

# Arts & Events Information pack





## Camden's Cultural Context

There are 26 Arts Council National Portfolio Organisations in Camden, the second highest number in London.

Camden's Cultural Framework was published in 2019 and is intended to provide a 'guiding vision' to identify the key actions and activities to cultivate new forms of partnership, co-operation and integration between the cultural sector, stakeholders and residents. The framework's key driver is to embed culture within everyday priorities and increase access to culture for all of Camden's residents and visitors as a means to promote community and social cohesion.

# Camden's Cultural & Creative Economy

**The cultural and creative industries are growing in Camden and employ more than 50,000 people.**

The borough hosts particular strengths in film and TV production, cultural collections and archives, architectural practice and creative, arts and entertainment.

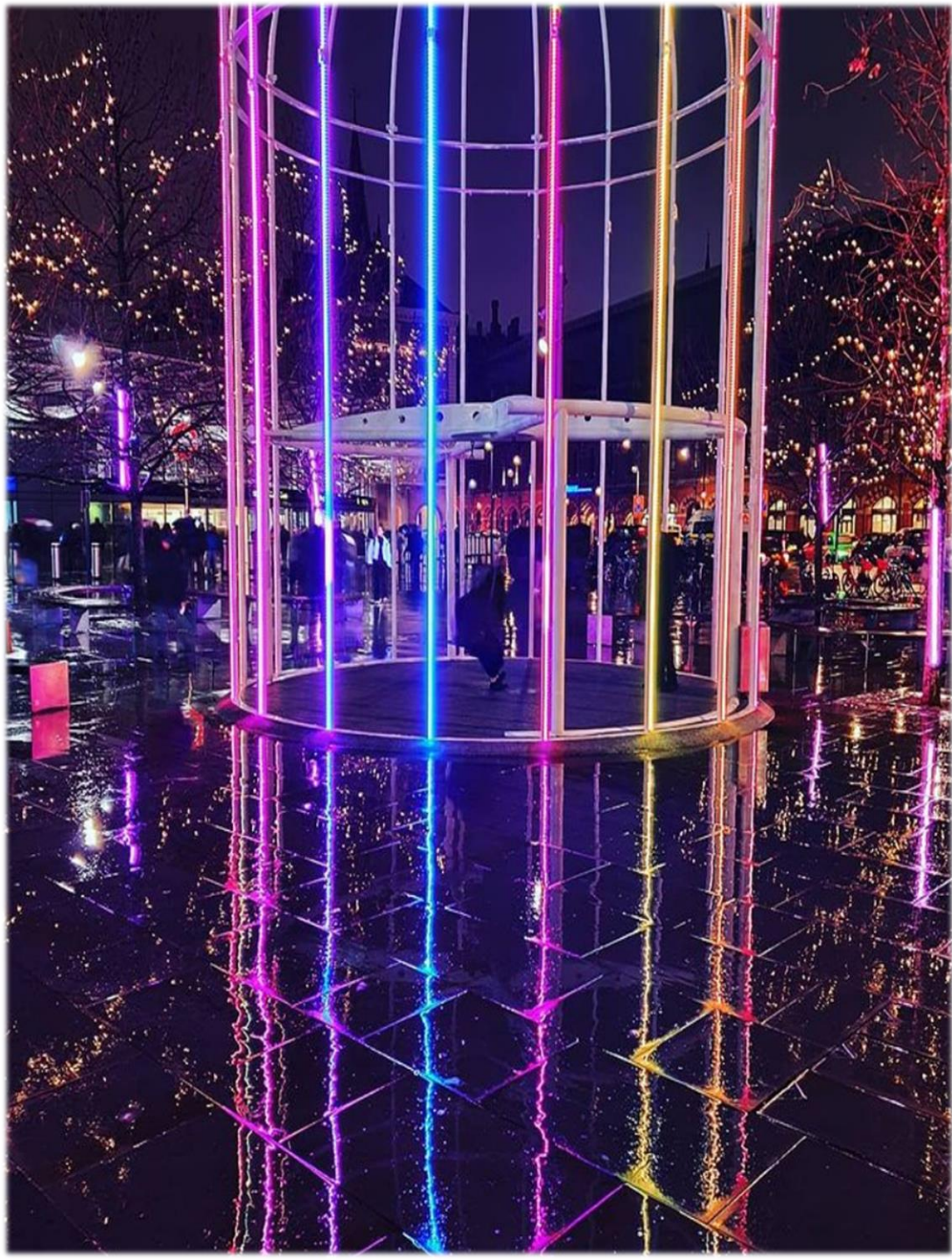
Camden is the home of innovation, a place where creativity meets science and technology.

