

London Borough of Haringey

Arts & Culture Strategy: 2024 - 2028

October 2024

Thanks to our community in Haringey, and all at Haringey Council, whose contributions, tireless passion and effort, made this strategy possible.

Introduction by Cllr Emily Arkell

Being awarded the status of London Borough of Culture in 2027 is an exciting new chapter for Haringey. This strategy is a stepping stone to realising our ambitions and aspirations for culture and creativity and celebrating our rich tapestry of artistic expression and rebellion. It is about harnessing the power of culture to unify and celebrate our communities, foster creativity, promote understanding and support social and economic growth.

Haringey is a vibrant melting pot of histories, voices and cultures. Our streets brim with global flavours and echo with the sounds of various languages. Local performers and artists infuse life into every corner of Haringey. As we prepare for our year in the spotlight, hosting the 2027 Borough of Culture, it is essential that we articulate a clear vision that reflects our unique identity that is dynamic, embraces innovation and inclusivity.

As we move forwards towards 2027, we have a unique opportunity to showcase the incredible cultural wealth of Haringey, build a lasting legacy that enhances our community's cohesion and wellbeing and create a vibrant cultural ecosystem that celebrates our past and boldly steps into the future.

This strategy celebrates our unique cultural heritage and fosters collaboration and innovation across all sectors of our community. We have engaged residents, artists, and cultural organisations to develop this strategy, and we will continue this dialogue to create an inclusive platform that honours our rebel past and embraces our future. The goal of this strategy is to ensure that every resident feels a sense of belonging and pride in Haringey's cultural and creative landscape.

Together, we will proactively explore new opportunities for artistic expression, enhance access to cultural experiences and, importantly, strengthen the bonds that unite us. By investing in our cultural assets, we are making a statement of investment in the wellbeing and vitality of our Borough. This is a call to action, inviting everyone to participate in shaping the cultural future and narrative of Haringey.

The strategy is designed to be a living and evolving document, one that matures with the input of our residents, artists, and stakeholders. It aims to empower local communities, support emerging talents, ensuring that every individual in Haringey has access to cultural experiences that inspire and uplift, and delivering a lasting cultural and creative legacy.

The strategy will guide us as we celebrate diversity, cultivate creativity and foster a sense of belonging for our different communities. Let's embark on this exciting journey together, celebrate our identities and differences and foster a shared vision that inspires all who call Haringey home.

On a personal note, I would like to dedicate this to my predecessor as lead Member, the late Cllr Julie Davies, who was a passionate advocate for arts, culture and education in Haringey and who initiated the work to develop this strategy.

Table of Contents

Executive Summary.....	- 1 -
Our Vision.....	- 7 -
Guiding Principles.....	- 7 -
Aims.....	- 8 -
Aim 1: Celebrating & Inspiring	- 8 -
Aim 2: Open & Collaborative.....	- 10 -
Aim 3: Ambitious & Dynamic	- 12 -
Impact and Legacy	- 14 -
Appendices.....	- 16 -
I. Why An Arts & Culture Strategy Now?	- 17 -
II. What Is London Borough of Culture and Why Did We Apply?	- 20 -
III. Wider Context	- 23 -
IV. Borough Context: Haringey Snapshot (2024).....	- 29 -
V. Engagement Methodology.....	- 32 -
VI. Our Creative Communities.....	- 33 -

Executive Summary

Haringey is founded in a rich and dynamic history, shaped by incredibly deep and diverse cultural communities. Their identity and stories reveal the borough's potential and are the key reason as to why it is the future of London. Nonetheless, it has been an incredibly challenging decade and recent years have seen local authorities, Haringey included, being forced to make increasingly challenging decisions; in these difficult circumstances arts & culture on a national scale has suffered.

However, with new leadership, Haringey Council is reimagining how art & culture can, and should, be used; key to this is the considerable social and economic benefits cultural activity has already, and can increasingly, bring into the borough.

Haringey's Arts & Culture Strategy sets out the council's vision for how it will support art, culture and creativity in Haringey, the key priorities, and the actions that could be taken to achieve them. The council alone cannot deliver these actions: we want to work collaboratively with our cultural and creative stakeholders to develop, prioritise and implement the action plan that should flow from the strategy. We will work alongside residents, creative communities, stakeholders and the culture sector to build strong and meaningful partnerships, so that everybody can benefit from a vibrant, cultural and creative Haringey – increasing well-being, reducing inequalities and strengthening communities. The action plan will be co-developed by, with and for our community, based on the findings and ambitions as laid out in this Strategy.

The recent success of the London Borough of Culture 2027 award signifies Haringey's intent and underlines the importance of this strategy; it will encourage opportunity for everyone in the borough to participate in arts & culture; it will leverage more investment into the borough, that can in turn be invested into residents and the sector; it will develop new, intergenerational audiences, participants and creatives; and it will support young people to shape their future.

This strategy is a catalyst for change, and as stated in the Haringey Deal¹:

"Haringey is the world in one borough. A place of creativity, personality, radicalism, diversity and community."

To create a fairer, greener Haringey that works for everyone, we need to work with you to make change happen. To do this, we need to change the way we work."

Context

According to The State of the Arts report (July 2024)²:

¹The Haringey Deal | Haringey Council

²[The State of the Arts \(campaignforthearts.org\)](https://campaignforthearts.org/)

- The UK has one of the lowest levels of government spending on culture among European nations, and was one of a small minority of countries to reduce total culture spending per person between 2010 and 2022
- Between 2009-10 and 2022-23, per person in real terms:
 - Local government revenue funding of culture and related services decreased by 29% in Scotland, 40% in Wales and 48% in England, alongside rising cost and demand pressures on statutory services (especially social care)
 - The Department for Culture, Media and Sport (DCMS)'s core funding of cultural organisations decreased by 18% to only 0.17% of total public spending per person
 - The Arts Councils' core Government funding decreased by 18% in England, 22% in Scotland, 25% in Wales and 66% in Northern Ireland
- Between 2009-10 and 2020-21, per person in real terms, spending on British public libraries fell by 53%

The report 'outlines the very real challenges faced by the sector on a national scale and underscores the need for better and more balanced support to ensure the vitality and accessibility of the arts for everyone, across all parts of the UK.'

The Arts & Culture Strategy will also assist in supporting the evolving development and understanding of Haringey's night-time economy. The GLA Night Time Strategy Guidance³ details the impact that an uncoordinated approach to night-time economy might have on creative people living in London:

"Holistic planning for London's communities between 6pm and 6am is critical to the economic, social and cultural vitality of the city. If we do not protect and nurture London's vitality at night we put at risk the reasons that social, curious, creative and talented people are drawn to our city and feel proud to call London their home."

