

Tuesday 3 September 2024



## PRESS RELEASE

# **CREATIVE PEOPLE AND PLACES, HOUNSLOW AWARDED FUNDING EXTENSION.**

Arts Council England has confirmed that *Creative People and Places, Hounslow* has been awarded a funding extension which will mean that the programme will be supported until March 2026.

This one-year funding extension ensures that:

- 4 CPP Hounslow Local Advisory Groups, 2 Polish community groups, Beavers estate film screenings, the exhibitions programme in Hounslow's libraries, the outdoor performance programme and Winter Lights (at Bell Square) will all continue with their activity
- the Community Brass Band, Shakti Divas Bhangra Fusion, the Hounslow Community Choir and the Hounslow Ukulele Club also continue their development plans
- 1 new participation group will start in the current financial year and a second one will be formed in 2025/26

During 2023-24, Creative People and Places Hounslow programmes engaged with 135,000 residents.

*Creative People and Places, Hounslow* is part of the Creative People and Places programme, supported using public funding by the National Lottery through Arts Council England. Thanks to National Lottery players, Creative People and Places is about more people taking the lead in choosing, creating and taking part in creative and cultural experiences in the places where they live.

Since 2012, there have been over 15 million engagements with the CPP programme and 90%<sup>1</sup> of people who participate in CPP weren't previously engaging regularly with creativity and culture.

[Find out more about each project, the difference the programme has made and our learning](#)  
➤



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<sup>1</sup> Average across 3 Audience Finder National Reports 2021/22, 2022/23 and 2023/24

### **A member of Hounslow Community Brass Band after performing at a St George's Day Event 2024, comments:**

"When you come together with people and create a sound and create this music, it's always different and it's always something new, but it's just so brilliant and what's great about Hounslow Community Brass Band is it doesn't matter what level you are. We just all come together and make this sound together. We come together for fun, we chat together, we'll go out together and we come and do events like this. It's such a fun, friendly, great way to be a musician really."

### **Director of Watermans, Jan Lennox adds:**

"Creative People and Places, Hounslow has made a huge contribution to the opportunities for people living in the London borough of Hounslow to have access to high quality creative arts activities and I am delighted that CPP Hounslow's work has been recognised by Arts Council England with a funding extension to 2026."

**For further information please contact Antony Pickthall, Marketing Director:  
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### **About the Arts Council England Creative People and Places Extension Programme**

In September 2023 Arts Council England confirmed it would be offering organisations in the 2022-25 Creative People and Places National Portfolio the opportunity to apply for a further year of funding. The extension is designed to provide security and stability to existing CPPs, and further time for developing plans for those interested in applying to the 2026- 29 portfolio.

- Arts Council England is investing an additional £11.64 million in the year 2025 – 26, in 38 Creative People and Places programmes;
- This brings the total investment in Creative People and Places projects since 2012 to £119.6 Million;
- The projects cover 55 local authority areas and 32 Arts Council England Priority Places;
- Each project has been awarded an annual funding between £250k to £333k for activity taking place between 1 April 2025 – 31 March 2026;
- Applications to our new National Portfolio Creative People and Places Programme covering 2026 – 2029 will open on 12 September 2024. [Guidance for the programme is available here.](#)

### **About Watermans:**



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Watermans is run by Hounslow Arts Trust with a mission to bring communities together through cultural practice and to enrich lives through the arts and creativity. It presents a programme of international outdoor performance at **Bell Square London** May – December and delivers an extensive programme of participative arts activities in the community, where it is also lead partner for **Creative People and Places Hounslow** - and in its own right. It is also a partner in the EU funded project **Artcast4D**, an innovative pan-European project that combines art and immersive technology to enable people to interact with culture. For almost forty years it operated a mid-scale arts centre which is currently closed ahead of its planned move to a new building. The venue presented a mix of theatre, dance, cinema and visual arts, attracting audiences from across West London and further afield.

Watermans is a social enterprise which means that any surplus income is invested in providing more events and opportunities to take part for the whole community.



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