A range of world leading organisations are based in Camden, from across the creative, digital and scientific industries including Google, ASOS, Viacom, Facebook, Warner Brothers, the Wellcome Trust, the Francis Crick Institute, and Central St Martin's.

Many of these organisations come together through the Knowledge Quarter Partnership of which the Council is a founding member. The partnership's aim is to 'unlock our diverse neighbourhoods' unique resources of knowledge and innovation, for the benefit of all.'







## Camden's Evening & Night Time Economy (ENTE)

Our ENTE is a defining feature of the borough & pre-pandemic, was the 6<sup>th</sup> largest ENTE in the UK with an annual turnover of £955.9m, comprised of some 7000 businesses and 100,000 workers.

We know that our ENTE is one of the most exciting but challenging aspects of living in Camden, and that businesses are still recovering from the pandemic.

A dynamic cultural offer as part of the ENTE contributes to what makes Camden special. As much as culture helps to define the character of Camden in the evening, a safe and successful ENTE will support the recovery of cultural venues and encourage and increase audience return and cultural production in Camden.

Over the next 18 months, we will develop an ENTE Strategy in parallel with a review of Camden's licencing policy. It will articulate our vision for an inclusive, safe & diverse ENTE that serves *all* Camden residents, visitors & businesses. It will be co-created with residents & stakeholders via a deliberative engagement process to capture local expertise and identify clear actions to deliver change.

