

NORTH FINCHLEY TOWN CENTRE



Creative Placemaking Strategy
Cultural Action Plan

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Executive Summary

The Cultural Action Plan seeks to build on North Finchley’s existing cultural strengths, from the borough’s primary arts organisation artsdepot to the plethora of smaller cultural and community organisations with big aspirations.

The North Finchley Town Centre Framework SPD establishes a desire for the Town Centre to grow and therefore the opportunity to grow culture in tandem should not be missed.

Now is the time to invest in culture and creativity; culture has been shown to build civic pride, create stronger communities, drive footfall to town centres, support the night time economy, improve educational outcomes and make places safer, healthier and more prosperous.

To ensure that the Cultural Action Plan is reflective of the area, this work has been developed in collaboration with the local community through a series of engagement events, surveys and workshops.

Community engagement identifies that people want to have more cultural experiences in the Town Centre at all times of the day, want to be supported to be able to self-initiate activities and have access to more spaces to do these in. Local people are proud of the diversity of North Finchley community, although more could be done to foster local pride

Underpinning the plan are three aims; Sharing Culture, Fostering Community and Supporting Growth which stem from analysis of the Town Centre and feedback from the community. These aims will be delivered through four themes:

THEME ONE

- brings together local partners to champion North Finchley’s existing expertise in dance, performance and movement so that the area becomes known for excellence in this sector.

THEME TWO:

- hopes to rekindle local pride in North Finchley’s historic cinema and live music scene by making both art forms more prominent in the Town Centre through performances and site-specific commissions.

THEME THREE:

- seeks to enhance the Town Centre offer by making it a place for everyone to experience culture that reflects the diverse local community, at different times of the day, week and year in an accessible and affordable way.

THEME FOUR:

- establishes the tools needed to allow North Finchley to become a thriving place for cultural production by encouraging and supporting creativity, particularly amongst young people and start-ups.

A selection of projects has been developed for each theme, with case studies illustrating similar initiatives. The themes and projects were subsequently consulted on and the document updated. The most popular projects were around music, dance and a market. The delivery of the Action Plan has begun, and this process of testing, re-evaluating and adapting will be ongoing to ensure Culture continue to grow.

Introduction to the Creative Placemaking Strategy

This document, the Cultural Action Plan, is part of a wider piece of work; a Creative Placemaking Strategy for North Finchley Town Centre. Barnet Council launched the Creative Placemaking Strategy to identify and celebrate North Finchley's many riches, build local pride, and encourage more people to visit the town centre.

The intention is that the process of developing this work will increase the capacity of existing community networks, support the establishment of new groups and build a stronger sense of participation.

The Creative Placemaking Strategy is made up of the:

- ♦ Cultural Action Plan; to share art and creativity, foster community and support cultural growth in the Town Centre.
- ♦ Wayfinding Action Plan; to better sign local amenities, routes and community destinations and create a sense of arrival when approaching North Finchley.
- ♦ Visual Identity Guidelines; to support a new graphic identity designed to promote the Town Centre, including a new website launched to help connect people with local businesses, communicate what's on and promote ways to get involved in the community.

Placemaking capitalises on a community's unique assets, inspiration and potential with the intention of creating public spaces, places, events and activities that promote people's health, happiness and wellbeing.

Source: Local Government Association

Introduction to the North Finchley Cultural Action Plan

In consultation with the local community, this Action Plan aims to develop a range of actionable projects, programmes and initiatives that will enrich the cultural life of North Finchley, and help create a balanced town centre for the benefit of everyone. We want to celebrate our diverse community and their talents, build local pride and support the creativity and cultural life of the town centre.

Culture connects us with each other and where we live, and whether through professional or grassroots activity, creativity supports our wellbeing, helps us feel we belong and enables us to reflect on the world.

North Finchley is in a strong position to build on its existing cultural strengths, which include the award-winning arts centre artsdepot, the cluster of dance schools, the presence of businesses and venues with a focus on culture, grassroots arts scene, and Art Against Knives' work with young people.

The vision held within this document is for culture and creativity to be integral to the town centre by working with local people to shape this work. We want to bring people together in shared creative experiences that will help to boost the town centre, and at the same time strengthen the cultural and creative sector.

What do we mean by 'culture'?

For this Action Plan, we take a broad definition of arts and culture to mean the many and different components of creative and cultural activity across the arts. We have referred to the Arts Council's strategy 'Let's Create' (2020) to assist with the definitions set out here.

DEFINITION: **Placemaking**

Placemaking capitalises on a community's unique assets, inspiration and potential with the intention of creating public spaces, places, events and activities that promote people's health, happiness and wellbeing.

Source: Local Government Association

DEFINITION: **Culture**

'Culture' means many things to many people and is regularly used to refer to food, religion and other forms of heritage. This strategy takes the Arts Council definition of culture as meaning "all those areas of activity associated with: collections, combined arts, dance, libraries, literature, museums, music, theatre and the visual arts". The Arts Council also acknowledge that new technologies and other societal changes alter the way that many artists and creative professionals work and the ways in which culture is made and shared, as the traditional boundaries between and around cultural activities are disappearing.

Source: Arts Council England

DEFINITION: **Creative Industries**

Industries which have their origin in individual creativity, skill & talent and which have potential for wealth & job creation through the generation and exploitation of intellectual property", including advertising, architecture, craft, design, film, TV, creative tech, museums, galleries, performing arts and publishing. (DCMS)

Source: Arts Council England

This Action Plan embraces the varied beneficial impacts of arts and culture from place-shaping and tourism, to economic development, employment, lifelong learning and health, and for the sheer pleasure and social benefit of taking part. This indicates the breadth of activity which sits beneath the umbrella terms of arts, culture and creativity.

We recognise that cultural lives and cultural places are created through a wide range of experiences and activity that extends beyond those set out in these definitions.

DEFINITION: **Creative Placemaking**

'Creative Placemaking' is the use of arts and culture by a range of partners to strategically shape the physical and social character of a place. Generally this is in order to spur economic development, encourage social change and improve the physical environment. Often central to the process are socially-engaged creative practitioners - artists and designers who work in a collaborative manner, involving people and communities in their work through participation. As a result Creative Placemaking delivers locally specific and community-led outcomes for and with communities.

DEFINITION: **Cultural Infrastructure**

These are the spaces and places where culture is made, experienced and shared. Whilst some are purpose-designed and dedicated to the process of making and experiencing culture, many other community spaces, including parks, schools and places of worship, are used for a wide variety of activities that include culture. Often here, the limitations of the spaces are offset by the opportunity they present for people to take part in cultural activity in local neighbourhoods, to connect with diverse cultural providers and for new audiences to be engaged.

Source: Arts Council England

Why is Culture important to North Finchley Town Centre?

Barnet Growth Strategy 2020 – 2030

The Barnet Growth Strategy responds to expected economic, social and environmental trends to 2030 and identifies a number of key objectives. Many of those goals could be supported through culture as the information on these pages identifies:

- Support the strengthened identity and diversification of town centres
- Create job and skills development opportunities for local people
- Identify and support growing business sectors across the borough
- Support joined-up service delivery across the council for healthier high streets.
- Build on existing strengths to create a thriving evening economy
- Deliver social infrastructure to support growth
- Grow the visitor economy
- Provide a broader canvas for creative industries

Driving footfall

Many cultural activities require in-person settings, which drive footfall and spending in nearby businesses. The Turner Contemporary is estimated to have injected £70 million into the local economy between 2011-19 and has supported or safeguarded at least 100 retail jobs on the Margate high street.

Half of adults (50%) would like to see more cultural experiences on their high streets. This rises to 54% among those aged 25 to 34 years of age and 57% among black Britons.

Arts Council England, A High Street Renaissance

Building civic pride

The Arts Council England's 2021 study 'A High Street Renaissance' found that 62% of UK adults agree that cultural experiences on the high street give them a sense of pride about their local area. This is especially important at a time when the closure of high street retail is denting civic pride and creating spirals of decline in town centres.

Creating a multifunctional hub

Surveys suggest that the town centre of the future will need to fulfil many roles: a place to meet friends (91%); and a place to go for arts and culture (83%). (Source: Southern Policy Centre, Re-imagining Tomorrow's City Centre, 2020)

'Theatres, museums, galleries and libraries are the beating heart of our towns and cities. Not only do they bring prosperity, they bring communities together and make life worth living.'

Arts Council England

In 2017/18, four-fifths of adults in England engaged with the arts, three-quarters visited a heritage site and half attended a museum or gallery. (source: Department for Digital, Culture, Media and Sport). However there are significant variations in engagement according to gender, ethnicity, disability, age, socioeconomic group and geographical location.

Making a safer place:

The Digital, Culture, Media and Sport 's 2016 Culture White Paper recognised the link between culture and criminal justice, noting that there are "many good examples of how cultural interventions can benefit prisoners, ex-offenders and people at risk of becoming involved in crime. Culture can

help to improve self-esteem, social skills and wellbeing: all of which help to reduce the risk of offending and re-offending and make our communities safer".

Improving educational outcomes:

With no statutory arts education in the current school curriculum, support is needed to boost young people's access to cultural and creative experiences and skill development, as part of a balanced education. This has a direct benefit on life chances; learning through culture boosts creative thinking skills, considered to be essential to future employment and supports the development of personal confidence and esteem.

Since 2010, there has been an almost 30 per cent drop in the numbers taking arts subjects at GCSE

The Stage, GCSE arts subjects in 'free fall' as results confirm 9% decline in entries, 2017

A healthier place to live

Recognition of the role of arts and culture in healthy communities is becoming increasingly mainstream, with a wealth of research evidence of the tangible benefits. Organisations like the Arts Council, the Culture, Health and Wellbeing Alliance and the DCMS are advocating investment. Social Prescribing is gaining momentum and investment. Age UK refers to the "striking impact of creative and cultural activities" on what makes life worthwhile in later life.

Such provision can make economic as well as social sense. Age UK reports that "an 'arts on prescription' service in St Helens has shown a social return of £11.55 for every £1 invested"

Arts on Prescription courses in Cambridgeshire and Peterborough led to a 73% decrease in reported depression

All-Party Parliamentary Group on Arts, Health and Wellbeing

Boosting the local economy:

Our creative industries are successful throughout the world, and when clustered

in particular areas can redefine the local economy. The average hourly pay for creative employees in 2016 was almost a third higher than for those working outside the creative economy.

London's creative economy employs 1 in 6 Londoners and contributes £47 billion to the economy - and it's growing faster than the economy as a whole.

(GLA Economics, Creative Industries Report 2017)

Creating stronger communities

High streets are particularly important for disabled Londoners, young people, women and older Londoners. They are highly social, diverse and accessible spaces. As such, they have a crucial role in supporting social, economic and environmental benefits across London's neighbourhoods.

The Mayor does not want growth that leaves Londoners feeling left out, that obliterates local character in the name of regeneration, or that undermines community cohesion.

GLA (2017) Good Growth by Design

51 percent of people who visit high streets are not in work, compared with 27 percent of Londoners overall

High Streets for All, GLA research, 2017

Supporting a night time economy

Nationally, the night-time economy makes a significant contribution both to the economy and employment. London is recognised as having a 24-hour economy, with 1.6 million night time workers. Town Centres needs to cater to the needs of the population and utilise the opportunities the night-time economy can offer.

Londoners have the latest bedtimes in the UK. Two-thirds of us regularly run errands, socialise or take part in culture or fitness activities at night

Think Night, London Night-time Commission, 2019

Cultural Context



Culture in North Finchley Town Centre

North Finchley is home to a wide variety of cultural organisations and venues, from the artsdepot, an Arts Council England National Portfolio Organisation, to a plethora of grassroots organisations. Once you scratch below the surface of this relatively small area you find a rich cultural scene punching above its weight.

A cluster of dance schools has emerged in North Finchley, from degree-awarding London Studio Centre to Innovation Dance and AV Dance Magic. Complimenting artsdepot's professional auditorium and performance spaces are a range of local organisations sharing their spaces for others to programme such as Trinity Church and The Bohemia brew pub. Live music is particularly strong in local pubs, but also through amateur choirs and orchestras, such as the Finchley Symphony Orchestra and N12 Community Choir.

Creative practitioners include a ceramicist, guitar maker and musicians. Charity Art Against Knives based in the Grand Arcade seek to prevent youth violence through creative projects. In nearby Friary Park, Community Focus is an inclusive arts centre for adults and children with disabilities.

Over the following pages is a snapshot of the cultural life of North Finchley, capturing the range of activities underway in the town centre.



Art & Cultural Infrastructure

1) North Finchley Library

North Finchley Library provides self-service facilities, whilst running on reduced staffed hours.

N12 9HP

2) Lodge Lane Car park

The car park acts as home to the weekly Friday market, the community have utilised this space for events such as the North Finchley Festival and Community Carnival in the past. This is due to the limited options to host cultural activity in the Town Centre.

N12 8JR

3) artsdepot

The artsdepot is a multi-award winning cultural hub, incorporating two theatres, a research lab, a play-space and dance and art studios. It is home to the London Studio Centre.

www.artsdepot.co.uk N12 0GA

Dance

1) AV Dance Magic

The school hosts a wide variety of dance classes including Latin and Ballroom, Tap, Ballet and Irish Dance for all ages and abilities. Their offer extends to a holistic programme, offering dance movement therapy, reflexology and yoga.

www.avdancemagic.co.uk N12 9RH

2) Innovation Dance Studio

The dance studio host a range of dance styles from break dance to jazz.

www.innovationdancestudios.co.uk N12 8JR

3) Bellyfitness

A class that allows women of all ages and abilities to learn bellydancing techniques

Held at Trinity Church, N12 7NN

4) Perform Finchley

A national chain offering drama classes for children aged 4-12

www.perform.org.uk

Held at Trinity Church, N12 7NN

5) Rikud

A modern Israeli dance group for 6-18 year olds At the Jewish Progressive Synagogue N12 8DR

6) London Studio Centre

Offers both Undergraduate and Masters level degrees as well as programmes for Under 19's. Courses are available in Ballet, Theatre Dance, Dance Producing and Management.

www.londonstudiocentre.org N12 0GA

7) Theatre Life Academy

With branches in North Finchley and Isle of Dogs, Theatre Life Academy provides performing arts classes for students aged 4-18.

Held at the artsdepot, N12 0GA

8) Razzamatat Theatre School

A national chain providing dance, drama and singing classes to students ranging from toddlers to adults.

Held at Wren Academy N12 9HB

9) Latin Soul

As well as offering Latin and Zumba classes, Latin Soul specialise in providing immersive event entertainment.

www.latinsoul.co.uk

Held at Wren Academy, The Compton School and at Friary Park

10) diddi dance

A national dance company providing dance classes for toddlers.

www.diddidance.com

Held at artsdepot and Christ Church

11) Dream of Dance

Focusing on Ballroom and Latin classes, Dream of Dance offer sociable classes, medal exam support as well as lessons for juniors

www.dreamofdance.co.uk

Held at Christ Church and Woodhouse College

12) Tally Ho Scottish Dancers

With groups planted around Hertfordshire and London, Tally Ho Scottish Dancers provide Scottish country dance classes.

www.rscdsherts.org/tally-ho

Held at Christ Church N12 0NU

13) Jigsaw Performing Arts

A national performing arts school, offering classes to students aged 3-18

www.jigsaw-arts.co.uk

Held at The Compton School N12 0QG

Music

1) Old Finchlians Club

Venue hosting live music N12 7JE

2) N12 Community Choir

A welcoming choir group, singing a variety of genres from pop to world music.

www.n12choir.org.uk

Held at St Barnabas N12 8QJ

3) Rob Cates Vocal Coach

Offering a person-centred approach to teaching, Rob provides vocal coaching that encourages a focus on both physical and mental wellness

www.robcatessvoice.com N12 8HR

4) The Lab at Art Against Knives

The charity runs a project called The Lab, providing young people with the space to write, record and produce their own music. Trained staff offer additional support in a safe and sociable environment.

www.artagainstknives.com/thelab N12 0EH

5) Finchley Chamber Choir

Formed in 1973, Finchley Chamber Choir are an amateur classical choir who cover a range of music and regularly perform at a range of events.

www.fcchoir.co.uk

Held at Trinity Church, N12 7NN

6) Finchley Symphony Orchestra

An amateur orchestra who play a large range of pieces and give several concerts a year.

www.finchleysymphony.org

Held at Trinity Church, N12 7NN

7) Holiday Music Courses

For over 30 years Holiday Music Courses has been providing high level musical coaching for adults and offers the opportunity for performances.

www.holidaymusiccourses.com N12 0NS

8) B3 Lounge

Live Jazz Music at The Bohemia.

https://b3lounge.live N12 9QH

Pubs offering Live Music

1) Malt & Hops

A local pub offering regular live music events and karaoke.

www.maltandhopslondon.co.uk N12 8QA

2) Toolans

An Irish pub providing weekly live music nights.

www.toolans.co.uk/ N12 9RH

3) The Bohemia

An independent brewpub actively involved with the community, The Bohemia often hosts live music events.

www.thebohemia.co.uk N12 9QH

4) Tally Ho

Iconic local pub hosting occasional live music nights.

www.greatukpubs.co.uk/tallyholondon N12 0BP

5) Finchley Tavern

A local pub hosting weekly live music and karaoke.

www.craftunionpubs.com/finchley-tavern-finchley N12 9PT

6) The Elephant Inn

A historic pub that provides live music nights.

www.elephantinnfinchley.co.uk/ N12 8NR

Cultural Production

1) Studio 884

Studio 884 offers affordable welcoming spaces to rent for online workshops, content creation and meetings. A family run business with a medical background, they recognise the importance of bringing people together in a safe space post covid.

www.josierossouw.wixsite.com/studio884 N12 9RH

2) Leila the Tailor

Iranian-born fashion designer Leila offers bespoke dressmaking, alterations and the restoration of men's and women's clothing.

www.leilathetailor.co.uk N12 8PT

3) MK Productions

Established in 2008, MK Productions is a boutique video content creation agency which focuses on digital marketing.

www.mkproductions.co.uk N12 9TJ

4) Knuckle

Formed in 2008, Knuckle is a video production company, offering commercial video and motion graphics services.

www.knuckle.tv N12 9DA

5) Finishing Touches

A haberdashery that has been running for over 20 years, Finishing Touches is a family run business that offers friendly advice in addition to high-quality crafting supplies.

www.finishingtoucheslondonltd.co.uk N12 8LJ

6) Art Against Knives

A charity working to prevent youth violence through creativity. One scheme, 'Dollis Dolls Nail Bar' offers nail services and training whilst providing a safe space for important conversations and relationships to be built.

www.artagainstknives.com N12 0EH

7) Recycled Inspirations

Nestled in the Grand Arcade, Recycled Inspirations sells crystals, antiques and all things

spiritual. The shop sells crafts made by artists, as well as hosting pop ups and exhibitions.
N12 0EH

8) Finchley Arts Society

Running since 1949, the society encourages local artists to practice and develop their skills by hosting classes, crits and exhibitions of members work.
www.finchleyartsociety.co
Held at Trinity Church, N12 7NN

9) LA Guitars

For over 40 years, L.A. Guitars have been lovingly making, repairing and setting up string instruments.
www.laguitars.com N12 9RU

10) Noriko Nagaoka

Noriko is a ceramicist who hand- makes tableware inspired by nature found in her home country of Japan.
www.etsy.com/uk/shop/NorikoNagaokaCeramic
N12 0DN

