



London  
Borough  
of Culture  
2019

#WFculture19

Radical  
Opportunities

MAYOR OF LONDON



Almost 15,000 residents, artists, businesses and partners came together to back our bid - an exciting, ambitious and ground breaking proposal to put on an amazing show for London and the country - **and we won!**



Returning from City Hall with the thrilling news of winning London Borough of Culture 2019; Cllr Clare Coghill, Leader of Waltham Forest Council; Justine Simons, OBE, Deputy Mayor of London for Culture and the Creative Industries; Cllr Ahsan Khan, Cabinet Member for Libraries, Arts & Culture; Lorna Lee, Head of Culture & Heritage Services; Artist Zarah Hussain, Young Advisors and Raw Academy



## Contents

Message from Sadiq Khan, Mayor of London	2	A lasting legacy with culture on every corner	8
Be part of our most magnificent year and lasting legacy	4	Bringing our heritage to life	9
We are Waltham Forest with culture in our DNA	5	Community is at the heart of everything	10
Join us on our journey as the first London Borough of Culture	6	Celebrating creativity	11



### Message from Sadiq Khan, Mayor of London

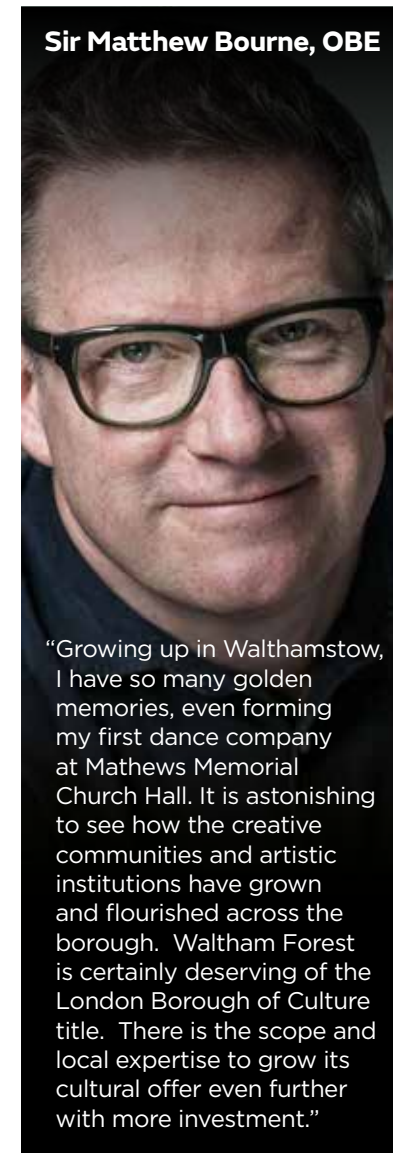
“Congratulations to Waltham Forest on their outstanding bid to become the first-ever London Borough of Culture. It was important to me that the winning borough was able to harness the incredible power of culture to transform their communities.

Waltham Forest’s bid was ambitious in scale and placed the local people at the very heart of the programme. It received tremendous support from across the borough, and I’m absolutely certain they’ll do an amazing job and set the bar high.”

**MAYOR OF LONDON**



## Thank you to all the professional artists and makers who backed our bid for Waltham Forest to be the first London Borough of Culture!



## Be part of our most magnificent year and lasting legacy

Share London's Centre Stage with us in 2019.

Our creative sector is growing, thanks to our thriving cultural community, and the extraordinary political support and leadership we have for culture.

2019 would be a challenge for many places – not us. We are ready to deliver.

We have demonstrated exceptional management of major, complex projects through the transformation of the William Morris Gallery (winning the 2013 Art Fund Prize for Museum of the Year), delivery of the Walthamstow Wetlands and historic St James Street area.

**Join us and our network of partners, to deliver the most outstanding cultural programme possible, for London and the UK. In return, we'll offer you your name in print, in lights, in fine voice, and in everyone's memories.**

In Waltham Forest you'll experience culture on every corner, see culture as a career and the bond that holds us together.

In 2019, you'll walk through a waist high carpet of light molecules in the Marshes, play giant laser tuning forks in Epping Forest, see Bollywood meet Chingford in a big top and watch Hitchcock whilst hiding behind a sofa in bars in Leytonstone – and more.

Our story will be told by our people from Page to Pavement; we'll make tin toys for the first time in decades and host a once-in-a-lifetime Asian fashion show.

We'll make the largest high-rise mural in the UK and write a radical manifesto where all of London gets the chance to describe how culture makes this city great.

The **£5.75m** programme will be directed by our community. Young people will find out why culture is an economic giant and be supported to choose it as a career. Our cultural identity will be known world-wide – and we'll give skills, jobs and the best in local culture, back to London.

# We are Waltham Forest, culture is in our DNA

Culture brings people, businesses and organisations together, and 2019 will be our time to make a real and lasting impact for our borough.

We aspire to engage with **85%** of households, to celebrate our cultural year, building community involvement and a lasting legacy for everyone.

