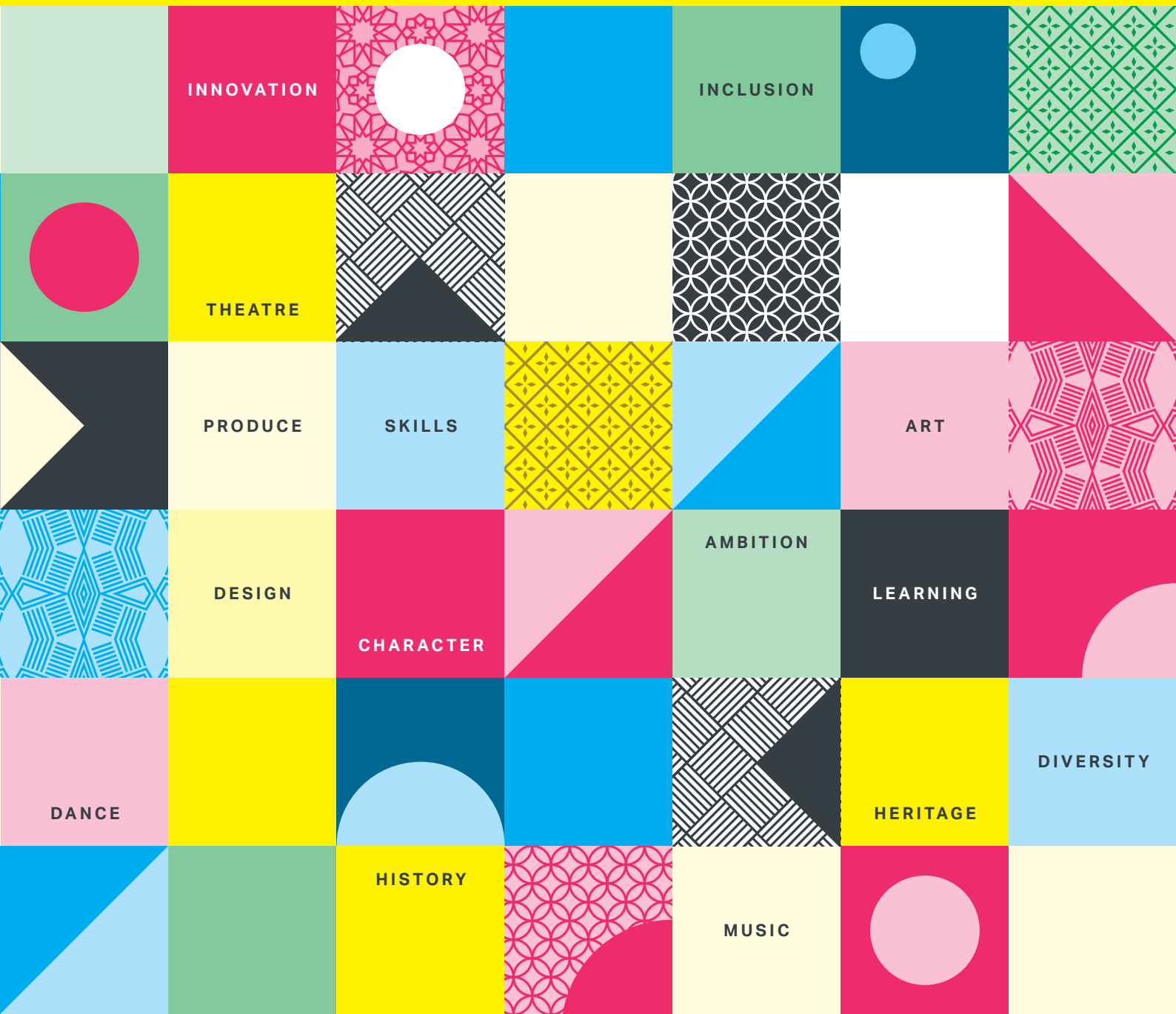
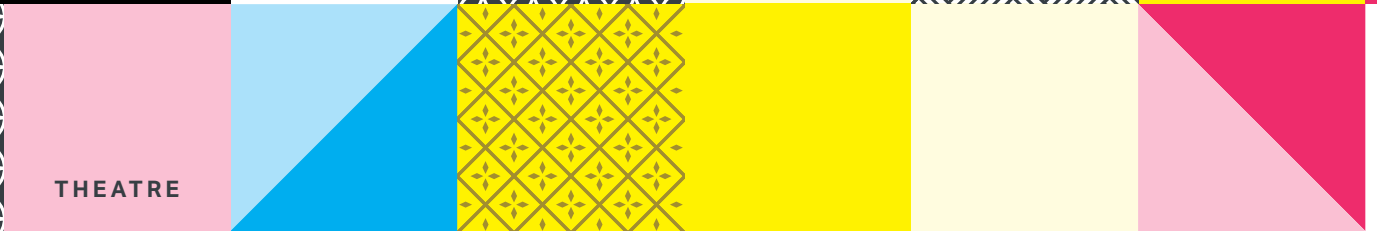
