

 Brent	Community and Wellbeing Scrutiny Committee 22 February 2022
	Report from the Strategic Director of Community Wellbeing
Brent 2020 Legacy	

Wards Affected:	All
Key or Non-Key Decision:	Non-Key Decision
Open or Part/Fully Exempt: <small>(If exempt, please highlight relevant paragraph of Part 1, Schedule 12A of 1972 Local Government Act)</small>	Open
No. of Appendices:	0
Background Papers:	0
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1.0 Purpose of the Report

- 1.1 In 2020 Brent was the London Borough of Culture; engaging and empowering the community through cultural experiences and placing young people front and core of the programme. 2021 signalled a move into delivery of the core legacy projects from the Brent 2020 programme as well as a new council wide approach to embedding culture into service delivery.
- 1.2 This paper provides:
- A summary of the first year of the Legacy programme, covering Council projects, new relationships with partners and the creation of Metroland Cultures
 - An account of the new ways of working with culture across the Council
 - Plans for 2022, including a cultural calendar for the year.

2.0 Recommendation(s)

- 2.1 To note the legacy ambitions from the Brent 2020 programme and the progress made to date

2.2 To note the cultural work programme for 2022

3.0 Overview of the Brent 2020 Borough of Culture

3.1 The Brent 2020 programme set out to explore the stories, art and emotions that hold life in Brent together, uncovering and celebrating the borough's untold tales and unheard voices. It was a year planned with care, hope and ambition designed to put Brent on the map and bring a new sense of optimism to people and place. As the 'Borough of Cultures' the community were an integral part, bringing local knowledge and diversity of thought to the programme engaging in areas such as the volunteer programme, community advisors, the Blueprint Collective and the community cast in the opening event, Rise.

3.2 In a year which saw disruption, uncertainty and a prompt pivot to the digital landscape, the programme continued to successfully engage and reach audiences as detailed below:

- 843,481 audiences (209,338 physical live and 634,143 non live digital)
- Vent podcasts reached 13.3m across all platforms with 74,450 listens at a 73% listen through rate.
- Brent Locked In films made by the Blueprint Collective achieved 447,890 views
- 256 volunteers gave 1,281 hours of support
- 489 artists joined the Artist Network
- 446 young people and 8342 pupils took part
- 1021 artists engaged with the programme.
- Brent 2020 grew a cultural and creative database from zero to 10,000+ and 11,000+ on social media, with 125,000 visits to the new website since its launch in November 2019 with the highest traffic generated by NBLH in November 2020 when visits more than tripled.
- 649 items of media coverage

4. Brent 2020 Legacy Programme

4.1 The Brent 2020 programme was the first step in a systemic change to an approach to arts and culture for the council and borough. The year established the arts and culture as a viable approach for community engagement, regeneration and place- making and demonstrated that arts and culture are an effective method to engage and challenge young people from across the borough.

4.2 Over the duration of the programme, a framework evolved which helped to structure the ambition into distinct and yet overlapping objectives that have been broadly grouped into four areas:

- **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

Projects which illustrate how this priority has been taken forward in the legacy include Metroland Cultures and the Brent Biennial; Local Cultural Education Partnership involvement in the cultural programme for 2022; and the Kiln Theatre NW Trilogy and Wife of Willesden productions.

- **Movement in Thinking:** to ensure the council and borough stakeholders recognize the unique cultural power of Brent and mobilise it within their work

Projects which illustrate how this priority has been taken forward in the legacy include self-organising in the Artist Network; Being Brent which looks at heritage through the lens of wellbeing; the formation of a borough wide cultural coalition; and the councils move to a new way of working with culture.

- **Skills:** to support young people, artists, communities, schools and teachers to develop skills to harness cultures.

Projects which illustrate how this priority has been taken forward in the legacy include the Local Cultural Education Partnership developing a CPD programme for educators and facilitating training and work placement opportunities for young people through the cultural programme; The Royal Philharmonic Orchestra programme work in adult social care; and development opportunities for the Artist Network.

- **Infrastructure:** to create new places and equip them with creative and cultural certainty

Projects which illustrate how this priority has been taken forward in the legacy include artist residences at Metroland Studios; the proposed refurbishment of Harlesden Library; plans to animate vacant units through the Strategic Priorities Transformation fund; and establishing the cultural coalition to strengthen the social cultural infrastructure.

This framework underpins the Brent 2020 legacy programme and has also been adopted by Metroland Cultures as the *Metrolanding Framework*.

- 4.3 2021 signalled a move into delivery of the core legacy projects as well as developing a new council wide approach to embedding culture into service delivery. The legacy programme is wide ranging and includes all parts of the council and partners in delivering the core projects and new opportunities which is detailed in the following section.

