



**Community and Wellbeing Scrutiny  
Committee**

21 November 2018

**Report from the Strategic Director  
of Community Wellbeing**

**The London Borough of Culture 2020 programme**

<b>Wards Affected:</b>	All
<b>Key or Non-Key Decision:</b>	Non-key
<b>Open or Part/Fully Exempt:</b>	Open
<b>No. of Appendices:</b>	None
<b>Background Papers:</b>	None
<b>Contact Officer:</b>	Lois Stonock, Artistic Director, Tel: 020 8937 2571 <a href="mailto:Lois.Stonock@brent.gov.uk">Lois.Stonock@brent.gov.uk</a>

## **1.0 Purpose of the Report**

1.1 The purpose of this report is for members of the Community and Wellbeing Scrutiny Committee to understand the vision and strategic objectives for 2020; review how the programme will be implemented, and scrutinise what the effects of the London Borough of Culture programme will be during 2020 and in the long-term.

1.2 The programme is still in the development stages and so it is important to highlight that information contained within this report is subject to change.

## **2.0 Recommendation(s)**

2.1 Members of the Community and Wellbeing Scrutiny Committee are asked to note the contents of this report.

## **3.0 2020 programme**

### **3.1 Background**

3.1.1 The London Borough of Culture award is a new initiative by the Mayor of London Sadiq Khan to celebrate the wealth of creativity across every corner of London. Its aim is to put culture at the heart of communities and to shine a light on the character and diversity of London's boroughs and show culture is for everyone.

3.1.2 Brent are the winners of London Borough of Culture (LBOC) for 2020 and were applauded for putting young people at the centre.

## **3.2 Values and vision for LBOC 2020**

3.2.1 The LBOC 2020 project will explore London's longest-running demonstration of diversity and celebrate all that comes from it. We will explore the stories, art and emotions that hold life in Brent together. Working with Vice<sup>1</sup>, Zadie Smith and every school and library in the borough we will programme a cultural festival along major high roads and railways lines; compose an anthem for the borough; create a 'Museum of All Brent Life' and an exhibition of sound systems. Our bid has been guided by young people and our programme will give them real power to set a new direction for public investment in art and culture in the borough. The programme marks an inspiring commitment to put culture at the heart of everything we do.

3.2.2 We have developed three core outcomes that will support the changes we want to make.

### **3.2.3 Young people will be empowered to feel valued in our community.**

We want LBOC 2020 to give young people a real say in the decisions that affect them. Success in this regard means establishing useful tools and a sustainable cultural offer that ensure every child in our schools has access to culture in the borough and across London, and that enable young people to see how their voices have an impact on the places in which they live.

### **3.2.4 The arts will raise ambitions and inspire wonder to bring communities together in new ways.**

While we celebrate Brent as one of the most diverse boroughs in London, creating common space and a local identity can be a challenge. LBOC 2020 will enable us to bring people from all the communities in our borough together, creating roles for them as participants, audiences, collaborators and volunteers.

We will ensure this by committing to learning and evaluating all our processes and projects. We will also work across all council departments to ensure we attract and accommodate the UK's most exciting artists and creative practitioners. To ensure this happens we will develop a senior leadership

---

<sup>1</sup> Vice is a digital media and broadcasting company, particularly focused around youth and young-adult digital media.

working group whose remit will be to build arts and culture into every council department.

### **3.2.5 Brent will be a borough known for attracting fantastic arts and culture practitioners who will take up spaces and residencies.**

Brent is currently seen as a place people move away from if they want to work in the creative industries. We want to make a step change in the availability and use of public and community spaces in the borough and an active change in how we see arts and culture events – presenting them not as commercial opportunities but as a crucial part of the fabric of our society. We will do this by committing to making more space and support available to artists and creative industries in the run-up to and including 2020.

