

NEWHAM
BOROUGH
OF CULTURE
2025



NEWHAM FOR BOROUGH OF CULTURE 2025



LEADER SUPPORT

Newham is the beating heart of London's culture – our London Borough of Culture bid

I wanted to let you know that I am so proud to be supporting Newham Council's bid to become the London Borough of Culture in 2025; and I am excited about all the possibilities that being the London Borough of Culture 2025 will bring.

Why? Well, through our London Borough of Culture 2025 programme we will be fair, fearless and first in pioneering innovative cultural and creative approaches to widen participation. The programme reflects

our purpose in Newham which is all about positive change, social value and lifting our people and our communities - because we are passionate about their health, wellbeing and happiness and enriching their lives.

I am also passionate because I know what the power of culture can bring in pulling people together to deepen bonds. Already, through our Building Newham's Creative Future cultural strategy which we launched last March we have set out how we want all our people to benefit from all forms of artistic and creative expression and widen participation.

We value the multiplicity of cultures that exists in our borough and our collective heritage. It is unique, and we want that uniqueness to be accessible to everyone regardless of their background. That's why we have shaped our London Borough of Culture 2025 programme to be a borough-wide celebration that will gate-crash barriers and put the spotlight on Newham's diversity to amplify how uniquely globally connected we are.

We know that Newham is the beating heart of London's culture, which we have nurtured over the years. We have a school enrichment programme that demonstrates the value we place in our children and young people in the borough through music, theatre and reading; supplemented by the Youth Empowerment Service that has a flagship Youth Zone in Stratford specialising in the rapidly growing cultural and creative sectors of the London economy and the performing arts.

We have the Royal Docks Original Festival which we launched in 2021; and we work with festival.org who deliver the exceptional and first-class Greenwich and Dockland's International Festival.

We are home to London's newest cultural quarter, East Bank, with the most impressive and world-class creative institutions: V&A East, Sadlers Wells, the London College of Fashion and BBC Music Studios.

We are the birthplace of an array of local artistic talent that have national significance with outfits like of Stratford East Theatre, East London Dance, IMD Legion Dance, Newham Music, The Line and Rosetta Arts. We also are the home and birthplace of internationally significant creative talent that promote Britain on the global stage. Like Benjamin Zephaniah, Idris Elba, 21 Savage, Ade Adepitan, Yxng Bane, Clive Burr, Richard Digance, Perry Fenwick, Lancey Foux, Gerard Manley Hopkins, J Hus, Matt Johnson, Kano, Ghetts, Steve Marriott, Anna Neagle, Tony Rivers, Gwyneth Strong, Tinchy Stryder, Crazy Titch, Tony Way, Bert Weedon, Vanessa White, Steel Banglez, Plan B, Asian Dub Foundation, State of Bengal and Mumzy Stranger - plus loads and loads more! In sum, we contribute significantly to London being the best global city in the world.

In our London Borough of Culture 2025 bid, you'll see how our proposal will widen participation and make people feel happy through deepening connections and bonds. But it will also do something additionally important for us here in Newham – it will widen opportunities as well. It's important because it links to our community wealth building and inclusive growth plans to promote equality and fairness through helping all our people in Newham to gain skills and access jobs.

I could write so much more, but best you have a read of our bid. I am happy to respond to any of your questions with my deputy Cabinet member for Culture Cllr Rohit Dasgupta who is an expert in cultural industries, and the Newham London Borough of Culture 2025 bid team. As I said above, I am so proud to be supporting our bid because we are the beating heart of London's culture – and in 2025 I know that we will make the whole of London proud!

Thank you for your consideration in advance.

Best wishes,



Rokhsana Fiaz OBE
Mayor of Newham

INTRODUCTION

Dynamic, diverse, and determined Newham stands apart. Our vibrant borough thrives on the incredible talents and creativity of our people.

In 2025, we want to shine a spotlight on Newham as London's beating heart of culture, the capital's newest and fastest-growing cultural destination. As the East Bank brings fresh energy to the iconic Olympic Park, in this pivotal year, we're also reactivating Newham's cherished heritage buildings.

Our bid connects and complements this activity to ensure every corner of Newham benefits from the positive impact of culture. We'll deliver an extraordinary year not for a select few, but for EVERYONE.

Newham is the beating heart of London's culture, and with our collaboratively designed programme, we're pushing boundaries to demonstrate the borough's unique cultural heritage, diversity, and dynamism.

For our Year of Culture, we're determined to challenge the status quo and be:

FAIR - We'll be equitable and inclusive, rebalancing investment, activity, and opportunities through our borough-wide approach; supported by governance, commissioning and storytelling that is rooted in fairness.

FEARLESS - We'll express our interculturalism authentically and be creatively bold, unlocking new forms of culture in the everyday to inspire change.

FIRST - We'll pioneer, innovating new approaches for future cultural delivery.

Our year-long, borough-wide programme crashes through barriers by placing the spotlight on Newham's diversity, celebrating our communities' incredible array of cultures and creative talent in our globally connected borough.

With and for Newham, we'll:

DANCE to the beat of our musical legacy, celebrating our incredible heritage and the ground-breaking genres that originate in Newham

EXPERIENCE awe inspiring and provocative art works in Newham's waterways and streets

GATHER as a unified community, forging connections that honour our diaspora's multicultural heritage, building on our annual celebrations for EID, Diwali and Guru Nanak

PLAY together with 100 schools across eight neighbourhoods, bridging generations through games

SHARE our borough's stories on an unprecedented scale in over 130 languages with leading poets from around the world

INSPIRE collective climate action by sharing climate awareness through colourful street canopies

STRENGTHEN our creative sector through powerful partnerships and pioneering commissioning that fuels creative acceleration

EMPOWER the next generation to be part of our cultural renaissance and lead our creative future

With boundless ambition and an unwavering commitment to inclusivity, Newham will be a place where culture widens participation, drives investment and inclusive growth to increase health, happiness, and wellbeing.

MAKING AN IMPACT



OUR YOUNG PEOPLE ARE OUR FUTURE

We're one of London's youngest boroughs with 35% of our people under 25. They are 100% of our future. Our programme creates opportunities for children and young people to reach their potential, smash barriers and get ahead.

This is essential when so many of our young people face hardship. A third of our secondary school-age pupils are eligible for free school meals and we have the second highest proportion in London of children living in poverty.

While Newham schools enable our young people to gain some of the best GCSE, BTEC and A-level results in the country and progress to world-class universities, we know not all young people go onto reach their potential.

Since the Olympics, there's been a 113% increase in creative businesses in our burgeoning creative sector, but there is still a net outflow of 30,000 workers from the borough.

We want to change this and demonstrate to our young people that Newham can offer the widest potential employment and entrepreneurial opportunities. We'll deliver this by developing connections between schools and the creative industries, offering our young people experience and skills development.



A MULTICULTURAL COMMUNITY

Newham is one of London's most diverse boroughs with 70% of our residents belonging to Black, Asian, or other ethnically diverse communities. Almost half of our residents were born outside the UK and

we have the highest number of undocumented individuals of any London borough.

We're a place where people of different cultures, backgrounds and beliefs share a rich cultural life and sense of belonging. It is manifest in our vibrant cultural heritage, our celebrations, religious festivals, art, and educational programmes where language, faith and food all play a significant role.

We're a borough proud of its multiculturalism. 35% of residents identify as Christian, 35% Muslim, 6% Hindu and over 130 languages are spoken. We see culture as a crucial means of breaking down barriers between communities, fostering connections to tackle the persistent discrimination that a third of Newham residents say they feel.

Our commitment is to showcase the diverse array of emerging and established cultures created by communities who, until now, have felt underestimated and under-represented. We'll provide truly inclusive and accessible experiences open to everyone and available in every part of Newham.

The programme builds on our achievements already in addressing the uneven distribution of formal cultural provision. They include programmes to rejuvenate Newham's cultural assets such as the redevelopment of Talent House, our Levelling Up Fund co-design project, revitalisation of Queen's Market and Queen's Square, Compressor House, Alice Billings House, and Canning Town Old Library.

But more needs to be done. As highlighted in our Cultural Strategy, the majority of our cultural venues remain located in the west of the borough, including V&A, Sadler's Wells, and London College of Fashion. It makes them difficult to access for Newham's most marginalised communities and is why, in this cultural programme, we're determined to radically shift where and how culture can be experienced.

DEEP-ROOTED INEQUALITIES

'When it comes to art, you can come from different backgrounds, you could be living on the breadline, or you can be a multi-millionaire... but art is for everyone. It doesn't matter how much money you got... everyone can appreciate art.' Newham's DJ Shorty

Over the past 15 years, Newham has been at the heart of some of the UK's largest, most ambitious, and dynamic cultural regeneration. Developments at Royal Docks and East Bank have gone hand in hand with the expansion of well-established local theatre and music venues like Brick Lane Music Hall and Arch 1.

The evolution of our cultural landscape has also supported new, emergent art forms. We're the birthplace of the grime revolution and today, our borough is home to a vibrant community of global leading production agencies, artists, dancers and musicians including Tinchy Stryder, J Hus and Kano.

So much has been achieved but, as Newham continues to transform, we need to do more to harness the transformative potential of culture so all our residents can benefit.

This is critical when Newham remains one of the most deprived boroughs in the country. Over a quarter of our neighbourhoods are in the country's 20% most deprived areas. The cost of living crisis is pushing many residents who were 'just about' managing into financial difficulty, grappling with insecure low-paid jobs, and high housing, energy and food costs. Over a quarter of Newham's residents earn below the London Living Wage, and average rents absorb 65% of average wages, compared to 30% across the UK. Less than a fifth of our residents are optimistic about the future.

With high levels of poverty and discrimination affecting lives, culture has fallen from being a priority. Despite the range of opportunities and cultural institutions, Newham has low engagement and participation in culture, ranking in the bottom ten English local authorities. A survey conducted by ACE revealed that 44% of Newham adults have not attended an arts event, museum or art gallery nor participated in an arts activity over a year, in contrast to neighbouring Hackney (27%). While this figure does not capture participation in grassroots culture, it demonstrates the challenge we must face.

Our hope is that by winning Borough of Culture, we'll create opportunities and experiences that transform perception and engagement with culture for this and future generations.

RESILIENT

We're tackling structural inequalities in Newham by stimulating inclusive growth through our ambitious strategies for Community Wealth Building, Climate Action and Well Newham. We're proudly people first and are the first Council to use livelihood, wellbeing, and happiness as primary measures of economic success alongside trailblazing participatory democracy and collective action through initiatives including People Powered Places.

Our extensive consultation evaluated the borough's cultural needs and found an appetite and readiness for change. We're committed to harnessing this ambition, and through visionary leadership, unlocking the creative potential of Newham.

