

THIS IS CROYDON

**LONDON BOROUGH
OF CULTURE**

THIS IS AMBITION
DRIVE
PASSION
DIVERSITY
COMMUNITY
INCLUSION
FOOTBALL
TALENT
CULTURE
CROYDON

What is Croydon's London Borough of Culture

- Croydon will be London Borough of Culture in 2023, with plans underway for a celebration of the borough's unique identity, diverse communities and rich heritage.
- Launching in April 2023, **THIS IS CROYDON will put the borough on the map as a destination for culture in the capital and beyond.** From major events with exciting headliners performing alongside home-grown talent, to scores of cultural activities from Croydon's communities, the programme will showcase the very best of Croydon to the world.
- £4 million investment to celebrate and promote Croydon's diverse culture
- Key partners currently include:-
 - Greater London Authority
 - Arts Council England
 - London Borough of Croydon
- Executive board of key partners to sign off all decisions
- Diverse Steering group of 30 community partners running events



Page 3
THE HOME OF HEADLINERS

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How has the program changed since 2019?

- Pause in program development following Covid and Croydon Council's financial issues
- Original plan changed substantially to reduce financial risk (e.g. no reliance on paid tickets)
- New approach to partnership working being piloted through this work
- “Handing over power” – real co-production with the sector, rather than normal top-down council control
- Program would not be possible without the support and work of the sector
- GLA have provided significant support and expertise throughout

Page 4

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London Borough of Culture Financing

- Funded through a combination of external funding and Croydon Council Growth Zone / Public Health funding
- This does not come from the council's general fund or general finances and does not impact the Council's wider financial position
- We remain committed to the London Borough of Culture as a unique opportunity to drive inward investment and grow Croydon's economy, bringing jobs and money into the borough
- The program has already attracted **£3.2m funding from external partners** that is being invested in local organisations and creative industries, and will leave a legacy that supports further growth in the cultural sector
- The hospitality sector will see a benefit from increases in footfall and people's perceptions of Croydon
- Croydon seeing an increase in National Portfolio Organisations (NPOs) in November from 1 to 5 shows the impact of LBoC, which will provide a further **£5m investment** into the borough by the Arts Council
- The council remains committed to LBoC as a unique opportunity for Croydon, its residents and businesses

Governance

- Tri-partite arrangement: Director of Culture, Independent Chair of Steering Group, Creative Lead
 - Steering group advises and supports, and acts as both critical friend to the council and delivery partner
 - Steering group chosen through combination of key delivery partners and an open call from the Culture Network
 - Executive Board chaired by Cabinet member, with key funders and partners such as Crystal Palace FC
 - Strategic Partnership Board, with London Deputy Mayor for Culture and Croydon Executive Mayor, to meet in December and throughout the program
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- Ultimately the council remains the budget holder and “host” of the main program, and all decisions for main funding elements go through the council’s financial and legal processes following the process above



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A PLATFORM FOR TALENT

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PRIDEFEST

What does the program look like?

- 15 flagship events – large “wow” moments to draw in people from across London and the South East
- 9 Large Ignite events from nationally recognised companies & local organisations
- Medium fund focussing on community events and program gaps such as faith and food
- Further small grants next year
- Dedicated sector development funds

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Flagship Events

- Flagship Events are the large, directly funded grant programs that were identified in the original 2019 bid and agreed with the GLA
- They are some of the key “WOW” moments that will drive media interest and footfall into Croydon
- Each is delivered by an agreed partner, funded through LBoC
- Funding is between £50,000 to £100,000 depending on size
- Covering a variety of art forms, including concerts, music, visual arts, and fashion
- Three “amped up” Borough festivals supported to become larger London attractions – Croydon Pride, Croydon Mela, Croydon Carnival

Large Ignite Events

- Funded through an open call grants program for bids up to £50,000
- Open to local and national organisations
- Heavily oversubscribed, with over £2.5m bids received for a £250K fund
- 9 winning bids, chosen based on impact, value for money, and broadening the program (e.g. Dance)
- Two published to date:
 - Ukrainian National symphony orchestra at Fairfield Halls
 - Brit School student led project on Climate Change, working with 10 other schools and young person led

Medium Ignite Events

- Funded through an open call grants program for bids up to £10,000
- Open to local organisations
- Heavily oversubscribed, with 85 bids received for £112,500 funding
- Bids to be awarded before Christmas, following similar process as Large Ignite
- Key aim will be to broaden the geographical reach of the program

Sector Development

- Key part of the program's legacy and long-term investment
- Three Community Hubs funded – Fairfield Halls, Stanley Arts, TURF
- Specific strands for key underrepresented sectors led by key partners in that sector:
 - LGBTQ+ Black and Global Majority Deaf and Disabled
 - Young people Music Heritage
- Program builds and expands these sectors, e.g. funding for Croydon young Black Writers program
- Community producers embedded in each Hub to support the wider sector and program

THIS IS MUSIC
DANCE
FREEDOM
DIVERSITY
PRIDE
INCLUSION
TALENT
CULTURE
CROYDON

How do we embed EDI throughout the program?

- Sector development work targets specific under-represented communities not just for performances but also jobs, employment and growing the sector
- Sector led “accessibility” group focussing on opening up events for all residents
- Funding criteria specifies EDI element
- Bidding for further funding from Arts Council England
- Aim of broadening reach – not “ghetto-ising” diverse artists and culture

• Page 14 •

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Next steps

Finalising the program

- Awarding the medium Ignite fund grants
- Finalising the last grant funding in the New Year to ensure the program is as broad as possible

Making it happen

- Creative Consultant with national experience onboard
- General manager to be recruited in January
- Marketing, Comms, PR, and Digital procured

Measuring the impact

- Communicating our goals and aims
- Measuring who attends and participates
- Attracting long term inward investment into Croydon

Key points

- Brings significant inward investment to Croydon
- Builds a legacy of growth and employment for the Creative sector
- New way of partnership working for Croydon Council
- Sharing and giving up power



Thank you



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