

# Appendix 1:

# Wandsworth in 2021

The process of developing this new Arts and Culture Strategy began pre-Covid 19. However, the last six months have provided us with opportunities to further develop the Council's relationships with organisations and communities, as well as to explore how we can use culture to support other Council objectives to improve residents' lives, particularly given the challenges we face during and after the Covid-19 pandemic.

The new Arts and Culture Strategy 2021–2031 looks to address issues relating to communities, place and resources. In relation to community, the strategy looks to recognise and expand the opportunities that exist for residents and visitors to engage with, experience and enjoy arts and culture. It aims to empower and support all residents and communities to:

- develop their own cultural resources with support from the local cultural infrastructure
- shape and influence the growth of the Borough’s cultural ecology through proactive participation
- inform the thinking of both the Council and existing cultural organisations when considering how to meet the Borough’s cultural needs in the next decade and beyond.

Artist Simon Periton has teamed up with students at Brandlehow Primary School to create a new contemporary public artwork. The year 5 classes were set a series of creative tasks by Simon through digital workshops during autumn 2020. The nine and ten year olds explored the heritage of the Thames and Wandle rivers and learned techniques including paper-cutting and weaving. The work 'Anguilla anguilla' on Osiers Road was commissioned by cultural practice Dallas-Pierce-Quintero for Hollybrook in association with Peabody. Image credit: Heather Sibley.



# Uncharted Territory

The impact of the Covid-19 pandemic and its effects on the UK's public life are likely to fall heavily on the Borough's (as well as the UK's and the global) cultural sector. When the first restrictive measures were announced, collective behaviours changed overnight, venues were shut and festivals cancelled – with little to no sign of life returning to 'normal' soon. At the time of writing, the creative industries have been hit twice as hard by the effects of coronavirus compared to the UK's overall economy, with a forecast £74 billion drop in 2020.<sup>1</sup> Creative and cultural practitioners – the majority of whom in the UK are freelancers or on temporary contracts – have been particularly vulnerable to the pandemic's economic impact.

**T**his seismic economic shift has profound implications for Wandsworth’s local communities, for the cultural sector, and for the resources available for the delivery of the cultural vision for the Borough.

Furthermore, the fast-moving, global wave of Black Lives Matters uprisings against racial injustice and oppression in response to the murder of George Floyd in May 2020 has highlighted the critical urgency of making our public infrastructures, industries, organisations, workforces, and cultural programmes equitable and representative of the rich cultural diversity that makes up our society. There is a growing consciousness of the need to accept responsibility at all levels – institutional, corporate, and personal – to uproot systemic racial discrimination and the inequality it engenders.

Due to the bans on social gatherings, the pandemic necessitated a change in the modes by which people consume cultural content. Many physical events were moved online, including Wandsworth Arts Fringe (WAF), which became WAF in Your Living Room. In May 2020, WAF in Your Living Room ran a live festival programme, streaming 132 events on the WAF website and social media channels. The festival content has remained accessible online whilst the social distancing period continues, and to date, 30,300 people have enjoyed engaging with the festival from their homes.

The Creative Industries Policy and Evidence Centre, led by Nesta in partnership with the Intellectual Property Office (IPO) and Audience Net, tracked how the UK’s consumption of digital content (film,

music, TV, video games, publishing, and filmed performances of theatre and digital art) changed over lockdown and the period when restrictions eased over the summer of 2020. The key findings and insights from the study were:

- There was a large increase in people accessing digital content across all the core categories. Film had the highest proportional increases across both streaming and downloading. However, the gap within socio-economic groups widened, with content consumption increasing at a slower rate for those classified as ‘working class’ opposed to ‘middle class.’
- Those working from home were more likely to access digital content than those who had stopped working (e.g., those who were furloughed) or those working outside of the home. People self-isolating accessed the least digital content.
- Lockdown led to an increase in content creation for 4 in 10 (38%), with 17% of this group taking it up for the first time. Throughout the study, approximately a quarter of respondents created and posted content online each week. Younger people (16–24 year olds) had a significantly higher increase in creating new content during the pandemic and were more frequent creators, while the highest proportion of first-time content creators were from the 55+ group.
- In the early weeks there was an uptake in engaging with newer forms of cultural content. By the end of week one, approximately half of respondents had watched filmed performances or looked at art online, with around a fifth of them having only started engaging with each activity since the pandemic.

- For books, magazines, and audiobooks, physical purchasing became as common as (and at times more common than) digital consumption. Interestingly, the increase in physical purchases was largely driven by younger age groups.
- The two week-long studies in July and August show that despite more people being back at work the amount of time spent consuming content daily has been sustained.
- People continued to spend the most amount of time watching TV (median of four hours a day), followed by video games (three hours per day, up one hour since early July), film (two and a half hours per day) and music (two hours a day, down 0.5 hours since early July). E-books and audiobooks remained at two hours per day, and digital magazines at one hour per day. Although physical purchasing (of books, especially) decreased since July, it still remained higher than most of the lockdown weeks of the study.

