

## **Peepul Centre Artistic Policy**

We are a multi-purpose, inter-generational and multi-cultural art space at the heart of one of the most diverse cities in the UK, Leicester. Leicester itself is located within easy reach of any part of the UK, being in the Midlands region of England.

A few minutes' walk from the Centre you can find Leicester's famous Golden Mile, an authentic Indian bazaar, and home to the biggest Diwali celebrations outside of India.

Within our building you will find a theatre, dance studio, and rehearsal rooms as well as a gym, sports hall, children's nursery, restaurant, bars and training and function rooms.

We cater for our local communities through every stage of their life, we are a space that is used by individuals of all ages and at all stages of their artistic development. Local dance and music schools use our space to teach children, local groups that work with the elderly deliver arts classes to them from our building, professional artists rehearse and perform in our theatre. This diversity of users means that people are comfortable and feel welcome in our Centre.

### **Artistic programme**

The following are our priorities when selecting work to be programmed at the Centre:

- Work which is demonstrably high quality and pushes boundaries
- Work which has clear audience potential and a strong audience development strategy
- Work with a strong narrative and stories that reflect our audience
- Work which reflects Leicester's cultural diversity
- Work which reflects the communities in and around the Centre – in particular the local South Asian communities
- Work as part of our many partnerships with the likes of Nutkhut, the Mela Partnership, Inspirate, BrightSparks
- Work that engages older and or younger participants and reflects our intergenerational offering

- Work which tackles the social issues faced by our local communities
- Work which promotes cultural diversity and fusion

***A word from our Chair, Anil Bhanot:***

I am extremely proud to lead the Peepul Centre and our creative and community work. Culture and Creativity are at the heart of what we do, but we want to offer a much more holistic proposition to those we serve.

Since taking over the Centre in 2012 my team and I have been determined to ensure that we are a space that welcomes everyone. As we are a Centre that is at the heart of the local community, we want to make sure that we offer the best possible experience to all those who walk through our doors. We believe that our visitors deserve high quality artistic offerings and that we are in a position to provide this and much more. We take great pride in all of our work and will settle for nothing less than giving our best.

***Giving back***

We take our social responsibilities very seriously, we are proud to be at the heart of the community and want to be in the communities heart. We very much believe that we are here for the people and as such we offer:

- Free and subsidised use of space to local charities
- Free and subsidised use of space to local emerging artists
- Employment and volunteering opportunities for local young people
- Charitable programmes to help the most vulnerable amongst us

***And from our Chief Operating Officer, Hashmukh Pankhania***

Every day at the Peepul Centre can look different; from welcoming schools, to senior citizens, to providing space for the NHS to turn the Centre into a regional Covid vaccination hub throughout 2021. This level of variety ensures that our work is always interesting and that we are always ready to deal with the unexpected.

## **Peepul R&D**

We aim to support, nurture and develop the next generation of artists by providing a platform and voice to local artists as well as by providing a safe space for our participants and audience.

Our priorities are:

- We support new work at different scales
- We prioritise artists who have an existing relationship with the Centre
- We are particularly interested in artists from under-represented communities
- We are disabled friendly space and actively invite disabled voices
- We foster cross-sector partnerships such as arts, health and wellbeing projects