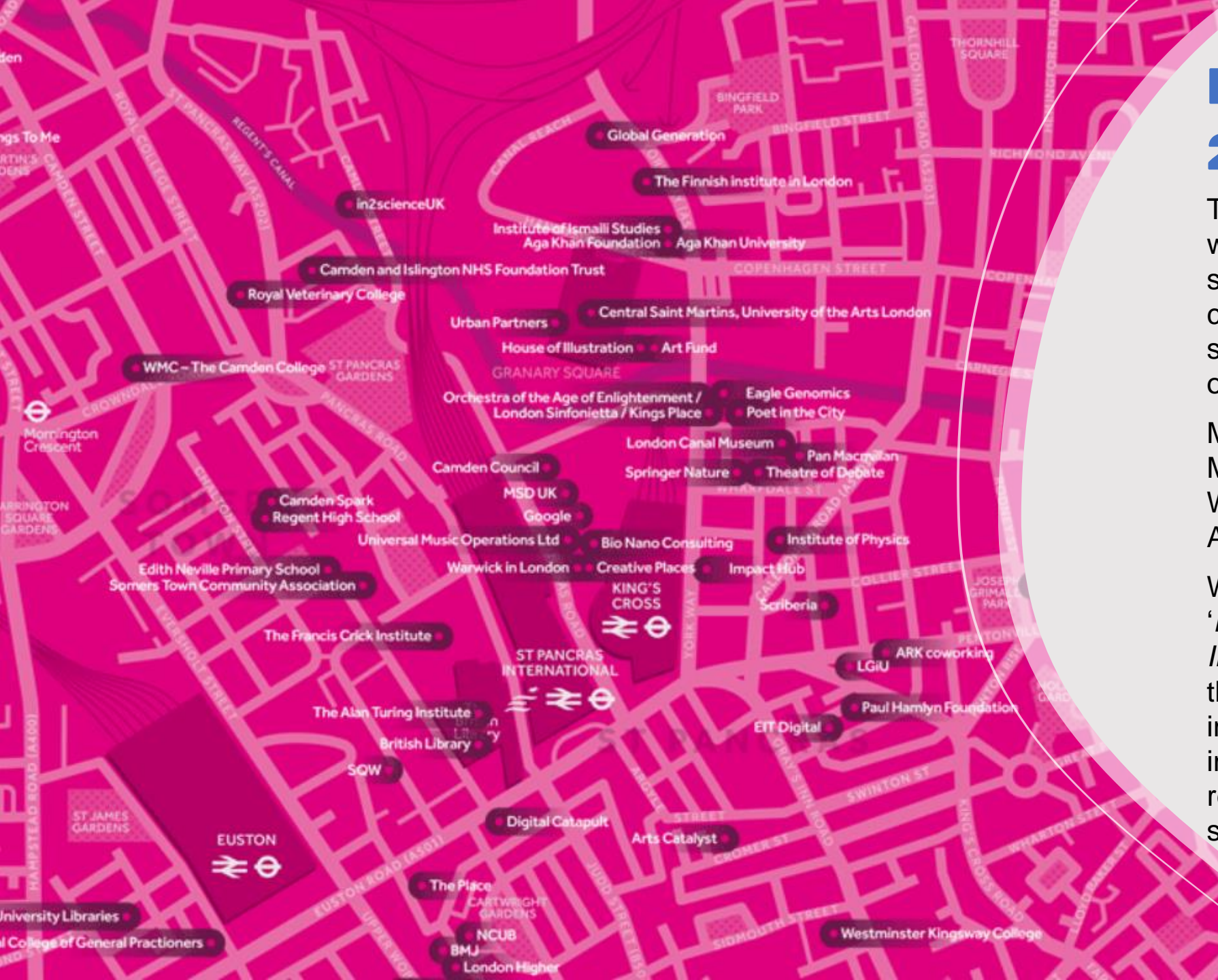


# Knowledge Quarter 2050 Strategy

The Knowledge Quarter (KQ) is the area within a 1-mile radius of King's Cross station with arguably the densest concentration of creative and cultural, scientific & knowledge-based organisations anywhere in the world.

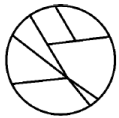
Members include: British Library & Museum, UCL, Google, Sadler's Wells, Wellcome, Kings Place, Universal Music, Art Fund, UAL (and Camden Council).

We are working with KQ to produce '*KQ2050 – A Strategy for Inclusive Innovation Growth*' to ensure the KQ is the best place in Europe for collaboration, innovation and research that delivers inclusive opportunities for local residents, regardless of their means, to fulfil their social and economic potential.