The July and August surveys, carried out when lockdown was eased, suggest that these trends may be sustained going forward.

While it has been impossible to track how the public appetite for live cultural performances and participation will have changed since the first and second waves of the pandemic, UCL's Covid-19 Social Study does give some indications of people's mental state regarding the pandemic, and what they have engaged with and what they have articulated missing. Its key findings are:

- While happiness levels nosedived in the run-up to lockdown, these have risen again since the easing of lockdown
- Loneliness increased rapidly over lockdown and did not reduce with the easing of restrictions, however. Age, income level, previous mental illness, and living alone were all significant risk factors.

- Over half of the survey participants said that they missed going to cultural venues. 81% had been listening to music and 10% had engaged with a digital culture offer instead. Young people are missing leisure and culture the most.
- Engagement in the arts over the first lockdown was most common amongst younger adults, but patterns varied depending on artform by ethnicity and socio-economic background
- Participants stated that between the end of March and the end of June:

- ◊ 16% have been engaging less than normally in cultural activities
- ◊ 21% said they were engaging more than normally in cultural activities, turning to the arts to support them during lockdown
- ◊ 62% were engaging as normal in cultural activities

A recent study, conducted by OutdoorArts UK between 6 July – 21 August 2020, measured UK audiences' attitudes to attending outdoor events. It found that 90% of people would be comfortable visiting a local event of up to 50 people, however only 50% were confident to attend large-scale events. 78% would attend events where they felt appropriate safety measures are in place.

# Covid-19 Challenges

At the time this Arts and Culture was written Wandsworth has experienced no loss of its arts and culture provision. However, this is a delicate time for vulnerable organisations and the aim of this strategy is to create aims that can enhance and help our sector continue to access public funding and ebb and flow with the ongoing changes and challenges that present themselves – especially as we now enter a recovery phase, rather than a survival one that we have experienced in 2020 and early 2021.

## National figures available at the time of writing show a stark overview of what is happening nationally and in London. In 2020 extra funding support was made available, but as we enter 2021 continuing uncertainty face the cultural sector.

**A**ccording to the Office for National Statistics (ONS), the arts and entertainment industry saw a 44.5% reduction in monthly gross domestic product (GDP) output, with approximately 70% of workers in the sector being furloughed under the Government's coronavirus job retention scheme<sup>1</sup>. This makes the arts and entertainment industry the second highest industry to be impacted, after accommodation and food services.

The pandemic has had a huge impact upon those that work in the cultural sector and those that take part, visit, or view arts and culture outputs. Secretary of State for Culture, Oliver Dowden, has acknowledged that although the Government has made substantial efforts to financially support the sector through earmarking £1.53 billion to support cultural organisation, "sadly, not everyone is going to be able to survive and not every job is going to be protected."<sup>2</sup>

Looking at London specifically, new research via the GLA estimates that the impact on London's culture and creative industries, together with its supply chain, will cost the economy £16.3bn and put 152,000 jobs at risk<sup>3</sup>. Across England, with arts and culture accounting for 7.8% of England's Gross Value Added (GVA) profit in 2017 – a figure that has been increasing year on year – the upcoming loss in arts and culture resources will have a wider impact beyond those who work in the sector: on the suppliers, audiences, local businesses, night-time economies and high streets that benefit from arts and culture happening near and in partnership with them<sup>4</sup>.

Varying parts of the arts and culture sector are reporting losses due to the pandemic. Craft Council's impact assessment explains that there is a predicted 71% closure of galleries and shops where craft makers sell and work<sup>5</sup>. The Royal Institute of British Architects have noted a 58% decrease in new business enquiries, with 60% of respondents to their questionnaire saying at least one of their current project sites has been closed, with placemaking being highly affected<sup>6</sup>. Almost 50% of young people have experienced negative mental health impacts as a result of Covid-19, and 74% of young freelancers have had their work cancelled or will not be paid<sup>7</sup>. While the theatre sector is predicting to lose

61% (£3bn) revenue with 12,000 losses of full time employed theatre staff, this goes up to over 200,000 when taking into consideration the freelance roles working within theatre<sup>8</sup>.

