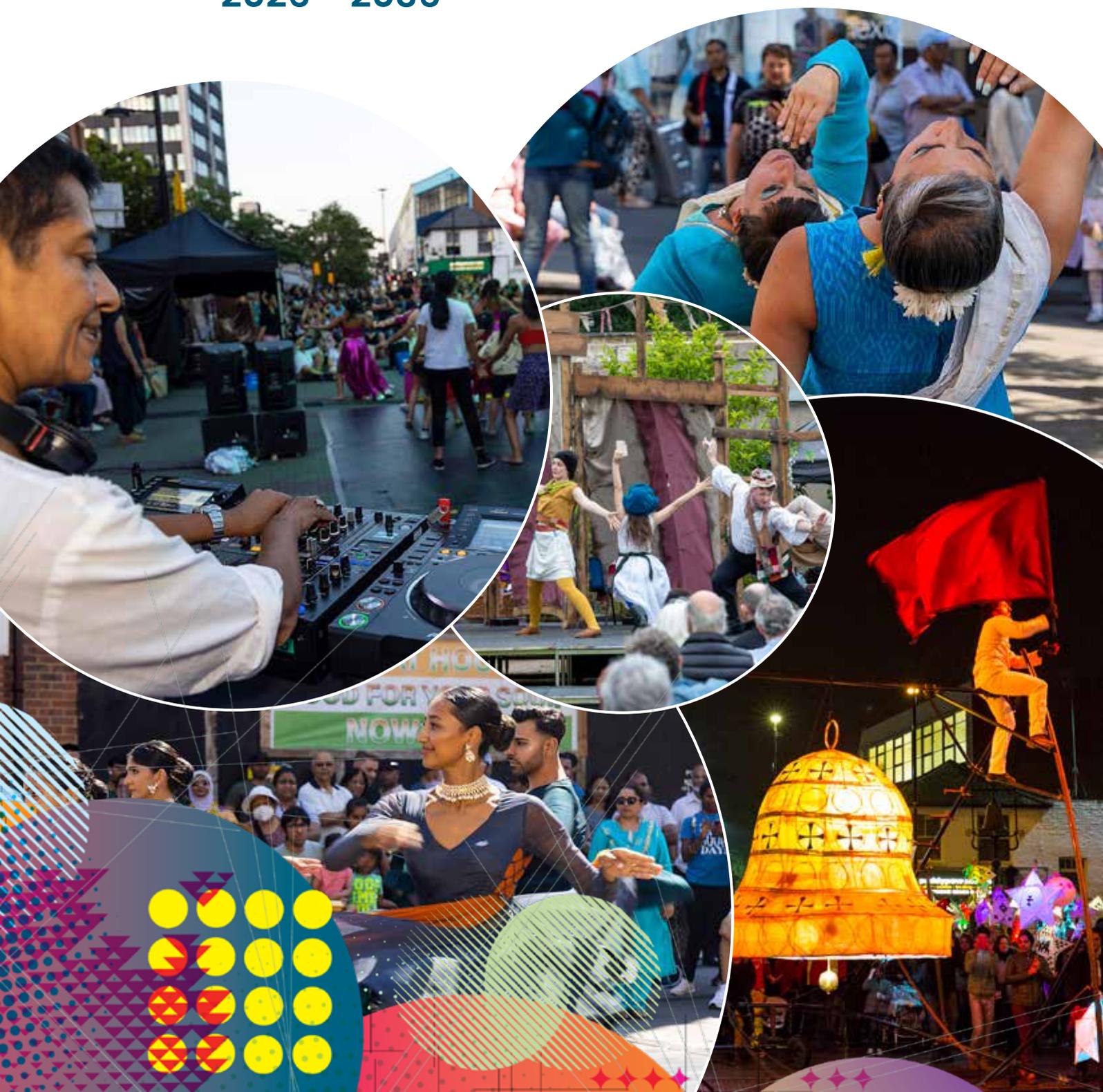




London Borough  
of Hounslow

# A VISION FOR CULTURE

HOUNSLOW'S CULTURE STRATEGY  
2026 – 2036



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# Foreword

**Cllr. Shantanu Rajawat**  
**Leader of Hounslow Council**

Culture is at the heart of what makes our borough a vibrant, diverse and dynamic place. We are proud to present our new Culture Strategy, developed in collaboration with stakeholders from across the borough and aligned with local, London-wide and sector priorities. The strategy will build on Hounslow's cultural strengths while addressing inequalities to access and opportunity, and we are committed to ensuring that everyone can be supported through culture to thrive.



**Jan Lennox**  
**Director of Watermans**

This is a thoughtful and forward-looking Strategy, deeply rooted in Hounslow and its communities, whilst firmly taking its place within the culture of our world city. Hounslow is a place that recognises high quality in arts and culture across every one of its many and diverse communities and this commitment to excellence will further strengthen the borough as a beacon for the arts in London. Watermans looks forward to contributing to the exciting developments articulated in the Strategy and seeing this ambitious but friendly, innovative and warm-hearted borough continue to thrive.



**Cllr. Salman Shaheen**  
**Culture, Leisure and Public Spaces**

This culture strategy is our 'north star' that will guide our culture offering over the next ten years and cement and grow our reputation as a leading London borough for arts, culture and heritage. This is a borough strategy that has been co-created with cultural organisations across Hounslow. Crucially, it reflects the voices and aspirations of our residents, cultural organisations, artists, and local businesses. I would like to personally thank them for their contribution.



**Xanthe Arvanitakis**  
**Director of Chiswick House & Gardens Trust**

Chiswick House and Gardens Trust is proud to have been included in Hounslow's Culture Strategy. It sets the basis for a cross-borough network of destinations offering residents vital community assets like our Kitchen Garden, that bring heritage to life in creative, inclusive and practical ways: places where schoolchildren can learn, artists can work, communities can gather, and people can celebrate together.



**Cllr. Tom Bruce**  
**Deputy Leader of Hounslow Council**  
**Assets, Regeneration and Development**

We know the difference cultural experiences can have on creating pride and a sense of place for people who live and visit our borough. Our aim through this strategy is to create space for collaborative decision-making and cross sector partnerships ensuring culture continues to thrive as a vital part of our borough's place shaping, economy and regeneration ambitions, now and in the future.



**Debbie Hughes**  
**Director of Hounslow Action for Youth**

Hounslow Action for Youth welcomes the new Culture Strategy as a vital step in widening access to the cultural sector across the borough. Our arts programmes have successfully engaged young people on the extreme margins, demonstrating how creativity opens powerful pathways for young people and families to participate in culture and develop a sense of belonging. A well developed cultural sector ensures that communities who have historically been underrepresented can be seen, supported, and celebrated.



**Mandy Skinner**  
**Hounslow Council's Chief Executive**

As a council we know the power culture has to help communities thrive, and are committed to placing culture at the heart of everything we do. This strategy will focus our efforts. However, its successful delivery relies on collaboration and partnerships - those that already exist, and new ones yet to be formed. In Hounslow we're blessed with committed and passionate partners, and through this strategy we will maximise the collective impact of culture in Hounslow.



**Martin Case**  
**Chair of Brentford Voice**

Hounslow's first ever Culture Strategy aims to ensure that creative heritage isn't just celebrated, but actively supported. Brentford is home to a vibrant community-led cultural landscape, with events like the Brentford Canal Festival or Creative Mile. These aren't simply events — they are anchor moments of connection, belonging and civic pride, helping weave culture into the daily life of residents and forming a stable cultural "spine" within the town centre. Culture is not an optional extra, but an essential part of a happy, healthy and meaningful life – something everyone in Hounslow should be able to access.



