

## Understanding and leveraging the potential of culture to build civic pride, attract tourism and drive economic development















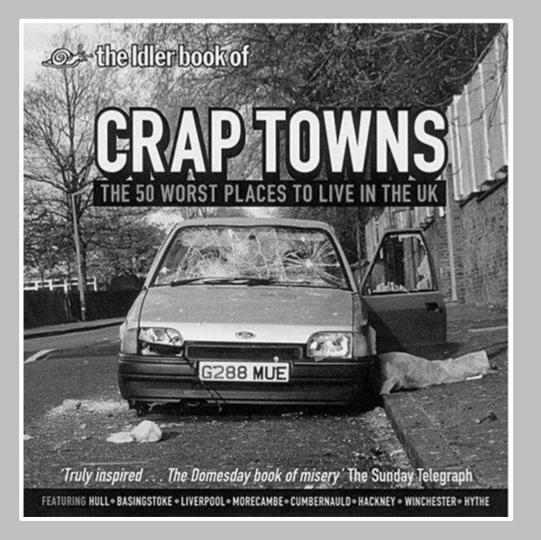






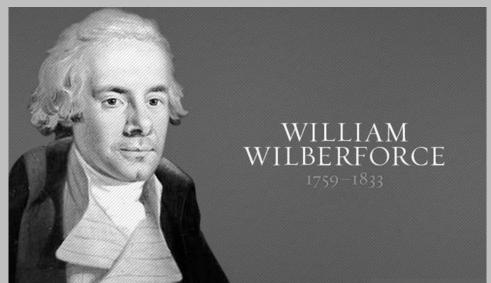






### 2003

"come Judgement Day the city would be leased out indefinitely to Satan to provide housing for the Damned"













#### **STEP CHANGES**

- Hull's bid was a story of a city finding its place in the UK.
- The guidance issued by the DCMS sets out the overall aim of UK City of Culture as:

"to encourage the use of culture and creativity as a catalyst for regeneration, to promote the development of partnerships, and to encourage ambition, innovation and inspiration in cultural and creative activity."

- The four step changes:
  - Raising aspirations and skills through increased participation and learning
  - Growing the size and strength of the cultural and visitor economy
  - Placing cultural regeneration at the heart of the city's future
  - Transforming attitudes and perceptions of Hull

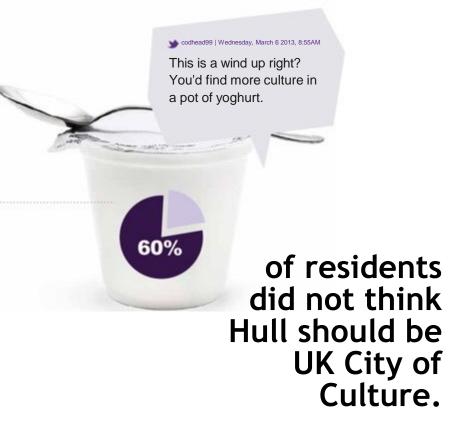
## Hull decides to bid for UK City of Culture...



@HullCity @2017Hull Hull? City of Culture? Have you overdone it on the shots last night?

Tommy Gorman

tgorman mufc



March 2013

#### Establishing a narrative - MORE TO THE STORY

MADE IN HULL





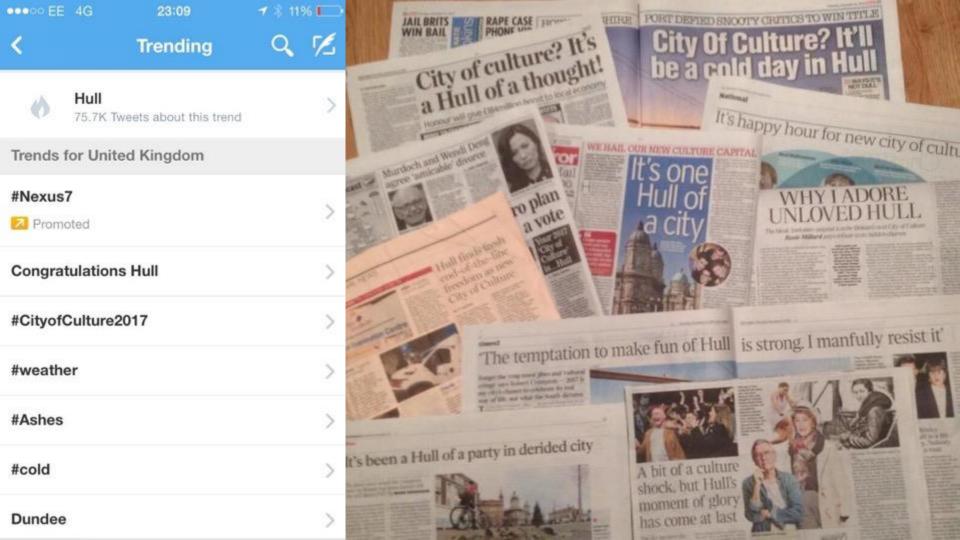
FREEDOM

ROOTS & ROUTES





TELL THE WORLD











#### THE CULTURAL PROGRAMME























commissions inspired by heritage













## THIS CITY BELONGS TO EVERYONE

















#### THE OUTCOMES ON PEOPLE



MORE THAN

9 IN 10

residents engaged in at least one cultural activity +9%

Increase in the confidence of residents to take part or join in with cultural and non-cultural activities