Our fifteen-year Cultural Strategy, Building Newham's Creative Future sets out our ambition for delivering inclusion and participation, unlocking cultural and creative opportunities as a critical part of inclusive growth in Newham. We're ready, with this bid, to take the next step.



A CATALYST FOR CHANGE

OUR AMBITION

'In Newham, we are creating a borough like no other, unlocking the opportunities of our people, place and partnerships to deliver lasting transformation for all. We deliberately set out to do things differently in Newham, and through this approach, we'll continue to disrupt the status quo in order to serve our people well.' Rokhsana Fiaz, Mayor of Newham.

The 'New' in our name once declared the borough as a new entity. But it underplays the centuries of the 'new' - expressed through our people, habits, cultures, industries and our ways of thinking that shape the unique cultural energy in Newham today. It defines our ambition to be fair, fearless and first in all aspects of our cultural programme.

Over 10,000 people back our bid, with a global audience who have already engaged with our cultural content. This support reinforces our determination to become Borough of Culture and deliver on our 15-year Cultural Strategy's promise for Newham to be a place where culture, creativity and heritage drive investment, inclusive participation, and wellbeing.

LONG-TERM OUTCOMES

Through workshops, interviews, and surveys, we have engaged with over 2,000 people in developing our Borough of Culture programme. This ranged from our thriving ecosystem of creative microbusinesses - 97% of Newham businesses employ 0-4 employees - through to the borough's well-established, cultural organisations as Theatre Royal Stratford, festival.org and Rosetta Arts. Workshops with partners, residents and community groups fundamentally defined our bid and our understanding of our Borough's needs and the long-term transformation that culture can deliver.

This insight alongside our Cultural Strategy development have defined our ambition for the long-term outcomes we'll achieve:

1 CULTURE FOR LIFE - Creative and cultural activities become the norm for all to improve wellbeing and happiness, delivered through inclusive engagement. Culture will become a primary pathway for lifelong learning and to access fair employment opportunities.

2 POWERFUL PARTNERSHIPS - Collaborations in Newham extend beyond the Borough to accelerate inward investment, creativity, and community impact that supports local enterprise and promotes a resilient local economy.

3 LOUD AND PROUD - Our values, creativity, culture and heritage are brought to life with experiences and engagement that supports a sense of belonging for all.

4 CULTURE-FIRST SPACES - Newham will have high-quality, diverse, inclusive spaces available across the borough for creative and cultural activities.

5 PROACTIVE MINDSET - Newham's governance structure, management systems, and resources will be agile to effectively support Newham's cultural sector and capitalise on the energy and optimism of our communities.

SHORT AND MID-TERM OUTCOMES

1 CULTURE FOR LIFE

Short-term: The borough-wide cultural experiences we will create will reflect Newham's diverse cultural traditions and create memorable experiences for all residents. Engagement and participation rates in arts, culture and heritage will increase across all communities as residents experience culture in

their 'everyday'. Young people will be able to follow their passions and learn new skills through cultural programmes, heritage projects and volunteering.

Medium-term: Regardless of their background, residents will feel more welcome and inspired to take part in cultural activities. Health, happiness, and wellbeing will increase as social isolation is reduced and activity levels increase.

Newham will be recognised for nurturing local talent investing in the cultural and creative sector. More partners will work closely with the Council to deliver skills programmes for young people, opening career pathways and unlocking sustainable employment opportunities in Newham.

2 POWERFUL PARTNERSHIPS

Short-term: Newham is established as a leader in innovative, productive, and inclusive collaboration that delivers positive outcomes for communities. Sustainable networks are developed underpinned by effective and meaningful power-sharing with organisations and residents. An expanded range of creatives, cultural organisations and microbusinesses can access investment through inclusive commissioning and open calls. Local talent is celebrated in collaborations with larger partners. Peer learning is facilitated and delivers impact.

Medium-term: Additional partnerships are unlocked borough-wide, providing equitable access to culture for all. Improved co-creation opportunities expand audience reach, participation and engagement with Newham's culture, creativity, and heritage. Our partnership approach leads to expanded co-curated community projects that deliver on Newham's community wealth building commitments. Through powerful partnerships we create a sustainable legacy around culture and creative industries.

3 LOUD AND PROUD

Short-term: The cultural programme will shine a light on vibrant, previously 'unseen' and emergent cultural activity in Newham's streetscape and online. Encouraged by our 'Pitch on a Postcard' open call, new and unsung producers and creatives will be recognised with the support to share their experience. The dynamic and diverse programme will

attract hundreds of thousands of new visitors to the Borough.

Medium-term: Culture has a direct, positive economic impact for Newham by delivering investment and encouraging visitors to the borough. Residents feel 'culture is for them' through the celebration of Newham's varied cultural scene - from grime to Bharatanatyam. New and diverse artists emerge and inspire future talent.

4 CULTURE-FIRST SPACES

Short-term: Cultural activities will be more accessible to residents through an 'eight neighbourhoods / eight commissions' approach where investment is spread to every corner of the Borough. New cultural spaces that are safe and welcoming will bring culture to where people are. Building on our established programmes like Newham Unlocked Festival, we'll open an additional 2000sqm of cultural space.

Medium-term: We'll continue to identify underused or vacant spaces, including sites earmarked for development, park buildings and heritage sites, that could be utilised for new cultural experiences. We'll work with local partners to develop a Meanwhile Space Programme, supporting hyper-local cultural activities across the Borough. Newham will be rejuvenated, contributing to an increase in residents feeling proud of the borough.

5 PROACTIVE MINDSET

Short-term: Our expanded culture team and cluster model of commissioning will mean those with experience and networks can deliver at pace and share communications, advocacy, and resources. It will create room for cultural organisations to shape, collaborate, and involve residents in the programme and rebalance opportunities so they are for all.

Medium-term: We'll ignite innovation and support new, emerging creativity and cultural expression through a growth mindset, and being can-do. It will empower experimentation and ensure Newham has a cultural landscape that is reflective, responsive and sustainable.

BY AND FOR YOUNG PEOPLE

Our cultural programme is youth-led. Young people will be artists, producers, and decision makers with platforms for expression designed to experience culture and benefit from high-quality learning and careers opportunities.

Young people from the Newham Youth Zones, Children in Care Council, Care Leavers' Forum and our LGBTQIA+ Youth Forum have shaped our programme. They told us they want their achievements celebrated and their positive contributions to be noticed. We listened and have reflected this in our cultural programme. Our approach builds on our experience in co-designing the Newham's Young Person's Charter which launched last year and provides guiding principles to the entire Council, including 'Be Creative', 'Celebrate Diversity' and 'Champion Change'.

Young people shared that they want to be involved in cultural activities but a lack of disposable income and knowledge can be a barrier to accessing these opportunities. We know accessibility to free cultural experiences is vital so, launching an idea created by our young people, we'll offer a Culture Passport to all 45,449 10–19-year-olds (up to 25 for young people with SEND) in our borough.

Our cultural programme will give our young people voice and power and include:

OUR NEWHAM OUR WAY where acclaimed arts charity, Coney, will work with 13-18-year-olds across 100 schools to create artworks and performances covering social justice and participatory democracy. This will build confidence and nurture creativity.

MUSIC & MAKERS will be a platform for young people to showcase their talent and gain paid mentorship from successful artists including legendary Newham grime artists. They will then perform at events.

NOW PLAY NEWHAM where we'll partner with London's leading festival of experimental games, NOW PLAY THIS, to commission a suite of eight original games, co-created with leading game designers, based on the theme of belonging. We'll host design camps in our network of Youth Zones in Little Ilford, Beckton, Stratford, Shipman and Forest Gate.

COMIC CON Fringe, a global first, where in collaboration with ExCel we create a free event to overcome the price barrier to young people being part of Comic Con.

Young people will be at the heart of our cultural programme and integral to its design. Our day raves will be family-friendly; our Food, Folk and Faith strand will include making workshops for younger children, and Climate Canopies will include learning materials designed for young people.

As well as creating experiences for young people, we'll also focus on demonstrating that culture and the creative industries present viable career pathways for our young people. It follows recent national research that highlighted fewer young people from working-class backgrounds are going into creative sectors. We want to reverse this trend.

Through WE ARE THE FUTURE we'll expand on our partnership with the University of East London (UEL) and establish opportunities for young people to develop skills, explore high-quality career pathways and access jobs in the creative and cultural industries. This will be delivered via our network of Youth Zones.

We'll we gain regular feedback from our established Youth Councils and Youth Assemblies; this will provide the insights to constantly evolve and improve how we engage our young people in the cultural programme.

CELEBRATING CREATIVITY

Our communities have co-designed the cultural programme so it builds on and will amplify the creativity of our existing cultural activity. This includes the inspirational Newham Unlocked, seminal South Asian Heritage month and support to UK Black Pride, the largest LGBTQIA+ event of its kind globally.

We'll take an inclusive borough-wide approach, ensuring people from all eight neighbourhoods in Newham are included in an event programme that rotates around the Borough. It ensures experiences are accessible to as many as possible so everyone feels able to benefit from the opportunities we create.

The cultural programme will be designed based on the three principles that define Newham's approach to culture:

BE FAIR - we prioritise inclusivity, ensuring everyone has access and can participate
BE FEARLESS - we encourage bold creative expression, unlocking new forms of culture
BE FIRST - we pioneer new approaches and are at the forefront of cultural development

FLAGSHIP MOMENTS

We believe Newham is the BEATING HEART of London's culture. To bring this to life, we'll commission world-leading data artist Jer Thorpe (9/11 memorial, MOMA) to create an interactive sculpture on Green Street, one of Britain's busiest streets, demonstrating Newham's vitality, energy, and movement. Delivered in early Spring 2025, it will represent Newham's cultural heart and map the vibrancy of the people and place in Newham. To amplify the impact of the installation, eight local digital artists will be commissioned to create work responding to the piece.

We'll engage native TikTok creators Dose of Society to create their first-ever year-long project, filming daily about what makes NEWHAM TIK. They will visit each neighbourhood, interviewing residents about what excites, delights, and motivates them. The final edit will be a tapestry representing the multitude of culture and community across Newham, shared on TikTok, and displayed on giant screens at Westfield shopping centre, ExCel, and in Newham's libraries.

MUSIC & MAKERS - Newham's cultural heritage is as diverse as the people that live here. It is time to celebrate its unique contribution to British society and pay tribute to Newham's musical movements that until now have been at the margins of mainstream culture.



In collaboration with eight major partners - East London Dance, Sadlers Wells, V&A East, Wayne McGregor Studio, Rendezvous Projects, NTS, Dialled In and the @Womeninctrl network, we'll create eight immersive musical events in spaces across Newham.

These events will showcase local talent and musical heritage, recreating pivotal musical movements in Newham's musical history such as the South Asian Day raves with trailblazers of today like Masala Mixtape and Ahaadream.

We'll celebrate Newham as London's new queer club capital with a flagship pride event held in one of the capital's new dance venues.

