

Brent Arts and Festival Strategy 2011-2015

It's yours... Join in

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APPENDIX 1: POLICY CONTEXT FOR THE CULTURAL STRATEGY

Foreword

Brent Council is committed to the development and encouragement of a broad range of cultural activities that help to bring communities together and showcase the borough at its very best.

We know that access to cultural activities contributes to a safe, healthy and cohesive community. This is why we have supported and promoted a wide range of activities in the borough for a great many years, from reading groups for young children, to displays in our parks and parades on our streets.

We have also worked very successfully with key partners to ensure that local people can enjoy the world class cultural opportunities that are right on our doorstep – Wembley Stadium and Arena, the Swaminarayan Temple and The Tricycle Theatre.

Brent local communities have also organised many hundreds of celebratory events both in conjunction with the council and under their own steam - Making Brent not only the most diverse borough in the country but one of the most cultural active.

The council has an important leadership role in helping to ensure that local communities can benefit from cultural events and activities by celebrating the things they value, learning about other cultures and simply having fun.

We want Brent's cultural events to reflect people's sense of pride, identity and connectedness. This Arts and Festivals strategy supports that aim. We want to encourage greater community ownership and delivery of cultural activities in Brent. We hope all our partners will continue to work with us to deliver a programme we can all be proud of.

Cllr Ann John
Leader of Brent Council
Lead member for Corporate Strategy and Policy Coordination

Vision

Brent Council, its partners and communities will together deliver an annual programme of innovative and exciting cultural events that bring communities together to celebrate Brent's cultural diversity and enrich the lives of local people.

Background

Brent Council is committed to encouraging the development of cultural activities within the borough. Over many years the council has delivered a broad arts and festivals programme catering for a range of different communities.

The Arts and Festivals programme delivered by the council up until 2010/2011 had endured over several decades and was no longer reflective of all of the many diverse communities the council now serves. This coupled with the new financial constraints facing the council prompted a re-think on how cultural activities should be provided in the borough.

The council has less money to deliver all of its services and this inevitably means there needs to be a reduction in the money directly spent by the council on Arts and Festivals.

The council launched a consultation with local people about its provision of Arts and Festivals activities on 7 March 2011. Feedback indicated that people felt that what the council provided should be more equitable. There was also a desire to have fewer specific faith-based events and more wholly inclusive activities.

The feedback from this consultation was considered along with other consultation and evaluation to help shape this strategy.

Over the last ten years many of Brent's local community groups have developed and staged their own events across the borough, some independently but many with advice and support from the council. Given this community desire to celebrate specific events in the faith or cultural calendar, and the current financial climate, the council is now shifting its emphasis to focus on directly delivering a small programme of core events that are wholly inclusive. It will also work in partnership with local groups to help them develop a richly diverse calendar of events that are community-led.

Introduction

Brent Council's Arts and Festival Strategy has been developed to reflect and support the key principles of Brent's Cultural, Sport and Learning Forum.

The Cultural Forum adopted eight key principles to guide its work based on these eight principles:

- Enhancing cultural vibrancy – Brent's infrastructure
- Supporting the cultural economy – arts, culture and creative industries
- Raising the profile of culture – promotion
- Encouraging young people to take part – participation and engagement
- Developing public space – design and animation
- Making the most of London 2012 and other major events – place making
- Increasing participation – access
- Promoting health and well-being – use of parks and open spaces

To develop and support a range of cultural opportunities that are engaging, accessible and enriching for all local communities.

Arts Vision and Principles

Brent Council recognises the life enhancing quality of the arts and their significance for both individual and community development. The council aims to host, nurture and embrace an accessible, balanced and multi-faceted range of arts activities across the Borough which are vital, relevant, innovative, educational, entertaining and enterprising.