5. Brent 2020 Legacy Projects

The Local Cultural Education Partnership

- 5.1 Brent 2020 saw young people placed front and centre of the programme, from the Blueprint Collective to the Education Programme. To build on this, the council committed to establishing a Local Cultural Education Partnership (LCEP), a cross-sector strategic partnership aimed at embedding culture in

teaching and learning and unlocking creativity and critical thinking in children and young people through access to cultural opportunities. The LCEP sits within the Children and Young People (CYP) team (led by the Operational Director, Safeguarding, Partnerships and Strategy), where it will be incubated for an initial 18 months with the long term aim of the LCEP becoming an independent entity embedded in the cultural infrastructure. During 2021 the CYP team and Brent 2020 Legacy Manager began the process of setting up the LCEP, recruiting the LCEP Manager in July 2021 to lead on the day to day management of the programme and establishing the LCEP Leadership Group in September 2021. Members of the group include cultural organisations and schools to shape and steer the programme, bringing a wealth of cultural capital and the education sector to the table: The Kiln (Theatre / Community arts); the Royal Philharmonic Orchestra; Brent Music Service; Metroland Cultures; Mahogany Arts (Carnival Arts); Fubu Nation (Dance); Fawood Nursery; Manor Special School; Alperton Community School; University of Westminster; ICMP (Institute of Contemporary Music and Performance); Young Brent Foundation and LCEP Ambassadors. A Youth Advisory Board has been established to ensure that youth voice drives the LCEP. Young people who have been recruited to the Youth Advisory Board are meeting monthly with the LCEP Ambassadors (young adults working in the creative industries from the Blueprint Collective) to develop an innovative creative and cultural offering in Brent that is accessible and culturally resonates with Brent's children and young people.

5.2 The LCEP's ambitions are that:

- Every child and young person in Brent engages in arts and cultural experiences that build a strong sense of identity and wellbeing
- Young people's life opportunities are enhanced through access to pathways into the creative industries
- Arts and culture stimulate critical thinking across the curriculum

5.3 The LCEP aims to raise the aspirations of Brent's children and young people through a range of arts and cultural experiences, access to seminars and workshops, work experience placements and internships.

- ***Communications and Reach*** - The LCEP communication strategy has been shaped by a request from teachers for information about local cultural organisations and access to artists, funding opportunities, workshops, subsidized theatre tickets and cultural opportunities across the borough. A monthly LCEP newsletter that promotes cultural projects and work experience opportunities is disseminated widely across the local education sector and professionals who work with children and young people and a directory of local creative and cultural institutions and businesses is being developed. In re-establishing an education cultural leads network, communications about the LCEP have been circulated to all schools and colleges. The LCEP manager has had direct contact with around 70% of nurseries, schools and colleges over the past 6 months and currently around 35 schools are actively engaged. The LCEP manager is also engaging with services that support Brent's most vulnerable young people, including Brent Virtual School, Looked After Children, Carer Leavers, the Youth Offending Service and Family Wellbeing Centres.

Infrastructure: physical and social

- 5.4 **Infrastructure** - The Brent 2020 programme highlighted the lack of spaces across the borough for artists and creatives and the need to look at how we can potentially harness opportunities through the council's infrastructure projects. Metroland Studios in Kilburn Square was the Council's first venture into exploring the viability of repurposing a building into a temporary place for artists. Fourteen studios have been made available for artist residencies until autumn 2022.

During 2021 initial discussions began within the (Housing Building Management) New Council Homes programme with the potential of identifying sites as part of the housing supply infill programme, which could be repurposed and offered as temporary spaces for performance or artist studios. There are also opportunities for visual arts commissions in the public realm through the programme. The Brent 2020 Legacy Manager will continue conversations with colleagues in Housing Management as well as contractors to move these projects forward. In the long term, the NCHP programme will aim to deliver temporary space on an ongoing basis over the next 5 years.

- 5.5 **Artist Network** - During Brent 2020, the Artist Network proved to be a much needed resource for creatives in the borough to network and access training and employment opportunities. The evaluation of Brent 2020 highlighted the need to sustain and develop the Artist Network as part of the Legacy. In June 2021 the council received a £5k grant from the OPDC Small Grants Fund to undertake a research and development (R&D) project with the Artist Network to understand the needs and aspiration of creatives in the borough. Brent based creative organisations Mindspray Associates and Jeanefer Jean Charles Associates were commissioned to deliver this between June – December 2021. Their work included facilitating network and consultation sessions along with growing the network which attracted a further 50 members during this period. This revealed a strong desire amongst the Network to gain access to a building for creative activity and to become a self-led and incorporated organisation. Work has begun on both areas. The Network is now meeting independently and individuals are coming forward to form a collective to take on its management. Metroland Studios have offered the Artist Network a studio until autumn 2022 and there is an aspiration that the Preston Road unit will be a creative hub which they can part of developing. The Brent 2020 Legacy Manager will continue to support the network to build their capacity and explore sustainable operating models.

