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Our Borough -Hounslow 2020

Status: Assess**Change Management Report****Project ID: P10919****London Borough of
Culture****London Borough of
Culture**

12 unapproved blocks

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New block with edits

There is no approved version of this block

Unapproved changes on 22/11/2017 by [REDACTED]

Project title

Our Borough -Hounslow 2020

Bidding arrangement

London Borough of Hounslow

Organisation name

London Borough of Hounslow

Programme selected

London Borough of Culture

Project type selected

London Borough of Culture

▲ General Information[Jump to Contact with us \(\)](#)

New block with edits

There is no approved version of this block

Unapproved changes on 21/11/2017 by [REDACTED]

Name of Borough.

Hounslow

Borough address.

Civic Centre
Lampton Road
Hounslow
London TW3 4DN

Name of contact person.

[REDACTED]

Position held.

Heritage and Arts Project Manager

Directorate.

Regeneration and Economic Development (REDe)

Department/Business Unit.

Public Health and Leisure

Telephone number.

0208 583 [REDACTED]

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▲ Contact with us[Jump to Project Overview \(\)](#)

New block with edits

There is no approved version of this block

Unapproved changes on 21/11/2017 by [REDACTED]

**If you have discussed your activity with a member of GLA staff,
please tell us their name (or names), if you know, and which team
they work in**

[REDACTED] - Senior Policy Officer (London Borough of Culture)

[REDACTED] - Acting Head of Culture (GLA)

If you are related to any elected GLA members or GLA staff, please tell us about your relationship with them, their name (or names) and which team they work in

N/A

▲ Project Overview

Jump to Making an impact ()

New block with edits

There is no approved version of this block

Unapproved changes on 01/12/2017 by [REDACTED]

Which year are you applying to become the London Borough of Culture?

2020

If you have a preference for a particular year, please tell us why

2020 allows a 3yr programme of preparation including further consultation with our public, stakeholders and partners through an extensive social media campaign and workshops to ensure complete ownership of the programme along with a substantive legacy. It allows the development of projects including our centrepiece This is Hounslow; a wide-ranging engagement programme, and convergence with other major cultural projects in the borough:

Boston Manor re-opens 2021;

Hogarth's House project completes in 2019;

Hounslow's second 3yr Creative People and Places programme will be in yr 2-3;

Gunnersbury Park Museum (shared initiative with Ealing) re-opens 2

How much funding are you applying for from the GLA in this application? (£)

973663

How much will your programme cost in total? (£)

1398663

Provide a summary of the proposed programme.

'Our Borough' is a three year programme centred around the theme of 'Connections' – of our spaces, places and people – and culminating with the London Borough of Culture year in 2020. Building on some existing programmes, we will develop new opportunities to tell the story of the borough from the perspective of its residents. We will bring our public spaces to life from our parks and markets to our historic houses and streets, ensuring a sustainable legacy post 2020.

As a river borough, we will promote the history, heritage and connections of

our waterways. As a diverse borough, we will celebrate the connections between our communities. We aim to give Hounslow a sense of place and its residents a sense of pride.

We will feature a range of professional artists, musicians, storytellers, whilst developing the skills and talents of our local people, providing platforms for emerging artists ensuring a quality cultural experience for those taking part as participants or observers.

▲ Making an impact

Jump to Celebrating creativity ()

New block with edits

There is no approved version of this block

Unapproved changes on 01/12/2017 by [REDACTED]

Describe your borough, its people and places. We want a snap-shot of your borough profile and where you see its future, demonstrating a clear evidence base and a statement outlining why you need this award.

Located in West London, linking city and countryside via the Great West Road, Hounslow is a portal to London, to the UK and, through Heathrow, the world. It surprises the visitor with its green spaces, hidden treasures and history, its geography and cultural narrative.

It is a river borough; providing a route to the West of England and to the Channel, with a rich environment of waterways – canals, tributary rivers, lakes, reservoirs, docks – as well as Metropolitan Open Land (parks and open spaces). Important roads pass through it, or close by: the M25, M4, A406, A40/M40. It is well served by rail and other public transport.

Hounslow has tangible links to Britain's past with both an implicit and explicit (built) heritage from the Romans through King Canute, Henry VIII and Brunel and, through its peoples, to world cultures. There are 5 Great Estates all with historic references (Chiswick, Gunnersbury, Boston Manor, Osterley, Syon). Chiswick's lake, fed by the Thames, is one of the first Serpentine Lakes.

Above all it has potential: continuing economic and social development, and opportunity; with promising new looks to the town centres, new market spaces, new retail and office space for businesses (and potentially creative and cultural businesses), new homes, new schools, an improved leisure and entertainment infrastructure with increased diversity of cultural offer, enhanced public realm and facilities such as libraries, leisure and arts centres.

The Heathrow Opportunity Area (The London Plan 2016), covers the west of the borough. The area has an indicative employment capacity of 12,000 new jobs and a minimum 9,000 new homes. The London Plan designates the

'Golden Mile' area along the Great West Road as the Great West Corridor Strategic Outer London Development Centre (SOLDC) with digital and media specialisms. The SOLDC is intended to identify and support business locations with specialist strengths and growth potential of London wide strategic significance.