The impact of covid-19 on cultural and creative industry freelancers is currently still hard to quantify, due to the pace of change and limited data availability. In December 2020, Policy and Evidence Centre and the Centre for Cultural Value published an initial six month assessment to try and understand what has happened to employment in the creative industries and to creative occupations since lockdown, by using Labour Force Survey (LFS) data from the ONS<sup>9</sup>. This highlighted: a collapse in working hours across the creative industries, especially in crafts, film, TV, video, radio, photography, music, performing and visual arts (and with a significant increase in people reporting having worked zero hours in the previous week during April to July 2020); 55,000 job losses (a 30% decline) in music, performing and visual arts; and significantly higher than average numbers of people leaving creative occupations compared to previous years.

During 2020, Wandsworth's arts and culture sector has successfully applied for arrangement of support funding. By November 2020, £615,000 of business grants had been distributed to local organisations through Wandsworth Council and an additional £3,640,608 had come from the government's various rescue packages distributed via bodies such as the Arts Council England and National Lottery Heritage Fund. This injection of additional cash support has meant that projects such as Theatre 503's online Fairytale Revolution panto (supported by the Council so that schools, St George's hospital, care homes, and any Wandsworth resident disadvantaged by covid-19 could watch it for free) have been able to go ahead and has helped organisations to continue to produce content, and also kept local residents and audiences entertained through this very difficult and trying time.

A further £141,984 was invested by the Council through the Wandsworth Grant Fund into cultural projects to support Wandsworth communities during the pandemic, ranging from using the arts to support people with mental health problems exacerbated by Covid-19 to developing art packs for young people and families to go into foodboxes.

# Analisyys of Residents

Wandsworth is a large inner London Borough with a highly transient resident population. It has an estimated population of 328,828 (2018), making it the eighth largest London Borough by population and the second largest in the inner London area. The Borough covers approximately 35km<sup>2</sup> stretching from Tooting in the south east to the Nine Elms development on the river Thames in the north west. It is identified in the London Plan as one of 35 major centres in Greater London.



# People

The Borough's population is made up of 52% females and 48% males –both are projected to increase by 13% (approximately 22,000) by 2029. Most new developments (60%) are focused in the four riverside wards: 42% will be in Queenstown driven by the Nine Elms regeneration, 9.3% in Fairfield, 5.5% St. Mary's Park, and 5% in Thamesfield.

Wandsworth is an ethnically diverse Borough:

White British heritage	48%
White European heritage	19.9%
Mixed heritages	6.2%
South Asian heritage	6.1%
African heritage	5.2%
Caribbean heritage	3.6%
Irish heritage	2.9%
Chinese heritage	1.1%
Arab heritage	1.1%
Other heritages	5.9%
Total	100

**T**he population density is 94.7/h which is almost 1.7 times higher than the London average of 57.3/h, but lower than the inner London average.

Over 80% of Wandsworth residents have English as their main language, similar to the London average of 78%. After English, the most common languages were Polish (2.1%), Urdu (1.6%), and French (1.4%).

The most common religions in Wandsworth are Christian (53%), Muslim (8%), and Hindu (2%); there are also smaller Buddhist, Jewish and Sikh communities.

Around one in four residents (27%) stated that they did not have a religion in the 2011 census (compared to 21% in London). The Muslim population was highest in Tooting, Graveney, and West Hill wards, with the Hindu population highest in Tooting and Graveney.

Wandsworth has one of the youngest population cohorts in London and England with a median age of 33.7, and a very high percentage of 20–44 year olds.

## Population facts:

<ul style="list-style-type: none"> <li>• 7% of the Borough’s population is made up of children aged under 5</li> <li>• 11% is made up of children aged 5 to 14 year olds</li> <li>• Greatest numbers of these ages can be seen within the wards of West Hill, Southfields, Northcote, and Tooting.</li> </ul>
<ul style="list-style-type: none"> <li>• 4% of the Borough is made up of 15 - 19 year olds.</li> <li>• Greatest numbers of this age range can be seen within the wards of Roehampton, Furzedown and Tooting.</li> </ul>
<ul style="list-style-type: none"> <li>• 20 - 24 year olds make up 6% of the Borough’s population</li> <li>• Roehampton, Queenstown and Tooting see the highest proportions of these ages</li> </ul>
<ul style="list-style-type: none"> <li>• The majority of the population are aged 25 - 29 (13%), 30 - 34 (13%), and 35 - 39 (10%). Together they make up 37% of the population.</li> <li>• Queenstown, Fairfield and St. Mary’s Park have the greatest numbers</li> </ul>
<ul style="list-style-type: none"> <li>• The 40 - 49 year old proportion is beginning to decline, only 14% are made up of this age group.</li> <li>• Queenstown, Thamesfield and Southfields have the greatest numbers</li> </ul>
<ul style="list-style-type: none"> <li>14% of the Borough is made up of population aged 50-64 years</li> <li>• The highest proportion of this age range are seen within the wards of St. Mary’s Park, Furzedown and Queenstown</li> </ul>
<ul style="list-style-type: none"> <li>• 5% of the Borough is made up of the population aged 65-74 years</li> <li>• The highest proportion of this age range is seen within the wards of St. Mary’s Park, West Putney and Thamesfield.</li> </ul>
<ul style="list-style-type: none"> <li>• 3% of the Borough is made up of the population aged 75-84 years</li> <li>• Highest proportion is seen within the wards of St. Mary’s Park, West Putney and East Putney.</li> </ul>

