.
- opportunities for children and young people
- More diversity.
- Need for a what's on website

69% of survey respondents think Ealing should apply to become a London Borough of Culture, the Mayor of London's award programme.

Top 3 areas in which survey respondents would like Ealing's Borough of Culture programme to make the most difference:

- Celebrate and bring together people from Ealing's diverse communities.
- Provide financial support to local artists and arts organisations so they can organise events/ activities locally.
- Help schools to provide more opportunities for pupils to attend live music, theatre, art exhibitions, etc.

Strongest message through the survey: lack of diversity

There is geographic inequity as well

More needs to be done for disabled, elderly, unwaged

## 6) WE KNOW (value and impact of culture)

Arts and culture can illuminate our inner lives and enrich our emotional world as well as positively impact on our economy, health, wellbeing, society and education. It is important we recognise this impact to help people think of our arts and culture for what they are: a strategic national resource.

[The value of arts and culture to people and society an evidence review.pdf \(artscouncil.org.uk\)](https://www.artscouncil.org.uk/publications/the-value-of-arts-and-culture-to-people-and-society-an-evidence-review.pdf)

### COUNCIL PRIORITY FIGHTING INEQUALITY:

#### CULTURAL LEARNING

statistically significant examples of arts and culture having a positive impact on: Education: by increasing cognitive abilities, improving early language attainment, and improving attainment in literacy and maths.

Instrumental outcomes that cultural learning delivers:

- Participation in structured arts activities can increase cognitive abilities by 17%
- Learning through arts and culture can improve attainment in Maths & English
- Learning through arts and culture develops skills and behaviour that lead children to do better in school.
- Students from low-income families who take part in arts activities at school are three times more likely to get a degree

- Employability of students who study arts subjects is higher and they are more likely to stay in employment
- Students from low-income families who engage in the arts at school are twice as likely to volunteer
- Students from low-income families who engage in the arts at school are 20% more likely to vote as young adults
- Young offenders who take part in arts activities are 18% less likely to re-offend
- Children who take part in arts activities in the home during their early years are ahead in reading and Maths at age nine
- People who take part in the arts are 38% more likely to report good health

(Key Research Findings: the case for Cultural Learning – Cultural Learning Alliance)

## **HEALTH AND WELLBEING**

Statistically proven positive impact on health and wellbeing: by improving subjective wellbeing, reducing loneliness, alleviating depression and anxiety, and having a positive impact on specific health conditions including dementia and Parkinson's disease (A 2014 impact study and evidence review by Arts Council England)

- Those who had attended a cultural place or event in the previous 12 months were almost 60 per cent more likely to report good health compared to those who had not.
- People who engage in the arts, or visit heritage sites, libraries or museums are all more likely to report good health, and that this translates into annual savings to the NHS from reduced GP visits and reduced use of mental health (psychotherapy) services.
- Arts engagement can improve mental health, help with the self-management of long-term health conditions, promote healthy ageing, tackle health inequalities and begin to address obesity.
- Arts on prescription is a vital part of social prescribing, providing participatory creative activities that help to restore people's mental and physical health and generate cost savings.

[All-Party Parliamentary Group on Arts, Health and Wellbeing \(culturehealthandwellbeing.org.uk\)](http://culturehealthandwellbeing.org.uk)

## **SOCIETY/COMMUNITY**

Statistically proven positive impact on civic society: by increasing volunteering, reducing social exclusion and increasing community cohesion.

(A 2014 impact study and evidence review by Arts Council England)

- Strong evidence that participation in the arts can contribute to community cohesion, reduce social exclusion and isolation, and/or make communities feel safer and stronger. Employability of students who study arts subjects is higher and they are more likely to stay in employment.

## COUNCIL PRIORITY CREATING GOOD JOBS:

### PLACE

Statistically significant impact on local economies: by revitalising places, drawing in visitors, attracting and retaining businesses, creating jobs, and developing skills and talent

- One local authority evidenced that festivals make a significant contribution both to promoting the place where they occur and to developing audiences for other cultural events. As a result of attending festival events, 64% of audience members felt more positive about the place where the festivals took place
  - Positive impact of creative workspace on local residential property values:
    - Values in creative clusters outperformed the London average by 4.4% per annum over ten years.
    - Values in creative clusters in the Thames Estuary outperformed the area average by 3.3% per annum over five years.
- [210047\\_210915\\_CreativeWorkspace\\_FinalReport\\_LowRes\\_Spreads-1.pdf \(creativelandtrust.org\)](#)

### CREATIVE INDUSTRIES-economy and jobs

- The creative economy is estimated to provide one in six jobs in London and the creative industries generate around £47 billion for the London economy. It is also one of London's fastest growing sectors.  
[Supporting Culture and Creative Industries | LGOV \(london.gov.uk\)](#)
- for every £1 of turnover that art and culture generate 51p of gross value is added to the economy (2015 report)