Heathrow itself has one of the largest single economies of all London boroughs comprising approximately 143,000 employee jobs (government dataset IDBR).

In close proximity to Heathrow the borough is inevitably identified with the airport. It is both an asset, and a drawback to a simple narrative of place and richness of heritage. It is a cause of much of the borough's population churn, a key development issue. And the important roads, which even as they connect Hounslow to London, to the West and the world, ironically break communities into small parts.

A critical issue for Hounslow is to address the turbine effect of the population churn, inward and outward migration, on the economy and profile of the borough. As a corollary, the need is to increase capacity and skills and, with one of the youngest demographic profiles of any London boroughs, to provide stimulation and opportunity for young people, to unify and to integrate, to draw in people and investment. 52% of its 268,000 residents are under the age of 35. Over the last 15 years there has been a significant increase in the age groups 0-4 and 25-34, suggesting an increase of young families in a borough where life expectancy for men and women is lower than the London average. The population demographic is diverse: 38% identify as White British; the remaining 62% identify as Indian, Black and Pakistani Diaspora. We host migrants and refugees from countries like Somalia, Iraq, Iran, Afghanistan and Sri Lanka. In recent years there has been significant inward migration from other countries of the EU noticeably Poland.

Please continue your answer below if required

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Explain how becoming the London Borough of Culture in 2019 or 2020 will help you achieve your ambitions and create long term change.

Perhaps unsurprisingly there are key weaknesses or omissions in the cultural infrastructure in Hounslow. For all the commendable improvements made in recent years with Arts Council (notably Creative People and Places), Heritage Lottery Fund, Council and private sector investment our infrastructure is barely able to reflect the cultural mix of its residents, to retain them or to attract visitor attention sufficient to really boost the economy or to compensate for lower than average levels of income. Compared to other London boroughs the number of top line delivery agents in Hounslow means little diversity of approach or strength in our cultural sector.

Hounslow identified four key objectives for its Regeneration and Economic Development Strategy: Growing business; Improving connectivity; Place making; Enhancing the environment. We see the London Borough of Culture designation as an opportunity to bring the cultural sector properly into the

regeneration and economic equation:

- 1) growing our arts/creative sector businesses
- 2) improving the connectivity between places and communities
- 3) making and defining place through culture
- 4) enhancing the environment, making Hounslow a better place to live and work

Meeting all 8 of the London Borough of Culture Objectives, locally rooted yet connected to the world, we plan to take Hounslow from the outer ring of London to the entry point for the city and the UK; from a stop on the way to Heathrow Airport to the starting point for a surprising journey. We will use the platform provided by the internet to showcase its stories, engage and inform others, re-connect people and places within the borough, re-affirm Hounslow's historic role as a portal and make it a place to visit – and to stay.

The keynotes of our programme will be:

- to develop and enhance infrastructure using digital and data connections
- to connect places and people – within the borough, the borough to London, Hounslow to the world (focusing on the places our people link to).
- to make the most of the range of communities in Hounslow as welcoming visitors
- to fill gaps in provision via FE/HE and schools' collaborations as well as links with Hounslow Chamber of Commerce
- to build on what we've got – the cultural and leisure sector, historic sites, open spaces
- to develop skills, abilities and confidence – increasing digital/marketing/social media skills
- to capitalise on Hounslow's location and heritage to enhance its culture

Using the skills and talents of local artists, writers, musicians and dramatists to tell compelling stories about how our communities connect to communities internationally, using sophisticated live streaming technologies to communicate these stories and a positive message about Hounslow, we will be able to make a quantum shift in the perception of the Borough – at home and further afield.

Our centrepiece project, This is Hounslow, will feature our artists and performers, our archivists, our storytellers, as well as our great houses, our parks, our townscapes, and river. It will star our people, and feature artists from elsewhere, setting a challenge for aspiration and excellence. We will let them tell others where they live, where they came from, show what they can do and show off what our borough offers. We'll send them (digitally) to the parts of the world they connect us to, live-streaming via the world wide web, developing the skillsets amongst our people to do skills that will be transferable into the digital technology sectors close by the borough. Over a year Our Borough will aim to give Hounslow a sense of itself as a place.

Please continue your answer below if required

Lacking much of the cultural infrastructure elsewhere in London it will locate itself in all the places we currently celebrate as cultural assets – Bell Square, Hounslow Arts Centre, Watermans – but also in the libraries, bandstands in the parks, and other open spaces where river meets land, bringing together our heritage with our future, promoting them and the borough to our

principal, local, audiences and to the wider world. In the run up to 2020 and over that year we will focus the development of our programme on a range of contributions from our partners and others such as the Thames Festival. We will base some of this work on our ongoing programmes, particularly Creative People and Places, confirmed for a second 3yr programme, and the pending launches of three HLF funded capital projects at Gunnersbury Museum, Hogarth's House and Boston Manor. Our programme includes circus, brass band, ukulele, philharmonic and bhangra music, photography, video, film, visual and digital arts and performance in all genres developed up to and over 2020 and presented in the This is Hounslow showcase. We will also make a number of special commissions, from our cultural sector partners outside the borough and their participants and collaborators.