### **3.3 How commissioned events relate to aims, objectives and the overall vision**

- 3.3.1 We have commissioned events which are specifically for young people, for example the schools outreach programme, and are currently recruiting for a Young People’s Producer to manage the LBOC 2020 offer for children and young people. Their role will be to maximise opportunities for children and young people’s involvement across all areas of the programme. Additionally, the Young Ambassadors programme is an initiative which will seek to further ensure that young people benefit from LBOC 2020. It will be a youth leadership programme with an aim of supporting young people to gain skills, find pathways to employment and education and help shape LBOC 2020. These initiatives relate to our overall aim of making sure that young people have access to culture in the borough and they will empower young people to see how their voices can make an impact and equip them with the skills to make their voices heard.
- 3.3.2 Secondly, the events in the programme work towards creating a local identity in how each of them start from the borough, its people and its places. Each project will be anchored in a neighbourhood and will work with a specific audience to explore the past, present and future through their heritage and stories. Our ambition is to bring in partners who will work with the brilliant, authentic cultural output our communities already produce to develop their skills and ensure a legacy.
- 3.3.3. Finally, all of the events and initiatives in the LBOC 2020 programme seek to demonstrate the distinctive cultural character of Brent and will show what the borough has to offer. We have committed to making it easier for communities to access existing space in order to give Brent’s culture room to thrive but also to attract a new wave of individuals and organisations. Specifically, we will launch the Spacebook – an all-year-round online calendar listing affordable available spaces throughout the borough. Through a number of other LBOC 2020 events being held in the borough, we hope that visitors will see the potential that exists here and want to come back again and again.

### **3.4 How the programme is culturally ambitious, imaginative and locally recognisable**

3.4.1 We have developed seven projects for the LBOC 2020 programme. They will create moments of wonder, joy and celebration and all offer something different. The programme has been shaped to be culturally ambitious and imaginative and each of the projects described below evidence this.

3.4.2 **A mile-long street party:** The biggest public event of 2020 will see a mile of the Kilburn High Road shut down in a day long family friendly celebration of the migration of the borough.

Every day thousands of people pass through Brent to central London. In 2020 we want to celebrate this transient nature of our borough by inviting London to come and join us to celebrate the stories of people who have passed through, stopped and made our borough what it is today.

Among the many communities who have made Brent their home are the Irish, who followed the A5 from Holyhead all the way to Cricklewood and Kilburn. Brent was also the location of the Grunwick Strikes, in which Jayaben Desai began the process of securing migrant workers' rights in the UK. The street party will therefore see Kilburn High Road closed for one mile on 14th July (marking the Grunwick Strikes' last day), providing space for a street party with art commissions. Art Night will bring 12 newly commissioned artworks along the Jubilee Line night tube. We would like to work with Michael Clark to create a bespoke dance work for Kilburn High Road, and the Lexi Cinema will stage screenings at the Gaumont State Cinema (once Europe's biggest cinema) for the first time since 1976.

3.4.3 **An artwork in every library:** 10 artists will create new artworks in all 10 of Brent's libraries, developed with and in response to Brent's communities, stories and history.

Large parts of Brent are unknown to the rest of London and there are a limited number of places in the borough to go to find out about it. We want visitors to experience Brent as an open-air museum for the duration of 2020; at any time visitors should be able to have an inspiring experience of local art, architecture, design, history and life. Artist in residence, Verity Jane Keefe, will create a new body of work with local artists throughout 2020, archiving, working with and living through the Borough of Culture year. We propose reimagining Brent's 10 libraries as centres of a borough-wide museum, directing visitors to sites of local interest, art exhibitions and public art works. Volunteers and local societies will have an important role giving guided walks of local streets and places of interest.

3.4.4 **A celebration of reggae:** A year-long project which will explore Brent's reggae heritage and legacy culminating in a series of walks, talks and events in Harlesden in October 2020 and a new Reggae archive for the borough. Through this project we will explore the musical legacy of Brent in collaboration

with Federation of Reggae Music (Brent-based experts), Radio 1Xtra, V&A, Island Records and Trojan Records.