Community

1) Community Focus Inclusive Arts

An inclusive arts centre for adults and children with disabilities, Community Focus deliver creative and well being courses both online and in-house, as well as offering outreach programmes. The members have also formed a virtual choir.
www.communityfocus.co.uk N20 0NR

2) Barnet Asian Women's Association

Established in 1985, the association supports the Borough's Asian women.
N12 9PQ

3) African Refugee Community

Established in 2007, the group focuses on supporting the mental, physical and social wellbeing of refugees. Barnet Elderly Asians Group.
hwww.africanrefugeecommunity.co.uk N12 9PQ

4) Barnet Elderly Asians Group

The group provides social gatherings, encourages keeping active and offers support when needed.
N12 9PQ

5) Greek Cypriot Brotherhood

An umbrella under the National Federation of Cypriots in the UK. Alongside tackling issues facing the Cypriot community, the Brotherhood hosts a number of cultural and educational events.
www.cypriotfederation.org.uk/gcb N12 9RU

6) St Barnabas

A local church with several community groups, such as a foodbank, community lunches and English classes
www.stbarnabas.co.uk N12 8QJ

7) Jewish Deaf Association

Open to everyone, JDA support people with all levels of hearing loss to enable independent lives, reduce social exclusion and increase access to services.
www.jdeaf.org.uk N12 8RP

8) 15th Finchley

Local beavers, cubs and scouts groups.
www.gln-scouts.org.uk N12 9EA

9) St Alban's Catholic Church

A Catholic Church, running an over 55 club, parent and toddler group and choir for the community.
www.parish.rcdow.org.uk/finchleynorth N12 7NN

10) Finchley Progressive Synagogue

An inclusive synagogue running a number of groups such as a book club and pilates.
https://www.fps.org N12 8DR

11) Community Network Group CIC

A group supporting the Iranian community, ranging from providing advice to hosting arts and cultural activities to promote Persian culture.
N12 0DD

12) Trinity Church

A local Church home to several community groups and provides a performance space.
www.trinitychurchnorthfinchley.co.uk N12 7NN

13) Barnet Carers

A charity offering support for informal carers living in Barnet
www.barnetcarers.org N12 8NP

14) Homeless Action in Barnet

Since opening in 1997, HAB have been providing vulnerable people a safe welcoming environment, supporting people in gaining access to housing and the services they deserve, both in the short and longer term.
www.habcentre.org/ N12 0RG

15) Rephael House

Established in 1997, Repheal House is an independent charity offering one to one professional therapy. In addition to a range of counselling services, they offer a free short-term therapy service for young people and offer outreach programmes for schools.
www.rephaelhouse.org.uk N12 0RG

16) Finchley United Services Club

Local social club particularly for existing and former members of the armed forces
N12 8LY

17) Finchley Masjid

A local mosque, offering Arabic classes, a playgroup and youth club for members in their community
www.ianl.org.uk N12 0DA

18) Christ Church

A local Church, running several community groups such as a parent and toddler group, brunch club and English tuition classes.
www.christchurchnorthfinchley.org.uk N12 0NU

Not on map:

North Finchley Partnership Board

A group formed of local businesses, organisations, councillors and community groups representing the area.\

Finchley Society

Formed in 1971, the group serves to protect, preserve and improve buildings, transport, roads and open spaces in Finchley and Friern Barnet.

Lodge Lane N12 Residents Association

A group active in serving the community, through being engaged with developments and hosting events, particularly in Lodge Lane car park.

Finchley Film Makers

An amateur group of film makers formed in 1930 that were active prior to the pandemic and met at the Bohemia..
www.finchleyfilmmakers.co.uk N12 8QH

Schools

1) Northside Primary School N12 8JP

2) St Michael's Grammar School N12 7NJ

3) Sacks Morasha Jewish Primary School N12 9DX

4) The Holmewood School N12 8SH

Historic Arts & Culture Sites

1) Historic site of the Torrington Arms

2) Historic site of the Stanhope Hall Picture Palace

3) Historic site of the Grand Hall Cinema

4) Historic site of the Gaumont

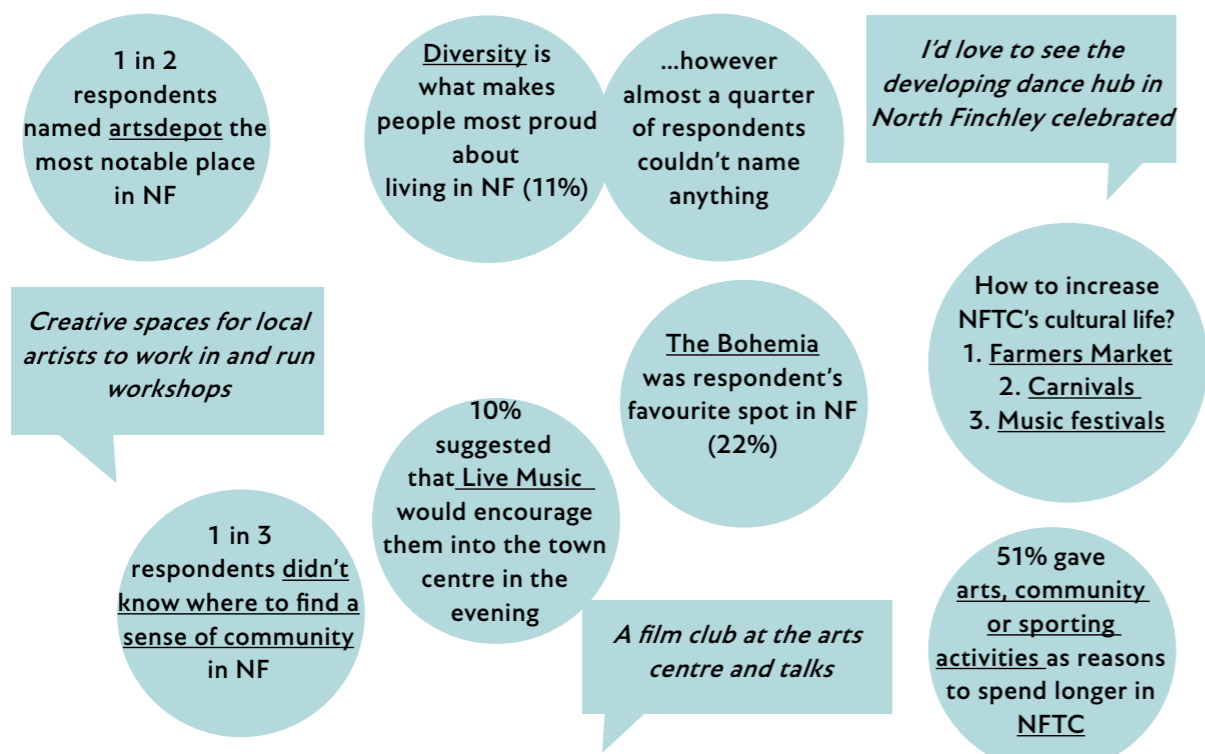
Learnings

- ♦ **North Finchley is home to a cluster of dance schools**
The dance schools in the Town Centre cater to both amateurs and professionals and as such there is huge potential from working with these organisations to bring wider benefits including performances and health and wellbeing.
- ♦ **There is potential to increase cultural production space in the Town Centre**
There are a variety of creative practitioners working in North Finchley, but there is a lack of cultural production spaces at a range of scales in the town centre. Developing these spaces could bring vacant units back to life or provide additional uses to existing premises.
- ♦ **There are a wide range of community groups active locally**
Community groups in the area reflect the diversity of North Finchley and the interests of residents. These groups could be partners on a range of projects which build on their work in the area and foster a stronger community in the Town Centre.
- ♦ **Live music is being organised in a variety of spaces across the Town Centre**
Whether it be at artsdepot, local pubs or churches, live music is being performed in venues at a range of scales. Supporting this to flourish further should be explored.
- ♦ **Cinema located outside the Town Centre**
The Vue Cinema in North Finchley is located at the Lido site and work could be done to encourage more community content at that location whilst finding ways for film to have more of a role in the Town Centre itself.

Community Engagement

Listening to the community has been invaluable in setting the direction of this Action Plan. We have had conversations with local people and organisations, devised and analysed surveys and undertaken desktop research to understand the cultural landscape in North Finchley.

In March 2022 a survey was undertaken through a combination of on-street pop-up engagement, online surveys and business surveys. 156 people responded to the survey and the findings have fed into this work. Further engagement was undertaken with local cultural organisations and interested parties. Prior to the finalisation of this document a 6-week consultation was held, the feedback from which has been incorporated into this plan.

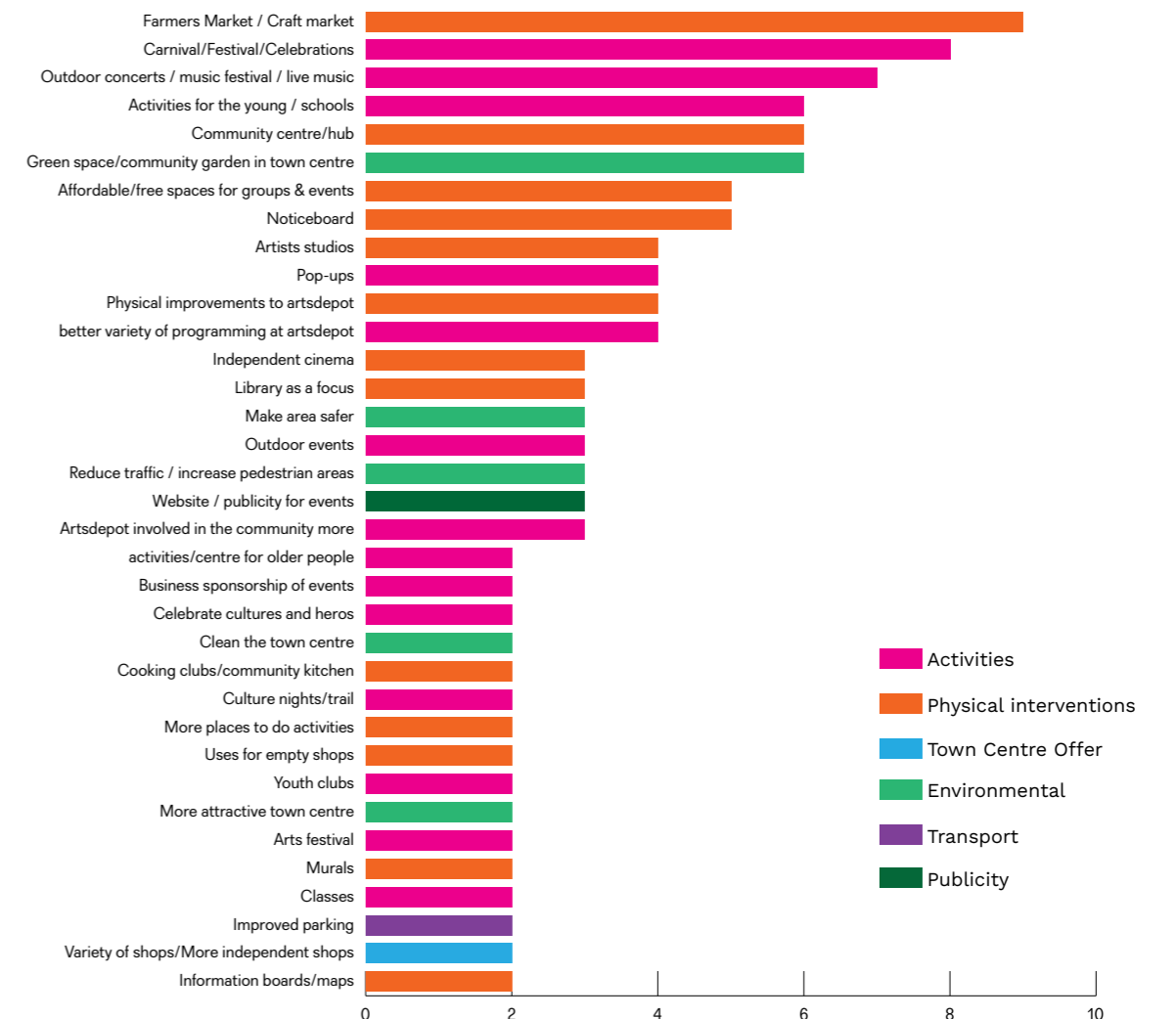


Increasing the cultural life of the Town Centre

Respondents gave 137 suggestions, ranging from farmers market, craft market, community centre, affordable events space, and noticeboards, to activities including carnivals, festivals, live music, activities for children and pop-ups, making the area safer and more pedestrian friendly.

Question: Do you have any ideas of how to increase the creative, cultural or community life of the Town Centre?

All ideas mentioned in two or more responses



Learnings

- **People would love more cultural experiences in their Town Centre.**
From events like festivals that the whole community can galvanise around, to specific activities for younger and older people, respondents suggested a wide range of ideas which also included a different type of market
- **Local people would like more community and creative spaces**
Whilst there are organisations and businesses providing spaces for the community to use, there isn't what would be considered a community centre in the Town Centre with affordable spaces for use by individuals or groups.

Local people being involved in cultural life

There were a range of responses to this question, from suggestions of groups and individuals to contact to personal ideas for self-initiated activity. Whilst the majority of people didn't respond to this question, the passion illustrated in the suggestions we received was very positive.

Question: Are you part of, or do you know any local artists, cultural organisations or community groups that could be interested in participating and activating the town centre in different ways?

"I am really interested in participating and activating this town centre"

"Yes - hosting, promoting, creating, that's what we do"

"I have good ideas always, art is a hobby"

"Yes, we have participated in the past like in the Finchley Music Festival. We will be doing something with Lodge Lane residents as part of the Jubilee celebration"

"I teach music and happy to be involved if something appropriate"

"I work at Barnet and Southgate College and would be interested helping in projects or even getting students involved"

"Yes absolutely, however we are obviously a business and there needs to be a promotional element that we would benefit from by doing this"

"I would like to help rejuvenate empty shop units"

"Yes, I have an amazing studio with a lot to offer to the local community and would be happy to host activities as this will also promote what I do. I am also happy to host things like afternoon networking events because it will help promote my business as well."

"I would welcome an opportunity to host a bi-monthly craft fair"

"My background is in theatre / immersive / interactive family sessions and I would be able to discuss this"

"My husband, (with lots of experience) could be approached to run a fun choir"

"Absolutely - my pub is always open for everyone, I would love to also collaborate with the book club (or set up a book club?)"

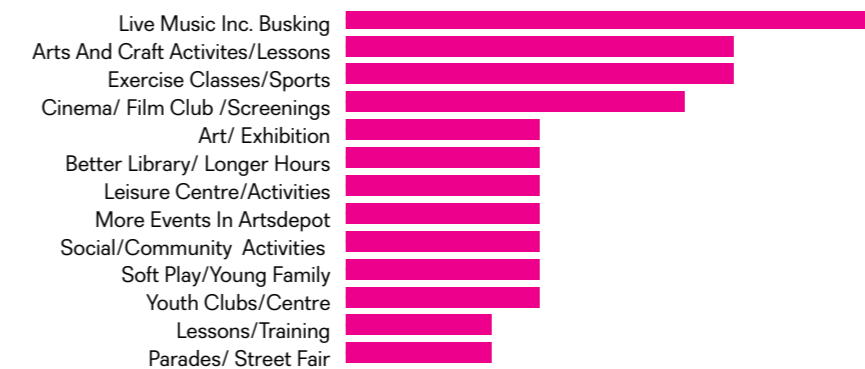
"Woodhouse College has some brilliant musicians"

Activities that would attract more visits to the Town Centre

Thinking about the types of activities that would attract people to spend more time in the Town Centre will help focus the Action Plan on the things people are most interested in. By being more tailored in the cultural offer North Finchley can differentiate itself from other local centres.

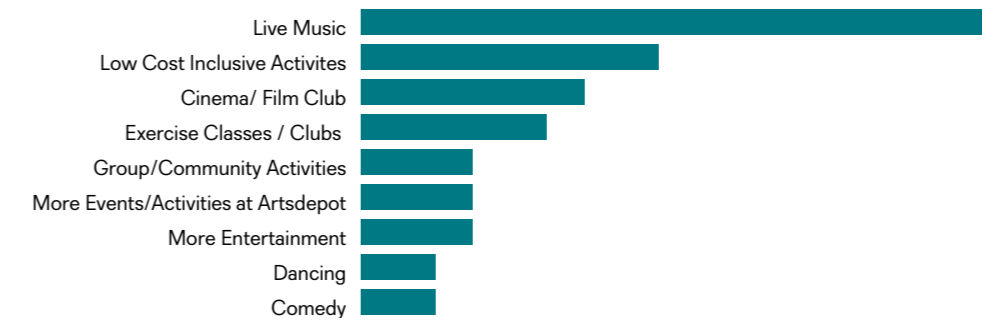
Question: What activities would you like to be able to do in the Town Centre that would encourage you to visit more often or for longer?

Note: Results exclude shopping and eating out responses



Question: Thinking specifically about evenings, what would encourage you to spend more time in the town centre?

Note: Results exclude shopping and eating out responses



Learnings

- **A desire by residents to organise self-initiated activity for the community**
From choirs to educational projects, and craft markets to town centre-wide projects, respondents are seeking empowerment to organise events and activity to further their passions and benefit the community and the town centre.
- **Local businesses want to actively support cultural activity**
The majority of businesses surveyed want to be able to play their part in supporting local events and initiatives, primarily through offering space for activities to take place, which is greatly needed in the town centre.

Learnings

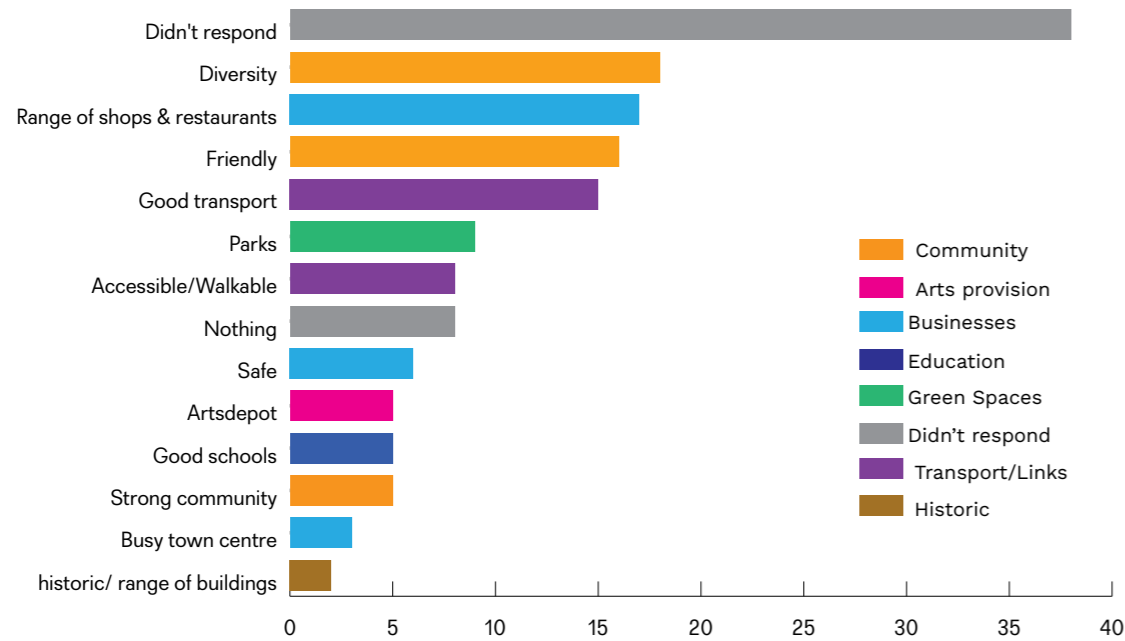
- **During day and night, live music could enliven & enhance the Town Centre**
Whether it be busking at weekends to add interest to the shopping experience or music festivals at venues throughout the Town Centre
- **Film and cinema captured people's imaginations at all times of the day**
Cinema can be a key driver for creating a vibrant night life. Given the lack of a place to watch films in the Town Centre, it would be beneficial to explore ways to encourage film screenings both in the evening and during the day.

