

## PLANNING FOR WINNING - A Joint Cultural Action Plan

The Olympic and Paralympic Games will accelerate a renaissance of East and South East London. Creative and cultural practitioners across the five Olympic boroughs are now working in partnership to maximise the impact of this cultural regeneration.

### Six-point action plan:

- 1. Working with the bid:** Connecting artists, musicians, gallery directors, performers and local communities to the business of winning the Games.
- 2. Community and cultural engagement:** Informing local communities of the benefits and raising the levels of support for the bid.
- 3. Building capacity and forming partnerships:** Highlighting culture as a key to urban regeneration.
- 4. Securing a desirable legacy:** Ensuring the Olympic legacy adds to long term growth and sustainable cultural activity.
- 5. Connecting the Gateway:** Integrating the cultural component of the Thames Gateway regeneration.
- 6. Harnessing support:** Securing resources for an energetic cultural programme.

Tower Hamlets, Hackney, Newham, Waltham Forest and Greenwich all want to see these points delivered.

++ Planning for Winning ++ A Joint Cultural Action Plan ++

## TRANSFORMING THE LANDSCAPE - Your support

Your support is essential if London is to win the bid to host the 2012 Olympic and Paralympic Games. Help us bring the 2012 Games to London and the UK.

Register your support on the London 2012 website at [www.london2012.com](http://www.london2012.com) or text: **LONDONto82012**

For more information on the ways in which the host boroughs are working to support the bid visit

[www.greenwich.gov.uk](http://www.greenwich.gov.uk)  
[www.hackney.gov.uk](http://www.hackney.gov.uk)  
[www.newham.gov.uk](http://www.newham.gov.uk)  
[www.towerhamlets.gov.uk](http://www.towerhamlets.gov.uk)  
[www.walthamforest.gov.uk](http://www.walthamforest.gov.uk)

The Five Boroughs Cultural Framework was researched and written by DPA.

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The proposals outlined in this brochure and endorsed by the Mayors and Leaders have been developed through a process of research and discussion with many people from across the five boroughs. Thanks to all who participated in borough based discussion groups and to colleagues across the host boroughs, at Arts Council England and at London 2012.

## AN OLYMPIC LEGACY

The long-term legacy of the Olympic and Paralympic Games to East and South East London presents several key challenges for the joint cultural framework.

To capitalise on the numerous cultural opportunities arising from the Games, the five host boroughs will need to ensure that a cultural legacy is placed at the heart of the planning process.

This future-building strategy must then be strengthened and maintained through an effective cross-borough partnership.

There will also be significant challenges when it comes to implementing these plans. To ensure that local companies contribute to the renaissance of East and South East London, the key cultural partners will need to increase capacity of cultural and

creative organisations in the five boroughs. Furthermore, they will need to generate a vibrant and sustainable cultural proposition in order to attract new investment.

Tower Hamlets, Hackney, Newham, Waltham Forest and Greenwich are all committed to working together to meet these challenges.

The cultural framework has resolved to take the long-term view of the Olympic and Paralympic Games. This is based on the recognition that improvements to the local communities after 2012 are as important to Londoners as the Games themselves.

*There are two dimensions to the legacy of the Olympic cultural framework:*

- Recognising the importance of culture in helping to transform East and South East London both in the UK and internationally.
- Understanding that culture sits equally alongside sport, education, health, transport, economic growth and the environment in the London 2012 bid, and forms an essential component of the long-term renaissance of the Lower Lea.

Arts Council England ACE, the five host boroughs and London 2012 are working together to demonstrate that London's cultural offer makes it the best candidate city for the 2012 Olympic and Paralympic Games.

*“London is acknowledged as the cultural capital of the world and young artists are at the centre of London's creativity. The bid to bring the Olympic and Paralympic Games to London celebrates*

*London life and culture, and invites the world to share in that celebration.”*

Jude Kelly, Chair of Culture and Education Advisory Committee, London 2012.

# 2012 TRANSFORMING THE LANDSCAPE

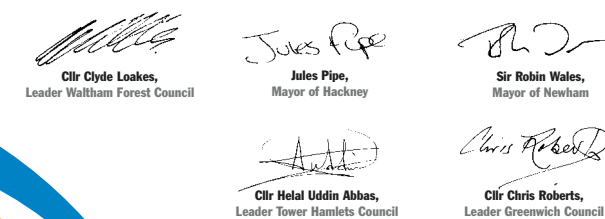


CULTURE IN THE SPOTLIGHT

## LONDON 2012 - Culture and the Olympic Experience

As the Mayors and Leaders of the five host boroughs we are **working together** to maximise all the opportunities that a successful bid for the 2012 Olympic and Paralympic Games would bring to the people who live in, work in and visit East and South East London.