Resilience and Challenges

Meanwhile, against the odds, Haringey's cultural landscape tells a story of resilience and growth:

- According to 2023 NOMIS data Creative and Cultural Industries make up nearly 20% of all businesses in the borough, and according to 2023 IDBR data they employ over 3,300 people, one in five jobs are in the creative sector

³ [GLA Night-Time Strategies](#)

- The number of Arts Council England (ACE) National Portfolio Organisations (NPOs)⁴ in the borough have doubled since 2018-2022, from five to ten, and as a result, doubled the amount of NPO funding received by organisations, in the current funding round 2023-2026
- Our successful bid to become London Borough of Culture (LBoC) 2027⁵ has already brought in over £1.3million of external investment into the borough
- In 2024, Haringey Music Service became the lead organisation for the North London Music Hub, and was awarded £1.7 million to work with Camden, Islington, Enfield and Barnet to support and champion music participation and engagement for young people
- According to Audience Agency⁶ data, our residents are highly culturally engaged, exceeding the London average for arts attendance in all arts & culture categories

At the same time, there are many signs of further opportunities not yet realised, and unmet needs in terms of who, how and where people have access to a rich arts & cultural provision across the borough. There is much more still to do, and many challenges persist, with our communities' needs growing. Haringey residents in the east and west of the borough experience substantial inequalities relating to health, income, employment, and education. And access, inclusion and representation of our global majority, working-class, LGBTQ+, D/deaf, disabled, and neurodivergent communities requires further focus, ambition and embedding in practice.

This strategy considers both the challenges and the opportunities in the setting of its aims and priorities.

London Borough of Culture 2027

Our successful bid to become London Borough of Culture in 2027, provides huge opportunities for our residents – the opportunity for everyone in the borough to participate in arts & culture on their doorstep; bringing more investment into the borough; generating more jobs, and directly addressing some of our borough's challenges. Our working-class history champions change-makers, everyday rebels and activists, revelling in and learning from our differences, battling discrimination, championing equality and doing things our way. Our status as London Borough of Culture 2027, signifies Haringey's potential to be a key cultural destination, and an integral part of London's creative landscape, with the capacity to engage audiences locally and far beyond.

⁴ [2023-26 Investment Programme | Arts Council England](#)

⁵ See Appendix II

⁶ Audience Agency *Engagement Area Profile Report Plus 2023 report*

Why an Arts & Culture Strategy Now?

We have not had an arts & culture strategy for the borough in over 20 years. Developing Haringey's five-year Arts & Culture Strategy will help us build on existing strengths; address known gaps; ensure that we are ready to take full advantage of the opportunities afforded by London Borough of Culture 2027 and UEFA Euro 2028; and to face the challenges which lay ahead.

Working More Collaboratively

As well as working more collaboratively, with our residents and stakeholders, there is a strong incentive to work more proactively across the council too, in developing shared priorities and outcomes. Core aims and actions developing from the Arts & Culture Strategy will seek to align closely with other council strategies and policies in support of cross-cutting themes, such as: sustainability, including the Climate Change Action Plan and Net Zero goals; health and wellbeing; creative economy; and community cohesion. A more joined-up and holistic approach will create stronger outcomes.

Methodology

Our vision for culture has been informed by many conversations⁷ with our residents and the creative and cultural sector, local and national policies and strategies and responds to addressing the very real needs and challenges felt by our communities.

Our vision is also supported by the outcomes identified in our Corporate Delivery Plan 2024 to 2026⁸:

- A thriving arts & culture sector supported by the Council's collaborative approach
- Promoting an ambitious culture programme for Haringey
- An engaged and inclusive approach to cultural participation
- A cultural infrastructure we can be proud of

Haringey's Arts & Culture Strategy Aims

⁷ See Appendix V

⁸ [The Corporate Delivery Plan | Haringey Council](#)

Our residents and cultural stakeholders have told us that for Haringey's arts & culture landscape to thrive, we must -

- Celebrate and promote the great creativity on our doorstep;
- Inspire our residents and visitors by our borough's rich history of activism, innovation and creativity;
- Be more Open to new ideas and ways of working;
- Be more Collaborative in our approach to connecting with internal and external partners;
- Be more Ambitious in our creative programming;
- And be more Dynamic in our approach to collaboration and co design.

Aim 1: Celebrating & Inspiring

Aim: Through the celebration of what is distinctive about Haringey – our diversity, heritage, communities, venues and artists – we aim to inspire our residents and visitors to take part in the great culture on our doorstep.

Outcome: Haringey's reputation and profile in London and beyond is enhanced through its artists, cultural organisations, venues, built and natural environment and distinctive cultural identity and offer.

Success will look like: Haringey is recognised as a hub for creativity and innovation.

Aim 2: Open & Collaborative

Aim: We need to be more open to new ways of working and collaborative in our approach to connecting with internal and external partners, so that the people who live and work in Haringey can benefit from growth in the creative sector.

Outcome: By driving growth, skills and employment in the creative sector, residents and businesses will feel the economic and social benefits of culture and creativity including a greater sense of belonging.

Success will look like: More creative and cultural industry organisations are starting up and thriving in Haringey and there are more opportunities for residents and young people in the creative sector.

Aim 3: Ambitious & Dynamic

Aim: By taking a more ambitious and dynamic approach to programming and collaboration, there will be more opportunities for all our residents and communities to shape, create and take part in arts & culture on their doorstep.

Outcome: Residents and communities can connect with great arts & culture in their borough and collaborate in innovative creative projects and programmes that better reflect the diversity of our communities and our rich cultural heritage.

Success will look like: Our creative programmes, projects and audiences are reflective of our borough's communities and heritage.

Arts & Culture Strategy: Impact and Legacy

The successful implementation of Haringey's Arts & Culture Strategy 2024 to 2028 will have the potential to make a significant impact on our residents and on our cultural landscape now, and in the future.

Haringey is unlike any other London borough – an outer London borough that is greatly connected to central London, with strong and diverse communities living side by side, high engagement in the arts, from the more traditional to the informal, and significant opportunities for growth.

Our Arts & Culture Strategy will help us to further demonstrate the rich impact arts & culture can have on residents from all backgrounds, building effective community engagement and delivering long lasting improvement in our shared outcomes. It will contribute to the delivery of our Haringey 2035 objective to build a borough where everyone can belong and thrive.

Our Vision

To build strong and meaningful partnerships with local communities and wider stakeholders by:

- Celebrating & Inspiring
- Being Open & Collaborative
- And being Ambitious & Dynamic

So that people who live in, work in and visit the borough, all benefit from a vibrant, cultural and creative Haringey.

Guiding Principles

The following principles have been central to informing and guiding our strategy's aims and ambitions.

Access	Striving for better access, so that everyone has the opportunity to benefit from, enjoy and participate in arts & culture.
Collaboration	Encouraging collaboration, especially where it leads to enhanced cultural provision, better infrastructure, increased transparency, and better access to information for our creative and cultural communities.
Equity	Supporting increased equity, by valuing, respecting, celebrating, taking pride in, and learning from our rich heritage, diverse culture, and histories.
Growth	Promoting growth and autonomy for our residents and local businesses so that they can achieve their potential.
Life-Long Learning	Ensuring that our children and young people can fully participate in rich and sustained cultural learning, and benefit from the transformative power of arts & culture throughout their lives.
Visibility & Representation	All of our communities should be able to see themselves represented in Haringey's cultural and creative offer and be actively involved in decision- making.

Aims

The aims set out the role that arts & culture will contribute to delivering a stronger and more open Haringey for our residents and businesses, in line with Haringey 2035: Borough Vision, the Haringey Deal and our Corporate Delivery Plan 2024-26.

Aim 1: Celebrating & Inspiring

Aim: Through the celebration of what is distinctive about Haringey – our diversity, heritage, communities, venues and artists – we aim to inspire our residents and visitors to take part in the great culture on our doorstep.