- 5.6 The Artist Network has created a space for opportunities, collaboration and employment for creatives in the borough. Following a major call out, FubuNation, Mahogany Carnival Design, Brent Youth Theatre, Word Up and Yasmin Nichols were commissioned by Wembley Park and the Royal Philharmonic Orchestra to create content for their inaugural event, Wembas Dream in September 2021 which was attended by nearly 1500 people. Brent based Other Cinemas, an organisation who support Black and non-white filmmakers were commissioned by Brent Museum and Archives after a successful call out to run workshops for

young people as part of the From 'The Ground Up' exhibition, a collaboration with the National Portrait Gallery. And visual artist Kinga Markus, a new member of the network was appointed as artist in residence at Brent Archives after seeing the opportunity via the artist network.

Metroland Cultures

- 5.7 Brent's bid to be the Borough of Cultures was centered around building a legacy for the borough to ensure culture, arts and the creative industries continue to thrive and to establish Brent as a key cultural destination in London after 2020. To deliver this, a trust - Metroland Culture Limited ("Metroland") - was established. An investment of £1million over 3 years was committed by the Council to support Metroland to establish itself.
- 5.8 The investment is managed under a grant agreement over a four year period and there is an expectation for Metroland to be sustainable beyond the investment period and to demonstrate accountability for its investment to the council. The Metroland programming team have monthly meetings with the Brent 2020 Legacy Manager, with the Director of Public Health and Culture meeting with the Metroland Director monthly. A wider meeting with the full Metroland Team, the Chair of Metroland Cultures, Lead Member for Public Health, Culture and Leisure, Strategic Director of CWB and Director of Public Health and Culture take place every six months. The first one was in December 2020 where the proposal for the Biennial was presented, more information on this can be found in section 9.7. In general these meetings will be used to update on programme activity, milestone and targets (including fundraising) with a full activity and impact report due each year.
- 5.9 The first six months of 2021 was overseen by the Trustees and delivered by a skeleton team of one full-time member and 3 part time members of staff focused on wrapping up Brent 2020. This consisted of reconciling the budget and completing a series of in-depth evaluations for publications which were then handed over to the council and used as the basis for the delivery of the Legacy of the year. Alongside this Metroland Cultures ran a recruitment campaign, drawing on specialist support to attract a diverse and inclusive field of applicants, from January to April. A number of new team members took up post in June 2021. The planned appointment of a new Director did not proceed, however the post will be readvertised in spring 2022 and the Interim Director will remain in post until summer 2022. In addition, Metroland provided studios and professional development support for 14 Brent based artists alongside hosting a social space and gallery space.
- 5.10 'Making Myself Visible' was Metroland's first onsite programme which ran between September 2021 and January 2022 and brought together a series of exhibitions, talks, weekenders, workshops and schools workshops delivered in the Kilburn Square building. The premise of the programme was to explore how Metroland can be a useful organisation in the borough while platforming the artists in the studio building. It delivered three exhibitions, one Community Day and two Public View evenings. Alongside this 150 young people from Kilburn Grange Primary took part in workshops with Betty Leung; 12 women from the

Asian Women's Resource Centre took part in a workshop with resident artist Simitri Mheta; and there were over 1000 visitors across the programme.

5.11 Metroland have refined the 5 key pillars of work that will be a focus over the next 3 years:

- **The yearly artistic programme** taking the form of a festival: a Brent Biennial and Biannual Music Festival in alternate years, as a key summer programme and the most visible programme to audiences and visitors to the borough.
- **Metroland University** a 5 month paid development programme for 20 young people from Brent age 18 – 24.
- **Artist-led programme** at Metroland Studios –providing free space and professional development to 14 Brent based artists for as long as they have the space.
- **Artist Development Programme** - a yearly cohort of artists will be recruited from Brent with a focus on visual arts and music in line with the Biennial and Music festival cycle.
- **Advocacy and Partnership** work for the borough's organisations that want to work with artists in the communities they serve. Metroland bring key skills, expertise, and support to help these discussions.

6. Partnerships and Key Partner Projects in 2021

6.1 ***Beyond Brent 2020 Legacy Celebration Event*** - In October 2021, the Council and the Mayor's Culture and Creative Industries team co-hosted a hybrid event which brought together a small group of key stakeholders at the Kiln Theatre to celebrate the achievements of Brent 2020. Delivered in two parts, the first half (which was also live streamed) highlighted key achievements from the programme and took the audience through the legacy ambitions. The second part saw break-out sessions, focused on each of the four legacy commitments, creating space for stakeholders to explore how they can contribute to the delivery of the legacy. Many cultural partners were involved in delivering the event including Kiln Theatre, Royal Philharmonic Orchestra, Mahogany Carnival, Metroland Cultures, along with members of Blueprint and Artist Network. Representatives from pan London organisations such as National Lottery Heritage Fund, Arts Council England and Historic England also attended. A hundred key stakeholders attended the event in person and nearly 500 people watched the recording. Forty eight tickets to a performance of NW Trilogy were gifted to local artists and community members. Brent based speakers, freelance artists, emerging professionals and facilitators were commissioned with a budget of £4000 in line with sector Arts Council England fair pay guidance. This was to ensure the event was inclusive and took into consideration the particular issues faced by the self employed creative workforce and those in low-paid creative jobs.

