



South Hill Park Arts Centre

Berkshire's Centre for the Arts, Business and Community

We inspire, connect and enrich lives through the creative arts

Registered charity 265656

VISION

The creative heart of Berkshire: a unique hub of opportunities, designed for every-one.

What drives us is:

- to be a leading arts and cultural destination/organisation, lived in locally, celebrated regionally and known nationally
- to champion the value of arts and culture for our community and to society
- to show that arts and culture is for 'every'-one, not just for 'some'-one
- to provide varied opportunity so that everyone can discover and make arts and culture a part of their lives
- to nurture a flourishing creative community and its contribution to a thriving sector
- to make meaningful, positive social impact

In reaching our destination we will have made a difference particularly in the areas of

- Sustainability – of South Hill Park and arts & cultural sector
- Community
- Wellbeing
- Families and children
- Developing people

MISSION

We will inspire, connect and enrich lives through the creative arts

We will:

- create experiences to engage the community and connect people to others, ideas and the world around us
- inspire a lifelong love of arts and culture and encourage creativity across all generations
- provide opportunities for learning and participation to enrich lives and nurture talent
- celebrate artists of today and develop artists of tomorrow

We will build on our reputation as a multi-disciplinary creative hub, to:

- give communities a varied and diverse arts programme
- provide a current and relevant offer, including new, edgy and evolving arts
- deliver consistent quality and reflect regularly on what we do
- reach everyone in our community and understand our visitors
- collaborate with others and seek partnerships
- embrace our heritage – our building and our locality - and put Bracknell on the map