Sources of pride in the Town Centre

Understanding what the community collectively finds pride in will help us devise projects that resonates with people. Whilst many people didn't respond to this question, it was clear that the community, green spaces and the presence of artsdepot were all things to be proud of.

Question: What makes you happy or proud to live be based in North Finchley?

All sources of pride mentioned in two or more responses



A large number of respondents did not give an answer to this question, showing us there's opportunity to generate more public pride in North Finchley. Of those who answered diversity was mentioned in more responses than any other source of local pride.

By contrast, local history was the least mentioned source of pride. Rather than looking back to find reasons to be happy, respondents took more pride in the here-and-now and the people who make North Finchley what it is.

Learnings

- ♦ **Work is required to build pride in North Finchley**
Given the number of people who were unable to name a source of local pride more needs to be done to foster pride in the area.
- ♦ **People are most proud of the diversity of their community**
Local people are extremely proud of the diversity and friendliness of the people who live and work in North Finchley. This pride should be reflected in the projects commissioned through this Action Plan.

Other Learnings:

A desire to build on what's already here

Feedback from community engagement indicated that there is great pride in the local arts organisations and community organisations. There is a desire to support and promote existing creative activity whilst also working with existing arts venues and community assets to develop a joined-up approach to ensuring the town centre is a destination for creating and consuming culture. Respondents suggested a range of existing arts groups that operate in and near the town centre, for instance; Art Against Knives, Artsdepot, The Bohemia, Finchley Choir, Finchley Symphony Orchestra, Innovation Dance, N12 Community Choir and The Elephant Inn.

Cultural spaces are incredibly important to people

Artsdepot was seen to be the most notable place - of any typology - in North Finchley and the second favourite place to spend time. The Library was identified as an important local asset, albeit one that could benefit from long-term improvements and perhaps a different approach to the provision of this service as seen at other local libraries.

Diversification of the cultural activity in the Town Centre

The responses highlighted that whilst there is some activity underway in the town centre (which was reported as not being easy to find out about), there was a deficit in terms of the variety of creative activities that people actually wanted to participate in. There is a clear demand for a range of cultural activities from dance to film, exhibitions to live music. Many responses called for festivals or other pop-up events, which could also temporarily activate parts of the town centre.

Promoting what's going on is crucial for success

It was frequently noted that there isn't somewhere obvious to find out about cultural activity (for instance respondents requested more noticeboards) nor a central place where they're undertaken, with the exception of artsdepot. Many respondents remarked that they didn't feel that the current arts and cultural venues necessarily offered something for them, perhaps because it's hard to appreciate the full breadth of cultural activity on offer.

Work with businesses to increase cultural experiences in the Town Centre

Businesses saw the potential benefits of using events to drive footfall to the town centre. In the responses to the survey it's encouraging to see that business owners have suggested that their spaces could be used for cultural and community activity, something that we will explore further in the strategy.

Potential for cultural production spaces to animate the Town Centre

The feedback highlighted the number of empty units on the High Road and also identified a lack of cultural production spaces within the town centre, with respondents suggesting artists studios as a way of utilising vacant spaces.

No clear community heart of North Finchley

A third of respondents couldn't think of anywhere in North Finchley that you could find a strong sense of community, with some respondents specifically noting that a space was needed to serve this function. However artsdepot, the Bohemia and the library, as well as the various places of worship, were singled out as playing an important role in community life.

Aims & Themes



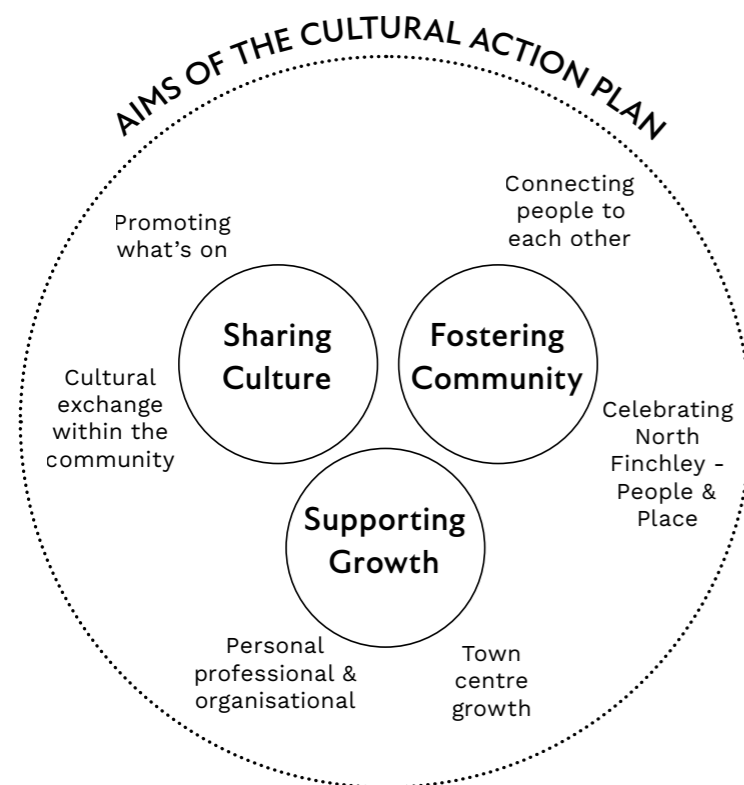
Overarching aims of the Cultural Action Plan

The following three aims stem from analysis of the Town Centre and the engagement to date. These should underpin each of the projects taken forwards.

Sharing Culture: Developing places and projects for people to participate in, consume, produce and hear about cultural activity.

Fostering Community: Celebrating the diversity of the area through shared experiences and creating sources of local pride.

Supporting Growth: Strengthening North Finchley's cultural and creative economy by helping local people, businesses and organisations flourish.



Four themes to shape culture in North Finchley

The following four themes define a series of aspirations and projects inspired by community engagement and cultural mapping, and tested with local cultural organisations.

1. Become known as a centre for dance & performance excellence

Build on the presence of artsdepot, Barnet's key performance venue (and Arts Council National Portfolio Organisation) and the large concentration of dance schools and groups in North Finchley. There is the potential to realise the full potential of dance and performance by working together on a bold shared vision that is unique in London.

2. A locally relevant vision for live music and film in North Finchley

Local people would like to experience more live music in the town centre. This doesn't just mean more concerts, this involves better communicating the range of activity that is already taking place. There is pride in the town centre's past music and cinema venues, and we want to build on this by fostering community curated music and film experiences unique to North Finchley.

3. Cultural experiences throughout the town centre

Community engagement tells us that people are looking for cultural experiences to encourage them to spend more time in the town centre. Local people want to consume, participate in and generate these experiences, and we would want to empower people to connect with each other and develop projects themselves

4. The town centre as a hub of cultural production

Mapping shows that there is some cultural production in the town centre, however engagement feedback has called for more spaces and opportunities for creative activity. Understanding the different ways of creating additional cultural infrastructure, from cross-programming existing venues to co-location in new cultural buildings, is key to creating a sustainable hub of activity in the Town Centre.

What we're setting out to achieve through projects

As we start to draw-up potential projects and programmes we will use the following criteria to guide them to ensure they bring the maximum benefits.

<p>Build on local pride in diversity We will develop projects that:</p> <ul style="list-style-type: none"> celebrate, strengthen and amplify North Finchley's rich and unique community diversity create opportunities to bring communities together enhance the distinctiveness and character of place add vibrancy to the town centre address anti-social behaviour seek to address inequality work with socially-conscious artist & creative practitioners support local communities in delivering cultural activities, 	<p>Always aim for exemplary When commissioning work, the aim should be for excellence: it should be one of the best examples of its type. Consider whether the project meets the following criteria when commissioning projects:</p> <ul style="list-style-type: none"> Distinctive and specific to North Finchley Well produced and presented Challenging and thought-provoking Captivating and inspiring Has local impact Is relevant and has something to say about the world in which we live Rigorous Original Allows artists, curators and participants to take risks and challenge themselves
<p>Ensure variety A range of projects including:</p> <ul style="list-style-type: none"> temporary / meanwhile live / performance permanent 	<p>How we develop projects During the development and delivery we will:</p> <ul style="list-style-type: none"> engage with the community, all ages and abilities involve artists at an early stage utilise a transparent process for commissioning be guided by professional curator/art organisations <p>We will aim to grow the creative economy in Barnet with:</p> <ul style="list-style-type: none"> arts and cultural infrastructure creative industry training creation and presentation space
<p>Solid foundations We will ensure that projects are:</p> <ul style="list-style-type: none"> accessible to the public integrated into a wider programme for the Town Centre undertaken with artistic integrity reflect the diversity of people who live in North Finchley by involving local people in the commissioning and delivery of projects. increase cultural benefits for local people in North Finchley TC 	

Proposed project: Establish a Cultural Steering Group for North Finchley

The first recommendation of this work was to establish a Cultural Steering Group to support in the delivery of the Plan. The group has now met several times and is formed of local cultural organisations and community stakeholders who can help connect the cultural strategy to both the wider arts landscape and the local community. The group will be supported so that the skills and experience of the group are cultivated and developed and so that the capacity needed to deliver projects in this plan is nurtured.

Ideally the group should meet at least every four months and the terms of reference agreed in advance, as well as the role the group plays in relation to the North Finchley Partnership Board. The Cultural Steering Group could be involved in a number of roles, for instance:

- Contribute to the aspirations and direction of the cultural strategy as fed in via community engagement

- Lead on the development of aspects of the Cultural Action Plan.
- Assist with the process of creating a list of artists particularly to provide guidance in the selection of local artists.
- Support and advise on aspects of each project's implementation.
- Promote cultural projects within the community.
- Ensure that the quality and integrity of projects are maintained throughout their development.
- Support an equality of opportunity approach for all projects.
- Review progress and make adjustments to the Cultural Action Plan as it develops.

Potential project champion:

- Barnet Council; Regeneration & Economic Development
- North Finchley Partnership Board

Who else needs to be involved:

- Anyone passionate about culture in North Finchley.

Case Study: Barking and Dagenham Cultural Connectors

The Cultural connectors are an ever expanding network of adults living within the borough of Barking and Dagenham, who make decisions about the Creative Barking and Dagenham (CBD) programme. There are now more than 180 connectors as part of the open, supportive and flexible network. Cultural Connectors give as much or as little time as they would like. They are invited to all CBD's events and opportunities and given support if they have their own ideas for creative projects.

Cultural Connectors go on regular trips and visits to arts venues and events. These have included The Barbican, The Broadway, Studio 3 Arts, The National Theatre, Out There International Street Arts festival in Great Yarmouth, Watch this Space festival in Waterloo, Punchdrunk's show 'The Drowned Man', the Amsterdam Light Festival, Freedom Festival in Hull and the Royal Opera House.

Cultural Connectors get involved in:

- » Curating festivals
- » Arranging trips and visits
- » Commissioning artists and projects
- » Being on funding panels
- » Making decisions about how local people should be involved in CBD
- » Taking on specific roles on local projects; this might include talking to the public and helping them have a great time, being an assistant to an artist, leading an artist session, taking photographs, doing office work, or assisting with the technical side of an event.
- » Telling friends, family, colleagues about what's happening.

Cultural Connectors do not get paid but they sometimes access paid work through being part of the network. Some have experience and skills in the arts and others do not; they all however, share a passion for making more arts happen in Barking and Dagenham.

Theme 1



Become known as a centre for dance & performance excellence

Build on the existing role dance and performance plays in North Finchley so that the area becomes known for excellence in this sector.

Work together with existing organisations to create and deliver ambitious yet accessible and affordable projects that share cultural diversity.

Community engagement

During the initial engagement people told us:

I'd love to see the developing dance hub in North Finchley celebrated; artsdepot, London Studio Centre, Innovation Dance and AV Dance Magic

I'd like to see a performance area with seating and planting in North Finchley

The Town Centre should provide free booking for a new performance area, then advertise the programme. There are lots of talented local people who would love the opportunity

I think North Finchley now has 3 sites that are devoted to dancing. I think this is something that should be celebrated and promoted. It's a unique thing and more could be made of it

Use shops as a performance space!

I'd love to see local classes for adults and kids of all ages eg. chess, self defence, art, dance etc

Follow-up engagement with local arts organisations told us:

- Some dance organisations felt there weren't many opportunities in the area to perform compared to other areas, even in places as close as East Finchley which has an annual festival.
- A North Finchley Dance Festival, in the summer months, was a popular idea. It was felt it was important to have a distinction between a dance and movement focussed festival from other festivals such as music.
- Dance, movement and performance were popular themes with those we spoke to and it was felt that these could encompass lots of different activity.

Learnings from mapping the existing dance and performance offer:

- **Consider the geographical spread of organisations**

Some dance activity is peripheral to the town centre and disparate, so a joined-up approach to where events and programming happens could help reinforce the presence of a dance hub and also help promote what's on offer. Some organisations have space and can host in the Town Centre so there is the potential to share facilities between groups.

Spotlight on a local organisation

London Studio Centre

The London Studio Centre was founded in Tavistock Place in 1978, moved to Kings Cross in 1987, and since 2012 has been based in the artsdepot. They offer both Undergraduate and Masters level degrees validated by University for the Creative Arts, as well as programmes for Under 19's. Courses are available in a range of subjects, including Ballet, Theatre Dance, Dance Producing and Management.

The school pride themselves in their staff, who are largely involved in the industry, to keep students up to date with new trends and techniques. Graduates have a high rate of success in the field, joining established companies such as The Royal Ballet, performing in the West End and in TV and film.

The school mainly rehearses in its premises at artsdepot, however to accommodate the number of students they occasionally need to hire out space in Trinity Church to rehearse.

"This flourishing school for the Performing Arts trains young performers in all the dance skills they are likely to need."

Katherine Sorley Walker - The Daily Telegraph



Spotlight on local organisations

Innovation Dance

Innovation Dance is a dance school working in partnership with sponsors to make dance more accessible for all. With studios based in North Finchley and Ealing, they teach students with ages ranging from 18 months to adults. They offer a variety of dance styles as well as teaching accredited dance courses.

Since opening in 2009, they noticed the decline of youth centres in the surrounding areas shifted responsibility onto them to emulate these services for young people. After the pandemic, the school had realised the toll it had taken on the mental wellbeing of their students, and partnered with local charity Rephael House to provide professional counselling sessions. The uptake of this service has resulted in it being offered more frequently, with funding secured by the council for the next year.

The school have ambitions of running full-time courses and expanding, however their current premises hold them back from what they are able to deliver. Their current facilities cause issues with accessibility, insufficient rehearsal space, lack of natural light and low ceilings. More affordable spaces to both rehearse and perform would allow Innovation Dance to grow as a business and in turn serve the community in the way they deserve.

They have a relationship with a few businesses in the North Finchley area, however feel the dance scene in the Town Centre is insular. The studio feel dance could be more celebrated in North Finchley, a way this could be achieved is through more public events in North Finchley that could showcase the talent in the area.



Spotlight on a local organisation

AV Dance Magic

The school hosts a wide variety of dance classes including Latin and Ballroom, Tap, Ballet and Irish Dance for all ages and abilities. Embracing world culture, they offer 'Character Dance' classes which are inspired by national and folk dance from across the world.

Founder Dr. Frances Sturridge was inspired by her background in medicine and the success of a dance movement therapy pilot-scheme at Chase Lodge Hospital. The offer of this dance hub extends to a holistic programme, offering dance movement therapy, reflexology and yoga.

They are partners with The Studio 884, offering 1200sq ft of space to hire.

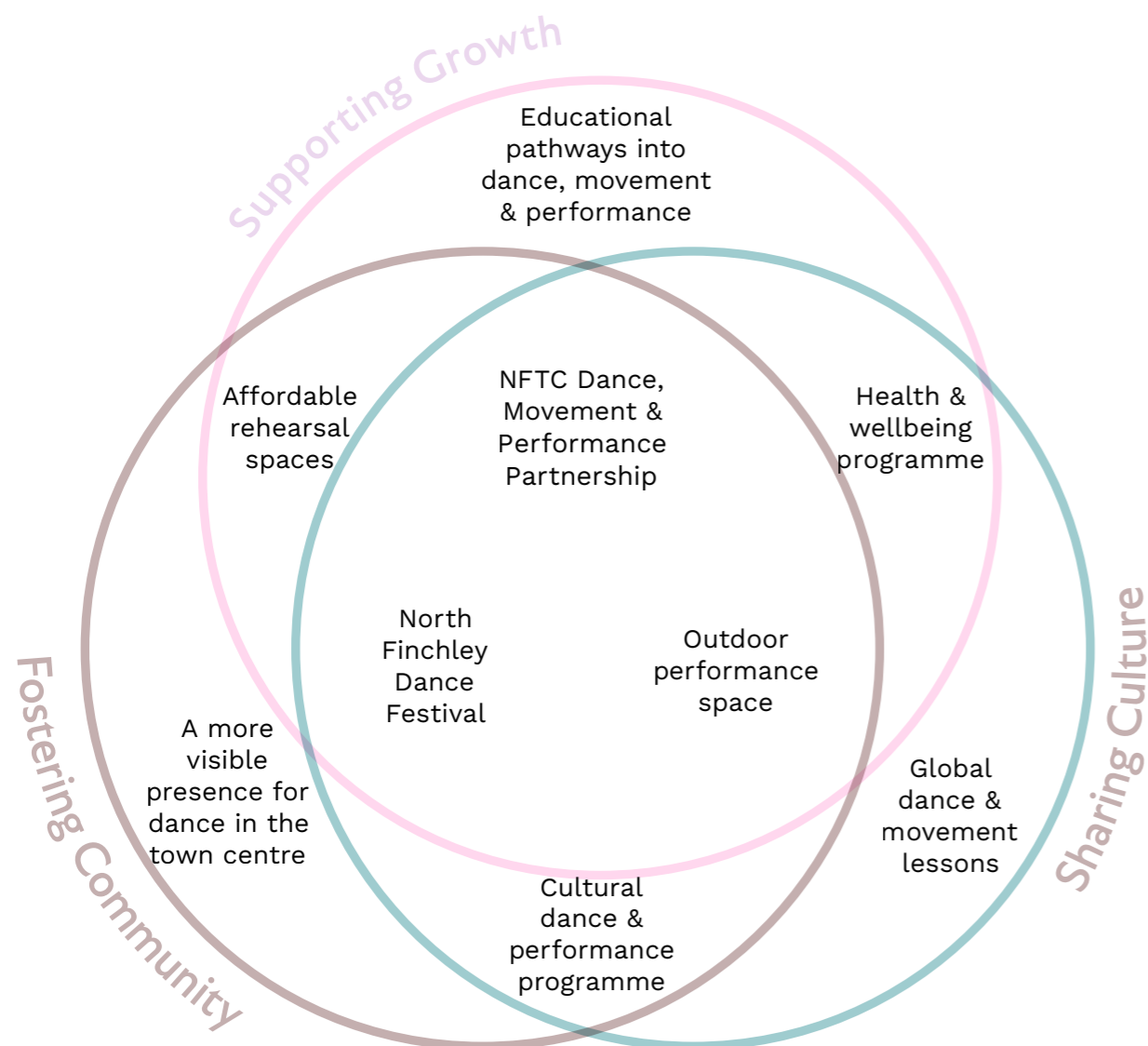
“Thank you for all your help and support in my recovery from very major surgery. What you provide is unique and unavailable elsewhere.”

