

	<b>Officer Key Decision</b>
	<b>Report from the Strategic Director of Community Wellbeing</b>
<b>PROPOSAL FOR BRENT 2020 LEGACY</b>	

<b>Wards Affected:</b>	All
<b>Key or Non-Key Decision:</b>	Key Decision
<b>Open or Part/Fully Exempt:</b> <small>(If exempt, please highlight relevant paragraph of Part 1, Schedule 12A of 1972 Local Government Act)</small>	Open
<b>No. of Appendices:</b>	None
<b>Background Papers:</b>	None
<b>Contact Officer(s):</b> <small>(Name, Title, Contact Details)</small>	Zerritha Brown, Brent 2020 Legacy Manager Email: zerritha.brown @brent.gov.uk

## 1.0 Purpose of the Report

1.1 Brent's bid to be the Borough of Cultures was centred on building a legacy for the borough to ensure culture, arts and the creative industries continue to thrive and establish Brent as a key cultural destination in London after 2020. A key part of this, the Council committed to establishing a Trust - Metroland Culture Limited ("Metroland") - as a mechanism to sustain the cultural offer for the foreseeable future. Metroland will play a key role in the borough's creative future by continuing to mobilize arts and culture in the borough through:

- Establishing a yearly cultural offer for residents and communities;
- Working with the council to establish Brent as a place, a visitor destination and as culture centre in London
- Building in job opportunities for Brent artists and freelancers throughout the programme
- Establishing a yearly paid programme of pathways and professional development
- Opportunities for Brent's young people to engage in cultural experiences
- Working with the council to act as a voice, mobiliser and supporter of the arts and culture in Brent, setting
- A model and example for collaboration with Local Authorities;
- Establishing an accessible platform to bring grass roots culture organisations, stories and initiatives to a national and international platform;
- Supporting artists in the borough

- Fundraising, matching and leveraging more money and partnerships into Brent for Brent Communities

1.2 This paper builds on the agreement from Cabinet on the 18 September 2018 for the London Borough of Culture anticipated legacy and planned budget, to request an endowment that will go towards building a sustainable future for Metroland. A one-off grant will support the Trust to establish itself and build a sustainable business model over the next 4 years, working towards securing National Portfolio Status with the Arts Council in the 5th year - replacing Brent Council support going forward.

## 2.0 Recommendation

That the Cabinet Member of Public Health, Culture and Leisure in consultation with the Strategic Director Community Wellbeing and Director of Finance:

2.1 Approve a one-off grant of £1M to support Metroland Culture Ltd. to establish itself and build a sustainable business model over the next 4 years, such grant to be matched and leveraged to ensure Metroland Culture Ltd. delivers an initial 4-year legacy programme.

## 3.0 Detail

### Background to Brent 2020 Borough of Culture

3.1 The Mayor's London Borough of Culture Award was launched in February 2017. Brent began writing the bid with the community in the summer of 2017 and subsequently submitted the bid in December 2017 and were announced as the 2020 winners in 2018.

3.2 The Programme launched with RISE on the 23rd of January 2020 to an audience of 4000 in Wembley Park. In March 2020, the UK went into Lockdown and the programme was reimaged in response to the changing landscape.

3.3 Throughout the pandemic, the programme continued to deliver an ambitious cultural programme which included:

- **VENT Podcasts** - a space for young people to discuss issues that are affecting them, with a new series commissioned to reflect on the impact of the pandemic on young people. 100 episodes were created across the VENT weekly, VENT documentaries and VENT covid fact checkers series
- **Locked In Series** – Young people from the borough interviewing Brent cultural icons including Zadie Smith, Rachel Yankey, General Levy and Paterson Joseph on how the borough has shaped their career, reaching an online audience of over 400k
- **Brent Biennial** - 23 new art commissions across council and community libraries, streets and public spaces featuring local and international artists
- **Seen and Heard** - a petition to give young people a voice in the design and management of public space in their communities

- **No Bass Like Home Online Festival** - a seven hour stream featuring artists from Brent, Jamaica and Florida reaching an online audience of 140k
- **Brent Music Service (BMS) and the Royal Philharmonic Orchestra** - An Anthem for Brent 2020, created with 8,000 Brent school children and young members of BMS orchestras.