We will use a digital platform to make recorded performance, film, video and music widely accessible via social media platforms, web and website. Our live-stream 'broadcast' proposed as our centrepiece, exemplary project will link up to five live stages, many smaller centres, every home and some international sites via Facebook and/or YouTube.

We will offer an enhanced monitoring and evaluation component, one closely integrated with every part of the programme. Using the extraordinary resource of the digital platform and mobile technology we will be able to monitor and evaluate the programme over time, mapping the impact via mobile phone technology, as well as more conventional means. Hounslow has already commissioned a 'borough profile', an assessment of the cultural landscape and audiences from the Audience Agency (2014) and we are committed to expanding that within the three years of development and presentation for the Borough of Culture programme. We also have in place a detailed resource, Local Insight Profile or Intelligence Hub, that makes use of Open Data collated by OCSI to create interactive maps and reports at small area level as a tool for mapping data and measuring impact. The Borough of Culture year will provide us with the platform and the exposure to celebrate Our Borough but its foundations are already laid.

▲ Celebrating creativity

Jump to Outcomes & outputs ()

New block with edits

There is no approved version of this block

Unapproved changes on 01/12/2017 by [REDACTED]

Describe your proposed programme of activities. What will your Borough of Culture look like? In your response consider how your programme will be amazing, ambitious, authentic and all-embracing.

Our programme aims to create platforms for everyone to engage with cultural activity as participants or as observers. The programme is accessible and delivers activity to encourage communities to come together. We will connect people to the best spaces in the borough – our major assets and re-visioned spaces including parks, libraries, markets and town centres.

Elements from every project will feed into the This is Hounslow finale project.

Our programme spans 9 key projects:

Sounding Off, Our Town: Hounslow Music Service

Sounding Off, Our Town is a year-long programme spanning 5 local sites culminating in original works. Children will research the history and geography of their site and engage with composers as they create new works to illustrate that space, each of them linked to a theme; connections or water. The pieces will be performed on/near the site, and recorded, contributing to a musical trail for the borough. The project builds on strong existing links with the Philharmonia Orchestra and local schools. A pilot of this project will take place in Year 1 based around the Kempton Steam Museum in Feltham and the learning used to develop the project in 2020. We anticipate the trail developing to include interpretation on sites and areas which have a musical heritage post 2020.

Atelier: Redlees Artist Studio

Redlees Studio plays hosts to 28 artists who act as a collective to promote and exhibit their individual and collective work. The artists work range from jewellery and ceramic to painting and photography. Atelier secures Redlees as an arts quarter by developing a relationship with Bow Arts Trust to build capacity for long-term sustainability and project ownership for the artists. We see studios as a key site for the future basing it firmly in the development plans for Redlees Park. The artists will determine their own programme of skills development and events and select representative work to feature in This Is Hounslow.

Launch Event: Watermans

Watermans is the major arts centre in West London and an independent charity with a wide outreach programme. Its mission is to bring communities together through cultural participation. The current building houses an independent cinema, theatre, contemporary art gallery and creative community spaces and provides a year-round programme of film, children's theatre, performing arts such as cabaret and comedy, and free exhibitions. The building is no longer fit for purpose and 2020 will see the opening of a new Watermans in Brentford Town Centre. A key ambition is to see it become a much-needed middle-scale dance space in West London with more capacity. Watermans will contribute a signal event in the new space, based on the dance programme and themed around 'connections' using new media, sound, visual and performance art. H2O Youth Festival: Cultural Education Partnership

Hounslow is currently developing a Cultural Education Partnership which will work towards ensuring every child has opportunity to experience and participate in quality art activity. The partnership includes representatives from schools, Hounslow Heritage and Arts team, Watermans and Hounslow Arts Centre. This festival will engage young people across the borough as writers, performers, makers, technicians and production crew, across our local sites. Other contributions will be made to ongoing annual programming, such as the London Mela, an annual free festival in Gunnersbury Park inspired by South Asia. A core group of young people will be recruited from within the larger participant cohort to support This is Hounslow. As a finale event we will offer a conference/arts jobs fair for the youth sector and young people supported by external partners and Hounslow's Skills and Employment team.

Great Estates Heritage Trail: Hounslow Borough of Culture Team
Hounslow hosts a number of great estates, many of which link to places across London and England.

Please continue your answer below if required

The Great Estates Trail will create a digital narrative which could be expressed as film or video, special animation in AR/VR commissions - of five estates in the borough; Chiswick, Gunnersbury, Boston Manor, Osterley and Syon highlighting their history and heritage, the people that lived there, the development and change of the estate; and continuing with the theme of connections, how those estates impacted on the borough and mapping the water connections between them. The trail will highlight the links these estates have across London and England (for example the shared stories of Lord Burlington's rural house in Chiswick with the private mansion Burlington House in Mayfair) and aim to offer a range of topics to interest a variety of audiences. Each estate will be explored by participants, learning new skills to investigate archive material and present their findings during Open House 2020. The project will tap into the completion of capital projects at Gunnersbury Park and the planned capital developments at Boston Manor House, Boston Manor Park and Chiswick House. The trails will form a legacy in the archives and on the digital platform whilst being built into activity plans.