ANHAD, Watermans.  
Photo: Vipul Sangoi



# Introduction

Culture in Hounslow is rich, diverse and rooted in the lives, experiences and creativity of our communities. From our historic houses to the bustling streets of our town centres, from world-class creative industries to the makers and performers who live here, our borough holds an extraordinary wealth of cultural activity and potential.

This Culture Strategy sets out a vision for Hounslow as a place where culture is not only visible and celebrated, but recognised as essential to our borough's identity, wellbeing and future growth. We want a Hounslow where culture is embedded in the everyday – where our residents can create, experience and shape culture in their local parks, libraries, high streets, schools and shared spaces.

We believe that everyone, regardless of background, income, or postcode should have access to meaningful cultural opportunities. Our strategy places inclusion, representation and creative community at its core. We will champion homegrown talent, nurture creative careers, and provide young people with inspiring pathways into the cultural and creative industries. We will support local artists and practitioners with the space, resources and networks they need to thrive.

Access to high-calibre arts experiences and fit-for-purpose infrastructure is essential for a thriving, inclusive and forward-looking borough. When people are able to experience, participate in and create art of the highest standards, they gain opportunities for personal growth, improved wellbeing, increased imagination and deeper connections with community.

Our vision is one of connection and collaboration. We will work across sectors – from education and health to business and planning – to ensure culture is a central thread in how we design our places, support our people and shape our borough's future, while embracing innovation and creative enterprise as drivers of economic

and social resilience. Ensuring that everyone, regardless of background or circumstance, can engage with outstanding cultural experiences is a matter of equity and strategic investment in cultural, economic and civic vitality.

To further support our ambitions, we also think it important that government invest in a multi-year, single pot settlement for culture to empower the delivery of high-quality, sustainable cultural provision and production that drives local pride, inclusion and long-term community growth.

Together, with our communities, partners, and creatives we will build a borough that is bold, inclusive, and forward-looking – a Hounslow where everyone can find inspiration, opportunity and enjoyment.

# IN HOUNSLOW

## Our definition of Culture

Culture is our lives, community and environment. It is the way we see ourselves and our place in the world.

It is where we live, who we are and how we learn. It is how we live our lives; it is how we dress, communicate, eat and drink. It is how we build neighbourhoods and decorate our homes. It is how we express ourselves. It is how we design and inhabit our streets and our open spaces. It is how we record, collect, curate and present our identities, and how we understand each other's identities.

It is how we connect and exchange what we have in common and how we differ. It is how we preserve and bring to life our stories. It is how we express our world to others. It is about the experience of culture. It is our memories, experiences and stories, lived through friends and relatives in Hounslow and elsewhere. It is what we imagine ourselves to be. It is our possessions and artefacts. It is the built and natural landscape. It is our story and how we retell it, it is who we are and who we are becoming.

Culture is the applied imagination of all people including artists, writers, musicians and performers. It is the act of making, ideas, text codes, objects, paintings, sound and vision. It is performance. It is active participation. It is innovation and renewal. It is jobs, innovation, production and brand. It is a human right.

Culture is creative and shapes our shared vision for the future.

Culture is a mechanism for achieving the shared aims for Hounslow for those that live and work here and those that visit. We will focus on:

- Culture as a way of sharing creativity, inspiration and telling stories
- Culture as a way of bringing communities together
- Culture as a way of expressing identities and celebrating heritage narratives
- Culture as a way of improving mental health and wellbeing

Pyrodise, Watermans.  
Photo: Vipul Sangoi



# Destination Hounslow

It is our ambition for Hounslow's cultural scene to draw visitors from across London, the UK and beyond through world-class events, acts and venues.

Anchored in our rich diversity, strategic location and thriving creative ecosystem, Destination Hounslow speaks to what Hounslow is about, what it stands for and what is important. It cements us as a global hub for culture and business, and places us as a leader with ambitions for London Borough of Culture.

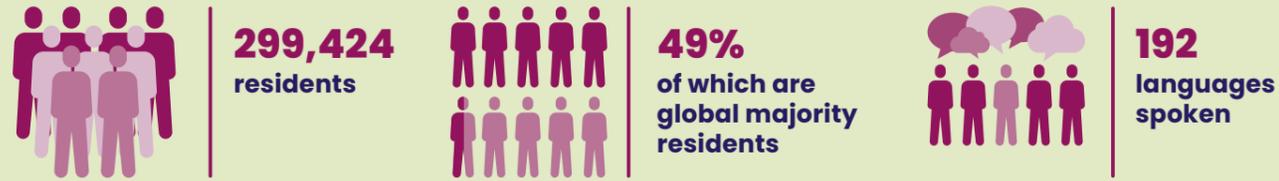
Hounslow's location on the M4/A4 corridor, proximity to Heathrow Airport, and connectivity across London make it a global gateway, securing opportunities for the creative industries. This advantage is amplified by the borough's dynamic mix of communities and businesses, its green and blue infrastructure boasting 20 Green Flag parks, with 168 parks in total, heathland, the River Thames and the Grand Union Canal. When it comes to health and wellbeing, there is space to enjoy, think and lose yourself close at hand.

The Golden Mile is central to Destination Hounslow's ambition. Historically a hub of industrial innovation, today it is home to major creative and media employers such as Sky and JCDecaux, reinforcing its role as a driver of digital and cultural enterprise. Positioned within the borough's Creative Enterprise Zone—the largest in London—the Golden Mile offers unparalleled opportunities for partnerships, skills development, and creative industry growth. By leveraging these assets, we can create pathways for young people into high-value creative careers, foster local supply chains, and animate the corridor with cultural activity that reflects Hounslow's global outlook.

Destination Hounslow is underpinned by a commitment to excellence in arts and culture. With nearly 300,000 residents representing one of the UK's most diverse populations, Hounslow is a destination whether through international outdoor performances at Bell Square, heritage programming and exhibitions at the borough's historic houses, high-profile music festivals at Gunnersbury Park and Boston Manor Park, or dynamic performances across our town centres. Our vision is to strengthen our offer, build new contemporary art and cultural spaces, raise expectations and ensure that residents and visitors alike can access world-class experiences.

Hounslow is a destination that delivers. Working alongside long-term visioning including the Council's 'Vision 2050' initiative, Hounslow will be known as a place that connects London and the world.

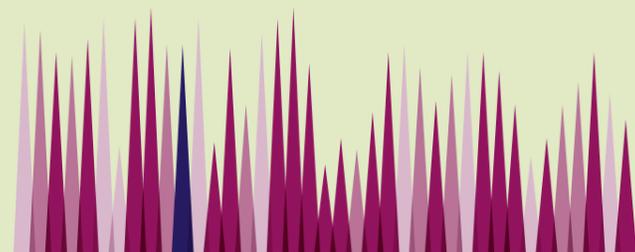
# Our borough



## DEMONSTRATING HOUNSLOW'S DIVERSITY

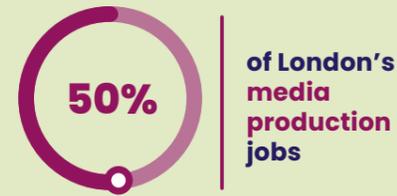


## WHERE WE ARE IN DEPRIVATION FOR LONDON BOROUGHS



Amongst the 33 boroughs in London, Hounslow has the 11<sup>th</sup> highest rate of relative poverty, with 20% in relative poverty compared to the London average of 18.3%.

## HOUNSLOW HAS MORE MICRO BUSINESSES than London or England



At Hogarth's House, we have a large collection of original prints by William Hogarth on display and in store, making it one of the most significant collections of the artist's work in the UK and Europe.