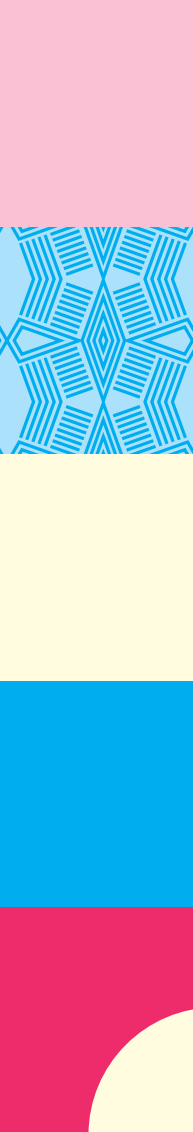
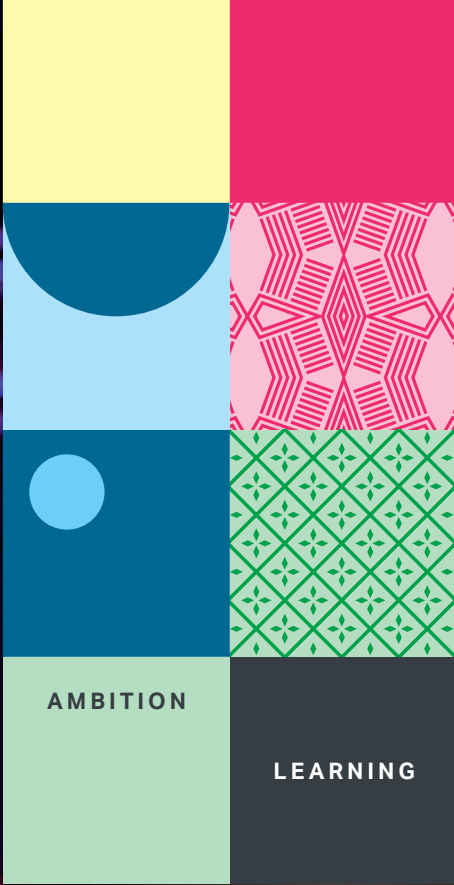