We'll recreate the first Nasty Crew Collective Gigs where Grime legends and celebrate black history in the borough. It will demonstrate how Newham gave home to a now globally recognised genre.

FOOD FOLK AND FAITH - Newham is a multicultural borough where food, folk and faith connect, share, and preserve diaspora-led cultures.

We'll commission food-based curators to collaborate with artists and communities, celebrating and sharing Newham's tastes, traditions, and tales.

With creators such as Fozia Ismail (Arawelo Eats, Observer Food Monthly, Dhaqan Collective) we'll host supper clubs and build temporary structures, such as those at Newham's World Halal Food Festival Club, to demonstrate how diasporic cultures use food as a way of sharing traditions.

Slavic artist Tereza Buskova will work with women from diverse backgrounds to create ceremonial bread to show the connections between food heritage, feminism, diasporic cultures, and displacement.

We'll create innovative temporary architecture to acknowledge and celebrate the multiple faith cultures that peacefully live and work together in Newham. A panel of faith leaders from across the Borough supported by Syrian architect Marwa Al Surbani (famous for her work on architecture and faith) will select a piece from an open call.

We'll deliver our first-ever Eid on Green Street Festival, highlighting how culture bridges

communities and brings people together with all faiths welcome. We'll celebrate religious festivals such as Diwali and Guru Narnak.

We'll create poetry exploring how people came to Newham in a massive outdoor 'artvertising' project with JC Decaux featuring the Borough's 130+ languages. Inua Ellams MBE will lead the project with poets from around the world, along with Newham Word, Our Newham Learning Service, the Poetry Translation Forum, Newham College London's thousands of ESOL learners, Rabbits Road Press and refugee organisations.

BLUE HORIZONS – Newham is framed by its industrial docklands heritage and the Royal Docks has the potential to become an international centre for water-based arts and events.

We'll commission Drift, a large-scale water-based artwork. It will include shape-shifting creatures and invite residents to descend on a specially woven floating artwork near City Airport to absorb the sounds of the river. Drift will showcase local heritage and innovation in creative approaches to water with local designers able to design and create floating stations accessed from the riverbank. The awe-inspiring artwork will be in place for several weeks giving people from across the capital an opportunity to visit and experience the Docks.

It will be complemented by a world-first water-based arts summit, which will run alongside Royal Docks Originals 2025 festival featuring world-class water-based works, plus a new international commission from the Royal Docks Team co-created with residents.

CLIMATE CANOPY – Climate change has acute impact in the borough with Newham facing extreme heat due to the urban heat island effect. In the height of summer celebrity campaigners including Ade Adepitan and world-class super-bowl designer Carl Robertshaw, will work with London College of Fashion students and residents to create a trail of canopies on homes and businesses across the Borough, stimulating conversations about climate change and global temperatures, working with community organisations across the Borough to inspire climate action (See Cultural Impact Awards response).

YOUTH PROGRAMME

PLAY THE BOROUGH - Newham's young people will have a unique platform. They'll create, curate, and lead bespoke activities that aspire to make people happier. We'll collaborate with 100 Newham schools, our Youth Zones and libraries to engage young people in our year as London Borough of Culture.

OUR NEWHAM, OUR WAY - Acclaimed arts and social change charity Coney are artists, thinkers, and makers on a mission to spark change through the power of play. They will create playful workshops for 13-18-year-olds across 100 schools, creating performances, artworks, games, fashion and interactive experiences that explore participatory democracy, building upon social justice themes and trailblazing deliberative engagement work across the council. Young people will be encouraged to share their artistic expressions both online and in person.

NOW PLAY NEWHAM - Partnering with London's leading festival of experimental games - **NOW PLAY THIS** - we'll commission eight bespoke encounters and family-friendly games. Leading international and UK playmakers will craft these playful experiences in collaboration with young people and up-and-coming local game designers. Through this process, participants will be encouraged to imagine, be creative, learn and develop specialised storytelling, coding, and game design skills.

YEAR-ROUND CREATIVE CAREERS PROGRAMME

WE ARE THE FUTURE - 1 in 5 jobs in London is in the creative economy and this will only increase in the future. We want to ensure the talent in our borough has a pivotal role in London's creative future. We'll provide opportunities, skills, and networks to ensure the cultural programme creates a legacy by establishing a sustainable, supportive infrastructure that provides opportunities in the creative sector and boosts our creative industries – now and in the future.

We'll partner with the University of East London to explore future careers including how artificial intelligence will impact the creative industries. We'll offer learning and training and connections so residents can receive industry-led preparation for employment. This will include with organisations such as Rosetta Arts, Docklands, and Creative Newham. We'll develop Newham's network of creative careers, to offer people clear pathways into paid employment and entrepreneurship in the creative industries.

To expand the reach of our career and employment focus, Our Newham Work will recruit, eight CULTURAL AMBASSADORS as Borough of Culture advocates, translating, and building bridges for cultural programming, skills and development across the borough.

Our work will culminate in a WE ARE THE FUTURE summit, sharing insights with partners like the Good Growth Hub on what is needed to benefit from the opportunities of the creative economy.

COLLABORATIVE PROGRAMMING

During our development year, we'll continue our community convening exercise to shape our plans working with a broad range of residents, community groups and organisations including young people, disability groups, LGBTQIA+ communities and faith groups. We'll continually listen and bring together Newham's flagship cultural organisations to collaborate and identify ideas and opportunities to strengthen our programme.

DELIVERING LEGACY

Post 2025, we'll align our ground breaking participatory democracy initiative People Powered Places to culture so that it strengthens the legacy of the cultural programme. This will mean an investment of £1.6m of culturally based projects chosen by, and delivered directly to local communities through a year-long Pitch on Postcard open call, engagement and participatory budgeting exercise. Residents will vote on their favourite ideas in 2025 for delivery in 2026; this will make it easy for everyone to be part of the creative movement.

CAPTURING MISSING HERITAGE

We're proud of our heritage and how it has shaped Newham's unique culture. Newham's Archive houses an unparalleled and extensive collection of Madge Gill artworks, Bow porcelain and wide-ranging social history collections: 81,000 objects, 2,000 linear metres of archives and 30,000 photographs documenting local life. The Buxton Table, on which Buxton, William Wilberforce and allies drafted the 1833 bill to abolish slavery throughout the British Empire, while on loan, is proudly held by Newham - a powerful symbol of pioneering a fairer world.

However, Newham's Archive has a significant gap of 50 years, overlooking experiences of key groups; for example, South Asian, Eastern European and LGBTQIA+ communities in Newham. It also misses two generations of changes in Newham's built environment, including the contribution of the African-Caribbean Windrush generation to the growth of the transport network.

For 2025, our goal is to address this gap and use the Borough of Culture as a creative stimulus for capturing lost and ignored heritage and histories. Building on sustained investment from National Lottery Heritage Fund, taking advantage of Levelling-Up Fund developments that are set to transform the Borough, and building upon the highly successful Newham Heritage Month, we'll create an intergenerational programme with people contributing to, exploring, and learning about Newham's Heritage.

We'll use engaging creative and technology projects to recreate and explore heritage in unusual spaces through dance, poetry, architecture, music and immersive media. We'll offer small grants of up to £9k to community organisations to deliver heritage activities that address the gaps we've identified in our archive.

To help deliver this we'll work with Eastside Community Heritage, and the Oral History Society in conjunction with the British Library to offer training courses to enable local people to expand the capacity of Newham's dedicated Heritage team.

OPEN-50

To prepare for Borough of Culture, in 2024 we'll have an open call for contributions to the Archive to fill the 50-year gap. We'll have six months of community engagement in participatory storytelling and 3D scanning and printing to capture thousands of stories, objects, oral histories and records for the Archives. This will be done with partners including The Royal Docks History Club in North Woolwich, Silvertown, Eastside Heritage, East End Women's Museum, Compressor House, Alice Billings House, Newham History Society, Rendezvous Project and, Queer Newham working with Newham's Heritage team.

MEANWHILE MUSIC

Newham's world-class musical heritage is not well documented and, what does exist, is unrepresentative of the cultural diversity of our communities. Material related to pivotal music venues and events is scattered and mostly in private collections. This needs collating and archiving so these important histories are made available to future generations.

In 2025, Newham will be rich in meanwhile spaces as it undergoes rapid development. To capitalise on this opportunity, we'll celebrate the Borough's musical heritage with immersive music events including daytime raves and grime events. They will combine fashion, music and dance inspired by gathered archival footage, interviews, and other material from

the musical past. The events will link to programming at V&A East.

Working with Populo Living, Hydra Spaces, University of East London, Royal Docks, the Young Curators Programme by UCL Special Collections, choreographers, and dancers from Wayne McGregor Studio, NTS Radio, and Daytimers Collective, will move from location to location, genre to genre - Bhangra to the New South Asian Underground, from nineties Garage to noughties Grime.

STORY MAKERS

Canning Town Old Library Heritage Centre will see a transformation of the Grade II listed building into a heritage-led, multifunctional digital centre opening in 2026. As part of the cultural programme, StoryFutures Academy, Winners of Best Use of Digital at the National Museum and Heritage Awards, will train eight local creatives to collect and map contemporary stories and historic archives into the

metaverse. It will draw together historical archives and artefacts newly scanned, collected and curated from community workshops across 2024. They will create Extended Reality (XR) stories for public audiences, bridging gaps between past, present and future through magical interactions and collaborative storytelling techniques. After months of engagement with the community and mobile AR StoryScapers at the local library, we'll transform Canning Town Library Centre Meanwhile Space into a multimedia experience for a two-day takeover during Newham Heritage Month.

This will include a talent development programme; involving and training young people in the 2025 programme will equip them with the skills and experience to take on new heritage positions in 2026. We'll also train staff, creatives, and council members in ways of generating and creating new forms of content, building new skills and innovation in participatory storytelling and curation.



LIBERTY FESTIVAL - NOTHING FOR US WITHOUT US

Following the mantra, 'Nothing for us without us', we created the content for our Liberty Festival strand with strategic partner Direct Access, Newham-based organisation Together!2012 CIC, and Festival.org, who've achieved platinum status from Attitude is Everything.

Our partners have significant experience and expertise in strategic delivery, local delivery and community outreach, and developing inclusive collaborative programmes with and for D/deaf and neurodivergent people. This will ensure we can design and deliver, strengthen relationships, build partnerships and address inequalities rebalancing cultural opportunities and activity in 2025.

We'll work to ensure that delivery for Liberty is D/deaf disability-led, collaborating with local producers, including Blue Sky Actors, Act Up Newham and the Global Disability Innovation Hub based at the University of East London.

Our theme for Liberty 2025 is GATHERING.