A dance movement therapy client



Potential projects for Theme 1: Dance, Movement & Performance

The theme of dance, movement and performance has many synergies with the overarching aims of the Action Plan. The decision to not solely focus on dance is important as it opens up opportunities to incorporate sport and forms of movement that don't rely on music. With this in mind we have proposed a series of projects, which are explored in more detail overleaf.



Promote a Dance, Movement & Performance for Wellbeing Programme

Bring together the existing health and wellbeing activities being done by performance and dance organisations in North Finchley under one banner. Promote these activities by making them more prominent in the Town Centre by considering more visible venues, build on what's already being done and integrate wellbeing into future events and festivals.

Why? Barnet has the sixth highest proportion of adults who are physically inactive of all the London Boroughs (28.6%). We could build on work already being done locally.

What does this project help achieve?

It will bring together the community to participate in health & wellbeing activities initiated by local arts organisations, and in doing so promote the Town Centre as a place where a range of sociable experiences happen.

Potential project champion:

- NF Cultural Steering Group
- Community Focus Inclusive Arts

Who else needs to be involved:

- Local GPs and health practitioners
- Barnet's Health and Wellbeing Board
- London Arts in Health
- Dance schools
- Charities and organisations
- Barnet Social Prescribing Manager
- Barnet Council; Public Health

- North Finchley TC Partnership Board
- Local schools and colleges

How to get started:

- Identify what activity is currently underway.
- Establish programme scope and investigate funding sources and existing programme/initiatives to link with.
- Think about who to partner with locally to strengthen the offer, particularly in terms of spaces and promotion.

Timescales:

- Ongoing

Case Study: Danish Wounded Warriors Project

In association with the Royal Danish Ballet Foundation, the project drew upon the physical fitness and self-discipline required of both soldiers and ballet dancers to improve the motor control and functional movement of battle-worn bodies. The project was pivotal in helping to overcome isolation while also addressing bodily awareness and physical fitness.



Case Study: The Alchemy Project

The Alchemy Project used dance as a form of early intervention in psychosis. It was an action research project, developed in 2015 as a co-production between Dance United and the early intervention in psychosis team at SLAM, with input from King's College London, funded by GSTC, Maudsley Charity and ACE. Two cohorts of 12 participants (18 to 35 years old), with no previous experience of dance, worked with professional dance artists.



Create an Outdoor Performance Space

An open air accessible performance space to address the lack of affordable similar spaces in the Town Centre. Use the space at Tally Ho corner by working with the local dance and music network to host performances. In the short term this could be the temporary activation of a space, and in the longer term this could be an integral part of the public realm. Consider where affordable spaces for rehearsals might be to support full use of this.

Why? We heard from the community that there was a lack of affordable performance spaces in the town centre, so an outdoor space would create an accessible space for all.

What does this project help achieve?

It will create a highly visible space for the community to share culture and for organisations to programme events, helping to promote the sense of an active Town Centre and community.

Potential project champion:

- Local arts venue

Who else needs to be involved:

- Barnet Council; Regeneration and Economic Development
- NF Cultural Steering Group
- Public Realm design team
- Adjacent business owners
- Local performance organisations
- Local schools and colleges

How to get started:

- Identify short and long term locations for a performance space and undertake options analysis.
- Investigate funding opportunities
- Identify a group/groups to programme the performance space.
- Commission a designer to develop a short term performance space and/ or work with public realm designer to integrate permanent space into plans.

Timescales:

- Short-term (0-2 year) to commission temporary performance space.
- Medium-term (5 years) to deliver permanent performance space.

Outline costs:

- £50k temporary space / £200k permanent

Curate a North Finchley Dance Festival

Work with the Cultural Steering Group to deliver dance activity celebrating the diversity of the area. The festival will encompass the variety of potential performance spaces in the Town Centre from artsdepot to places of worship, primary and secondary schools and businesses, and depending on the time of year and facilities, outdoor spaces.

Why? Community engagement tells us local people would like more festivals and events in North Finchley, especially if they celebrate the diversity of the community.

What does this project help achieve?

It will be a new reason to visit North Finchley and help differentiate it from other Town Centres. It will help bring the community together to participate in and share culture, and drive footfall to businesses.

Potential project champion:

- NF Cultural Steering Group
- Middlesex University (Dance & Theatre Arts)

Who else needs to be involved:

- Barnet Council; Regeneration and Economic Development
- North Finchley TC Partnership Board
- Local businesses and organisations, especially those with performance spaces

How to get started:

- Agree the type of festival that the group is looking to achieve, scale and aspirations.
- Set up a Community Interest Company (CIC) or Identify project partner to manage festival.
- Liaise with project partners and venues to agree dates. Consider time of year if outdoor, and availability at artsdepot if indoor.

Timescales:

- 0-2 years (2 years if booking artsdepot space)

Outline costs:

- £30k-£150k depending on scale and aspiration

Case Study: Bishops Square

Bishops Square acts as a transition space between the City of London and the East End.

A tented canopy together with curved timber benches delineate an informal performance

and event space, used all year round for worker's lunches and a programme of events. Easy access to power and water makes a range of activities possible throughout the year.



Case Study: Biennale de la danse de Lyon

The 2021 edition of this international dance biennale attracted 37,500 festival goers from 1-16 June. One dance work, the Fagor Experience, hosted 222 dancers, of which 109 amateurs and art-school students aged 15-25, and 7,200 spectators participated in a high quality piece.

Since 2021, the Biennale's Veduta programme has been staging encounters, exchanges and creations between local people and professional dance companies and choreographers. Indonesian artist Eko Nugroho (b. 1977) worked in residency to make works together with the community. Based on their experiences and stories, their search for identity, rights and problems, Nugroho combined his expertise in cartoons, traditional shadow play and surrealist imagination to create a new work using Lyon folklore, rap, hip hop and break dance and involving local DJs, residents and puppeteers.



Potential Project Locations & Key Partners

Potential Locations

Looking at key spaces and potential partners, we have mapped possible locations for the proposed projects (where applicable)

- ① Create an Outdoor Performance Space
- ② Curate a North Finchley Dance Festival

Potential Partners

1) AV Dance Magic

The school hosts a wide variety of dance classes including Latin and Ballroom, Tap, Ballet and Irish Dance for all ages.
www.avdancemagic.co.uk N12 9RH

2) Innovation Dance Studio

The dance studio host a range of dance styles from break dance to jazz.
www.innovationdancestudios.co.uk N12 8JR

3) Bellyfitness

A class that allows women of all ages and abilities to learn bellydancing techniques.
Held at Trinity Church, N12 7NN

4) Perform Finchley

A national chain offering drama classes for children aged 4-12.
www.perform.org.uk
Held at Trinity Church, N12 7NN

5) Rikud

A modern Israeli dance group for 6-18 year olds.
At the Jewish Progressive Synagogue N12 8DR

6) London Studio Centre

Offers both Undergraduate and Masters level degrees as well as programmes for Under 19's. Courses include Ballet, Theatre Dance, Dance Producing and Management.
www.londonstudiocentre.org N12 0GA

7) Theatre Life Academy

With branches in North Finchley and Isle of Dogs, Theatre Life Academy provides performing arts classes for students aged 4-18.
Held at the artsdepot, N12 0GA

8) Razzamatraz Theatre School

A national chain providing dance, drama and singing classes to students ranging toddlers to adults.
Held at Wren Academy N12 9HB

9) Latin Soul

As well as offering Latin and Zumba classes, Latin Soul specialise in providing immersive event entertainment.
www.latinsoul.co.uk
Held at Wren Academy, The Compton School and at Friary Park

10) diddi dance

A national dance company providing dance classes for toddlers.
www.diddidance.com
Held at artsdepot and Christ Church

11) Dream of Dance

Focusing on Ballroom and Latin classes, Dream of Dance offer sociable classes, medal exam support as well as lessons for juniors.
www.dreamofdance.co.uk
Held at Christ Church and Woodhouse College

12) Tally Ho Scottish Dancers

With groups planted around Hertfordshire and London, Tally Ho Scottish Dancers provide Scottish h country dance classes.
www.rscdsherts.org/tally-ho
Held at Christ Church N12 0NU

13) Jigsaw Performing Arts

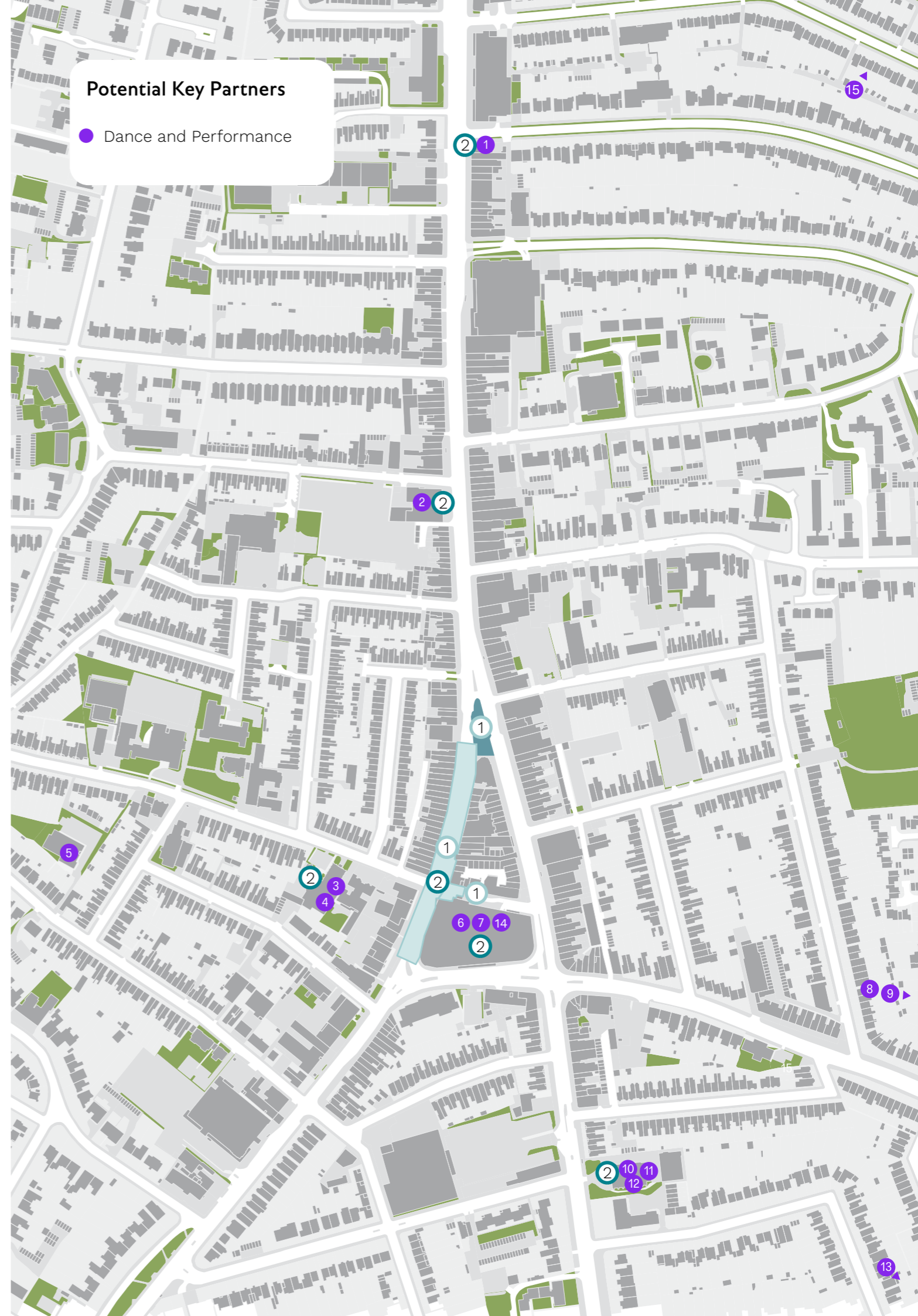
A national performing arts school, offering classes to students aged 3-18.
www.jigsaw-arts.co.uk
Held at The Compton School N12 0QG

14) artsdepot

The borough's primary arts centre with theatre and studio spaces. Organise dance and movement outreach projects and also host dance performances. Home to the London Studio Centre.
www.artsdepot.co.uk N12 0GA

15) Community Focus Inclusive Arts

An inclusive arts centre for adults and children with disabilities, which organises dance therapy.
www.communityfocus.co.uk N20 0NR





Theme 2

A locally relevant vision for live music and film in North Finchley

Rekindle local pride in North Finchley's roots as a place for emerging culture, with a focus on live music and amateur film.

Seek out innovative opportunities for making music and film more prominent in the town centre as way for people to access cultural activity.

Community Engagement

During the initial engagement people told us:

1 in 10 people wanted live music/ busking in the Town Centre

The artsdepot building could be used to house an art house cinema as well as keeping the theatre

A small independent cinema would be a great addition

Introduce a live music or busking festival along the High Road like France's 'Fete de La Musique'

A film club at the arts centre and talks would encourage me to spend more time in the Town Centre

Concerts would make a big difference, especially from local acts

Outdoor concerts/ music festivals were 3rd most given suggestion to increase cultural life in NFTC

I'd love to see films being shown at artsdepot in the evening

45 % of respondents said they would like to see more cinemas/ theatre/ concert spaces

Have a community music hub... have films playing at the arts depot

Follow-up engagement with local arts organisations told us:

- A North Finchley Festival has ran in the past with success, there was interest from all groups in taking part in similar large events in the future, involving members from all organisations to represent the music scene more holistically
- Multiple music organisations, venues and businesses in North Finchley are interested in forming an alliance to explore larger opportunities, acknowledging the benefit of being part of a collective for both the community and themselves
- Some organisations are currently involved in film-making and are eager to share this with the community
- artsdepot are eager to host film related activities if they are able to in the future

Learnings from mapping the existing Dance and Performance offer:

- **A chain of music venues runs through the town centre**

Local pubs are contributing to the cultural scene, complimenting other venues and organisations.

- **Publicity is a problem**

People reported difficulty publicising events; groups also sometimes struggle to recruit members.

- **Lack of film screenings**

The cinema is at the Lido site so there is potential for different venues to show film in the town centre.

Spotlight on a local organisation

N12 Community Choir

The N12 Community Choir was established in 2014 as an amateur, non-audition choir. Based at St Barnabas Church on the High Road, they meet weekly at a very affordable price of £10 a term.

The group is welcoming to all abilities, with its main focus being on the social aspect. Their tag line being 'Soh Law Tea and Biscuits'.

They sing a variety, and sing pop, gospel, jazz, soul, world music and choral. They have opportunities for performances, recently singing locally at the East Barnet Festival and Barnet Christmas Fayre. They often perform at fundraisers, and host a summer concert, with proceedings going to charity. In the past they have hosted workshops, open for the public.



Spotlight on a local heritage

Gaumont Finchley

The Art Deco Gaumont Theatre at Tally Ho Corner was considered one of the chains finest cinemas. The brick exterior had a semi-circular tower on the left-hand side with an elaborate bas-relief carving in Portland stone, created by artist & designer Newbury A. Trent. Inside the auditorium, seating was provided for 1,390 in the stalls and 725 in the balcony. It was equipped with an organ and a fully equipped stage. The Compton organ was played mainly on Sundays in later years, and was occasionally broadcast by the BBC. The Gaumont closed on 25th October 1980, it bowed out with a late-night show of "The Last Picture Show" and "Monty Python's.....And Now For Something Completely Different" (which had been filmed in North Finchley). It was demolished in February 1987.



"Saturday morning shows at the Gaumont, North Finchley, cost 3d. But in the afternoon you could enjoy quite a formal set tea in the restaurant there"

"I used to be fascinated by the electric organ rising up from the floor [at the Gaumont]"

Grand Hall Cinema

Located on the Great North Road at Tally Ho Corner. The Grand Hall Cinema was open by 1912 when it had a seating capacity of 550. In March 1928, it was taken over by the Denman/Gaumont Theatres chain and was enlarged to 1,093-seats. The Grand Hall Cinema was closed in around 1936, and was demolished in the early-1950's.



"The Grand Hall was in the High Road, North Finchley. My father sometimes played the piano there for silent films"



Stanhope Hall Picture Palace

The Stanhope Hall Picture Palace was opened in 1909. It was closed during World War I. The cinema had one screen and 450 seats. Today known as Jamal House, an electrical company known as S&L Electronics PLC operate from the building.

North Finchley Festival

Running in 2017 and 2018, The North Finchley Festival was a free weekend music festival at The Bohemia, Elephant Inn and several other venues around North Finchley. The idea emerged from local traders in conjunction with Barnet Arts. Primarily hosted in local pubs, the festival featured a range of live performances from established musicians and local amateur groups such as the N12 Community Choir (pictured right). Many of the venues continue to host live music.



Finchley Filmmakers

The Finchley Filmmakers are a group of non-professional film makers based in Finchley. Amongst them they have a wide range of artistic and technical skills, and between them they make films for fun and not profit.



The group have been active since 1930, and recently have been meeting in the Bohemia. Events have included film screenings, workshops and talks. The group were last active in 2021.

Torrington Arms

The Torrington Arms or "The Torrington" as it became known, located at 811 High Road, was a pub and live music venue. It harnessed the growth of many bands we listen to today. These bands include: Amy Winehouse, Paul Young, The Stranglers, Georgie Fame, Dr John, Zombies.

Promoter George Blevins started booking jazz bands in 1968 and switched to rock in 1970. He carried on for 30 years. Early performers here were Shakin Stevens, Alan Bown, Nucleus, Heads Hands & Feet, and Bob Downes' Open Music.

The Torrington was part of the 1970s pub rock circuit, booking bands like Brinsley Schwarz and Dr Feelgood. Towards the end of the venue's life Pete Feenstra took over as promoter. By then blues rock and tribute bands were much more common. The venue finally closed on 3 October 2004

"I remember going to see Shakin' Stevens and the Sunsets, always attended by hordes of rockers on their British motorbikes. M.P"



Learnings

• Shout about the past, present and future

More could be done to reference local music and film heritage, promote what's going on at grassroots venues and plan for future events that combine music & film with other activities.

Spotlight on a local organisation

Finchley Symphony Orchestra

Finchley Symphony Orchestra is an amateur orchestra who play a large variety of works, ranging from baroque pieces to 20th Century music. Their wide repertoire led them to change their name from the Finchley Chamber Orchestra to Symphony Orchestra to reflect their diversity.

