

**For General Release**

<b>REPORT TO:</b>	<b>CABINET 20 NOVEMBER 2017</b>
<b>SUBJECT:</b>	<b>Croydon 2019: London Borough of Culture competition</b>
<b>LEAD OFFICER:</b>	<b>Shifa Mustafa, Executive Director - Place Paula Murray, Creative Director, Place</b>
<b>CABINET MEMBER:</b>	<b>Cllr Timothy Godfrey: Cabinet Member for Culture, Leisure and Sport</b>
<b>WARDS:</b>	<b>All</b>
<b>CORPORATE PRIORITY/POLICY CONTEXT/AMBITIOUS FOR CROYDON:</b> Croydon 2019 as proposed would deliver on all three of the Council's Corporate Priorities. The competition is an opportunity for Croydon to improve its reputation and a thriving cultural scene is a strong prerequisite for inward investment. Engagement and participation are strong elements of the bid and there will be a focus on health and wellbeing in our communities as well as skills for employment for young people in particular for example. A cultural programme that impacts on the physical environment of Croydon as well as providing opportunities for audiences, participants and artists will enhance our Borough as a place to live, work, visit or study.	
<b>FINANCIAL IMPACT:-</b> If Croydon is successful in being awarded London Borough of Culture 2019 there will be a financial implication for the Council. At this stage in the bidding process it is anticipated that the majority of the funding required to deliver the programme of events in 2019 will be provided by sponsors, including the Mayor of London. The Growth Zone and a smaller amount from our existing Culture Revenue Budget. There are also minimal costs involved in submitting the bid and these will be contained within existing budgets.	
<b>KEY DECISION REFERENCE NO.:</b> not a key decision	

The Leader of the Council has delegated to the Cabinet the power to make the decisions set out in the recommendations below

**1. RECOMMENDATIONS**

The Cabinet is recommended to

- 1.1 Endorse the decision for Croydon to bid to the London Borough of Culture competition
- 1.2 Delegate authority to the Executive Director for Place in consultation with the Cabinet Member for Culture, Leisure and Sport to agree, finalise and submit the bid on behalf of the authority.

## 2. EXECUTIVE SUMMARY

- 2.1 Croydon is proposing on bidding as part of the Mayor of London's competition to find the London borough of Culture for 2019. The draft bid, entitled "Croydon 2019" is shaped around thematic objectives that would deliver an inclusive and impactful programme with significant legacy benefits. There is a particular focus throughout the programme on provision and opportunities for young people and on the diversity of the programme, participants and audiences.

## 3. DETAIL

### The competition

- 3.1 The London Borough of Culture is a new competition for the 32 London boroughs to apply for the title of Borough of Culture for a year. Two winning boroughs will be named London Borough of Culture, one for 2019 and one for 2020. Inspired by the UK City and European Capital of Culture programmes, London Borough of Culture aims to celebrate the unique and distinctive creativity, character and diversity of London's people and places.
- 3.2 The key criteria that the bid will be judged against are: **Celebrating Creativity, Making an Impact** and **Deliverability**. Proposals are asked to be bold and creative with a strong artistic vision, to be authentic to the local area, all embracing and inclusive. The focus on making an impact is key, looking for programmes that demonstrate a long lasting impact on people, communities, neighbourhoods and organisations. The deliverability of the bid programme needs to demonstrate good governance, project management, value for money, good partnership working and evaluation.
- 3.3 The deadline for the bid application is December 1<sup>st</sup> and the announcements of the results will be made in mid February 2018. Bids are submitted online and links to additional material online can also be provided.
- 3.4 The two winning boroughs will receive up to £1.1 million each from the Mayor of London. A number of other funding bodies have also committed to supporting the winning boroughs, including the Heritage Lottery Fund, The Paul Hamlyn Foundation and the The City of London Corporation.
- 3.5 More information is available on [www.london.gov.uk/boroughofculture](http://www.london.gov.uk/boroughofculture)

### Croydon's bid: *Croydon 2019*

- 3.6 The recommendations within this report are seeking authority for Croydon to bid as part of the competition for the year 2019. 2019 will be a key year for Croydon with it being the first full year of opening for the Fairfield Halls. Croydon's bid is built around 5 major thematic objectives which form a framework for the support of culture for the next 2-3 years and the basis for a longer term Cultural Strategy for the borough.