Haringey has a rich legacy of being a welcoming borough. Where all people, inclusive of our diverse stories, cultures and histories, are treated with dignity and respect. Our history celebrates the diversity of our borough, and our future inspires others to do the same.

Haringey is home to a thriving cultural sector. Our borough has long been a haven for creatives and visionaries, providing a platform for voices that challenge, provoke, and inspire. This is the borough of creativity, innovation and progress: it is the birthplace of broadcasting; where the Penny Post stamp was invented; and the naming of clouds happened. We were at the forefront of the fight for LGBTQ+ rights, standing together against Section 28. And in 1985, Haringey councillor Bernie Grant became the first Black council leader in Europe.

Whether it's through groundbreaking theatre productions, boundary-pushing exhibitions, or grassroots community projects, Haringey's arts scene embodies the rebellious and provocative ethos that defines our identity.

Every child and young person in Haringey must be able to benefit from creative education to help with key skills and confidence development. We will create the conditions in Haringey for young people, particularly from our diaspora and working-class communities, to become leaders and changemakers.

As we look forward to becoming the London Borough of Culture for 2027, we will be ramping up our cultural activities and programming, promoting the depth and breadth of our arts & culture sector and championing our communities' role in decision-making.

Outcome: Haringey's reputation and profile in London, and beyond, is enhanced through its artists, cultural organisations, venues, built and natural environment and distinctive cultural identity

This will be achieved by:

- Seeking funding and opportunity to collaborate to develop venues, networks, spaces and events specifically supporting communities at risk of marginalisation, isolation and vulnerability – particularly through London Borough of Culture platforms
- Developing a clear communications strategy with the aim of promoting cultural events, opportunities and artists in Haringey
- Supporting the development of more networks for artists and creative organisations
- Advocating for and supporting the delivery of high-quality creative education and a dedicated arts and culture offer in schools, colleges and family hubs
- Ensuring our cultural programming and heritage assets are relevant to and reflective of all our communities through commissions, public art, events and celebrations, co-creation/co-production, our collections and archive materials
- Mapping and collecting the stories of our communities through oral histories to bring to life a shared narrative for the borough
- Working with local venues and businesses to coordinate a borough-wide tourism offer in Haringey, in preparation for London Borough of Culture
- Taking a coordinated approach to local, national and London-wide events
- Supporting innovative community-led festivals and outdoor events

Aim 2: Open & Collaborative

Aim: We need to be more open to new ways of working and collaborative in our approach to connecting with internal and external partners, so that the people who live and work in Haringey can benefit from growth in the creative sector.

Haringey's creative and cultural industries are growing and making a significant contribution to the economic fabric of Haringey. According to 2023 NOMIS data, Creative and Cultural Industries make up nearly 20% of all businesses in the borough, and employing over 3,300 people according to NOMIS and IDBR data respectively. One in five jobs are in the creative sector.

However, the impact of reductions in funding to local authorities and potential partners such as Arts Council England – both vital to a strong cultural landscape – is being felt. Between 2020 and 2022 the number of CCI enterprises in the borough fell by 5% (NOMIS), which is equivalent to 140 businesses, although this is also true of London as a whole.

It is more important than ever to increase collaboration and align our approaches to the delivery and support of arts & culture, so that our CCIs, cultural venues and communities have the best chance to face the challenges and take advantage of the opportunities heading our way.

Outcome: By driving growth, skills and employment in the creative sector, residents and businesses will feel the economic and social benefits of culture and creativity, including a greater sense of belonging.

This will be achieved by:

- Making it easier for our communities to hold events in parks, public spaces and council-owned spaces
- Working collaboratively across council departments to develop models for artists and creatives to work and live across the borough, specifically through supportive strategies and policies and the Local Plan⁹
- Increasing transparency of funding and commissioning opportunities for the local arts and culture sector particularly relating to boroughwide programming such as Women's History Month, LGBT+ History Month, and Black History Month etc. as well as through Haringey's London Borough of Culture delivery
- Doing more to support, encourage and unite our youth forums
- Developing a cross-council working group on culture so we co-ordinate across departments with a Culture Working Group

⁹ [First steps engagement for our new Local Plan | Haringey Council](#)

- Supporting our cultural venues to access Arts Council England's initiative ALL IN, improving the experience of D/deaf, disabled, and neurodivergent audiences, and to increase the number of dementia friendly venues in the borough
- Taking a coordinated approach to external capital funding bids, which allows us to invest in the borough's key cultural venues
- Developing clear creative career pathways for local people so that employment opportunities are harnessed
- Working more closely with national agencies - such as Arts Council England and the National Lottery Heritage Fund - to ensure opportunities are identified early and that cultural planning is aligned with shared ambitions
- Collaborating with library users, residents and stakeholders to co-design and co-produce a vision and strategy for the long-term future of our libraries

Aim 3: Ambitious & Dynamic

Aim: By taking a more ambitious and dynamic approach to programming and collaboration, there will be more opportunities for all our residents and communities to shape, create and take part in arts & culture on their doorstep.

Our residents are highly culturally active, engagement in arts & culture by Haringey residents is high, above the London average, with particularly high levels of attendance for cinema and theatre¹⁰.

Through conversations with residents and audience data analysis, we have a very clear picture of the types of activities our residents like to take part in. We have been told by our residents, that they would like to see our diverse communities better reflected in Haringey's arts & culture and its programming. This correlates with the high number of community-led events happening in our parks and outdoor spaces, particularly in the east of our borough.

Outcome: Residents and communities can connect with powerful arts & culture in their borough and collaborate in innovative creative projects and programmes that better reflect the diversity of our communities and our rich cultural heritage.

This will be achieved by:

- Supporting activations in public spaces and places, working alongside place-making programmes such as Shaping Tottenham and Shaping Wood Green, through creative projects, public art, and arts and culture events
- Identifying where culture and sport can crossover to support health, wellbeing, training and opportunities for young people
- Developing our quantitative understanding of cultural participation and engagement so that our definition of culture truly reflects the activities our communities want to take part in
- Supporting more artist-led initiatives to contribute to borough-wide priorities such as wellbeing, community cohesion, regeneration etc.
- Continuing our work through Haringey Music Service and the leadership of the North London Music Hub, to give children and young people consistent access to high quality music provision
- Empowering our residents to play a more active role in shaping a rich programme of events in Haringey - ensuring that youth voice is integral to arts & culture decision-making, planning and programming, particularly in preparation for London Borough of Culture

¹⁰ Audience Agency *Engagement Area Profile Report Plus* 2023

- Amplifying the role of libraries as free, places for learning, engagement and enrichment, by working closely with our Voluntary and Community Sector partners to develop a new Community Hub model
- Continuing to work with our cultural partners to ensure that our organisations better reflect the diversity of our borough across our creative workforce, art and artists, audiences and participants, and the public realm

Impact and Legacy

The successful implementation of Haringey's Arts & Culture Strategy 2024 to 2028 will have the potential to make a significant impact on our residents and our cultural landscape, now and in the future. The strategy sets out our vision, based on internal and external engagement over the last year. We know that the Council cannot deliver it alone. We now want to co-create the action plan in partnership with our cultural and creative sectors, including prioritising the actions within our collective resources.