<ul style="list-style-type: none"> <li>• 1% of the Borough is made up of the population aged 85+</li> <li>• The highest proportion of this age range is seen within the wards of West Putney, St. Mary’s Park and Nightingale.</li> </ul>
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The 2011 census showed that majority of Wandsworth residents were single (54.2%), unlike London’s average (44.1%). This is probably due to the younger age profile of the local population. Around a third of the residents are married (32.6%), which is lower than London’s average (39.8%).

The 2011 census did not contain a specific question regarding sexual orientation. However, the survey found that 1,500 people living in Wandsworth are in a same-sex civil partnership. This makes up 0.6% of the Wandsworth population, which is higher than London (0.4%). Bedford ward contains the highest rate of same-sex Civil Partnerships at 0.9% of people living in the area.

Wandsworth has a higher proportion of couples living without children – 18.3% – compared to London’s average (13.8%) and inner London (14.2%). Lone parents make up 9.5% of all households in Wandsworth, a lower proportion than inner London (12.5%). Of these families, the largest proportion were living in Latchmere ward (9.7%).

In Wandsworth, there are more adults under 65 years of age living alone (24.3%) compared to London’s average (22%). Among the 65+, there are fewer one person households (8% of all households) compared to London (9.6%). The largest number of 65+ living alone was in West Putney (7.6%, n=785), Roehampton and Putney Heath (7.4%, n=770) and East Putney (7.1%, n=737) respectively.

The economic implications of Covid-19 may mean that a greater number of residents are at risk of food poverty. In Q1 2020–21, Citizens Advice Wandsworth issued 207 foodbank vouchers compared to seventeen vouchers over the same period the previous year. The Claimant Count in Wandsworth has risen from 4,830 (2% of residents aged 16–64) in January 2020 to 13,740 in July 2020 (5.8% of residents aged 16–64).

# Place

The Borough has experienced a period of sustained development and growth, which has delivered a mix of attractive urban environment with rich heritage and well-maintained green spaces. However, Wandsworth is a place of enormous change – around a third of residents leave every year as part of the turnover in private rented accommodation in London. The Borough contains areas of growth, including Nine Elms, with 20,000 new homes, as well as areas north of Wandsworth Town Centre due to be redeveloped, all of which offer exciting opportunities to shape our urban environment.

**W**andsworth is made up of a variety of neighbourhoods with their own characteristics, needs and varying socioeconomic and environmental pressures, as well as five town centres (Balham, Clapham Junction, Putney, Tooting, and Wandsworth Town), which will require tailored solutions and not a ‘one size fits all’ approach.

Of the almost 150,000 properties in Wandsworth, over two-thirds are flats. On average, households in Wandsworth are smaller than London but larger than inner London. In Wandsworth, the majority of residents own their property and two-fifths of residents rent. In 2018, almost 17% owned their home outright, similar to the inner London Boroughs but much lower than the London average. However, a higher rate of residents owned their property with a mortgage compared to the inner London and London averages. Almost a third of households rent privately. The proportion who rent from the Council or housing association (16.0%) is about half as much as inner London (30.9%). Since 2010, the proportion owning with a mortgage has increased, and that of those renting privately has decreased.

The Borough is well-connected to central and other parts of London through an extensive public transport network. Around two-thirds of people take

public transportation to work, with less than one in six driving to work. Car ownership is decreasing in the Borough, with almost half of households having no access to a car.

Air quality is a London wide issue, with inner London Boroughs like Wandsworth affected disproportionately. Locally, 6.5% of mortality can be attributed to air pollution, which is higher than the average across England but similar to that across London. Since 2010, the Borough has seen a decrease in emissions of CO<sub>2</sub>, NO<sub>x</sub>, and other pollutants. The largest sources of pollution locally were road transport, construction, and industrial and domestic heating and power.

The London Boroughs Healthy Streets Scorecard is designed to measure progress towards meeting the Mayor’s Transport Strategy ‘healthy streets’ targets. The scorecard considers sustainable travel, road safety, road characteristics, and traffic. Wandsworth ranks 13th out of 32 London Boroughs on the Healthy Streets Scorecard and ranks 11th out of 13 inner London Boroughs.