### Arts Council National Portfolio Organisations

In 2026 we have three Arts Council England funded National Portfolio funded Organisations (NPO) in the borough: Hounslow Arts Trust Ltd (operating as Watermans), Protégé and Gunnersbury Park Museum. Our NPOs lead on good practice, building sustainability into strategic programmes which commit to ambitious delivery and reflecting the diversity of our communities.

### Hounslow's Creative Enterprise Zone

Creative Enterprise West has helped embedding creative growth in policy and amplify the borough's screen strengths. The CEZ approach is now reflected in local strategy and the emerging Local Plan, giving a clearer framework for skills, enterprise and space. Working with the sub-regional CEZ partners in Brent, Ealing and Hammersmith and Fulham, we focused on practical routes into screen work such as the West London film competition and a Film & TV Skills & Jobs Fest at Boxpark Wembley alongside activities that build profile and networks across the cluster.

On places and space, the CEZ convened the Golden Mile Developers & Businesses Forum, including a film/TV subgroup, to align regeneration conversations with industry needs. Visioning work continues with the GLA Regeneration team, with the creative industries underpinning space strategies and a pipeline of potential creative spaces across key sites - Brentford Works, 980 Great West Road (former GSK House) and the Gillette Factory - so that creative use is considered from

the outset. Within this broader ecosystem, Digital Dock operates as an affordable workspace and community anchor in Brentford. At Boston Manor, the Jimmy Choo Fashion Academy is now resident at Boston Manor House, and under the M4 the Boston Manor Arts Market (BAM) has piloted creative markets (leveraging UK Shared Prosperity Fund), broadening local participation and visibility.

Collectively, these strands leave a measured legacy: clearer policy backing for the creative economy, sub-regional delivery partnerships focused on screen skills and jobs, a developer/business forum that keeps creatives in the room, and a forward pipeline of sites where culture and production can contribute to the Golden Mile's next chapter.

### Creative People and Places Hounslow (CPP Hounslow)

ran for 11 years bringing local people together to create joyful arts experiences across the borough led by local people through local advisory groups. Whilst CPP is no longer active the ambitions for local people to have input into local decisions about culture continue. A number of the groups set up during CPP Hounslow have been supported to take ownership and continue independently including music groups and the exhibition collective. The Creatives' Network, consisting of 324 members will continue to provide networking and professional opportunities to local artists and makers. The good practice and learning from the programme will serve as a guide for sustainable community engagement.

# Our methodology

We consulted widely with both external and internal stakeholders to ensure we heard from as wide a group as possible including those with specific needs

We collated and considered those views as an integral part of the culture strategy research

We looked at the context in which we are working taking note of good practice and positive examples locally and across the sector

**676 Residents** have helped shape the strategy by taking part in our external consultation in 21 consultation events online and in person



## Teams across the Council

16 targeted internal events with 12 teams

Historic Houses, Community Partnership Unit including Community Engagement and Thriving Communities, Public Health, Parks, Events, Communications, Economic Regeneration and Growth, Climate, Education and Skills, Equalities, Transport, Spatial Planning, Libraries/Localities, and our Members.

## 23 events with cultural organisations

with cultural organisations

Hounslow's Cultural Providers' Network (Hounslow Music Service, Chiswick House and Gardens, Arts Centre Hounslow, Feltham Arts, Creative People and Places Hounslow, London Museum of Water & Steam, Kempton Steam Museum, Watermans - Hounslow Arts Trust, Gunnersbury Park and Museum, Musical Museum, Protégé/Great West Gallery).

Speak Out in Hounslow, West Thames College, Ealing and Hounslow Community Voluntary Service, Hounslow's Creative Network, Redlees Studios, Head teachers of Hounslow schools.

Arts Council England, Historic England, Greater London Authority, Neighbouring boroughs.

## Internal and external strategies reviewed

**11 internal strategies, plans or surveys:** Equality, Diversity and Inclusion Strategy; Hounslow Public Realm Design Guide; Climate Emergency Action Plan; London Borough of Hounslow Corporate Plan; Public Art Framework; Local Plan; Voluntary, Community & Social Enterprise Survey; Audience Agency research; Summer of Culture Evaluations; Cultural Infrastructure report; Town Centres' Masterplans.

**11 external reports:** Arts Council England 'Let's Create' Strategy; National Lottery Heritage Fund 2033 Strategy and Delivery Plan; National Trust 'People and Nature Thriving' Strategy; Culture Commission; Historic England 'Heritage Capital and Wellbeing' Report; Local Government Association 'Cornerstones of Culture: Commission on Culture and Local Government' Report; Mayor of London 'Designing Space for Culture'; London Assembly Economy Committee 'Culture Off the Beaten Track'; High Streets Task Force; Royal Society for Arts; Cebr 'Contribution of the Arts and Culture Industry to the UK Economy' Report.

Streets Alive!  
Photo: SM Visuals



# TOWN CENTRES

## The role of town centres in supporting cultural infrastructure and delivery

A long, thin borough, Hounslow is made up of four town centres that link surrounding areas, each distinct in character.

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Our town centres – Chiswick, Brentford, Hounslow Central and Feltham – are key anchors in the borough's cultural ecosystem. Each offers opportunities and spaces that collectively, create a strong foundation for a more connected, visible and accessible cultural infrastructure. Our town centres are complemented by other vibrant, urban village communities such as Cranford, Heston, Isleworth and Osterley.

The town centres are places where people enter the borough, gather to shop, socialise and experience, they create opportunities to embed culture into daily life as well as presenting global productions that draw people in. Alongside offering accessible and visible spaces for cultural activity, town centres present an opportunity to support the creative economy by offering meanwhile use for creatives, shaping the identity of the borough and attracting visitors.



# BRENTFORD

Brentford is a historic, riverside town connecting the rivers Thames, Brent and the Grand Union Canal. It has a strong cultural identity, shaped by its industrial heritage, growing creative economy and active community networks. Brentford's role as a major cultural anchor in the borough and within the 'Golden Mile' strategic regeneration and growth area, builds on its rich heritage assets, creative sector (forming part of Hounslow's Creative Enterprise Zone) and strong programme of festivals and public events, including the thousands of visitors that come to see international and national performances as part of Gunnersbury Park's summer events season.

## AN ABUNDANT CULTURAL ENVIRONMENT

Brentford's cultural identity is very well served, with infrastructure unparalleled elsewhere in the borough, grounded in its industrial, canal and riverside heritage, its creative communities, and its global outlook. Key opportunities for culture include:

- The Brentford Canal Festival and Creative Mile, Brentford Art Trail, which celebrate Brentford's waterways, local talent and creative studio communities.
- Community-led organisations, including Brentford Voice, animate the town centre with events, markets and public realm activity.
- Historic Houses and Parks such as Boston Manor House and Park, Gunnersbury Park and Museum and Syon House and Park offer historic interiors, community exhibitions, performance and outdoor arts such as the Walled Garden theatre in Boston Manor Park, bringing cultural engagement, connection with nature and creative learning to diverse audiences. The London Museum of Water and Steam and the Musical Museum celebrate Brentford's unique heritage.

- A large part of Hounslow's cultural commercial offer is delivered from the operation of Brentford's Football Club at G-Tech stadium arena and is Hounslow's largest combined indoor and outdoor venue with a capacity of up to 25,000 for events, attracting significant tourism and leisure opportunities together with consumers of culture.
- The studios of artists and makers are a visible presence demonstrating the town's entrepreneurial and creative energy. Venues such as the Great West Gallery display creative output but also provide transformative learning and skills development for young people.