# Arts Development

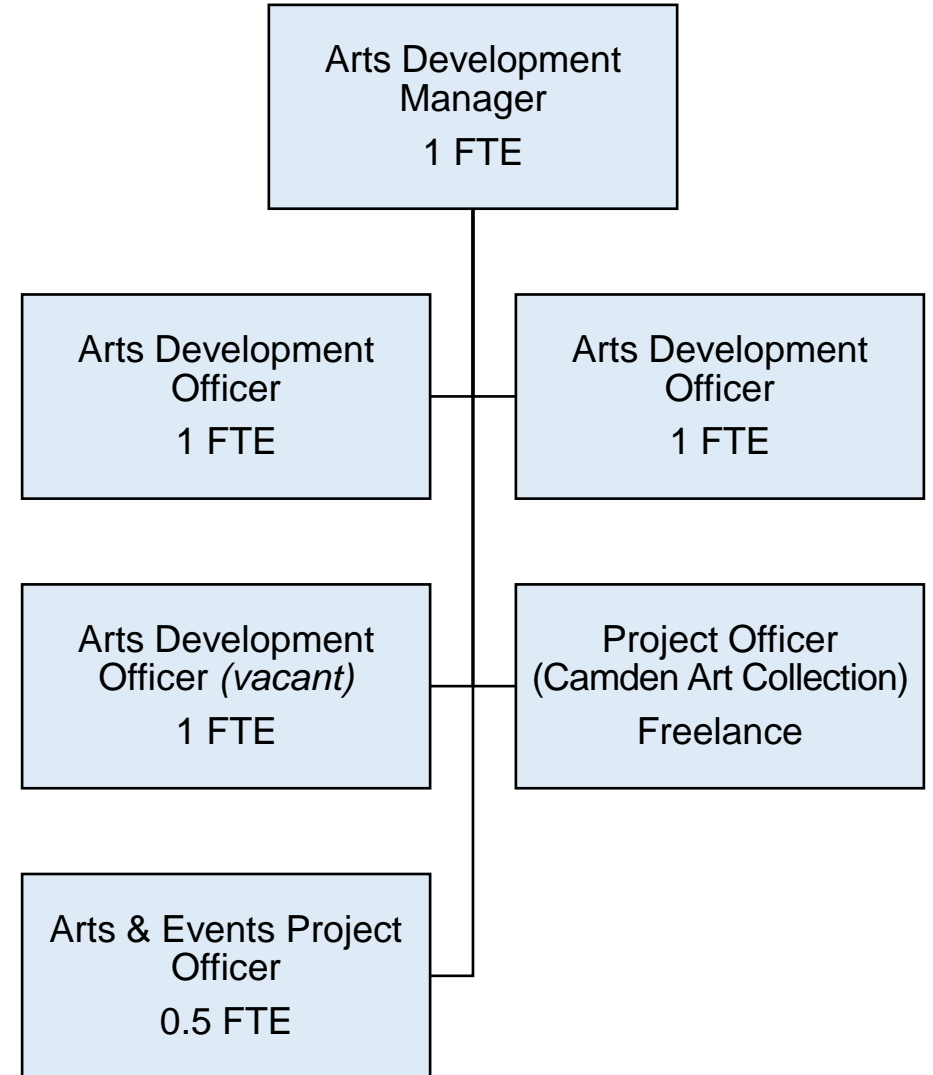
Arts Development focuses on strategically growing and protecting arts and culture in the borough, by developing and supporting cultural and community projects and organisations, including the curation and management of Swiss Cottage Gallery. They oversee the delivery of Camden's first cultural framework and lead the Cultural Partnership – Cultural Camden, who help deliver and champion the framework's vision.



CAMDEN TOGETHER 2021  
CULTURAL CAMDEN



The  
**World  
Reimagined**







# Arts Development

## **Camden Alive**

Annual art/culture/events programme that celebrates the people of Camden, sharing their diverse heritage through creativity. Brings people, artists and cultural organisations together to share ideas, tell their stories and create new resident-led artworks, performance and cultural exchange

## **Camden Art Collection**

Consists of just under 1,000 items that include works on paper, paintings and sculptures. Many pieces by artists who lived in Camden

## **Swiss Cottage Gallery**

Part of the wider Swiss Cottage local cultural offer which includes Hampstead Theatre, Royal Central School of Speech & Drama, The Winch, Farmers Market and the sports and leisure centre. Team manages and curates an annual programme of exhibitions.

## **Audience Development Project**

Understanding and developing audience for Swiss Cottage Gallery and the Camden Art Collection. Will 1) use existing data to research and develop a sophisticated understanding of the potential / current audience base and 2) use the outcome of this research, to develop a focused and deliverable Audience Development Plan

## **Cultural Camden**

Partnership network led by a Steering Group and Camden Council. Brings leadership and co-ordination to the implementation of the Cultural Framework. Team manages the networks day-to-day operation.

## **Camden Spark**

Local cultural education partnership to connect schools with the cultural sector through signposting, advocacy and collaboration.