Wandsworth continues to be the safest inner London Borough. London has seen four consecutive years of crime increase and this is also the case in Wandsworth. This increase has been driven by rises in violent and property crime.

On average, Wandsworth’s working age adults are among the most educated in the country, with almost two-thirds educated to degree level or higher. Wandsworth achieved above the London and England averages for Key Stage 2 pupils meeting the expected standard in writing, reading, and maths; Key Stage 4 attainment 8 score as well as GCSE students achieving grade 5 or above in English and maths. Where the Borough performs lower than England is on its rates of A-level students achieving at least AAB grades and on pupils’ absences.

Wandsworth has one of the highest employment rates at almost 80%, higher than the London and England averages. Residents are much more likely to be managers, directors, professionals and in technical jobs (70.4%) compared to London’s average (58.4%). This is because the area is a popular place of residence for those working in Westminster, the City, and Canary Warf.

Looking at deprivation and inequality, Wandsworth is within the second quartile of London local authorities, ranking 10th out of 33 in 2019, with higher ranking (33rd) being the worst. Wandsworth does not have any areas that are among the 10% most deprived in the country. Wandsworth ranks amongst the least deprived Boroughs in London for five of seven deprivation domains (Income; Employment; Education, Skills and Training; Barriers to Housing and Services; and Crime); in addition it has a particularly high

ranking for Education, Skills and Training. However, these measures do highlight some issues in respect to the living environment, barriers to housing, and income deprivation affecting older people.

- Wandsworth ranks amongst the 10% most deprived Local Authorities (LAs) in England and the 50% most deprived LAs in London in the Living Environment Deprivation Domain. The ‘Outdoors’ living environment is the key driver of this as Wandsworth experiences relatively high concentrations of pollutants and a high rate of road traffic accidents, both nationally and in London.
- Wandsworth ranks amongst the 20% most deprived LAs in England in the Barriers to Housing and Services Deprivation Domain. The ‘Wider Barriers’ to housing were the key driver of this as Wandsworth experiences a relatively high rate of homelessness, both nationally and in London. A high proportion of overcrowding and poor housing affordability contributed to Wandsworth’s relatively deprived national ranking.
- Wandsworth ranks amongst the 10% most deprived LAs in England and the 50% most deprived LAs in London for the Income Deprivation Affecting Older People Index (IDAOPI) measure.

Values for individual indicators were not published for this measure.

Flagz Carnival in York Gardens in 2017 and 2018 brought residents from the Winstanley Estate and the surrounding area together as part of the Wandsworth Arts Fringe. In 2018, the FLagz worked with Providence House and Caius House in the run up to the carnival to create performances, props and costumes as can be seen in this image. Image credit: Belina Lawley.



# Health & Wellbeing

In Wandsworth people live longer than the national average but life expectancy at birth and at 65 tend to be higher in other London Boroughs. Females in the Borough live 3.5 years longer than males, but a recent decline in healthy life expectancy in women sees them spending longer in poor health than previously.

**V**ariations in life expectancy across the Borough are driven by inequalities between more deprived and less deprived areas. These inequalities are most evident in the 60 to 79 age group, and are mainly driven by cancer, circulatory disease in men, and circulatory conditions in women.

Most of the local population report leading happy and worthwhile lives – better than the London average – but there is a subset of around one in five who reported low happiness, satisfaction, and high anxiety scores. Through its Annual Population Survey, the Office for National Statistics provides an

assessment of personal wellbeing of resident populations at local authority level, using three positive and one negative domains (life satisfaction, wellbeing, happiness, and anxiety). For Wandsworth, the three positive measures have fallen year on year (2019/20 year); for all three domains for 2019/20 the scores are also lower than both the England and London averages. The measurement of self-reported anxiety has reduced slightly year on year but is significantly higher than the England and London mean average scores. The rankings are:

Measure	Wandsworth	UK Average
Life satisfaction	7.4	7.7
Worthwhile	7.7	7.85
Happiness	7.2	7.39
Anxiety	3.1	3.2



Over Autumn 2020, Oily Cart's Doorstep Jamboree traveled across London visiting families who have children still having to shield. The sensory, uniquely, tailored gig not only brought delight and enjoyment to the young people, but also their siblings and parents. Image credit: Suzi Corker.