Economic migration to the UK in the 1950s had a huge impact on Brent. We want to tell this story through Brent's unique contribution to innovative urban music. At the heart of this will be a celebration of the musical legacy of the Windrush Generation and the musical ties between Brent and the Caribbean. Few people in London know that Brent was the home to Trojan Records, Bob Marley and Island Records. From Brent's perspective, what began in record shops in our borough, became roots, dub, lovers' rock, jungle, garage and grime. We will celebrate this with two programmes: first, through an affordable music festival for 12,500 people at Wembley Arena and second, through an exhibition partnership with the V&A exploring the design of the sound systems that are so important to reggae and dub music. This partnership is designed to encourage our residents to visit London's national institutions.

- 3.4.5 **A year-long project with VICE:** To work with VICE and local youth networks to develop a new community news platform for Brent.

We want to create a platform for young people to tell their stories through an ongoing partnership with Vice, which has a global audience of 540 million people. Vice will support young people to make documentaries, record podcasts and write features. They will be supported by mentors including Michael Crick and, we expect, Louis Theroux. With Vice, Brent Lives will reach truly enormous, international audiences. Their team of journalists, editors and film-makers will bring an unparalleled understanding of youth content and provide a range training opportunities throughout the programme.

- 3.4.6 **A policy and research project:** A policy and research project with the Young Brent Foundation and LSE Cities looking at the role of young people in urban development.

Youth culture relies on public space, but young people – in Brent and elsewhere – report they have too few places to go and things to do. Population growth and rapid development have created new rules that limit where young people can go. During our Borough of Culture year we will write, in partnership with London's private developers, Quintain, and the Young Brent Foundation, a charter for young people in public-private space. The charter will make recommendations for city developments that open up space for young people and support cultural infrastructure. We will also commission two artist interventions in private-public spaces that support young people's use of public space.

- 3.4.7 **An anthem for the borough:** In the year in which Brent is hosting the UEFA Euro 2020 Semi Final and Finals, we will work in partnership with Brent Music Service, a musician, lyricists, local young people, community music groups, footballers and the Football Association to write and perform a new anthem for Brent.

The London Borough of Culture designation will place Brent in the spotlight for the first time and it is likely that few people outside London will have heard of Brent. This project will play with this idea, commissioning an anthem for the borough that will be performed at the Euro 2020 football championships live for 90,000 people and a media audience of over 600 million. The song will be composed with local schools, choirs, musicians and performers, providing a way of exploring broader questions about what it means to belong to a place.

**3.4.8 An education programme:** To take arts and culture into every classroom in Brent.

Brent is a fascinating flow of global stories and epic journeys. This project will see a borough-wide programme of creative partnerships between schools, elders groups, artists and the Tricycle Theatre exploring people's journeys into the borough and connecting with the Brent diaspora globally. Classrooms will be visited by community members and artists to exchange stories, explore the history of the borough and create new work. They will also make digital connections between people across the globe and people from Brent. The partnerships will contribute to the creation of resources accessible to all schools in 2020 and beyond.

**3.5 How resources for LBOC 2020 will be allocated**

3.5.1 We have developed a balanced income generation model, which includes funding commitments from the Council's own budget, sponsorship, and generated income.

3.5.2 We will collaborate with each partner to bring additional value to the programme. For example, Art Night will fundraise for a further six works as part of Thoroughfair and Vice Lives will bring a potential audience of 540 million and a skilled team to tell our story on film and online.

3.5.3 We will build on existing initiatives to maximise local connections and resources, including developing a fringe programme. Our relationship with the FA during the football championships will allow us to reach global audiences and create other opportunities, including a culture programme around the Euros, a volunteering scheme for young people and marketing opportunities. The OPDC have been awarded a Great Places Grant; 2020 will be the final year of this, so we will partner with them to maximise audiences and investment. The London Mela takes place in the borough along with the Festival of Fire & Light, both of which will bring activity on which we can capitalise.

