

MAYOR OF LONDON



London Borough of Culture Award

PROSPECTUS 2017

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**ABOUT THE LONDON BOROUGH
 OF CULTURE PROSPECTUS**

This prospectus is one of a series of documents we advise you to read before preparing and applying for the award scheme. Please also read the application guidance, the research report prepared by BOP Consulting and the FAQs.

Find out more
london.gov.uk/boroughofculture

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Foreword

London's culture is the DNA of our city. It helps to create a city of which we can be proud. So I am delighted to announce my new London Borough of Culture Award.

London is the world's creative capital. However, at the moment, only a third of Londoners feel that they make the most of the culture on their doorstep. We are home to globally renowned institutions yet still too many people who call London home don't access what the city has to offer. London Borough of Culture will help to change this.

London Borough of Culture is inspired by the UK City and European Capital of Culture awards. The award will put culture at the heart of the community. It will celebrate the unique character and diversity of London's people and places and uncover some of the amazing work that is often hidden. The programme will draw on Londoners' creativity to build stronger, more resilient communities. It will highlight how arts and culture can be a catalyst for change.

As Mayor of London, I am proud of the variety of cultural experiences Londoners, from all walks of life, have to share. Every borough, its people and places, has a distinctive story to tell. London Borough of Culture will put culture at the top of the agenda, with an ambitious and world class programme to demonstrate how culture can transform lives and communities.

It will highlight how culture brings people from different backgrounds and ages together. Through greater active participation, culture can make us feel happier and healthier. I am especially excited about the opportunity the award offers to reach those who feel left out.

I would like to encourage every London borough to apply and wish them the best of luck to receive the title of London Borough of Culture.

Sadiq Khan,
Mayor of London

Foreword

Sometimes the best way to understand the value of something is to imagine your life without it. And London without culture is unthinkable.

We are so lucky to have world class institutions and our city is rich with vibrant theatre, famous gay cabaret, hip nightclubs, a dynamic music scene, heritage trails, world beating design and fashion all taking place in every nook and cranny of this city.

There is always something wonderful to discover, London is full of local gems from Wilton's Music Hall to the William Morris Gallery, from Alexandra Palace to Crystal Palace, Brixton Academy to Battersea Arts Centre, the Lyric Hammersmith to the Horniman Museum.

Culture is our DNA - it flows through our city like the Thames. It's no wonder that it's the reason four out of five visitors come here.

London is also a place where creative talent flourishes, from Adele to Amma Asante, Shakespeare to Skepta, Bowie to John Boyega, Vivienne Westwood to Gillian Wearing, Damon Albarn to Zadie Smith. Every London borough is full of talent, culture and creativity, but also of untold stories and yet to be realised potential.

There is an inscription by Ben Okri, wrapped around the inner walls of City Hall, describing London as:

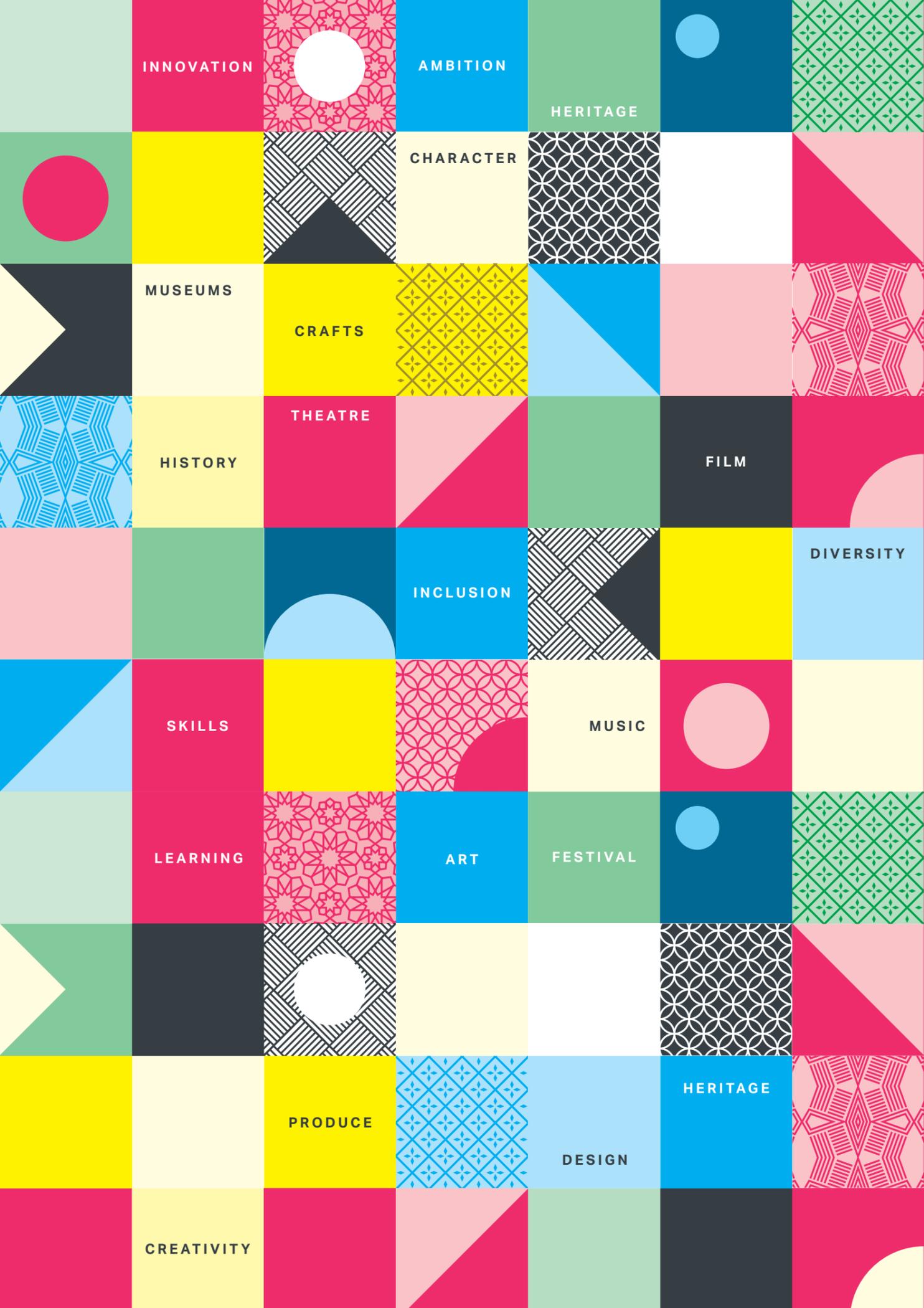
One of the magic centres
Of the world;
One of the world's
Dreaming places.

The London Borough of Culture is a chance to dream. It will shine a light on our brilliant boroughs. It will reveal hidden gems, tell new stories, celebrate well-loved places, witness ambitious cultural events and join together in collective celebration.



Justine Simons OBE,
Deputy Mayor for Culture
and Creative Industries





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AN EXTRAORDINARY YEAR FOR CULTURE

London's cultural offer is second to none. The Mayor, Sadiq Khan, wants all Londoners to take part in and celebrate the cultural life of this great city.

Culture is the glue that binds us all together. It strengthens our sense of shared identity. It opens our minds to new ideas and ways of thinking. London Borough of Culture is about creating an ambitious vision for London's boroughs with culture firmly centre stage.

The award is for those programmes that put culture right at the heart of long-term place-making strategies.

These programmes create strong partnerships across the public, private and voluntary sectors.

The award highlights the value of culture to local communities. It will actively promote creative activities which often fall under the radar. We want to encourage everyone to discover local culture and get involved.

London Borough of Culture will support programmes that are locally rooted but connected to wider regional, national and international dialogues. We want to draw visitors to the winning boroughs from across London and beyond.

In this prospectus, we use the term 'culture' in its broadest sense. This includes things happening in visual and performing arts, museums and heritage, libraries and literature. It includes 'popular' culture too and everyday creativity in all sorts of settings. It may be led by professional artists or local people. Finally, it also covers heritage: from historic buildings and sites to cultures and memories valued by local people.

"There's nowhere else like London. Nothing at all, anywhere."

**Vivienne Westwood,
Designer**



What will the programme look like?

London Borough of Culture will transform places through arts, heritage and culture. It is about being ambitious while building on what's happening already to create long term change.





Case study 01: Storytelling

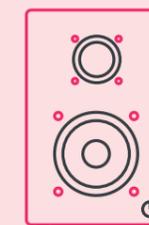
In 2016, City of the Unexpected celebrated the centenary of the writer Roald Dahl in his birthplace, Cardiff. Reality was suspended as the Welsh capital was turned on its head for the day. Instead, the laws of physics, logic and the predictable gave way to magic, fun, invention and the surreal.

Events were staged across Cardiff's streets and public spaces, in shops and arcades, at iconic buildings and in parks. It attracted crowds of 142,500 making it the largest cultural event ever held in Wales. 7,000 local people took part too by performing, making and volunteering in this celebration of Roald Dahl, his characters and stories. City of the Unexpected was a world-class event worthy of this world-class writer.