The Golden Mile along the A4 corridor is a significant contributor and reminder of Brentford's longstanding industrial and technological legacy. Historically home to major innovators and today hosting creative, digital and media employers, including Sky and JCDecaux, the Golden Mile is positioned within our borough's Creative Enterprise Zone supporting skills, enterprise and creative sector growth. These businesses reinforce Brentford as an emerging digital and creative employment centre, with potential for partnerships, pathways and skills development.

The area is experiencing rapid physical and social change as regeneration accelerates. However, there are currently gaps in visible cultural infrastructure and whilst meanwhile spaces are supporting artists and creative start-ups, the temporary nature and lack of security of these spaces do not meet long-term demand. Areas such as the West of Brentford and Syon Lane have been identified to have lower cultural engagement with formal arts, and cost remains a barrier for many residents.



## STRATEGIC OPPORTUNITIES AND FUTURE AMBITION FOR BRENTFORD

Brentford is exceptionally well-placed to grow cultural production, participation and creative economy activity:

- The redevelopment of the former Brentford Police Station is planned to deliver a modern 21st century inclusive cultural arts hub and will be the single largest opportunity for delivering sustainable cultural infrastructure within the East of the borough. It will serve as a hub for future cultural production and consumption within a high street setting. In addition, the potential reuse of St Lawrence's Church, provides opportunities for a visible cultural hub or shared creative workspace.
- Several major developments including the 'Brentford Project' are delivering new homes, commercial space, leisure and an independent cinema, providing new cultural audiences and activation potential.
- Meanwhile-use units around the town centre and the Golden Mile can provide short and medium-term production and exhibition space supported by an appropriate meanwhile use strategy for the borough.
- The Golden Mile business partnerships have the potential to support skills development, local supply chains and creative industry pathways for young people and those out of work looking for employment opportunities.
- Strong riverside and blue-green infrastructure provide settings for culture, festivals, wellbeing and tourism and further opportunities for cultural and sporting activities.
- University of West London's potential Brentford campus expansion supporting creative media and music professions and offering clear talent and skills pathways into the creative industries.

Brentford will be a dynamic cultural and creative riverside hub where arts, heritage and community come together to enrich the town's identity, attracting both national and international visitors. Heritage, making and community culture will be visible every day, connecting the waterfront, neighbourhood spaces and the Golden Mile alongside existing infrastructure. Brentford will be a distinctive cultural destination, supporting social belonging, creative enterprise and a thriving local creative economy. We will work in partnership to:

- Position the town centre as a vibrant destination for arts, heritage and creative enterprise, animating the waterfront and public realm with culture, festivals and outdoor arts, and acting as a corridor to existing cultural provision.
- Enhance public realm and infrastructure to support cultural purpose, this includes the development of the new arts centre, provision and activation of meanwhile spaces, and longer-term affordable space for artists, makers and creative start-ups, as well as mentoring and support programmes for the creative sector.
- Ensure new development embeds culture, affordable space and civic participation at its core, including redevelopments along the Golden Mile and considers existing cultural and creative provision and identifies gaps/ complementary offers to maximise impact.
- Release the potential to generate sponsorship for cultural activation, supported by international and larger businesses located in the borough.

Creative Mile, Brentford Art Trail.  
Photo: Cristina Schek





○ Main cultural infrastructure

# CHISWICK

Chiswick is a culturally rich, leafy and historic centre with a highly engaged population. It has historically been a home for globally renowned artists, from the legendary William Hogarth to Sir Peter Blake and literary figures such as EM Forster, WB Yeats and Harold Pinter. Its riverside setting, significant heritage assets and green spaces shape a distinctive cultural identity that attracts both residents and visitors. Chiswick is recognised as a place where culture is already vibrant and well-attended, and where strategic investment can strengthen community life, diversify participation, and unlock new opportunities for creative production.

## A HIGHLY ENGAGED, HERITAGE-RICH CULTURAL LANDSCAPE

Chiswick has a uniquely strong concentration of heritage landmarks, green spaces and highly engaged audiences. The area currently has the borough's highest formal cultural engagement, supported by a large population seeking cultural experiences. The infrastructure for culture is varied, and key opportunities to participate in cultural activity include:

- A thriving heritage offer, from programming at Chiswick House and Gardens, which attracts local, national and international visitors to the grounds to Hogarth's House, where visitors come to witness the largest collection of William Hogarth prints on display in Europe. Both support education and participation at scale and celebrate artistic legacy. The heritage of the town is supported by a strong acknowledgement of local history through guided tours and recognition of the magnificent Georgian and Victorian architecture of Chiswick Mall.

- Situated in a Thames meander, there is ample blue and green infrastructure like Chiswick Pier, Bedford Park, Dukes Meadows, Chiswick Common and Turnham Green, which host outdoor arts, festivals and community events.
- Festivals, markets and cultural activity like Chiswick Book Festival, Chiswick Flower Market, Tabard Theatre, Chiswick Cinema and active community groups, like West London Queer Project, Hogarth Youth Centre and Abundance London, deliver a vibrant and diverse year-round cultural programme.
- A growing artistic collective, including groups of individual artists like Artists at Home, the artist studios at Chiswick House and Gardens, Dukes Meadow's Studios and creative spaces in Chiswick, like Arch Studios, make the town an important base for creative professionals.

- Global industries, including Paramount Pictures and CBS are situated at Chiswick Business Park.
- Chiswick’s reputation as a place of creativity, intellect and cultural distinction is reinforced by the many high-profile professionals, artists, writers and media figures who choose to live in the area.

However, there are challenges, including a lack of youth-focused cultural provision, limited access to affordable creative workspace for local people, a shortage of production space despite the high engagement and the inequalities hidden by overall affluence, with some areas of low deprivation, including Chiswick Riverside ward.

## STRATEGIC OPPORTUNITIES AND FUTURE AMBITIONS FOR CHISWICK

Chiswick is well-placed to enhance cultural participation, strengthen its independent and heritage offer and make culture more visible across everyday spaces. Chiswick will be a cultured, lively and characterful centre where its literary heritage, independent spirit and riverside setting shape a distinctive cultural life. Culture will animate its high street, markets, green spaces and historic houses, offering opportunities for learning, creativity and social connection, and enriching the everyday experience for residents, visitors and local communities.

- Strengthen inclusive partnerships with independent venues/spaces, including markets and pubs, with community groups and cultural partners to broaden audiences and ensure an affordable and representative programme that serves all areas in Chiswick, especially those in more deprived areas.
- Monitor existing heritage assets and to seek investment to ensure they are resilient and remain relevant.

There will be a joining up of creative spaces linked to the local history and heritage of the area. We will work with partners to:

- Develop a connected cultural spine linking the High Road, to the Tabard Theatre, Chiswick House and Gardens, Hogarth’s House, Dukes Meadows and the riverside, supported by coordinated programming, interpretation of local history and wayfinding.
- Explore meanwhile-use space in vacant High Road units for affordable creative workshops, makerspaces, small-scale rehearsal and community cultural use, with opportunities for young people to access creative activity.
- Reactivate civic buildings such as Chiswick Town Hall and the Library to provide accessible space for exhibitions, talks, intergenerational activity, learning and creative collaboration.





Meadowbank Adult Education & Community Learning

Feltham Assembly Hall

Feltham Green Eco-Cabin

Hanworth Air Park Library

Feltham Arts

Feltham Library

Cineworld Feltham

Hanworth Park House

Kempton Steam Museum

○ Main cultural infrastructure

# FELTHAM

Feltham is a place shaped by grassroots creativity, cultural diversity and strong community networks. Its cultural identity reflects the lived heritage, global backgrounds and neighbourhood connections of its residents and its industrial and aviation history. Located in the West of the borough, Feltham is home to a remarkably diverse population, including communities with roots in Asia, Africa, the Middle East and the Caribbean. Its population is also the youngest in the borough.