### 3.6.1 To improve young people's lives

- Croydon has the largest and fastest-growing youth population of any London borough; **63,000 people between the ages of 10 and 23** live here.
- The bid programme has to increase opportunities, activities, engagement and participation in culture for young people in the Borough. There is a focus on creating structured opportunities supporting routes into employment in the creative and cultural sectors such as internships and work experience. These will be in music, dance, street art, photography, videography, coding, marketing and event production, to name just a few.
- Young people will be involved directly in programming and creating some of the flagship projects. A number of pledges and targets around involvement and engagement will be included; young people represent 34% of the borough's population and this will be mirrored in how much control they have over the programming for example. All schools in the Borough will be involved and the year will be used as a platform to re-engage around the opportunities available and Fairfield re-opening.

### 3.6.2 To build healthier and stronger communities

- The programme will involve all our communities and neighbourhoods and include activity that celebrates local distinctiveness and encourages community cohesion. Croydon is fortunate to have a wealth of local heritages in terms of its people and its locations to showcase and use.
- The bid will build on and support the wider cultural offer available in our district centres. There will be significant budget and resources allocated to support community projects and local events, invest in local cultural hubs, and develop projects that help connect people and communities. Much of that will be locally shaped and funding decisions will involve residents on specially convened panels to commission and support cultural programmes, projects and events.

### 3.6.3 To change the way Croydon is seen

- People should be proud to live and work in Croydon and winning the award to be the first **London Borough of Culture** would create a once-in-a-lifetime opportunity to improve how Croydon is perceived by London and the world. The programme will both feature local people and their stories and bring national and international partners to Croydon to work with us.
- Changing our reputation for the better is not just about civic pride, it is also about building a good case for inward investment. A thriving and regular cultural scene is something that creates a good case for inward investment; promoting the case for business to stay, to invest, to locate or to start up here. As part of the programme we will work with organisations and artists who will

strengthen our reputation and credibility as a place that is worth coming to and investing in as well as good place to live.

- There will also be a focus on our night-time economy, a key element of reputational change for Croydon. Safety, a diverse offer that does not solely rely on alcohol, attracting a mixed audience or footfall are all elements that improve the evening and night time environment: a cultural programme contributes to all of these.

#### **3.6.4 To put culture and people at the heart of regeneration**

- The size and scale of Croydon's physical regeneration is very significant both in the town centre and through the many public realm improvement schemes in many of the borough's neighbourhoods.
- Initially, the focus was on creating the new homes, offices and public spaces. The bid programme will focus on how to create interest through the cultural events and the art that go in those spaces; creating more cultural opportunities in everyday spaces, and developing our events programme for parks and public spaces across the borough.

#### **3.6.5 To build a strong, vibrant cultural sector**

- Croydon has a growing creative sector which is particularly strong in music and street art. There is a clear commitment to making sure that the bid programme is effective in strengthening the sector to build capacity, capability and sustainability for the future. This will be done through a mixture of creating commissioning opportunities, platforms and showcases for work made in Croydon as well as schemes to provide professional development support.
- Our cultural organisations, artists, producers, promoters and venues are our future producers of content and without that we have no programme or activity or cultural life in the borough.

### **Delivering the programme**

3.7 The **Borough of Culture** award includes just over £1m in funding from the Mayor of London and Croydon's bid will aim to build on that to bring in sponsorship and other grants and funding to create a larger programme over a 3 year period, beginning in 2018, delivering the title year with some follow up elements through to the calendar year 2020. There are plans for a series of flagship events as well as structured programmes and open opportunities for new ideas and proposals from across Croydon.

3.8 A Board will be set up to oversee the ongoing development and delivery of the programme. This will be supported by a number of advisory sub groups and panels such as the those involving residents and creative organisations to allocate the neighbourhoods programmes.

- 3.9 A small delivery team will be established from 3 sources: temporary additional posts brought in for the programme, allocated time from existing posts and teams across the council and some existing work programme allocation from partner organisations. Individual flagship projects will have a project producer and delivery team.

## **4. CONSULTATION**

- 4.1 There has been wide ranging involvement in the time available for the development of the bid programme to date with both individual and large scale meetings with cultural organisations, community organisations and partners
- 4.2 Should Croydon be successful, 2018 would be the crucial lead in time for further consultation and development, building on the relationships and dialogue established in the process so far. The proposed programme itself also builds in an ongoing consultative element in its decision making and governance. This is in the shape of two things: Creative Network panels and advisory sub-groups. The establishment of the Creative Network panels involving residents and cultural organisations to make decisions on funding for events and projects borrows heavily from the successful Creative People programme run in Barking and Dagenham in recent years. Secondly, it is proposed that the governance structure of Croydon 2019 would also contain a number of advisory sub-groups to the Board throughout the entire programme period established on key thematic lines.

