

**CHENINE BHATHENA MBE**

**HEAD OF CULTURE, ROYAL BOROUGH OF GREENWICH**

**VISIT GREENWICH PARTNERS EVENT**

**22 APRIL 2026**

**Celebrating our shared ambition for Royal Greenwich  
A world-class cultural and visitor destination**



# DESTINATION OF THE YEAR 2026!



Greenwich & Docklands International Festival

# ENCOURAGING CULTURAL TOURISM

UK Inbound event in  
Greenwich, Sept 2026

Opportunity to  
showcase cultural assets,  
new developments, and  
strategic ambitions

A moment to tell the  
story of a borough on  
the rise

Boost economy



Woolwich Works

# ROYAL GREENWICH CULTURAL STRATEGY



## **Purpose of the strategy:**

A shared vision for culture across the borough 2024-2030

Ensure culture benefits all communities, not just in formal venues but in everyday spaces

Build our collective power: council, creative organisations, businesses, volunteers, residents



Yinka Shonibare @ National Maritime Museum

# A SHARED VISION FOR CULTURE

## **Create, Connect, Flourish**

Culture driving opportunity, wellbeing, & inclusive growth

Commitment to unlocking talent, celebrating diversity, and strengthening place

Building and Investing in new destinations

More reasons to visit!

Aligned with Our Greenwich, the Corporate Plan, and the emerging Local Plan



# ALREADY REAPING THE REWARDS

- £300k Cultural Impact Award funding and £250k Lottery Funding
- Culture Partners Board uniting businesses, developers and creative sectors
- Revamped creative network with c150 people in attendance
- Joint decision making with resident panels co-producing our events
- Ensuring culture touches every part of the borough
- Experienced permanent Head of Culture & expanded team
- £2.5m investment – Greenwich Getting Things Done
- Film unit income reinvested in strategic creative sector growth
- New event policy with green fund
- New commercial / income generating team... and much, much more

