

## Contents

	Page
Foreword	2
Vision	3
Background	3
Introduction	3
Festivals Vision and Principles	4
Monitoring and review	7

## Appendices

### **APPENDIX 1: POLICY CONTEXT FOR THE CULTURAL STRATEGY**

## Foreword

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

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

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

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

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

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

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

## Vision

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

## Background

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

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

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

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

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

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

## Introduction

A future provision of an inclusive events programme will be developed to reflect and support the key principles of Brent's Cultural, Sport and Learning Forum.

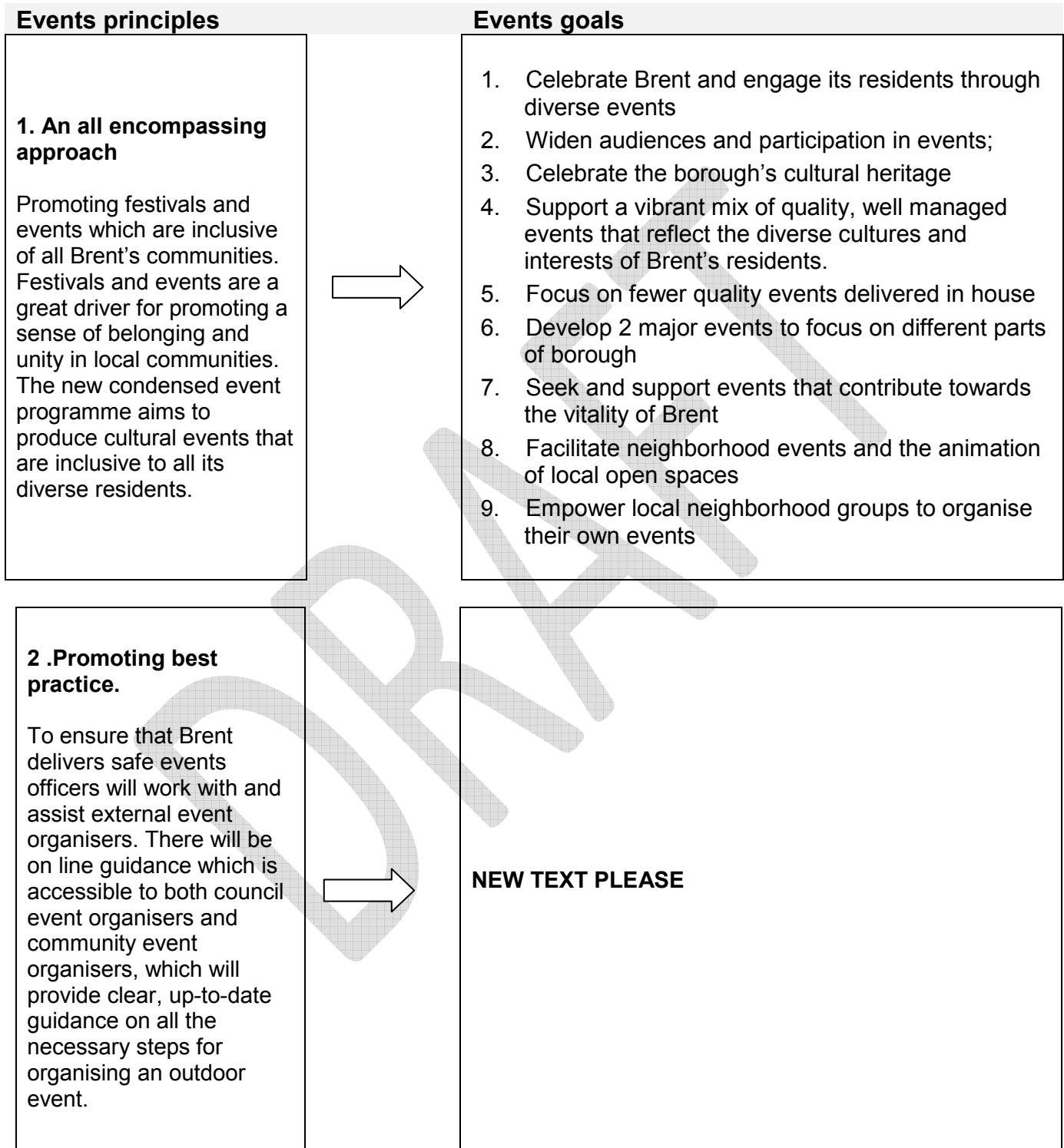
The Cultural Forum adopted eight key principles to guide its work based on these eight principles:

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

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

## Events vision and principles

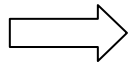
Brent Council recognises that access to cultural activities contributes to a safe, health and cohesive community. The council aims to work in partnership to develop and support a range of cultural opportunities that are engaging, accessible and enriching for all local communities.



## Festivals and Events Visions

### 3. Events that act as a community showcase.

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



## Festivals and Events Goals

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

### 4. Promoting a business development approach.

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



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

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

## **Monitoring and Review**

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

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

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

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## APPENDIX 1: POLICY CONTEXT FOR THE CULTURAL STRATEGY

### Local

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

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

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

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

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

### Regional

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

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

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

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

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

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

## National

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

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

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

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

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