## **5 FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS**

### **5.1**

#### **1 Revenue and Capital consequences of report recommendations**

#### **2 The effect of the decision**

The cost of preparing the bid for the London Borough of Culture will be contained within existing 2017/18 budgets.

If successful in being awarded London Borough of Culture for 2019 we will be required to commit funding to deliver the programme, and it is anticipated that £500k will be required from Council revenue budgets to fund the total project. With the majority of the funding estimated at circa. £4m being provided by other sources which include sponsorship, the GLA, the Growth Zone.

If awarded the London Borough of Culture status the profile of Croydon will be increased which in turn could result in additional positive publicity which could generate additional funding streams now and in the future.

#### **3 Risks**

There is a risk that sponsorship for events may be lower than anticipated which could impact on delivery of the programme of events and Council's revenue

budgets. To mitigate this risk sponsorship expectations have been kept realistic and will be closely monitored.

#### **4 Options**

There is the option to not bid for the London Borough of Culture, this is not a desired option given the desire by the Council to increase culture activities and be recognized for the cultural investment that is already taking place and enhance on this further.

#### **5 Future savings/efficiencies**

As mentioned above it is expected that the London Borough of Culture status will enable additional positive impacts on the Borough over a much longer period than the 2019.

(Approved by: Lisa Taylor Director of Finance, Investment and Risk)

#### **6. COMMENTS OF THE COUNCIL SOLICITOR AND MONITORING OFFICER**

- 6.1 The Solicitor to the Council comments that in formulating and finalising the programme, officers will need to establish clear governance and accountability arrangements , including how Members will be kept apprised of progress in light of the proposed delegation to the Executive Director of Place.

Approved for and on behalf of Jacqueline Harris-Baker Director of Law and Monitoring Officer

#### **7. HUMAN RESOURCES IMPACT**

- 7.1 Some additional staffing resource would be required as part of a team to deliver the Borough of Culture programme. The funding for this would be built into the programme budget. Other aspects of the programme would be delivered as part of the work programme of staff across the council.
- 7.2 The positive profile of Croydon as a cultural destination will also reflect positively on our recruitment and retention as an employer.

(Approved by: Sue Moorman, Director of Human Resources)

#### **8. EQUALITIES IMPACT**

- 8.1 To create long lasting and positive equalities impacts in a number of ways is one of the major drivers for the bid programme. The programme will have an emphasis on ethnic diversity in terms of the range of artists and organisations working as part of it and will set targets in terms of achieving for example. There will be an aim to reflect the demographic of Croydon in terms of organisations and artists producing the programme and of audience and

participant make up. Croydon's diversity is a strength which will be reflected in its programming.

Particular emphasis will be made in attracting those communities who do not usually engage with cultural activity.

There is a particular strand of activity that supports the development of the work of disabled artists and integrated arts practice. There are a number of organisations specialising in this in Croydon who have come together to shape this together.

## **9. ENVIRONMENTAL IMPACT**

- 9.1 Environmental issues specifically, form the subject matter for a number of the commissions within the programme. All events will take environmental sustainability into account

## **10. CRIME AND DISORDER REDUCTION IMPACT**

- 10.1 The issues and challenges around Croydon's night time economy are a particular focus for part of the programme; Good Evening Croydon. This is a strand of commissioning and events that aims to broaden the basis of the kind of activity on offer as part of Croydon's night time economy, increase and diversify the footfall and create a focus not based around alcohol consumption.

## **11. REASONS FOR RECOMMENDATIONS/PROPOSED DECISION**

- 11.1 Croydon stands to gain a great deal from being part of the Borough of Culture competition: the process of bidding itself has created a focus for development and new partnerships
- 11.2 Should the bid be successful, the resulting programme would have a long lasting beneficial impact for Croydon, particularly in terms of opportunities for young people and reputational change for the borough.

## **12. OPTIONS CONSIDERED AND REJECTED**

- 12.1 The option not to enter the competition.

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**BACKGROUND PAPERS:** None.