3.5.4 The budget is appropriate and viable. Each project has been costed in consultation with the project partner along with input from Associates, SSE Arena and Arts Trust Production and we have developed a 10% contingency against the programme.

**4.0 Participation**

**4.1 Estimates for projected audiences**

Below is a table which outlines the estimated outputs for each event which was submitted as part of the bid.

Project Activity	Outputs	Baseline (where available)	2019/2020	2020/2021	Total
Project 1: Thoroughfair	85,000 people visit the Art Night project and 100,000 people visit the daytime commissions	75,000		185,000	185,000
Project 2: Museum of all Brent Life	Audiences to visit the commissions at Brent Libraries	2,436,698		3,000,000	3,000,000
Project 3: No Bass Like Home	12,500 people to attend affordable music festival at SSE Arena Wembley, 50,000 people to watch a live broadcast of the event and 20,000 people to attend V&A exhibition			82,500	82,500
Project 4: Brent Lives	25 partners in Brent contribute to the production of 5 documentaries by young people looking at life in Brent and aired on ViceLand to an audience of 540 million				540,000,025
Project 5: Seen and Heard	300 young people participate in the programme	257		300	300
Project 6: The Anthem	Participation project with 1,000 students schools and choirs singing the song and anthem performed as part of the opening ceremonies of the 2020 Euro finals to a live audience of 90,000 and a broadcast audience of 600,000,000			600,091,000	600,091,000
Project 7: Lost and Found	Schools and young people programme (aged 4-21) working with 526 young people, 15 artists in resident in 15 schools, 15 new commissions and Brent Curriculum developed for all schools in the borough – reach 45,000			45,541	45,541
Project 8: Molly Dineen	TBC				TBC
Project 9: Brent Fringe Fund	TBC				TBC
Project 10: Tracksuit	TBC				TBC
Project 11: Zadie Smith	TBC				TBC
Project 12: Murals	TBC				TBC
Legacy commitment 1: A trust established to deliver culture in the borough (organisational change)	Trust for delivering culture in the borough over 2020 and beyond	1	1	1	1
Legacy Commitment 2: Embed evaluation at the core of the programme	15 evaluation advocates embedded in the trust and council	0	5	10	15
Legacy commitment 3: Senior management working group managed by council's CEO	Senior management working group for culture bringing together 15 senior managers at Brent Council	1	15	15	15
Legacy commitment 4: Space for artists and creative industries	100 studios and desks for artists and creatives in the borough	80	50	50	180
Legacy commitment 5: Establish 'Spacebook', an online booking forum.	365 days of space free for the community to use	40	150	215	365

## 4.2 Participation of diverse audiences

4.2.1 The cultural diversity of the borough is a major factor in Brent's characteristic vibrancy and dynamism and is the central theme of our bid.

4.2.2 Meeting our equalities commitment is intrinsic to the bid aspiration. The programme creates catalysts for improving community cohesion, social integration and wellbeing. But we also want to use cultural experiences to tackle inequalities in income, education, employment and health. This will be achieved through training and employment opportunities, working with Create Jobs, the Brent Schools Curriculum with A New Direction and a partnership with Central

Middlesex Hospital that will take cultural experiences to those who are facing isolation and harnessing the benefits of arts and culture on mental and physical health.