Our existing partnerships will blossom, enabling us to deliver our vision: to celebrate and inspire, showcasing the diversity of arts & culture here in Haringey; to be more open and collaborative, producing greater impact for all, from growth in the creative sector; to be more ambitious and dynamic, in our cultural programming and co-production, so that communities are empowered to shape Haringey's arts & culture now and in the future. In the spirit of the Haringey Deal, through working collaboratively with our cultural sector and with our residents to overcome challenges and make the most of opportunities, we aim to create space for good things to happen.

We want the council to be a catalyst for cultural activity: the thread connecting residents, visitors, artists, cultural institutions and the world to Haringey's cultural landscape. Now is the time for culture to be woven into everything we do.

Our strategy's outcomes directly respond to Haringey's Borough Profile¹¹ and offers programmes and initiatives specifically aimed at connecting with all our communities - including those over the age of 60 (our older communities feel high levels of social exclusion), our LGBTQ+ communities, school children, young people aged 16-30 who are entering the world of work, as well as all those who live and work across the borough.

Haringey's Arts & Culture Strategy directly links our vision for culture and our Corporate Delivery Plan 24-26. Through working in partnership, we can deliver ambitious, multi-arts cultural programming and tackle barriers to participation, so that taking part in cultural activity has significant benefits for our residents, for our cultural landscape and for the borough's future.

Haringey is unlike any other London borough – an outer London borough that is highly connected to central London, with strong and diverse communities living side by side, with high engagement in the arts, from the more traditional to the informal, and with significant opportunities for growth.

Implementing our Arts & Culture Strategy will help us to further demonstrate the rich impact arts & culture can have on residents from all backgrounds, building effective community engagement and delivering long-lasting improvement across our shared outcomes. The Arts & Culture Strategy, its Action Plan and London Borough of Culture gives us the opportunity to develop an evaluation framework, to monitor and measure the impact of arts and culture locally. It will contribute to the

¹¹[State of the Borough – April 2024 \(haringey.gov.uk\)](https://www.haringey.gov.uk/state-of-the-borough)

achievement of our Haringey 2035 objective to build a borough where everyone can belong and thrive.

Appendices

I. Why An Arts & Culture Strategy Now?

According to the All-Party Parliamentary Group on Arts, Health and Wellbeing Inquiry Report *Creative Health: The Arts for Health and Wellbeing*¹²:

It is time to recognise the powerful contribution the arts can make to health and wellbeing. There are now many examples and much evidence of the beneficial impact they can have.

- *The arts can help keep us well, aid our recovery and support longer lives, better lived.*
- *The arts can help meet major challenges facing health and social care: ageing, long- term conditions, loneliness and mental health.*
- *The arts can help save money in the health service and social care.*

And as per the Mayor of London's Cultural Vision¹³, in London:

- *10 million pounds is generated every hour by London's creative industries.*
- *1/6 jobs in London are in the Creative Industries.*
- *52 billion pounds is contributed by culture and creativity to London's economy every year.*

Let's Create¹⁴, Arts Council England's 10-year strategy (2010-2030), speaks of the transformative power of arts and culture 'By 2030, we envisage a country transformed by its culture and at the same time constantly transforming it: a truly creative nation in which every one of us can play a part.'

Creating Growth, Labour's Plan for the Arts, Culture and Creative Industries¹⁵, places creativity 'front and centre of the curriculum', with their strategy for growth headlining the creative industries, insisting that 'arts and culture must be for everyone'.

Haringey is home to a thriving cultural sector. Our borough has long been a haven for creatives and visionaries, providing a platform for voices that challenge, provoke, and inspire. Whether it is through ground-breaking productions, boundary-pushing exhibitions, or grassroots community projects, Haringey's arts scene embodies the rebellious ethos that defines our identity.

Culture is in all the hobbies, events and activities that people choose to do in their spare time. In fact, culture can be anything people do for enjoyment, to inform and educate themselves, and to enrich their lives. It is inclusive and embraces a wide variety of activities, places, values and beliefs that contribute to a sense of identity and well-being for all in our community.

¹² [Creative Health Inquiry Report](#)

¹³ [Mayors Cultural Vision](#)

¹⁴ [Let's Create | Arts Council England](#)

¹⁵ [Labours Arts Culture Creative Industries Sector Plan](#)

In Haringey, art & culture has a wide-ranging, non-traditional definition, from community choirs to heritage walks. It embraces food, advertising, fashion, literature, gaming and everything in between. Culture is flourishing and exists everywhere and in all people across the borough.

As we look forward to becoming the London Borough of Culture for 2027, we will be ramping up our cultural activity, promoting our diverse arts & culture sector, growing our cultural programme and ensuring that our communities lead decision making processes. At the core of this is our commitment to upholding our principles of social justice, equality, and freedom of expression.

Our history of resistance serves as a powerful reminder of the transformative potential of collective action and the enduring legacy of those who dared to defy the status quo. In Haringey, rebellion isn't just a moment – it's a culture, driving us to imagine, innovate, and create a brighter, more equitable future for all – it is who we are.

We must continue to engage and be informed by all our different communities. We are immensely lucky to have a borough with incredibly varied backgrounds and identities; including religious beliefs and cultures, all of whom have invaluable teachings and experiences to share. Cross-collaboration and learning between different religions, cultures and backgrounds creates a more visible and open Haringey, and art & creativity is fundamental to this process.

A culturally rich borough is one of eight themes in our 2024-26 Corporate Delivery Plan¹⁶, we want to make sure that Haringey is a place where arts, culture, creativity and heritage is nurtured, celebrated and platformed; woven through everything the council does.

The Arts & Culture Strategy Action Plan will see us co-design with the culture sector and wider stakeholders a vision for what this looks like, and how it reflects what is important to Haringey's diverse communities. We have not only analysed data and mapped the sector, but also developed our understanding and approach of how we will remove barriers and challenges faced by arts & culture activity in the borough.

Our commitment is to deliver in collaboration with all services, so that we develop a council-wide vision and understanding of how the creative sector supports regeneration, place-making, public realm, jobs & skills, and quality of life, and of how we support the creative sector, its audiences and participants.

This strategy arose from in-depth engagement with arts & cultural organisations, artists and creators, community groups and residents. We worked with many local and strategic partners, and we want to continue this collaboration. In the spirit of the Haringey Deal, we aim to create space for good things to happen and be transparent about our processes. We want the council to become a catalyst for cultural activity: the thread connecting residents, artists, cultural institutions and the world to Haringey's cultural landscape.

¹⁶ [The Corporate Delivery Plan 2024-2026 \(haringey.gov.uk\)](https://www.haringey.gov.uk/corporate-delivery-plan-2024-2026)

Cross Cutting Themes

This strategy cannot directly cover in detail, all areas, but as action plans are developed and implemented across services, it is hoped that a more joined-up and integrated approach will provide opportunity for a stronger more robust cultural experience throughout Haringey.