- In addition: London's creative industries boost the capital's economy by spending £40bn per year within their supply chain  
[Multi-billion impact of London's creative industries | London City Hall](#)
- Every job in London's creative industries supports an additional 0.75 of a job in the wider economy
- In terms of percentage of growth, the CDI sectors show the biggest growth potential of all sectors in West London. The current 6-year forecast to 2025 is 1.4% growth, against an average of 0.5%: the highest of all sectors! (Oxford Economics report for WLA 2020)  
[Impact of Coronavirus on West London, Oxford Economics, June 2020 - West London Alliance \(wla.london\)](#)
- 2018 figures show the Creative industries are now worth over £111.7bn in Gross Value Added (GVA) to the UK – more than £35 billion more than the automotive, life sciences, aerospace and oil and gas industries combined.  
It grew by 7.4% in real terms over the 2017-2018 period, compared to a 1.4% rate of growth for the economy as a whole. More than double!
- According to the latest estimates the creative economy is generating £9.6m an hour.
- Research from Nesta concluded that creative employment, constituting around 24 per cent of the workforce, and of these jobs, found that 87 percent are at low or no risk of automation
- Creative industry jobs increased by 5 per cent in 2016 – four times faster than the national average – and now account for 6 per cent of all UK jobs

## FILM

- The UK's Film and TV industry grew 9% year-on-year in the 3 months to August 2019 whilst the overall economy grew just 0.3%.  
Overall
- Growth of TV, film and animation industry: By 2032, there is an estimated need in the UK of between 800,000 - 1.2 million square feet of additional studios.
- Inward Investment into animation has doubled in the past three years alone and is worth around £29 million per year.

## COUNCIL PRIORITY TACKLING CLIMATE CHANGE

### HOW CULTURE IS COMBATting CLIMATE CHANGE

- Organisations are making sustainable energy choices – 54% have installed energy efficient lighting and controls and 32% of purchased electricity is on a green tariff contract.
  - A new, creative ecology is emerging – 47% are trailing sustainable production or exhibition methods and 30% are with banks that invest in social and environmental projects
  - Sustainability is powering creative expression – 50% developed new creative or artistic opportunities as a result of environmental initiatives and 49% have produced, programmed or curated work on environmental themes.
  - Business communication is changing – 70% actively promote virtual communications technology as an alternative to travelling
- [How culture is combating climate change | Arts Council England](#)





## 7) **WE HAVE (our building blocks: significant people, places, art works, events, practice, organisations)**

### **Part 1:**

**Snapshot of significant people, places, art works, events, practice - past and present**

### **People**

#### **Steve McQueen (Hanwell)**

Award winning British filmmaker and video artist. Of Grenadian and Trinidadian descent. Grew up and attended school in Hanwell.

#### **Gurinder Chadha (Southall)**

Grew up in Southall. Film director (Bend it like Beckham)

#### **John McVie (Ealing)**

English bass guitarist, best known as a member of the rock band Fleetwood Mac. Born in Ealing and attended Walpole Grammar School

### **Jay Kay (Ealing)**

Founding member and lead vocalist of the jazz-funk band Jamiroquai. Attended school in Acton. Played some of his first gigs in Ealing.

### **Murray Perahia (Ealing)**

American pianist and conductor and is widely considered as one of the greatest living pianists. Lives in Ealing.

### **Julian Clary (Ealing)**

English comedian, actor, presenter and novelist. Went to School in Ealing. Regular contributor to Ealing Comedy Festival.

### **Shappi Khorrnsandi (Ealing)**

Stand-up comedian and author. Grew up in Ealing after leaving Iran.

### **Sanjeev Bhaskar (Ealing)**

English comedian, actor and television presenter, best known for his work in the BBC Two sketch comedy series Goodness Gracious Me and star of the sitcom The Kumars at No. 42. Born in Ealing.

### **Jim Marshall (Hanwell)**

Creator of Marshall amps

### **Mel Giedroyc**

Actor, comedian and TV presenter. Lives in Ealing

### **The Magic Numbers (Hanwell)**

British band that met while growing up in Hanwell. Their debut album was shortlisted for the Mercury Music Prize in 2005.

### **Konnie Huq (Ealing)**

Television and radio presenter; screenwriter and children's author. The longest serving female presenter of Blue Peter! Lives in Ealing with husband Charlie Brooker.

### **Charlie Brooker (Ealing)**

Presenter, writer and producer. Lives in Ealing with wife Konnie Huq.

### **Eric and Jessica Huntley (Hanwell)**

Activists, campaigners, educators and authors. Established one of the first Black publishing houses (Bogle L'Ouverture) and bookshops (The Walter Rodney Bookshop) in Ealing. The Huntleys also set up a supplementary school in the area to address the educational inequalities between white children and children of colour.

### **Kuljit Bhamra (Southall)**

Producer, Composer and Tabla player. Best known as one of the record producers who pioneered the British Bhangra sound. Grew up in Southall.

### **The Rolling Stones (Ealing)**

Ealing Club, originally opened in January 1959 as the 'Ealing Jazz Club', changing its name when it became London's first regular rhythm and blues venue. It was here that Mick Jagger and Keith Richards were introduced to Brian Jones, which led to the formation of The Rolling Stones who first played here in April 1962.