Our House: Hounslow London Borough of Culture Team

Hounslow is made up of different faiths and ethnicities which makes the borough distinctive and offers new experiences for all. Our House is an arts festival investigating notions of home, place and cultural identity. The houses are virtual and the programme mixes performance, visual art and talks. It celebrates creative, social economic and cultural contributions of five ethnicities and faiths: African Caribbean, Polish, South East Asia communities and Sikh and Christian faiths, creating understanding, and community cohesion. The programme will make use of our open spaces including parks and markets to make activity open and accessible to everyone. Each 'house' will present its own programme and we will work with advisors e.g. Community Partnership Unit, Friends of Faith network, to appoint the lead organisations. Lead organisations will be supported to develop capacity to delivery high quality events and be able to bid for extra money to bring in established artists to ensure an exciting and energised programme of events.

This is Hounslow: Hounslow London Borough of Culture Team (Exemplary Project)

On 25 June 1967 the Beatles (and friends) sang 'All you need is love' for the first time to an audience of approximately 700 million people in 24 countries. It was perhaps the most memorable moment of a never-before-attempted, live, global telecast. In late 2020 Hounslow will attempt something similar, bringing 3yrs work together, making one Borough of a distended, physically disconnected part of outer London in a 2 hour, live, digital, transmission from 5 key hubs; with disparate communities brought together on large screens using the skills and talents of local people to tell the story of our borough, and develop the skills of digital technicians, producers, camera operators and crew to transmit it.

Throughout the year everyone will have the opportunity to create an account about what makes their area special. This could be by a single photo, a sound, or a short video of traffic, animation etc. A series of open workshops will tour the borough helping people, young and older, learn how to make best use of their own digital assets (camera, mobile phone etc.) to record these elements. They will then be encouraged to deposit/upload their recordings at key points e.g. libraries. The contributions will be edited into a 'finale' for Our Borough shown in five sites across the borough, live, and through live-streaming on YouTube. Young people will be trained to work with artistic directors and technical staff in the build-up and on the night.

Please continue your answer below if required

Rivers of the World: Thames Festival Trust

Thames Festival Trust produces an annual festival Totally Thames, which works with thousands of school's children throughout London, the UK and the world to create art based on a river inspired programme. Rivers of the World inspires young people in the potential for art in their lives. It champions the creativity of children and develops young audiences for galleries. The project gives teachers skills to deliver arts-based learning; develops awareness about rivers; and provides the framework for international partnerships to flourish with both artists and schools. Professional artists will work with 6 secondary and 6 primary schools over 2 years. The schools will link with schools in a partner city overseas and establish meaningful dialogue and contact between teachers and pupils on an international level. Artworks will be exhibited and promoted as part of Totally Thames festival in yrs 2 and 3, after which they are donated to participating schools.

Digital Platform: Hounslow LBoC Team + Contractors

We will create a digital platform comprising a website, sophisticated access points, WiFi and fibre network which support our programme as well as act as poster site for our cultural and creative industries. Based on external expertise with developing and delivering innovative live streaming platforms for public arts events, we will create a flexible, engaging and mobile-friendly digital network which will weave connections across all our five 'This is Hounslow' event spaces. The digital platform will also be essential for the evaluation process, as it enables us to manage data instantly and ethically (with GDPR in mind) from attendees at events. Using the platform it is possible to provide a live data view of audience activity. The platform will add additional legacy, serving as a back-end portal for artists to post, and apply for, opportunities across the borough and further afield using the network launched in 2020

Briefly tell us, what are the heritage themes you might focus upon and what difference will this make for local people?

Heritage is at the centre of our programme particularly in the Great Estates Heritage Trail and Our House projects. Our heritage themes stem from our overarching theme of 'Connections'. We will focus on both intangible and tangible heritage -using the former to drive audiences to the latter - including our historic houses, the borough's waterways, connections between

people and place, celebrating the heritage of particular communities and faith groups. More people, and a wider range of people will find entry points through the 'Our Borough' programme to engage with Hounslow's diverse heritage through these themes. We will focus on what makes each area unique encouraging pride of place.

Briefly tell us your plans to widen access to and participation in the arts and how you might address inequalities of opportunity in your borough; including systemic barriers you have identified.

Our programme offers a diverse programme and activity across the borough for people to take part on their doorstep. We place artist workshops in the areas we know are least engaged and work with groups on the ground already making a difference in their communities to ensure we reach as many people as possible. The This is Hounslow project in particular is designed to help people think about their area in a different way, contribute to something big and be part of something new. Through participating in the projects, people will gain new skills, make new friendships and develop a wider understanding of the cultural makeup of the borough as well as the confidence to engage in the future.

▲ **Outcomes & outputs**

[Jump to Monitoring & evaluation \(\)](#)

New block with edits

There is no approved version of this block

Unapproved changes on 01/12/2017 by [REDACTED]

▲ **Monitoring & evaluation**

[Jump to Deliverability \(\)](#)

New block with edits

There is no approved version of this block

Unapproved changes on 01/12/2017 by [REDACTED]

Please tell us how you will monitor and verify the information you collect so you can measure the outputs and outcomes.

Our Objectives:

To establish a baseline for data

To understand who engaged with the Our Borough programme

To understand their motives for attending and their experience

To analyse data gathered using conventional means enhanced by digital methodologies

To integrate this with baseline information derived from the profile, commissioned from The Audience Agency (TAA) in 2014 and Hounslow Local

Insight Profile, plus other impact data from box offices, social media and press tracking.