'Self-employed workers in the arts tend to be high-skilled but relatively low-paid. Although two-thirds of creative freelancers hold a university degree, average income is under £20,000.' (Centre for London, 2021).

- 6.2 **The Royal Philharmonic Orchestra** - (RPO) celebrated its 75th anniversary last September by announcing a permanent move of the Orchestra's headquarters to Wembley Park. The Orchestra have been working in Brent for more than 20 years with Brent Music Service but ahead of their move are eager to embed their work into the wider Brent community. The council has been working with the RPO to facilitate meaningful and exciting opportunities for Brent communities. In October 2021 the RPO delivered a Relaxed Performance at the Civic Centre for a playful interactive introduction to orchestral music. The event featured 25 musicians and internationally renowned presenter Tim Steiner performing a range of music specially designed for people who may find traditional concerts challenging to attend, including adults and children with learning disabilities, movement disorders, autistic spectrum disorder, other neurological conditions, or those with young children or babies. The performance included interactive elements, close-up experiences of the musicians, BSL interpretation, Makaton singalong, and gentle sensory elements creating a safe space for attendees to enjoy the event without any pressure. Ahead of the event, RPO musicians attended Manor School, Millennium Day Centre and Elders Voice to deliver R&D performances and workshops where they tried out a range of techniques to connect with different audiences. Approaches that worked across all three sites were further developed to be used during the public concert event. Seventy primary-age pupils from Manor School along with 40 adults from the day centres participated in the workshops with the main event attended by an audience of 135.
- 6.3 The RPO have secured funding from the Baring Foundation to pilot a 12 month arts and mental health programme of activity in Brent. The project will be targeted at adults and young people who in the first instance have had a mental health diagnosis along with health and social care teams. The Council have worked collaboratively with the RPO to develop the programme which will include monthly creative music sessions for people in contact with CAMHS and Adult Community Mental Health, training to empower community health and care staff to use creative techniques in their daily delivery and a scheme to identify and provide training and work shadowing opportunities to local residents from ethnically diverse backgrounds to develop music and mental health creative leadership skills. Teams in Adult Social Care and Children and Young People have supported the RPO with taster sessions which began in December at Ashford Place, with the full programme to be rolled out this year. This is a new partnership born out of the Brent 2020 legacy ambitions to ensure that all our communities in the borough have access to high quality cultural experiences.
- 6.4 **Kiln Theatre** - Delayed due to the pandemic, the Kiln Theatre were finally able to deliver the NW Trilogy and The Wife Of Willesden which took place from September – January 2022. Both productions were planned as part of the Brent 2020 programme and embedded the heritage and cultural life of the borough. The Kiln welcomed 6,000 people to NW Trilogy and 12,000 bookers to The Wife

Of Willesden, of which over 50% were from Brent (an increase of 20% on the usual pattern of booking). Two thousand tickets were sold at a reduced rate to Brent residents, 400 local students came with a school group, 1,000 £10 tickets given to Under 26-year-olds, and 400 free tickets given to Brent NHS Frontline workers. The Young Brent Foundation bought 200 tickets to distribute, and they worked with Ashford place to offer free tickets to matinee performances. Both NW Trilogy and The Wife Of Willesden hit their financial targets and ended above 95% of capacity, with The Wife Of Willesden being the fastest selling and highest grossing production in the venue's history.

'NW TRILOGY is so many things: a tribute to the local communities, comic and tragic commentaries on the immigrant experience, sharply observed with a deep understanding of love' Audience Member.

'Zadie Smith's THE WIFE OF WILLESSEN is a celebration of local legends, of telling a good story and living a life worth telling.' The Guardian.

'This is Kiln's joyful invitation to its local multicultural community to come back and come round to rejoice.' Libby Purves

7. New ways of working with culture across the Council

- 7.1 During 2021, the Brent 2020 Legacy Manager has worked with Regeneration and Environment to develop cultural projects which animate high streets. £165k has been secured from the Strategic Priorities Transformation Fund to reactivate up to three vacant units on high streets across town centres for cultural programming which could include exhibitions, workshops and performance. Local artists/organisations will be offered free use of the space, be involved in shaping the programme and be able to access workshops to capacity build their practice.
- 7.2 A vacant council owned asset in Preston Road (a former sports/entertainment bar, 3-7 Lincoln Parade) has been identified as a potential space for cultural activation during 2022. We are currently seeking an organisation who can manage and programme the space in collaboration with Brent artists/creatives until December 2022.
- 7.3 Regeneration and Environment are working with the Brent 2020 Legacy Manager to secure two additional units across town centres to bring into cultural use for summer/autumn 2022. Landlord engagement has been challenging due to both a lack of available sites and genuine interest from landlords, however further engagement will be undertaken over the next couple of months to identify sites which are suitable and can be used for up to 6 month cultural use.
- 7.4 As part of the legacy the council committed to a shift in thinking across the organisation with arts and culture being viewed as an instrumental tool working across council policy. Culture has been included in the Draft Joint Health and Wellbeing Strategy within the Healthy Places priority and has been included in the Youth Strategy with the work of the Local Cultural Education Partnership feeding into this. In addition the Brent 2020 Legacy Manager has participated

