

Richmond Arts Service 2021-24

Our mission is to build community through creativity

We foster creativity and enjoyment of the arts, enable people to reflect on their lives and develop new ways of seeing the world. We bring thought-provoking art to the Borough and cultivate a network of individuals, organisations and programmes that nourishes the arts, local organisations and communities.

We will achieve this by delivering our **Six Strategic Objectives**

1. We will develop an ambitious arts programme which shares Richmond with the world and brings the world to Richmond. We will reach a larger and more diverse audience, offering the highest quality experiences which are authentic, meaningful and thought-provoking
2. We will be a catalyst for local artistic responses to Global challenges - ecological crisis, inequality and isolation. We will work with artists, researchers, the cultural and creative sector, community partners and local services to explore new ideas, and play a role in change for the better.
3. We will nurture wellbeing and a lifelong love of the arts, focussing our work on children and young people, creating opportunities to share learning between generations. Through volunteering we will provide opportunities to learn and share skills and experience, widening the service's reach into the community, helping people to play an active role in their local area.
4. We will facilitate a diverse and resilient arts ecology in the borough, developing partnerships, attracting inward investment for culture and supporting artists and arts organisations committed to developing their practice. We aspire to make our programme reflect the diversity of arts practice in London and our audiences, workforce and volunteers reflect the diversity of west London.
5. We will manage our resources effectively, develop staff and generate more income so we can continue to deliver the service for the widest possible public benefit.
6. We will develop in a sustainable way, supporting Richmond's commitment to achieving carbon neutrality by 2030.

These **qualities** will underpin our work

Collaborative – we work with people in innovative and inspiring ways, we invite artists, communities and individuals to create the public programme with us and help develop the arts service.

Socially engaged – we respond to the needs and wishes of local people, widen participation in the arts and connect people from different backgrounds, enabling them to have a say over issues that affect them, and promoting opportunity particularly for underrepresented groups

Experimental – through the arts we test new ideas and approaches and share our learning to support the work of the borough. This might involve being playful, adventurous and taking risks.

Enterprising – we will always be open to new ways of working, sustain and develop productive partnerships and seek to find ways to make our work financially sustainable and develop inward investment for the arts

Richmond Arts Service: What we do

At a strategic level we work to integrate arts development and engagement into the delivery of Council priorities. We advocate for the importance of arts and culture in place-making, active citizenship and wellbeing. Richmond Arts Service is experimental, helping to explore, test and evaluate new ways of using the arts to develop a fairer, greener and safer borough for everyone.

We develop and facilitate a programme of high quality and accessible arts events, festivals and exhibitions for residents and visitors across Richmond and online. The service programmes the Borough's main visual arts venue, Orleans House Gallery. We also oversee the Borough's public art strategy.

We engage people in the arts working closely with a range of learning and community organisations. As well as an extensive school programme the team also deliver targeted work aimed at supporting access to the arts, employability, health and wellbeing.

An important activity strand is the artist development programme, fostering the conditions and networks needed by artists to explore and develop their practice and make it sustainable. Richmond Art Service also oversees a cultural commissioning programme supporting the work of key arts providers based in the borough.

The service also actively develops the Richmond Borough Art Collection and historic sites, integrating these important assets and the stories they reveal into the wider creative and conservation programmes.

Staff are empowered to act sustainably, work ethically, pursue excellence and encourage enterprise