For outdoor programmes we will work with TAA and our partners to recruit and train volunteer researchers to conduct face-to-face exit interviews using smart devices. We will create feedback forms, take videos on smartphones to provide snapshot information and commission TAA to conduct some observational research. Using our proposed digital platform – web, WiFi access points – we will gather proximity data from mobiles phones, encouraging users to sign up via a splash page, and complete a short questionnaire. All this data will be collated by TAA and correlated with Audience Finder, before being circulated to partners. As Hounslow Intelligence Profile makes use of Open Data collated by OCSI we will add this to the existing interactive maps/reports at small area level as a long-term resource for the borough, ensuring that the cultural impact and resource is embedded in future borough planning.

▲ Deliverability

[Jump to Exemplary Project Awards \(\)](#)

New block with edits

There is no approved version of this block

Unapproved changes on 01/12/2017 by [REDACTED]

Describe how the project will be well managed. Please address the following areas: good project management; exemplary partnership working; the long-term approach and shared learning.

We will recruit the following positions to work solely on the London Borough of Culture delivery from Year 1 (2018):

Project Manager (f/t)

Artistic Director(f/t)

Admin Support (p/t) managed by project manager

We have also allowed for Community Liaison & Partnership Development

The new posts will sit within the Heritage and Arts team at the local authority. The service lead for Heritage and Arts will have immediate line management responsibility for the Project Manager and Artistic Director; the administrator will be line managed by the project manager.

In order to ensure a strong partnership both with external partners and our internal departments, we will set up a project board which will have operational management of the London Borough of Culture Team. Both the Artistic Director and Project Manager will have to report to the project board which will be made up of delivery agents and internal teams including economic regeneration, heritage and arts, communications and community partnership unit.

A wider advisory group will include peers from the creative sector and a representation of project partners and meet quarterly to review progress,

engagement and discuss challenges that arise. The advisory group will include peers from outside of the borough.

A quarterly partnership meeting to update everyone on the programme will also include a member of LB Hounslow communication staff.

We will follow London Borough of Hounslow procedure including procurement rules relating to staff appointments and buying in consultants.

We are keen to ensure that any learning we get from the three years is shared. Each year we will ensure we share learning and provide an evaluation update on progress with our partners, other stakeholders across the borough, the public (through area forums and media) and internal groups. We aim to present evaluation findings and case studies from the projects at the end of the Our Borough programme across London, the UK and at relevant international opportunities.

Please continue your answer below if required

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Describe how your project delivers value for money.

We will ensure our programme offers value for money by using existing infrastructure to ensure we are enhancing not re-making. New works will be added to effectively enhance projects where possible.

We will be building on/enhancing projects programmes for which are confirmed for example Creative People and Places and Rivers of the World. We will make use of existing 'black fibre' networks which will contribute to digital infrastructure across the borough.

The whole programme is designed to investment in people and places, tap into our regeneration priorities and deliver against wider agendas to secure sustainability.

Please outline how you plan to secure a minimum of 30% match funding. You should include sources and amounts of cash income and in kind support. Please indicate whether these are confirmed or to be expected.

We will use the build up to 2020 to secure match funding and in-kind support for the programme. As well as financial and in-kind commitment from London Borough of Hounslow, we will use our ongoing relationship with trusts and foundations and corporate sponsors (including businesses within the Golden Mile) to support the programme. We anticipate submitting an application to Arts Council – Grants for the Arts and Heritage Lottery Fund – Our Heritage for The Great Estates Heritage Trail.

Please describe how your proposal reflects your duties under the Equality Act 2010. How does it address integration and the needs of specific groups who might find it harder to engage and participate?

Our programme for London Borough of Culture ensures that everyone can participate in projects and no one is excluded. We have allowed for specialist commissions within projects including Our House and This is Hounslow to ensure we target those people, communities and groups that tend to engage

less/have a lesser voice. Often people with mental and physical disabilities, those on low income and people who have English as a second language are less represented and we are aware that often people do not engage because they fail to see the relevance for them and their lives – these all factor as barriers to cultural engagement. We will work closely with ‘grass roots’ organisations to ensure we provide an equal opportunity for participation with an awareness of people’s mixed ability, interest and understanding. Our programme focuses on our borough, and we hope that the understanding and exploration of where people live provides an added interest to get involved. Our consultation year (2018) will include activity to further develop our intelligence on the barriers and review how we ensure our programme addresses these.

▲ Exemplary Project Awards

[Jump to Confidentiality \(\)](#)

New block with edits

There is no approved version of this block

Unapproved changes on 01/12/2017 by [REDACTED]

Describe the area (geographic location) of the borough where your project will take place and why here, the local people that will be involved and how you have identified them and the need for this project.

Hounslow is fragmented leaving the people who live here with little sense of place. There’s a high level of inward and outward migration. Schools find it difficult to retain pupils. Too many residents work outside the borough or in unskilled jobs. The traditional cultural infrastructure is poor. Yet the opportunities are great.