in a community engagement internal stakeholders workshop hosted by the Transformation and Strategy and Partnerships team sharing examples of best practice from the Brent 2020 programme of which a couple were put forward as case studies for inclusion in an internal document developed to outline Brent's approach to community engagement. Over the year the Brent 2020 Legacy Manager has been working closely with colleagues to identify opportunities for cultural collaboration. Examples include working with the Climate Emergency Strategy Manager and the Lexi Cinema to develop a film programme for the Brent Climate Festival as well as brokering relationships with artists to support the development of the 'Let's Talk Climate' sustainable fashion workshop. Collaborations are also happening with the Black Community Action Plan, with culture as a key vehicle to start a dialogue around the contested heritage of Gladstone Park and the opportunity to present a balanced history through public art. And as highlighted previously, there is a continued relationship with Regeneration and Environment, with cultural animation of high streets through vacant units and a summer programme of high street events a key area of the Strategic Transformation Fund. A Culture Working Group has been established with colleagues from Children and Young People, Public Health, Economic Development, Communications and Libraries and Heritage who come together monthly to identify and join up cultural opportunities.

- 7.5 ***The Cultural coalition*** Through the Brent 2020 programme, extensive groundwork was undertaken to build relationships and trust with local and national cultural organisations. Throughout 2021, these relationships have continued to be nurtured with regular meetings with Brent based organisations and seeking out opportunities for collaboration between them and the council. In Summer 2021 the council took a collaborative approach to creating a cultural programme, working with cultural partners such as the Kiln Theatre, the Lexi Cinema and Wembley Park. This was the first joint curated programme which set out our intention for a more collaborative approach to culture and realised our ambition for 'Pride' within the legacy framework. A cultural coalition comprising of Kiln Theatre, Metroland Cultures, Mahogany Carnival Design, Royal Philharmonic Orchestra, Wembley Park, The Lexi Cinema, Brent Music Service, Young Brent Foundation, Fresh Arts and The Artist Network has been established with the aim of a strategic approach to culture, which through collaboration strengthens the boroughs ability to advocate for resource and investment.
- 7.6 ***Priority Place and Area of Focus*** Brent has been identified by both Arts Council England (ACE) and National Lottery Heritage Lottery Fund (NLHF) as an area of historical under funding by those organisations. Both bodies have made a commitment to prioritise resources and investment into the borough to develop the cultural infrastructure and work with the Council to develop sustainable models.
- 7.7 As an 'Area Of Focus' for NLHF, the Heritage Service were able to secure £250k through a solicited application for the Being Brent project and have received continued support from the NLHF Engagement Team. Brent will continue to be an Area Of Focus until 2024, presenting the borough with an

opportunity to build strategic partnerships with cultural and voluntary sector and secure inward investment.

- 7.8 In November 2021, Arts Council England announced 54 'Priority Places'; areas across England where their investment and engagement has been low, but the opportunity for them to effectively increase investment and engagement is high. Brent is one of the areas selected and will be a Priority Place until 2024.
- 7.9 As a result, the Council has been able to secure solicited funding from ACE to create a high quality cultural social prescribing of arts and culture development programme. The aim is to support local artists and cultural practitioners, social prescribing link workers, health professionals, including GPs and youth inclusive teams, to develop their understanding of the prescription of creative and cultural activities to people with unmet health and social needs. The programme will be delivered by the Clod Ensemble's well established and internationally recognised Performing Medicine team. The Council will work with partners, creatives and health care professionals to develop and roll the programme out this year.
- 7.10 Early discussions have begun with ACE who are keen to see a strategic and collaborative approach across the cultural sector in the borough with the Council in a lead, facilitating role. The Council are working with the cultural coalition to identify a set of borough priorities starting with the four themes of the legacy framework whilst exploring broader themes such as health and wellbeing. From this, the council will lead on developing a delivery plan, shaped by the coalition and the wider creative sector to be submitted to ACE by the end of March. The plan will inform ACE's approach to Brent and on where their investment/resources can best support the borough.
- 7.11 The Library Service are working with council colleagues on a capital development plan which will increase the capacity and opportunity to work with local artists and creatives and deliver more high quality cultural experiences to residents in library spaces across the borough. The first long term plans have just been agreed by Capital Programme Board to develop Harlesden Library (subject to confirmation of funding stream). The project will completely refurbish a disused classroom and convert it into a community and creative space to make it more accessible, welcoming and flexible to accommodate a broader offer of events and programmes.
- 7.12 In 2020, the Heritage service were awarded £250k from National Lottery Heritage Lottery Fund (NLHF) to lead a large scale project which explores health and wellbeing through the lens of heritage. The team have worked with the community to co-produce the '**Being Brent**' programme which includes a community grants programme designed to empower communities to self-organise and explore their individual heritage stories. Twelve individuals and organisations have been awarded funding by the Being Brent Steering Committee through the specially created Heritage Wellbeing Fund and have received on-going support and training including support and signposting to future funding opportunities.