### **The Who (Acton)**

Considered one of the most influential rock bands of the 20th century.  
Birthplace of all members. All except Keith Moon went to school in Acton.

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### **Jamal Edwards (Acton)**

Music entrepreneur, DJ and founder of online R&B/Hip-Hop platform SB.TV. Attended Acton High School and later Ealing Green College.

### **Freddy Mercury (Ealing)**

Born Farrokh Bulsara in Zanzibar to Parsi-Indian parents. Lead vocalist of the rock band Queen and regarded as one of the greatest rock music singers. Studied at Ealing Art College.

### **Dusty Springfield (Ealing)**

Leading British soul singer of the twentieth century. Lived in West Ealing during the 1950s; attended School in Northfields and later worked at a department store in Ealing Broadway.

### **Sid James (Ealing)**

A character and comic actor born into a Jewish family in then-British South Africa, best known for his numerous roles in the Carry On series. Lived in Gunnersbury Avenue.

### **Alan Rickman (Acton)**

English actor and director. Had an illustrious career, including as Severus Snape in Harry Potter. Born and raised in Acton.

### **Earl Cameron (Acton)**

A Bermudian actor who, along with Cy Grant, was one of the first Black actors to break the "colour bar" in the United Kingdom. With his appearance in 1951's Pool of London, Cameron became one of the first Black actors to take up a starring role in a British film after Paul Robeson, Nina Mae McKinney and Elisabeth Welch in the 1930s. Lived in west Acton in the mid-1960s.

### **William Perkin (Greenford)**

Perkin was the inventor of the first artificial purple dye in 1856. Had a factory in north Greenford where this crucial ingredient for the fashion industry was produced.

### **John Soane (Ealing)**

Architect who designed the only grade I secular building in the borough, Pitzhanger Manor, as his country house.

### **Marion Wallace-Dunlop (Ealing)**

Scottish author and artist. She was also the first and most well-known Suffragette to go on hunger strike. Lived in Ealing.

### **MISTY IN ROOTS**

A British roots reggae band formed in Southall, London, in the mid-1970s. Their first album was 1979's Live at the Counter Eurovision, a record full of Rastafarian songs. It was championed by BBC Radio 1 DJ John Peel, helping to bring roots reggae to a white audience.

### **Premi Johal**

A Southall-based bhangra band founded by singer/poet Johal Premi in 1981 with toombi player and poet Pali Cheema.

## **Places**

### **Pitzhanger Manor (Ealing)**

Sir John Soane was an apprentice for architect Charles Dance at Pitzhanger Manor and subsequently bought it for his family home in 1800 for £4,500. He walked regularly from Ealing to his central London home. The house stayed in private hands until it was sold in 1900 to Ealing Council. It then housed a public library, and later a gallery. A major conservation project restoring grade I listed Pitzhanger Manor and Gallery to Soane's original designs was completed in 2019.

### **Gunnersbury Park Museum (Acton)**

Gunnersbury Park was a landed estate owned by the Rothschild family in the nineteenth and early twentieth centuries and composed of two mansions as well as parkland. Redeveloped in 2019, currently comprises of a local history museum for Ealing and Hounslow, 22 Grade II listed buildings, sports hub, park land.

### **The Questors Theatre (Ealing)**

The largest community theatre in Britain. The first theatre to be newly built in England after the Second World War to a then revolutionary design.

### **The Ealing Club**

From 1962-1966 a small basement room opposite Ealing Broadway Station was at the centre of the British rock scene, The Ealing Club, also known as Ealing Jazz Club and Ealing Blues Club. The Rolling Stones met and played their second gig at the club, which also hosted The Who, Cream, Fleetwood Mac, Manfred Mann, Jimi Hendrix Experience. Larger venues quickly took over the venue was converted into a casino and then a nightclub, now known as The Red Room.

### **Bogle l'Ouverture bookshop (Ealing-West Ealing)**

This bookshop in West Ealing was owned and run by Eric and Jessica Huntley and was one of the first bookshops in Britain to sell books about Black history, culture. It was named after a Haitian revolutionary, later renamed The Walter Rodney bookshop.

### **Ealing Studios**

Based at the famous white house in Ealing since 1910, it is the oldest film studios still in operation in the world and the birthplace of thousands of recorded hours of creativity and entertainment. At the forefront of media innovation, the Studios have launched many of Britain's greatest dramas. Today, the Studios have stages, workshops and all the facilities to support modern content creation.

### **Southall Manor House (Southall)**

Southall's oldest building

### **Wharncliffe Viaduct (Hanwell)**

Designed by Brunel, this viaduct allows the Great Western Railway to pass over the Brent Valley between Hanwell and Southall.

### **Windmill Bridge (Hanwell)**

Known as Three Bridges. After a plan by Brunel. It may be unique in the fact that it is the junction of road, rail and canal, with the railway line on the flat, then a bridge for the canal over it and another bridge over the waterway (two bridges in all).