3.4 The Brent 2020 Volunteers, Community Advisors and the Blueprint Collective (formally Young Ambassadors) were an integral part of the programme. Recruited from across the borough, bringing skills, local knowledge and diversity of thought, these community advocates sat on project engagement boards, steered the volunteer programme and championed the Brent 2020 programme. In addition, the Artist Network of up to 500 creatives and 53 Culture Fund recipients were key to creating a revived excitement and shift in thinking of the role of arts and culture in the borough.

3.5 The Brent 2020 programme has been the first step in a systemic change to an approach to arts and culture for the council and borough. Working across the borough, the programme engaged and empowered the community and as the programme pivoted to the digital landscape due to the pandemic, continued to engage and inspire audiences nationally and internally. The year has established the arts and culture (across music, literature, visual, performance, film and digital) as a viable approach for Community Engagement, Regeneration and Place- Making and has demonstrated that arts and culture are an effective method to engage and challenge young people from across the borough.

3.6 The council are committed securing a legacy from Brent 2020 and creating a culturally confident borough that is aware of its unique cultural power through the following approach:

- **Pride:** raising pride in the borough by working to ensure all residents are proud to come from the borough. We do this by platforming histories, residents and culture from the borough through ambitious and exiting art programmes
- **Movement in Thinking:** to ensure borough stakeholders recognize the unique cultural power of Brent and mobilise it within their work
- **Skills:** to support young people, artists, communities, schools and teachers to develop skills to harness cultures
- **Infrastructure:** to create new places and equip them with creative and cultural certainty

3.7 The Council will work to deliver this through 3 projects:

1. Establishing a Local Cultural Education Partnership incubated in the Children and Young People team for an initial 18 months to ensure that ensure every Child in Brent has access to creative opportunities and pathways into the creative industries

2. Establishing a pipeline of free space, both meanwhile and permanent for arts and culture across its building programme to continue to ensure Brent is a place and a borough which welcomes artists and creativity
3. A substantial investment to Metroland to sustain the cultural offer. Through research and learning from previous City of Culture's on their legacy trust models, the council worked to establish the trust in delivery year (rather than after the programme) to ensure that it is embedded in the community and build a track record for a sustainable legacy.

### **Metroland Culture Ltd**

- 3.8 A key objective of Metroland will be to maintain and grow relationships built during the programme to firmly establish Brent as a visitor attraction and cultural capital in London. It will work to a 4 year plan to secure a successful legacy of Brent's year as the Borough of Culture by building on the projects and relationships built over 2020. It will fundraise, maximize and leverage new partnerships with and for the community and Council to celebrate Brent's cultural heritage and grow its creative future. Through a Visual Arts and Music Biennial it will present outward facing programmes to platform stories and artists to local, national and international audiences In addition, Metroland University will offer a 2-month skills and careers development programme to young people from Brent who want to work in the arts and the creative industries.
- 3.9 In order to achieve this as a sustainable offer in the borough, Metroland needs investment (that was not possible to secure as a result of funding opportunities withdrawn and repurposed to the Covid response) while it establishes itself as a viable model and works towards achieving National Portfolio Organisation<sup>1</sup> status with Arts Council England.
- 3.10 The total cost for the initial 4 years of Metroland Culture, covering 2021-2024, is expected to be £2.6m. The £2.6m budget would be partially funded with a £1m one-off grant from the Council, with a further £1.6m to be raised from a variety of funders.
- 3.11 National Portfolio Status is planned from 2025, this is expected to remove any requirement for further funding from the Council, beyond the initial £1m grant.
- 3.12 Metroland Culture have contingency plans to scale back the overall programme to an overall budget of £2.0m should Metroland Culture be unable to successfully achieve the planned £1.6m of external grant funding, given the uncertainty over the funding environment following the pandemic. In this instance, the programme would be scaled down to a 2-year programme rather than a 4-year programme.