- 4.2.3 We address integration and the needs of specific groups by taking activity where there are low levels of engagement directly to the communities via our libraries network and schools programme, which are both borough wide. Furthermore we have based our programme on the interests and heritage of the communities that live in the borough to ensure that they are welcomed and have a stake in the activity. We will also be recruiting a diverse group of eighteen local residents to be Community Advisers who are representative of local demographics and geographical areas across Brent and who carry a range of local expertise and knowledge. They will take part in bi-monthly Project Board meetings to help shape the programme around communities and ensure that the interests of different groups are considered in any decision making.
- 4.2.4 Every element of our bid will be accessible to all. We will work to remove physical barriers to culture and work with community groups and champions rooted in those communities to ensure that the most vulnerable and marginalised have the opportunity to engage in culture throughout the year, by developing free and exciting events and work opportunities. We will also work to understand how we can make events accessible for those with sensory or communication disabilities, for example by introducing relaxed or signed performances, or by thinking about what additional support we can provide these groups to help them engage with the rest of the programme.
- 4.2.5 The evaluation will measure how representative of the diversity of the local population the communities and individuals who participate are through surveys at events. It will also measure whether specific aspects of events are rated equally highly across the population.

### **4.3 Measuring 'reach' and participation during the programme**

- 4.3.1 We will monitor young people's empowerment by monitoring increased participation in the arts across the borough's activities in schools, voluntary organisations, libraries and arts organisations. We will monitor raised ambitions and our ability to bring communities together through an increase in skills collected through questionnaires, creative data gathering and interviews. We will test Brent ambition to attract creative organisations into the borough against the number of creative organisations that emerge.
- 4.3.2 There is no available baseline data for young people's participation in the arts so we will need to establish this. We will work closely with the evaluation team at Brent Council to establish this with specialist advice we have budgeted for. On our senior management working group Melanie Smith is our 'evaluation champion' to ensure learning practice is consistently fed back to the group. We will train Community Evaluators through our volunteer scheme. We will also work with creative tools to gather data at events. Finally, we will ensure we embed a series of quantitative and qualitative data collection methodologies, including the Culture Counts metric, questionnaires, ROSI and others to ensure

we gather evidence that can be shared between our stakeholders and other interested partners. We are supported by the Audience Agency to do this.

#### **4.4 Goals for the volunteer programme**

The goals for the volunteer programme is to enable local people to gain and share new skills and knowledge, meet new people, have loads of fun, be part of delivering the London Borough of Culture Programme and help make 2020 a year to remember. We want to ensure that the opportunity to become a LBOC 2020 volunteer is accessible to Brent residents from a broad range of backgrounds and ages - not only those who are already signed up to the benefits of volunteering. We want to encourage people to try volunteering for the first time and enable those who could most benefit from the opportunity, those with less confidence or who are isolated, to take part. We are keen to partner with local organisations and groups to help achieve this and to help us target opportunities effectively.

#### **5.0 Engagement**

##### **5.1 Outcomes from the Cultural Summits**

- 5.1.1 The Cultural Summits held on the 7th and 8th September provided us with lots of ideas, contacts and suggestions. We are in the process of following up on these through meeting with summit attendees and potential partners as well as using the insights from the Summits to help shape the LBOC 2020 programme.
- 5.1.2 We have built an LBOC 2020 mailing list of over 1,700 from those who attended or were interested in one of the Summits and this means it is easier for us to connect with them and spread the word about opportunities.
- 5.1.3 The Summits provided work for local producers and filmmakers, for example Mike McKenzie, Val Vamanray and Caren Owen, and five young people were given media training so they could collect vox pops at the event. The Summits also gave business to The Granville and their catering company, in turn increasing publicity of the venue and attracting potential future customers. Local artists were given a high profile platform on which to showcase their talent, and two of these who performed at the Summits have already been booked by other organisations (The Poetry Society and the CIL-funded Reconstruction project at South Kilburn).
- 5.1.4 Finally, the Summits helped secure funding from the Arts Council who were very impressed at the turnout, the energy in the room and the presentation by the Artistic Director Lois Stonock. The Greater London Authority Culture team also stated that the event represented exactly how they hoped the London Borough of Culture award would bring people together and felt the artistic leadership was authentic. It showed them that engagement is building and that there is a huge amount of local enthusiasm for the London Borough of Culture programme.