### **Hanwell Community Centre (Hanwell)**

Also known as the Cuckoo School. Charlie Chaplin was at the school between 1896 and 1898. Now a community centre.

### **Hoover building (Perivale)**

Built in the art deco style on the Western Avenue.

### **Northala Fields (Northolt)**

Opened in 2008. The site includes four conical mounds that were made from waste from the original Wembley stadium and White City developments.

## **Practice**

### **Groundcourse (Ealing)**

An experimental art foundation created by Roy Ascott at Ealing Art College. Infamous methods included students being subjected to continuous flashes of extreme light and darkness in the lecture theatre and let loose to stumble over a floor covered with marbles. Graduates include Stephen Willats and Pete Townshend.

### **The Martin brothers (Southall)**

Four remarkable craftsmen, Robert, Wallace, Edwin and Charles, who worked in Southall from 1877 in a pottery by the canal. They created hand crafted and highly artistic pottery for sale in their shop in Brownlow Road, Holborn. One of their most famous creations are the grotesque owl shaped tobacco jars called Wally Birds, after Robert Wallace Martin, the elder brother.

### **Southall style of Bhangra with the group Alaap (Southall)**

The success of Teri Chinni De Sitare has been linked to the emergence of professional British Bhangra bands that along with Alaap have been dubbed the 'Southall sound', such as Herra and Holle. Their songs were used in the films Yari Jatt Di (1984), Dil, and Hatya.

### **Hanwell Carnival (Hanwell)**

A candle-lit cycle procession in 1898 was the first Hanwell Carnival, now believed to be the oldest in London.

### **DesiHits (Acton)**

Terry Mardi's studios Trust Towers in Acton where the who's-who of Desi music came to record media and podcasts and launch music to be heard in 80 countries around and world. It was called DesiHits! It was also where the first ever Asian iTunes store in the world was born; uploading over 250,000 bhangra, Bollywood and Urban Desi songs.

## **Artwork and events**

### **Acton Mural Trail**

A trail of 23 artworks by international and local artists.

### **Ealing Summer Festivals**

Ealing Jazz & Blues Festivals began in the 1980s in Walpole Park and have now expanded to include other entertainment such as comedy, the Ealing Beer Festival and the New Gen youth Festival; all under the umbrella of Ealing Summer Festivals.

### **Hanwell, Greenford and Acton Carnivals**

These carnivals include street processions culminating in entertainment in local parks.

### **Vaisakhi, Eid, Diwali, London Mela**

These Asian festivals have been celebrated locally with street parades and gatherings in parks from at least the 1970s.

### **Hanwell Hootie**

The largest free one-day music festival in London



## **Part 2: Ealing's current cultural infrastructure**

**WE have:**

**Hundreds of creative spaces**

**Thousands of professional artists**

**Hundreds of thousands of creatives**

**167,100 residents – 167,100 creatives**

Actone cinema

Ealing Project

Artification

OPEN Ealing

Ealing Club CIC

The Questors Theatre

Gunnersbury Park Museum

Pitzhanger Manor & Gallery

Hanwell Cavern

Impact Theatre

Ealing Symphony Orchestra

Ealing Writing Trail

UFO Steelband

Punjabi Theatre Academy

Talking and Exploring

Innovation Dance

Ealing Chamber Music Club (Perivale)

Ealing Choral Society  
Ealing Common Choir  
Ealing Youth Orchestra  
Ealing Youth Jazz Orchestra  
Petros Singers  
Northfields Morris  
Music at ST MARY'S Perivale  
Rebels & Pilgrims  
A Look Into  
JG Gallery  
Acton Unframed  
Ealing Street Dance  
Society Academy Dance  
Elevate Arts  
Russell Maliphant Dance Company  
Cody Studios  
Bhangra Dance London  
West London Art Factory  
Gorst Road Studios  
Killa Studios  
Queensrollahouse  
Standard Studios  
The Old Substation Makers  
Artistic Spaces  
Excelsior Studios  
Stewkley House  
SET affordable creative workspaces

Open Havelock  
St Bernard's Chapel  
Ealing Studios  
Black Island Studios  
Ever Shot Studios AKA Warple Studios  
LH2 Studios  
Versa Studios  
Garden Studios  
Ravenor Farm Studios  
Sunrise radio  
Westside radio  
Desi radio  
Blue Box Studios  
Cooking Vinyl  
Far Out Recordings  
Konnnect Studios  
Panic Music  
UWL London School of Film, Media and Design  
UWL London College of Music  
MET Film School  
West London College  
A.P.P.L.E  
Bollo Brook Youth Club  
Descendants  
Jamal Edwards Delve  
WAPPY  
Hanwell carnival

Greenford carnival

Acton carnival

Hanwell Hootie

Ealing Summer Festivals (Jazz, Blues, comedy, beer festival)

Ealing Film Festival

Ealing Music and Film Festival

Eid, Diwali, Vaisakhi,

Cultural Education Partnership

Park Royal Design District

Republic of Park Royal (a grouping of creative studios)