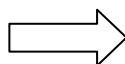
The council’s vision for the future of Arts provision in Brent aims to develop a range of cultural opportunities that are engaging, accessible and enriching for all local communities.

| Arts Vision, principles | Arts Goals |
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| <p>Promoting the cultural and creative economy</p> <p>Brent has a complex and varied creative economy, from the biggest television studios in Europe to the many individual artists, musicians and performers. Promoting the creative economy and economic opportunities for all residents will make Brent a better place to live. The team will focus on ways to improve the opportunities for cultural and creative entrepreneurs, including promotion of events and facilities, and improving visible cultural leadership.</p> | <ol style="list-style-type: none"> 1. Develop and implement a marketing strategy that undertakes to consistently and accurately promote the cultural offer in Brent encompassing both digital and more traditional print mediums to ensure widest possible take up of offer. 2. Further develop the original Brent Bounce capacity building programme to ensure ongoing access to a programme of business development and skills training sessions, provide advice for the creative sector in Brent, ensuring they have the requisite skills to sustain a creative business over a long period. 3. Work with Brent’s Employer Partnership and other bodies to ensure ongoing support, inclusion and involvement by and with the creative sector in Brent. 4. Develop and implement a simple and transparent method for engaging with creative businesses across the borough and communicating to them opportunities to engage in council wide opportunities and events. 5. Champion cultural leadership through mentoring and other training/developmental opportunities as they arise 6. Attract diverse and high quality artistic activity to the borough both to be enjoyed and learned from. 7. Undertake a detailed mapping exercise to ensure clear understanding of the current local creative economy taking place within Brent. 8. Champion Brent (and specifically Wembley and South Kilburn) as new creative districts. 9. Work with a range of partners to exploit potential opportunities for using disused buildings or other vacant spaces for use by creative sector. |

Arts Vision, principles

Supporting the regeneration and infrastructure investments underway

The council is undertaking various major regeneration programmes. The next three years is planned to include major new cultural centre in Willesden Green, a redeveloped museum and the large scale redevelopment of Wembley, including a new Civic Centre. The Arts Development Team is integral to this process, promoting development which will foster creativity and participation.



Arts Goals

1. Ensure the arts team is part of the process and sitting around the table of key regeneration discussions to ensure appropriate and opportunistic input
2. Undertake a mapping exercise of all infrastructure needs for Brent to ensure each new development helps plug the identified gaps.
3. Develop local, regional and national partnerships across arts and cultural organisations to ensure correct positioning of Brent to take advantage of cross-sectional developments and opportunities.
4. Identify funding pots applicable to arts/cultural promotion/delivery specifically that can be used to leverage further funding (or provide match funding) across the wider regeneration agenda.
5. Increase the number of accessible and affordable arts venues (performance/rehearsal/creation spaces) in the borough by exploring potential 'meanwhile' uses in vacant building and lands across the borough.

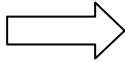
The 2012 Olympic and Paralympic Games

For the first year and a half of this strategy, the dominant cultural event will be the Games. Brent is proud to be an Olympic borough, hosting five major sports in the Stadium and Arena. Alongside our important sports participation programme, and the operational work of managing the events, we are already promoting arts events that reflect London's love of sport and Brent's network of connections all around the world.