Sustainability	Arts & culture can contribute to developing a greener and more environmentally sustainable borough; which is better informed, more strongly engaged, and better prepared for the future.
Health & Wellbeing	Arts & culture impacts and encourages healthy, active and independent residents, by promoting physical activity, supporting mental and emotional health & wellbeing, helping to tackle health inequalities, and builds residents' self-confidence and resilience.
Inclusive Economy	Arts & culture makes a vital contribution to inclusive economic growth, contributing to a thriving local economy, and a vibrant, local cultural and creative sector. The cultural, creative and arts sectors provide jobs, skills development, and multiple opportunities for local people to benefit from economic growth.
Community Cohesion	Arts & culture helps to build open, cohesive, safer and supportive communities. Celebrating the borough's rich and diverse heritage; bringing people together, nurturing confident, cohesive and vibrant communities, that can meet challenges, as well as opportunities, created by an evolving borough.

II. What Is London Borough of Culture and Why Did We Apply?

Launched in 2017, the Mayor's London Borough of Culture award brings Londoners together. It puts culture at the heart of local communities, where it belongs, illuminating the character and diversity of London's boroughs and showing culture is for everyone.

We applied because we want to share the story of Haringey; of our artists, our community and our history.

We have published the first Arts & Culture Strategy in twenty years; we have new, diverse artistic leadership within the council; and Tottenham Hotspur and Haringey have been selected as one of the hosts of the UEFA EURO 2028 football tournament. The London Borough of Culture award is an opportunity for us to shout about who we are and what makes us so exceptional as a community.

By 2027 we will have had time to embed the Arts & Culture Strategy and evidence our ambitions, ready to deliver a united and collaborative celebration of arts & culture across Haringey. London Borough of Culture 2027 will provide an energy and drive, galvanising a timeframe to connect with communities, audiences and artists, and share with the world who Haringey is.

We have based our approach on six pillars of practice that demonstrate our core values and that will make our Borough of Culture year accessible, inclusive, impactful and thorough.

We will be vibrant and welcoming. We must connect, be open and adventurous at all times. And most importantly we must be rebellious always – willing to take risks, to explore the unknown, and to be fearless in the face of the challenges that already exist and those still to come.

London Borough of Culture Pillars of Practice

We Are Rebels	Our working-class history champions change-makers and everyday rebels, revelling in and learning from our differences, battling discrimination, championing equality and doing things our way.
We Are Vibrant	We are home to incredible people and creative entrepreneurs that make up our cultural communities and organisations; with local, national and international reach and profile.
We Welcome	The diversity and representation on every street, in every story and in every rhythm pulses through the heart of Haringey; across live venues, studios, festivals, stadiums, in our parks and in our schools. From underground talent to world-renowned

stars, our rich identity plays a vital role on local and global stages.

We Connect

We speak 180 languages and diaspora is our heartbeat. Exemplified in our incredible and renowned food culture – on show from Green Lanes to West Green Road. We will celebrate and elevate our migration stories.

We Are Open

This is the right time for Haringey. We are ready, committed and hungry for a celebration of us in our London Borough of Culture – a rallying point to raise awareness, joy and pride.

We Are On An Adventure

The ticket has been bought, the map is out, we've stocked up on snacks and we are ready for a cultural exchange, bringing together our wealth of talent, ambition and creativity.

From arena events to intimate gatherings, across art forms, generations, spaces and places, from dawn to dusk, assemblies to raves, on estates and through airwaves, languages interpreted, advocated change – Haringey is a Borough that defies definition.

What Do We Mean by Rebel Borough?

“Tottenham is an area with so much history – to do with police brutality, but also with resistance. I grew up with this feeling that the area could always swallow things up – could swallow up corporations and spit them out. As much as people try to reduce the area's identity through gentrification, or the way it's represented in the media, it always resists.... here's a great sense of collective knowledge, and purpose, and creativity in the community – which is why so many artists have come from it.”

Wood Green based novelist and artist Tice Cin in an interview with Pen Transmissions

Haringey has a strong working-class history and it's important we celebrate the grassroots change-makers and everyday rebel stories. We have played an important role in battling discrimination and celebrating equality.

We were at the forefront of the fight for LGBTQ+ rights, standing together against Section 28, and hold nationally important collections and first-hand testimonies of activism and resistance at Bruce Castel Museum & Archive. The George Padmore Institute holds important archives on the struggle for racial equality in Haringey and Black British culture, while Turkish artist Gulsun Erbil's mural at Broadwater Farm, commissioned in the wake of the 1985 riots, is being renovated and re-sited. Haringey under Bernie Grant was one of the few councils who developed policies for tackling discrimination based on sexual orientation as well as discrimination on grounds of gender, disability and race.

The Rebel Borough idea signifies us embracing our past, being open and honest about our mistakes, and working together, even if we don't agree, toward a shared ambition to share the stories that matter – yours.

“A people without the knowledge of their past history, origin and culture is like a tree without roots”

Marcus Garvey

For the last 200 years, working class and diaspora communities from across the globe have made a home in Haringey and fought for the rights of their communities and their neighbours. It is the deep connections that our residents have to their heritage and history that connects Haringey to rest of the world and has made us a champion for greater change.

III. Wider Context

The Council and local partners recognise that a thriving arts and culture sector goes a long way towards contributing to their priorities and as such have made several strategic commitments related to arts and culture, embedding outcomes in local policies and strategies.

- 2024-26 Corporate Delivery Plan Theme 7: ‘A culturally rich borough’¹⁷ is one of eight themes in the Council’s Corporate Delivery Plan, where through a series of outcomes culture is woven through everything the council does.
- Culture is playing an increasingly important role in informing major placemaking programmes such as the Local Plan¹⁸, Shaping Wood Green¹⁹ and Shaping Tottenham²⁰.
- Haringey Deal²¹ recognises that “Haringey is the world in one borough. A place of creativity, personality, radicalism, diversity and community.”

Opportunities

Our culture sector is growing, and Haringey is brimming with leading venues²², organisations and artists delivering events and activities which engage residents and visitors alike:

- Haringey has over 120 venues where cultural activity takes place and over 70 events occurring annually (according to data collected as part of a culture mapping exercise), countless community festivals, numerous large open spaces and busy parks (many of them hosting events), as well as some of London’s most historic and iconic buildings.
- Alexandra Palace welcomed over 3 million visitors last year; Bruce Castle Museum & Archive engages thousands of residents and visitors to the borough, in heritage and educational activities; Jacksons Lane delivered contemporary circus theatre and workshops across the borough; Bernie Grant Arts Centre is delivering innovative Black-led creative programming in the heart of Tottenham; Finsbury Park had over half a million visitors during the summer; our libraries are some of the busiest in London; Haringey Shed supports hundreds of young people to engage in the performing arts; match and event days at Tottenham Hotspur welcome over 60,000 people to Haringey.