BEAT arts trail

Ealing Arts and Leisure

Ealing Arts & Culture Network

## 8) WE WANT

LAYER 1 - OUR SLOGANS		LAYER 2 - WE KNOW, WE HEARD, WE WANT	LAYER 3 – WHAT WE WILL DELIVER
<p><b>1. more access</b></p>	<p><b>for arts in Ealing</b></p>	<p><b>1. DIVERSE, INCLUSIVE, RELEVANT</b> Ealing is the third most ethnically diverse area in the country with around 160 languages spoken. This is a strength that needs to be reflected and represented in our creative activities.</p> <p><b>WE WANT TO FIGHT INEQUALITY</b></p> <ul style="list-style-type: none"> <li>• Rise up against inequality: prevent discrimination and promote equality and diversity for people from all protected characteristic groups defined in the Equality Act 2010 – including age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.</li> <li>• Promote greater diversity in terms of artistic outputs, audiences and workforce</li> <li>• Against geographic inequity: no cultural deserts in any of our seven towns</li> </ul> <p><b>WE WANT YOU TO KNOW HOW TO GET INTO THE ARTS</b></p>	<ul style="list-style-type: none"> <li>• Work with key organisations like Pitzhanger Manor &amp; Gallery, Gunnersbury Park Museum, London Transport Museum Acton Depot towards borough-wide outreach and outposts</li> <li>• Diversify Ealing’s festivals and events programme by supporting diverse community festivals</li> <li>• Together with our cultural sector partners: Targeted initiatives to remove barriers for the unwaged, people with disabilities, elderly, young, global majority</li> <li>• Reach out to special interest groups</li> </ul> <ul style="list-style-type: none"> <li>• Further establish our Ealing Cultural Education Partnership so that all children and young people (0-25), in and out of school contexts, regardless of background and where in Ealing they live, have access to high quality cultural experiences, can develop their talent and are supported to pursue careers in the creative and digital industries.</li> </ul> <p>( <a href="#">Cultural Education Partnership (CEP)</a>   <a href="#">Cultural Education Partnership (CEP)</a>   <a href="#">Ealing Council</a> )</p> <ul style="list-style-type: none"> <li>• Improve working together across council departments, to better reach those that face barriers</li> <li>• Better advertise diverse career pathways through formal and informal routes, including a volunteer offer</li> <li>• Scope collaborative opportunities and funding for creative wellbeing projects and social prescribing</li> </ul>

		<ul style="list-style-type: none"> <li>• Accessible inroads for all at any age</li> <li>• Demand an exceptional creative education</li> </ul> <p><b>WE WANT</b> to empower everyone to be creative- 367,100 artists of Ealing</p> <ul style="list-style-type: none"> <li>• Empower all our 367,100 residents to see creativity as an everyday exercise and not something out of reach. Empower and energise communities to drive creative interventions locally</li> <li>• Enable a cultural democracy regarding who decides what kind of art is seen and by whom.</li> </ul>	<ul style="list-style-type: none"> <li>• Work with our arts organisations and festivals to grow, measure, segment and diversify audiences through Audience Agency surveys and reports, so that smarter audience development plans can be developed by our cultural sector to attract more people, people new to the arts/people that currently don't engage, a wider range of people</li> <li>• In each of Ealing's seven towns, set up and support a Culture Hub: a community of practice for local co-creating and decision-making; to encourage local leadership and activism and make sure the offer responds to local needs and is relevant to local communities. Work with partners to broker at least one fit-for-purpose space per town to act as a physical Culture Hub focal point. A local workshops, skills and employment offer relevant to local communities.</li> </ul>
<p><b>2. more places</b></p>	<p><b>for arts in Ealing</b></p>	<p><b>2. ART ON PEOPLE'S DOORSTEPS</b></p> <p>Ealing is the third largest London borough in population, yet we have limited traditional cultural infrastructure such as arts centres or music venues. This means people travel out for cultural consumption. <b>We want</b> to flip this by making sure art can happen everywhere in Ealing.</p> <ul style="list-style-type: none"> <li>• Build a cultural offer in less-usual spaces such as shopping centres, empty premises, roof tops, car parks, outdoor spaces.</li> <li>• Cultural activation events to grow the role of arts and culture towards bringing people and pride back to our high streets; further kickstart a thriving and safe 24-hour economy; support economic recovery.</li> <li>• Elevate Ealing as the major festivals' borough</li> </ul>	<ul style="list-style-type: none"> <li>• In each of Ealing's seven towns, set up and support a Culture Hub: a community of practice for local co-creating and decision-making; to encourage local leadership and activism and make sure the offer responds to local needs and is relevant to local communities. Work with partners to broker at least one fit-for-purpose space per town to act as a physical Culture Hub focal point. Transform local spaces with cultural interventions and activation.</li> <li>• Work with partners to develop plans for a state-of-the-art arts centre/music venue for Ealing, working with developers on possible mixed uses (e.g., leisure centre, residential and film production studios)</li> <li>• Ensure high-level political and executive support for culture-led regeneration; culture to be key in economic recovery; requirements for culture being embedded in council planning and policies such as Community Infrastructure Levy.</li> <li>• Ensure the work of the council is informed by research and data, providing a case for the multiple impacts of culture; economic, wellbeing, social. Provide evidence and examples that creative places create wider value for communities and developers.</li> <li>• Search out funding sources for smaller-scale artistic activations and interventions, particularly around town centre regeneration, through an open call for proposals</li> <li>• Encourage public art, including murals, installations, window vinyl, projections, sculpture parks, light installations</li> <li>• Make murals an Ealing USP and expand the Acton Mural Trail to other areas</li> </ul>