We'll host Liberty in Stratford Park a highly accessible location with easy access for visitors from outside the borough. Festival.org will manage an open call for artists, performances, workshops, comedy, and events to showcase D/deaf, disabled and neurodivergent artists' freshest new work for all to enjoy, working in collaboration with partners such as Unlimited and Triple Cripples. Audiences engage and celebrate the diversity of Newham while we bring some of the freshest work in the UK to new audiences.

To include everyone in the community, we've developed Liberty's first strand of work for shielders who do not regularly leave their home called INSIDE

OUT. World-renowned New York-based artist Aliza Nisenbaum, best known for her vivid, large-scale portraits of community groups, will create eight portraits with and for eight Newham residents who are shielding who will be able to engage with contemporary art in an empowering way. Once the portraits are completed, a mass outdoor exhibition at Liberty will be curated and the portraits will be displayed online in partnership with ARTVIAYOU. This platform shines a spotlight on cultures often marginalised in the art world.

The world-famous Paraorchestra's ensemble of disabled and non-disabled professional musicians, who blend art forms, genres, and technology to create large-scale music projects, will invite 10,000 residents and visitors onto their doorsteps to dance and sing along in a 'massaoke'. Smoosh TWO, a brand new collaboration with Sadler's Wells, Care to Dance, and East London Dance, will be a raucous, technicolour pop-parade-come-street-party performing pop-karaoke classics from Newham legends J Hus, Kano, Linda Lewis, the Small Faces and more. Paraorchestra will work with a musician-in-residence from Newham Music to join them who they will support through creation and their performance.

To deliver impact and legacy from Liberty beyond 2025, we'll create three Cultural Learning and Participation Officer apprenticeship roles in partnership with Together!2012 CIC to provide the inclusion and access partnership programme elements for the year, ensuring access is spread within the programme and trained staff are made available to council partners to assist with access throughout the year and beyond, embedding new ways of working and best practice.

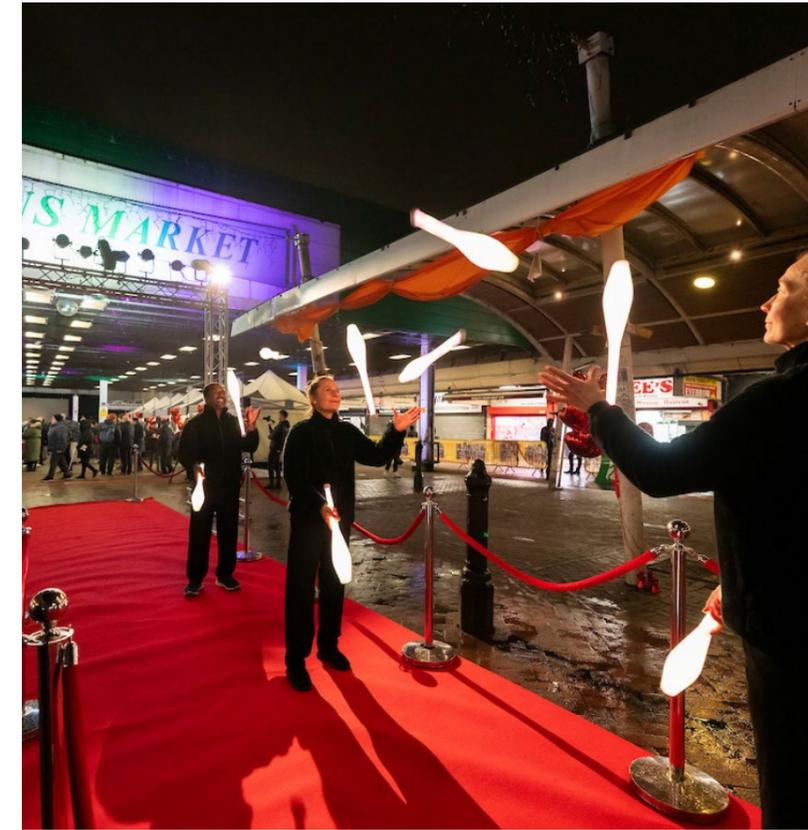
We're committed to working at all levels across the programme to include D/deaf, disabled and neurodivergent voices from governance to co-creation and access. During our consultation process, D/deaf, disabled and neurodivergent people told us that preparing for, arriving at and experiencing events (and aftercare for cultural activity) requires significant lead-in time, extended planning, consistent and clear communication, and an emphasis on safety for all.

We'll increase the number of Dementia-friendly venues by working with partners already highly experienced in this practice including Theatre Royal, English National Ballet, and City Hall. We'll link to Special Educational Needs and Disabilities (SEND) provision in Newham and Adult Achievers Awards and we'll work with partners to better enable neurodivergent people to participate in culture.

We'll also develop a range of programmes offering mentoring, peer support, group training and strategic access advice across the Borough. This will include, but is not limited to, increasing staff awareness of disability and health issues and advocating for improving cultural facilities, including new developments and improvements with existing venues.

Audiences will be invited to enjoy and share the work of D/deaf disabled artists across Newham with accompanying free British Sign Language workshops for all.

Legacy will be created by supporting organisations' capacity to reach new audiences and support their ambition to deliver ground-breaking work that is accessible for all. We'll support residencies for neurodivergent disabled artists and creatives, and kickstart a sustained programme of development to increase venues' capacity to facilitate audiences with diverse needs.



Programme outputs (3%)

Please complete the table below with the target outputs you will deliver as part of your programme. If you are successful, you will be required to submit a full evaluation framework with outputs and outcomes prior to starting the programme. At this stage, please provide basic information.

Estimated number of directly programmed key events

482

Amount of Commissions, Talks, Installations created for 2025, not including the preprogrammed events for 2025, (e.g Annual Events like EID)

Estimated number of projects indirectly programmed e.g. produced through grant programmes and partnerships

371

Total number of commissions, funded externally

Estimated number of artists/partners involved

459

Counted the number of directly commissioned artists, and assumed numbers for local commissions based on similar programmes (e.g. to allow for collectives.)

Estimated number of new roles created

358

Total Creative roles, (new artist commissions, and production/producerial roles per piece)

Estimated number of volunteers

7,209

Calculations developed based on need for outdoor events (expected supply to come from current Volunteer Programme, and external volunteers provide by partner orgs (East Bank, Royal Docks)

Estimated number of schools and educational institutions engaged

100 schools, 4 universities and 13 Colleges in Newham

Estimated number of children and young people engaged

92,401

Percentage of above across the year - taking an average of 75% of YP population who are under 18 in Newham (35% of total)

Estimated total online/digital audience reached

315,000 Newham Residents

Combined estimated in-person and digital audiences of the programme including all audiences engaged through outreach, eg. DOSE of Society and those that offer an on and offline component e.g. Inside Out.

Estimated total live audience reached

682,450

Combined: Average footfall for larger publicly sited commissions and average recorded visitor figures for venues (e.g. libraries) multiplied by number of days and event capacity

Estimated number of people participating in cultural programmes

An estimate plus Include all CYP re: Cultural passport + the estimations for each event

Combined average workshop/co-creation numbers anticipated to deliver project

Estimated number of heritage-led organisations participating in the programme

25

Baseline established from map of existing heritage organisations and new organisations being engaged through our future programme

Estimated number of activities that engage people with heritage

40

Calculated based on Newham Archivist and Heritage month annual figures

Estimated number of new audiences engaged by heritage organisations participating in the programme

30,000 (including digital heritage elements of the programme)

Estimated volume of new heritage material collected (e.g. oral histories, records and objects for the museum/archives, programme records)

- 10 boxes or 5 linear metres of new physical archive collections e.g. printed material, photographs, and hard copies of digital material.**
- 50 new oral histories.**
- 20 major new accessions to the museum and art collections, either individual objects or small collections.**
- 100 minor new accessions to the museum**
- 10,000 photographs, videos and new other media accessions to the museum as part of our building our future heritage programme**

Calculated based on Newham Archivist and Heritage month annual figures

EDI outputs: 3%

What Equality, Diversity and Inclusion (EDI) output targets will you aim to achieve through this programme?
Please complete the table below with your own targets.

- GLA Guidance

**Financially accessible programme
(Percentage % of events that are free
to access)**

**100% of events
will be free to
access**

Based on planned programme

**Percentage % of diverse suppliers
and vendor organisations
commissioned in the Borough of
Culture programme to promote
economic opportunities for
underrepresented businesses**

?

Based on projections of range of organisations
to be commissioned through all programme
workstreams

**Percentage of Newham audience
being representative of Newham.**

**Diverse audience engagement,
representative of Newham. Expected
in-person and digital audience
communications outputs and
programmed events of Newham's
diverse community profile, across all
equalities strands and groups**

70%

Based on projections of range of organisations
to be commissioned through all programme
workstreams

**Percentage of London audience
being representative of London.**

**Diverse audience engagement,
representative of London. Expected
in-person and digital audience
communications outputs and
programmed events of London's
diverse community profile, across all
equalities strands and groups**

100%

Projections based on Newham 2021 census data

**More people 'feel' included and
represented in cultural activities and
events.**

**Percentage (%) of surveyed residents
who feel included and represented
in cultural activity and engagement,
with specific targets monitored
for equalities groups across all
equalities strands**

90%

**Number of microbusinesses and
SME's will be commissioned to
deliver aspects of our programme
work with small grants and low-
friction processes**

95%

Audience outreach will be measured through
digital media opening and engagement channels, in
addition to our annual household survey

**Project team will be representative of our
local community and demographics across
all equalities strands (race, ethnicity,
gender, age, disability, and other relevant
characteristics) Representation - diversity
of team reflects diversity of borough**

95

Workforce data

**Percentage (%) of Newham residents
are aware of borough of culture
Greater and more diverse reach
through comms. Programme
communications will be delivered
in the top 10 languages spoken in
Newham.**

70%

Community Connectedness is baselined through
our annual resident survey (2,000 households
minimum each year), and will be repeated in 2025

**Number of microbusinesses and
SME's will be commissioned to
deliver aspects of our programme
work with small grants and low-
friction processes**

100

Projections based on analysis of current and future
cultural SME landscape in Newham

**Diversity pay gap across all teams
working in the programme. All
council contracts to commissioners
and sub commissioners will mandate
equal pay**

0%

Number of young people taking part in the We Are the Future programme will undergo leadership training as part of the programme

Develop diverse leaders to address disproportionality at Senior Management

80

Workforce monitoring

Accessible events and activities. Percentage (%) of events will be accessibly assessed in line with equalities strands e.g. providing outdoor events and online activity to maximise reach

100%

Measured through audience take-up and surveys of attendees on accessibility as a specific theme

Stakeholder commitment to EDI. Percentage (%) of all Borough of Culture engaged stakeholders signed up to our co-created Cultural Inclusion Charter and taken part in associated EDI training

100%

Measured through commitment take-up and monitoring of training outputs and outcomes across the stakeholder network

Shielding residents reach. Percentage (%) of all residents shielding engaged directly through the programme through NHS outreach and online

70%

45,750 (based on 13% of newham population =

Talent acquisition (with Our Newham Work). Number of diverse people applying for creative roles and employment opportunities as a result of the programme (race, ethnicity, gender, age, disability, and other relevant characteristics)

1,000

Measured through take-up of the young people's skills and training programme and cultural passport outcomes monitoring

Diverse volunteers. Percentage (%) of volunteers representative of our local community and demographics across all equalities strands (race, ethnicity, gender, age, disability, and other relevant characteristics)

95%

Increased children and young people's connectedness, confidence and identity. Percentage (%) of children and young people engaged in the Borough of Culture programme reporting they are more connected and confident as a result of engagement with these activities and events

80%

Measured through our annual children and young people's survey, and activity specific evaluation and monitoring activities

Increase in number of Dementia-Friendly Venues. More cultural spaces will be supported to be fully dementia-friendly accredited by 2025, supported by our Liberty programme

10

Dementia Friendly audits of all cultural spaces



DELIVERABILITY

PROJECT MANAGEMENT

It is a short delivery timeline to 2025 so we've already started to build some of our delivery structures to enable us to deliver on time and budget.