# Baseline Engagement in Arts & Culture

### Arts Engagement<sup>10</sup>



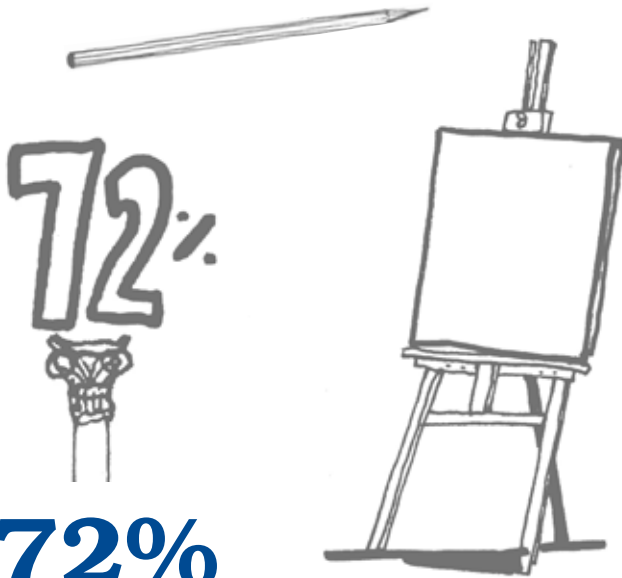
# 87.4%

of Wandsworth residents participated in artistic activities, attended an artistic event, visited a museum or gallery or used a library at least once in the past 12 months. (the national average is 76.1%)



# 71.2%

participated in artistic activities or attended an artistic event at least once in the past 12 months. (the national average is 60.6%)



# 72%

visited a museum or gallery at least once in the past 12 months. (the national average is 46.6%)



# 40.7%

used a public library at least once in the past 12 months. (the national average is 35.5%)





### Engagement with Wandsworth Council's Arts Service's programmes:



# 150

events took place as part of WAF 2019, covering all 20 wards.

# 24,775

visitors/participants in Wandsworth Arts Fringe (WAF) 2019, which was the last physical festival.



# 517

artists were involved, including: 25 disabled artists; 43 LGBTQ+ artists; and 118 artists from diverse ethnic background in WAF 2019.

# 191

separate sessions took place before and after the live festival as part of the outreach programme to train, educate and allow local people to perform in WAF 2019 events.



# 30,030

people watched, listened or participated in WAF in Your Living Room, the digital version of the festival produced in 2020 in response to the pandemic.

# 197

residents took part in Wandsworth Artists Open House in 2018.



# 59

schools and colleges in Wandsworth and 964 young people took part in creative projects in schools organised by the Arts Service in 2019.

# 94%

of audience members rated the WAF event they attended as excellent or good in 2019.

# Baseline Arts, Cultural & Heritage Capacity Analysis

Wandsworth is a Borough made up of small and agile, as well as world-renowned and mighty, arts and culture organisations, groups, projects and people. The extent of the cultural sphere in Wandsworth is broad and surprising. It is not just the typical cultural organisations and institutions that contribute to the local creative lifeblood – the infrastructure is more interdisciplinary, subtle and widespread than one may see at first glance.

**F**rom Battersea Arts Centre and the Royal College of Art, Tavaziva Dance and Oily Cart, to Wandsworth Artists' Open House and Wandsworth Arts Fringe, Wandsworth's cultural ecosystem produces innovative digital research and outputs, creates access routes into the creative sector for everyone, and encourages inclusivity and collaboration in the professional sector, with a focus on participatory projects and animating local spaces, places, and people.

The Borough's cultural organisations have also formed strong supportive relationships with each other. Wandsworth benefits from an active What Next? Chapter, which brings everyone who is interested in culture and with a Wandsworth link, from residents and freelancers to community groups and cultural organisations, together. This collaborative network looks to share best practice, establish joint projects, and encourage new partnerships across the Borough.

Wandsworth prides itself on having welcomed immigrants to make their home here – from Huguenots in the seventeenth century to the new migrants of today. This celebration of diversity is

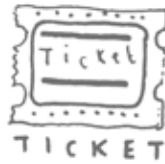
reflected in the Borough's cultural offer, from the UK's leading South Asian theatre company Tara Arts and the internationally-renowned Tavaziva Dance (whose performances are a dynamic hybridization of contemporary, ballet and African dance) to the Black Heroes Foundation and Ubuntu Museum, all of which successfully weave stories, heritage and arts from around the world into the rich fabric of Wandsworth life.

The young people who engaged with the creative youth panel survey highlighted the strong appreciation for Wandsworth's music and drama provision. However, there was a general feeling from the teenagers that the following areas of cultural provision need some boosting: drawing, painting, pottery, sculpture, graphic design, under-18 music gigs, and ballroom dancing (classes are only for adults over the age of 18).

