

A Southbank Centre for North London



Culture and creativity on our doorstep



The place to go, in Harrow

The new Harrow Arts Centre will be the place to go if you want to...

see the latest film in the two-screen cinema; **experience the thrill** of drama in the comfort of our 600-seat theatre; **hear** your favourite music live; **bring** the whole family and feel welcome; **dine** in a quality restaurant after the show or enjoy a pre-concert bistro dinner, a glass of wine or a coffee; **drink** cocktails on a terrace with an atmospheric view; **shop** for a special gift, book,

recording or memento; **spend time** with the newspapers and a coffee; **view** the latest in art or sculpture at special exhibitions; **be challenged by** interesting talks and displays; **work or have a meeting** in a dynamic and creative environment; **hold your own class**, event or rehearsal; relax in pleasant gardens on a sunny day.

Whether you want to relax and enjoy yourself, or be challenged and stimulated, this will be the place to go...



Bringing the arts, heritage, culture and entertainment to Harrow

A rejuvenated Harrow Arts Centre will feature:

- a state-of-the-art two-screen cinema with comfortable seats, café and bar, and stylish box office reception
- a cutting edge 600-seat theatre, offering contemporary and classic drama, and concerts
- an appealing art gallery featuring the best of art in the UK and elsewhere
- development of the historic Elliott Hall, creating a new 200-seat studio theatre and events venue
- a high-end restaurant, bars and a member's room as part of the Elliott Hall development
- a range of new performance, studio and arts development spaces
- a smaller, dedicated cinema area for specialist arts and family screenings
- outstanding refurbishment of existing performance areas
- the development of Harrow's own repertory theatre company
- practical meeting and conference spaces
- enhanced facilities for existing users



The story...

People are at the heart of our vision for the development of Harrow Arts Centre and the surrounding site. The landmark buildings occupy a prominent site in the borough. This place is already known as the venue for music, drama, dance, art, literature, festivals and events, education and much, much more – a place that people enjoy visiting. But no matter how much we love the Harrow Arts Centre we can all see that the it is increasingly run-down and in need of a new future.

The time to build that future is now.

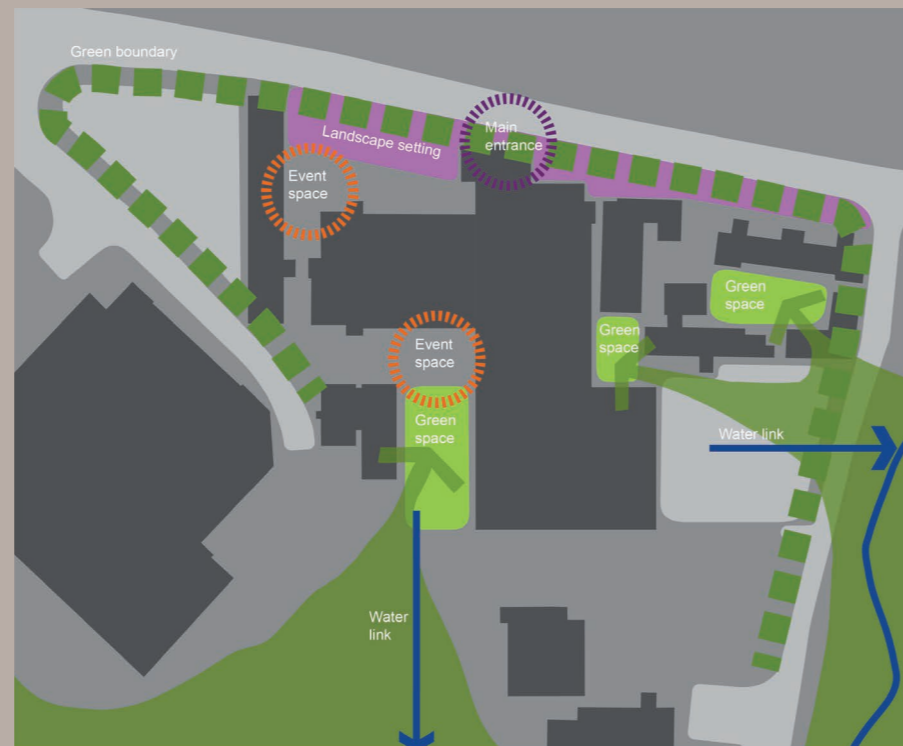
Our mission is to develop Harrow Arts Centre into a thriving home for the creative arts and a beacon of excellence for the community and borough, offering experiences of the highest quality which we can all enjoy, learn from and share.