On bid announcement, we'll be ready with a recruitment, commissioning and engagement campaign to build the capacity needed to ensure delivery at scale and pace. We'll work with our partners to collectively plan, deliver, promote and evaluate the programme. By sharing capacity and resources, we'll strengthen networks in the sector.

We've created seven workstreams that cover all aspects of delivery:

1. Music and events: Music & Makers, Food, Folk & Faith and Liberty Festival
2. Outdoor installations and programmes: Beating Heart of Newham, Climate Canopies & Blue Horizons
3. Play the Borough: Our Newham Our Way, Now Play Newham, Cultural Passport & Comic-Con Fringe
4. We are the Future: Creative careers programme
5. Heritage: Capturing missing heritage, Open 50, Meanwhile music and Story makers
6. People Powered Places: Community-led legacy grants
7. Wider programme enablers: Communication and engagement, Pitch on a Postcard, Wellbeing, Equalities, Programme Management, Evaluation and Sustainability

IN-HOUSE CAPACITY & RECRUITMENT

We're recruiting a permanent Director of Culture role, along with our team of recently recruited Cultural Producers to deliver our long-term cultural strategy. Our Director of Culture will oversee our Culture team and all aspects of the programme, they will be accountable to our Chief Executive.

On bid announcement, we'll greatly expand our Culture team to create the capacity needed for

2025. Our team will include an Executive Producer, additional Cultural Producers (covering engagement, inclusion, volunteers), a Head of Inclusion, a Head of Marketing, Communications Leads, an Evaluation Lead, and a Portfolio Management Lead covering governance and coordination.

We'll procure a range of external delivery partners in areas such as Monitoring and Evaluation and Communications. Our Pitch on a Postcard project will be run by our Community Neighbourhoods team who will engage communities and deliver this legacy programme.

CLUSTER DELIVERY MODEL

Drawing on our aspiration to develop more powerful partnerships, we've been working closely with Newham's culture sector exploring the best ways to manage the programme.

We've created a cluster delivery model that distributes delivery responsibility with commissioned delivery partners in the Borough, who will oversee and manage the delivery in key areas.

Using this cluster model, major delivery partners will report to the Council, manage smaller partners, coordinate planning and problem-solve as a co-responsible executive delivery team. This approach spreads risk, builds new legacy partnerships and shares expertise skills and resources.

COMMISSIONING

We'll commission through a series of open calls and large-scale commissioning exercises. Projects like Pitch on a Postcard through People Powered Places are designed for small-scale initiatives, reducing barriers to entry and ensuring individuals, microbusinesses and small organisations can easily take part.



GOVERNANCE

Using Newham's Change Framework we'll establish a flexible, agile and responsive governance structure that enables delivery and high-quality creative output. Internally, we'll create a London Borough of Culture Programme Board that reports directly to our Chief Executive, with political leadership from the Mayor of Newham and our Cabinet Portfolio Lead for Culture.

The Programme Board will be a blend of external and internal deliverers ensuring we've visibility and accountability. The Board will report on the programme's overall progress, key risks and issues, impact and evaluation, and budget monitoring.

INTERNAL COMMUNICATION STRUCTURE

We'll establish an optimal communication structure, information sharing, decision-making, and coordination. This structure streamlines reporting processes, aligns digital reporting for seamless integration with GLA reporting, and supports transparency. We'll invite commissioned organisations to join us at our Offices to create a co-working space that enables collaboration.

STRATEGIC OVERSIGHT

We propose convening an Advisory Group of wider partners to provide strategic oversight, consisting of local partners, national organisations and creative leaders. They'll advise on creative programming, maximising impact, inclusion and sustainability.

This Group will include people from a broad range of backgrounds, with representatives from organisations focusing on inclusion. The Group will consist of a proportion of young people and residents. We'll also create sub-groups for focussed discussions on specific aspects of the bid and explore opportunities for capacity building for members.

We'll engage the wider culture sector informally throughout the year, kicking off with a networking event post bid announcement.

PROGRAMME CHARTER

We'll create a simple charter that all commissioned organisations will need to sign-up to which includes wellbeing, equalities, sustainability and fair pay (at a minimum of London Living Wage). Our focus on wellbeing includes ensuring we've the resources to deliver, ways of working, culture and access to Newham's support programme.

COMMUNICATIONS PLANNING

OUR COMMUNICATIONS STRATEGY

Our strategy has launched. We created an eye-catching brand identity, a stakeholder management approach, and press and marketing plan that will continue to engage local, national and international audiences, bringing to life that Newham is the beating heart of culture in London.

Starting in 2024 and running until 2026, our strategy will transform engagement with culture with all our residents and visitors as well as our domestic and international tourists and stakeholder community showing that Newham is the beating heart of London.

Our approach will develop a pre, live and post communications strategy that will be ready for implementation from 2024. Our campaign will be multi-faceted, continuous and use a mixed method of communications that ensures resident insights are used to tailor and improve engagement.

We'll create an internal communications Borough of Culture team, working alongside a PR and marketing agency to manage this campaign. We'll activate a digital-first campaign across all channels, but will ensure that communications are accessible to all, including paid-for advertising and physical communications for those who are not digitally literate.

We'll use our excellent resident and community networks, in libraries, neighbourhood teams and through our partners to distribute information about the Borough of Culture plans and events on a monthly basis, keeping as many people as informed as possible.

We'll establish a Communications working group that will join up key communications' leads internally from the mayor's office to local engagement teams and across our key stakeholders. This will ensure joined up thinking, efficient delivery, will maximise resources and reach multiple audiences with one collective voice in a short timeframe.

We'll use a variety of languages and language registers to reach residents. Working with the internal Language Shop translation service within Newham, our community uses hundreds of languages, and we'll endeavour to be inclusive and reach at least the top ten languages in the Borough across all our communications.

We'll target audiences in their own communities in an uplifting and inspiring tone and will encourage partners to do the same. We'll make all our communications accessible using BSL, ISL (India) and Arabic (ArSL), read aloud documents and plain language versions of programmes.

STAKEHOLDER MANAGEMENT

Our bid has been created with the support of all our local and national stakeholders, including Council Executive Members, cultural sector partners, the commercial and business community, funders, developers, health community, sports community, community organisations, faith community, GLA and other major cultural and heritage organisations such as ACE and NLHF and others. We have already engaged with this cross-sectoral groups and will keep them informed from 2024 onwards with monthly update newsletters from the Borough of Culture team. We'll work with our partners to help deliver our marketing campaign through our stakeholders' extensive channels to create the most impact.

PRESS

Our PR strategy will build on the brand identity already created and focus on Newham as the beating heart of London. Our in-house team will work with an appointed external PR agency to activate a creative and innovative PR campaign that will instil constant engagement in Newham's programme from residents, visitors and tourists.

Our campaign will use impactful photography, video and sound channelled through social media from events, it will be activated in a range of languages, using both digital and traditional media and generate word of mouth. We'll work with local radio and press, websites and blogs and will continuously keep our weareculture email open at all times to gather feedback and enquiries. A full PR press and marketing pack will be created to support our campaign and a toolkit distributed to all venues and partners.

MARKETING

Our brand identity is in place and is ready to go and can be used with partner brands and Newham's existing brand identity. Focusing on digital, we'll bring the brand to life using social media, but paid for advertising will also be procured at our major sites, such as Westfield Stratford. Our brand will also be utilised across our existing programmes such as Black History Month, Newham Heritage Month, Islamophobia Awareness Month and other milestones.

We'll take our brand to places where cultural engagement is low and where there are few places to engage in culture. We'll employ our brand on community centres, street hoardings and other council services, such as rubbish trucks to show how anyone can engage in the borough of culture year.



Risk 2%

Provide a description of the key risks associated with your proposed programme of activity.

In this section you should identify any potential risks associated with your proposal, and how you will mitigate these risks. These risks could be financial, reputational, political, or linked to deliverability, quality control, sustainability and legacy. Please note that this list is not exhaustive, and you may identify risks that are unique to your borough.

Note that we do not expect the entire programme to be low risk. We encourage applicants to use this opportunity to be ambitious and try new things. We recognise that there will be risks associated with this. Successful applicants will be those who can identify these risks and ways to manage them.