Wales Millennium Centre and
National Theatre Wales
[nationaltheatrewales.org/
city-unexpected](http://nationaltheatrewales.org/city-unexpected)

142,500

people were attracted, making
it the largest cultural event
ever held in Wales.





The Awards

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TYPES OF AWARDS

London Borough of Culture awards are funded by the Mayor of London and supported by City Bridge Trust. Awards are for revenue funding and applicants will be required to provide a minimum of 30 per cent match funding.

There are two types of awards for the London Borough of Culture; Major awards and Exemplary Project awards.

Major Awards

Winners of major awards will hold the title of London Borough of Culture for a year and will run an ambitious cultural programme within that year. The title will be awarded for 2019 and 2020. The announcement of the winners will be made jointly in February 2018. Each winning borough will receive up to £1.1m revenue grant.

Exemplary Project Awards

There will also be up to six awards for exemplary individual projects in other boroughs. These will be between £50K and £200K for projects that take place between 2018 and 2020.

Partnership with City Bridge Trust

City Bridge Trust, the independent charitable arm of the City of London Corporation, has pledged £300k over two years, as part of the funding award for the winning boroughs.

The City of London Corporation is committed to supporting London's communities through the provision of culture, education, green spaces, and a wide range of other services. The corporation is partnering with the Mayor to benefit people across London and support local economies.

Funding Partners

The Paul Hamlyn Foundation and Heritage Lottery Fund have made a commitment to support the winning boroughs, who will be encouraged to apply for funding, once the winners of the major awards have been announced.

Paul Hamlyn Foundation

Paul Hamlyn Foundation believes in the enduring power of the arts as a force for change, enriching people's lives and communities. The foundation will support award winners to test, implement and develop ambitious plans to widen access to and deepen participation in the arts. It is not enough to just get more people involved, it is about addressing inequalities of opportunity and creating space to step back and look at the barriers that prevent people from taking part. The foundation also wants to help organisations to build stronger evidence about what works, so that they can improve practice and achieve greater impact in the future.

Read more about Paul Hamlyn Foundation at: phf.org.uk/funds

Heritage Lottery Fund

The Heritage Lottery Fund (HLF) believes that understanding, valuing and sharing our heritage brings people together. Heritage inspires pride in communities and boosts investment in local economies. Since 1994, the foundation HLF has awarded more than £7.71 billion generated by the National Lottery to over 420,000 heritage projects across the UK. Projects vary from restoring natural landscapes to rescuing neglected buildings, from recording diverse community histories to providing life-changing training.

From the archaeology under our feet to the historic parks we love, from precious memories to rare wildlife, HLF uses money raised by National Lottery players to help people across the UK explore, enjoy and protect the heritage they care about. HLF's aim is that everyone should have the chance to explore and look after heritage, so that it is protected for the future.

Read more about the Heritage Lottery Fund at: hlf.org.uk



© Artichoke

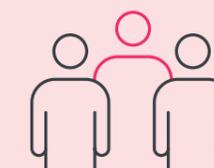
Case study 02: Healing long held tensions

Bonfires have long been a part of Northern Ireland's history. To some they are a time-honoured tradition, to others they create tension and division. Globally renowned artist David Best was invited by Artichoke to Derry-Londonderry in 2015 to build a huge wooden temple. David was joined by 40 local unemployed volunteers to build the 72ft high structure and an international Kickstarter campaign raised over £30,000 in 40 days, towards a total project cost of £350,000.

"Temple" belonged to everyone including the 60,000 visitors who came to see it over seven days. People wrote down their own messages of hope onto the wooden structure, enabling the local community to let go of the past and look to the future. 15,000 people, international media and a global online community watched as Temple was ceremonially set alight and the hopes and dreams of thousands drifted into the sky.

templederry-londonderry.com

60,000
visitors attracted
to the project.



MATCH FUNDING

Your local authority must secure at least 30 per cent match funding to apply for either award. This investment demonstrates cultural ambition. It also highlights your commitment to making a real step change in your borough.

To find out more about how match funding can be reflected in your budget proposals see our application guidance.

Heritage Lottery Fund and Paul Hamlyn Foundation will not be accepted as partners for matched funding as these are our official funding partners.

Other sources of funding

We encourage all applicants to explore a range of funding routes to strengthen applications.

London Funders has resources and tools to support fundraising across civic society: londonfunders.org.uk

Strategic funding partners for London Borough of Culture include Arts Council England and Historic England.

Arts Council England encourages applications to Grants for the Arts. artscouncilengland.org.uk

Historic England offers a variety of grants, which focus on heritage at risk. <https://historicengland.org.uk/services-skills/grants/our-grant-schemes/>

Good Growth Fund

Our new fund helps to support 'good growth'. This is growth that will benefit everyone in London.