3. more support	for arts in Ealing	<ul style="list-style-type: none"> <li>• Call for creating and protecting affordable creative workspaces and arts venues</li> <li>• Protect and let thrive heritage assets</li> </ul>	<ul style="list-style-type: none"> <li>• Initiate closer collaboration with TFL and Network Rail regarding art around stations</li> <li>• Revise Ealing’s events policy and diversify the Ealing Summer Festivals offer beyond Jazz, Blues and Comedy. Reconsider what festivals should be directly delivered by the council. Advertise a year-round festivals calendar of national renown whilst supporting our wealth of community festivals through a formalised support offer (that may include equipment hire at reduced rates, marketing and funding support, access to volunteer groups, guidance around environmental sustainability and audience development)</li> <li>• Develop an affordable workspace policy to include creative workspaces</li> <li>• Map free/underused/meanwhile spaces that can be used for arts and culture</li> <li>• Map demand for creative spaces and develop a brokerage system between the two</li> <li>• Scope funding sources to preserve and let thrive heritage assets</li> <li>• Scope opportunities for consortia activating buildings like Hanwell Community Centre and Southall Manor House and locations in Southall, Northolt and Greenford in particular</li> </ul>
		<p><b>3. <i>ADVOCATE, COMMUNICATE, CELEBRATE</i></b></p> <p><b>We want</b> to build a better evidence base to show the different ways arts and culture add value to help attract external cross-sector and internal cross-departmental council funding.</p> <ul style="list-style-type: none"> <li>• Passionately instil better understanding in the value of creativity (including health &amp; wellbeing, social value, community value, cultural capital, economic impact, academic learning)</li> <li>• Advocate for the recognition of the strategic value of investing in culture and highlight the key role the creative and digital industries have for the future success, diversity and resilience of Ealing’s local economy</li> </ul>	<ul style="list-style-type: none"> <li>• Better track and communicate impact, achievements and change</li> <li>• Develop metrics for Audience segmentation, economic impact reports and social value measures</li> <li>• Develop narrative collation that shows wide range of impacts of creativity on health and well-being.</li> <li>• Capitalise on cross-sector funding opportunities by building capacity for the Arts &amp; Culture team to research and apply for funding opportunities (for example around arts and health projects, disadvantaged young people, climate emergency, community cohesion, diversity in the public realm) as well as capacity to raise funding</li> <li>• Widely distribute this Cultural Manifesto and action plan</li> <li>• Publish the results of our Arts &amp; Culture survey 2022</li> <li>• Align with priorities of other council departments and the Council Plan to pool resources</li> <li>• Work with relevant council departments to ensure requirements for culture are part of planning obligations for new developments; through CIL and demanding cultural anchor tenants for major developments.</li> <li>• Consider the current festival &amp; events delivery model and optimise commercial, grants and sponsorship income from Park hires</li> <li>• Apply to ACE and GLA for funding that benefits to whole cultural sector growth</li> </ul>