Risk	Mitigating Action	RAG Rating
Low engagement and participation in borough, especially among hard to reach or previously overlooked communities, and given past data outlining poor uptake of formal culture in Newham (2017)	<p>Use of our well-established community engagement channels through our people powered places, citizens assembly, and community assemblies programme</p> <p>Our diverse communications and engagement plan will share all content in the top 10 languages in the borough.</p> <p>Direct and target marketing efforts through LBN, partner, neighbourhood networks, as well as through libraries, community centres and youth zones, faith venues, all of which are well-established and well-used</p>	Green
Low engagement from beyond the borough boundaries	<p>Continued development of our relationships with our regional partners, including the GLA, Growth Borough Partnership, London Councils, and our key partner cultural institutions with well-established national networks (specifically our East Bank Partners and Festival.org)</p> <p>Good, joined up comms with GLA, partners, and borough-wide organisations. Large scale communications campaign and commission of PR agency to increase reach.</p>	Green

Language barriers within the borough mean communications and marketing does not reach core communities	Content will be developed in the top 10 languages in the borough. We'll ensure marketing is dealt with through the most used language and other communities are targeted through direct channels	GreenUk
UK Government funding cuts and funding shortfall	<p>We have built in a robust contingency budget into our bid and have secured all funding required in principle.</p> <p>The growth required to deliver the programme is being proactively built into our Medium Term Financial Strategy for 2024-25, and 2025-26.</p> <p>Our approach will be mirrored by our key partners through regular communication with partners and sponsors</p>	Green
Unexpected further increase in costs in 2025 due to higher supply costs as a result of inflation	As above, but in addition, we'll secure early commissioning and contracting arrangements for key aspects of the programme at a suitable stage to mitigate some of the key risks arising from unexpected inflationary uplift in costs. We have inbuilt inflationary increases and a 15% contingency pot.	Red
Low capacity to deliver programme within LBN	<p>A dedicated delivery team and function is being established to deliver the programme, partnering and securing key specialist expertise externally for the delivery of the programme. Director of Culture role is being recruited.</p> <p>We'll ensure dedicated experienced staff are recruited and proper systems are in place. De Risking by ensuring support from the cultural sector for both production and delivery</p>	Amber

Unsuitable delivery partners and lack of suitable skills in the borough	All procurement processes will include a 'stress-test' to evaluate fitness to deliver not only under current conditions, but under significantly constrained conditions, including evaluation of all relevant financial resilience information and insight as part of our robust procurement process	Green
Adverse events, including terrorist activity, adverse weather conditions, health crises, transport problems etc.	Robust contingency plan in place. LBN has an excellent track record in pivoting and responding to unexpected adverse events such as COVID-19. Extensive contingency scenario planning to take place on bid announcement.	Amber
Ensuring the programme is borough-wide and draws attention and connectedness to all part so Newham	Our programme has been designed to bring the entirety of Newham to life through a collaborative approach to communication and delivery. Combined substantial investment in wider Newham and exciting programme that engages wider audiences to rebalance activity at East Bank alone	Amber
Management of multiple partners	Delivery model allows for co-responsible leadership to mitigate risk and share responsibility	Amber
Risk that delivery model does not work in the context of a large scale programme.	Our programme model has been directly adapted from models from other successful projects such as the Cluster project and Unboxed. It spreads risk of delivery issues across multiple partners while maintaining control.	Green

MEETING EQUALITY AIMS

Our commitment to addressing racism, inequality, and disproportionality lies at the heart of our Building a Fairer Newham Strategy. Our programme is designed to help us achieve these goals by investing in culture and delivering broader economic and social benefits. We aim to engage, inspire, and invite residents, communities, and businesses currently under-engaged, under-represented, and disconnected from the benefits of culture and growth in Newham.

We've considered the programme's impact on equality, in line with our Equal Opportunity and Diversity policy, written within the framework and guidance of the Equality Act 2010.

Our approach to achieving our goals of promoting equality will be following our well-established Tackling Racism, Inequality and Disproportionality (TRID) programme, designed for Newham. This programme focuses on bringing change through four lenses:

Lens 1: Newham as an employer

Lens 2: Newham as a beacon of social change

Lens 3: Newham as the best place for children and young people

Lens 4: Newham as a deliverer and commissioner of services

During the development of our programme, we've sought to secure a broad and representative range of voices, opinions, and inputs via:

- Creative workshops for D/deaf and disabled residents with Direct Access
- Consultation with LGBTQIA+ organisations and creatives who are shielding
- Creative workshops with young people, holding workshops at three youth zones
- Discussion with interfaith leaders and communities and the Newham Race Equality Alliance

- Creative production event with elderly residents at a community centre

Our programme will support Newham's protected characteristics groups by addressing the following equalities outcomes:

SOCIOECONOMIC DISADVANTAGE - Newham is the twelfth most deprived local authority area in England, with nearly half of its residents living in poverty. We'll focus on connecting Newham residents from under-connected and under-represented communities to future careers and opportunities within the cultural sector. We aim to ensure that at least 20% of events, programme delivery and commissioning are available to a representative cohort of residents, communities and businesses.

We'll dedicate a significant activity programme to improve access to cultural, community, and digital learning facilities for socio-economically disadvantaged individuals. We plan to increase our list of cultural partners and strengthen our collaboration to ensure coordinated skills and employment opportunities are available for our residents.

AGE - 22% of our residents are under 16 years old - more than London and England's averages. Our Cultural Passport programme aims to ensure every 11-18-year-old in Newham receives a cultural passport to support young people's engagement and skills development. Programme-specific targets will ensure the take-up of the passport is directly proportional to our local equalities demographics, promoting positive equalities outcomes across the entirety of the programme for our young people. To improve young people's access to digital skills, we will expand on our already in-train plans through the reactivated Canning Town Old Library.

For our under-represented older people's cohort, we will connect all older people to our programme through our wide-ranging engagement and connection plan. We'll take advantage of every opportunity to bring the programme to every older person in the borough through our culture on every doorstep programme of outreach and delivery in local areas, care homes, and supported living settings, among many others.

DISABILITY - One in six people in Newham are living with a disability, and Newham has some of the highest proportions of populations registered as D/deaf or hard of hearing. We'll work with local disability organisations, like Together!2012 CIC, to ensure that our programme is fully accessible, with specific consideration given to the needs of disabled people and those with long-term health problems, and that we're meeting the needs of disabled people in the borough.

ETHNICITY - Newham is one of the most ethnically diverse areas in the UK. We'll celebrate this diversity by ensuring our programme reflects the borough's multiculturalism, e.g. readdressing of the Archive in Open 50 and that people from all ethnic backgrounds can participate in culture and the arts, through events, workshops and training programmes.



GENDER - We'll ensure that our programme is accessible to all genders and promotes gender equality. We'll work with local community organisations to promote gender equality and to ensure our programme is fully inclusive of all genders.

SEXUAL ORIENTATION - Newham has been recognised as the most LGBT family-friendly London borough. 4% of Newham's residents over the age of 16 identify as LGBTQIA+. We aim to promote LGBTQIA+ equality and involvement throughout our program and work closely with our local LGBTQIA+ organisations, such as Queer Newham, to meet the needs of this community specifically.



MONITORING, EVALUATION AND SHARED LEARNING

Culture is critical to the delivery of our core strategic outcomes of making Newham a happy, healthy and well borough. We've developed our evaluation approach to ensure we're delivering our ambitions to Build a Fairer Newham and our Cultural Strategy vision.

DEVELOPING OUR OUTCOMES FRAMEWORK

BOROUGH OF CULTURE OUTCOMES - We have established clear, quantifiable project outcomes aligned to our bid vision, themes and programme. Our framework closely aligns with Newham's Outcomes Framework, prioritising livelihoods, health, happiness, and wellbeing. We'll measure the value of culture to our residents, sector and borough; including fairness and inclusivity, access and participation, communications reach, employment opportunities, changes to health, happiness, and wellbeing, changes to borough-wide investment, and financial return on investment.

THEORY OF CHANGE - Working in partnership with UEL and the GLA's evaluation partner we will ensure our programme activities are closely aligned with desired outputs and outcomes, and that there is strong evidence that these activities deliver the impact we aim to achieve.

SOCIAL & FINANCIAL ROI - Our evaluation will assess the social benefits and economic value generated, reinforcing the value of culture in Newham. We'll commission external expertise to create the methodology to measure economic impact.

EVALUATION METHODOLOGY

We will use a mixed methods approach covering both quantitative and qualitative evaluation.

QUALITATIVE METHODS - Our evaluation will include a broad range of qualitative methods, including interviews, written responses, focus groups, world cafes and observations. We'll use social media tools for understanding insights, for example understanding audience experiences through Dose

of Society's tapestry project. We'll also explore opportunities for inclusive evaluation approaches and ensure our evaluation is as rich as our cultural programme.

QUANTITATIVE METHODS - We'll employ quantitative research methodologies and data science techniques to gather, analyse, and interpret data effectively. Through an open call via our academic partners we'll create opportunities for data scientists to show us the possibilities that data science can create. This will include bringing together diverse datasets, mapping data points, and applying statistical analysis to derive actionable insights. By harnessing the power of data science, we aim to create insights from our cultural programmes that are not widely practiced in the sector.

Our Cultural Strategy includes some baseline data e.g. number and type of venues, how culture is perceived and borough demographics. However, current data on event attendance and feedback from events such as heritage months does not use a consistent method. Working with UEL and our partners we'll capture consistent baseline data across our existing Heritage Months and events to ensure we could evidence change in and after Borough of Culture 2025. We'll also baseline resident views and experiences of culture via a statistically representative residents' survey in 2024.

EVALUATION DELIVERY

ENGAGE EXTERNAL EVALUATION PARTNER & APPOINT EVALUATION LEAD - We'll recruit a dedicated Evaluation Lead responsible for overseeing, coordinating and integrating the entire evaluation process across 2025.

PARTNER COLLABORATIONS - We'll work with UEL as our main partner and collaborate with our partners in the cultural sector. We'll work closely with them to align our evaluation methodologies and share best practices. This collaborative effort will help ensure our evaluation processes are comprehensive and aligned with industry standards. We're interested in working with our cluster partners on data collaborations to share new sources of data and visualise the impact of our year as Borough of Culture, as well as creating a data framework that will have a legacy beyond our year as Borough of Culture.

COMMUNITY COLLABORATIONS - We'll actively embed community members into our evaluation process, enabling them to lead on areas of evaluation.

MIXED ECONOMY EVALUATION - Our approach to evaluation combines internal evaluation expertise, UEL's expertise and a range of sub-commissions. This approach will bring diverse perspectives and independent assessments to the table, enhancing the validity and robustness of our evaluations. We'll collaborate with borough-based organisations and universities such as UEL and Culture Within Newham (Newham CPP).

SHARING EVALUATION

EVALUATION AS CULTURAL EXCHANGE - For us, creating and sharing our evaluation is a form of cultural exchange. We'll collect and share stories from individuals within our community, highlighting their personal and transformative experiences through our year as Borough of Culture via data visualisation and accessible sharing.

PARTICIPATORY ARCHIVING - Working with partners, our Heritage and Project teams will focus on collecting material from collaborations between LBN, partners and communities, from idea generation to design workshops to reflections post-programme areas. This will ensure that it reflects the diversity of input from the borough. Our training archivists from Open-50 can support this information capture, bolstering their skills and supporting the archives' capacity.

LEGACY

STRATEGIC ALIGNMENT

Our approach to delivering a legacy is based on our long-term aspiration to create five step-changes in Newham's cultural provision, as set out in our Cultural Strategy, Building Newham's Creative Future 2022 - 2037.

The five changes are: supporting Culture for Life, creating Powerful Partnerships, being Loud & Proud, creating Culture First-Spaces, and having a Proactive Mindset. They are integrated into Newham's core long-term strategies for delivering sustainable change. These wider strategies include:

Building a Fairer Newham – incorporates outcomes and commitments relating to transforming our approach to culture through the development of our cultural passport programme, our cultural sector transformation aspirations and wider vision for people and place in Newham.

Community Wealth Building Strategy - incorporates outcomes and commitments relating to ensuring that economic growth and change delivers the highest possible benefit to local communities.

50 Steps to a Healthier Newham - links the vital role of culture and community networks to the socio-economic determinants of health to the long-term happiness, health and wellbeing of our residents.