Crowdfund London

The Mayor also recently launched a crowdfunding programme, Crowdfund London.

Find out about both funds: london.gov.uk/what-we-do/regeneration/funding-opportunities

We will not fund

- Bids that are not led by a London borough
- Bids that are led by more than one borough
- Capital projects
- Sports programmes
- Bids that do not have a clear plan to involve local people in shaping the cultural programme
- Existing programmes (unless you can show significant added value)

Creating a tailored evaluation programme

The Audience Agency will work with winning boroughs and City Hall to develop a tailored framework for evaluation and assess the London Borough of Culture from start to finish. You should budget to monitor and evaluate your programme in line with the evaluation framework.

"The role of a creative leader is not to have all the ideas; it's to create a culture where everyone can have ideas and feel that they're valued."

Sir Ken Robinson,
Author and Advisor on
Arts Education

Case study 03: Health, wellbeing and a lot of fun!

'Anyone can Dance' is the motto for Big Dance, the world's biggest biennial festival of dancing. From salsa to ballet, hip hop to Bharatanatyam, Big Dance embraces all dance styles and abilities, so there is something for everyone.

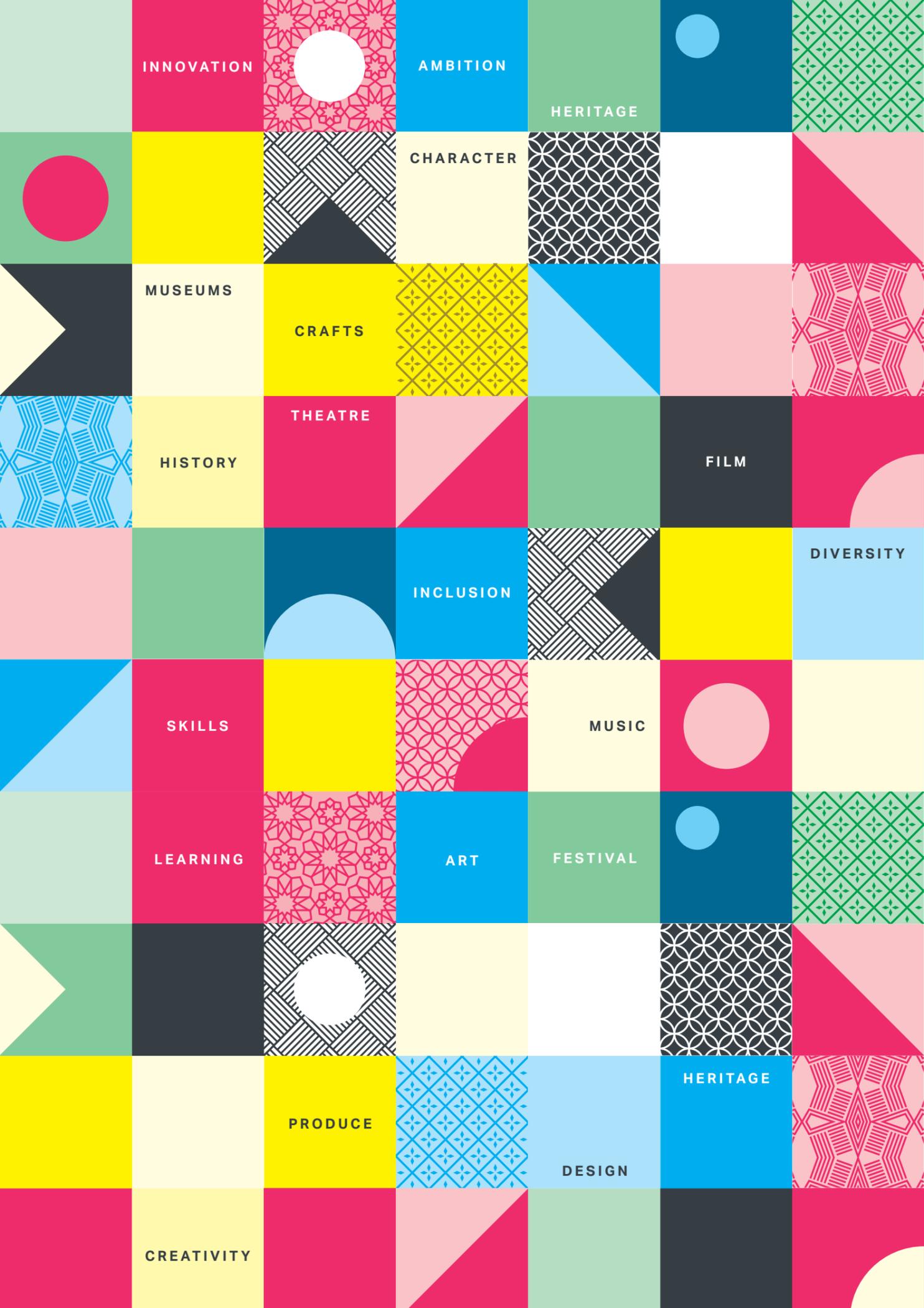
Originating in London, it has reached 50+ countries. In the capital, more than two million people across all boroughs have taken part in dance events in lidos, shopping centres, parks, palaces, schools, housing estates, high streets and squares. The Big Dance Bus, a repurposed Routemaster with pop up dance floor, has brought an A-Z of dance to public spaces, offering enjoyment and exercise in unexpected places.