#### Origin of Audiences



Over 2400 volunteers

84,000 shifts 337,000 > HOURS of volunteering

Equivalent to 38.5 YEARS



schools engaged in the No Limits learning programme



reported improvements to self-esteem of

children and young people



## Waltham Forest London Borough of Culture 2019

Sam Hunt *May 2019* 













Waltham Forest is the first ever London Borough of Culture. The award from the Mayor of London ensures arts and culture is placed at the heart of our communities with culture on every corner.

Our year explores the themes 'Radicals', 'Makers' and 'Fellowship' in a unique collaboration between local residents, artists and creatives creating a once in a life time celebration of the place we call 'home'.

Waltham Forest, London Borough of Culture 2019 is shining a light on the character, diversity and cultures of the borough, the things we have in common and importantly the things that make us different.

A year-long celebration of the real cultures of London by the people who live here.









## Ready to deliver: London Borough of Culture 2019















## Ready to deliver: London Borough of Culture 2019



Huge multi-channel marketing campaign













"Waltham Forest's bid was ambitious in scale and placed the local people at the very heart of the programme.

I'm absolutely certain they'll do an amazing job and set the bar high".

Sadiq Khan, Mayor of London











#### This could only ever happen here and now

- New commissions the bedrock of the year, specific to both this time and place
  opportunity to enhance existing practice and to shine light on different aspects of a
  place and it's people.
- **Residencies** process of artist working as important as product
- Creative practice clear focus on co-creation, audiences as participant, artist as enabler.
- **Self-defined culture** the project is catalyst for self expression, individuals and communities must be able to self define their idea of 'culture' how ever they see fit.
- Inclusive programming that enables any person or group to stage an event











## OUR AUDIENCE LIVE HERE...

THIS IS FOR, WITH AND ABOUT THEM











#### **WELCOME TO THE FOREST**

Over 70,000 residents

3 days 2000 artist, residents & young people

119 volunteers giving 1155hrs



















## Into the Forest, Town Hall Greenaway & Greenaway in collaboration with Talvin Singh





















































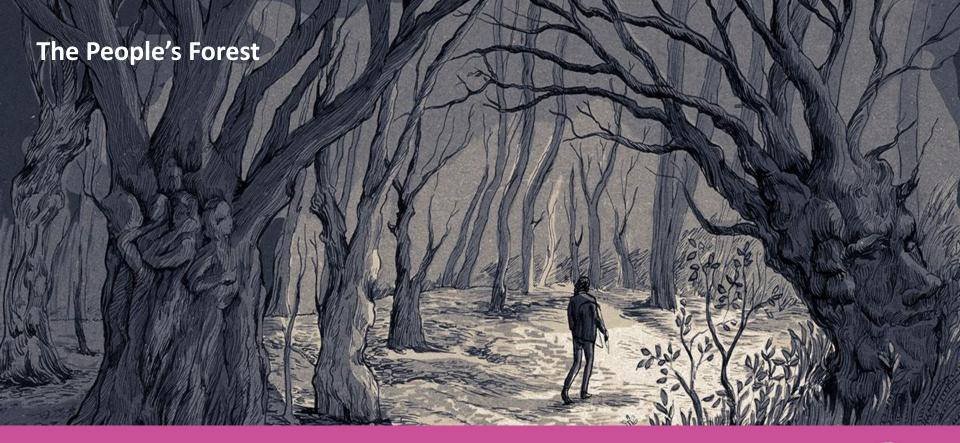
































# LOVES FANN





















## Engaging a generation of young people to develop skills to enter the creative sector

- 128 schools
- 100 cultural leaders
  - 1000 Arts Awards









#### **Impact: The Story So Far**

- To date, events and cultural projects have engaged more than 100,000 residents from across the borough
- Over 125 community-led cultural activities will be delivered through Fellowship Funding
- 77% of schools have engaged in the London Borough of Culture programme.
- 80% of residents proud to live in Waltham Forest
- 85% of residents strongly belong to the borough and their neighborhood
- 1.2 million Londoners indicated they were more likely to visit Waltham Forest as a result of the London Borough of Culture award.