# A BOROUGH WIDE CULTURAL PARTNERSHIP



DESIGN DISTRICT

CLOD ENSEMBLE

TRINITY LABAN CONSERVATOIRE OF MUSIC & DANCE



Historic England



Ravensbourne University London

ROYAL GREENWICH



UNIVERSITY OF GREENWICH



KNIGHT DRAGON



punchdrunk



ACOSTA DANCE CENTRE



PROTEIN



QUEERCIRCLE



THE ROYAL PARKS



WOOLWICH WORKS



Supported by ARTS COUNCIL ENGLAND



THE ROYAL PARKS



EEA | EMERGENCY EXIT ARTS



visit greenwich time after time



# VISIT GREENWICH DRIVING DESTINATIONS



A strong and evolving partnership powering our cultural identity

Growing the visitor economy and championing cultural tourism

Positioning Royal Greenwich as a vibrant, ambitious, and sustainable destination

# GLOBAL IMPACT



London Marathon @ Cutty Sark



The O2 arena, North Greenwich

# A WORLD HERITAGE SITE AND THE HOME OF TIME



# MULTIPLE ANCHOR DESTINATIONS INCLUDING...



Charlton House



Woolwich Works



Eltham Palace



Royal Museums Greenwich



The Royal Observatory

# AND MORE CULTURE...



# Talent of the Future – Made in Royal Greenwich



University of Greenwich



Ravensbourne University



 **WOOLWICH  
WORKS**

 **ACOSTA  
Dance Foundation**

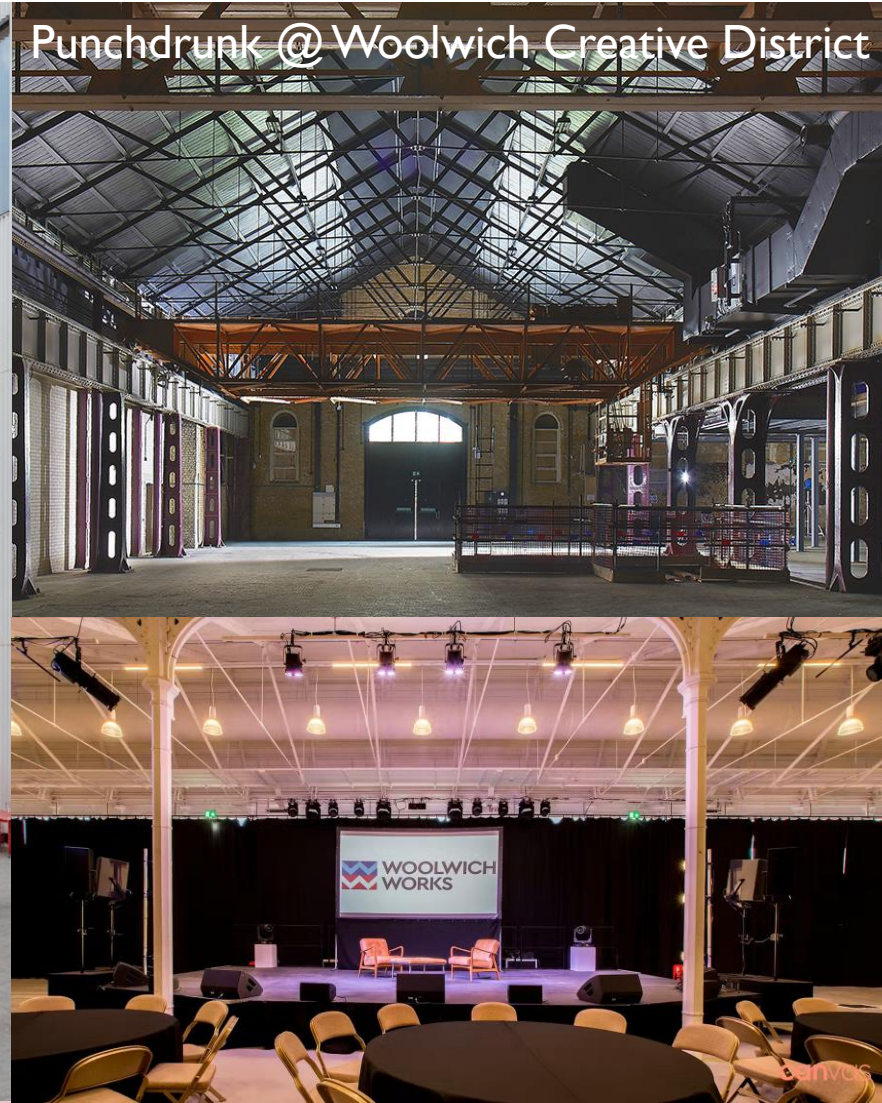


# A BOROUGH OF PRODUCTION

The Design District



Punchdrunk @ Woolwich Creative District



Thameside Studios



# NEW REASONS TO VISIT – ON THE HORIZON..



Secret Cinema – immersive experiences / international reach



Troubadour Theatre – expanding our cultural offer and performance ecology



# A FLOURISHING FILM LOCATION



Film & TV Production at record levels across the borough

A key contributor to the creative economy and local pride

Ambition to welcome more commercial events and creative partnerships

Strengthening our position as a place where stories, talent, and innovation thrive



# NEW OPPORTUNITIES AND NEW DESTINATIONS

**Summer Streets 2026**

**3 x New BID's**

**Overnight Accommodation Levy**

**Evening & Night Time Economy Strategy**

**New Town Award**

**Pride Of Place**

**14km Thames Path Strategy**

**12-7pm around Southmere Lake**



# CULTURAL IMPACT AWARD 2026/27

3-4 high impact events in  
2026/27

Connecting leading  
artistic talent with young  
and emerging talent

Increasing engagement  
with arts and heritage

Digitising the borough's  
archives

Creating new and  
different stories



# ROYAL GREENWICH FESTIVALS & PARKSFEST

Our flagship summer programme returns across parks and public spaces

Celebrating culture, participation, and community cohesion

A borough alive with colour, creativity, and celebration



# THE FUTURE IS BRIGHT FOR ROYAL GREENWICH

Great energy & momentum

New investment

New opportunities

New partnerships

A shared vision for a borough  
where culture, creativity, and  
innovation flourish

Looking forward to working  
with you all to shape the  
next chapter together



A wide-angle photograph of Greenwich Park in London. The foreground is a lush green lawn with a winding path. In the middle ground, a hill is covered with trees in various shades of green. At the top of the hill, several buildings are visible, including the prominent white dome of the Royal Observatory and the red-brick building of the Greenwich Hospital. The sky is bright and clear.

**THANK YOU!**