Dance is a great way to bring people and communities together, keep fit, test mental and physical agility and is also great fun and celebrates the joy of moving.

bigdance.org.uk

1 million
people reached through
the Mayor of London's Big
Dance Bus programme.





The Criteria

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CRITERIA

We welcome proposals from all London boroughs. We're looking for ambitious ideas which re-imagine the role and impact of culture in your borough. Each borough will have a different starting point. Use the case studies in this prospectus to trigger fresh ideas. Your proposal should outline the long term vision for your borough. It should say how the London Borough of Culture award can help achieve or support your ambitions. You should also tell us what practical steps you will take to make your vision a reality.

We want bids that meet our key criteria; celebrating creativity; making an impact; and deliverability. Please show us how you will meet each of these criteria.

CRITERIA 01: CELEBRATING CREATIVITY

Be amazing

Be bold and creative. Have a strong artistic vision and leadership. Develop flagship projects with world class creatives.

Be ambitious

London Borough of Culture is not about business as usual. Proposals must show an appetite to make lasting change for people and places. Build strong creative collaborations with artists and arts organisations. Projects should be locally rooted but seek to develop regional, national and international dialogues.

Be authentic

What's unique about your local area? Try and paint a true picture of the places you'd like to bring to life and those whose stories you will tell. This is your chance to unearth your borough's hidden heritage and histories.

Be all-embracing

Create opportunities for people from different backgrounds to collaborate, join in and share experiences. How can you ensure that you include people who might otherwise miss out on cultural opportunities? How can you highlight a range of brilliant programmes that take place across the community?

CRITERIA 02: MAKING AN IMPACT

What's the story?

Every borough is different!

London Borough of Culture will highlight the distinct character of your borough.

Tell us about the people who live there and how the award will benefit them. What's special about the places you'd like to showcase or improve?

Tell us about your existing cultural offer. What's your vision for future development?

What are your flagship projects?

How does all of this connect with your borough's future plans?

A catalyst for change

London Borough of Culture is a chance to realise your creative aspirations and have a lasting impact on people, communities, neighbourhoods and organisations.

Tell us about the journey your borough will take and how local people and organisations will lead this change. What will success look like?

CRITERIA 03: DELIVERABILITY

Good project management

You should have a clear governance structure, sound delivery mechanisms, and a skilled team to lead the programme. Are you ready to deliver your proposal? How will you assess, manage and mitigate risk?

Value for money

You must demonstrate good value for money and financial viability. You'll need a detailed fundraising plan and evidence of your track record raising match funding.

Model partnership working

Tell us how you will develop new partnerships or improve existing ones. Who will you partner with and how will your work benefit the partners involved?

Long term approach

What change would you like to see in your borough three, five or ten years after the award? Which other council strategies will embed culture in the future?

Shared learning

Make a clear plan to identify, capture and share what you've learnt.



© Anita Adeshina
No Fit State Circus, ThamesFest, Barking Riverside 2015

Case study 04: Local people in the driving seat

Local people took the reins in Barking and Dagenham when over 170 local residents became 'Cultural Connectors'. They invited the UK's leading contemporary circus company 'No Fit State Circus' to take over the public square in a housing estate and commissioned over 900 high quality, arts projects in 30 different locations, shifting perceptions of the borough.

Rooted in local people's interests and aspirations, this ambitious programme was championed by residents, involved over 1,800 volunteers and reached 30,000 people.

creativebd.org.uk

170
local residents
involved in creative
decision making.





Preparing Your Application

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HOW TO APPLY

Before you apply, please read our FAQs at london.gov.uk/BoroughofCulture as well as this prospectus and the following supporting documents:

London Borough of Culture - Application Guidance

You can use this document to review the questions in the online application. It provides prompts for each question as well as the context we may expect to see.

London Borough of Culture - Research Report

BOP Consultancy has worked with us to come up with key impact areas for the London Borough of Culture winners. This evidence base gives context for applicants and is a good starting point to measure outcomes.