The orchestra typically holds five to six standard concerts a year, these are mostly based in Finchley, with some performances at competitions and festivals across the country. They work with soloists, some of whom have achieved international status, such as Tasmin Little and Valeriy Sokolov.

The group rehearse weekly at Trinity Church, with most concerts also hosted at this venue. They regularly perform with their sister choir, the Finchley Chamber Choir.

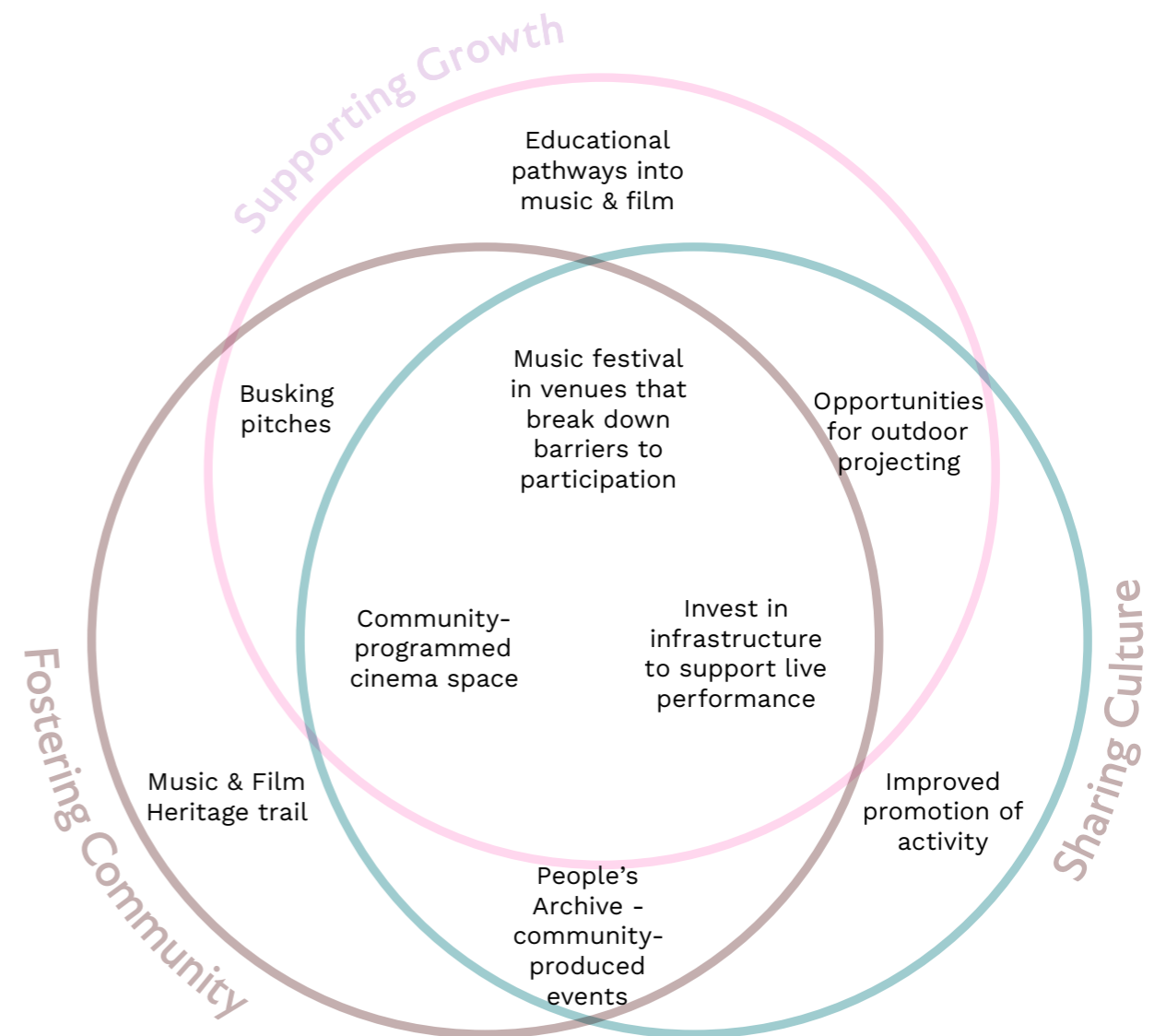
Whilst striving for high-quality performances, the social aspect of the group is also valued. It's a friendly orchestra, maintained by a strong enjoyment of the music they play.

They run a patron scheme, sponsorship allows the orchestra to hire instruments and extend their repertoire. The patrons also work to promote activity and support events.



Potential projects for Theme 2: Music and Film

Music and film have the potential to appeal to a wide audience and be a means of cultural exchange. The themes also resonate with the other overarching aims of the plan, and reflect the area's recent history of live music and cinemas as well as the existing organisations' aspirations. With this in mind we have proposed a series of projects, which are explored in more detail overleaf.



Nurturing a Pathway for Live Music Performers

This project seeks to nurture and support local music talent on a journey from busking to professional events such as the proposed North Finchley Music Festival. By considering everywhere that music could be performed; outdoor pitches, shop windows and indoor venues, the project aims to create a range of opportunities for performers at different stages of their careers and which require different levels of investment. Sites should be identified where busking could take place, eg where pavements are wider and footfall.

Why? Music is an important aspect to local people. Busking was a popular suggestion from the engagement and would be a simple way of bringing more live music into North Finchley, something people said would encourage them to spend longer in the town centre.

What does this project help achieve?

It aims to support both the career growth of performers and enliven the public realm and the activities available in the Town.

Potential project champion:

- NFTC Cultural Steering Group
- Barnet Council
- Local venues

Who else needs to be involved:

- Barnet Council; Regeneration and Economic Development
- North Finchley TC Partnership Board
- Public Realm design team
- Local performers and performance organisations

How to get started:

- Working with the wider project team identify the primary areas for the strategy to address, eg:
 - outdoor live music within the public realm at all scales from buskers to orchestras.
 - activating venues throughout the day and night, week and year
 - professional development for performers
- Incorporate long term recommendations into public realm design

Timescales:

- 0-1 year

Outline costs:

- £20,000 based on Red Light Busking project (below).

A Town Centre-Wide Music Festival

A professionally programmed festival with grassroots talent would be a great opportunity to showcase the diverse range of music being performed locally by amateurs and professionals. Whilst there have been previous festivals in the town centre, this iteration should aspire to reflect the diversity of the community and expose people to music they haven't heard before. Using a wide range of indoor venues from pubs to synagogues, schools to theatres, the festival needn't be restricted to the summer.

Why? The community was fond of the North Finchley Festival that was held in the town centre in 2017 and 2018, and has asked for more opportunities for live music. There are many local venues that have said that they could support such an event.

What does this project help achieve?

It aims to grow local talent, create opportunities for sharing culture and provide an opportunity for the community to come together.

Potential project champion:

- North Finchley Cultural Steering Group
- NF Town Centre Partnership Board

Who else needs to be involved:

- Barnet Council; Regeneration and Economic Development
- Local music groups, performers and composers
- Schools and colleges
- Local businesses and potential venues

How to get started:

- Meet with organisers of previous festival to share learnings and develop a proposal for the festival.
- Advertise for an event organiser to manage the festival.
- Decide whether a free festival, ticketed, or a mixture of both.
- Agree a date and identify potential venues.
- Develop a budget, identifying funding opportunities and sponsorship.

Timescales:

- 0-2 years depending on venues

Outline costs:

- £20k-£100k depending on scale and aspiration

Face The Music - Busking Music Workshop

This was a 3-hour music workshop that gave young people a taster of what skills are needed to participate safely in Busking. This workshop gave young people an insight into Busking, hearing from a musician that has busked in different public settings around London. Young people could work on their song writing, vocal performance, stage presence and much more. At the end of the workshop they had the opportunity to perform in front of friends and family.



Red Light Busking

These live events transform high street shop windows into immersive installations and live performance stages. The events bridge the gap between local businesses, cultures and ages so that artists and young people get to create and collaborate with the wider community. Running since 2019, as part of Waltham Forests 2019 London Borough of Culture programme, the event has gone from strength to strength securing further funding from Arts Council England.



Knutsford Music Festival

The Festival was launched in 2017 by Knutsford Town Council. The festival brings together venues across the town centre to create a weekend of music covering a range of genres, offering a platform for musicians of all types and events for all musical tastes. It features popular Folk shows hosted in collaboration with BBC Radio's Mark Radcliffe. The festival also includes fringe events hosted by local businesses across the town centre, offering a diverse platform for local artists.



Presteigne Festival

Internationally renowned for its commissioning of new work, support of living composers and with a long tradition for the encouragement of talented young artists, the organisation works closely with composers and performers to create and curate inspiring events. Since 2010, they have ran an outreach programme with the local community that do not normally connect with the Festival itself. It's orientated towards the younger and/or more senior sections of the community.



Community-run Cinema Programme

Build on local film heritage by supporting a community-run cinema programme. This isn't necessarily a new cinema, it's about supporting a group to programme films in a convivial environment. The infrastructure for this might already exist in North Finchley, whether it be in schools, theatres, places of worship or pubs, so the focus will be about supporting a group of people to programme and run the space as a cinema.

Why? Engagement identified a desire for an independent cinema distinct from the multiplex at the Lido, and this could build on the work of the Finchley Filmmakers. A temporary solution could be found whilst the restrictive covenant on the artsdepot site is resolved as they have expressed an interest in showing films and it would be a good addition to their offer.

What does this project help achieve?

It seeks to share culture between the community and celebrate creativity in North Finchley by adding to the cultural offer in the Town Centre.

Potential project champion:

- North Finchley Cultural Steering Group

Who else needs to be involved:

- Barnet Council; Regeneration and Economic Development
- Middlesex University (Film)
- Local film-makers
- North Finchley TC Partnership Board
- Cinema for All

How to get started:

- Make a shortlist of potential venues and

the equipment they have, eg 35mm or DCP projector, sound system, screen and black-out.

- Identify what equipment is needed.
- Develop a funding model and programming approach.
- Decide how you'll operate; whether its a membership scheme or open to the general public will affect the film licensing arrangements.
- Organise a test screening to evaluate the screening environment and drum up support locally.

Outline costs:

- Assume not-for-profit, £5k film licensing per year (assume 50 films), venue hire depending on venue, £10k promotion, ticketing, running costs

Pop-up Outdoor Film Screenings

Animating North Finchley Town Centre's under utilised spaces in the evening, such as car parks, through the creation of an outdoor cinema. The films programmed would include both mainstream films and independent films, particularly from marginalised voices. Consideration should be given to event management so that existing residents aren't inconvenienced.

Why? The engagement revealed that people wanted more creative experiences in the town, particularly in the evenings.

What does this project help achieve?

It aims to support the wider work in the Town Centre but developing activity to bring areas to life at different times of the day.

Potential project champion:

- Barnet Council; Regeneration and Economic Development

Who else needs to be involved:

- NFTC Cultural Steering Group
- North Finchley TC Partnership Board
- Adjacent business owners
- Local Film groups

How to get started:

- Identify potential sites and develop plans including security and welfare facilities.

- Decide whether to organise in-house or subcontract to a specialist outdoor cinema provider.
- Investigate how the project could dovetail with other projects in the town centre and how to maximise benefits to local businesses.
- Decide how to mitigate for sound and other factors that might inconvenience neighbours, eg using headphones for sound.
- Decide whether it will be a free event, and whether ticketing is required.

Timescales:

- 1-2 years

Outline costs:

- TBC

Star and Shadow Cinema

A volunteer-run DIY space in Newcastle. The cinema is set up as an open-to-join co-operative housed in a building it owns, dedicated to grass roots programming - particularly cinema and music. Emphasising the collective experience that makes Cinema special, it exists as a space for a dialogic approach to culture through critical, active spectatorship: watching, listening, thinking and talking collectively and then possibly programming something yourself.



There is no hierarchy, just working groups and meetings. No-one is paid. The building is run and programmed by its audiences. There is no single programming line - anyone can get involved and put a screening/gig/meeting/talk/party on, as long as they are willing to contribute something to the running of the building. Alternatively they can hire the space. It operates a 'safe space' policy and strives to be Self-driven, experimental, non-canonical, independent and inclusive.



Time Travel Cinema

An interactive outdoor experience with film projected onto various buildings in Liverpool. Taking the form of a guided city tour, it consisted of two separate events: The first immersed visitors in the heritage and community of the L8 area. The second was in the city centre uncovering the hidden stories of the LGBTQIA+ community. The programming featured rare archive and first hand stories from voices who are usually marginalised.



Electric Pedals

Electric pedals deliver human powered events across the globe, participants use bikes to generate electricity which are used in settings such as exhibitions, concerts and in light installations. Their most popular project is cinema, where they have developed a quick and efficient system at a range of different scales both in and outdoors.



Potential Project Locations & Key Partners

Potential Locations

Looking at key spaces and potential partners, we have mapped possible locations for the proposed projects (where applicable)

- ① A Town Centre-Wide Music Festival
- ② Community-run Cinema Programme
- ③ Pop-Outdoor Film Screenings
- ④ Nurturing a Pathway for Live Music Performers (*Potential Busking Pitch Locations)

Potential Partners

Music

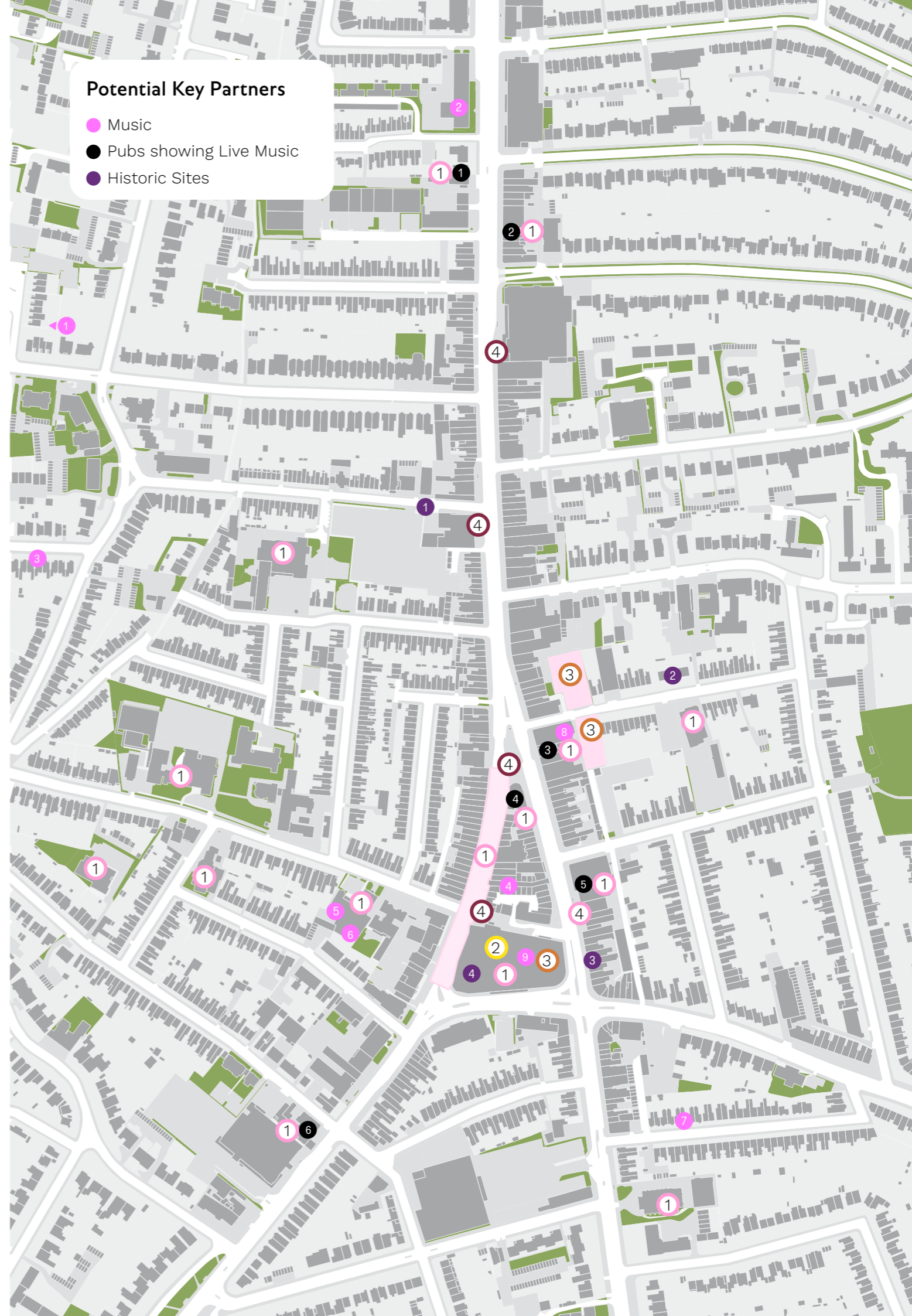
- 1) **Old Finchlians Club**
Venue hosting live music. N12 7JE
- 2) **N12 Community Choir**
A welcoming choir group, singing a variety of genres from pop to world music.
www.n12choir.org.uk
Held at St Barnabas N12 8JQ
- 3) **Rob Cates Vocal Coach**
Offering a person-centred approach to teaching, Rob provides vocal coaching that encourages a focus on both physical and mental wellness.
www.robcatesvoice.com N12 8HR
- 4) **The Lab at Art Against Knives**
The charity runs a project called The Lab, providing young people with the space to write, record and produce their own music.
www.artagainstknives.com/thelab N12 0EH
- 5) **Finchley Chamber Choir**
Formed in 1973, Finchley Chamber Choir are an amateur classical choir who cover a range of music and regularly perform at events.
www.fcchoir.co.uk
Held at Trinity Church, N12 7NN
- 6) **Finchley Symphony Orchestra**
An amateur orchestra who play a large range of pieces and give several concerts a year.
www.finchleysymphony.org
Held at Trinity Church, N12 7NN
- 7) **Holiday Music Courses**
For over 30 years Holiday Music Courses has been providing high level musical coaching for adults and offers the opportunity for performances.
www.holidaymusiccourses.com N12 0NS
- 8) **B3 Lounge**
Live Jazz Music at The Bohemia.
<https://b3lounge.live> N12 9QH
- 9) **artsdepot**
The arts centre often hosts concerts of a wide range of genres.
www.artsdepot.co.uk N12 0GA

Pubs offering Live Music

- 1) **Malt & Hops**
A local pub offering regular live music events and karaoke.
www.maltandhopslondon.co.uk N12 8QA
- 2) **Toolans**
An Irish pub providing weekly live music nights.
www.toolans.co.uk/ N12 9RH
- 3) **The Bohemia**
An independent brewpub actively involved with the community, The Bohemia often hosts live music events.
www.thebohemia.co.uk N12 9QH
- 4) **Tally Ho**
Iconic local pub hosting occasional live music nights.
www.greatukpubs.co.uk/tallyholondon N12 0BP
- 5) **Finchley Tavern**
A local pub hosting weekly live music and karaoke.
www.craftunionpubs.com/finchley-tavern-finchley N12 9PT
- 6) **The Elephant Inn**
A historic pub that provides live music nights.
www.elephantinnfinchley.co.uk/ N12 8NR

Film

- Finchley Film Makers** (not on map)
An amateur group of film makers formed in 1930 that were active prior to the pandemic and met at the Bohemia.
www.finchleyfilmmakers.co.uk N12 8QH
- Vue Cinema** (not on map)
State-of-the-art multi-screen cinema.
www.myvue.com N12 0GL





Cultural experiences throughout the Town Centre

Enhance the Town Centre offer by making it a place for everyone to experience culture at different times of the day, week and year.