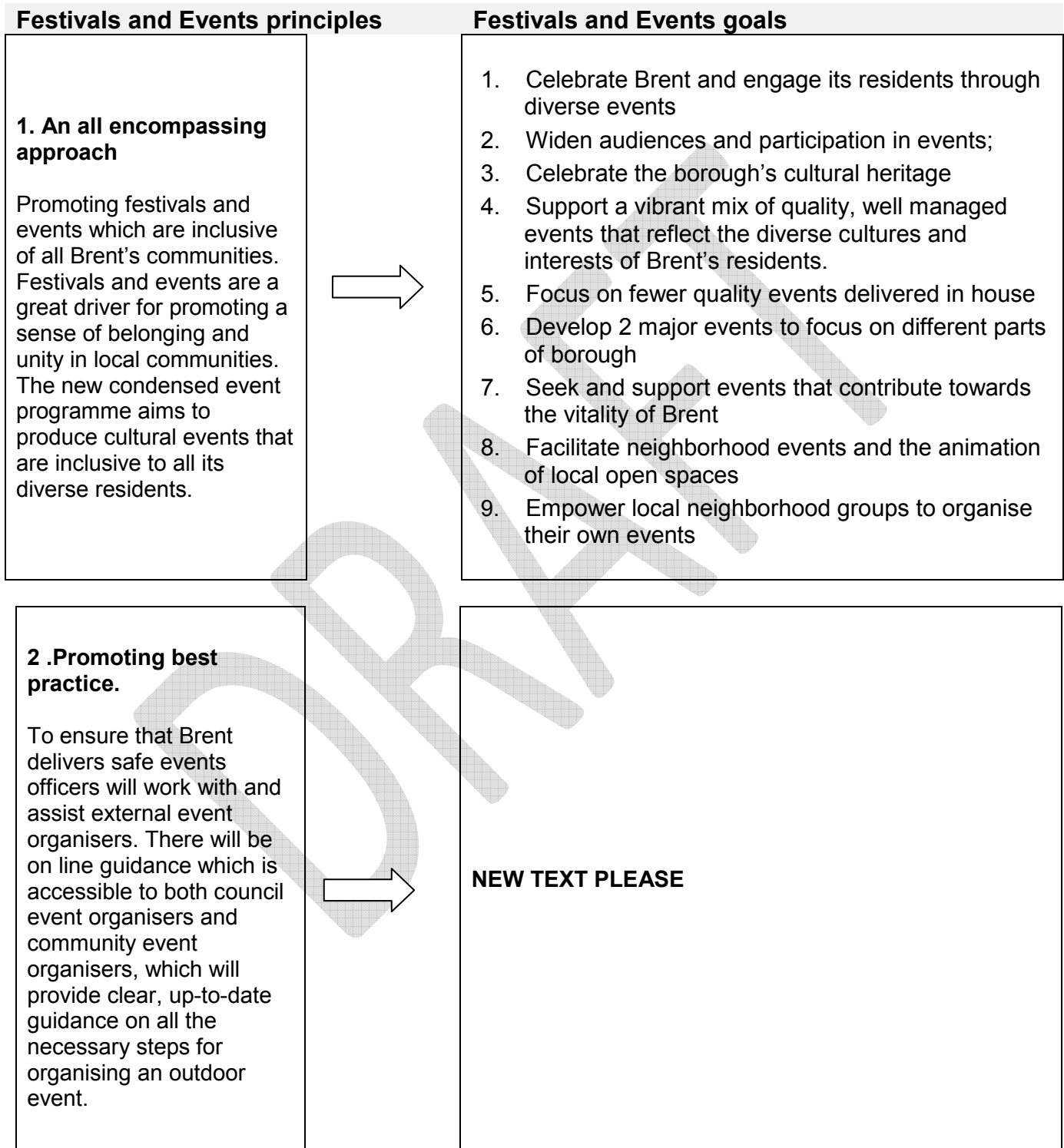
1. Work strategically across council departments to ensure all opportunities to showcase local talent in the lead up to and during games time is taken advantage of i/e offer local talent to corporate events booked in our parks
2. Champion Brent local talent and businesses to Olympic bodies (LOCOG/GLA/LDA etc)
3. Update contact database of all Brent arts and cultural organisations to ensure most up to date information is available should opportunities arise to showcase local skills and talent at short notice.
4. Develop key communications vehicle (could be a web page or 2012 e-bulletin) to ensure all opportunities to engage in 2012 related activity in Brent are made known to interested parties.
5. Facilitate temporary (or meanwhile) use of both virtual and physical performance space around Games time to ensure local talent is showcased to visitors.