Apply online at:
london.gov.uk/BoroughofCulture
by 12pm on 1 December 2017.

Applicants must have support from the borough leader. Joint applications from more than one borough will not be accepted. There is no limit on the number of projects in each application. Indeed, we encourage holistic packages to transform people and places so long as they connect to a clear central vision and include ambitious flagship projects.

APPLICANT SUPPORT PROGRAMME

We have a programme to help you develop your proposal. To get this support, you need to register at:
london.gov.uk/BoroughofCulture

Stakeholder events

We're holding a series of events to link would-be applicants with experienced people in a range of strategic and policy areas. The aim is to support you in developing your bids.

Specialist advisors

Small grants are available to pay for expertise and help you with your application, for example for creative direction, partnership development, governance and business case support.

One to one advice

You can talk to us about questions specific to your application at one of our surgeries.

Sector support

We can put you in touch with major cultural institutions where useful and applicable to offer leadership, mentoring, partnerships and guidance.

"London is a buzzy, brilliant city where every taste is catered for and every night is alive."

Robert Elms,
Broadcaster and Journalist



Case study 05: Re-imagining heritage

'Sacrilege' is an exact replica of our most popular heritage site Stonehenge, rebuilt as a bouncy castle.

The brainchild of Turner Prize-winning artist Jeremy Deller, this interactive, bouncy artwork, allowed audiences to literally leap into a very particular and famous part of ancient Britain in a lighthearted and irreverent way.

Sacrilege appeared in parks and open spaces across London during the London 2012 Olympic Games, delighting audiences and visitors alike. The artwork popped up overnight in unexpected sites creating a 'must go' experience for Londoners.

42,000

"bouncers" took part
during London 2012



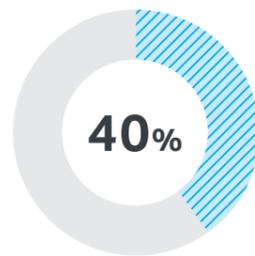
APPLICATION ASSESSMENT

We will be assessing the journey you want to take, rather than what you've already achieved.

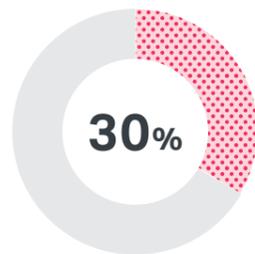
We will give awards to the local authorities with the most compelling case for each of the criteria – celebrating creativity, making an impact and deliverability.

Applications will be assessed by a panel of City Hall officers in a one-stage process. Our Partners' Board, made up of strategic partners including major funders, will also advise. The final decision will be made by the Mayor of London. Boroughs will not receive more than one award.

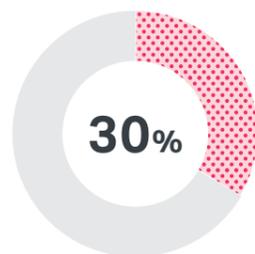
We will start assessing applications as soon as the competition closes. We will score and rank your proposal according to its performance against the criteria. Our application guidance has prompts to help you with each of the following criteria.



Celebrating Creativity (40 per cent)



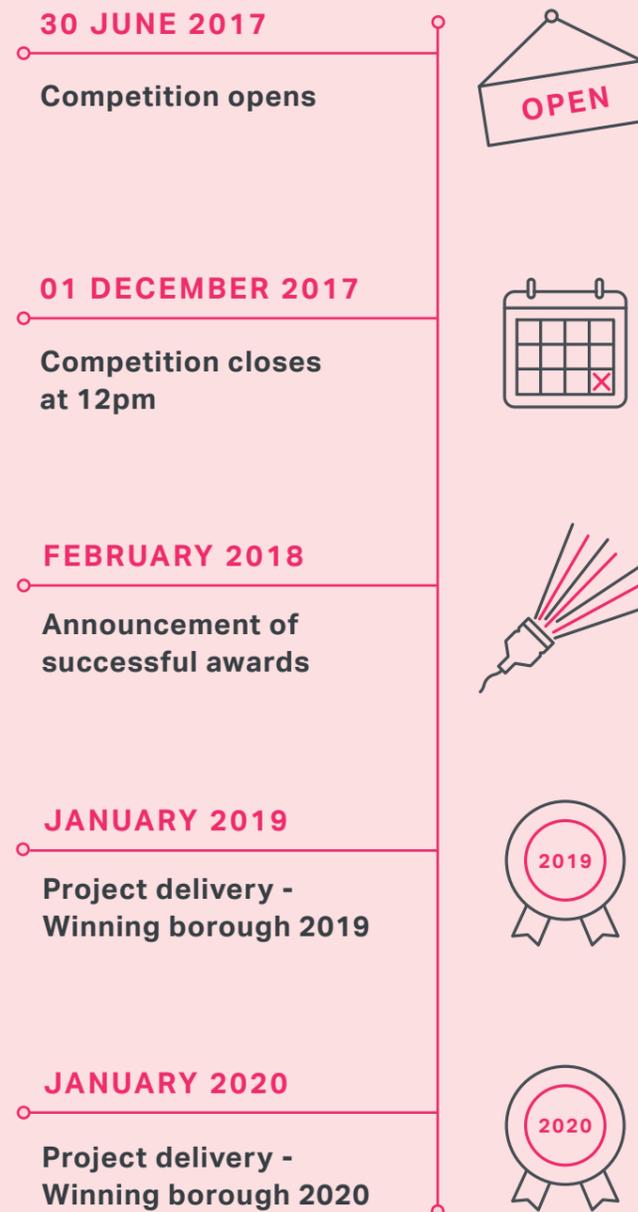
Making an Impact (30 per cent)



