

“Creative Barking and Dagenham” An Arts Strategy for Barking and Dagenham, 2013 – 2016

Aim: The overarching aim of this strategy is to increase engagement and participation in arts and creative activity across all Barking and Dagenham’s communities – ensuring all residents are given the opportunity and encouragement to take part.

Priorities:

1. **Economic prosperity** – nurturing a vibrant arts, cultural and creative sector
2. **Skills, capacity and future talent** – ensuring individuals, groups and organisations can fulfil their potential
3. **Health and well being** – ensuring all residents have access to arts activities that will support healthy lives and improve well being
4. **Place and community** – using the arts effectively to make Barking and Dagenham a place all communities feel a part of
5. **Partnership and collaboration** – ensuring strong and representative partnerships are in place to support the delivery of the strategy and that opportunities are provided to support sharing, learning, collaboration and showcasing

Governance

- Barking & Dagenham Strategic Arts Partnership will be established to oversee the delivery of the strategy.
- It will review the strategy comparing achievements against the priorities for improvement, taking account of changing circumstances and new opportunities, thereby allowing all partners and stakeholders to plan and identify resources with which to deliver key actions.
- It will meet three times a year
- Membership will be open to representatives from interested local, regional and national arts organisations, community groups and individuals, and stakeholders who are committed to the core values, aims and objectives set out in the strategy.
- The Partnership will agree targets and a standardised format for monitoring and data gathering to ensure data can be shared and compared and full and robust reporting and analysis of achievement of targets can be assessed.
- The Partnership will receive progress reports from the Creative People and Places management board, the Creative Industry Quarter stakeholder group, the Cultural Education Partnership, and the Barking and Dagenham Council culture network.

Facts and figures about the Arts in Barking & Dagenham

According to Arts Council England:

- Barking and Dagenham has one of the lowest arts participation rates in the country.
- Just 31% of residents attend or participate in arts compared to 44% nationally and 48% in London.
- 38% visit museums and galleries compared to 52% nationally and 59% in London.
- Barking and Dagenham has the lowest number of creative industry businesses of all London boroughs. The Greater London Authority Creative Workforce study identified 195 creative businesses in Barking and Dagenham employing 518 people.

Monitoring & Evaluation

It is proposed that an annual report on the delivery of the strategy priorities will be provided to the Council’s Safer and Stronger Community Select Committee as well as the Children’s Trust, Health and Wellbeing board and the Skills, Jobs and Enterprise board.

Resourcing the Strategy

As well as aiming to drive improvements in the quality and effectiveness of arts provision in the Borough, the strategy will inform the budget setting process of the Council and its partners. It will also help to provide a compelling strategic rationale to support external funding bids for new projects, programmes and facilities.

A cornerstone of the strategy is the need to improve efficiency and effectiveness to deliver the same quality and range of services for less money, or to deliver more for the same level of expenditure. There will also be a continued focus over the life of the strategy and beyond to secure funding from other sources working in partnership with local, sub-regional and national agencies.