## A DIVERSE AND COMMUNITY-LED CULTURAL IDENTITY

Alongside the rich cultural heritage and history of the neighbourhood which was home to legends Freddie Mercury and Mo Farah, there are key arts and community events in and around the high street that support its cultural offering, largely targeting residents and providing opportunities for engagement as well as participation. This contributes to a strong identity and sense of place. Feltham's cultural activity often takes place outdoors as public art and in shared spaces as low- to no-cost, informal, co-created formats. This includes:

- Outdoor programming led by Feltham Arts such as the Feltham Festival and the Feltham Fete, a legacy of Creative People and Places, are both established and recognised local annual events, including participatory workshops with local people and platforms for local artists.
- Festivals, such as The West London Turkish Festival create an annual platform for Turkish culture, Hounslow Desi Mela, organised by The Afghanistan and Central Asian Association attracts thousands to pass through Feltham.
- Organisations like Art Jar and Tale Be Told theatre work alongside communities and other local artists to provide targeted programmes and engage audiences that participate least with cultural activity.

- A large number of community-commissioned public artworks animate the public realm as collaborations between artists and local Friends groups. Often these pieces reflect the history and intangible heritage of the people that live there.
- Existing infrastructure like Feltham Assembly Hall, Feltham Community Hub and library, and Feltham Green's Eco Cabin act as a welcome base for community creativity and volunteering.

Despite this strong cultural identity and reach of arts and culture into the community, there is a lack of dedicated spaces for cultural production. The area lacks affordable and accessible space for the creation, exhibition and production of culture, with no significant venue, studio cluster or creative workspace in the centre. This creates high demand on spaces like the library and the Hub. Young people often have to travel out of the area to access training, production spaces or pursue creative career pathways.

This means that while culture in Feltham is rich and active, it is not fully supported by the infrastructure needed to sustain it.

## STRATEGIC OPPORTUNITIES AND FUTURE AMBITIONS FOR FELTHAM

→ Feltham showcases how heritage, community arts and regeneration can intersect. Through public art interventions and by building a resilient and inclusive infrastructure for culture, the area can continue to develop to enrich a sense of place and contribute meaningfully to a broader cultural life for those who live there.

There is significant potential for cultural growth driven by the Future Feltham Investment Framework. This includes the identified Accelerator Opportunity Sites, with the Ministry of Defence (MOD) site remaining a long-term opportunity. While redevelopment of the MOD site is expected to take place over an extended timeframe, the Council will work in partnership across departments, with developers and stakeholders, to advocate for and secure space for creative production and cultural activity as plans evolve. In the short to medium term, there is an opportunity to focus on meanwhile use through town centre spaces and existing assets to support cultural delivery, creative workspace and community-led activity. This approach will help to build momentum, test ideas and establish a strong cultural presence ahead of longer term regeneration.

Feltham's proximity to Heathrow, film and key sectors including TV post-production, food and logistics, creates opportunities for future pathways into creative employment building on partnerships with local educational providers, SMEs and major employers.

Feltham will be a welcoming, creative and socially connected town centre, where culture is visible, celebrated and made locally.

Local people - especially young people - will shape cultural life supported by dedicated space, opportunity and creative infrastructure. We will work with partners to:

- Support wider meanwhile use to create units to pilot pop-up studios, gallery takeovers and youth-led cultural activity and creative enterprise, whilst animating the town centre including via an evening economy programme and development of the Leisure West site.
- Collaborate to identify fit-for-purpose space, including the development of Feltham Assembly Hall as a space for creatives and community, whilst protecting existing spaces for culture.
- Strengthen and promote local identity and celebrate the history and intangible heritage of place and the diversity of community stories through public art, local history guides, tours and trails.
- Strengthen the connections between the High Street, residential areas and Culture/Leisure institutions.

Feltham Funday, Feltham Arts.  
Photo: Cristina Schek





# HOUNSLOW CENTRAL

Hounslow High Street is evolving as a cultural hub within the borough's largest town centre. Public spaces, community venues, events and festivals along the high street bring creativity and heritage into the town centre. Excellent transport links reinforce Hounslow's role as a civic and cultural gateway for residents and visitors.

## A VIBRANT, MULTICULTURAL HUB

Hounslow is the borough's largest and most diverse town centre, acting as a civic hub. Its multiculturalism is shown through its shops, community life, food culture and celebration. There is a strong South Asian cultural presence with Hounslow West having the borough's highest Asian/Asian British population. 60-80% of residents indicated a preference for co-created, local, outdoor and non-traditional cultural formats. Cultural provision is visible and accessible and includes:

- Bell Square. As the only permanent and designed outdoor performance space in the borough, Bell Square is home to street theatre, circus, dance and live art and performance. A curated programme is delivered by Watermans who have brought high-quality international, national and local productions to the high street, reaching new and wider audiences as spectators and participants and drawing in visitors from outside of the borough whilst recognising the evolving nature of communities and curating accessible productions for those who are first-time audiences and/or with barriers e.g. language.
- Arts Centre Hounslow and Paul Robeson Theatre. The Arts Centre has built a space for community in partnership with the Council, offering safe spaces for residents' drop-ins, alongside exhibitions, health and environmental festivals, providing much-needed hireable space for communities, including dance groups. It is home to an award-winning pantomime which draws audiences from across the borough and beyond, engaging schools and first-time audiences to theatre. However, the centre's

future is directly linked to the redevelopment of the Treaty Centre, meaning its longer-term sustainability and location will need to be considered within the town centre's regeneration plans.

- The High Street is animated by festivals throughout the year, including ANHAD – South Asian Contemporary Arts Festival produced by Watermans, and Winter Lights, an annual parade well-loved by locals and delivered through the borough's Creative People and Places programme.
- Spaces adjacent to the high street including Hounslow Music Service and Cineworld Hounslow which supports the appetite of local and visitor audiences by having a regular programme of contemporary South Asian cinema.

Significant transformation to the High Street opens up the potential to create and curate more cultural presence and platforms. However, there are concerns about lack of wayfinding hinders movement between stations, parks and open space. The deprivation levels are high, with lower disposable income than in other parts of the borough. Whilst Bell Square and festival events bring vibrancy to the town, there is a risk that cultural activation will remain intermittent without long-term commitment and funding.

○ Main cultural infrastructure

## STRATEGIC OPPORTUNITIES AND FUTURE AMBITIONS FOR HOUNSLOW CENTRAL

Hounslow will continue to grow as a civic heart to serve its diverse population. This means celebrating multiculturalism through events and providing facilities that serve the community. New leisure, cultural, community spaces and workspaces will make Hounslow a more desirable place to live and work. New high-quality development, alongside greening the town centre, will make it more attractive and reinforce the High Street as a place to visit. We will work with partners to:

- Develop a new fit-for-purpose flexible cultural centre in the heart of the High Street, acting as a centre point for the existing spaces for culture.
- Public realm activation with physical improvements, deliberate wayfinding and purposeful open design to anchor Bell Square and adjacent cultural areas.
- Leverage sponsorship to support long-standing community festivals which support the cohesive community and pride in place.
- Use Hounslow House, Hounslow library and outdoor spaces to host exhibitions and tell and capture the stories and experiences of local people and businesses and as platforms for open community dialogue.
- Through Hounslow's Heart BID (Business Improvement District) local businesses will benefit from coordinated digital marketing, community events, and a shared strategy to drive footfall and increase spend in the area.



AMOR, Bell Square, Watermans.  
Sadia Barlow Photography

# THEMES AND GUIDING PRINCIPLES

At the heart of this Culture Strategy are three key themes and four guiding principles that will shape how we deliver our vision for culture in Hounslow.