- 7.13 Being Brent has created the opportunity for the Heritage Service to develop new strategic partnerships with the community and voluntary sector as well as focus on the development of the museum and archives so that it is reflective and representative of the changing environment and communities. Volunteer opportunities have been created through collaborations with charity partners Crisis, B3 and Mind where new volunteers have been recruited and have gained skills in hands-on museum collections care and computer skills through research and cataloguing. 68.5 hours of time have been donated to the project with a new cohort of volunteers who are new to Brent Museum and Archives.
- 7.14 The immersive theatre piece Coal Dole and Dinner Ladies hosted at The North London Tavern in Kilburn was hugely successful with sell out performances and 249 people attending over the course of the run. Through ticket sales and additional donations £1000 and 15 bags of food were collected for Mutual Aid Food Willesden, exceeding all expectations.

Two of three spotlight films, Being Green and Being Alive, which explore green spaces and environment and faith and religion respectively, have been created with the third film Being Brave (focussing on home and identity) due to be released in Spring 2022.

- 7.15 In conclusion, in 2021 the Council has made good progress in the first year of the legacy programme and in delivering the key projects. The LCEP has mobilised creatives, young people and educators to work strategically to unlock opportunities and support schools with embedding culture. The artist network has created a platform for collaboration and self-organising within grass roots creatives. Metroland Cultures has established itself, recruited to its permanent team and delivered its first programme. Building partnerships with the RPO and The Kiln has enabled the Brent 2020 Legacy Manager to broker relationships with other council departments, encouraging culture to be integrated into service delivery, but it has also supported both organisations in better understanding the local needs. Having two world class cultural organisations in Brent by default will attract wide ranging footfall but through their programming they have been able to use this as a vehicle to showcase the history and uniqueness of the borough to national and international audiences. Developing and building the cultural infrastructure remains a key priority for the council. Whilst progress has been made in facilitating meanwhile interventions, there is still a need for permanent creative space in the borough.

8. 2022 Cultural Programme

- 8.1 As we emerge from the pandemic, 2022 will hopefully see the return of audiences to events and activities. A rich and exciting programme is being delivered across Brent's cultural sector which will see activity take place between February – October 2022. The programme will provide opportunities for young people and the wider community to engage as participants and audiences, raising pride in the borough, with the aim of attracting local, national and international audiences.

Below is a summary of key projects followed by a timeline of wider activity:

- 8.2 **UEFA Womens EUROS 2022** - in July 2022, England will stage the UEFA Women's EURO (WEURO) of which Wembley Stadium will host the final (31st July 22). Brent is involved in a unique partnership of 10 Host Cities which includes Brighton & Hove, Hounslow, Manchester, Milton Keynes, Rotherham, Sheffield, Southampton, Trafford and Wigan & Leigh. Two ambitious large - scale arts projects, one small scale and one library programme have been commissioned by the FA and Host Cities that will leave a tangible legacy of community engagement; cultural leadership; health and wellbeing; civic pride and a changed national understanding of women's football and its parallels with the development of rights for women. The Royal Philharmonic Orchestra will create a bespoke musical anthem that audiences around the country can engage with to celebrate the tournament and visual artist Emma Smith will develop a large-scale public realm project which will capture, via green screen technology, film of women and girls from Host City communities moving in routines usual for them and will turn the images into holographic portraits. The holograms (subject to R&D) will be seen across 11 monolith structures forming a day-long visual arts installation in an open air space. Alongside the arts programme, an outdoor exhibition, which will run for a combined 67 weeks, reaching 600,000 people, will be augmented through each city working with their communities and girls' football teams to collect and curate local stories which will appear on a further two monoliths. Brent Museum and Archives will work with students from University Campus of Football Business (UCFB) to gather oral histories capturing stories of women in sport. These stories will be designed and edited into a sound installation positioned under the Bobby Moore Bridge and as part of an installation of historic Wembley stadium seats with embedded listening posts, located on the Wembley Park estate (supported by Quintain) for the duration of the tournament (June-July 22).
- 8.3 The date for the Emma Smith installation is yet to be confirmed, however the 30th July (day before the finals) has been earmarked. The council are working with the FA and Wembley Park on the locations for the arts programme across the estate. Brent and Hounslow will be the key London locations for the FA cultural programme expected to draw a significant footfall. The FA were successful in securing £500k from National Lottery Heritage Fund and £800k from Arts Council England to deliver the cultural programme across the 10 host cities; an investment of circa £130k per region. In addition the GLA have committed £30k to be split across Brent and Hounslow for the cultural programme. The Council has committed £40k match funding which will be taken from the annual Quintain Commercialisation funding for cultural animation which the council receives along with £19k from S106 for the Heritage programme.
- 8.4 **Gladstone Park Art Commission** - in 2020 The Mayor of London announced the Commission for Diversity in the Public Realm to review statues, street names and landmarks to ensure they reflect London's rich and diverse history and represent all Londoners. Brent undertook a review which identified Gladstone Park, named after Sir William Gladstone whose family were the