MAYOR OF LONDON

London Borough of Culture

The story so far





AMBITION

LEARNING

CHARACTER

ART

SKILLS

HERITAGE

DANCE

THEATRE

The Mayor, Sadiq Khan, launched London Borough of Culture in 2017, to bring Londoners together and put culture at the heart of local communities, where it belongs. The aim has been to shine a light on the character and diversity of London's boroughs and bring culture to everyone, so that all Londoners have the chance to be part of something extraordinary.

We want to
tell you how
it's going



"Culture has the power to transform communities and to bring people closer together. Now, more than ever, there is a pressing need to reach out to our neighbours and celebrate London's unique and diverse culture. London Borough of Culture is a great way to do just that whilst showing the world that our cultural gems extend way beyond the centre of the capital to all corners of the city."

Sadiq Khan, Mayor of London

© GLA – Mayor Sadiq Khan and Deputy Mayor Justine Simons
with performers of RISE, Brent 2020 opening show, January 2020

Background

London boroughs submit bids to receive more than £1.35m in funding to create a year-long programme of activities that celebrates the unique character of local people and places. There have been two rounds of London Borough of Culture so far.

In 2019, Waltham Forest was the first ever London Borough of Culture, and in 2020, Brent took the title. Announced at the same time were six Cultural Impact Awards, which received over £1m in funding for transformative projects in the boroughs of Barking & Dagenham, Camden, Kingston, Lambeth, Lewisham and Merton.

Lewisham is the London Borough of Culture for 2022, Croydon takes the title in 2023, and Hammersmith and Fulham, Haringey and Sutton have Cultural Impact Award projects taking place in 2022 – 2024.

London Borough of Culture is a Mayor of London initiative, which has received additional funding and support from City Bridge Trust – the City of London Corporation's charity, Paul Hamlyn Foundation, Arts Council England, National Lottery Heritage Fund and Airbnb.



London Borough of Culture has leveraged more than £16.8million from over 20 funders, supported by a strategic partners board that includes City Bridge Trust, Arts Council England, Paul Hamlyn Foundation, National Lottery Heritage Fund, Historic England, The Linbury Trust, City of London Corporation, Libraries Connected and London Councils.

Created opportunities for the artistic community, including creative freelancers and grassroots organisations that have been hard hit during the pandemic

2000+
artistic partners across London

Liberty

the Mayor's festival celebrating D/deaf, disabled and neurodiverse artists, embedded into the programme

Created and promoted opportunities to establish and sustain a creative career

600+
development, employment and leadership opportunities for young people

Supported the development of outstanding creative work for people often in areas where cultural participation is low

12
boroughs benefited

The impact so far...

...LED by LOCAL PEOPLE

It has supported work designed and led by local people, empowering communities and contributing to the increased health and wellbeing of residents. And much more – here are some examples of what London Borough of Culture has achieved.

Boosted the local economy

+£4.1m

was spent by audiences over the ten major events in Waltham Forest in 2019 with 83% of attendees spending money locally. 70% of local creative businesses reported increased revenue

Increased access to high quality culture and creative activities, with opportunities to develop skills and find jobs

208

schools involved

1,570

people signed up as volunteers

Raised the profile of the borough

308.7m

Reach across social media for Brent 2020, with 649 items of media coverage and an audience of 843,481 (209,338 live and 634,143 digital)

...EMPOWERING Communities
& INCREASING the HEALTH &
WELLBEING of RESIDENTS...



Waltham Forest 2019

With music festivals and garden parties, busking in shop windows and human libraries, London Borough of Culture 2019 was a celebration of the communities of Waltham Forest. From the spectacular opening show in Walthamstow to children singing opera in the treetops of Chingford, a reimaged tin toy factory in Leyton to some of the world's leading musicians playing in a circus top in Leytonstone, Waltham Forest 2019 brought culture to every corner of the borough.

Mayor of London Sadiq Khan with dance group Move17,
Waltham Forest London Borough of Culture 2019 © Matt Alexander

“Being the first ever London Borough of Culture was a watershed moment for Waltham Forest. It not only attracted 500,000 visits to experience incredible events across the borough but inspired an area with renewed confidence as a destination for visitors from across the capital and beyond. Having all of our schools involved also ensured that the impact of our year will be felt in the inspiration it gave for our young people to go onto careers in the arts and cultural industries.

The experience has created new relationships that are already bringing opportunities which will continue for generations to come, recognising the power of the arts to transform lives and bring people together. Soho Theatre is one such relationship. Together we are bringing an iconic building back from the grave and transforming it into a state-of-the-art theatre bringing a world-class comedy programme to our area of London, creating a Local Theatre with a National Profile.”