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The key themes set out the strategic priorities for cultural development in the borough. These are the priority areas where we believe culture can have the greatest impact on the borough and our communities. They reflect what we heard through our engagement process and where we see the most potential for growth and collaboration.

The guiding principles underpin the themes. They are areas of focus for how we deliver this strategy. They ensure that as we grow and invest in culture we do so in a way that is inclusive, sustainable, and rooted in change for those areas most underrepresented.

Together, these themes and principles provide a shared framework for everyone involved in shaping culture in Hounslow which enables us all to focus our efforts, measure our progress, and ensure culture continues to thrive.

# Our key themes

The three key themes of this strategy reflect what culture means to Hounslow and where its greatest potential lies. They are rooted in the borough's identity, informed by the voices of local communities and cultural practitioners, and shaped by the challenges and opportunities facing the sector today with an ambition for the future.

Together these themes guide our strategic focus and frame the outcomes we want to achieve over the coming years.

## CELEBRATING PEOPLE AND PLACE

This theme is about recognising and amplifying the unique identities of our people – past and present - and the places that make up Hounslow. It is both the tangible and intangible heritage and ensuring that everyone has the opportunity to see themselves reflected in the borough's cultural life.

## FOSTERING TALENT AND PARTNERSHIPS

Culture thrives when people and organisations are supported to collaborate, experiment, and do new. This theme focuses on developing the skills and pathways that nurture creative talent at every stage, strengthening the local cultural workforce and building partnerships across different sectors to maximise impact and innovation.

## SUSTAINABLE CULTURAL RENEWAL

This theme prioritises long-term investment in cultural infrastructure, inclusive regeneration, and environmentally responsible practice. It is about embedding culture into the future of Hounslow as a core driver of resilience.

These themes set the direction for cultural development, ensuring that it is inclusive, collaborative, and future-facing and that it plays a central role in shaping a stronger, more connected borough.

## CELEBRATING PEOPLE AND PLACE

**People from all over the world have settled in Hounslow, bringing their experiences and culture and making an impact on the borough**

Hounslow is home to a global diversity of cultures, histories, and contributions that deserve recognition. By shining a light on the stories, new and established communities, and places that shape our borough, we create opportunities to build a stronger sense of belonging, promote civic engagement, and attract visitors and investment. We want to ensure there are platforms for all types of arts and culture, including productions that match global standards, bringing quality experiences. This ensures that we work towards Destination Hounslow where everyone who lives, works, or visits feels valued and inspired by all that Hounslow has to offer.

### CURATE AND SUPPORT THE DELIVERY OF A YEAR-ROUND PROGRAMME OF CULTURAL EVENTS THAT SHOWCASE THE BOROUGH'S DIVERSITY AND CREATIVITY

There are opportunities to celebrate local talent and community identity while attracting footfall to town centres and high streets. Summer of Culture will remain a creative programme designed with our Cultural Providers Network and delivered by cultural organisations and communities across the borough. We want to support people to make decisions locally about what they want to see. We will seek investment to enable the commissioning of activity that goes further to reflect underrepresented and growing communities, including building on existing engagement with the Polish community, providing platforms for artists and performers from Global Majority backgrounds and young people.

### AMPLIFY THE CULTURAL DIVERSITY AND HERITAGE OF HOUNSLOW THROUGH INCLUSIVE STORYTELLING AND CREATIVE EXPRESSION

We want to ensure all communities in Hounslow see their cultures, traditions, and histories represented in the public realm and local narratives regardless of age, gender and ethnicity. Hounslow's Festival of Storytelling will be embedded as a critical delivery programme and grown to become an accessible archive of intangible heritage, which tells the experiences of people and their impact of place, as well as a creative collection of international stories, folktales and lived experiences, designed to inspire and build from.

### ACTIVATE HISTORIC HOUSES AND HERITAGE ASSETS AS INCLUSIVE SPACES FOR LEARNING AND CULTURAL EXCHANGE

Heritage is a living resource for community pride, engagement, and connection. We will work collaboratively with our heritage sites and venues to improve representation and diverse interpretation, identify and remove barriers, create spaces for community voices and improve accessibility for underrepresented audiences.

**TRANSFORM UNDERUSED AND OPEN SPACES INTO PLATFORMS FOR COMMUNITY EXPRESSION**

We can be creative with space by reimagining everyday places as platforms for both making and experiencing culture. We will fully activate public spaces such as parks, high streets and libraries as vibrant hubs for creativity, connection and cultural expression. We will develop guides to better support community groups and cultural delivery agents to plan and programme outdoor activity safely and work collaboratively with Council colleagues to ensure there is a place for the production and consumption of culture in every ward.

Public art is a visual representation of community identity, shared history and cultural expression. It has the potential to make public spaces more inclusive and expressive, celebrate identity and diversity and provide distinctive neighbourhoods. To ensure communities see themselves represented in the local landscape we will create an audit and map of existing public art in the borough to understand the gaps in representation, and a public art policy that places creativity at the heart of public places, in line with the borough's Public Realm Design Guidance.

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## **FOSTERING TALENT AND PARTNERSHIPS**

**Nurturing local creativity and building collaborative networks both in and out of the sector will support the cultivation of a thriving creative ecosystem that empowers local artists, nurtures diverse skills and strengthens collaboration across communities, organisations, and sectors.**

By seeking investment and supporting our stakeholders to do the same, focusing on talent development and building and facilitating strong partnerships, we can unlock innovative cultural opportunities, drive economic growth, and ensure that the borough's rich cultural landscape reflects and serves all its residents.

**SUPPORT THE DEVELOPMENT OF LOCAL ARTISTS AND CREATIVE PRACTITIONERS THROUGH TARGETED TRAINING AND MENTORSHIP**

We will seek opportunities for targeted training, mentorship and funding to help local artists and creatives learn skills to develop their practice and careers. We will resource developing and sustaining the existing Creatives' Network and providing opportunities for creatives across the borough to come together, learn from each other and provide peer support as well as connecting them to potential collaborators, commissioners and audiences.

**CREATE AND STRENGTHEN PARTNERSHIPS TO FOSTER COLLABORATIVE PROJECTS AND SHARED RESOURCES**

By encouraging joint working, shared resources and co-designed initiatives, we can amplify impact, reduce duplication and ensure cultural opportunities are inclusive, sustainable, and rooted in the needs and identities of our communities. We will facilitate and strengthen meaningful partnerships between cultural organisations, community groups and the voluntary and community sector, educational institutions, and local businesses to foster a more connected, collaborative, and resilient cultural sector. These partnerships will be a driving force in widening access to culture, supporting creative talent, and embedding arts and culture in everyday life across the borough. Working with Council colleagues we will facilitate discussions with local businesses to encourage them to prioritise Hounslow's creative talent within their supply chains - commissioning local artists, designers, and makers wherever possible to support the borough's creative economy and showcase homegrown talent. We will work with our established organisations to share experiences and opportunities for local creatives to be part of developing and delivering activity in borough.

Boston Manor Arts Market (BAM!)  
Photo: NA Production LTD



### **INCREASE ACCESS TO AFFORDABLE, HIGH-QUALITY CREATIVE SPACES AND FACILITIES FOR EMERGING AND ESTABLISHED ARTISTS**

Access to affordable, high-quality creative spaces is essential for nurturing artistic talent. By increasing the availability and adaptability of creative spaces across Hounslow – including through temporary and meanwhile use – we will support both emerging and established artists, activate underused sites, and ensure space is not a barrier to production. We will promote the offer of existing studio spaces in the borough ensuring that any related funding supports affordable rents for local creatives. In partnership, we will develop a borough-wide strategy for meanwhile use to identify and unlock underused or vacant buildings and public spaces for temporary creative use, supporting pop-ups, exhibitions, co-working and performances as well as rehearsals and storage for large-scale productions.