This is Hounslow is a celebratory event built on a year-long programme to create links to and job opportunities within the new digital and creative technology businesses that edge our borough – Heathrow and the London Plan’s Golden Mile – to the silicon clusters in Slough and Reading. This is Hounslow will be the culmination of more than a year of work and will take place in five principal locations on live stages across the borough in order to reach the widest possible audience, uniting the borough’s communities in a virtual single platform for one two-hour spectacular presentation. Our logic is locative, our audience base local, our participants in each location based on local communities. As we are live-streaming the event we plan to develop other nodes – peoples’ homes, pubs and social spaces, libraries etc – where smaller communities can gather. We’ll link to the parts of the world they connect us to via the world-wide web. Key spaces will be across the borough including Bell Square (TW3 3HH), Watermans Centre (TW8 8BH), The Centre, Feltham (TW13 4GU)

What is the step-change you want to make or impact you want to have through this project?

We aim to transform the image of Hounslow; open up its little-known history, reveal its open spaces and waterways, and re-establish its importance as a portal to London and to the rest of the world. We'll make it known as a place to live and to play in. We'll start to make it a more likely place to work in. This is Hounslow will showcase our artists, our existing cultural assets and amateurs, but also target the digital and new media technologies, offering support for smaller projects, challenging designers and makers to develop sound installations, film and video (especially making use of mobile phone technology, animation, digital and photo imagining) that can be uploaded to our digital platform over the year to help us tell the story of our borough.

We will develop a small number of project teams to support the live stages and encourage and support micro initiatives with small grants managed by our key project partners to be showcased in multiple small events. As we aim to improve connectivity between places and communities we will literally join up existing digital infrastructure to connect the parts of the borough to make a digital platform for the event and leave in place a new urban outdoor and sustainable network. Users will be able to upload stories, information, entertainment without the need for 3G/4G and for free.

Describe the project activity/activities, the creative content and partnerships and how this will be amazing, ambitious, authentic and all-embracing.

On 25 June 1967 the Beatles (and friends) sang 'All you need is love' for the first time to an audience of around 400 million people in 24 countries. It was perhaps the most memorable moment of a never-before-attempted live, global telecast. It featured ranchers and tram drivers alongside artists. Technicians, producers and interpreters – flying the new technologies of satellite communications by the seat of their pants, numbered over 10,000. It worked. For two and half hours this was for the first time, the world, Our World.

In the autumn of 2020 Hounslow will attempt something similar, connecting a distended, physically disconnected part of outer London. This is Hounslow will be a two-hour, live, digital, transmission between multiple sites across the borough with events hosted in key hubs; with disparate communities brought together on large screens, and the life of these communities and the special features of the borough in its parts on show to itself and to the world. It will feature our artists and performers, our archivists, our storytellers, as well as our great houses, our parks, our townscapes, river, and airport. It will be led by our partners including Watermans, Feltham Arts Association, Hounslow Music Service. It will celebrate and showcase new technologies and creative industries.

This is Hounslow will aim to give our borough a sense of itself as a place. Lacking much of the cultural infrastructure elsewhere in London it will locate itself in all the places we celebrate as cultural assets – Bell Square, Feltham, Hounslow Arts Centre, Redlees Studios, Watermans Arts Centre, Hogarth's House and Mulberry Garden, Boston Manor House and Park – but also in the libraries, in bandstands in the parks, and in other open spaces, where river

meets land, promoting them and the borough to our principal, local, audiences and to the wider world. We will also invite others to offer their homes, pubs or gardens to engage with the live-stream 'broadcast' via YouTube and Facebook.

Identify appropriate outcomes & outputs and quantify the level of impact you plan for this project to have.

Development: A new urban outdoor and sustainable network as a platform for showcasing work and information from community, environmental groups as well as artists.

Wi-Fi access points permanently installed so content can be uploaded throughout the year.

Training programme for 50 people as technicians, support crews

Engagement programme for participants across the seven major projects results in 10 programme items.

Event: Locally recruited and trained, led by experienced professionals, discreet camera and production teams at five locations broadcasting back to a central location via good Internet.

A central edit suite where the camera feeds and uploaded content is turned into a live stream, with professionals shadowed by local apprentices.

Performances from five stages engaging over 1000 participants with live audiences totalling 20000.

Two-hour live stream via YouTube, Facebook Live over fast Internet reaching a potential local and global audience of 1 million.

How will you monitor the success of the project?

As well as using more conventional feedback we will use the digital platform and mobile technology to monitor and evaluate the impact we make in real time, mapping and collecting footfall.

Wi-Fi and cable infrastructure will be installed ahead of the event to establish baseline data. A borough profile' (2014) will be updated and expanded.

Hounslow's Local Insight Profile or Intelligence Hub, that makes use of Open Data collated by OCSI to create interactive maps and reports at small area level will be used for mapping data and measuring impact.

We will encourage direct sharing via social media collecting data for integration into the TAA evaluation.

Describe how the project will be well managed (including partnerships, long term vision/approach and shared learning).

This is Hounslow and the digital platform on which it is based will be a stand-alone project within the Our Borough programme, although it will build on and complement the contributions of our key partners.