second biggest slave traders in the UK. After consultation with the Black Community Action Plan Leadership and Youth Reference Groups, a decision was made to not rename the park and surrounding streets but instead to develop a public art commission in partnership with the community to both acknowledge the park's link to slavery whilst reflecting, celebrating and amplifying hidden histories and Black leaders from or who have had an influence on Brent. Ideas are at an early stage and are currently being explored with the community.

- 8.5 Engagement has taken place with key stakeholders which include the Black Community Action Plan Leadership and Youth Reference Group, Brent Council Park Service, Friends of Gladstone Park and Willesden History Society as well as wider engagement with communities (through an online survey and public sessions), all of which have agreed with the approach and will continue to be involved in the process. Appointed artists will be expected to work with the community throughout, with workshops, volunteer and training opportunities embedded in the project. The aim is for the artwork to be installed August and October to align with the International Day for the Remembrance of the Slave Trade and its Abolition (23 August) and Black History Month. However the long term vision of the project is to create a space for learning, reflection and continued conversation with the community so this is embraced as part of the boroughs history.
- 8.6 ***Brent Biennial*** - The second iteration of Brent Biennial will happen between July and September 2022. Curatorial team is led by Eliel Jones along with 3 Brent connected artists Abbas Zahedi, Jamila Prowse, and Adam Farah.
- 8.7 ***Location of the Biennial*** - The Visual Arts Biennial and Music Festival both provide platforms to showcase the borough and its cultural and creative offer not only through its commissioning programme but also through the co-ordination on borough wide projects and responses in line with the Biennial theme and dates. The programmes will have visibility both in the borough, across London, the UK and internationally. They have the potential to work towards establishing Brent's tourism offer, attracting people to the borough and orienting Brent as arts and culture capital for London.
- 8.8 How Metroland locates the specific artworks it commissions and the communities they are presented in are important to funders and thus to the long-term sustainability of the organisation, the following considerations are key factors:
- **Engagement they want to create around the artworks:** Their approach across the programme is create art that is produced with communities, in direct response to specific communities or that will involve constant involvement with the communities where it is situated.
 - **Partnerships:** the 5 partnerships with community organisations provide them with the basis of long-term collaboration and the start of an MOU, working closely with them and where their audiences and services users are will allow us to reach those we haven't reached in the past.

- **Travel across the borough and Transport:** They want to attract audiences from both inside and outside the borough to Brent, ensuring audiences can travel easily and safely between a number of commissions will be key to ensure a good experience of the programme and that audiences feel like the time they invest in coming to see the programme is well spent.
- **Repeat visits:** They don't think it would be possible to see all the commissions in one trip across the borough so want to ensure if audiences can only come once there is enough of a volume of commissions close by to get an experience of the borough and the biennial.
- **Covid:** They are still working on contingency plan should another lock down come in place this would see a shift of focus to local audiences being able to walk around commissions in the public realm so a consistent micro narrative for each group of commissions would be important.
- **Partners Strategic Focus:** Focusing programming in areas of low artistic engagement is major priority focus for investment and funding. There is also a similar focus of investment from the National Lottery and Heritage Fund into work with communities located in areas of higher deprivation.
- **Resource:** The Biennial programme does not have the resources to ensure there is something in every part of the borough so taking an approach not only in the siting of the artwork but in partnerships, recruitment to the development programmes (Metroland university and artist development scheme) alongside matching this alongside wider plans for the Music Festival in 2023 creates a model where over 3 years of investment from the council we can work across the entire borough.

8.9 **Local Cultural Education Partnership** - In 2022, the following programme of activities are planned for the LCEP:

- **A programme of CPD for teachers** - Schools have shaped a programme of CPD focused on embedding creativity into the curriculum and expanding the cultural offer in schools. The programme will link schools with local artists and collaborative projects. It will cover how the arts can support mental wellbeing; funding opportunities and bid writing; the Black Curriculum; and upskilling school staff in Arts delivery and Arts Mark.
- **Branding Agency** - Working alongside a Brent based graphic design company, young people aged 16-21 will participate in a design agency creating branding strategies for the LCEP and LCEP partner activities. The aim is to draw on the wealth of art and design talent of Brent young people and to help them apply their talent in a work experience setting. The selected group of young people will be guided to not only develop the LCEP branding, but also their own portfolio. The aim is to have finished products by early summer 2022.
- **LCEP involvement in 2020 cultural events** - 13 July 2022 will see Brent Makes Music return to the SSE Wembley Arena for the biennial event organized

by Brent Music Service (BMS). The LCEP has recruited a creative producer to work with BMS to create additional creative content (dance, carnival, photography and film) and work placement opportunities for young creatives in the borough as part of the event. Fifteen hundred young people will perform and the aim is that at least 200 young people are involved in designing and delivering the event. Secret Cinema will be presenting 'Bridgeton' an immersive cinema experience in Wembley. The LCEP will be working with them to offer workshops and work shadowing for secondary schools as well as an adapted age appropriate Secret Cinema experience for up to 500 young people from Brent schools. Mahogany Arts will be including Brent young people in preparation for and participation in a showcase of carnival in the Queens Jubilee parade down the Mall in June.

