

LETTER OF INTENT Strategic Partnership Agreement

This Letter of Intent (hereafter “Lol”) dated 08/09/2022 is made between:

Waltham International College
of
Glebe House, Vicarage Drive Barking, England IG11 7NR
(hereafter “WIC”)

and

Anglo Asiatic Arts & Heritage Alliance
of
15D Chalk Court, Jetty Walk, Grays, Essex RM17 6PQ (hereafter “AAAHA”).

1. Purpose

The purpose of this Lol is to outline how AAAHA will provide management services for Thameside Theatre as an independent producer on behalf of WIC.

- This Lol is not legally binding, except as specifically set out below.
- This Lol can be amended only in writing and subject to agreement by both WIC and AAAHA.

2. Scope

The scope of this Lol covers any arts, cultural and academic events that would be programmed in the Theatre. This will cover all aspects of performance, workshops, film screenings and talks.

3. Expectations and Benefits

Under the terms of this Lol AAAHA will aim, within the scope of this agreement, to:

- Create an arts, culture and heritage strategy for events that entertain audiences and activities that include participants
- Identify synergies between AAAHA, the Museum and Library to develop and deliver partnership events where they relate to arts, cultural and heritage
- Create opportunities for future joint or allied funding of such activities
- Support working with local, national and international groups, organisations and other stakeholders where appropriate
- Identify and measure the impact arising from these activities and alter or develop actions in response to this

4. The Working Relationship with Partners

Activities may include, but are not limited to:

- sharing and development of relevant strategies
- mapping connections and priorities
- signposting to cultural productions, expertise and identification of leading groups in areas of interest
- events include performances, film screenings, talent contests, showcases, workshops and conferences
- cultural and academic exchanges
- evaluating the benefit of collaboration
- introductions to third parties that can assist in defining and scoping areas of interest

5. Management of the Partnership

The partnership will be managed through the AAAHA Board of Directors through the Creative Director and WIC. They will review any collaborative activities and agree new activities based on the alignment of strategy and objectives, levels of engagement and commitment between the Parties, communications and forthcoming opportunities.

6. Intellectual Property and Data

As part of any collaboration, intellectual property will be handled on a case-by-case basis. Intellectual Property will remain the property of the organisation which owns it, though licensing arrangements may be entered into as part of any project or programme

Whilst retaining an open data policy enabling free access to all data generated as part of the requirements of any required funding conditions, there are instances where data products are generated, where significant added value may have been invested in developing the initial data, or where proprietary models are used or data belonging to other providers is incorporated into a product or service. In these, or related instances, license agreements will be developed with the aim of minimising the costs or complications arising.

7. Brand Protection

This paragraph is legally binding. WIC and AAAHA require that any Lol should protect both brands and their use either separately or in partnership.

8. Commencement, duration and termination

The effective commencement date of this working relationship will be the date of the signing of this MoU and the working relationship shall remain in force for the foreseeable future.

The working relationship can be terminated at any time by any Party following a consultation period of 30 (thirty) calendar days or such period as agreed otherwise between the parties and thereafter giving 30 (thirty) calendar days written notice of termination to the other Party.

9. Points of contact

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AAAHA
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Attn: Hi Ching
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Email: info.aaaha@gmail.com

10. Signatures

Signed for and on behalf of WIC by:



Name Imran Pirzada

Title Assistant Principal

Date 08/09/2022

Signed for and on behalf of AAAHA by:



Name Hi Ching

Title Creative Director

Date 08/09/2022