A creative producer will be appointed and report to the Project Manager within the Heritage and Arts team at the local authority. A technical director (or company) will be appointed to work closely with the producer and will oversee the technology and production components, collaborating with key departments in LB Hounslow on the installation of or upgrading of facility, and site provision. Together they will oversee delivery of the event. Site Managers will be appointed at each location (this may be the local facility management where there is capacity as with Watermans).

A volunteer programme will run across the whole project and link into existing partnership programme, making possible progression from the project activity to longer-term engagement.

The infrastructure and digital platform also makes possible an initiative for a STEM/STEAM (Science, Technology, Engineering, Arts and Maths) programme within This is Hounslow. It will be a learning programme teaching participants to bridge these subject areas and to problem solve through practical activity.

Describe how the project delivers value for money.

Making creative use of existing assets such as dark fibre, ducting and public internet infrastructure we will create a new urban outdoor and sustainable network as a platform for showcasing work (performance, exhibitions, film/video etc) developed over the year.

We will focus the development phases on our existing cultural infrastructure and on ongoing programmes, particularly Creative People and Places, recently confirmed for a second three-year programme, and the pending launches of the two HLF funded major projects in the borough at Hogarth's House and Boston Manor. The WiFi infrastructure will remain as a legacy after the event.

Outline how you plan to secure a minimum of 30% match funding.

The extent of this project and its potential to engage everyone, develop skills and provide new infrastructure opens itself up to a number of funders and sponsors in and out of the borough. We intend to make an attractive package for sponsors to buy into the project. We will also explore internal funding through Community Interest Levy (section 106).

Please confirm that you have completed the dedicated section in the budget template for your exemplary project (in the Deliverability block).

yes

▲ Confidentiality

[Jump to Additional Documentation \(\)](#)

New block with edits

There is no approved version of this block

Unapproved changes on 01/12/2017 by [REDACTED]

Should we should treat your proposal as confidential information?

yes

Should we should treat your financial information, such as your budget and any business plan, as confidential information?

yes

If there is any other information you have provided that you consider to be confidential information, provide your reasons for this below or in a separate letter. If you are sending us a separate letter, please write 'letter submitted' below

As we have not yet shared the application with our residents we would like the opportunity to start our consultation and period of engagement in 2018 before any details are shared with the wider public. Once we are two months into a programme of engagement, should we be successful (April 2018), we would be happy for all details to be shared.

Can we can keep you informed of our work?

yes

Can we pass your contact details to organisers of marketing activities, conferences and training events?

yes

▲ Additional Documentation

[Jump to Project History \(\)](#)

New block with edits

There is no approved version of this block

Unapproved changes on 01/12/2017 by [REDACTED]

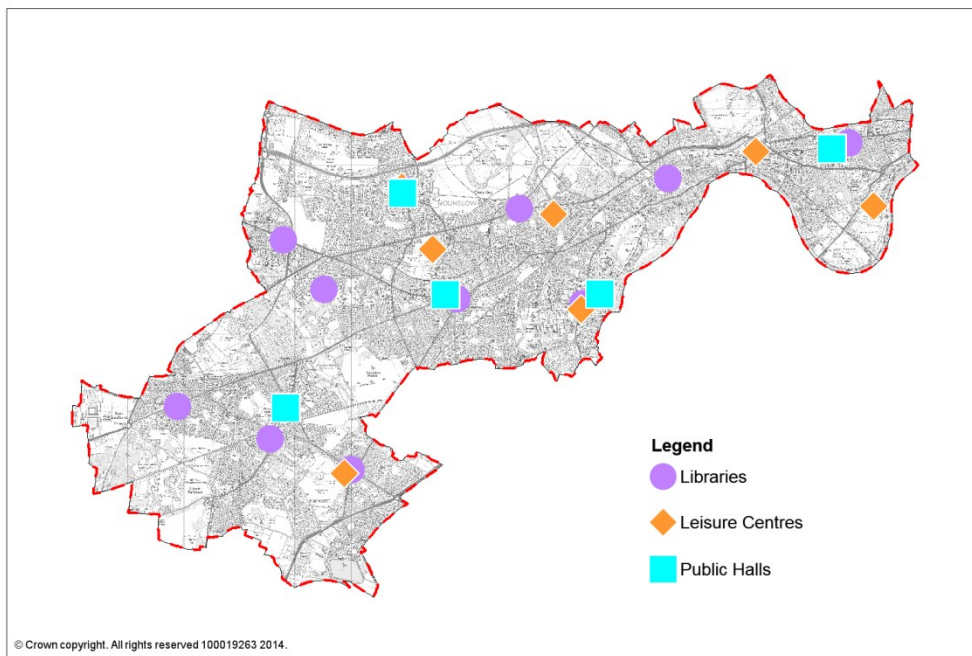
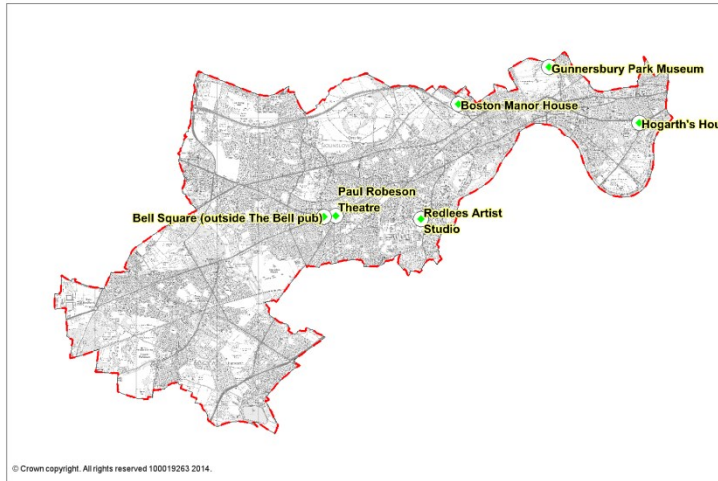
I confirm that I have obtained all the relevant internal approvals required for this project.