# Wandsworth Culture Venues:



**7 National Portfolio Organisations**  
(funded by the Arts Council England)



**6 Theatres**



**11 Libraries**



**13 Arts & Crafts Centres**



**7 Arts Award Centres**



**6 Opera**



**7 Cultural Anchor Spaces**  
(secured through S106)



**4 Public Galleries**



**1 Local Studies Centre**



**9 Amateur Dramatics**



**8 Grass Roots Music Venues**



**3 Orchestras**



**4 Dance Organisations**



**6 Universities & Higher Education Institutions**



**0 Accredited Museums**



**2 Music Academies**

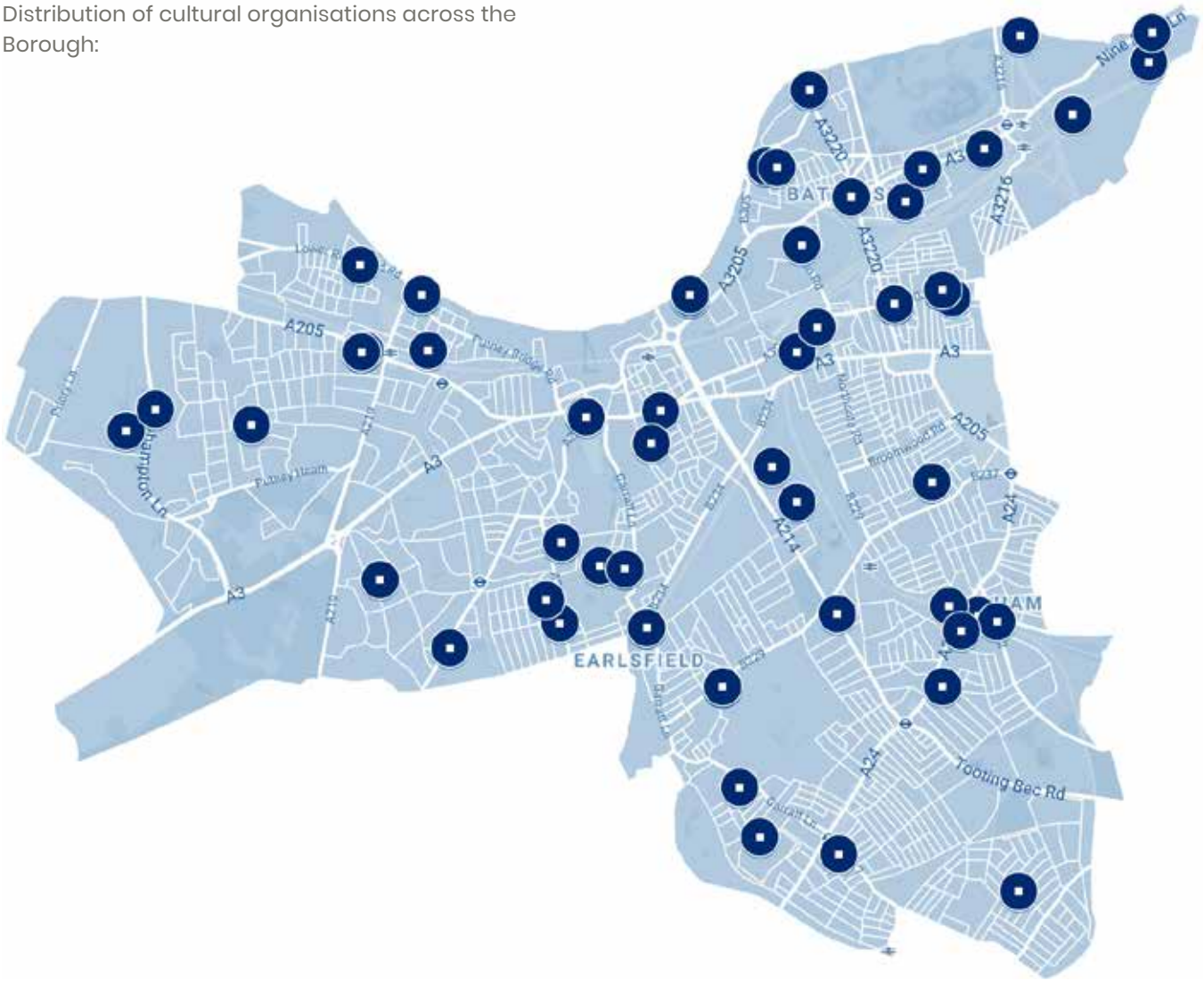


**9 Choirs**



**39 Blue & Green Plaques**  
Commemorating People & Places

Distribution of cultural organisations across the Borough:

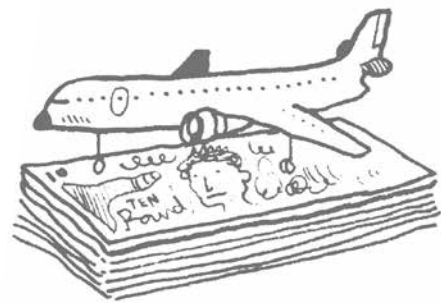


### Investment



# £352,094

Council funding invested in cultural projects and organisations in in 2019 - 2020.



