Watermans' Vision, Mission and Values inform our programme and the spaces we work in and keep us focused on the reasons we do what we do: artists, audiences and the cultural experiences they share.

WATERMANS' MISSION

Bringing communities together through cultural practice and enriching lives through the arts and creativity.

WATERMANS' VISION

To make creativity an everyday part of life by bringing exceptional artistic experiences to the places where people live, work and gather.

Using:

- International artistic exchange
- Public spaces and partner venues
- Community collaboration
- Contemporary creativity

Brand essence:

Connecting communities through extraordinary artistic experiences

WATERMANS' VALUES

- Curious

- Welcoming
- Bold
- International
- Generous
- Collaborative

Visionary

- We work with emerging and established artists challenging the perceptions of art, theatre, dance, circus and performance
- We curate a range of surprising and often international experiences offering a variety of ways in which to engage with creativity
- We encourage audiences to be themselves
- We encourage artists to make the work they want to make
- We are open and accountable to our values

Generous

- We have fun and we want all our audiences and artists to have fun as well
- Our relationships are a source of joy for us and our work is a celebration
- We bring people together for digital and live, shared experiences
- We present daring work that can be difficult and unexpected
- We strive to be truly accessible to everyone

International

- We value the diversity of imaginations and skillsets it takes to make the world fun and dynamic
- We challenge expectations of what art can be, who can make it and where it can happen
- We encourage our audiences to exercise their imaginations
- We work with artists who stretch our imaginations
- We use our imaginations all our spaces, real or virtual, fun and engaging

Bold

- We promote the new, the unusual and sometimes the difficult
- We work with incredible artists who want to surprise you and themselves
- We invest time in seeking out artists who share our vision and values
- Our programme is directly informed by our values and the relationships we have with a diverse group of artists
- Our organisation would not exist without our being daring

Sustainable

- We inform everything our do with the values of active sustainability to reduce the impact of climate change; energy consumption and waste
- We operate a business model that enables the organisation to generate a surplus to help deal with the unexpected
- We openly communicate what makes Watermans a sustainable organisation to artists and audiences
- We constantly look for new ways of making our organisation and the spaces we work in sustainable
- We prioritise digital communications over print (recognising that for some of our audiences this may not be appropriate)

Watermans' Brand Proposition

"Cultural catalyst"

Watermans is an ambitious, outward-looking cultural organisation that creates meaningful encounters between people, artists and places. Through world-class outdoor performance, contemporary visual culture, digital creativity and community collaboration, Watermans transforms public spaces and everyday places into shared cultural experiences.

1. Connection

Everything we do is about connecting.

- artists with audiences

- local with international
- professional with community
- digital with physical
- different cultures
- different generations

2. Curiosity

Watermans introduces audiences to work they probably wouldn't otherwise encounter.

French outdoor theatre.

Korean artists.

New Media Art.

Experimental work.

3. Openness

Free outdoor performances.

Public spaces.

Accessibility.

Participation.

The organisation feels welcoming rather than exclusive.

4. Internationalism

An organisation bringing the world to Hounslow.

5. Civic purpose

The mission isn't entertainment.

It's social connection.

Culture is the means.

Community is the end.

Brand personality

- generous

- curious
- welcoming
- intelligent
- adventurous
- optimistic
- internationally minded
- confident

The emotional promise

Watermans helps people feel connected

What makes Watermans distinctive?

International outlook

Place-based programming

Outdoor arts leadership

Digital creativity

Community co-creation

Work across an entire borough

Membership of Future Arts Centres

Operating successfully beyond a traditional venue