

Our Vision:

Our vision is to be at the heart of a vibrant, diverse, unified British-Jewish community, inspired by and engaged with Jewish arts, culture, learning and life.

Our Mission: We will achieve this by...

- ...creating outstanding events, activities, classes and courses – the diversity of which reflects the diversity of our community;
- ...offering multiple entry points into Jewish life, culture and community for the widest possible range of people regardless of age, background or belief;
- ...increasing the quality, variety and volume of Jewish conversation in London and beyond.

Our Ambition: We seek to be...

...a home for all:

- ❖ We will be a warm, welcoming venue; a truly inviting space, in which all Jewish people will be able to gather, meet people, be comfortable, and feel at home.
- ❖ We will be at the heart of the community. We will promote the best of Jewish values and appeal to all who are interested in Jewish life.
- ❖ Our Centre and our events will be open to everyone, regardless of background. We will help create better understanding and foster more positive relationships between different communities, cultures and people.

...a vibrant destination:

- ❖ Our purpose-built building will house a rich, diverse and inspiring range of events, activities, courses and performances – cultural, educational and recreational.
- ❖ We will offer the very best of Jewish programming to engage audiences from across London and beyond.
- ❖ We will create and commission exciting and original arts and cultural activities; we will curate fresh, talked-about festivals and events; we will offer challenging, high quality educational courses; we will nurture and support new and existing talent.

...a revitalising community hub:

- ❖ We aim to bring added vibrancy and confidence to British Jewry, filling it with a fresh sense of unity, vitality and pride.
- ❖ We will actively encourage the sharing of scarce communal resources, knowledge and expertise; will enable cross-fertilisation of ideas; and will create opportunities for collaborative partnerships between organisations and programme providers.
- ❖ We will also be a platform from which leading programme providers and partner organisations can deliver activities for the benefit of the local, Jewish and wider communities.

Together, we will transform the Jewish landscape in London.