### **CREATE INCLUSIVE, ACCESSIBLE PATHWAYS INTO THE CREATIVE SECTOR, SUPPORTING YOUNG PEOPLE TO DEVELOP SKILLS, CONFIDENCE, AND ARTISTIC POTENTIAL**

Young people are vital to the future of Hounslow's cultural life. By developing inclusive pathways that support emerging artists – particularly those from underrepresented backgrounds – we will nurture local talent, open up opportunities in the creative industries, and ensure that the borough's cultural sector reflects the diversity, creativity, and ambition of its young people. Early exposure by working with schools and education facilities is essential and we will work with partners including West Thames College and University of West London to define what a creative pathway programme looks like for young people in the borough, from early years foundation stage to age 25. We will support our cultural partners to embed practice that gives space to young people's voices and experiences as well as opportunities for mentoring, apprenticeships and skills development in the creative and cultural sector, including connecting young people with creative professionals.

### **ENCOURAGE CROSS-SECTOR COLLABORATION TO INTEGRATE CULTURE INTO WIDER ECONOMIC, SOCIAL, AND REGENERATION INITIATIVES**

Culture is a powerful driver of inclusive growth, community wellbeing, and place-based regeneration. By encouraging cross-sector collaboration we will embed culture into broader economic, social, and development initiatives —ensuring the creative sector contributes to skills development, local identity, community cohesion aligning with the Council's vision for 2050, and the vibrancy of our public spaces. Working across planning, health and wellbeing, and economic regeneration will help us shape a thriving, inclusive borough. We will embed cultural outcomes in regeneration and planning frameworks, including the use of creative spaces (through meanwhile use strategy) and early conversations with developers. Case studies will help us highlight and advocate the use of culture to support health and wellbeing, social prescribing and cohesion through arts-based programming.

## **SUSTAINABLE RENEWAL**

**Culture is not just an expression of who we are; it's a powerful driver of how we evolve, thrive and plan for the future.**

Sustainable Renewal means placing culture at the heart of a thriving, inclusive, and forward-looking borough, investing in the long-term and strengthening the sector's capacity to think differently and adapt to change. Through local plans and strategic investment, lobbying for multi-year settlements from government, and creating two new art and cultural centres in the borough, we will boost the potential of culture to act as a catalyst for economic growth, regeneration, and community resilience. Our approach to sustainable renewal is grounded in three core beliefs:

- that culture is a human right and a vital part of our borough, deserving of investment and protection.
- that an inclusive and green approach is not optional but necessary for both our communities and our planet.
- that local people and organisations must be the co-authors of this future, with the borough's cultural renewal shaped by those who know Hounslow best.

The work of sustainable renewal is already happening in many corners of the borough: in artists' studios, grassroots initiatives, repurposed spaces, community gardens, and festivals. This theme connects and amplifies that work, setting a course for a future that is creative, innovative, confident, collaborative, and consciously regenerative.

### **SEEK INVESTMENT TO DEVELOP, SUSTAIN AND DECARBONISE OUR CULTURAL INFRASTRUCTURE**

Investing in cultural infrastructure is critical to unlocking the full potential of Hounslow's creative life. In recent years, we've seen the need for more accessible, affordable, and well-distributed spaces where creativity can take root: from maker studios to performance venues. To support our plans for meanwhile use and sustainable areas for artistic practice, we will map and promote provision across the borough. We are committed to delivering two new arts and cultural centres – one in Hounslow and one in Brentford. Working with planning and regeneration, we will provide facilities for arts and creativity that are accessible, fit for purpose and designed with the community in mind. Following the Climate Emergency Action Plan 2026-2030 we will support the asset decarbonisation of cultural infrastructures in the borough.

### **RECOGNISE CULTURE AS A CATALYST FOR ECONOMIC GROWTH**

The creative sector contributes to Hounslow's economy in direct and indirect ways, from supporting jobs, attracting investment, revitalising high streets and boosting the borough as a place to live, work and visit. By embedding culture in economic development plans, we will unlock the potential of the creative sector to build a more resilient local economy. We will work with colleagues to include creative industries in local employment and skills plans, support industry clusters like our Creative Enterprise Zone and support cultural enterprise growth, facilitating tailored support for creative entrepreneurs and SMEs, including access to finance, business planning, and digital skills training.

### **FACILITATE OPPORTUNITIES THAT HELP RESIDENTS DEVELOP SKILLS AND BE MORE REFLECTED IN THE BOROUGH'S CREATIVE WORKFORCE**

We will promote and support the importance of diversity in governance and decision-making. By fostering inclusivity we ensure that decision-making reflects the diversity of our communities. We will also harness the power of volunteering in organisations to upskill those wanting to progress a career in the sector, and those wanting to gain transferable skills in a creative setting working with cultural organisations and local volunteering services. This includes the continued support of the West London Volunteer Programme.

### **ESTABLISH ROBUST METHODS TO MEASURE AND COMMUNICATE THE SOCIAL, ECONOMIC AND CULTURAL IMPACT OF ARTS AND CULTURE**

Sustainable renewal demands more than good intentions. We must understand and evidence the impact of what we do by developing collaborative and robust frameworks to track how culture contributes to the social and economic growth and wellbeing, inclusion, environmental outcomes, and community resilience. We will develop a framework which uses data, storytelling and case studies to highlight how culture enriches lives, drives growth and strengthens communities. We will work with our partners to co-create evaluation tools that consistently measure impact as a resource for the borough, helping us understand who is and isn't participating, and raising awareness, enabling delivery organisations to adapt programming for wider audiences and support funding bids.

### **EXPLORE AND HARNESS THE POTENTIAL OF DIGITAL TECHNOLOGIES TO INNOVATE CULTURAL EXPERIENCES**

Digital technologies are reshaping how culture is created, shared and experienced, offering new opportunities to expand creative practice and cultural participation. From immersive and mixed reality to data-driven and interactive production, digital tools can help artists experiment, reach wider audiences and connect communities. Building on Hounslow's track record of innovation and engagement with digital and new media, we will support approaches that enhance access, creativity and collaboration across the borough.

We will also explore the role of artificial intelligence (AI) as part of this wider digital landscape, engaging with it selectively and responsibly where it can meaningfully support artists, improve access, or deepen cultural engagement. We recognise the ethical, environmental and intellectual property questions that AI raises, and will align our work with frameworks that prioritise transparency, consultation, and respect for creative labour.

### **ENCOURAGE SUSTAINABLE, CLIMATE-POSITIVE PRACTICES ACROSS THE CULTURAL SECTOR**

The cultural sector has the unique power to help us imagine and work towards a greener, more resilient future through storytelling, experimentation, and community-led change, inspiring positive action and contributing to a healthier and more resilient borough. We are committed to making environmental sustainability a lived value across the cultural sector. We will support green practices in operations, connecting with local climate action, and sharing learning for improved action across networks. Alongside operational change, we will encourage thematic programming that engages audiences in conversations about climate, nature and environmental justice. We will work with our network of delivery organisations to establish guidelines and best practice for tailored activity in the sector - across venues, creative spaces and at events.

# Our guiding principles

To ensure our approach to culture is both meaningful and inclusive, we have identified four guiding principles that will underpin how the themes and the strategy are delivered.

These principles reflect the values that matter most to our residents, and the outcomes we aim to achieve through culture. They are aspirational and essential to building a cultural offer which is cohesive, fair, relevant, and accessible to all, as well as building new audiences to participate, gain skills and make decisions about culture in the future.