| Arts Vision, principles | Arts Goals |
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| <p>Commissioning and promoting art</p> <p>The council is a significant patron of the arts through the commissioning of works in new building developments (often called Section 106 funding). This is key to promoting Brent as a vibrant cultural centre and enhancing the environment for everyone. Given the scale of developments, especially at Wembley, we will be keen to see more performance work as well, animating our public spaces and inspiring people to see their borough in new ways.</p> | <ol style="list-style-type: none">1. Develop and implement a council wide standard template for the commissioning of any and all public art across the borough, focusing on common key assessment criteria which align with the council's wider priorities and agendas.2. Develop and implement a council wide tender and selection process for the commissioning of public artwork.3. Build up a database of communication channels for above to be announced that incorporates local artists/networks as well as those further afield.4. Develop a capacity building programme whereby local artists who are keen to tender for said commissions understand and are skilled up to better understand how to tender successfully for said commissions.5. Update Brent's public art trail (online map)6. Develop new methods of communicating arts practice in the borough including open studios and other similar schemes.7. Develop an Arts Ambassadors programme within the council to champion the arts and the way creativity can be used to address other council priorities.8. Provide and promote a range of accessible opportunities for direct participation in the arts by Brent's residents. |



Festivals and events vision and principles

Brent Council recognises that access to cultural activities contributes to a safe, health and cohesive community. The council aims to work in partnership to develop and support a range of cultural opportunities that are engaging, accessible and enriching for all local communities.

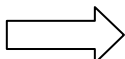


Festivals and Events Visions

Festivals and Events Goals

3. Events that act as a community showcase.

Promoting events that create vibrant public spaces which attract visitors to the borough. Events create opportunities that showcase areas that are not typically tourist attractions, thus attracting visitors to the borough. Participation in events can broaden horizons, realise aspirations, improve education attainment and contribute to health through feelings of self-worth and well-being.



1. Improve and extend the use of Council media and other communication and tourist channels, including digital, to promote Borough events and venues.
2. Facilitate and promote neighbourhood events and the animation of local open spaces;
3. Ensure the sustainable use of parks, open spaces and indoor venues for events;
4. The Council will work with Friends Groups and other local stakeholders to stage events in the borough;
5. Advise and work with arts and community groups to ensure longer lasting benefits from events;
6. Provide enjoyment, learning and value for local residents and visitors through events.

4. Promoting a business development approach.

Securing additional funding and sponsorship. With a new programme there is an opportunity to create a business plan for festivals and events with the aim to increase earnings from sponsorship to support limited budgets.



1. Improve coordination of the council's event assets: venues, parks, public spaces, roundabouts, advertising;
2. Ensure the sustainable use of Brent's parks, open spaces and indoor venues for events;
3. Promote the use of Borough venues for events to maximize income potential;
4. Work with funding agencies and businesses to maximize support for events across the borough;
5. Work collaboratively with cultural organisations, venues, hotels and attractions to offer a Brent package to attract more visitors to the borough;
6. Review events funding processes to ensure they provide maximum opportunity and incentive to attract new funding support and appropriate levels of recognition for Council's contribution.

Cultural activities will be part of the fabric of everyday life....

Monitoring and Review

This Arts and Festival Strategy has been produced by the Brent Council to ensure Arts and Festivals activities and opportunities are planned and developed in an agreed and co-ordinated way within Brent. The strategy clearly recognises the range of organisations and agencies involved in delivering a wide cultural offer in Brent, the role they will play in delivering this strategy and the benefits of working together to do this. The Strategy has highlighted the contribution that Arts and Festivals can play in Brent in terms of improving health, creating safe places, tackling worklessness and increasing community cohesion.

Brent Council will oversee the delivery of the actions and will review the strategy, comparing achievements against the key actions, taking account of changing circumstances and new opportunities, thereby allowing all partners to forward plan and identify resources with which to deliver key actions.

Improvement in participation rates as measured through the national indicators will allow us to determine whether the vision is being met. A comprehensive review of the strategy will take place in 2014 to allow sufficient time for a subsequent strategy to be produced.

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APPENDIX 1: POLICY CONTEXT FOR THE CULTURAL STRATEGY

Local

Brent' new **Corporate Strategy** One Borough, One Community, One Council sets out an ambitious vision for Brent:'

- Creating a sustainable built environment that drives economic regeneration and reduces poverty, inequality and exclusion
- Providing excellent public services which enable people to achieve their full potential, promote community cohesion, and improve our quality of life
- Improving services for residents by working with our partners to deliver local priorities more effectively and achieve greater value for money from public resources.