Harrow is one of the most multi-cultural and diverse boroughs in the UK, with 88 languages spoken in our community. This rich cultural diversity provides the perfect setting in which to renew Harrow Arts Centre, and consider everyone's needs.

Our mission is to provide a lively and well-designed arts centre where people can enjoy a wide range of arts and entertainment of

the highest quality. Where people can explore and enjoy their own heritage and creativity and engage with others' heritage too. We will ensure that our activities, events, buildings and exhibitions provide equality of access. We want to enable participation in the arts, creative activities and heritage, whether as participant, audience or volunteer, as a route to improving health and well-being. We want to build on community pride and achievement. We want to make an arts centre that is financially secure for generations to come.

But we must develop to sustain. Our local authority is not currently in a position to provide funding for creative programmes and maintain important heritage buildings. If we can put Harrow Arts Centre on a secure, commercial footing it will continue to provide a cultural destination for some 200,000 households in Harrow, and beyond. This exciting and visionary project will also be a major focus for economic regeneration for the borough and community. With a catchment area stretching from Watford in the North to Hillingdon in the West, Ealing in the South and Barnet in the East, as well as audiences drawn from right across London, Harrow is a natural destination for our vision.



Regeneration through the arts: how we will do it

The Harrow Arts Centre site already has a story to tell. Established in 1855 as the Royal Commercial Traveller's School, (with Charles Dickens on the governing committee) it was a boarding school for boys and girls until 1967. Eventually taken on by Harrow Council it became the Harrow Arts Centre; a place for arts, education and enjoyment, and a borough landmark.

The new project aims to provide a new cinema, 600-seat theatre, restore and interpret Elliott Hall, and provide restaurants, retail and other spaces, all surrounded by tranquil outdoor gardens with accessible car-parking. Designed with a sense of architectural harmony and history throughout, the project will stylishly blend new buildings with old. Designed to be inviting and user-friendly, the buildings and spaces will offer equality of accessibility and car-parking, combined with the existing transport links to make this an easy place to visit.

Delivering the vision: We will aim to deliver the project within 5 years. Our aim is for Harrow Arts Centre to be a self-supporting and commercially viable hub of creativity and excellence. With a projected positive economic impact of over £66 million spread over 5 years the Harrow Arts Centre will be a catalyst for economic and cultural regeneration of the borough and beyond. The key phases are:

- **Phase 1** will see the arrival of the **new cinema complex, box office, street entrance, rehearsal and studio spaces**
- **Phase 2** will see the development of the **Elliott Hall performance space** and **high quality restaurant**
- **Phase 3** will see the new **art gallery, shop, café** and **creative spaces**
- **Phase 4** will see the development of the new **600 seat theatre**



Join us: be part of our amazing future

We need your help to deliver this ground-breaking project for Harrow. There are many ways in which you can help, whether you are in business, a member of the community, or simply care about this place and its future. Please get in touch by contacting us below:

Andrew Welch (Chair, Cultura London):

AndrewW@culturalondon.uk

Andrew is the Chair of Cultura London, the not-for-profit Trust set up to deliver the vision. Andrew is the former Artistic Director of the Chichester Festival Theatre. He has been described by The Daily Telegraph as the 'unsung hero of British theatre'.

Sandra Bruce-Gordon (CEO, Cultura London):

SandraBG@culturalondon.uk

Sandra is the Chief Executive Officer of Cultura London and is responsible for the delivery of the Trust's vision. A leading figure in the development of cultural services across London for the last 20 years, Sandra brings a wealth of business acumen and a track record of delivery in culture, capital projects, public private partnerships and theatre management.

Harvey Vasey (Project Director, Cultura London):

HarveyV@culturalondon.uk

Harvey has 15 years' experience in cultural development at national and local level. A senior leader at the Department for Culture, Media and Sport, Harvey has been a trusted adviser to Ministers and senior politicians of all political colours, delivering manifesto commitments and organisational reform of many national cultural institutions.



CULTURA LONDON