## **Artworks and Memorials**

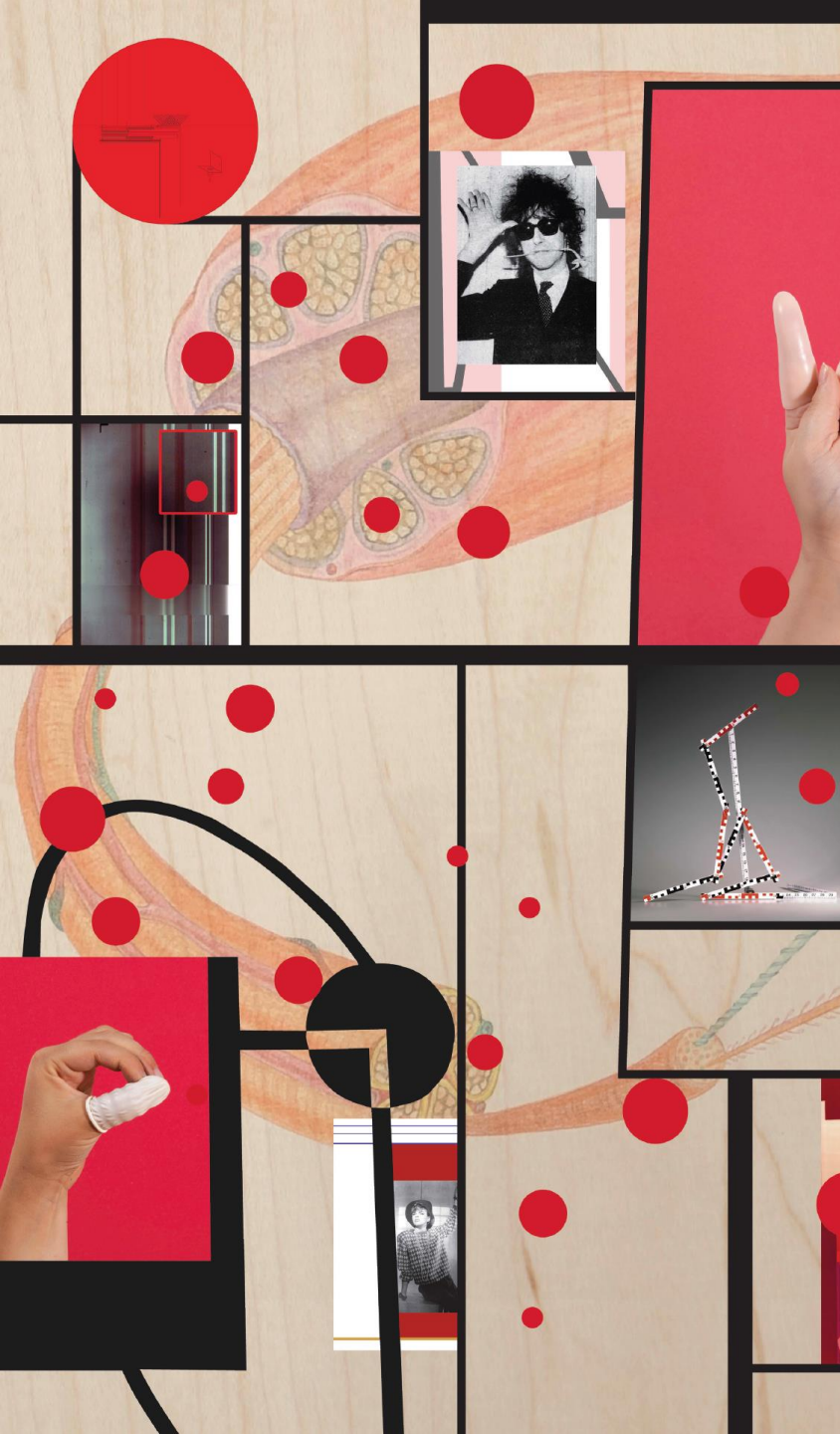
Manage the applications process to site and install works (public art, plaques etc.) in parks and open spaces and on buildings throughout the borough

## **Camden People's Museum**

An outcome of the Camden Alive programme. Presented through web-based augmented reality the 'virtual' museum illuminates and animates residents' stories to reveal the collective culture of Camden.