## We are Waltham Forest

- Home to almost **10,000** businesses, **104,000** households, and more than **270,000** residents.
- **82%** agree our borough's 'a place where people from different backgrounds get on well together'.
- **40%** of us were born outside the UK, with the largest migrant groups from Pakistan, Poland and Romania.
- **93%** of the **9,940** enterprises in Waltham Forest are micro businesses, employing fewer than 10 people.
- The median age of our residents is **34 years**, compared to the UK average of 40 years.

- More than **135,000** working age residents (**73.1%**) are in employment.
- The average annual earnings for full-time working residents increased **4%** from 2015 to 2016, and is currently **£30,900**.

The Council and its partners have the localised infrastructure in place to build our identity. We understand the impact culture can have on communities and the economy.

Over the past six years the Council has backed culture, with spend increasing by **300%** since 2011 and this is reflected in planning policies, the Economic Growth Strategy and the Local Plan consultation document.

**Make an impact and share our aspirations; for our residents, businesses and the multitude of visitors that'll be coming in 2019 to our neck of the woods - Waltham Forest.**

# Join us on our journey as the first London Borough of Culture

The attention, prestige and spotlight of being London Borough of Culture will promote a sense of identity amongst residents and to the rest of London based on culture.

We've had some amazing successes, and we're looking forward to working with new and existing partners for this a once in a lifetime opportunity, to transform our borough and residents lives.

*The Council already delivers a wide-ranging cultural programme which currently attracts over 300,000 people each year, which we envisage will rise to more than 500,000 in 2019. We also expect to receive extensive national media coverage throughout the year (Hull, UK City of Culture in 2017, attracted more than 20,000 items of media coverage).*

We want to work with each of our partners and sponsors on an individual basis and **provide a collaboration of benefits.**

## Partners and sponsors can expect to:

- Reap the benefits of positive brand awareness in our borough, across London and beyond, in our most magnificent year.
- Raise their profile and enhance their company position within the borough - build new business relations and strengthen those they already hold.
- Build and expand relationships with their staff, customers and clients, with vast advertising opportunities in print and online, with an opportunity to use the London Borough of Culture 2019 brand logo for their own marketing.
- Get the chance to be part of history and the international, national and regional publicity we will receive.





## A lasting legacy with culture on every corner

In 2019, over £5million will be invested in local culture to deliver an incredible programme with national and international appeal, shining a spotlight on lesser known areas, building community involvement and a lasting legacy for our people.

Residents will explore more of their borough for new cultural experiences and understand its natural heritage. We will unlock traditional and non-traditional venues such as libraries, faith spaces and our natural environment

**All Londoners will soon know where Waltham Forest is.** Visitors will seek us out as a place where they can experience a real slice of London life, and residents will be proud to call us home.

Waltham Forest will have a recognisable identity with a sustained visitor economy, generating more income for local businesses, and creating more jobs and opportunities.

**Strong, successful partnerships formed for 2019 will form part of our legacy.**

### Culture as a career

The creative industries are expanding rapidly here, with a growth of **26%** from 2015, and our year of culture will grow the creative community further. Innovation and radical thinking continues to attract creative individuals and industries to the borough.

Our programme for young people will develop clear and connected pathways to enter the creative sector. The **100** young participants on the Cultural Leadership Programme will develop opportunities for fulfilling careers in cultural industries.

A new **Creative Education Partnership** will support young people from primary school to 25 years+, with work placements and apprenticeships.

The creative sector will work together, and with national and international partners. New and established creatives will have better access to affordable space through a **space brokerage service**.

The cultural infrastructure will be greater, with the **EMD cinema** and **Vestry House Museum**, and attract new organisations such as the **Essential School of Painting**.

### Culture as a bond

In 2019, we will make culture the bond between recent and established communities, bringing them together through shared cultural experience and connections.

The community will have more opportunities to help shape decisions about how and what cultural activities take place in the area. People from different backgrounds will feel empowered to lead, input and make decisions about cultural activity in all neighbourhoods in the borough, creating a shared sense of fellowship and respect.

More sustained cultural activity will be initiated and delivered by our diverse local community.



## Bringing our heritage to life

**Our historical themes of makers, radicals and fellowship will entice people to explore the borough's incredible history and archives.**

Events will highlight how the borough has been shaped by changing and diverse communities through capturing the memories, experiences and changing dialects of older residents and weaving them into our programme.

We will explore the traditions of our Pakistani community, highlighting their innovative textile making and fashion industry.

Residents will lead the extraordinary story of film making, bringing it to life at the **Leytonstone Film Festival** and developing new skills.

The **Atomic No 50** metalworking project will celebrate the production of tin toys, bringing a theatrical approach to excite people about our industrial heritage - leading to further development opportunities.

An army of volunteers will help deliver the programme. A volunteer certificate scheme to record achievements will ensure each receives a folder containing skills certificates, formal qualifications gained, and a personal reference. Volunteers seeking paid work will be signposted to the Council's employment team to capitalise on their new-found skills.