Cllr Grace Williams,
Leader of Waltham Forest Council

SOME LEGACY HIGHLIGHTS...

- Transformation of the Grade II* listed Granada cinema into a brand-new 950 seat arts venue and cultural hub operated by Soho Theatre.
- The redesign of Fellowship Square – a new public space with interactive fountains, free and low-cost events, art installations and performances all year round
- Growth of the Legends of the Forest volunteer scheme; with numbers tripling to 3000 and proving vital to the council’s COVID response
- Continuation of the Make it Happen community grants scheme with £100k funding for local artists and community groups



Brent 2020

The Brent 2020 programme was adapted to unite communities when they were unable to come together, delivered in collaboration with hundreds of volunteers, young ambassadors, teachers, artists, and community advisors. Grassroots creativity was at the heart of a year that included a digital music festival, a visual arts Biennial and a multi award-winning podcast series, all of which empowered young people and invested in local artists to support the cultural eco-system of the borough.

© Deputy Mayor for
Culture and Creative
Industries Justine
Simons OBE with
Councillor Muhammed
Butt, Leader of Brent
Council with Rasheen
Araeen's Zero to Infinity
at The Library
at Willesden Green

“We built Brent 2020, the London Borough of Cultures, with our community. They came with the ideas, the people, the stories and the histories. There’s tremendous momentum and a buzz throughout our communities that we’ve fuelled with investment and new programmes to advance a new generation of creative icons. I’m thrilled that we’re already cementing the legacy of our year.”

Councillor Muhammed Butt,
Leader of Brent Council

SOME LEGACY HIGHLIGHTS...

- Establishment of a new Local Cultural Education Partnership, ensuring every child in Brent has access to creative opportunities and pathways into the creative industries
- Building a pipeline of free space, meanwhile and permanent, for arts and culture across the council’s building programme, which started with Metroland Studios in Kilburn with fourteen studios made available for artist residencies
- Metroland Cultures, who, with a £1m investment from the council, will build on the success of the public art programme, the Brent Biennial and deliver a music biennial alongside it, as well as projects and career development for local artists and young people.
- Development of the Artist Network, a group of more than 400 local creatives

Cultural Impact Awards

With funding ranging from £40,000 to £233,700, the six projects that received Cultural Impact Awards in 2018 (round one) have demonstrated how cultural activity is a key mechanism for change, and have involved:

83,000

people as audience members



84

schools



5,754

people as active participants



420+

artists who partnered with cultural organisations





Barking and Dagenham

New Town Culture in the London Borough of Barking and Dagenham continues to build connections between art, culture and frontline social care services. It is supporting artists, social care staff and carers to work together to transform care services and unlock culture.

162 social workers, 398 looked after young people and 814 adult social care users were involved in a series of projects and commissions with artists and communities, including a new series of art works in partnership with the Serpentine Galleries, council services and community organisations.

The project secured a further £1m funding from the Mayor's Young Londoners Fund to develop a pioneering new vision for creative social work.

This work is ongoing, with more research, exhibitions, publications, tools and resources including a Creative Social Work course for social workers, from Goldsmiths, University of London. All this along with residencies, workshops and training to bring together creative and social practitioners in their work and enable a creative attitude in policy and practice.

Rebecca Davies project with foster families.
© Jimmy Lee and London Borough of Barking & Dagenham



Camden

Camden Alive captured the sights, sounds and spirit of Camden through music, dance, food, fashion, jewellery making, filmmaking, theatre, exhibitions, public and visual art. The resulting artworks and stories are showcased on the streets of Camden through augmented reality in the Camden People's Museum app.

The team built strong relationships across the council during this 18-month project, collaborating with 13 council departments. 111 artists were commissioned to work with multiple communities, 1071 residents participated in the project through artist

workshops and over 54,000 people attended 494 exhibition days and 17 live events in 30 locations in the borough. Camden Alive is still working with many of these residents and communities.