		<ul style="list-style-type: none"> <li>• Arts and culture to be embedded in council planning and policies</li> <li>• Support our cultural sector to better fundraise and develop resilient business models</li> <li>• Attract funding sources for the council to help grow and boost the Ealing creative sector.</li> <li>• Seeing is believing - shout louder and prouder: make sure residents know about what's on offer, through a variety of formats, media and languages</li> <li>• Celebrate Ealing's unique heritage and identity and lay solid groundwork for a flourishing, unique and spectacular 'new heritage'</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to sensitively build the groundwork for a Mayor of London 'London Borough of Culture' application</li> <li>• Work with partners to find a solution to advertise the borough-wide cultural offer via a one-stop shop website, dedicated social media campaigns, regular newsletters and video messages.</li> <li>• Make Ealing an official 'Music City' <a href="#">Music Cities Resilience Handbook — Sound Diplomacy</a></li> <li>• Organised art tours across the borough for inward investment stakeholders</li> <li>• Quarterly Arts &amp; Culture Service video messages</li> <li>• Better synergy with platforms such as Good for Ealing (new inward investment brand)</li> <li>• Develop an interactive arts map of Ealing's past and current creativity through the ages</li> <li>• Develop a borough-wide diverse histories-heritage project to include all periods and practices (can be boards, exhibitions, murals, vinyl art, maps, walking tours, YouTube and Tik Tok videos, projections, plaques, trails, a pack/brochure, events), showing rich history and heritage including diverse Ealing people, places, events, art works, art form and practice</li> </ul>
<p><b>4. more collaboration</b></p>	<p><b>for arts in Ealing</b></p>	<p><b>4. CONNECT, GALVANISE, COLLABORATE</b></p> <p>Many good things are happening in Ealing, yet too often in isolated silos. <b>We want</b> great things to happen through collaboration.</p> <ul style="list-style-type: none"> <li>• Galvanise and better connect artistic organisations and communities through brokerage and networks. (Including connecting outside Ealing and across sectors)</li> <li>• Encourage collaborative working to increase both individual and communal impact</li> </ul>	<ul style="list-style-type: none"> <li>• In each of Ealing's seven towns, set up and support a Culture Hub: a community of practice for local co-creating and decision-making; to encourage local leadership and activism and make sure the offer responds to local needs and is relevant to local communities. Work with partners to broker at least one fit-for-purpose space per town to act as a physical Culture Hub focal point. Better connect local culture change-makers with local communities to ensure a co-developed, relevant arts offer. The 7 hubs collectively complete the jigsaw and form Ealing's creative web.</li> <li>• Generate opportunities for arts groups to connect meaningfully with each other by further developing and growing the Ealing Arts &amp; Culture Network (EA&amp;CN) as a genuine peer support, skills development, signposting network</li> <li>• Scope opportunities with partners to develop a culture brokerage site (connecting offer and demand)</li> <li>• Further grow and energise the Ealing Cultural Education Partnership's 'Network of Ealing Arts Leads' (NEAL) in collaboration with University of West London's Teacher Lates (add website link to CEP)</li> <li>• Explore projects that can physically connect places (such as an Uxbridge Road Festival, a Canal Festival)</li> <li>• Culture Café coffee mornings of the Arts and Culture team for external creative sector people and council employees</li> </ul>



			<ul style="list-style-type: none"> <li>• Capitalising on the arts &amp; Culture team’s strong sector knowledge, networks and connections, build capacity of the Arts &amp; Culture service to further grow its role as a connector and enabler, particularly with national organisations and ACE NPOs</li> <li>• Collaborate across sectors, particularly with the health sector to support arts &amp; health/creative wellbeing projects</li> </ul>
<p><b>5. more sustainability</b></p>	<p><b>for arts in Ealing</b></p>	<p><b>5. GOOD GROWTH, RESILIENCE, HAPPY AND HEALTHY COMMUNITIES</b></p> <p>The creative and digital industries (CDI) is a wide-ranging sector taking in music, performing arts, visual arts, crafts, film, TV, animation, visual effects, video, radio, photography, video games, virtual and extended reality, museums, galleries and heritage, publishing, libraries, design, architecture, advertising.</p> <p>In terms of percentage of growth, the CDI sectors show the biggest growth potential of all sectors in West London.</p> <p><b>We want</b> the CDI sectors to become key drivers to stimulate economic growth, thriving places and happy and healthy communities</p> <ul style="list-style-type: none"> <li>• Maximise opportunities towards a sustainable cultural economy and creative industries that are environmentally responsible</li> </ul>	<ul style="list-style-type: none"> <li>• Scope the commission of a Creative and Digital Industries (CDI) mapping report including supply chains, leading to a CDI sector and space plan for a more dynamic and diverse Ealing economy, inform inward investment planning and look at potential of clustering</li> <li>• Work with the North Acton and Park Royal Creative Enterprise Zone (CEZ) to develop a pipeline of learning, skills development and employment within and outside traditional routes (shadowing, internships, volunteering, work placements, mentoring, apprenticeships, formal education, other routes)</li> <li>• Set up a series of film panel events with employers and trainers, to further develop Ealing’s film and TV sector, and further support career development and networking.</li> <li>• Collaborate with Creative and Cultural Skills, ScreenSkills and Film support organisations such as BFI, Into Film and Film London to develop a clear skills pipeline in the TV/film industries</li> <li>• More cross-council linking up and pooling of resources to build on existing business support schemes and business sector forums, to better support career pathways</li> <li>• Ensure the sustainability of the CEP past 2025</li> <li>• Further expand on and distribute the CEP career videos</li> </ul>

		<ul style="list-style-type: none"> <li>• Communicate that jobs in the Creative and Digital Industries can be a genuinely attractive career choice</li> </ul>	
<p><b>6. more ambition</b></p>	<p><b>for arts in Ealing</b></p>	<p><b>6. INNOVATIVE, INSPIRING, AUTHENTIC</b></p> <p>Ealing can celebrate a unique heritage, not least around film and music. <b>We want</b> to build on that with a ‘new heritage,’ achieved through empowering our seven Ealing towns with local decision making.</p> <ul style="list-style-type: none"> <li>• Build on excellence by growing local knowledge and capacity to deliver high-quality, cutting-edge and relevant cultural activities.</li> <li>• Attract ambitious cultural innovators and talent and collaborate with national institutions</li> </ul>	<ul style="list-style-type: none"> <li>• In each of Ealing’s seven towns, set up and support a Culture Hub: a community of practice for local co-creating and decision-making; to encourage local leadership and activism and make sure the offer responds to local needs and is relevant to local communities. Work with partners to broker at least one fit-for-purpose space per town to act as a physical Culture Hub focal point. Local and world class art works.</li> <li>• Apply to the Mayor’s London Borough of Culture Scheme</li> <li>• Incubate new projects that put Ealing on the cultural map</li> <li>• Offer practice and business support</li> <li>• Build capacity of the Arts &amp; Culture service to optimise its brokerage role with national organisations and agencies</li> <li>• Arts &amp; Culture service twice-yearly Ealing Arts and Culture network meetings to upskill, connect to national initiatives and encourage peer learning</li> <li>• Support aspiring Ealing-based organisations to become Arts Council England (ACE) National Portfolio Organisations (NPO) and attract outside NPOs to be based in Ealing</li> </ul>
<p><b>ASPIRATION</b></p>			