## **5.2 Involvement of existing arts organisations in shaping and delivering the programme**

- 5.2.1 In putting together the bid and commissioning events and initiatives to be included in the programme, we have worked in collaboration with cultural stakeholders through wide-ranging and rigorous engagement, to establish a shared ambition and a clear sense of purpose for culture.
- 5.2.2 For each of the seven projects described above we have two leads: at least one local Brent organisation that is already embedded within the borough and has important links and an understanding of our complex communities; and a national organisation with a reputation for excellence that can bring excitement and wonder into the borough. We hope this way of working will ensure we can reach new audiences, bring experience of working at scale and can draw on the important work that has already been done in Brent. Furthermore, it will ensure a legacy for culture in the borough that local organisations will expand on post 2020.
- 5.2.3 Our three host organisations are Tricycle Theatre, Mahogany and the Young Brent Foundation. These will each partner with a national or international organisation in London – such as Art Night, AND and Vice and Create London – to help expand the reach of our programme and to create an exciting new offer.

## **5.3 Role of the Brent Culture Network**

- 5.3.1 We know from local creative and cultural partners that there is a real need to develop initiatives which can strengthen and connect the local creative and cultural sector. The Brent Culture Network, which we aim to launch in February 2019, will support local artists, creatives, arts and cultural organisations and venues to make the most of the opportunity of being London Borough of Culture and ensure that Brent 2020 leaves a lasting legacy. We aim for the Brent Culture Network to:
- Encourage collaborations and partnerships
  - Enable better communication flow about arts and cultural opportunities
  - Provide training, networking and funding opportunities for the local creative and cultural sector
- 5.3.2 We aim for Brent Culture Network events to take place every quarter across the borough and to involve:
- Social and networking sessions to enable local artists, creatives, businesses and venues to meet each other and develop ideas
  - Presentations from funders/strategic bodies about funding and partnership opportunities
  - Training and professional development opportunities
  - Updates from the Brent2020 team
  - Pitches from Brent Culture Network members and external artists and organisations looking for partners

- Talks from creative people/organisations/venues who are doing great work that we're all interested in learning more about

#### **5.4 Utilising resources and relationships with other cities/boroughs who have successfully bid for City of Culture/London Borough of Culture**

5.4.1 In September Lois Stonock, Councillor Hirani, Phil Porter, Melanie Smith, Rob Mansfield and Tom Welsh visited Hull to meet the team who delivered the City of Culture there and so they could observe the management of their Trust. The visit enabled both teams to share learning around the volunteering programme, commissioning, the impact of the programme on the City of Hull and other general insights which have helped shape Brent's London Borough of Culture programme.

5.4.2 Brent also has a very strong relationship with Waltham Forest Council. Lois Stonock meets regularly with Lorna Lee who is the Director of Waltham Forest's London Borough of Culture team and Sam Hunt who is the Creative Director. Together they are consistently able to share lessons and learnings, particularly around the Council's relationship with the Greater London Authority (GLA) and commissioning with and for the local community. They have also started having conversations around communications and what the handover will look like between 2019 and 2020.

5.4.3 Waltham Forest and Brent are also regularly asked to present together to partners such as London First, the Arts Council, the Paul Hamlyn Foundation, the GLA music board and to the Culture team at the GLA. This offers many opportunities to continuously share learning and update each other on progress.

5.4.4 Brent has replicated areas of good practice from other case studies to ensure we are utilising these resources. For example, the Trust model which Brent will adopt to support the legacy of 2020 is being built based on Liverpool Capital of Culture's model.

5.4.5 Finally, Brent has also nurtured and utilised relationships with other external stakeholders with experience in delivering similar culture projects to help us answer questions and provide us with specialised knowledge based on their own experiences. These include, Lewis Biggs and Sally Talent from the Liverpool Biennial of Contemporary Art which is an example of a legacy project carrying on the work from Liverpool's year as Capital of Culture in 2008, and Peter Jenkinson OBE who was an adviser to Londonderry on their City of Culture programme in 2013.