The project led to the development of the Cultural Camden partnership with a mission for every resident to have access to, and participate in, cultural activities. All the deep community and sector engagement is now informing the borough's work on diversity in the public realm.

Kingston

CirKT created a live music circuit connecting venues, artists and promoters, building on the area's rich music heritage.

Highlights included a three-month professional development programme for 47 emerging artists and business support for 10 local grassroots venues. The project culminated in a nine-day live music festival, with 15 events providing 30 performance platforms for artists and Kingston's first music industry conference.

CirKT helped colleagues in planning develop a deeper understanding of the complex issues faced by the borough's cultural sector, aiding positive policy shifts and bringing wider cultural and place-making aspirations closer together.

© Night Czar Amy Lamé with Graver Ekow
at launch of CiRKT at Fighting Cocks in Kingston





Lambeth

ELEVATE is Lambeth's mission to support diverse talent and make sure that the boroughs leading creative and digital industries are a place where everyone can thrive.

It brought together 26 partners, engaged 82 schools and 859 active participants to deliver projects including a radical careers fair designed by young people for young people, work placements in seven creative organisations, a youth stage at Lambeth Country Show, five girls' clubs in secondary schools and an incubator lab for artists and filmmakers.

programming workshop at Lambeth Town Hall,
Tripod co-working space © Coco Shaw

ELEVATE led to the development of a Local Cultural Education Partnership and two new posts in the council to help lead the next stage of the project, including ELEVATE Neighbourhoods; which funded seven local organisations to run projects with 250 young people (Sep 2020-Aug 2021).

From April 2022, ELEVATE Careers brought forward paid development opportunities for 16–30-year-olds and engaged employers interested in diversifying their workforce and experiencing the value of a hyper-creative generation.

ELEVATE continues to back pioneering projects, to discover, nurture and promote creative talent.

Lewisham

Age Against the Machine was a ground-breaking and radical arts festival, with a mission to open up the subject of ageing in our society.

Over three weeks, 275 events by 163 partners and involving 1851 participants took place in theatres, community halls, markets, libraries, care homes, shops and parks attended by 15,398 audience members and supported by 276 volunteers. The centrepiece was a critically acclaimed immersive theatre show called *The Home* devised by Christopher Green. An international

symposium, that shared best practice of cultural initiatives from London, Manchester and Tokyo that support agency and active participation as we age, was attended by over 200 people from across the UK.

Lewisham built on the success of this fantastic project to bid for its round two title award to become London Borough of Culture for 2022.

The Home by Christopher Green © Sorcha Bridge





Merton

Film Merton curated activities aimed at engaging and empowering local communities, promoting film making and profiling Augmented Reality and Virtual Reality technology as emerging creative fields.

Over the course of the project, 99 films were screened for free in public venues including a barber shop, youth centre and a car park. Merton itself starred in four short films, specially funded to showcase the talents of local emerging, as well as more established directors: Rosie Gaunt-Mathieson, Peter Lee Scott, Matvi Khosho and Charlie Strank.

Peter Lee Scott's film 'His Name was Gerry' went on to win Best Director Award at the British Independent Film Festival 2020, and Rosie Gaunt-Mathieson's 'Just Delivered' won Best Romantic Comedy at the Top Shorts Film Festival 2020.

Merton established a Merton Cultural Advisory Board to lead the project, bringing together creative businesses in the area for the first time.

Director Rosie Gaunt Mathieson with actor Daniel Braimah on the set of Just Delivered, winner of Best Romantic Comedy at the Top Shorts Film Festival 2020 © Adiam Yemane

“Strategically within boroughs the Cultural Impact Award projects are catalysing a step change and unlocking opportunities for culture and creativity to flourish. The projects are demonstrating and evidencing the value of culture to communities.”