Support a range of accessible activities that reflect the diverse local community .

Incorporate learning opportunities for all ages and abilities.

Community Engagement

During the initial engagement people told us:

I'd like to see festival celebrations, a Christmas tree, diwali lights etc.

I'd love to see more culture, art exhibitions, live music! A variety of shops that embrace new businesses, nicer outside spaces, a better library with longer opening hours, and for North Finchley to have more of a USP e.g. local art, town fair/ festival etc.

Do more for teenagers who go to schools locally, there are so few places for them ... there could also be more for older residents

More later night openings!

More interesting independent shops such as deli, wine shops, bookshop and decent clothing shops for all ages, men and women.

North London needs a more central market. A creative space that allows for makers to sell their wares whether this is food or crafts. This could be a regular fixture, perhaps a monthly event in a space where occasional festivals or cultural events could be hosted.

We need a community hub where community groups could meet, have live music, coffee, art etc

We should hold events to celebrate all cultures

The diversity of community living in North Finchley is not reflected in the Town Centre. We need more inclusive spaces for people of all ethnicities, LGBT+ and all age groups

Follow-up engagement with local arts organisations told us:

- With all events publicity is key.
- Be aware that artsdepot schedules shows into its spaces 18 months ahead.
- Consider activity that resonates with the communities that live here and taps into all forms of culture from film to food, poetry to gardening.
- Mental Wellbeing Day was another example that fits well with the Action Plan.
- In terms of where to go in North Finchley to see local art, The Bohemia and artsdepot both display the work of local artists in their spaces.

Learnings from mapping the existing Cultural Experience offer

- **There is a thriving array of grassroots organisations in North Finchley**

Whilst not all the groups operating in the area may offer cultural experiences, the range of groups currently should be harnessed when considering events in the Town Centre and should be supported to lead cultural activities open to everyone if they want to.

- **Publicity can be a problem for local groups**

We've heard from people who don't know where to go to find out about local groups, and also from organisations themselves who have struggled to recruit members.

- **Consider opportunities for cultural exchange between groups**

There may be groups that would relish the opportunity to come together on projects. Identify those groups and propose projects that could bring different groups together to work on a shared event. For instance groups with different membership demographics or different interests.

Spotlight on a local organisation

Community Focus Inclusive Arts

An Arts Centre for adults and children with disabilities. They run a selection of creative and wellbeing courses and workshops for students with disabilities, autism and anyone who feels they may need extra support. They are based in Friary Park, but since the pandemic have offered online zoom classes extending their reach around the globe. They also operate from: community centres, libraries, church halls and schools.

Their tutors are all working artists who specialise in specific art forms and they bring all their skills and experience to the classes. The tutors design and deliver creative lessons so the students can fulfil their full potential, learn new skills, gain a sense of achievement and socialise in a safe, friendly environment.

From their accessible studios, Community Focus runs three main programmes,

- Short Breaks, Art projects, social activities, and day trips.
- Articulate Futures, an empowering 3-year programme using creativity to enhance the positive mental health and emotional well-being
- In-House, a broad range of popular in-house creative workshops which last up to 2 hours per session



Spotlight on a local organisation

artsdepot

Barnet's main arts and culture venue, artsdepot is multi-award winning cultural hub, incorporating two theatres, a research lab, a play-space and dance and art studios. It is the borough's only Arts Council National Portfolio Organisation. In 2018/19 artsdepot welcomed 162,000 visitors as attendees to a broad programme of creative events, shows, workshops, community engagement projects, cafe and children's play area.

The organisation hosts outreach programmes and nurtures new creative talent, providing opportunities for people of all ages to enjoy the arts and explore their creativity. In their commitment to social impact, the venue have ran schemes such as:

- artist residencies
- interactive shows travelling around schools
- an online creative learning festival
- creative workbooks mailed to isolated people
- career sessions
- placements to students

- a weekly movement session for those at risk of falling.

Current activities at artsdepot include:

- A Dance Group for over 60s
- The world's first Muslim Ballet School
- An inclusive theatre company for young adults
- art and dance classes aimed at children
- Choirs for adults and children
- pilates classes

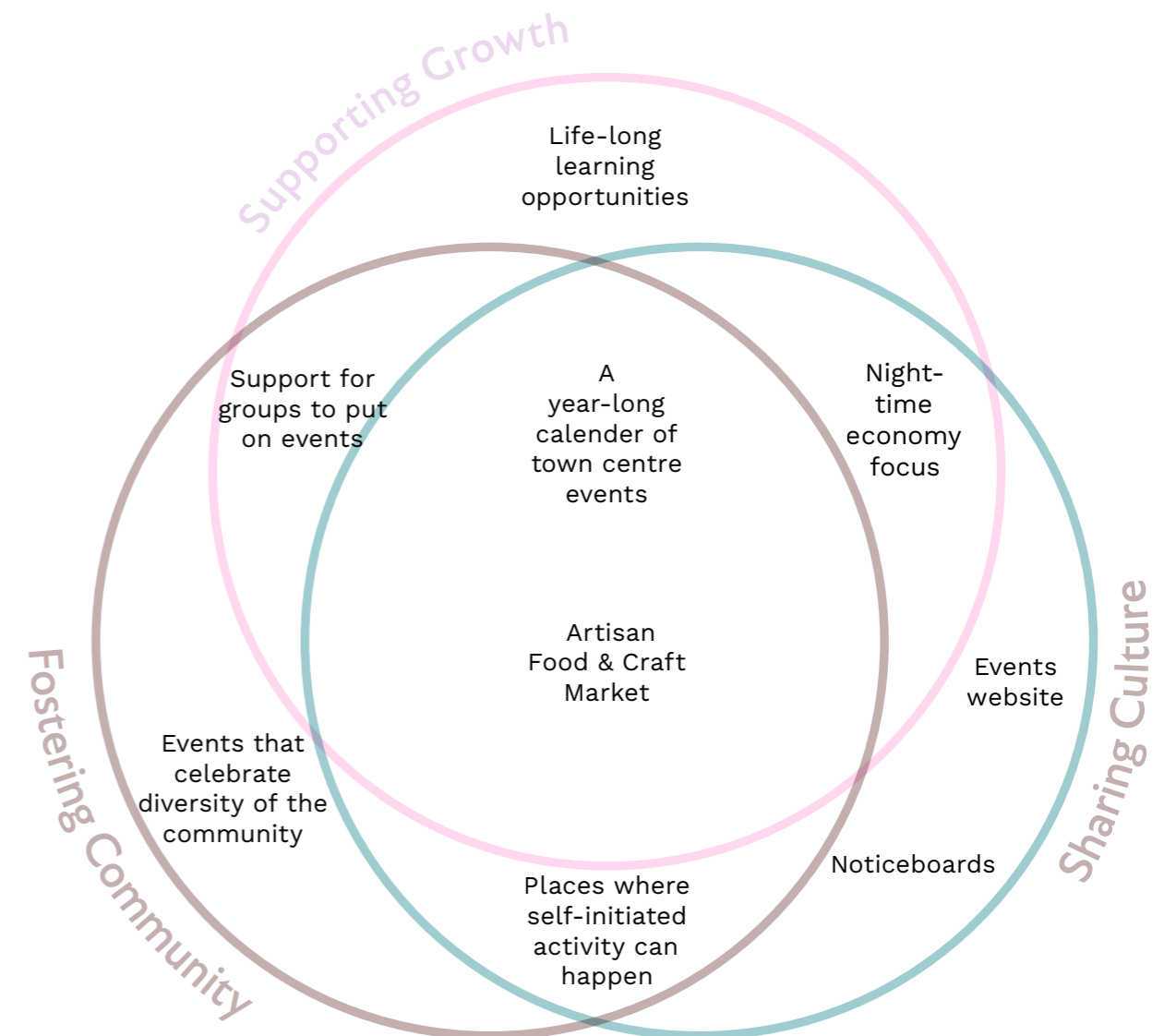
A variety of local organisations and businesses also use the venue for performances and events, and artsdepot is also home to the London Studio Centre where over 300 dance students study. artsdepot also leads the borough's Local Cultural Education Partnership, Barnet and Culture for Youth.

The external character of artsdepot doesn't live up to what's going on inside the building and is in need of attention. The public realm between artsdepot and Rex House is of poor quality and suffers from the uncomfortable wind conditions as a result of the adjacent tower. The venue is poorly signposted to, and the entrance has poor visibility from the main route on Nether street.



Potential projects for Theme 3: Cultural Experiences

Incorporating more cultural experiences into the Town Centre is crucial in delivering the overarching aims of this action plan. When devising activity it's important to refer back to the aims and consider for instance; how is this reflective of the community, how will it build local pride, how will it support local creativity? With this in mind we have proposed a series of projects, which are explored in more detail overleaf.



Completed

Create a town centre website to collate everything that goes on in North Finchley.

A one-stop-shop for finding out what's going on in the Town Centre in terms of events and groups, and also local venues and businesses.

Why? There is a perception that there isn't much happening in the Town Centre, however there is a lot going on but it's hard to find out about. Organisations have also said that it's difficult and expensive to promote events.

What does this project help achieve?

It aims to share more cultural activity with more people by publicising what's going on and how people can get involved, supporting people to establish their own events and for businesses to offer up their premises for activities.

A Town Centre website has been designed to help connect people with local businesses, communicate what's on and promote ways to get involved in the town centre community. The website launched in Autumn 2022 and can be found at www.northfinchleytowncentre.co.uk

Project champion:

- Barnet Council; Regeneration and Economic Development
- Web-designer and consultant team

Who else needs to be involved:

- Local businesses and organisations
- North Finchley TC Partnership Board

Project stages:

- Website brief agreed and wireframes established the layout of the site
- Graphic design of the town centre identity completed and translated to website designs.
- Website sign-up form for businesses created so businesses could add themselves to directory.

Develop an Evening Economy to Support the Growth of Leisure and Culture

Work with restaurants, bars and arts venues to support more evening activity in the Town Centre. Delivering events and initiatives that support what's already happening in will help strengthen North Finchley as a pleasant place to be after dark.

Why? People told us that there wasn't much to do in the evenings, and this in itself was a reason people weren't spending time in the town centre. A lack of lighting and issues around safety in the evening was a barrier, and something that these proposals should look to address.

What does this project help achieve?

The activation of the town centre in the evening is an important way of boosting the night-time economy and making the area feel safer.

Potential project champion:

- NFTC Cultural Steering Group
- North Finchley TC Partnership Board
- Barnet Council; Regeneration and Economic Development

Who else needs to be involved:

- Local businesses that rely on night time economy, eg hospitality and arts
- Local community organisations

How to get started:

- The Walthamstow Night Time Enterprise

Zone toolkit is a useful resource for getting a project like this started. That project was based on five action points:

- a programme of multiple events, workshops & performances
- businesses and activities, were presented on a map so that they could be promoted.
- a council-owned space was turned into a pop-up bar and community space.
- a step-by-step guide was produced to encourage and guide businesses in staying open after 6pm.
- a fund was established to help businesses cover the costs of staying open until later.

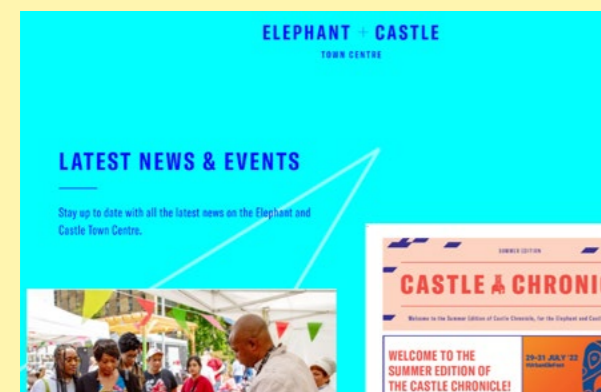
Timescales:

- 0-1 year

Elephant and Castle Town Centre

This website is a resource for the community, featuring:

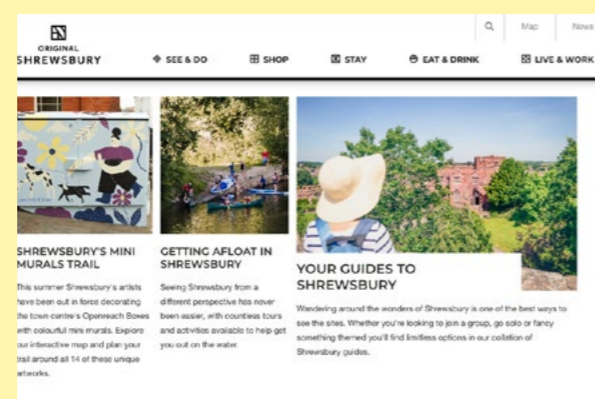
- an interactive map showing the town centre offer
- spotlights on local traders
- local news and events
- information on future developments
- site updates
- a community page, where you can find the local paper



Original Shrewsbury

Shrewsbury's website acts as a resource sharing:

- things to see and do, including guides and events
- the retail offer
- places to stay
- the food and drink offer
- advice on living and working in the area
- local businesses



GLOW: Barking & Dagenham Light Festival

A high-quality affordable light festival steered entirely by local residents. They achieved 2100 visitors to the event, and 700 local residents were involved in the preparation and support for the festival, which featured 20 bespoke artworks - chosen by the Cultural Connectors (local residents with an interest in culture).



Walthamstow Night Time Enterprise Zone

High Street Adventures was one of the pilot projects that ran as part of the NTEZ. It was an evening of free activities that celebrated the High Street. It took place inside and outside of 24 local businesses, staying open to host artists and performers. It included activities such as workshops, talks, walks and live music.



Using Food to Share and Celebrate Diverse Culture

Using food as a means to share culture, a new outdoor market focused on sustainable and artisan produce and crafts made by locals, as well as opportunities for live music and arts activities. Starting monthly and potentially increasing to weekly, the market should explore different selling opportunities including providing community pitches so groups can participate in the market themselves.

Why? Many respondents suggested an alternative market as a way of diversifying the offer of the town centre, it also creates an opportunity for local makers to sell.

What does this project help achieve?

Sharing Culture
Fostering Community
Supporting Growth

Potential project champion:

- Barnet Council; Regeneration and Economic Development

Who else needs to be involved:

- North Finchley TC Partnership Board
- Local business owners
- NFTC Cultural Steering Group

How to get started:

- Agree aims and objectives of the market and how it will be managed and financed.
- Identify location for market and days of

operation.

- Decide the criteria that will be used to select stallholders
- Interview and appoint a Market Manager.
- Undertake a local call-out to gauge who might be interested in being a stall holder.
- Understand the licensing, insurance and risk assessments needed to host the market.

Timescales:

- 0-2 years

Norwood Feast

Popular vibrant monthly outdoor market and community gathering offering local food businesses, artists, makers, and musicians with a platform to sell and perform and bringing a lively busy focus to the high street. Uses interstitial public spaces including local church public space, library entrance and side streets as there is no central square.



Ridley's Temporary Restaurant

A public realm intervention that combined food and architecture, featuring a food-for-food exchange organism.

£3s worth of market produce from their shopping list could be exchanged for the dish of the day at lunch or £15 provided an evening meal, with diners getting back a £5 food shopping voucher for use at the market.



Potential Project Locations & Key Partners

Potential Partners

Art & Cultural Infrastructure

1) North Finchley Library

North Finchley Library provides self-service facilities, whilst running on reduced staffed hours.
N12 9HP

2) Lodge Lane Car park

The car park acts as home to the weekly Friday market, the community have utilised this space for events such as the North Finchley Festival and Community Carnival in the past. This is due to the limited options to host cultural activity in the Town Centre.
N12 8JR

3) artsdepot

The artsdepot is multi-award winning cultural hub, incorporating two theatres, a research lab, a play-space and dance and art studios.
www.artsdepot.co.uk N12 0GA

Community

1) Community Focus Inclusive Arts

An inclusive arts centre for adults and children with disabilities, Community Focus deliver creative and well being courses both online and in-house, as well as offering outreach programmes. The members have also formed a virtual choir.
www.communityfocus.co.uk N20 0NR

5) Greek Cypriot Brotherhood

An umbrella under the National Federation of Cypriots in the UK. Alongside tackling issues facing the Cypriot community, the Brotherhood hosts a number of cultural and educational events.
www.cypriotfederation.org.uk/gcb N12 9RU

6) St Barnabas

A local church with several community groups, such as a foodbank, community lunches and English classes
www.stbarnabas.co.uk N12 8QJ

8) 15th Finchley

Local beavers, cubs and scouts groups
www.gln-scouts.org.uk N12 9EA

9) St Alban's Catholic Church

A Catholic Church, running an over 55 club, parent and toddler group and choir for the community.
www.parish.rcdow.org.uk/finchleynorth N12 7NN

10) Finchley Progressive Synagogue

An inclusive synagogue running a number of groups such as a book club and pilates
https://www.fps.org N12 8DR

11) Community Network Group CIC

A group supporting the Iranian community, ranging from providing advice to hosting arts and cultural activities to promote Persian culture.
N12 0DD

12) Trinity Church

A local Church home to several community groups and provides a performance space.
www.trinitychurchnorthfinchley.co.uk N12 7NN

15) Rephael House

Established in 1997, Raphael House is an independent charity offering one to one professional therapy. In addition to a range of counselling services, they offer a free short-term therapy service for young people and offer outreach programmes for schools.
www.rephaelhouse.org.uk N12 0RG

16) Finchley United Services Club

Local social club particularly for existing and former members of the armed forces
N12 8LY

17) Finchley Masjid

A local mosque, offering Arabic classes, a playgroup and youth club for members in their community
www.ianl.org.uk N12 0DA

18) Christ Church

A local Church, running several community groups such as a parent and toddler group, brunch club and English tuition classes.
www.christchurchnorthfinchley.org.uk N12 0NU

Not shown on the map:

Finchley Society

Formed in 1971, the group serves to protect, preserve and improve buildings, transport, roads and open spaces in Finchley and Friern Barnet.

Lodge Lane N12 Residents Association

A group active in serving the community, through hosting local events and activating the Lodge Lane carpark.

