

# Royal Greenwich Borough of Culture bid – 2021 or 2023

## Call for ideas: monthly theme brief and process

### **Introduction**

Greenwich is proposing to deliver a programme of up to 12 themed months for our Borough of Culture bid. This will be driven by the creative energy of up to twelve separate artistic directors using a common high-level framework that is yet to be decided.

Through each theme will be threaded all or some of the overarching objectives of our approach to the Borough of Culture:-

- increasing participation and equality in the creative industries with a focus on providing pathways into employment for under represented groups;
- fostering moments of joy in arts and culture;
- promoting community cohesion;
- tackling youth violence; and
- promoting behaviour change in our drive to create an environmentally sustainable and ultimately carbon neutral borough.

The twelve themes may well have their roots via an ongoing crowd sourcing engagement exercise and the final list voted upon by the public. We are inviting applications from the creative community in the Royal Borough of Greenwich to submit high-level outline themes that meet the ambition and creative requirements of the Borough of Culture application.

### **Interim vision statement**

Our vision for a Borough of Culture will be connected to our existing world class destinations and our bid will seek to strengthen our creative and cultural offer by showcasing the whole borough to the world as well as developing routes into employment for underrepresented groups in our local communities.

### **Interim method statement**

Through the device of twelve themed months led by 12 creative/artistic directors we will bring a cultural programme to London that will engage and appeal to our diverse local communities as well as significantly increasing the numbers of visitors to our historic borough. The cross cutting themes of sustainability, tackling knife crime, promoting social mobility and bringing people together will underpin the programme.

### **Requirements**

The Borough of Culture year is an opportunity to stimulate change not just along strict cultural tramways but also by developing deep rooted partnerships with communities, other public bodies and businesses. We are looking for a monthly theme that;

- emanates from our communities or is relevant in a tangible way
- appeals to residents, workers, students and visitors alike
- generates opportunities that will create pathways into employment for our residents
- helps to foster community cohesion by creating moments of lasting change.

**We are looking for Artistic Directors to take the lead for each month of the year. However if you have a slightly different model you are welcome to suggest this and how you propose executing your idea is up to you!** You may potentially bid for up to £500k (we are being ambitious as we have yet to source the funding!) and you must meet the following broad parameters:-

- You can propose commissioning globally renowned creatives to work with you but ultimately the output must resonate with our borough. And if you do, you must demonstrate a skills transfer to local people to ensure legacy.
- You can focus your month with say one main event in one part of the borough, but you must reach out to all parts of the borough. Please specify your preferred month.
- You may decide to capitalise or expand on existing local, regional or national activity or events, or alternatively create something totally new.
- Your plans must be amazing, ambitious, inclusive and outcome/legacy focused (you may wish to scan the LBOC [application guidance](#)).
- You may not be involved directly in 'arts' delivery on a day to day basis but your proposal must show how you will bring on board the necessary expertise.
- Your development activity in the run-up to your chosen month will inevitably require a lead in and engagement period.
- Finally offer us a paragraph on how you will measure change and success and what will be the lasting legacy?

### **Process**

Our ongoing public engagement programme will generate a creative pool of ideas, which you will have access to on a weekly basis. So for example following a young people's consultation exercise the following themes were suggested:-

Food – A taste of Greenwich, a food festival. We leave this up to you!

An international borough – there is a lot dividing people at the moment so how can we create unity and celebrate/explore both our similarities and differences? What scope does your idea have for internationalisation?

The Thames – The People's River, The Royal River, The Thames Festival. We have the longest river frontage in the capital...

Whilst you are not restricted to these ideas as they come through from the public we expect you to show how you have used these for inspiration/as a starting point.

### **Governance**

This is still an open question and we could yet consider an overarching Creative Director/Manager or a programming committee to ensure coordination of the 12 themes in the run up to and during the Borough of Culture year. It is expected that marketing, communications, central evaluation and some shared production resources would be managed centrally.

**Deadline for submissions:** 27 September 2019

**Shortlisting:** A panel of Cultural/Creative peers and Councillors will select up to 20 of the best ideas. (This will be put to a public vote at a later date to select the best).

Following the bid submission to the GLA on the 28<sup>th</sup> October 2019 the work will continue and the shortlisted ideas will be further developed *prior to our bid presentation during December/January.*

**Submission format:** Submit your outline theme and idea to [culture@royalgreenwich.gov.uk](mailto:culture@royalgreenwich.gov.uk) on no more than 2 sides of A4 outlining your general ambition in response to the requirements and parameters specified above and set out the headline budget implications.

**More information:** If you want to talk through the above please email [takki.sulaiman@royalgreenwich.gov.uk](mailto:takki.sulaiman@royalgreenwich.gov.uk)

**Further reading:-** [Waltham Forest](#), [Brent](#), [GLA](#)