



Cabinet
12 September 2018

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

Funding London Borough of Culture 2020

Wards Affected:	All
Key or Non-Key Decision:	Key
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:	N/A
Background Papers:	N/A
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1.0 Purpose of the Report

- 1.1 The paper provides an update on plans for Brent to be London Borough of Culture 2020, in particular the anticipated legacy and the planned budget.

2.0 Recommendations

Cabinet is recommended to:

- 2.1 Agree the funding strategy for the London Borough of Culture 2020
- 2.2 Agree the commitment of £0.250m Neighbourhood CIL to support areas of the programme which meet the NCIL criteria
- 2.3 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

2.4 Note the intention to fund raise from external sources in order that the use of reserves should not be necessary

3.0 Detail

3.1 The Council submitted a bid to the Mayor and the GLA in December 2017 to become the London Borough of Culture 2020. The winning boroughs were announced in February 2018. Since that time the following projects in the bid have been developed:

- Thoroughfare: A street party on Kilburn High Road on 12th July 2020.
- No Bass like Home. An affordable concert in Wembley Arena and a festival in Harlesden celebrating the reggae heritage of the area.
- Museum of all Brent Life: the 6 Council libraries and the 4 community libraries will work with an artist on site specific commissions.
- Seen and heard: a partnership with Quintain and the LSE to produce a policy framework for the creation and management of public spaces which welcome young people
- Brent Lives: a partnership with Vice to tell Brent stories
- Lost and found: a programme with Brent Schools
- The Anthem: a new composition to be performed throughout 2020
- Spacebook: an online platform to allow local people and community groups to book affordable creative spaces throughout 2020.

3.2 The GLA are providing two programmes to the winning boroughs. Battersea Arts Centre will be working in partnership with a local organization (to be finalised) to deliver a young person's programme from September 19. Further work is needed to understand how this will work alongside the local Young Ambassadors programme which will then be entering its second year. The second programme 'supplied' by the GLA is a partnership with AirBnB entitled "Listen Local". Listen local will pair up writers with local creative talent to unearth hidden stories about Brent's people and places. Stories may be told through film, music, theatre or art and will result in events in neighbourhood locations to attract visitors to the borough. This programme should link to and complement Museum of all Brent Life

3.3 The delivery model chosen for LBoC will embed working with cultural opportunities and organisations across the Council. Each of the projects within LBoC has a Senior Responsible Officer at Head of Service, Operational Director or Strategic Director level who is responsible for ensuring the project is delivered to time and budget and for the identification and mitigation of non-creative risks.

3.4 In addition a small LBoC team is being recruited. Lois Stonock has been appointed as the Artistic Director.

4.0 The legacy of Brent Borough of Culture 2020

4.1 Brent Borough of Culture 2020 is designed to have a lasting impact on the borough and to change how the Borough is seen and experienced by residents and by visitors both during 2020 and afterwards.

4.2 It is anticipated that 150,000 residents will participate in Brent Borough of Culture 2020 and that the Borough will attract an additional 1 million visitors.

4.3 Reflecting the focus on young people, plans are underway for every child and young person in Brent schools, settings and colleges will take part in a cultural experience in 2020 and for every school to achieve Arts Mark accreditation. Thirty Young Ambassadors drawn from across Brent will actively shape and contribute to the programme and be supported in developing skills and experiences which will open up career pathways. In addition the LBoC will include a Creative Pathways Programme which will provide structured work experience placements for young people aged 16+ with creative and cultural organisations that are part of delivering LBOC

4.4 As the London Borough of Culture 2020, Brent will become an inspirational cultural destination attracting not only cultural visitors but also cultural enterprises. The LBoC team are working with Regeneration to secure an additional 3,000 square metres of space for cultural industries.

4.5 Winning London Borough of Culture 2020 provides many opportunities for local cultural organisations, creatives and artists. In preparation for these, in November 2018, the Brent Cultural Network will launch which will provide regular networking events, talks and workshops.

4.6 In response to local people reporting a lack of affordable space for creative endeavour, Spacebook will link available spaces with local people and groups throughout 2020 and provide a platform which can continue to support creativity in Brent after the year.

4.7 The volunteer programme will provide hundreds of local residents with the chance to gain new skills and experiences, building networks and having fun through volunteering on LBoC. A volunteer coordinator will be recruited in the autumn, with applications for volunteering to open in March 2019.

4.8 The Council will establish an independent Cultural Trust in order to amplify the legacy of 2020. The Trust will include young people and people with a Brent connection in its Trustees as well as those with expertise in the cultural sector and in fundraising

4.9 Finally, in order to ensure that local people and communities are truly engaged in shaping as well as experiencing the opportunities provided by Brent Borough of Culture 2020, a Brent Borough of Culture Fund will be established. This will launch in January 2019. £0.5m will be available for local individuals, artists, cultural and community groups across three rounds of funding.

4.10 Alongside this, national arts and heritage funders have signaled that they would like to receive more applications from communities in Brent, particularly those who have been underserved by previous cultural grant funding by national organisations. The LBoC team working with officers across the Council will bring local groups and national funders together and support bids to national funders.

5.0 Financial Implications

5.1 The programme budget is £4.6m. This includes a mix of different funding sources such as GLA grants, Community Infrastructure Levy, partner contributions, ticket sales, fundraising and Council Contributions.

Total Expenditure (excluding in kind)	£4.6m
Total Earmarked Income	£3.1m
Total Income to raise	£1.5m

Income from GLA	£1.35m
Income from Brent (inc NCIL)	£1m
Income from Trusts/Businesses	£0.75m
Income to raise	£1.5m

5.2 The council will need to earmark up to a further £1.5m of non-recurrent funding from usable reserves if fundraising attempts fail to generate the required additional income as a contingency if the council wishes to allow for the full programme to be delivered. A robust governance arrangement is in place to approve any changes in scope with budgetary implications.

6.0 Legal Implications

6.1 There are no legal implications arising from this paper

7.0 Equality Implications

7.1 There are no equality implications arising from this paper

8.0 Consultation with Ward Members and Stakeholders

8.1 Local people and stakeholders have been (and will continue to be) engaged across the programme and on individual projects.

8.2 A key part of this wider engagement is the Cultural Summit which is planned on 7 and 8 September. The first day will be designed for London and local cultural

organisations and will showcase the plans highlighting the opportunities for cultural organisations who may wish to be delivery partners. Day two is aimed at the local communities and will provide opportunities to co-design the programme.

Report sign off:

PHIL PORTER

Strategic Director of Community Wellbeing