At least

# £7,786,078

invested in Wandsworth cultural organisations and programmes by the Arts Council and Heritage Lottery Fund in 2019 - 2020.

Hidden behind this standard facade is Collective Studios at Wandsworth Plain which provides 15 affordable artists studios to recent graduates from art colleges. This is a meanwhile space, provided by the Greenland, allowing artists to use the space while development is taking place on the adjoining RAM Quarter. Image credit: Collective Studios, 2018.



# Creative Industries in the Borough

Wandsworth currently ranks 11th across London in terms of creative industry employment, with an estimated 2,860 creative industry workspaces in the Borough.<sup>11</sup> However, with the presence of two universities (the Royal College of Art and Roehampton University), several higher education institutions (National Opera Studio, Academy of Live and Recorded Arts, Royal Academy of Dance, and BBO Dance) and major high-tech and publishing industries, including Apple and Penguin Random House, moving their HQs into the Borough, Wandsworth is well placed to develop the potential of its creative industries further still.



2860 Creative Industries<sup>12</sup>



17 Commercial Galleries



15 Live Music Pubs



5 Jewellery Design & Manufacturers



4 Artists' Studios Workspaces



11 Music Office Based Businesses



4 Cinemas



3 Media Production Studios



3 Creative Maker Spaces



4 Music Rehearsal Spaces

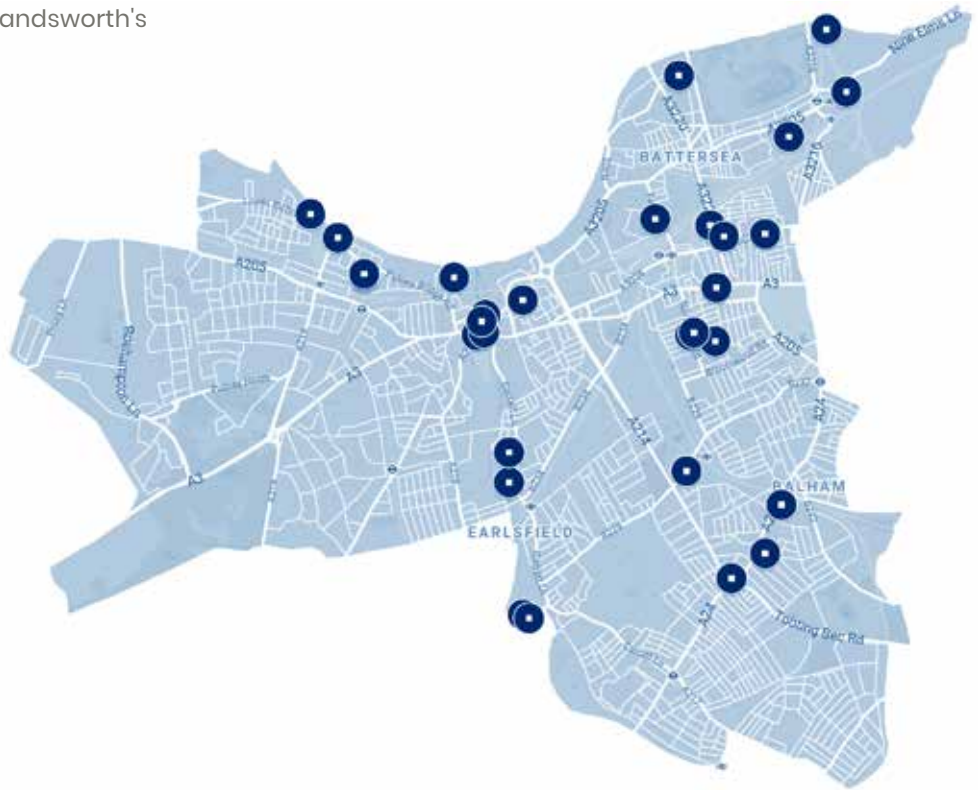


2 Fashion Studios

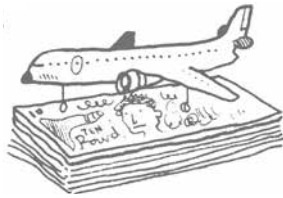


3 Creative Incubator Spaces

The geographical spread of Wandsworth's creative industries:



### Tourism



• £28m economic contribution (GVA) of tourism to Wandsworth in 2017<sup>13</sup>



• £409m spent in the Borough by day visits over a typical year (between 2016–2018)<sup>14</sup>



• 668 FTE jobs generated through international tourism spend



• 1,393 existing hotel bedrooms, with another 1,432 in the pipeline



• Visitors to Wandsworth tend to stay an average of 5.5 nights