#### **5.5 Support available for local groups to secure national funding**

5.5.1 The Brent 2020 Culture Fund aims to develop high quality creative and cultural projects and events that will form part of Brent's London Borough of Culture programme for 2020. It will support arts and cultural activities including events, performances, workshops, exhibitions, talks, walks, installations, festivals, carnivals, screenings and participatory projects of all shapes and sizes across

the borough. The Culture Fund will encourage original projects that will engage and inspire, encouraging a varied artistic mix across the programme.

5.5.2 There will be three rounds of the Brent 2020 Culture Fund; individuals will be able to apply for grants up to a maximum of £3,000 and organisations a maximum of £10,000. In order to meet the criteria for funding, all activities must: be creative and involve artists, be open to the public, take place in Brent during 2020, create opportunities for people from different generations or backgrounds to come together, involve opportunities for local participation or volunteering and respond to one or more of the four Brent 2020 Culture questions listed below:

- Where have we come from?
- Where do we live?
- Where are we?
- Where are we going?

5.5.3 In addition, the Brent Culture Network will introduce groups to other funding pots, for example the Arts Council and the Paul Hamlyn Foundation.

## **6.0 Results**

### **6.1 Measuring qualitative improvements as a result of programme, e.g. community cohesion, unlocking potential and providing opportunities for young people**

6.1.1 The London Borough of Culture team have developed an Evaluation Framework in collaboration with The Audience Agency who work specifically on supporting cultural leaders with their public engagement strategy.

6.1.2 The evaluation of London Borough of Culture poses the following questions:

- What kind of step change can be achieved?
- What are the set of conditions to affect a step change?
- What is the creative response?

6.1.3 Improved social integration leading to greater social cohesion is one of the outcomes which will be evaluated through a resident survey, quantitative surveys at events, volunteer survey and qualitative research. A more resilient creative and cultural sector is another outcome being evaluated through these methods and also through apprentice/ trainee surveys, surveys of grantees and qualitative research with the sector. The evaluation will include a 'before and after' mapping of cultural facilities and assets.

### **6.2 Role of independent cultural Trust**

6.2.1 An integral part of Brent's plans to place culture at the heart of the borough is the establishment of a new not-for-profit organisation to ensure a continuing legacy for the celebratory year. The Council's ambition for this organisation is that it should be able to raise sufficient voluntary income to support its future

programme of activities, and become an Arts Council England National Portfolio Organisation within 5 years.

6.2.2 The governance of the charity will be linked to the goals of our Borough of Culture bid. As well as appointing trustees from the council's senior leadership team, we will invite leading independent cultural figures and residents from the borough to join the board in order to ensure artistic excellence and advocacy and to attract additional funding. Additionally, half of the board of trustees will be made up of young residents who will have a real say in what the organisation does and how it is run. The young people on our board will be mentored through a leadership programme with A New Direction to ensure they are informed and active in the trust, and understand their role and responsibilities to the borough and all its citizens.

### **6.3 Ambitions for 'place-shaping', Brent's profile and perceptions of the borough**

6.3.1 For many here there is a palpable sense that Brent has been bypassed. Arts tourists, artists looking for galleries, bands looking for gigs all head east and south. Brent's artistic activity has never been fully appreciated by the rest of London, or offered the support it needs to develop.

6.3.2 2020 will create a moment for Brent to come together for the first time in a way that will change life in the borough for a whole new generation of Londoners. Our Borough of Culture year will work across the whole borough, with focus points in Kingsbury, Harlesden, Kilburn and Wembley. But we will create stories and art that resonate far beyond our boundaries. 2020 will be both the first year the UK is no longer part of the EU and the year Europe's eyes focus on the borough for the Euro 2020 football championships. The appetite for new, refreshing stories about Britain and its relationship to the rest of the world will therefore be intense, and Brent can be the place to tell them.