The Audience Agency,
evaluation report 2021



London Borough of Culture will continue to engage Londoners in cultural and creative programmes on their doorstep. These will have a range of strong social impacts for residents including jobs, skills, health and wellbeing. The programme will also continue to support the creation of exciting, ambitious art, providing opportunities for the cultural sector and supporting the Mayor’s recovery ambitions for London.

Lewisham is the current London Borough of Culture for 2022; we are halfway through their brilliantly bold, inclusive and celebratory year. Check out wearelewisham.com for what’s on – don’t miss it! And look out for more on Croydon 2023 coming soon.

Hear directly from some of the people involved at:

london.gov.uk/boroughofculture

Zerritha Brown, Brent Legacy Manager
(Image credit: Postcode Films)





"Culture is in our DNA. It's on every doorstep and around every corner, and we wanted London Borough of Culture to celebrate this. We wanted to give grassroots creativity the chance to shine and show how culture can inspire and unleash the potential of young Londoners – and that's exactly what happened."

Justine Simons OBE,
Deputy Mayor for Culture
and Creative Industries

Copyright

Greater London Authority
May 2022

Published by
Greater London Authority
City Hall,
Kamal Chunchie Way,
London, E16 1ZE
london.gov.uk

Enquiries: 020 7983 4000
Minicom: 020 7983 4458

Photographs:

© Greater London Authority

Copies of this report are
available from:
london.gov.uk/boroughofculture

Inside front cover images:

Top left: Africa Express The Circus: Waltham Forest 2019
(image – Brendan Bell)

Bottom left: Brent 2020 presents No Bass Like Home Online
Festival: The Cimarons

Bottom middle: Nest by Marshmallow Laser Feast with
Erland Cooper; Welcome to the Forest, 11-13 January 2019
(Image credit: Andrew Baker)

Bottom right: RISE – an outdoor performance to celebrate the
launch of Brent's year as London Borough of Culture 2020
hosted by Wembley Park, Sat 18 Jan 2020

Top right: Kamiah, Nuradean and Santos, VENT.
Brent 2020, London Borough of Culture

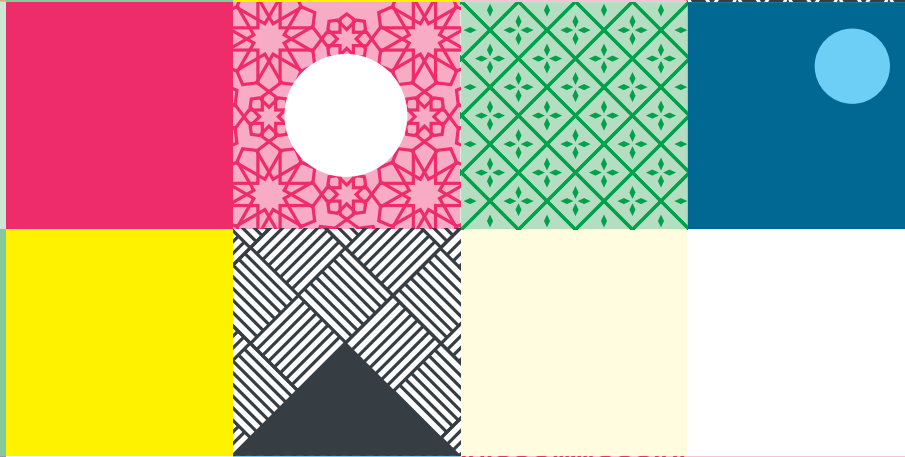
Inside back cover images:

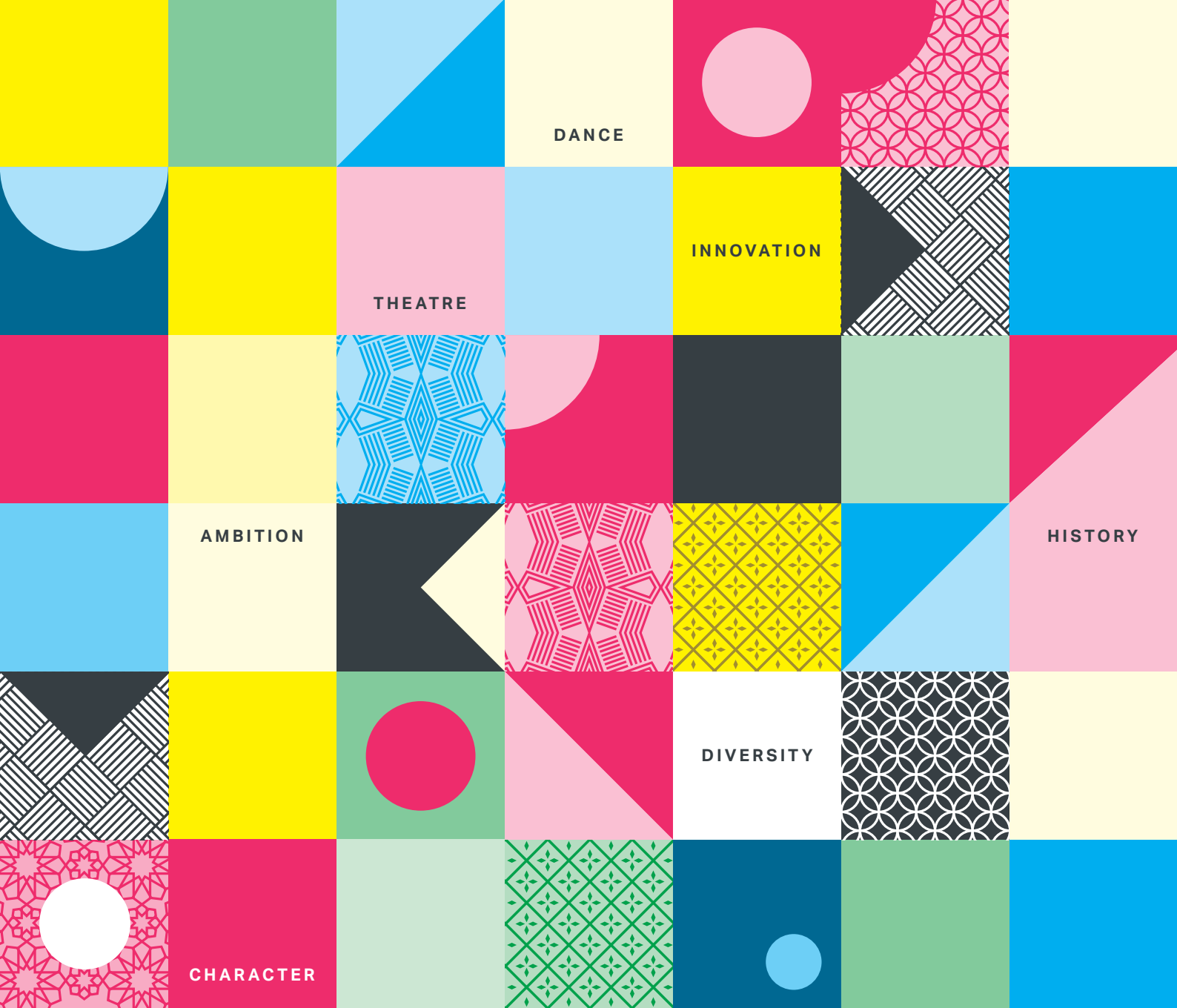
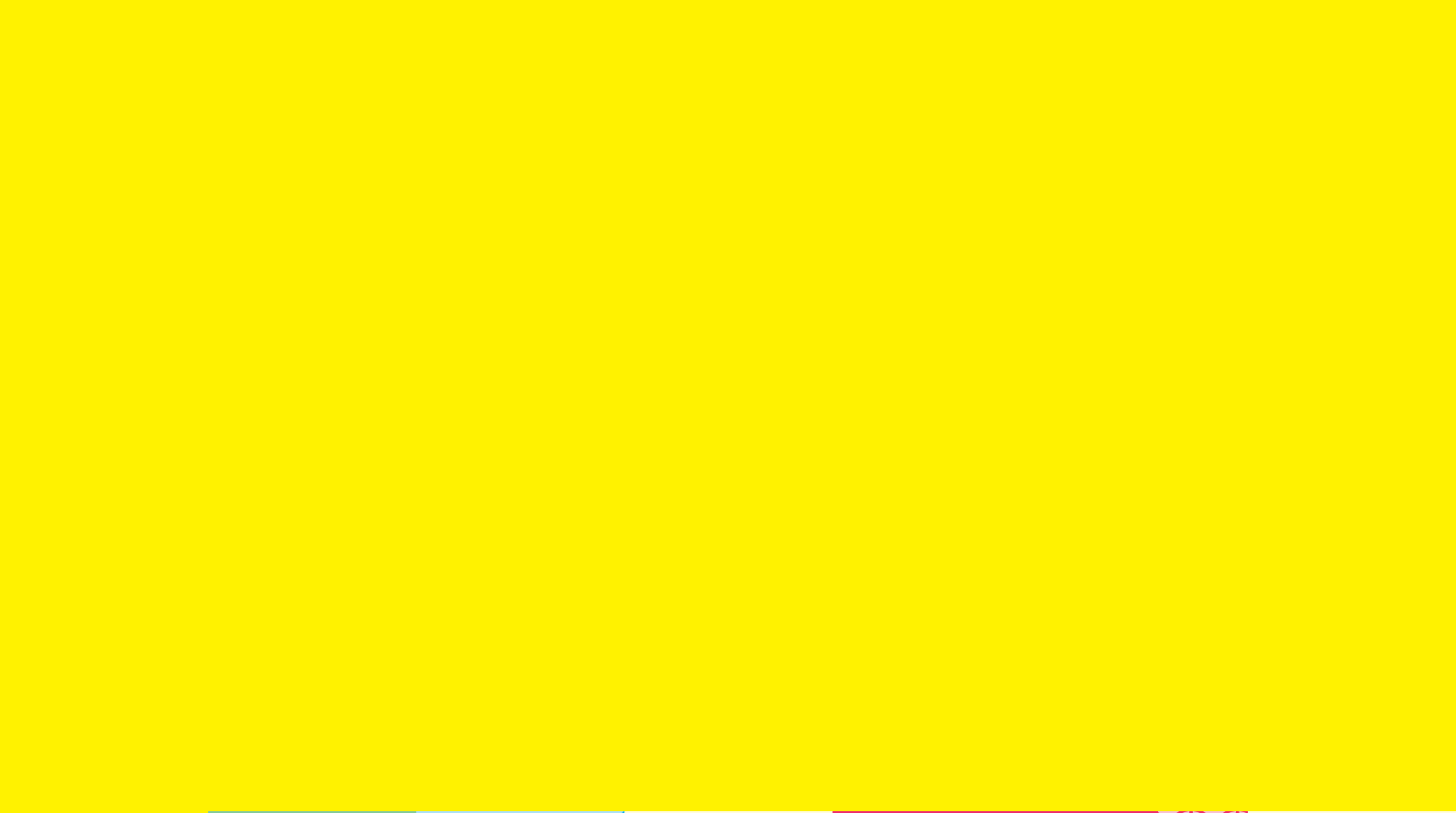
Top left: Ruth Beale, Library as Memorial. Brent Biennial. Brent
2020, London Borough of Cultures (Image: Hydar Dewachi)

Bottom left: Art Night, 6 June: Waltham Forest 2019
(image: Matt Rowe)

Bottom right: Mahogany Carnival Design, Brent 2020

Top right: Duckie Loves Fanny, Waltham Forest 2019
(Photo Ellie Kurttz)





DANCE

THEATRE

INNOVATION

AMBITION

HISTORY

DIVERSITY

CHARACTER