Inkluder

Queer-led community organisation that acts as the LGBTQIA+ forum for Barnet. The group have organised events in North Finchley in the past.
www.inkluder.org

Schools

- 1) Northside Primary School N12 8JP
- 2) St Michael's Grammar School N12 7NJ
- 3) Sacks Morasha Jewish Primary School N12 9DX
- 4) The Holmewood School N12 8SH

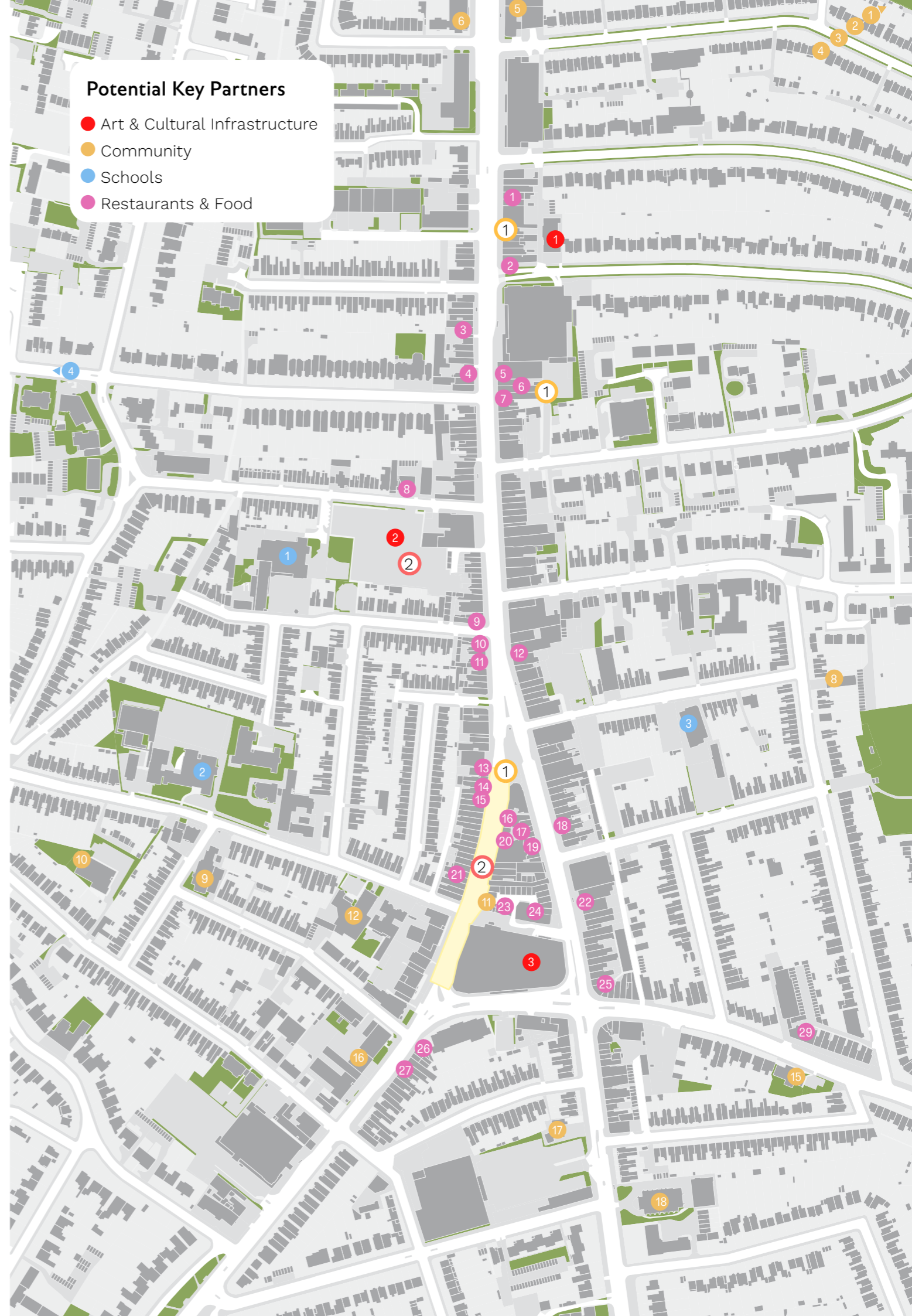
Restaurants and International Markets

- 1) Istanbul Restaurant N12 9RH
- 2) Holybella Cafe N12 9RH
- 3) Bella Mia Italian restaurant N12 8PT
- 4) Nippon Izakaya Sushi restaurant N12 8PT
- 5) Ai Sushi Sushi restaurant N12 9RA
- 6) Pink Salt Indian Restaurant N12 9RA
- 7) Awesome Thai Thai restaurant N12 9RA
- 8) Q Stores Specialists in Indian and Oriental Foods N12 8JG
- 9) Apollo Bakery Greek bakery and patisserie N12 8JY
- 10) Pita Time Greek restaurant N12 8JY
- 11) Afghan Market Asian groceries N12 8JY
- 12) The Bohemia Brewpub N12 9QH
- 13) Lezziz Restaurant Halal restaurant N12 8LJ
- 14) Tajrish Bakery Persian bakery N12 8LJ
- 15) Boulangerie Joie De Vie French style patisserie N12 8LJ
- 16) Super Esfahan Iranian supermarket and patisserie N12 0EE
- 17) Il Funghetto Italian restaurant N12 0EE
- 18) Tehranpars Persian/Iranian Supermarket and patisserie N12 9QD
- 19) Cosmo Foods Eastern European supermarket N12 0BP
- 20) Mangos Indian & Bangladeshi Cuisine Indian restaurant N120EE
- 21) Regent Market Oriental food specialist N12 8LT
- 22) Shah Abbas Restaurant Persian restaurant N12 9PY
- 23) Ari Food Centre Eastern European, Greek, Iranian, Turkish food specialist and Halal Butcher N12 0EE
- 24) Pandaberry Caribbean Restaurant and Jerk Centre Caribbean restaurant N12 0EL
- 25) Sea Rock Indian Restaurant N12 9PT
- 26) Indian Orchid Indian Restaurant N12 0EY
- 27) Il Tocco D'Artista Italian restaurant N12 0EY
- 28) Riviera Mediterranean Cuisine N12 0EY

Potential Locations

Looking at key spaces and potentials partners, we have mapped possible locations for the proposed projects (where applicable)

- ① Develop an Evening Economy to support the growth of Leisure and Culture
- ② Using Food to Share and Celebrate Diverse Culture





The Town Centre as a hub for cultural production

Put the tools in place to allow the Town Centre to become a thriving place for cultural production.

Develop programmes to encourage and support creativity, particularly amongst young people and start-ups.

Identify ways to create more space for cultural production in North Finchley.

Community engagement

During the initial engagement people told us:

There is always a big number of empty spaces on the high road, they could be offered to artists for pop-up places rather than keeping them empty. I recently read of a project in Barking where creatives/artists were given the opportunity to live in a new block and as part of that they had to "give back" to the community a certain number of hours per month.

I would welcome an opportunity to host a bi-monthly craft fair in a community space that would allow other creatives who want exposure, to showcase their work in a venue that is central and accessible. This would build confidence in those of us looking to bring crafts to the community, potentially create an income and hopefully rejuvenate any local spaces that are underused or disused

Provide a co working area i.e. where old Argos used to be

Encourage local artists by having cheap studios to rent

We should have festivals and community markets for local small producers, artists and crafters. Add pop up shops to encourage young people to innovate

We need more craft shops and makers visible on the high street, more independent retail, more community led spaces, more innovation and ideas

Use some of the empty shops to use for creative spaces for local artists to work in and run workshops

Create a place that would provide training, hands on activities such as wood turning/ joinery, bicycle repairs, mending clothes

Follow-up engagement with local arts organisations told us:

- Multiple groups shared how they were aware of pockets of cultural production in North Finchley, for example the N12 artists.
- One group shared how they're seeing young people increasingly interested in entrepreneurship, especially in the creative sector. It was suggested some of this young people could be involved in organising cultural activity in North Finchley but would need the right support to enable this
- Groups raised possibility of attaching creative production programmes to education courses in local universities

Learnings from mapping the Cultural Production offer:

- **A variety of cultural production is taking place, but more could be done to encourage growth**

Whilst there is there is some cultural production in the Town Centre, there could be a much higher concentration. Work with the Cultural Steering Group to understand what could be done to support the growth of this sector and encourage other creative practitioners to set up here.

Spotlight on a local organisation

Art Against Knives

A charity working to prevent youth violence through creativity. They run several different projects, ranging from music production to leather-making, including:

In Our Hands Programme

The In Our Hands Training Programme provides young women with the opportunity to upskill themselves through gaining a qualification in Nail Technology. Not only does the programme provide masterclasses from industry professionals, but it also delivers a structured personal development programme delivered by a Young Persons Violence Advisor.

After qualifying, they have the opportunity to be employed by the charity to deliver pop-up nail bars across London. This gives many their first experience of employment, working in both community and corporate settings, to clients such as Age UK and Lexis Nexis.

Design + Make

Working with London College of Fashion, this programme offered a traditional leather making course to young people. It also delivered a nine-month mentoring programme, access to work placements and the opportunity to apply for a bursary to continue their education at LCF.



Spotlight on a local organisation

Barnet and Culture for Youth

Barnet and Culture for Youth is the Local Cultural Education Partnership for Barnet. The partnership brings together educational and cultural assets and expertise to share best practice and resources, test approaches, and create a cultural education strategy for mainstream and alternative education providers.

Whilst Barnet’s schools perform well academically, cultural participation is low, with Artsmark (a creative quality standard for schools) engagement less than half the London average. The partnership seeks to work collaboratively bringing resources and knowledge together to improve the cultural offer for all children and young people in the borough.

Founding partners include artsdepot,

Barnet’s Schools Improvement Service, representatives from SEN, PRU, primary and secondary schools, LBB Libraries, Barnet schools music and dance festivals, the Young Barnet Foundation, Middlesex University, London Studio Centre and the RAF Museum. A New Direction and the John Lyons Charity fund the partnership.

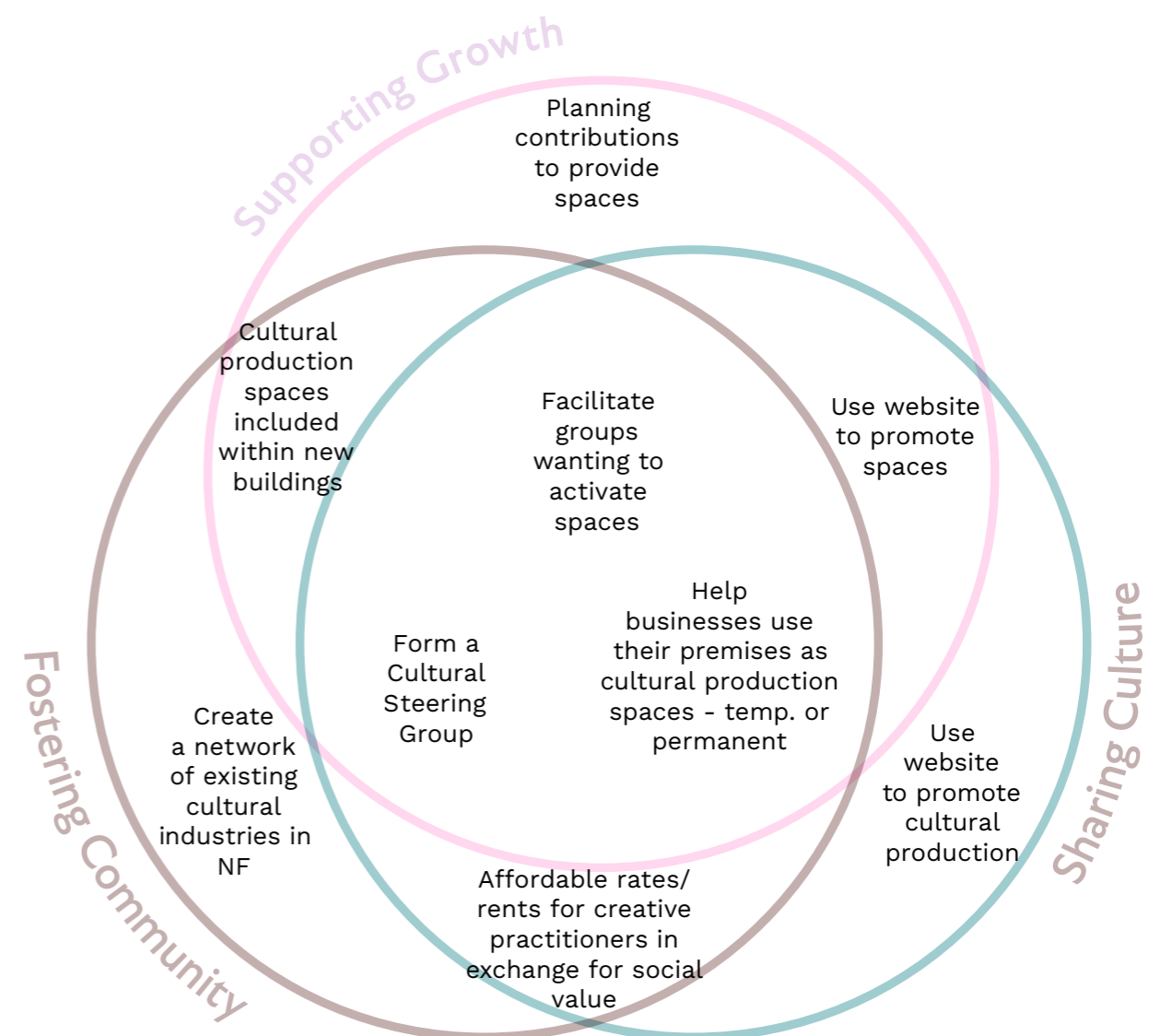
The partnership engages the cultural and educational sectors coalescing around three themes; performing arts in education, heritage interpretation and mental health and wellbeing.

In Autumn 2022 B&CY will publish a Cultural Education Strategy for Barnet that sets out themes of Engagement, Employability, Wellbeing and Advocacy and provides a table of goals over 5 years to 2027.



Potential projects for Theme 4: Cultural Production

As a theme, cultural production seeks to support growth, both in terms of professional and organisational development and the diversification of the Town Centre. Over the next few pages we have proposed a series of projects which also aim to address the other overarching aims of the Action Plan.



Helping existing businesses to provide affordable cultural production spaces

Matchmaking creative practitioners with spaces and the businesses that have them. The project could use the Town Centre website to promote spaces, and guidance around meanwhile leases could be offered to landlords to help broker spaces at affordable rents. [In 2021, £11 per square foot appears to have become the informal benchmark for 'affordable rent' among studio providers. (Artists' Workspace, Dr Rhian Scott, King's College London)]

Why? The engagement highlighted a desire for more flexible spaces for co-working & studios.

What does this project help achieve?

It aims to support the growth of creative practitioners in North Finchley and the diversification of the Town Centre.

Potential project champion:

- North Finchley TC Partnership Board
- Barnet Council; Regeneration and Economic Development
- NFTC Cultural Steering Group

Who else needs to be involved:

- Local businesses and organisations
- Local creative practitioners and organisations

How to get started:

- Undertake an assessment of existing businesses suitability for facilitating

other uses, existing places of cultural production in NFTC and gaps that could provide opportunities

- Review programmes that other local authorities offer, for example 'Southwark Creates' provides details of vacant studio spaces and matches these to registered artists as well as providing general advice
- Utilise technology and the new NFTC website which could give the community an opportunity to steer the direction of spaces organically
- Evaluate the programme periodically to ensure that it is beneficial to both users and venues.

Timescales:

- 1-2 years

Re-purposing existing spaces as places for cultural production

By using vacant property, underutilised external spaces and meanwhile spaces during redevelopment projects, creative businesses can add socio-economic value to the Town Centre as well as helping to animate the town centre through their activity. Low-cost options should be considered so that the resulting spaces are affordable for creative practitioners.

Why? People asked for more diversity in the Town Centre so that the focus isn't purely on retail space. Suggestions were also made to use empty shop units for cultural uses.

What does this project help achieve?

It aims to ensure there is a supply of affordable spaces to support the creative industries in North Finchley and to attract new creative practitioners to create a cluster.

Potential project champion:

- Barnet Council; Regeneration and Economic Development

Who else needs to be involved:

- North Finchley TC Partnership Board
- NFTC Cultural Steering Group
- Freeholders and leaseholders
- Local business owners
- Letting agents

How to get started:

- Undertake an assessment of existing spaces, both external spaces and empty internal spaces to record their potential
- Build up a directory of cultural organisations and creative businesses in Barnet who are looking for spaces.
- Write a social value contract that could be used for these types of arrangements.
- Advocate to freeholders and letting agents the benefits of cultural tenants, and broker relationships.

Timescales:

- 1-5 years

Case Study: Hypha Studios

Hypha Studios are a non-profit start up who match creatives with empty spaces, regenerating the high street with cultural hubs & events for local communities.

By providing free studios & project space creatives are free to test new ideas without financial obstacles.



Tangle Immersive - a duo creating immersive experiences. In return for being given an empty unit in the Broadwalk Shopping Centre, Bristol they will be running public programmes, such as Story-Time Ti-Pi' which is an experience aimed at young families.

Molly Sellars - a British fashion designer, in return for being able to use an empty unit on Devonshire Street, Penrith in she will be hosting workshops, free sewing patterns and an exhibition.



Contains Art

Contains Art is charitable arts organisation based in West Somerset. Until 2019 it operated a gallery and artist studios in three refurbished shipping containers converted by volunteers. A courtyard between the containers became a hub for the local artist community to congregate. The success of this temporary project has meant that a permanent building is being constructed for the organisation on the same site.



Case Study: Croydon Arts Store

In collaboration with local art organisations, the Croydon Art Store is a temporary arts and cultural venue taking over a four story unit in the Whitgift Shopping Centre. The space provides affordable studio space, gallery space exhibiting work from emerging and established artists, arts workshops, activities, a free bookable creative event space, as well as a research space to develop a Croydon biannual art exhibition.



Adopt a Supplementary Planning Documents and Guidance for Cultural Infrastructure

Barnet's Local Plan is currently being updated, and it includes policies that support meanwhile spaces that help celebrate culture and affordable workspace provision. Further policy is required to develop specific requirements for cultural infrastructure and provision in new developments. A Cultural Strategy for the borough is currently in development which could seek to address these needs.

Why? As a means of safeguarding long-term investment in culture in the Borough.

What does this project help achieve?

It aims to diversify what the Town Centre offers and provide space for Creative Industries to make their home in North Finchley.

Potential project champion:

- Barnet Council; Regeneration and Economic Development

Who else needs to be involved:

- Barnet Council; Planning Policy team

How to get started:

- Commission a consultant with experience drafting planning policy, particularly on the use of Developer Contributions for Cultural Planning.
- Commission a borough-wide Cultural

Infrastructure Assessment to guide future development

- Implement Cultural Planning Policy to guide planning gain negotiation to include priority costed projects & secure funds
- Update Public Art Commissioning Guidance so that it prioritises activation of spaces.
- Incorporate Cultural planning into area-specific SPDs

Pathways into Creative Industries

Weave educational outcomes into all projects delivered through the Cultural Actions Plan to ensure that young people benefit from this work. Investigate a partnership between the developers working in North Finchley, Barnet and Culture for Youth and Middlesex University to join together educational activity in the Town Centre.

Why? Local people have asked for more opportunities for young people.

What does this project help achieve?

It aims to support young people to have creative opportunities and start their educational pathway into the creative sector for those who want to explore this.

Potential project champion:

- Barnet and Culture for Youth (LCEP)

Who else needs to be involved:

- Barnet Council; Regeneration and Economic Development
- Developers and their design/consultant teams
- Middlesex University
- Schools and education providers

How to get started:

- Work with developers working locally

to understand their intentions regarding providing educational outreach.

- Liaise with Middlesex University to identify where a programme could integrate with their creative courses; eg This Animation, Creative Writing, Dance, Fashion, Fine Art, Graphic Design, Film & Television, Games and Visual Effects, Illustration, Interior Design, Music, Photography, Product Design, Theatre Arts

Case Study: Wandsworth Council Planning Obligations

Wandsworth Council secures contributions for culture for all developments of 100+ dwellings or 10,000+ m² of non-residential floorspace - excluded from affordable housing viability assessments. Contributions are calculated as follows:

- Public Arts: £400 per dwelling and/or £20,000 per 10,000m² non-residential floor space.
- Arts/Cultural Infrastructure: £600 per dwelling/£20,000 per 10,000² non-residential floorspace

The Council's Arts Team help broker leases for cultural tenants within new developments at peppercorn rates. World Heart Beat is a leading UK music Academy and was invited to become a Cultural Anchor for the Embassy Gardens development in Nine Elms through a managed selection process.