Just Transition Plan - balances the important role of happiness, health and wellbeing and future economic change with our radical plans to shift Newham to a more sustainable, green future.

Tackling Racism, Inequalities and Disproportionality Programme - demonstrates a long-term and unequivocal commitment to ruthlessly pursuing positive equalities outcomes over the long-term. These core strategies reinforce our commitment to legacy from Borough of Culture 2025.

LEGACY PLANNING

Our programme has the potential to cover all areas of the GLA's Legacy Framework, but we've focused on five areas.

To maintain the momentum of 2025, we've outlined these commitments following the year of Culture:

1 EQUALITY, DIVERSITY & INCLUSION

Aligns with Culture for Life

Through our Liberty strand we will have increased the number of dementia-friendly and accessible venues. Our programme will have increased access and participation from people of all backgrounds. Going forward we'll continue to EMPOWER local producers and delivery partners to drive forward our collective plans for equality, diversity & inclusion in culture with a focus on being fair, fearless and first. We'll convene a yearly meeting of venues, to assess,

share and work towards the longer-term goals of fully accessible venues.

2 CULTURAL POLICY

Aligns with Culture for Life and Proactive Mindset

We'll establish a CULTURE BOARD for Newham made up of members from across the delivery and oversight boards for 2025. This board will have the remit to aid, guide, and inform Newham's cultural policy and oversee the legacy responsibility of 2025 across the lead organisations and Council, alongside the newly appointed Culture Team within the Council. Our approach will have forged new partnerships and we will continue to work with partners to ensure cultural delivery is spread borough-wide.

3 COMMUNITY ENGAGEMENT

Aligns with Powerful Partnerships

Though multiple strands of engagement our communities will feel energised by cultural delivery. People Powered Places - already the largest participatory budgeting programme in the country, will deliver £1.6m cultural grants to residents and communities, voted on by residents with ideas generated through engagement in 2025 for delivery in 2026. This will demonstrate that engagement can lead to impactful projects.

We'll hold a biannual community convening event, BEATING HEART OF NEWHAM, building on the strength of community convening and collaboration throughout the year, hosted at one of the partner organisations, to listen to and collaborate with the community, to aid future planning and contribute to refreshing the Culture Strategy action plan.

4 CREATIVE WORKFORCE AND TRAINING

Aligns with Culture for Life

Borough of Culture will grow existing collaborations with UEL and establish partnerships across academic organisations and the cultural sector. We will invest in and nurture Newham's future diverse creative workforce by ensuring there are CLEAR PATHWAYS to cultural careers and providing resources and support for local artists, creative practitioners, and small creative enterprises.

As part of our 2026 National Lottery Heritage Fund bid delivery, we will have created opportunities to involve young people in the 2025 cultural programme, in 2026 this will open up HERITAGE JOBS to them. We will continue to work with a broad range of organisations to identify opportunities and connect people to them.

5 CULTURAL ECOLOGY & ECONOMY

Aligns closely with Powerful Partnerships

Following 2025 our Borough of Culture website will be a promotion tool for opportunities, events and activity within the borough, a ONE-STOP CULTURE SHOP. It will include access to cultural spaces hosted by our partners, sharing Newham assets.

We'll also seek to continue to support events like the BLUE HORIZONS WATER SUMMIT with international partners, as an annual roaming event, promoting Newham culture worldwide.

ENVIRONMENTAL IMPACT

In line with the GLA's call for a Just Transition in London, seeking to address the climate emergency holistically, Newham will be the first London Borough to develop and implement a Just Transition Plan.

Climate change touches all aspects of our lives and economies. Going beyond just cutting emissions, we must focus on adapting to effects of climate change already with us, e.g. heat waves, while ensuring this transition benefits people through new skills, jobs, healthier neighbourhoods and lower energy bills.

Our programme demonstrates how cultural interventions can help us creatively deliver a Just Transition via a radical rethink of responsible events, community involvement and critical partnerships. Below are our principles and commitments. We'll develop specific KPIs to monitor these.

CLIMATE ACTION, NOT JARGON

We'll appoint a Sustainability Lead to work with the project team, contractors, and suppliers to deliver a way of working in line with our Just Transition.

SUSTAINABLE PROCUREMENT

We recognise the importance of applying circular design principles to all elements of Borough of Culture, seeking to reuse and reduce materials throughout. We're committed to working with various supply chains to reduce our environmental impact wherever possible and connect with broader community wealth building efforts and green skills opportunities.

EVENT MANAGEMENT

We'll follow The Green Event Code (2024) for outdoor events, which intends to establish best practices, provide clear and robust minimum standards, and share targets for sustainability understood and adopted by all stakeholders across the outdoor festival and events industry.

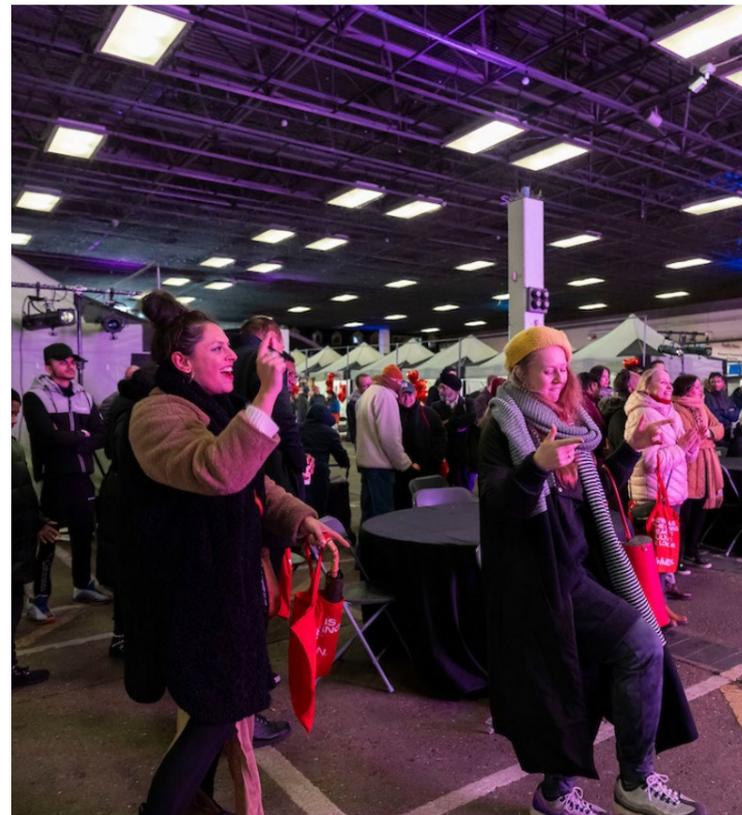
For indoor events, we'll forge partnerships with environmentally-conscious businesses, suppliers and venues and work with Julie's Bicycle guidelines and best practice from Action for Climate Empowerment to raise the bar.

ACCOUNTABILITY & TRANSPARENCY

We'll establish a robust monitoring and reporting system to track the programme's quantitative and qualitative environmental impact. This will measure energy consumption, waste generation, and carbon emissions, allowing for data-driven adjustments to improve sustainability efforts; data will be publicly available via our evaluation strand.

INVOLVEMENT NOT ENGAGEMENT

The programme will celebrate and promote environmentally-conscious cultural practices, collaborating with local communities in sustainability efforts and through the delivery of projects centred around environmental awareness and conservation, e.g. walking trails boosting The Green Line's anniversary and delivering a tangible climate resilience programme as part of the Culture Canopy.



FINANCIAL MANAGEMENT

FINANCIAL PLANNING

We recognise the critical importance of effective financial planning to ensure successful delivery of our programme on time and within budget. Newham has robust financial planning and monitoring procedures; we're experienced in delivering multi-million-pound projects and have policies, procedures and an experienced in-house team of qualified accountants ready to deliver.

The Council already operates significant large-scale programmes in line with sector best practice, including our £40M Levelling Up Programme and £4M cultural initiatives. We have experience in significant development, capital and housing programmes, and acted as a lead borough for the Olympic Games 2012.

We'll deliver our programme on time, on budget, to the highest quality standards.

FINANCIAL PLANNING

Our comprehensive costing exercise undertaken with partners, colleagues and external experts has created our bid budget and provides the foundation for financial planning. In recognition of economic uncertainty and recent rises in inflation, we've built-in a 7% inflationary rise into costs, reducing the risk of inflation impacting budget viability.

Additionally, we've added a contingency of 15% for the programme, providing a pot of over £1.2M (above our usual contingency of 10%) enabling us to respond to unforeseen cost increases.

On the bid announcement, we'll develop scenarios and responses with a financial element as part of wider contingency planning, enabling us to prepare and mitigate risks of additional financial burdens.

BUDGET MONITORING & MANAGEMENT

Our financial procedures are designed to ensure rigorous budget monitoring and management through the programme, including substantial political oversight and engagement.

We'll undertake:

Monthly Financial Reports: We'll generate monthly financial reports detailing the income and expenditure associated with the programme. A dedicated finance team will review these to identify discrepancies or variances from the budget, which will be discussed in-depth at our Borough of Culture Programme Board.

Budget Allocation: Each project within our programme has a clearly defined budget, and our financial team will closely monitor expenditure to ensure alignment with project objectives and deliverables.

Regular Budget Reviews: We'll conduct regular budget reviews to track progress against planned expenses for individual projects. Any deviations will be immediately addressed, and corrective actions will be taken to bring the project back on track.

Financial Forecasting: We'll use our in-house financial forecasting tools to predict potential budgetary challenges and plan accordingly to mitigate risks.

Political Oversight: Portfolio Leaders will form part of our Borough of Culture Board. Our Cabinet Accountability Forum will regularly review progress on Borough of Culture, including our budget position and forecasts, providing clear political oversight and accountability.

Contingency: Our Finance team will operate our contingency fund and require Board approval for access. Our Deputy Section 151 Officer will have delegated authority to agree immediate access for urgent issues that may arise, ensuring minimal disruption to the programme.

Budget template 4%

Complete the budget template (this will be available via the online portal, which will be open in July)

MATCH FUNDING

For Newham, match funding is not just about securing additional income for our programme; it's about collaboration and delivery of a shared endeavour across the borough in genuine partnership with a broad range of partners.

To achieve this, we've developed a funding strategy initiated by our Cultural Strategy, including our recently completed community convening. We've been holding discussions with the culture sector on how best to support each other, and there's an overwhelming appetite to collaborate on delivery.

We've already put collaborations into action through partner contributions for our bid launch event. In our next phase, we'll forge multiple partnerships and expect significant additional match funding contributions over coming months, particularly gifts-in-kind. Upon announcement of the bid, we plan to activate sponsorship opportunities and secure external grant funding.

We recognise the uncertain financial climate may impact these sources of funding so we've been deliberately cautious on estimates for external match funding, with most of the budget being directly funded by Newham.

