

OUR MISSION AND VALUES

Woolwich Creative District Trust is an independent registered charity, established to run Woolwich Works for the purposes of advancing art for the public benefit and providing facilities to improve the conditions of life of residents of the Royal Borough of Greenwich. Our [Charitable Objects](#) determine the purpose of the Trust, which we express in short-form as our mission: *to offer hope and opportunity by enabling people to realise their creative potential.*

Charitable Objects

1.1 The objects of the charity shall be:

1.1.1 The advancement of art for the public benefit by:

(A) Improving, preserving and providing public amenities for use in encouragement of the creative and dramatic arts, with particular reference to the Woolwich Creative District;

(B) Promoting, maintaining, improving, encouraging and advancing education and vocational training as relates to creative and dramatic arts, in any form and by any medium.

1.1.2 Providing or assisting in the provision of facilities to residents of Woolwich and surrounding areas in the interests of social welfare for recreation or other leisure time occupation of individuals who have need of such facilities by reason of their race, gender, religion or belief, age, infirmity or disability, financial hardship or social circumstances with the object of improving their conditions of life.

The Trust is governed by a Board of Trustees, led by the Chair. Three Trustees are appointed by the Royal Borough of Greenwich as the founder of the creative district, with the remaining original independent members having been recruited locally through open advertisement. Board appointments are skills-based and future openings for members with specific skills and experience will be advertised here.

OUR MISSION

We will offer hope and opportunity by enabling people to realise their creative potential by building an Exceptional, Professional, Inclusive, Creative Community.

Exceptional

We'll be ambitious, aiming for the exceptional in everything we do, and being honest about our successes and failures to build an aspirational culture of continuous improvement.

Professional

We'll be professional - relaxed and informal in style, not standards; confidently commercial for community benefit.

Inclusive

We'll be inclusive, actively working to create a diverse range of opportunities that are accessible to those who may not otherwise benefit from them - not everything to everyone, but something for anyone.

When we have to work harder, change our approach or bend our rules to make someone feel comfortable and welcome, we will.

Creative

We'll work dynamically and develop creative solutions to overcome challenges and maximise opportunities, always championing the power of creativity to transform lives.

Community

We'll work to bridge the road and be relevant to our community - a good neighbour and an ethical, environmentally-responsible organisation, living by the motto we inherited: each for all and all for each.

STRATEGIC PRIORITIES

Programme

Present a broad programme of high-quality creative opportunities - things to see, hear and do.

- Performances
 - Workshops & Classes
 - Ensembles
 - Mentoring & Collaboration
 - Non-Artistic Events
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- Preferential access for Greenwich residents
 - Diverse & Inclusive
 - Accessible
-
- Open Access
 - Targeted
 - On Site
 - In Schools
 - In The Community

Raise Woolwich's Profile

- Contribute to civic pride, identity, unity.
- Attract investment and employment by making Woolwich a desirable place to live and work in the creative industries.

Drive the 'visitor economy':

- Increase footfall and drive trade to town centre businesses.
- Contribute to strategies to increase tourist time & spend in borough.

Collaboration

Offer creative life support to individuals and organisations and act as a catalyst for collaboration.

Jobs

Create good jobs and meaningful progression routes to employment in the creative industries.

Pay the London Living Wage, offer apprenticeships, work experience and volunteering opportunities.

Organisation

Build a strong, sustainable, values-driven organisation.

We call this...

Using culture and creativity to help build a stronger community.