¹⁷ [The Corporate Delivery Plan | Haringey Council](#)

¹⁸ [First steps engagement for our new Local Plan | Haringey Council](#)

¹⁹ [Shaping Wood Green | Haringey Council](#)

²⁰ [Tottenham Voices | Haringey Council](#)

²¹ [The Haringey Deal | Haringey Council](#)

²² See Appendix VI

- According to 2023 NOMIS data, Creative and Cultural Industries make up nearly 20% of all businesses in the borough, and according to IDBR data employ over 3,300 people. One in five jobs in the borough are in the creative sector.
- The number of Arts Council National Portfolio (NPO)²³ organisations in the borough has doubled since 2018-2022, from five to ten, and as a result, doubled the amount of NPO funding received in the current round of funding, 2023-2026.
- Our successful bid to become London Borough of Culture 2027²⁴ has brought £1.3million of external funding into the borough.
- Events hosted in some of our 25 Green Flag status parks include Wireless Festival, concerts by world-renowned music artists and other major cultural events – Finsbury Park is also now site to the Museum of Homelessness.
- Funded by the DCMS, through Arts Council England, in 2024, Haringey Music Service became the lead for the North London Music Hub, bringing in an additional £1.7 million worth of funding into Haringey, to work as a consortium with Camden, Islington, Enfield and Barnet, to support and champion music participation and engagement for young people, as part of the government’s Music Education Plan.
- The borough’s architecturally and historically significant buildings and places attract thousands of visitors annually to the borough.

Our residents are highly culturally active, according to the Audience Agency’s report²⁵, cultural engagement in Haringey is high, above the London average - with particularly high levels of attendance art galleries, museums and the cinema. Haringey is above the London average in all arts attendance categories.

Our communities are pioneering and inspirational. The history of resistance in our communities, serves as a powerful reminder of the transformative potential of collective action and the enduring legacy of those who dared to defy the status quo. We were at the forefront of the fight for LGBTQ+ rights, standing together against Section 28. In 1985 Bernie Grant became the first Black council leader in Europe and under his leadership, Haringey was one of the few councils who developed policies for tackling discrimination based on sexual orientation as well as discrimination on grounds of gender, disability and race.

Our borough has long been a haven for creatives and visionaries, providing a platform for voices that challenge, provoke, and inspire. Whether through ground-breaking productions, boundary-pushing

²³ [2023-26 Investment Programme | Arts Council England](#)

²⁴ See Appendix VI

²⁵ Audience Agency *Engagement Area Profile Report Plus 2023*

exhibitions, or grassroots community projects, Haringey's art and culture embodies the rebellious ethos that defines our identity.

Our diversity is our strength, Haringey is the 5th most ethnically diverse borough in the country. 6% of residents come from non-White British communities with over 180 different languages spoken across Haringey²⁶. We believe this diversity is something that sets us apart and makes Haringey the world in one borough. Collaboration and sharing between our communities create a more open and connected Haringey; art and creativity is fundamental to this process.

Becoming London Borough of Culture 2027²⁷ and UEFA Euro 2028 and the opportunities this brings will enable us to share the story of Haringey, of our artists, our community and our history of innovation, creativity and activism, to a much wider audience. It is an opportunity for us to shout about who we are and what makes us so exceptional as a community.

Challenges

There have been several reports and surveys in recent years, evidencing the significant challenges faced by the arts and cultural sector in the wake of the global pandemic, Brexit, and the more recent cost-of-living crisis, as well as the impact of sustained reductions in government grant-in-aid funding for arts and culture since 2010, and the chronic underfunding of local authorities by central government during the same period.

The Culture in Crisis Report²⁸, published in 2022, sought to evidence the impact of the COVID-19 pandemic on the cultural sector, noting that:

‘What is already clear from our research is that the impact of the pandemic has aggravated and accelerated existing inequalities and longer-term trends across the arts and cultural sector’

The report also evidenced the fragility of the sector, not least the fact that ‘the pandemic had a greater impact on freelance workers, who constituted 62% of the core creative workforce before the pandemic, and only 52% at the end of 2020.’

Meanwhile the Freelancers Make Theatre Work Big Freelancers Survey, in 2023²⁹, highlighted the ongoing fragility of the sector, citing financial uncertainty and low pay, work intensification (doing more work for the same or less pay), skills shortages and overwork amongst some of the biggest concerns, alongside the evidence that:

- 38,000 freelancers left the creative industries in 2020

²⁶ [State of the Borough – April 2024 \(haringey.gov.uk\)](#)

²⁷ See Appendix VI

²⁸ [CCV Covid Report](#)

²⁹ [FMTW Big Freelancers Report 2023](#)

- 72% of parents and carers are considering abandoning their career in the arts
- 40% of young Theatre Freelancers earn less than £10k/year

The State of the Arts³⁰ report published by Campaign for the Arts and University of Warwick in July 2024, examined the state of the arts through evidence gathered from all four nations of the UK using metrics from the following areas: funding, provision, education, engagement and employment.

The report's summary immediately below, gives an overview of the challenges being faced currently by the arts and culture sector on a national level:

'The United Kingdom has a good claim to being a 'state of the arts', recognised around the world for its vibrant culture and heritage.

The State of the Arts report lays bare the challenges the UK now faces to maintain and enhance this – at a time when the arts are under huge pressure, but also have huge potential to transform lives, society and the economy for the better.

There have been dramatic falls in arts funding since 2010. Tax relief for the creative industries has surged, but core public funding for the UK's Arts Councils and the BBC has fallen, and investment by local councils has plummeted. Despite high public engagement with the arts, especially post-pandemic, cultural provision has contracted and remains fragile. Arts education faces critical challenges, from unequal opportunities in early years to course closures in universities nationwide. Reduced funding and a marginalisation of the arts in English state schools has driven catastrophic declines in participation and enrolment. Employment in the Cultural Sector has been growing, but significant wage disparities and job precarity threaten the long-term sustainability of the sector and the countless benefits it brings.

This report outlines the very real challenges faced by the sector on a national scale and underscores the need for better and more balanced support to ensure the vitality and accessibility of the arts for everyone, across all parts of the UK.'

On Funding, the report notes that:

- The UK has one of the lowest levels of government spending on culture among European nations, and was one of a small minority of countries to reduce total culture spending per person between 2010 and 2022.
- Between 2009-10 and 2022-23, per person in real terms:

³⁰ [The-State-of-the-Arts.pdf \(campaignforthearts.org\)](https://campaignforthearts.org/The-State-of-the-Arts.pdf)

- Local government revenue funding of culture and related services decreased by 29% in Scotland, 40% in Wales and 48% in England, alongside rising cost and demand pressures on statutory services (especially social care).
- The Department for Culture, Media and Sport (DCMS)'s core funding of cultural organisations decreased by 18% to only 0.17% of total public spending per person.
- The Arts Councils' core Government funding decreased by 18% in England, 22% in Scotland, 25% in Wales and 66% in Northern Ireland.
- Between 2009-10 and 2020-21, per person in real terms, spending on British public libraries fell by 53%.

Whilst on Employment, it states:

'Earnings for Cultural Education are below the poverty line.

The precarity of freelance work, low wages, and unequal distribution of wealth and work raises questions for the sustainability of the Cultural Sector in the longer-term. This is particularly relevant for those from lower socio-economic groups who do not have additional financial means to develop and support a career in the sector.'

The national context outlined above, has particular relevance to the health of Haringey's Creative and Cultural Industries (CCIs).

97.6% of the borough's CCIs are micro sized³¹ and we are already seeing a decline in the number of CCIs in Haringey. Between 2020 and 2022 the number of CCIs in Haringey fell by 5% according to NOMIS data, though across London this figure is a 9% decrease. This is rather stark, as CCI's were growing year on year previously across all Boroughs (between 2012 and 2020).

Through conversations with the sector, CCIs told us that where they decide to live/work is dependent on factors such as affordable premises; skilled staff; a good environment; facilities and amenities.