Brent Culture, Sport and Learning Forum, comprising partners from local businesses and arts as well as sports and learning providers, produced a five year over-arching **Cultural Strategy** which was adopted by the Council in 2010. It offers eight key principles:

- Enhancing cultural vibrancy – Brent's infrastructure
- Increasing participation – access
- Raising the profile of culture – promotion
- Encouraging young people to take part – participation and engagement
- Developing public space – design and animation
- Making the most of London 2012 and other major events – place making
- Supporting the cultural economy – arts, culture and creative industries

The **Local Development Framework** focus will be on five key growth areas: Wembley, Alperton, South Kilburn, Church End, Burnt Oak and Colindale. It will see growth of 45000 new homes. A cornerstone of the Strategy is the creation of a new Civic Centre within the Wembley Regeneration area. The Council will be demonstrating its commitment thereby to both offer accessible community services and "much needed space for arts and cultural events".

Regional

The **Mayor of London's** strategy **Cultural Metropolis** sets out the Mayor's commitment to support the cultural and creative business sectors and highlights their role in regeneration and employment. The strategy links the physical environment to the cultural offer through good urban design, to 'revitalised' public space through high-quality public art and announces a strong intention to "widen access to the arts from London's outer boroughs". In terms of London 2012 the **Greater London Authority** (GLA) is supportive of plans to develop festivals, productions and exhibitions that will form the city's celebrations of the Olympics. While the resources available to the Mayor are limited the GLA has a key role on the direction of the arts in London through the influence that can be exerted on Arts Council England, London. The GLA may also be in a position to benefit from a shift in Government thinking around the function and purposes of the London Development Agency which could impact on the development and support for the creative industries in London. The Events Strategy contributes to the priorities of:

- Maintain London's position as a world centre cultural excellence
- Support grassroots culture
- Create a lively public realm
- Increase access and participation

By using the Borough's cultural institutions when programming content for events, empowering neighbourhoods to run their own events and become involved in their local open spaces, grassroots culture can be supported and access and participation increased.

"We must continue to invest in creativity - this is not a time to be lowering ambitions" Boris Johnson, **Mayor of London**

The **London 2012 Olympic and Paralympic Games** is a huge sporting and cultural event. The four year Cultural Olympiad programme was launched in 2008 to celebrate the Games coming to London. The programme includes the opening and closing ceremonies, major cultural projects and Inspire Mark projects. Inspire Mark projects are UK wide, community projects and events that have been inspired by the Games. Each year in the run up to the Games, Open Weekend will take place.

Regionally the Events Strategy contributes to and supports the work of the **West London 2012 Partnership, WLA** and the **Western Wedge**.

National

The Department for Culture, Media and Sport (DCMS) has a Structural Reform Plan in line with Coalition Government agendas. Top priorities include the delivery of a safe and successful Olympic Games, support for the Big Society and reform of the National Lottery with 40 per cent of funding to be directed to the voluntary and community sector. It is currently undertaking a review of its network of public bodies to be delivered in the autumn with a view "to improving accountability, transparency and value for money".

Arts Council England (ACE) In 'Great Art for Everyone' ACE set out its view for the impact of the arts as: 'building people's capacity for understanding the world around them, enriching people's experience of life and offering an important emotional connection, creating links between different communities'.

As part of the Government's Comprehensive Spending Review, ACE's budget will be cut by 29.6 per cent. The arts landscape can be reshaped in line with the new strategic framework, and in full dialogue with arts organisations, artists and funding partners. Brent currently plays host to **5** RFOs.

The new **National Performance Framework** sets out the 198 national performance indicators for local government. Of the 198 indicators, the following relate to Arts and Festivals:

- NI10: Visits to museums and galleries
- NI 11: Engagement in the arts
- NI 6: Participation in regular volunteering
- NI 110: Young people's participation in positive activities
- NI 199: Children and young people's satisfaction with parks and play areas.