

# London Borough of Culture

---

In June, the Mayor of London formally announced a competition for a new 'London Borough of Culture' - to encourage investment in culture to stimulate regeneration, social change and economic growth. All 32 boroughs will be invited to apply to be London Borough of Culture for either 2019 or 2020.

The successful bid will have the following characteristics:

**1** More Londoners getting involved in creative activities

**2** A borough where people are proud to live and work

**3** Partnerships between culture, business, community and voluntary sector

**4** Putting culture at the core of local plans

**5** Outstanding artists making exciting new work

**6** Telling the story of local people and places

**7** Creating social connections by taking part in culture

**8** Improving health and well-being through arts and culture

Two boroughs selected, one to be 'London Borough of Culture' for 2019, and one for 2020. Each winning borough will receive up to £1.1m revenue grant.

# Hammersmith & Fulham's bid

Hammersmith & Fulham recently created an arts strategy aimed at bolstering cultural provision in the borough, and ensuring that everyone, regardless of background, has access to the arts. This will form the bedrock of the bid. The strategy comprises three areas:

DESTINATION	CREATION	INCLUSION
We want to develop Hammersmith & Fulham as a thriving borough for the arts and promoting it as a creative and exciting place to live in, do business in and visit from within London, across the UK and overseas.	We want to stimulate artistic achievement and support adults, children and young people from a wide range of backgrounds to create, produce and perform excellent art of all kinds.	We want to ensure that residents from diverse backgrounds get more opportunity to enjoy and participate in a variety of types of art which challenges and inspires them and promotes their health and wellbeing.

The Hammersmith & Fulham bid will lead with a programme of events, activities and opportunities focused on meeting the objectives of the arts strategy. Examples could include:

DESTINATION	CREATION	INCLUSION
<ul style="list-style-type: none"> <li>• Festivals</li> <li>• Outdoor events</li> <li>• Presenting world-class artists in the borough</li> </ul>	<ul style="list-style-type: none"> <li>• Artist residencies</li> <li>• Public art projects</li> <li>• Exhibitions of work by local artists</li> </ul>	<ul style="list-style-type: none"> <li>• Schools' programmes</li> <li>• Cultural apprentices</li> <li>• Free tickets</li> </ul>



# How Can You Help?

Hammersmith & Fulham will go live with their bid on Friday 3 November and you can help in the following ways:

## SHARE YOUR IDEAS

- From 3 November, go online at **[www.hfculture.london](http://www.hfculture.london)** and answer our questionnaires
- Come to one of our consultation events (dates on **[www.lbhf.gov.uk](http://www.lbhf.gov.uk)**)
- Email us at **[arts@lbhf.gov.uk](mailto:arts@lbhf.gov.uk)**

## BACK THE BID - FROM 3 NOVEMBER

- Register your support at **[www.hfculture.london](http://www.hfculture.london)**
- Share on social media, using the hashtags **#mylocalculture** and **#hfculture**
- Request a poster from **[info@hfculture.london](mailto:info@hfculture.london)**

## SHARE WITH YOUR NETWORKS

- Use the H&F Culture brand on your communications
- Encourage others to back the bid