8.10

2022 Activity Timeline	
Date	Activity/Event
February – May 2022	RPO WEURO22 workshops
March 2022	Priority Places Delivery Plan and delivery plan submitted to Arts Council England
March – April 2022	Kiln Theatre present Black Love
22 March 2022	Secret Cinema present Bridgeton screening for secondary schools
April 2022	Secret Cinema present Bridgeton workshops for secondary schools
April 2022	Commission artwork for Gladstone Park
May 2022	Kiln Theatre new production
May 2022	Vacant Unit project starts in Preston Road
June/July 2022	WEUROS22 Heritage project installed in Wembley Park
June/July 2022	Kilburn High Street Cultural Programme
June/July 2022	Kiln Theatre new production
23 June 2022	Windrush programming at Willesden Library
July 2022	Brent Biennial starts
13 July 2022	Brent Makes Music
30 July 2022	WEUROS22 RPO Hype Day and Emma Smith installation
July 2022	Wembley Park Busking
July 2022	Kilburn, Neasden and Willesden High Street Cultural Programme
August 2022	Install of artwork at Gladstone Park begins
August 2022	Brent Biennial
September 2022	Brent Biennial ends
September 2022	Church End and Harlesden High Street Cultural Programme

October 2022	Gladstone Park artwork installed with programme of activity
October 2022	Vacant Unit animation – Locations tbc

- 8.11 The Brent 2020 Legacy Manager will work with the Head of Communications to ensure that the cultural programme is promoted across the borough and to wider audiences. The WEURO22 cultural programme will be amplified by a robust communications campaign which the FA and GLA will lead on. As a host city, the council will be able to capitalise on this exposure which will drive footfall to the borough. In addition, the council will collaborate with cultural partners to curate a brochure distributed through libraries, sports centres, and GPs for local audiences.

9.0 Financial Implications

- 9.1 The Brent 2020 Legacy Manager is responsible for managing the £1m grant to Metroland over 3 years.
- 9.2 The Council has committed £165k from the Strategic Transformation Fund which the Brent 2020 Legacy Manager will oversee with colleagues from Regeneration and Environment.
- 9.3 Funding has been secured via the FA for the WEURO2022 Cultural programme of which circa £130k has been allocated to Brent. This budget will be held directly by the FA along with £30k from the GLA.
- 9.4 The Brent 2020 Legacy Manager is responsible for managing the £125k commercialisation funding from Quintain for cultural activation.
- 9.5 The Local Cultural Education Partnership has been awarded £50k from the Arts Council via the organisation A New Direction, conditional upon match funding from the Local Authority secured from Community Wellbeing.
- 9.6 Over 2021, the council has continued to see financial benefit from being the borough of culture, attracting new partnerships and funding to deliver culture across the borough. The table below illustrates the investment in culture:

Summary of All Funding Streams	
Source	£'000
Grant to Metroland	1,000
Strategic Transformation Fund	165
FA funding for the WEURO2022	130
GLA funding	30
Quintain commercialisation funding	125
Arts Council funding via A New Direction	50
Total	1,500

- 9.7 The Brent 2020 Legacy Manager will continue to work collaboratively with stakeholders and the cultural coalition to attract inward investment from Arts Council England, National Lottery Heritage Fund and other funding sources which strengthens the cultural infrastructure.

10.0 Legal Implications

- 10.1 Given the nature of the report, the legal implications arising from it are limited.
- 10.2 There are a number of initiatives forming part of the Brent 2020 legacy that will require ongoing input from the local authority. For example, the establishment and funding of Metroland Culture Limited by way of a grant funding agreement that requires appropriate outputs and the involvement of a council representative on the Board will require ongoing monitoring during its 4 year term. The establishment of a Local Cultural Education Partnership with the intention that it become an independent entity will require legal input for its formation and operation. Also, the intention to make use of premises for meanwhile space will require the ongoing issue of leases and licences, with such flexibility of use supported by the Brent Local Plan.

11.0 Equality Implications

- 11.1 There are no equality implications arising from this paper

12.0 Consultation with Ward Members and Stakeholders

- 12.1 N/A

13.0 Human Resources/Property Implications (if appropriate)

- 13.1 N/A

Report sign off:

Phil Porter

Strategic Director of Community Wellbeing