### **Council Relationship with Metroland Culture Ltd**

- 3.13 The investment to Metroland will be managed under a grant agreement over a four year period. There is an expectation for Metroland to be sustainable beyond the investment period and to demonstrate accountability to the council.

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<sup>1</sup> This is a roster of arts organisations that secures 4 yearly annual support from Arts Council England.

- 3.14 Metroland will be expected to meet twice a year with the council to agree milestones, targets (including fundraising) and measureable metrics and to report progress against these through interim (6 monthly) and full (annual) activity and impact reports.
- 3.15 Brent Council will be allocated one board member position on the Metroland board, with the Leader having the flexibility to rotate the representative on a yearly basis.
- 3.16 The council representative for 2021-22 will be Cllr. Nerva Cabinet Lead for Public Health, Culture and Leisure who will join the Metroland board from the 1<sup>st</sup> April 2021.

#### **4.0 Financial Implications**

- 4.1 The £1m non-recurrent grant funding will be funded from usable council reserves. It is anticipated that the funding will be drawn down across the 3 financial years of the 4 year programme.
- 4.2 The intention is for Metroland to raise an additional £1.6m through fundraising to fund the activities of the programme.

#### **5.0 Legal Implications**

- 5.1 Under S1 of the Localism Act 2011 the Council has a general power of competence to do anything which an individual may do unless it is expressly prohibited.
- 5.2 The giving of grants to organisations is a discretionary power which must be exercised reasonably taking into account all relevant considerations and ignoring irrelevant considerations.
- 5.3 In accordance with the Council's Constitution the decision to give a grant of £1M is reserved to Cabinet. Cabinet on 12 September 2018 did however agree the following delegation:

*Delegate to the Cabinet Member of Public Health, Culture and Leisure in consultation with the Strategic Director Community Wellbeing and Chief Finance Officer, as a contingency measure, the decision to:*

- *approve additional non recurrent funding from Council reserves to support the legacy of Brent Borough of Culture 2020 should this be necessary*
- *And / or scale back the programme*

- 5.4 It is considered that the delegation set out in paragraph 5.3 above allows the Cabinet Member of Public Health, Culture and Leisure to approve the grant funding set out at Recommendation 2.1 following consultation with the Strategic Director Community Wellbeing and Chief Finance Officer (now Director of Finance).
- 5.5 Given the local nature of the activities of Metroland, it is not considered that the proposed grant would breach rules on Subsidy Control.

## **6.0 Equality Implications**

6.1 The Council must, in the exercise of its functions, have due regard to the need to:

- (a) eliminate discrimination, harassment and victimisation
- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it; and
- (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it,

pursuant to s149 Equality Act 2010. This is known as the Public Sector Equality Duty.

6.2 The Public Sector Equality Duty covers the following nine protected characteristics: age, disability, marriage and civil partnership, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

6.3 The purpose of the duty is to enquire into whether a proposed decision disproportionately affects people with a protected characteristic. In other words, the indirect discriminatory effects of a proposed decision. Due regard is the regard that is appropriate in all the circumstances.

6.4 The proposal in this report have been subject to screening and officers believe that there are no adverse equality implications.

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

7.1 The proposal for the legacy has been discussed with stakeholders across the Brent 2020 programme including and the Blueprint Collective, Community Advisors and volunteers alongside the Metroland Board.

7.2 The proposal has been developed with Cllr. Krupesh Hirani, previous lead member for Brent 2020, London Borough of Culture Cllr. Neil Nerva, cabinet member for Public Health, Culture and Leisure with consultation from Cllr. Sharma Tatler.

## **8.0 Human Resources/Property Implications (if appropriate)**

8.1 There are no Human Resources or Property Implications

### **Related Documents:**

- Proposal for Brent 2020 Legacy December 2020
- Cabinet 12 September 2018 – Funding London Borough of Culture 2018

### **Report sign off:**

**PHIL PORTER**

Strategic Director, Community  
Wellbeing