### **6.4 Impact of programme on investment in the borough and estimated boost to jobs, businesses and the tourist economy**

6.4.1 We hope that through collaborating with partners who have audiences locally, nationally and internationally, we will put Brent in the spotlight and that people all around the world will want to come to Brent and learn more about its place on the cultural landscape. Through seeing what Brent can deliver, we hope that cultural organisations will want to lay down roots in Brent, open businesses here or use it as a stage for which to hold events or other cultural activities. In turn this will mean more jobs for residents and a boost to the local economy.

6.4.2 The interest in the 2020 programme is already significant, over 1,700 people have already expressed an interest in the programme or in getting involved and have been added to the mailing list. Our social media reach is also growing every day. From the 22nd October – 5th November we had 31,000 impressions on Twitter which averaged out at approximately 2,100 per day. Similarly on Instagram, during the same period the LBOC 2020 page received 376 profile visits and we reached out to 464 different accounts. We received lots of

questions about many of the opportunities we were recruiting for and attracted 318 applications in total across all roles and contracts.

6.4.3 This is indicative of the additional attention LBOC 2020 will draw to the borough during and after 2020, particularly when events and initiatives are officially launched. This will lead to a significant boost to the tourist economy as people will come to the borough to access these opportunities.

6.4.4 Following 2020, the legacy work which will be delivered by the Trust will ensure that the excitement continues and that the projects carried out prior to and during 2020 can be maintained and embedded within Brent. This will ensure that many of the additional benefits provided by LBOC 2020 can also continue.

## 7.0 Financial Implications

7.1 The current LBOC programme budget is set at £4.6m over 3 years and is due to be funded through the following sources:

	£'000
L B Brent	1,100
GLA	1,350
Arts Council	100
Paul Hamlyn Foundation	250
Lottery Funding	250
Quintain	200
Fundraising - Trusts, Foundations, Corporate etc	1,150
L B Brent - in kind	200
	4,600

7.2 Expenditure is broken down into the following major lines over the 3 year period:

Expenditure Line	Cost £'000
Staff	960
Fundraising, Trust and Legacy planning	290
Marketing	410
Community Engagement	150
Monitoring and Evaluation	220
Overheads	120
Project Expenditure	2,250
Contingency*	200
	4,600

\* Additional contingency built into each Project

7.3 Project Expenditure – There are 12 distinct projects with the budget broken down in the following table:

<b>Artistic Programme/Public Events</b>	<b>Cost £000</b>
Project 1: Thoroughfair	538
Project 2: Museum of All Brent Life	211
Project 3: No Bass Like Home	386
Project 4: Brent Lives	199
Project 5: Seen & Heard	57
Project 6: The Anthem	28
Project 7: Schools Programme	100
Project 8: Molly Dineen	40
Project 9: Brent Fringe Fund	500
Project 10: Tracksuit	52
Project 11: Zadie Smith	20
Project 12: Murals	119
	2,250

## **8.0 Legal Implications**

8.1 There are no legal implications as a result of this report.

## **9.0 Equality Implications**

9.1 The LBOC 2020 programme will be developed to ensure it meets the public sector Equality Duty under section 149 of the Equality Act 2010. This requires that public bodies have due regard to the need to eliminate discrimination, advance equality of opportunity and foster good relations between different people when carrying out their activities.

9.2 It will also be managed in accordance with Brent Council's current Equality Strategy 2015-2019 which demonstrates a commitment to promoting equality, diversity and cohesion.

9.3 Please see section 4.2 for additional details on the programme's equalities commitment.

## **10.0 Consultation with Ward Members and Stakeholders**

10.1 Ward members who are members of the Community and Wellbeing Scrutiny Committee will be involved in scrutinising this report at committee.

### **REPORT SIGN-OFF**

**Name: Phil Porter**

Title: Strategic Director Community Wellbeing