The dramatic reductions in funding, particularly to Local Authority and Arts Council England – both vital to the buoyancy of local arts organisations and artists – is being felt locally. In 2022/23 organisations in Haringey received just under £1,350,000 in project grants through 55 ACE Grants for the Arts awards. This was the 9th highest level of all London boroughs in terms of the amount, but the 5th highest in terms of number of awards. This is a significant reduction the previous year's grants totalling £1,510,000 over 66 grants in 2021/22³².

³¹ Haringey's IDBR report 2023

³² [Project Grants data | Arts Council England](#)

Haringey residents in the east and west of the borough experience substantial inequalities³³ relating to health, income, employment, education and housing tenure for example.

According to the 2019 Index of Multiple Deprivation 9.6% of Haringey's Lower Super Output Areas (a small geographical unit) are in the 10% most deprived nationally, the majority in the east of the borough.

Unemployment rates are the 6th highest in London and distributed unevenly across the borough. According to the Annual Population Survey 2023, 8% of Haringey residents have no qualifications, the fifth largest proportion of all London boroughs – with associated low wages and limited job security.

There is a 4 to 8 years gap in life expectancy and a huge disparity in Healthy Years Living, with a gap of 15 years (if you are male) or 17 years (if you are female), depending on where in the borough you live according to Fingertips Public Health Profiles.

This context outlines the inequalities faced differently by our residents. Our strategy gives opportunity for culture and creativity to directly address some of these very real challenges felt by our communities.

It is ever more important that our commitment towards a shared goal to thread arts and culture through everything we do, puts us in the best position to create healthy environments that allow our creative businesses, organisations and residents to thrive.

³³ See Appendix V

IV. Borough Context: Haringey Snapshot (2024)³⁴

Housing

- The proportion of Haringey residents that are renting from a private landlord has increased since 2011 (now 31%), while the proportion renting from local authority has decreased (now 22%), (source NOMIS Annual Population Survey 2020)
- Residents are now less likely to be happy with their accommodation, although this remains high at 82%
- Housing affordability continues to grow as an issue. The average house price:earnings ratio is now 16.63 in Haringey³⁵

People

- Haringey is a highly diverse borough: 38% of residents are from Global Majority backgrounds; 26% identify as “White Other” (source Census 2021)
- 180+ languages are spoken
- Deprivation levels are high, particularly in the northeast of the borough (source IMD 2019 data)
- GCSE attainment has worsened comparative to London and there are notable attainment gaps
- Life expectancy has fallen in the last year, notably in men (by 1.1 years), a greater fall than London (0.5years)³⁶
- Haringey residents reported reduced levels of *Life Satisfaction* and *Feeling Worthwhile* and there are higher rates of serious mental illness³⁷

Place

- Facilities are good, with a range of cultural events and good transport links; Haringey also now has 25 Green Flag Parks
- The rate of knife crime with injury is the 13th highest in London³⁸

³⁴ Haringey at a glance: State of the Borough (April 2024)

³⁵ [Explore data | LG Inform \(local.gov.uk\)](#)

³⁶ [Fingertips | Department of Health and Social Care \(phe.org.uk\)](#)

³⁷ [Annual personal well-being estimates - Office for National Statistics \(ons.gov.uk\)](#)

³⁸ [Monthly Crime Data New Cats | Tableau Public](#)

- 78% of residents say they have good friendships and/or associations in their local area, while 83% say relations between different ethnic and religious communities are good³⁹
- Haringey has reduced its carbon emissions significantly since 2005, but is behind target to be Net Zero Carbon by 2041⁴⁰

Local Economy

- Jobs density in Haringey is relatively low though significantly improved, and the unemployment rate has improved significantly also (ONS Job & Job Density data 2022 and Annual Population Surveys 2014-2022)
- Wages in Haringey now match the London average, but there are a larger number of JSA and ESA claimants than the London average (NOMIS data and DWP Stat X-plore Claimant Data)
- 8% of residents have no qualifications, lower than the London average (source NOMIS Annual Population Survey 2023)
- Haringey has the fourth largest proportion of residents earning below the London Living Wage of all London boroughs (source ONS ASHE data 2022)

Who Lives in Haringey?

Over half of the population in Haringey is made up of White British (around 84,000 persons) and White Other (around 58,000 persons); there is also a large Black African (around 24,800 persons) and Black Caribbean (around 16,000 persons) population; 23,000 people are from an 'Other' ethnic group.

The 2021 Census data does not show how people in the 'Other – any other' ethnic group identify themselves but looking at the top languages (after English) within each ethnic group provides further insight. The most common language among people in the category 'Other – any other ethnic group' is Turkish, suggesting that Haringey's Turkish community makes up a substantial share of this group; there is also a large Eastern European community.

Spanish is a top two language (after English) in three ethnic groups – Black, Black British, Black Caribbean or African, Mixed or Multiple ethnic groups, and 'Other' ethnic groups.

"I don't find enough culture in Haringey. The cinema is here but the rest is in central London. I do use [Wood Green] library though. I love Haringey, but the cultural activities in the borough are not enough. I have very high expectations and a lot of hunger for culture. Not only Turkish culture but

³⁹ [Residents' surveys | Haringey Council](#)

⁴⁰ [13th Annual Carbon Report 2023 \(haringey.gov.uk\)](#)

generally. I used to do amateur theatre in Turkey. We used to perform in schools in Istanbul. My daughter used to do amateur theatre in Demir too and put on a play with a famous Turkish actor. I want more theatre here, so I don't have to go out of borough".

Wood Green Library user

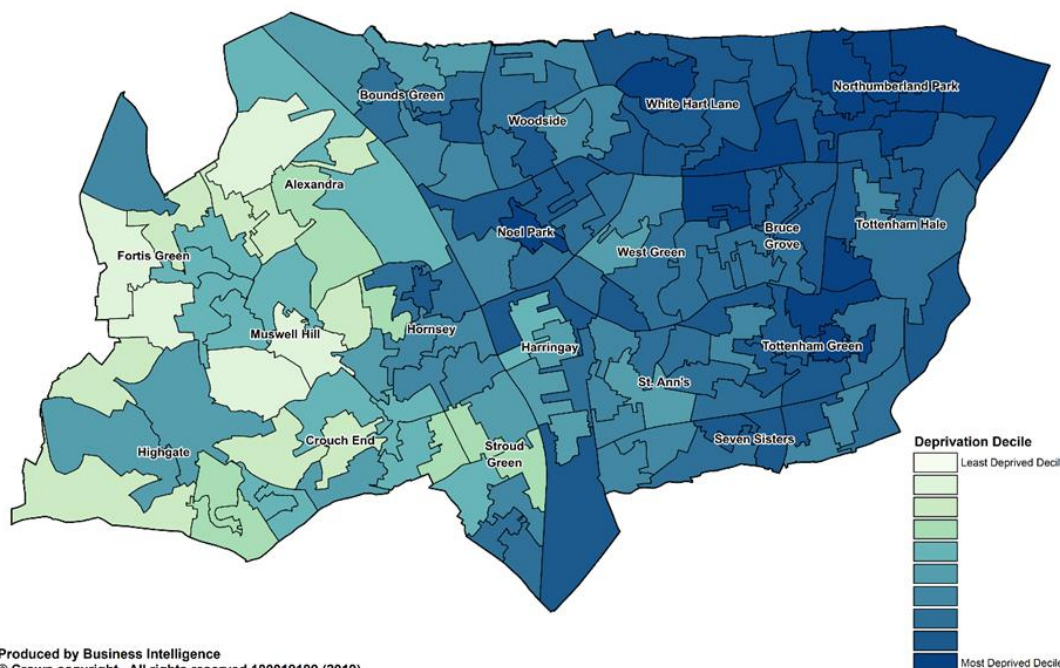
What Are the Economic Circumstances?