#### **REPRESENTATION AND EQUITY**

We are committed to ensuring that Hounslow's cultural offer reflects the full diversity of its people in terms of who creates culture, who leads it, who gets to participate and what is showcased. We will aim to break down barriers and address inequalities in access, visibility, and opportunity across the borough.

#### **IMPROVING AWARENESS**

Culture in Hounslow is rich and varied, we believe there is something for everyone. We are committed to supporting better promotion, stronger networks, and encourage visible cultural activity, so that residents and visitors can easily find opportunities to participate, engage with and see the borough's international, national and local offer.

#### **COMMUNITY WELLBEING**

Culture has a vital role to play in supporting wellbeing through social connection, activity, skills development and providing a sense of belonging. We will champion cultural activities that improve quality of life, build stronger communities, and contribute to healthier, happier places and sharing case studies to raise ambitions.

#### **SUPPORTING YOUNG PEOPLE'S EMPOWERMENT**

Young people are the key to Hounslow's cultural future. We will create more opportunities for children and young people to engage with culture, as audiences, learners, and creators, and ensure that creative pathways are open to all, regardless of background or where they live in the borough.

Together, these guiding principles ensure that our strategy is rooted in the real needs and potential for Hounslow, recognising culture plays an active role in creating a more equitable, connected, and confident borough.

ANHAD, Bell Square, Watermans.  
Photo: Vipul Sangoi



# Delivering and Evaluating the Strategy

## ACTION PLANS AND ACCOUNTABILITY

To bring this Culture Strategy to life, we will develop a series of targeted Action Plans that set out the practical steps towards delivering against our strategic themes and guiding principles.

These plans will be created collaboratively working closely with those that deliver culture in the borough including cultural organisations, community groups and artists, our council teams, and key stakeholders across the borough. Each plan will outline clear priorities to ensure transparency, coordination, and shared ownership.

The action plans cannot be static. They will be reviewed and refreshed every two years to reflect progress, respond to changing local and national needs, and adapt to shifts in the wider cultural and funding landscape. This process of regular reflection will help us remain accountable, learn from experience, and stay flexible in a time of ongoing change. Our aim is to ensure the strategy remains a living document, not just a vision for the future, but a practical and responsive tool for shaping cultural life in Hounslow over the next ten years.

Measuring our progress is an essential part of making this strategy meaningful. Evaluation will help us understand what is working, where we can improve, and how culture is making a difference in people's lives.

We will evaluate periodically through our Action Plans, which will set out specific activities, outcomes and outputs for each phase of delivery. Our approach will be a proportionate and focused evaluation concentrating on the areas that best reflect the change we want to see over the next 10 years. These will include who is engaging and represented, how we are supporting creative talent and access to space, and how culture contributes to people's sense of place and wellbeing.

These focus areas will cut across the strategic themes by gathering data and insight through our delivery partners, council consultations and ad hoc engagement with communities. Together, this will help us build a rounded picture of how culture is growing and evolving across the borough and how we are meeting the ambitions laid out in this strategy.

# EVALUATION FRAMEWORK

The evaluation framework ensures that Hounslow's Cultural Strategy remains inclusive, evidence-informed, and responsive over its 10-year lifespan. Its purpose is to understand:

- How culture reflects and includes Hounslow's communities
- How equitable access to creativity and talent development is being supported
- How cultural activity strengthens connection, pride, and wellbeing across the borough.

The framework is designed for shared learning. Insights will help the Council and our partners understand what works, what needs improvement, and where future investment and focus should be directed.

## Evaluation Approach

Our evaluation approach makes use of existing data wherever possible and builds on strategic checkpoints against two-year action plans. A final report will be created in year 10.

We will combine quantitative data, qualitative insight and creative participatory approaches to inform each evaluation, growing a shared picture through collaboration with cultural delivery partners, organisations and internal Council teams.

Evaluation findings will feed directly into future action plans to refine our priorities and guide investment and funding decisions. Each review cycle concludes with a collaborative reflection session to identify what to continue, stop, and start.

## Strategic Categories

The evaluation framework focuses on three cross-cutting categories, which capture the changes most highlighted by communities, creating a consistent model for ourselves and our partners.



## Evaluation Timeline & Outputs

Year	Purpose	Key Focus	Outputs
2028-29	Early check-in	Representation, youth pathways, place activation	Mini-report, dashboard, learning log, feeding into 2nd Action Plan
2031-32	Mid-point review	Talent pathways, networks, sustainability	Mid-point report, updated dashboard, learning log, feeding into 3rd Action Plan
2034-35	Legacy and long-term impact	Embedding, community-led practice, sustainability	Legacy report, final dashboard, feeding into final evaluation
2036	Final evaluation	Impact and key learnings to inform next strategy	Final evaluation report, feeding into new strategy

Our categories are:

### 1. Representation, Reach and Equity

Who engages with culture in Hounslow, how diverse experiences are represented, and whether people feel included.

**Tools:** Mini community surveys, programme evaluations, partner case studies.

### 2. Cultural Infrastructure and Talent Pathways

Access to spaces and creative opportunities, especially for young people and underrepresented groups.

**Tools:** Infrastructure mapping, youth surveys, school/university partnership case studies.

### 3. Place Activation and Wellbeing

How cultural activity shapes local pride, social connection, and wellbeing.

**Tools:** Before/after site studies, partner case studies, wellbeing measures (e.g., WELLBY).

## Roles and Responsibilities

- **Delivery Partners:** Short case studies, participant stories, and programme data.
- **LBH Economic Regeneration:** Footfall and place-based metrics.
- **LBH Engagement Team:** Community survey data and youth engagement.
- **LBH Public Health & Skills:** Wellbeing and employment intelligence.
- **LBH Culture Team:** Coordinate, collate, analyse and present findings.

# ACKNOWLEDGEMENTS

This strategy is a collective achievement, made possible by everyone who shared their time, experience, and belief in the power of culture in Hounslow.

Hounslow Council extends its gratitude to everyone who contributed to the development of this Culture Strategy. This work has been shaped by the insight, dedication, and collaboration of residents and stakeholders including community representatives, cultural organisations, and colleagues across the Council through our internal working group ensuring the strategy reflects borough-wide priorities and responds to the needs of our diverse communities.

We are grateful to the members of the Culture Strategy Steering Group, led by Councillor Salman Shaheen (Cabinet Member for Culture, Leisure & Public Spaces) for their guidance throughout the process:

**Debbie Hughes**, Director, Hounslow Action for Youth

**James Knowles**, Trustee, The Gunnersbury Museum and Park Trust

**Jan Lennox**, Director, Watermans

**Jim Storrar**, Brentford Voice

**Jonathan Ashby-Rock**, Artistic Director, The Arts Centre Hounslow

**Mark Pearce**, Event and Creative Director, Creative Mile, Brentford Art Trail

**Nicki Rolls**, Artist, Redlees Artists Studios

**Rosi Prescott**, Representative Deputy Lieutenant for LB Hounslow, Greater London Lieutenancy

**Ruth Wood**, Development Lead, Feltham Arts

**Samantha Obeng**, Co-Founder, Ghanaian Community Forum

**Trevor MacFarlane**, Founding Director, Culture Commons

**Whitley St Luce-Frederick**, Volunteering Manager, Ealing & Hounslow Community Voluntary Service

**Xanthe Arvanitakis**, Director, Chiswick House & Gardens Trust

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London Borough  
of Hounslow

# A VISION FOR CULTURE

HOUNSLOW'S CULTURE  
STRATEGY: 2026 – 2036