<b>United in our diversity of EALING CULTURES</b>	<b>Let Ealing Create</b>	<b>Galvanise, energise, support, revolutionise our grassroots for a strong Ealing Borough of Culture – create a diverse, relevant and sustainable ‘new heritage’ for future generations</b>	<b>With strong political and executive buy-in and grassroots activism, we will apply to the Mayor of London to become a future London Borough of Culture to help us achieve all of the above creative ambitions!</b>
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## 9) WE WILL

### How the Cultural Manifesto responds to the Council Plan

Ealing Council’s Delivery Plan sets out the activity that the council will deliver to help meet the commitments we have made in the council Plan 2022-26. It contains two very specific deliverables pertinent to arts and culture:

- TC5: Turbocharge the creative spirit of Ealing, by securing and investing at least £1m in community and grassroots art, music, dance and culture, secure our status as west London’s leading borough of culture and work with the community and creative industries to deliver a new state of the art performing arts centre within the borough.

- TC9: Bring even greater diversity to our festivals and events, ensuring that there is something for everyone in our borough, bringing communities from all backgrounds together, involving community organisations and deliver a major festival to celebrate the Queen's Platinum Jubilee.

The Cultural Manifesto and Action Plan provide a framework for how the above council Plan ambitions will be actioned.

The Cultural Manifesto also strongly links to the borough's three key priorities:

- **Fighting inequality:**

By increasing the diversity of the art that is made and seen, the diversity of the creators and the diversity of the decision-makers. Local Culture Hubs in each of the seven towns will increase community empowerment, activism and cohesion by responding to local need and talent.

- **Creating good jobs:**

Through our Cultural Education Partnership structures with Ealing schools, skills providers and employers.

Stimulate business growth and create flexible entry and progression routes into the Creative Industries through upskilling workshops and career videos (Creative Enterprise Zone, New Gen festival).

- **Tackling the climate crisis:**

Cultural place-making projects consider biodiversity. We are providing guidance for our festivals and events on environmental sustainability.

Download our [Cultural Manifesto Action Plan](#) ↗ or scan this QR code:

## 10) Thank you

### **Culture Task Group:**

Alan Granley,

Annemarie Flanagan

Andrea Bath

Clare Gough  
David Bowler  
Doug King  
Ellie Lewis-Nunes  
Fiona Hawthorne  
Harpreet Nandha  
Howard Shepherdson  
Jane Arnold-Forster  
Mandie Wilde  
Peter Gould  
Philippa Norman  
Priya Jethwa  
Rachel Pepper  
Rajinder Kalsi  
Rebecca weeks  
Shani Crawford  
Sulaiman Othman  
Tajinder Singh  
Tejinder Padam  
William Rees

**The Mayor's Culture team at the GLA**

**University of West London** (Krishna Maroo, John Charlton, Prof. Robert Sholl, Prof. Justin Paterson, Prof. Dennis Olsen, Maia Leilani Dutoit, Marc Owen, Ben Dunning)

**Adriana Marques**

Participants and facilitators in our focus groups in Acton, Southall, West Ealing, Ealing, and Perivale with Descendants, Acton Youth Association, Southall Community Alliance, Afghan Library, Polish Saturday School, and Impact Theatre.

**The title is a nod to David Mickleham's 64 million artists: <https://64millionartists.com>**

**(We want to empower all our 367,100 residents to see creativity as an everyday exercise and not something out of reach. Hence 367,100 Creatives.)**

## **11) Glossary of acronyms**

ACE Arts Council England

CDI Creative and Digital Industries

CEP Cultural Education partnership

CEZ Creative Enterprise Zone

CIL Community Infrastructure Levy

CTG Culture Task Group

DCMS Department for Digital, Culture, Media and Sport

EA&CN Ealing Arts & Culture Network

GLA Greater London Authority

NPO National Portfolio Organisation

UWL University of West London

## Acknowledgement

Ealing Council would like to thank Jan De Schynkel, Arts & Culture Manager, for his dedicated work and creativity in shaping and delivering this ambitious Cultural Manifesto.

## Map page...

If you would like to get involved or for further information, please contact [Culture@Ealing.gov.uk](mailto:Culture@Ealing.gov.uk)

This is for every person across the seven towns in **the** borough of Ealing.