To deliver our funding strategy, we've recruited Cultural Producers with experience in grant applications and sponsorship, who will source additional funding and gifts-in-kind. We'll commission consultancy on sponsorship development to ensure we maximise this source.

We'll adopt our Newham's HEART values (Honesty, Equality, Ambition, Respect and Together) in our leadership, working practices and culture. We recognise changes are inevitable in a programme of this scale and that risks can be mitigated, and issues swiftly resolved through a culture of openness with strong and adaptive leadership.

£4.9m of potential match funding has been identified from the following sources and meets the GLA's requirement for a 30% match funding contribution. Existing/Reallocated Budgets: We intend to allocate £3.8m from our existing budgets towards Borough of Culture. These funds will be specifically directed to new activities and projects aligned with the bid objectives.

Additional Newham Sources of Income: Besides existing budgets, we're proposing to use £2m of Community Infrastructure Levy, providing substantial cash investment for the programme. **Newham time in-kind:** As well as cash budgets, we've identified time in-kind from other areas of the organisation showcasing our dedication to Borough of Culture activity; e.g. support from UEL and the British Council.

Charitable Trusts, Foundations and Public Bodies: We're actively pursuing support from organisations that share the same vision. We plan to focus grant applications on specific elements of the programme that link to outcomes these organisations seek to achieve. Several discussions are ongoing and we also plan to utilise GLA introductions to organisations like the Paul Hamlyn Foundation.

Business Investment/Sponsorship: We're engaging with local businesses and corporations with whom we have active relationships to secure sponsorship deals. We've received initial interest from several companies, and discussions are progressing well. We anticipate securing a minimum of £150k in cash income through business investment and sponsorship.

Cultural Partnership Contributions and in-kind support: We're exploring partnerships with multiple partners, cultural organisations and institutions within Newham. In-kind support outlined from these partners is already £250k, with additional funding anticipated.

Volunteer time: We're planning an ambitious volunteering programme to recruit 1,000 volunteers. While volunteers will be critical to the seamless delivery of our programme, we've not yet estimated a financial value of this.

REALISTIC BUDGETING

We've undertaken a comprehensive costing exercise to create a realistic budget for our bid. We've had in-depth sessions with colleagues across the Council, including Finance, potential partners and artists, and held 'critical friend' conversations with external stakeholders. We also commissioned external consultants with expertise in large-scale events and programmes to support the budget development. Our existing Arts, Culture, and Heritage team have significant expertise in running large-scale events and festivals, such as Newham Unlocked, which 50,000 people attend. They're experienced in budgeting programmes of this nature and have an excellent track record of delivery to fixed and often limited budgets.

INCOME

We recognise income from areas such as sponsorship, external grant funding, and gifts-in-kind from partners carries a risk. We've set extremely conservative estimates for additional external income representing 82% of the budget to ensure that any unforeseen reductions from these sources do not jeopardise the financial viability of our programme. Newham's own contribution to the programme, at £6.8m, is significant and demonstrates our commitment to the Year of Culture and the delivery of our Cultural Strategy. Newham benefits from large-scale regeneration schemes and multiple developments, and this provides a considerable amount of Community Infrastructure Levy annually, with £2m proposed for the Borough of Culture; in addition, we've numerous internal budgets that we've reallocated to Borough of Culture.

EXPENDITURE

Our budgeted expenditure covers all aspects of delivery. We have looked at the detailed costs of each project within the programme; our submission summarises our detailed work.

We have considered the whole cost of production, including all stages of design and delivery in costings. We have also looked at the best use of our commissioning model to achieve value for money, deliver impact and enable the cultural sector to deliver.

We prioritise fair compensation for all individuals and organisations; this reflects our respect for the talents and contributions and our awareness of the challenges faced by the cultural sector. We adhere to industry standards and guidelines, including those provided by organisations such as Musicians' Union, Equity, bectu and ScreenSkills (who cover animation and games).

Our approach to fair compensation extends beyond artists and performers. We're a London Living Wage employer committed to fair pay rates across our whole programme. In addition to fair pay, we're committed to timely pay, including upfront payment for costs incurred.

We're committed to a budget that reflects the current economic environment and ensures the successful execution of our cultural programmes. Our emphasis on financial viability, cautiousness on income, contingency planning, built-in inflation increases, fair compensation, and industry guidance means that our budget is robust and financially viable.

CULTURAL IMPACT AWARDS

CLIMATE CANOPY is an ambitious international commission that will turn climate anxiety into action, involving communities across the borough in practical and creative ways to ease anxiety and find practical solutions to address the impacts of climate change.

While a significant focus of international and national attention is on reducing emissions and transitioning economies to be in line with planetary boundaries, the acceleration of extreme weather events is already here - tragic fires, droughts, and floods have affected livelihoods and taken lives at an increasing rate over recent years.

In Newham, we're most at risk of extreme heat due to the urban heat island effect - meaning when it's a warm day, urban areas of Newham warm to soaring temperatures disrupting residents' lives; this is especially dangerous for people who are young and old or have underlying health conditions.

Severe weather events can also damage people's social support systems that help with health and mental wellbeing, further isolating the most vulnerable. Those from lower socioeconomic groups are disproportionately affected by climate change because of disparities in income, housing and health resources. Lower paid workers are also more likely to undertake employment outside for example as delivery drivers and street cleaners.

At the same time our borough has strong global communities, the cultural diversity of Newham means that many residents connect to ancestral homes and families located in areas most affected by climate change.

A survey of 3,000 children for Save the Children sent a powerful message to world leaders at COP22: no fewer than 75% want the government to take stronger action on the climate and inequality crisis. 60% think climate change and inequality are affecting

their generation's mental health in the UK. Climate anxiety has tangible effects on the hopes and plans of young adults. Climate Psychology Alliance suggests that psychologists and psychotherapists should not aim to eliminate climate anxiety but instead 'support individuals and communities to build strong containers that allow the expression and exploration of their emotions without collapsing under it or turning away'.

The Newham culture sector can lead with creativity, resilience and support in the face of such uncertainty and a changing world. Community is crucial for collective resilience and embedded in our approach.

Central to this work, a massive canopy will be installed and spread across in East Ham High Street and Central Park. The Canopy will be a beautiful cover for heat protection and a holding space for connection, conversation and care. Carl Robertshaw (Super Bowl 50 Halftime Show, Royal Opera House, Glastonbury, Commonwealth Games and the 2012 Olympic ceremonies,) a transdisciplinary designer and artist engaged at the intersection of performance, engineering and fine art will curate the canopy.

Underneath the Canopy, we'll host conversations and gather together to create healing for all. People will also be invited to create their own canopies with the help of makers and the London College of Fashion, creating a stunning trail of canopies across Newham's homes, businesses and civic spaces. We'll source recycled materials from unwanted clothes and textiles, utilising fabrics that often end-up in landfill and rivers across the world.

Working with Bronya Houseman, we'll call on partners to create their own diverse canopies that reflect their communities. Citizens and visitors to the Borough will be able to follow the trail via a map, seeing for themselves a colourful representation of the diverse communities and cultures that make up Newham.

Our climate programme will also feature:

A day of talks for communities by international and local speakers about how culture and climate intertwine, underpinned by values of truth-telling, action-taking and justice-seeking in North Woolwich, given its ambitions to be the first low-carbon neighbourhood.

Local hero Ade Adeptian will host workshops based around his climate activism for children; We'll invite craftivists to work with children to ease anxiety. We'll produce a range of learning materials for teachers and early years practitioners to use in classrooms and encourage education providers across the borough to plan day trips and projects to explore the canopies.

Workshops will be provided by local groups working to improve Newham, from the Green and Digital Mayoral Academy Hub to Populo Living to Compost London, to support the development of green and digital skills training.

A podcast series created by Queer Newham about climate resilience and the broader Just Transition featuring conversations with LBN Climate Action and Public Health team experts, speakers from Black Pride, and Asian Heritage Month will explore the nuances of intersectionality of climate concerns.

Eight smaller artistic commissions will be delivered with Culture Connected showcased alongside climate justice talks, curated by Newham members from Healing Justice London, and community gatherings about future relationships with the environment, led and commissioned by partners like Rosetta Arts from their vast network of community partners.

Inspired by the Iconic Melbourne art tram, the CLIMATE CANOPY is a new framework for commissioning work that is public, collaborative, visual, and available to all. It highlights Newham's commitment to conversations around climate action and aims to inspire action.



APPENDICES

SUPPORT LETTERS

A signed declaration from your Chief Executive

A letter of support from your Borough Leader

A letter of support from your Borough Chief Executive

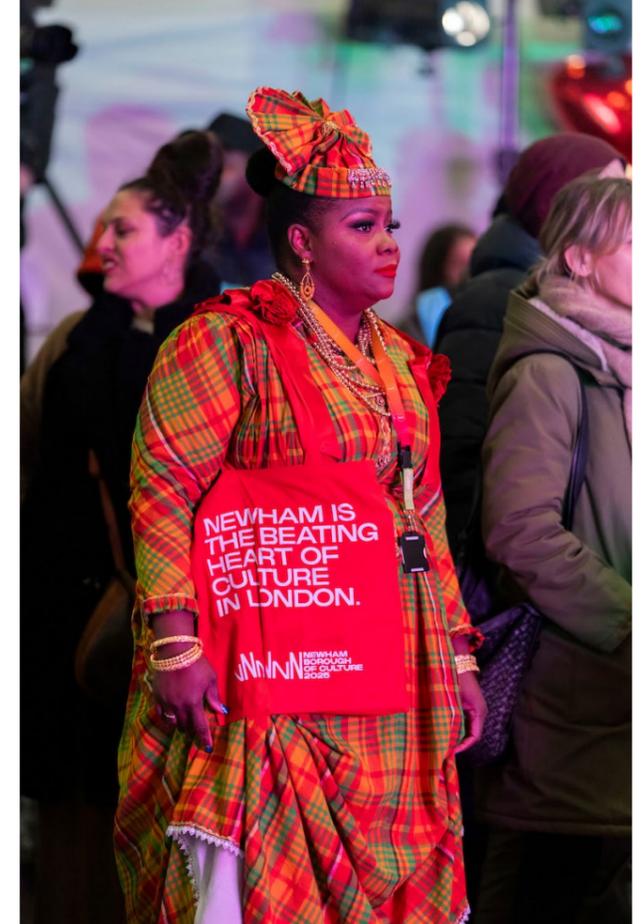
Letters of support from partners (1) East Bank

Letters of support from partners (2) Creative Newham

Letters of support from partners (3) Excel

A signed letter (digital scan) from your Section 151 Officer (Chief Finance Officer) or equivalent agreeing to the proposed budget

Written evidence of council commitment to secure match funding by the time the programme begins, if their bid is successful (at least 30% cash)



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