Haringey residents in the east and west of the borough experience substantial inequalities relating to health, income, employment, education and housing tenure for example. The map below shows overall deprivation (from IMD 2019 data) in two dimensions. The darker the colour, the more households fall into this category.

According to the 2019 Index of Multiple Deprivation 9.6% of Haringey's LSOAs are in the 10% most deprived nationally, the majority in the east and the most severe in Northumberland Park ward. Unemployment rates are the 6th highest in London and distributed unevenly across the borough. 8% of Haringey residents have no qualifications, the fifth largest proportion of all London boroughs – with associated low wages and limited job security.

Health inequalities are such that the gap in healthy years of life between richest and poorest parts of the borough is of 15 years (if you are male) or 17 years (if you are female).

2019 IMD Decile Ranks



Produced by Business Intelligence
© Crown copyright. All rights reserved 100019199 (2019)

V. Engagement Methodology

The strategy has been made possible, by the generosity, time and expertise of our creative sector and community, below is a snapshot of some of the voices that are reflected in this document:

- Online survey completed by over 200 people from across the borough
- Engagement with young people held by Haringey Creates; engaging 100+ participants through Haringey Shed and with primary and secondary schools across the borough
- Discussions at an Immersive Theatre production held outside libraries and at Markfield Road Festival (3 events, reaching 60+ people)
- Friends of Libraries meetings: round table talks with individual groups (up to 40 people/event)
- Meetings with art & culture groups in the borough and in the voluntary sector
- Meetings with the Culture Strategy Working Group which included cultural organisations across the borough
- A Culture Summit held in October 2023 at Hornsey Library with 30 attendees from Haringey arts and community groups, and 30 council officers from various departments including representatives from Parks, Children & Young People services, Communities, Policy etc.
- Discussions through the Voluntary and Community Sector Forum
- Strategic discussions with cabinet members and directors and at an All-Member briefing/engagement session
- Conversations at Shaping Wood Green and Tottenham Voices events
- Roundtable discussions with our Community Networks, including a Turkish/Kurdish; and Somali communities; and engagement with Bulgarian and African Caribbean networks
- Discussions at an Internal Council Culture Strategy Steering Group

VI. Our Creative Communities

We have a large creative sector in Haringey, with 1/5 jobs in the creative industries. Have a sizeable number of emerging artists who live in warehouses in the Harringay Warehouse District. Many artists also have studios across the borough. Established as part of the Mayor's Creative Enterprise Zone initiative *Made By Tottenham* is a network of artists and creators in Haringey. Opportunity Haringey, our Inclusive Economy Framework identifies the creative industries as a priority growth area in the borough.

We have implemented extensive data research on who our audiences and participants are – Haringey residents are relatively highly engaged in arts & culture, but that is not always reflected in activity in the borough. From our conversations with residents, it appears that many of our most engaged audiences go outside the borough for most of their culture.

We can demonstrate some of our findings, and what it means for the strategy, as follows: according to data from Audience Agency⁴¹ (AA) our audiences in the borough can be largely characterised in 4 category archetypes (Audience Spectrum data, segments the national population by their attitudes towards culture, and by what they like to see and do; there are 10 different Audience Spectrum profiles that can be used to understand what audiences and participants are like), described using AA categorisation, and language, below:

- 39% *Metroculturals*:

Prosperous, liberal, urbanites interested in a very wide cultural spectrum

- Often choose a city lifestyle for the broad cultural opportunity it affords
- Interested in a very wide spectrum of activity, but many tend towards their own preferred art-form or style
- Apt to be active museum attenders but tend to be more engaged with the arts and many on a weekly basis. Represent good prospects for new, innovative work.
- Likely to be working in demanding but rewarding professions, including arts professionals, they are highly educated and have a wide variety of other interests

- 36 % *Kaleidoscope Creativity*:

Mixed age, low level engagement, free local events, outdoor arts and festivals

- Often living in and around city areas where plenty of opportunities are within easy reach

⁴¹ <https://www.theaudienceagency.org>

- Mix of ages, living circumstances, resources and cultural backgrounds
- For many, low incomes and unemployment can present barriers to accessing some cultural provision
- Two thirds annually engage with more popular and accessible culture, some of this in the local community and outside the mainstream
- Free, local events like outdoor arts, festivals and carnivals may appeal, and so might popular offerings like musicals and music events

- *23 % Experience Seekers:*

Highly active, diverse, social and ambitious, engaging with arts on a regular basis

- Make up an important and significant part of urban arts audiences
- This group are highly active, diverse, social and ambitious singles and couples and younger people engaging with the arts on a regular basis
- Often students, recent graduates and in the early to mid-stages of their careers
- Tend to live close to city centres, so have easy access to and attend a wide variety of arts, museums, galleries and heritage
- Interests cover mainstream, contemporary and culturally diverse offers and attending is at the heart of their social lives
- They are mostly in search of new things to do and have disposable income to spend on a variety of leisure activities like sports/arts memberships, visits to cafes, bars and restaurants
- Typically, digitally savvy, they will share experiences through social media on their smartphones

- *1% Commuterland Culturebuffs*

Affluent and professional consumers of culture

- Affluent and settled group with many working in higher managerial and professional occupations
- Keen consumers of culture, with broad tastes but a leaning towards heritage and more classical or traditional offerings

- Often mature families or retirees, living largely in leafy provincial suburban or greenbelt comfort
- A group willing to travel and pay for premium experiences, their habits perhaps influenced by commuting
- Motivations are multiple, ranging from social and self-improvement, to the pursuit of learning opportunities for older children
- Tend to be frequent attenders and potential donors

The above data, while extremely informative as a whole and at face value, illuminates a key finding: Haringey's second *most* engaged user group as a borough, is the second *least* engaged on a national basis. This skews national statistics and reveals critical learnings regarding: the depth of Haringey's diversity; how we can develop new audiences; the types of 'art' we should invest in further; and even how and where we should signpost our opportunity to increase our reach into these communities.

Generally cultural engagement is good in Haringey and higher than for the rest of London with particular high attendance in theatre and cinema. Haringey residents like going out more than in other London boroughs and experiencing culture.

When it comes to more popular events such as the theatre, popular/rock concerts and plays, attendance among Haringey residents is now above the London rate in all categories bar theatre where it is equal. In the lesser attended events category, Haringey is 1-2% higher in attendance than London.

Stately Homes/Castles, Museums and the Cinema also have slightly higher attendance rates than the London average in Haringey. Cinema attendance is the most popular arts activity in Haringey (80%), though this is a reduction since 2018 (86%). 21% of Haringey residents say they go once or more a month, compared to 20% across London.