



## PRESS RELEASE

### **HOW TEN YEARS OF CREATIVE PEOPLE AND PLACES HAS HELPED BUILD A COLOURFUL, CONFIDENT AND CREATIVE HOUNSLOW**

Nationally, Creative People & Places is celebrating ten years of an extraordinary programme of community cultural activity across the UK and Creative People & Places Hounslow has been part of this since 2014. Over the years this activity has resulted in a legacy of events, jobs and transformed lives as participants, audiences and artists have shared experiences the length and breadth of Hounslow.

Thanks to continued funding from Arts Council England, made possible by National Lottery players, CPP Hounslow's partner organisations have created a broad range of opportunities for people of all ages and backgrounds to participate in high quality cultural activities.

Over the past ten years the partner organisations have enabled communities to create events such as **Feltham Fete**, **Creative Mile**, **Winter Lights** and **Shakti Divas Bhangra** – a fusion dance and drumming group started in 2017.

Recent highlights of the programme include:

**Feltham Fete:** There have been six fetes to date, led and produced by Feltham residents, alternating between traditional style summer events with creative activities and performance, and smaller indoor fetes, generally themed around celebrating culture and diversity.

**Creative Mile:** Led by local artist *Mr Mr Pearce* with support and guidance from CPP Hounslow, Creative Mile is an annual open studios festival in Brentford, initiated in 2021.

**Treaty Centre partnership:** Since 2021, Creative People & Places Hounslow has collaborated with the Treaty Centre, hosting workshops and exhibiting artwork in the former Debenhams shop window. This has opened up opportunities to extend the well-established TW3 Creative Space programme - free drop in workshops in Hounslow High Street programmed by local people through the Hounslow Local Advisory Group – to happen in the winter months and to also engage young adults who socialise in the Centre's relaxed food court area. This initiative continues in 2023 with a series of artist commissions in collaboration with **Little Village**, a charity supporting families with babies and children under five living in poverty across London. The artworks will offer a creative way for the local community to engage with the charity's aims and values.



**Salisbury café** – the partnership with the Salisbury Café, in Hounslow West, is one of CPP Hounslow’s longest standing partnerships. The café owners enjoy the addition of visual artwork, either created by local artists or the output of a local participation project.

**Deblozay with Rara Woulib:** CPP Hounslow’s Hounslow Community Choir, Polish communities and local artists joined by the audience in an exploration of Hounslow’s side streets.

**Winter lights:** the annual winter parade in Hounslow, led by SameSky.

**Tonya Nelson, Area Director, London, Arts Council England said:** “Creative People & Places Hounslow is a fantastic example of how investment in creativity and culture can have a deep and lasting effect on places and the people who live in them. From Feltham Fete to Brentford’s annual open studios event the Creative Mile, over the past eight years local people of all ages and backgrounds have been able to get involved on their doorsteps. And this ongoing work is all made possible thanks to National Lottery players.”

**Leader of Hounslow Council, Shantanu Rajawat commented:** “Creative People & Place Hounslow has made an important contribution to expanding and developing the opportunities for cultural participation across our diverse borough. It’s great to see the positive impact this activity has on the rich mix of communities that make up Hounslow, enabling participation in arts and culture for residents from all backgrounds and walks of life.”

**Director of lead partner, Watermans, Jan Lennox** added: “Watermans is extremely proud of the contribution made by Creative People & Place Hounslow to demonstrate the continued appetite for quality, accessible participatory opportunities and cultural experiences. It has been a huge pleasure to be part of the team leading this important work and it is an incredible achievement to have been enabling this to happen for the past ten years.”

**CPP Hounslow Manager, Lucy Thurley** commented: “Thank you to the wonderful local communities and the individual artists, participants, audiences and the CPP team who have made Creative People & Places such a powerful force for change across Hounslow.”

To find out more about the programme visit:

<https://www.watermans.org.uk/impact/creative-people-places/>

**For further information about CPP Hounslow and to request photos and interviews please contact Antony Pickthall [antony@watermans.org.uk](mailto:antony@watermans.org.uk)**



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## **Editors' Notes**

### **About Creative People & Places Hounslow**

Creative People and Places Hounslow (CPP Hounslow) is an Arts Council England funded project that puts the decisions and views of local people at the heart of everything it does and aims to create a colourful, confident and creative Hounslow. CPP Hounslow is led by a consortium of local Arts and community organisations: Hounslow Music Service, TW4 Community Development Trust, London Borough of Hounslow, Hounslow Libraries and Watermans as the lead organisation. CPP Hounslow includes four Local Advisory Groups (LAG) made up of local people who develop creative activities, events and workshops in their areas. These are based in Feltham, Hounslow Central, Heston & Cranford and Brentford.

### **About Watermans:**

Watermans is West London's arts centre. Our mission is to bring communities together through cultural practise and we exist to enrich lives through the arts and creativity. As an independent charity, we believe the arts is for everyone and that is at the heart of everything we do. We present a thriving year-round programme of cinema, fringe theatre, exhibitions and workshops in our stunning riverside location in Brentford, opposite Kew Gardens. We are an independent charity with a wide outreach programme across Hounslow and beyond too, reaching tens of thousands of people who would otherwise enjoy little or no arts provision, and working with them to build community through the arts.

Our Brentford venue houses an independent cinema, 250-seat theatre, contemporary art gallery and creative spaces for the community. In our cinema, find the latest movies, as well as festivals and talks. In our theatre, discover children's theatre, cabaret, dance, fringe theatre and digital performance. And in our gallery, a year-round programme of free exhibitions focusing on digital arts. We aim to showcase the very best of arts and culture in West London. Our large riverside cafe and restaurant – including a gorgeous outdoor riverside terrace – is the perfect place to while away a day by the river, or chill out before or after a show. The food is freshly-prepared Indian, with a range of Indian bar snacks at the bar and a fabulous-value Express Lunch if you're in a rush, and children's menu available.

Beyond our venue, discover **Bell Square**, our outdoor arts venue in Hounslow Town Centre, where we present fortnightly free performances May-December. We also run the major Arts Council-funded *Creative People and Places* programme in Hounslow.

Watermans is a social enterprise and holder of the Social Enterprise Mark. This means that any money we make is ploughed back into providing events and opportunities to take part for the whole community.

### **About Arts Council England:**

Arts Council England is the national development agency for creativity and culture. We have set out our strategic vision in Let's Create that by 2030 we want England to be a country in which the creativity of each of us is valued and given the chance to flourish and where everyone of us has access to a remarkable range of high-quality cultural experiences. From 2023 to 2026 we will invest over £440 million of public money from Government and an estimated £93 million from The National Lottery each year to help support the sector and to deliver this vision. [www.artscouncil.org.uk](http://www.artscouncil.org.uk).



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Following the Covid-19 crisis, the Arts Council developed a £160 million Emergency Response Package, with nearly 90% coming from the National Lottery, for organisations and individuals needing support. We are also one of the bodies responsible for administering the Government's unprecedented Culture Recovery Fund of which we delivered over £1 billion to the sector in grants and loans. Find out more at [www.artscouncil.org.uk/covid19](http://www.artscouncil.org.uk/covid19).



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