yes

▲ Project History

01/12/2017 at 09:58 Submitted by [REDACTED]

Our letter from the leader for Hounslow outlines support for match funding - we hope this is satisfactory.



Our Borough: London Borough of Hounslow

Please set out the **outputs and outcomes** you expect the proposal to achieve over its lifetime. These should only relate to the London Borough of Culture award and any funding you have levered in already and secured towards this project. Please quantify any outputs.

Project activity	Outputs	Baseline (where available)	2019/2020	2020/2021	Total
Celebrating Creativity	Output 1 Bold new commissions to artists, makers etc to inspire ambition in local delivery agencies & draw attention	CPP Other	5 +5 - one for each hub (5) - one for each Great Ho (5) Major commission for delivery 2020	+5 - new legacy commission - LboC specials (TT)	15
Making an Impact	Output 2 New spaces identified and recognised for cultural activities and programmes leading to wider engagement in arts/ culture	4 x current venues: Watermans Bell Sq Hounslow Art Redlees	6-8 (+2) Hogarth's Ho re-opens Others from CPP (outdoor spaces) - Feltham - Brentford - West	10-12 (+6-8) Boston Manor/ Gunnersbury re-open Other CPP - Feltham Hub LBoC - Band-stands	3 from LboC LboC will ensure sustainability of 3 more
Partnerships	Output 3 New development and delivery partnerships expand cultural infrastructure ensuring that culture is established as a contributor to long-term borough strategies	9-12 CPP - Feltham - Watermans - Akademi - Lyric Th - Philharmonia - RMSM - Real Bus Club - A New Direction - Laings - TW4 - TAA - Music Serv	14-16 CEP BID	20 Bow Arts Totally Thames Other	4-5 from LBoC LboC will ensure sustainability of ? more

Connecting people and places	Output 4 Major LBoC programme				
Project activity	Outcomes				
New co-commissioned art works and programmes	Outcome 1 Providing opportunities for creating exciting new work and engaging new audiences with arts, cultural & heritage activity, measurable via audience monitoring initiatives				
Capacity building within the major project activity	Outcome 2 Significantly raised digital/communications and project management skills across arts/heritage/tourism sector, leading to increased resilience in the sector				
This is Hounslow (development)	Outcome 3 Gains in cultural digital infrastructure that aid smaller heritage/archive venues				
This is Hounslow (event)	Outcome 4 Increase in audiences for culture across all borough communities and increase in tourism numbers/tourism spend into local economy across borough				
Data mapping	Outcome 5 Re-profiling of cultural audiences, ensuring that cultural programmes better reflect the borough demographic				

Our Borough – Hounslow London Borough of Culture Risk Assessment

Risk	Impact	Likelihood	Mitigation Strategy
Failure to achieve target match funding	M-H	M	Develop an attractive package (inclusive of project descriptions, impact potential, partners' and participants' descriptions for early presentation to potential sponsors. Work closely with officers to target likely sponsors. Target key Trusts & Foundations and Lottery funders (GftA, HLF) with sound programme proposals. Ensure local authority senior officers and Members are kept informed and continue to support the programme.
External factors (e.g. Brexit) negatively impact on political or private sector landscape and/or resources	M	M	Ensure that the local authority is fully engaged in consultation about the programme and advocates for it to Government agencies, public and private sector agencies and partners.
A major project encounters unforeseen difficulties – affecting the profile of the whole programme	M	M	Ensure that all project partners are fully engaged in the project structure – Project Board and Advisory Group – and quarterly review meetings; that potential problems are flagged early and dealt with in a timely fashion. Consider the potential to revise the delivery programme, re-distributing resources and responsibilities.
Financial mismanagement	H	L	Ensure that the project management structures are transparent and that accounting procedures are robust. Ensure reporting lines for major spending are within properly accountable systems, Provide support for less experience programme managers in good time.
Failure to achieve expected numbers of participants	M	L	Promote the programme and its component projects early and positively through trusted delivery agents.
Safeguarding issues arise	H	L-M	Ensure that all references are taken up on appointment Ensure that a Safeguarding Policy is drawn up and that all partners and managers are aware of their obligations to children, young people and vulnerable adults Review the Safeguarding Policy and Mitigation issues regularly
Lack of general safety and vigilance,	H	L	Ensure that all events are appropriately managed by experienced personnel

leads to public disorder or accident at an event			
Project not seen to have achieved hope-for outcomes	H	L	<p>Ensure that all partners are full aware of the aims for the project and that regular reviews are undertaken in the development and after the main delivery stages in order to inform further progress</p> <p>Promote and market effectively</p>