## **Diversity in the public realm**

A strategy for diversity, inclusion and equality in the public realm. Oversight provided by the Commemoration, Memorials & Streets Working Group. Currently involved in the development of the interpreting statues project.



## Arts Development – cont'd

### The World Reimagined

Camden is a partner in this national art education project to transform how we understand the Transatlantic Slave Trade and its impact on all of us. Consists of an sculpture trail of globes across Camden and an education programme in schools

### Camden Together

Annual borough wide arts and culture season of events championing our neighbourhoods, our dynamic communities and our rich cultural and creative offer. Based on our high streets and public realm to bring culture to all.

### London Festival of Architecture: Camden Cultural Promenade

A walking route that draws people from the residential heart of Camden into central London showcasing regeneration and renewal (delivered and planned), our wonderful cultural assets, as well as new installations commissioned by ourselves and our partners.

### Avant Art

Temporary 'pop up' trail (subject to planning consent) produced, comprising 3 locations - Swiss Cottage (Hank Willis Thomas), Hawley Wharf (Liva Iris Viktor), Maiden Lane estate (Hebru Brantley)

### Statues and Interpretation Pilot

Heritage Lottery Fund pilot project to interpret 3 statues in such a way that is multi-layered and from a range of perspectives; includes opportunities for co-curation with communities and artist commissions; engages local people with the public realm and history of their local area; and creates space for conversations about our shared heritage and how it is interpreted in the public realm.

### Music Walk of Fame

Set up to commemorate the world's most extraordinary musicians, project consists of 3 elements: 1) series of stones in the pavement honouring industry innovators, musicians and artists; 2) augmented reality app using existing imagery and video content to bring the 'stones' to life; and 3) induction events in venues throughout Camden to promote the 'stones' as they are installed.

### Intercultural Cities

Supporting Strategy & Change in the development of Intercultural Cities policy as appropriate to the arts, cultural and creative sector.