Deliverability (30 per cent)

The winners will be announced in February 2018 and will be expected to start planning their programmes by April 2018.

KEY DATES



Case study 06: Exploring local identity through culture

"Portrait of a Nation" gave 3000 young people the chance to explore their heritage and what their city means to them. From the places they hang out to the music they listen to, young people's lives are shaped by where they live.

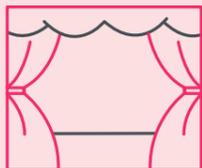
The project celebrated the impact that cultural roots have on our values and sense of identity. This rich programme encompassed dance, drama, creative writing, photography, film, giant puppet making, street art, music, digital art and broadcast media.

Young people in 17 cities across the UK took part, including an exchange project with young people from Liverpool which led to a performance for Liverpool's European Capital of Culture 2008.

liverpool.gov.uk

3,000

young people took
part in this rich
cultural programme





Case study 07: Smashing Stereotypes

Meet Me at The Albany is a project where over 60s participants are just as likely to be suspended from trapeze in a circus workshop, enjoying a performance of jazz or writing poetry with top poets, as they are to be drinking cups of tea or knitting.

It inspired people over 60s to create their own fashion blog, and start spoken word, live music, and comedy groups defying isolation with creative flair.

In 2017, Meet me at The Albany won Best Local Authority Arts Project Encouraging Community Cohesion as part of the Hearts for the Arts Awards.

meetmeatthealbany.org.uk

2017
winner of the Hearts
for the Arts Award



PARTNERS' BOARD

Arts Council England
 City Bridge Trust
 City of London Corporation
 Clore Duffield Foundation
 Heritage Lottery Fund
 Historic England
 National Trust
 Paul Hamlyn Foundation
 Society of Chief Librarians

CITY OF LONDON PARTNERS

Barbican
 City Bridge Trust
 City Information Centre
 City of London Corporation
 Guildhall and Guildhall Art Gallery
 London Metropolitan Archives
 Museum of London
 Remembrancers Office

SUPPORTING PARTNERS

Partners who have expressed interest in partnering on projects with the winning boroughs.

A New Direction
 Attitude Is Everything
 British Council
 Clore Leadership Programme
 Crafts Council
 Dance Umbrella
 English Heritage
 Film London
 Fun Palaces
 Into Film
 ISAN (International Street Arts Network)
 King's College London
 London Culture Forum
 London Events Forum
 London Mela
 London Theatre Consortium
 London Youth
 Making Music
 Music Venues Trust
 National Trust
 Roundhouse
 Serious
 Shakespeare's Globe

Shape Arts
 Society of Independent Theatres
 Tate
 The Coca Cola London Eye
 The Poetry Society
 Theatres Trust
 Totally Thames
 UK Theatres/Society of London Theatres
 University of the Arts London (UAL) Unlimited
 Voluntary Arts Network
 What Next?
 64 Million Artists



Case study 08: Embracing community creativity

Street art has long been a form of creative expression in Bogota and for many years was a source of tension between the community and the city government. Understanding its importance to the citizens of Bogota, the city changed its policy. Instead of criminalising the activity, it worked closely with the community, creating clear boundaries and raising the standard of the artworks.

Bogota city awarded a number of public grants to some of the 4,000 street art practitioners in the capital for them to improve the urban landscape with large murals. 26th Street, a major arterial route through the city, is now home to a striking open air art gallery, expressing ideas and dreams about the city and delighting locals and visitors alike.