Case Study: Securing Creative Spaces by Section 106 agreements

Many London boroughs are now securing creative and cultural spaces through Section 106 agreements.

LB Islington appoints workspace operators to run the spaces it secures through planning obligations. In lieu of paying rent, operators charge affordable rents and deliver a range of services that benefit the local community and businesses. For instance the FC Designer Workspace, run by social enterprise Fashion-Enter, aims to nurture and support local residents and businesses within the fashion, creative and garment making industry.

LB Lewisham has used 106 Agreements to secure new creative industry workspace, and along with LB Croydon have policies that seek to secure the fit-out of units beyond shell and core by the developer, to ensure they are cheaper for tenants to move in and occupy.

Case Study: Cultivate

Cultivate was a cultural education programme which ran from 2015-2018 and worked with over 3,000 young people from 59 schools in Wandsworth. It was initially established to identify opportunities for young people to learn about, and engage creatively with, the large-scale regeneration taking place in Nine Elms, through arts projects lead by creative professionals.

Primarily funded by, and part of, A New Direction's Cultural Education Challenge programme, Cultivate focused on the inequality of young people's access to culture, employment and other opportunities.

In Nine Elms projects were initiated with the financial support of developers and involvement of their construction teams and consultants. Exposure to the careers involved in the built in environment was a key part of the programme.

Case Study: Kids Business

Kids Business was a site specific public art commission in a high street shop. Working with local budding young entrepreneurs, artists Hunt and Darton ran a series of workshops to grow ideas, cultivate skills, and bring to fruition the creation of a new business. Over two consecutive weekends the pop-up shop was open to the public staffed by local children selling a range of goods and services conceived by the group.



Potential Project Locations & Key Partners

Potential Locations

Looking at key spaces and potentials partners, we have mapped possible locations for the proposed projects (where applicable)

① Helping existing businesses to provide affordable cultural production spaces

② Re-purposing existing spaces as places for cultural production (*For this exercise we have mapped empty shop units, this is accurate as of August 2022)

Potential Partners

1) Studio 884

Studio 884 offers affordable welcoming spaces to rent for online workshops, content creation and meetings.
www.josierossouw.wixsite.com/studio884 N12 9RH

2) Leila the Tailor

Iranian-born fashion designer Leila offers bespoke dressmaking, alterations and the restoration of men's and women's clothing.
www.leilathetailor.co.uk N12 8PT

3) MK Productions

Established in 2008, MK Productions is a boutique video content creation agency which focuses on digital marketing.
www.mkproductions.co.uk N12 9TJ

4) Knuckle

Formed in 2008, Knuckle is a video production company, offering commercial video and motion graphics services.
www.knuckle.tv N12 9DA

5) Finishing Touches

A haberdashery that has been running for over 20 years, Finishing Touches is a family run business that offers friendly advice in addition to high-quality crafting supplies.
www.finishingtoucheslondonltd.co.uk N12 8LJ

6) Art Against Knives

A charity working to prevent youth violence through creativity. One scheme, 'Dollis Dolls Nail Bar' offers nail services and training whilst providing a safe space for important conversations and relationships to be built.
www.artagainstknives.com N12 0EH

7) Recycled Inspirations

Nestled in the Grand Arcade, Recycled Inspirations sells crystals, antiques and all things spiritual. The shop sells crafts made by artists, as well as hosting pop ups and exhibitions
N12 0EH

8) Finchley Arts Society

Running since 1949, the society encourages local artists to practice and develop their skills by hosting classes, crits and exhibitions of members work.
www.finchleyartsociety.co
Held at Trinity Church, N12 7NN

9) LA Guitars

For over 40 years, L.A. guitars have been lovingly making, repairing and setting up string instruments..
www.laguitars.com N12 9RU

10) Noriko Nagaoka

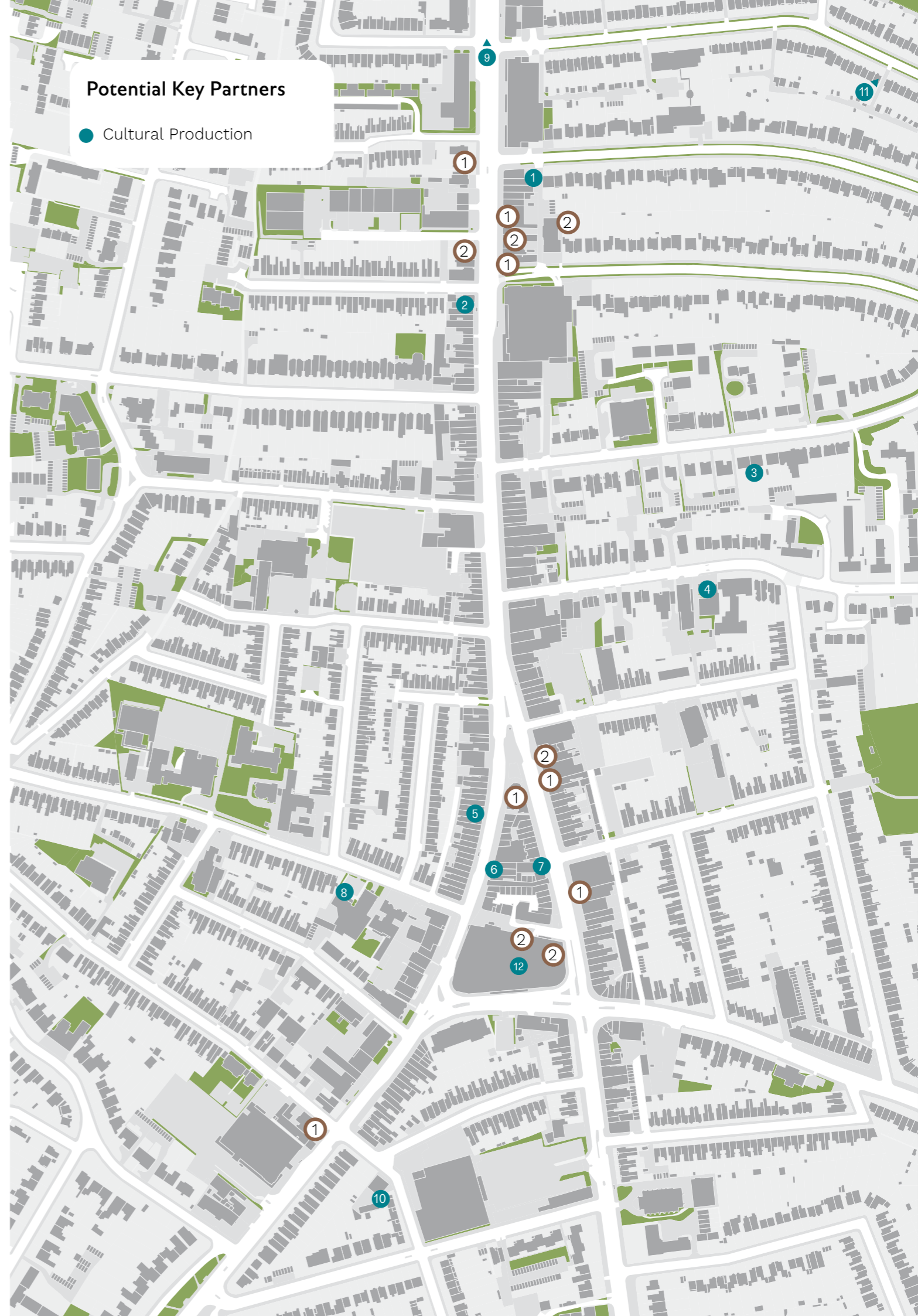
Noriko is a ceramicist who hand- makes tableware inspired by nature found in her home country of Japan.
www.etsy.com/uk/shop/NorikoNagaokaCeramic
N12 0DN

11) Community Focus Inclusive Arts

An inclusive arts centre for adults and children with disabilities, they deliver creative and well being courses both online and in-house, as well as offering outreach programmes.
www.communityfocus.co.uk N20 0NR

12) artsdepot

Since 2015, artsdepot has hosted Research & Development Residencies in the Creation Space to engage with emerging and established artists from different art form backgrounds,
www.artsdepot.co.uk N12 0GA



Next Steps



Community Consultation

The final draft of this document was consulted on for six weeks in September and October 2022. After this period the feedback received was reviewed and the Cultural Action Plan revised accordingly, setting out key next steps to start moving towards delivering on the Plan.

Delivering this Action Plan requires community effort and as part of this consultation we asked community groups and individuals whether they would be willing to participate in this to make the projects a reality. If you want to be involved in this work as it progresses please email us: hello@northfinchleytowncentre.co.uk



We undertook a six-week engagement period to gain feedback from the community on the draft Cultural Action Plan with a total of 241 responses received

Methods of Engagement:

Pop Up Consultation on the High Road:

- Friday 14th October, 12:30-3:00pm, Outside Starbucks. - 34 people engaged with
- Tuesday 18th October, 3:30-6:00pm, Outside Starbucks - 94 people engaged with

Online engagement:

- Webpage on Engage Barnet.
- Online survey, published on the NFTC website - Over 1500 Site Visitors during the six weeks. - 15 Submissions and 2 emails

Instagram Polls:

- 10 Polls, with 196 Responses in total

A printed survey, was available in the North Finchley Library

Promotion:

Flyers:

- Approximately 700 flyers were distributed to homes, businesses and to individuals.
- Flyers were put in noticeboards around the Town Centre, as well as in businesses and in shop windows.

Digital Promotion:

- Emails sent to mailing list of over 200 subscribers, including businesses and organisations.
- Promoted on Engage Barnet website.
- Facebook, Twitter and Instagram promotion

Conversations:

- In addition to the High Road consultation, Parents outside Percy Park were engaged with the plans and were supportive of the proposals.
- Several businesses were engaged with and expressed support for the action plans
- Promoted at NFTC Partnership Board and Cultural Steering Group meetings

North Finchley Town Centre Instagram:

- 22 Related Posts, 304 Likes
- 23 Related Stories
- 1273 Accounts Reached
- 356 Followers (as of 19th October)

North Finchley Town Centre Facebook:

- 14 Related Posts, 9 Likes
- 42 Followers (as of 19th October)
- 1673 People Reached

Learning from previous community engagement on the project in which we had less feedback from 20-34 year olds than other age groups we worked to ensure that promotion of the consultation used both traditional methods as well as social media and on-street activity. This ensured we had a more representative spread of respondents.

Summary of Findings

Feedback on the Themes

Respondents expressed the most enthusiasm for introducing more Music and Film to North Finchley, believing it would appeal to a wide audience and add the range of activities that would encourage people to spend more time in the town centre.

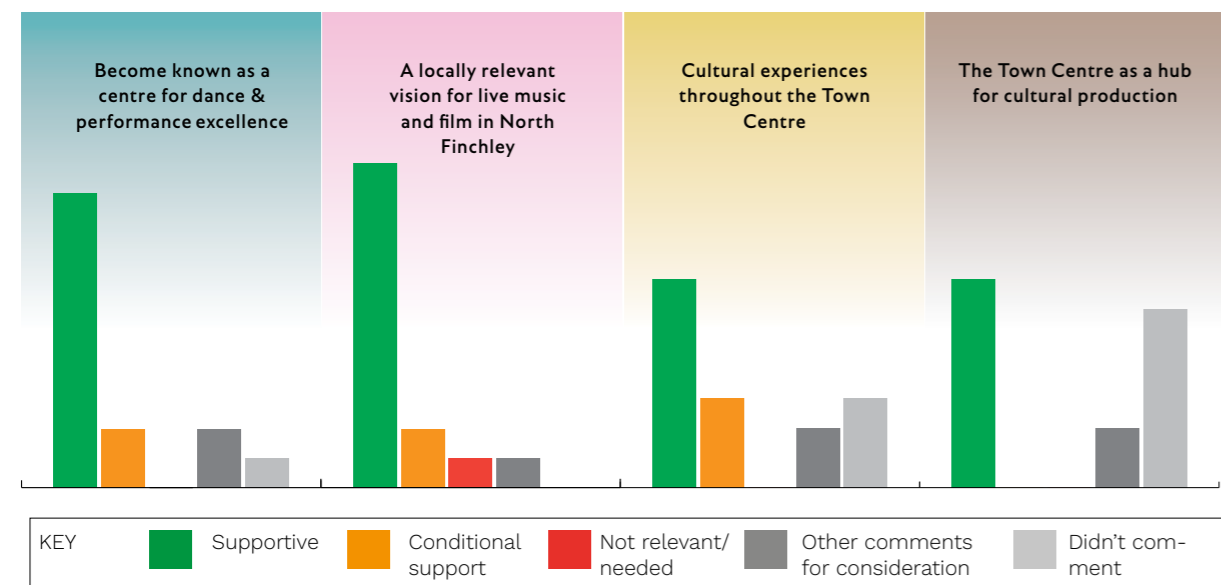
The theme of Dance, Performance and Movement was very well supported, with people expressing how they believe embracing dance, it's promotion and celebration would be beneficial to North Finchley.

Projects improving the cultural experiences of the Town Centre were supported, but less

so than the first two, however there was strong support for improving the evening offer and bringing communities together.

For all three of these themes, the points of concern raised were that they must be well publicised, accessible and inclusive for all different communities, ages, abilities.

The theme of Cultural Production was supported, although less so than the first two themes. Support was stronger for providing opportunities to young people. Some respondents didn't fully understand the proposals, therefore the language surrounding these needs to be considered and perhaps be more accessible in the future.



I think a community cinema would be great. I have always thought the arts depot could use one of its theatres to host a cinema... It would be great if there was an accessibility day every week which showed films at any time with subtitles.

I support projects that focus on bringing community together explicitly- it's the strength of this area.

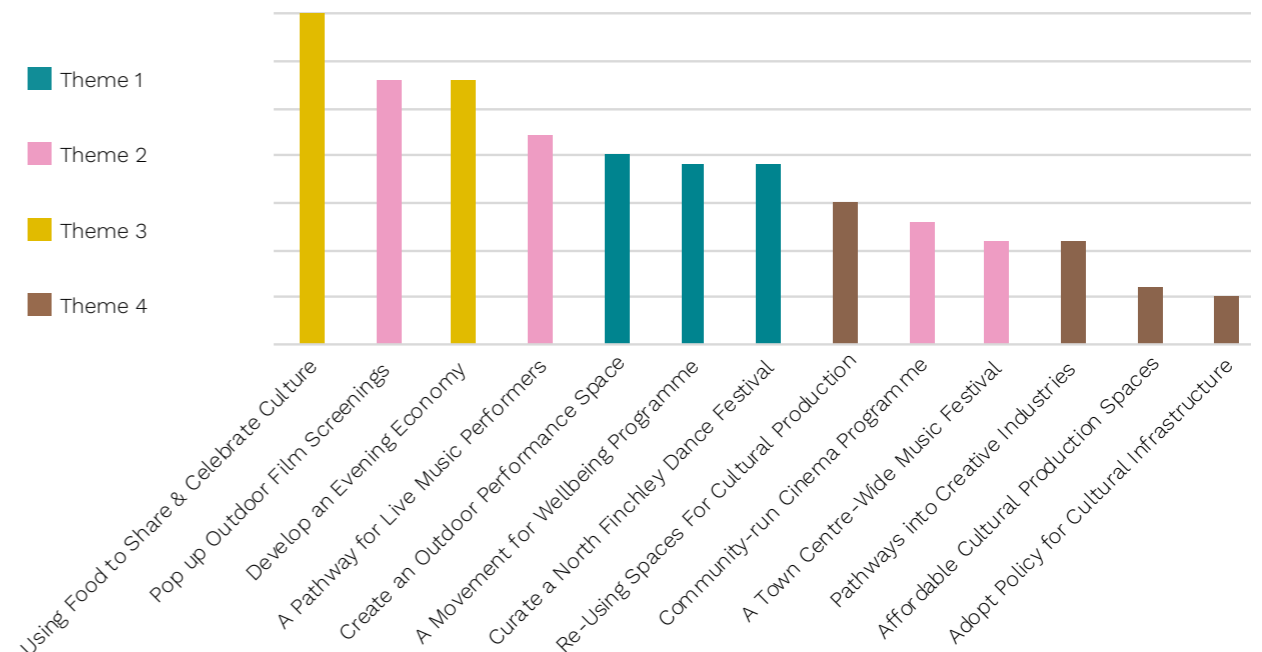
I have a young daughter and want things like art and dance for her and for all young people to do.

Feedback on Projects

At the on-street engagement we asked respondents to vote for the projects which they would like to see prioritised:

Other points raised for consideration were ensuring that the cultural programme reflects the diversity of the area. It was raised regarding multiple projects that activities should be affordable and inclusive.

Which projects would you like to see prioritised?



We also used Instagram polls to find out what support there was for each of the most popular projects. In each case we asked if respondents agreed with a series of statements:



Dance-related project comments:

- Ensure that definitions of dance, movement and performance aren't too restrictive - the more inclusive and 'user' friendly the better so as to appeal to as many people in the community as possible.
- If developing an outdoor performance area it should be promoted as a space where impromptu activity can happen as well as organised performances.
- Connecting up with Barnet Schools' Dance Festival (March 2023) is important.

Market-related project comments:

Support was strong for a different type of market distinct from the Friday Market. An effort should be made to diversify the offer provided by both markets so collectively they create more of a magnet for shoppers.

Film-related project comments:

- Consider how to make screenings as accessible as possible by including autism and dementia friendly screenings as well as subtitled and audio-described screenings.
- Be aware of cinemas locally, for instance the Vue Cinema and the Phoenix in East Finchley and consider how projects respond to these.
- Consider live-streams of theatre and dance.
- Include youth projects that support pathways into film production.

Music-related project comments:

- Ensure that a focus on "locally relevant" doesn't limit the potential activity.

Next Steps

- ♦ We suggest that in the first instance that projects are commissioned on the themes of Music, Film and Dance. These themes attracted the most interest from the community and are seen to be accessible and a strong opportunity to reflect the diverse community.
- ♦ Potential projects that focus on events and activity were the most popular and should be prioritised. The top three most popular projects were concerned with activating parts of the town centre, something that's important to the community.
- ♦ There is strong synergy between the most popular cultural projects and the most popular wayfinding projects that were consulted on at the same time and this should be harnessed to further the aims of adding richness to the town centre.
- ♦ Based on the feedback received, we suggest that Phase Two takes forward place-based projects in tandem with public realm improvements. By consolidating more can be achieved. Works to the public realm at the Tally Ho and outside artsdepot could incorporate:
 - A Market Programme to Share & Celebrate Culture
 - Activities to Support an Evening Economy
 - Opportunities for Busking
 - An Outdoor Performance Space
 - A North Finchley Dance Festival
 - Small Concerts in Shop Windows or Outdoor Spaces
- ♦ During the engagement process individuals and organisations volunteered support including;
 - Leading programmes
 - Supporting events and providing activity (eg choir)
 - Providing professional communications support
- ♦ This enthusiasm should be harnessed, as should the interest in the Cultural Steering Group.