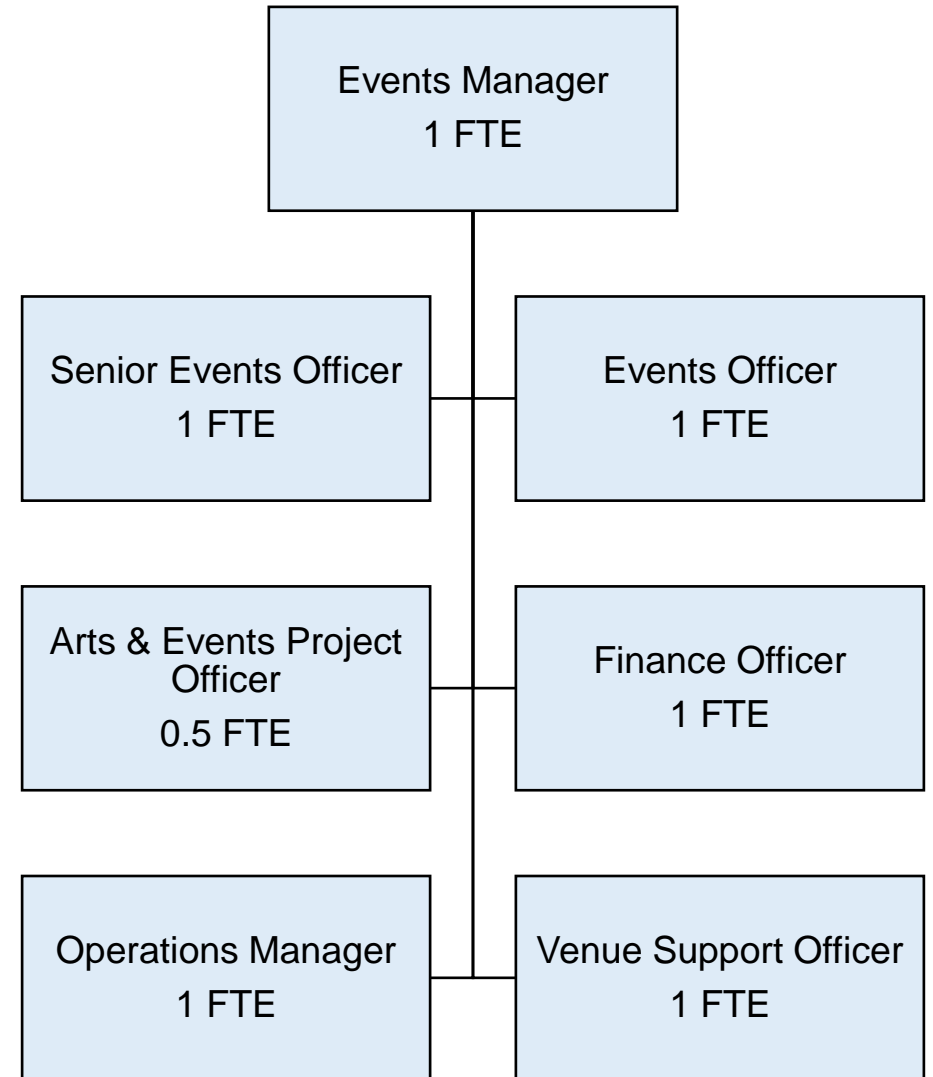


# Arts Development Key Stats 2021/22



# Events Service

Develops cohesive communities by empowering communities to deliver festivals and cultural events in a variety of venues. Generates income through the managing and delivery of corporate and community events across a number of locations as well as some direct delivery and production management of events. Includes the Film Service, which manages the licensing of all film making in Camden. A fully traded service that generates income for Camden through events management, venue hire, public realm activations and filming.







# Events Service

## Events management

Indoor event hire and delivery of all events for the Council, communities and commercial clients. Leading all stakeholder and political management for outdoor events. Security procurement and management for bespoke events. Responsible lead for all Duty Management on site duties and coordination. Creating joined up partnership working with other council services (Trading Standards, Highways, Environmental Services, Parking) managing a one stop shop approach for the customer and an easier path of income for other council services. Generates income through the managing and delivery of corporate and community events across a number of locations as well as some direct delivery and production management of events.

## Community Festivals Grants Programme

Delivery of annual communication and marketing for Community Festivals (minimum 50 events p.a.), all grant application criteria, processing and decision making for division of funds with panel. Supporting community festival organisers throughout the year to ensure regulatory requirements are met.

## Cultural Programming

Organises and manages Council public events:

- Windrush Day
- Camden PRIDE
- Black History Season
- Tea Dances

## Elections

Coordinating all general and local election counts when required, operational support to Democratic Services for polling stations with security and management for count days

## Camden Film Office

Leading the tri-borough film contract (with Islington and Lambeth) with Film Fixer and all relevant Member and stakeholder management

## Camden Wedding Fair

Annual event in partnership with Registrars. Includes webinars and physical wedding market.

## Indoor venues and outdoor spaces hire

Responsible for hiring out Camden's indoor venues and over 70 outdoor spaces to commercial and community clients



## Events Service – cont'd

### **Commercial income maximisation**

For commercial use of space within the public realm (parks, high streets, etc) and indoor venue portfolio. Building relationships with companies, brands and corporates.

### **Health & safety management**

Lead all health and safety management for community and commercial corporate events and permissions for use of space.

### **Public realm activation**

Commercial activations of public spaces

### **Sponsorships**

Leads on negotiations with corporates including Camden's contractors – construction companies and developers – to create bespoke sponsorship packages to support Camden's community cultural events programme



# Events Service Key Stats 2021/22