**Align your brand with our iconic stories, and tell our vast audience your own.**

## Community at the heart of everything

**Cultural activity will be delivered in and by local communities and in non-traditional spaces.**

A community fund scheme (**with a £500k grant**) will stimulate sharing of cultures and involvement in other programmes. **From Page to Pavement** will bring local arts and voluntary organisations together to transform people's cultural experience, through different platforms.

Through ongoing participation, **story-makers** and **volunteers** will establish new social connections, forge friendships and build social prosperity.

This will create a model for building resilient communities where neighbours work together, are able to express themselves, and enjoy where they work and live.

Key to this will be the upskilling of local creative practitioners, to develop excellence in participatory practice and engage effectively across all communities.

Winning London Borough of Culture will be a catalyst to redefine our relationship with schools and develop a cultural education network embedding best practice.

We will demonstrate the benefits of arts and culture, for students and their parents to see it as a viable future career option with the aim of diversifying the workforce.

Signature events held in amazing natural environments will bring communities together for truly enjoyable experiences. The open spaces of The Wetlands, Walthamstow Marshes and Epping Forest will give people a better understanding of the borough's heritage and develop stronger community connections.



**Act with fellowship and connect with our communities. We're ready to offer bespoke sponsorship packages, designed for individual businesses to engage with their key audiences.**

# Celebrating creativity

We are a borough of makers and radical thinkers, sharing stories, cultures and fellowship.

Our Borough of Culture programme will be a celebration of our heritage and diversity, and a journey of exploration and imagination.

There are ambitious 'Wow' moments designed to capture national attention and define our identity; authentic events to showcase Waltham Forest's talent and special places, and smaller scale all-embracing creative activity designed to engage with communities on **every corner**.

The programme is inclusive and encourages the whole community – artists, residents and businesses – to lead.

**Our themes are founded on our heritage, reflect our current vibe and describe our potential.**



## Woven within our spectacular year of culture:

**Radicals:** Building on Waltham Forest's history of radical thinkers and entrepreneurs, stemming back to William Morris, our 'Wow' events are designed to be amazing and ambitious. Local creatives will work in partnership, take more risks and break the mould, especially in the field of digital.

**Makers:** The borough was founded by its makers – food growers, reservoir builders, toy manufacturers and film makers – and continues to nurture creative people and businesses. More people will have the opportunity to explore their creativity, experience arts and culture to develop and improve their life chances and showcase their talents. Building on local success stories such as God's Own Junkyard, culture will be seen as a viable and inspiring career choice.

**Fellowship:** Our community is our strength – it has helped put our programme together, designed to be genuine, all embracing and socially inclusive. We'll make better use of existing spaces and transform them into unusual venues - from faith spaces to forest, marshes to markets – culture on every corner will act as the bond that brings us together.



## 'Wow' moments and memories

These will generate significant media coverage, put our borough firmly on the map and strengthen our identity.

Our ambitions are strong and steadfast; we will work with our community, the GLA's experienced cultural team, and our partners to shape these events further, and bring wider creative talent to work in Waltham Forest.

**We will be the first and most sensational, London Borough of Culture leaving a lasting legacy for Waltham Forest and our great city.**



**There will be a wide range of excellent partnership opportunities to promote your business for each of our magnificent events and highlights:**

- *Welcome to the Forest*
- *Leytonstone Film Festival*
- *London Music Festival*
- *Molecules on the Marshes*
- *From Page to Pavement*
- *Paint Your London*
- *Bollywood Panto*
- *Radical Manifesto for Culture*
- *Fountain of Life*
- *Bauhaus Centenary*
- *Art Night*
- *Look to the Future*
- *Metalworks: Atomic No50*
- *Fashion Exchange*
- *Fellowship Funded Community Activities*

Event details are available separately within this pack and online – [wfculture19.co.uk](http://wfculture19.co.uk)



“Waltham Forest’s culture lies in the hearts, hopes and dreams of our people, and we are genuinely at a point of great opportunity. There is a buzz about culture in our borough, and we’re ready and looking forward to partner with world-class organisations, to help our creative industries to continue to grow, and deliver a sustainable and ambitious cultural identity for the borough and our partners. We have built a truly stunning, exciting and ground breaking programme that will make London proud”.

**Cllr Clare Coghill**  
Leader, Waltham Forest Council



“We are working closely with our community, businesses, artists and partners to deliver a fantastic year for London, and ensure we leave a lasting legacy for our great borough and city. We have a proven track record of delivering cultural programmes and far reaching projects and look forward to 2019 - our most spectacular year, as the first London Borough of Culture. We are eager to facilitate partners and sponsors to activate and build on spectacular ideas and activities, and deliver them together”.

**Martin Esom**  
Chief Executive, Waltham Forest Council

**Lorna Lee**  
Director, London Borough of Culture

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