The walls of Bogota are now covered in elaborate and beautiful murals, making this city the world's best showcase of modern street art.

worldcitiescultureforum.com/case_studies/responsible-graffiti-practice

4,000

street artists create
open air art gallery



El beso de los invisibles (The kiss),
MDC crew Yurika Jade © Eric Mohl

FOR MORE INFORMATION

To download a copy of this document, application guidance and research report please go to:

london.gov.uk/boroughofculture

You can apply and read London Borough of Culture FAQs on this webpage too. If you need more information, want anything clarified or have any queries, please contact us:

BoroughofCulture@London.gov.uk

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[#mylocalculture](https://twitter.com/mylocalculture)

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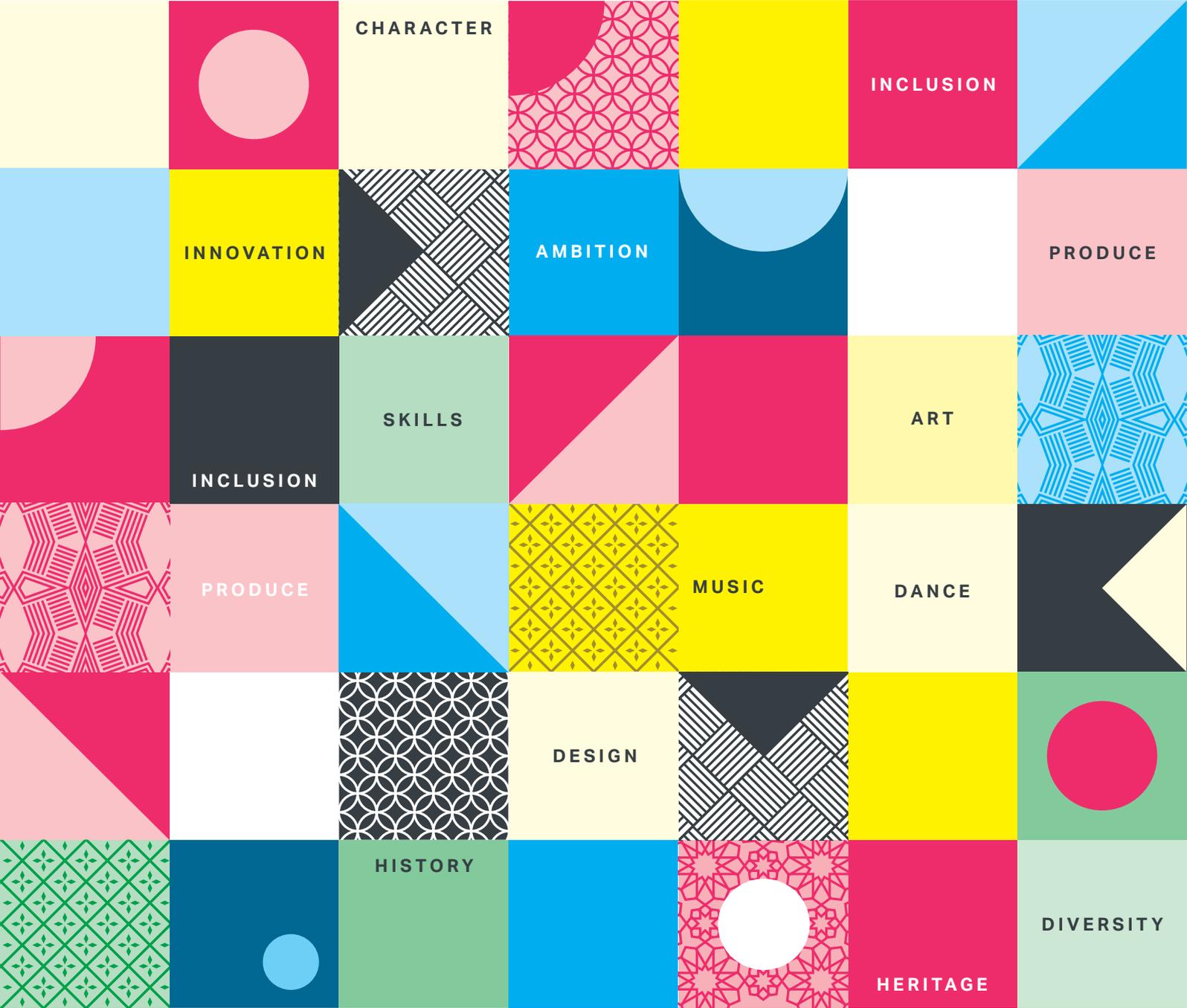
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CHARACTER

INCLUSION

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INCLUSION

PRODUCE

MUSIC

DANCE

DESIGN

HISTORY

HERITAGE

DIVERSITY