

Letchworth Garden City Heritage Foundation Artistic Policy

VISION

Letchworth Garden City Heritage Foundation believes that arts and culture enrich people's lives; providing opportunities for people to develop their skills, confidence and understanding, improving wellbeing and enhancing their quality of life. The Foundation has a vision of creating an engaging, accessible and exciting arts and cultural offer for local residents and visitors to the town.

We place arts and culture* at the heart of our service delivery and aspire for the town to be a cultural hub, known for its offer. We strive for our artists and audiences to explore, experience and be inspired by art, culture and entertainment and so meaningfully contribute and enrich the lives of our community.

We are proud of Letchworth Garden City, its history, unique character and the people that live here. Our cultural offer celebrates the town; making it a great place to live, and its people; supporting them to improve their wellbeing and life chances.

CONTENT (PROGRAMMING/CURATING)

We are committed to:

- Creating a regionally distinctive offer that meets the interests of our diverse audiences locally, regionally and nationally.
- Creating a cultural offer that promotes community cohesion and widens engagement in the arts and arts practice.
- Producing and collaborating with local, national and international artists, producers and agencies to create programmes of work that deliver against the key priorities of LGCHF.
- Engaging with communities and community groups to create a learning offer for children, families and older people, increasing participation in arts and culture, whilst increasing awareness of potential cultural careers
- Delivering content that is not intended to be harmful or controversial. However, whilst we carefully brief our artist and performers, we cannot censor or control a live performance

AUDIENCES

The Heritage Foundation's cultural offer is focused on providing a varied offer to enable as many people as possible to experience arts and culture. Services are open and accessible to all and will not exclude individuals, unless for safety reasons. They will be affordable and provide local children, families and older isolated people with the opportunity to access our cultural offer, whilst attracting new visitors to the town.

We seek to identify new audiences to access and benefit from our cultural offer. We are committed to creating a programme that is inclusive and welcoming, aimed at all members of our diverse community.

QUALITY/EXCELLENCE

A high quality, innovative arts and cultural offer to our community is our goal. We will carefully assess the quality of content when we programme and curate our offer. Determining the impact of performances, collections and exhibitions will allow us to create a high-quality offer that is right for our audience and provides a quality learning offer for all.

SUSTAINABILITY

We seek to balance a mixture of commercially attractive popular culture and key audience development activity, offering creative learning and skills development opportunities that encourage engagement with the programme and support growth of the potential future audiences.

**Arts and culture is defined as visual arts, applied art, performing arts and cultural heritage.*