Culture and creativity are integral to the total Olympic and Paralympic Games experience. East and South East London's creative industries are among the fastest growing and most exciting sectors of the London economy. **The area is rich in diverse creative industries, including art and design, fashion and film, the performing arts and music.** We have adopted a cultural framework to ensure that creative and cultural industries benefit from, and are celebrated alongside, sporting excellence now, in 2012 when we hope to have the Games in London, and beyond.



## LONDON 2012 - Culture in the Spotlight

The East and South East London cultural landscape stands to benefit from the highest profile international event in the world. Under the glare of global media, and with **six million visitors** welcomed over a three-month summer period, there will be an unprecedented opportunity to showcase East and South East London as one of the world's most important, diverse and exciting cultural communities.

### KEY IOC DATES

**15 NOVEMBER 2004** Candidate cities submit their Candidate Files

**FEBRUARY/MARCH 2005** The IOC Evaluation Commission visits all candidate cities

**MAY/JUNE 2005** The IOC publishes a detailed report on the potential of each candidate city to host the 2012 Olympic and Paralympic Games

**6 JULY 2005** IOC President announces which candidate city will host the 2012 Olympic and Paralympic Games



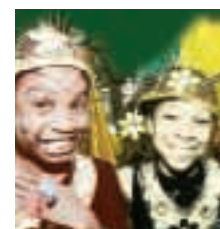
The cultural framework proposes that the Olympic and Paralympic Games will **dramatically increase cultural capacity in East and South East London.** In the five young, multi-cultural boroughs, which are already home to one of the largest clusters of artists and small businesses in Europe, it will be culture which transforms communities and leads the way towards sustainable regeneration.

*This leaflet outlines the cultural contribution East and South East London can make to a London Olympic and Paralympic Games in 2012, and the potential benefits to the host boroughs.*

++ Olympic Milestones ++

## EAST AND SOUTH EAST LONDON - Where local meets global

The five host boroughs form the perfect setting for the world's largest, international event. **The diverse urban areas of Tower Hamlets, Hackney, Newham, Waltham Forest and Greenwich are home to one million people from nearly 200 different cultural and language communities. The wealth and diversity of cultural and creative activity reflects this vibrant mix.**



Dancers, designers, visual artists and musicians are a part of what is recognised as one of largest clusters of artists and creative businesses in Europe. From some of the richest parts of the capital, such as the City and Canary Wharf, to some of its most excluded social groups, there is a thriving culture of creativity - ranging from internationally recognised, world-class artists to small, community-based practitioners.



East and South East London is indeed an ideal Olympic cultural zone. With fewer major institutions and tourist attractions than Central and West London, the town centres of Stratford, Bethnal Green, Hackney, Walthamstow and Greenwich form an excellent platform for local cultural practitioners to host and curate a unique Fringe Festival. Focusing on music, dance, carnival and disability arts practice, this will be a once-in-a-lifetime opportunity to showcase the exciting mix of talent and creativity that East and South East London has to offer on a world stage.

The Olympic zone is located in the Thames Gateway, **Europe's largest urban regeneration area.** Running from Tower Bridge and the City Fringe all the way to Southend and the Medway Towns, this series of long-term, large-scale development projects will provide 90,000 new homes and up to a quarter of a million new jobs over the next 20 years.

With a rich historic heritage combined with a strong vision of the future, East and South East London's culturally diverse Olympic boroughs closely match the spirit of the modern Olympic and Paralympic Games.

## GOLDEN OPPORTUNITIES - The cultural benefits of the Olympic and Paralympic Games to East and South East London

The Olympic and Paralympic Games will bring a series of highly desirable benefits to the East and South East London cultural and creative community. The contribution of cultural practitioners across the five boroughs will be essential to making this both real and relevant.

To meet the demands of six million visitors over three months, considerable training and investment will need to be planned and delivered in advance of the Games. This will result in a **huge increase in cultural production and tourism and will create new jobs and benefits to the whole community:** from large arts companies through to individual practitioners.

The London Olympic and Paralympic Games in 2012 will require **20,000 media workers and 70,000 volunteers, many of whom can be recruited locally.** Creative practitioners will be an essential link to the cultural community; sourcing local employment, brokering contracts and recruiting thousands of East and South East Londoners as volunteers, hosts and workers for the Olympic and Paralympic Games.

They will also be key partners in the planning of the changed cultural economy and environment. Working alongside the government and private partners, creative practitioners will help maximise the cultural impact of new parks, venues and resources. In addition, **London's East and South Bank - from Stratford City to the Greenwich Peninsula - will be transformed into a community-focused, yet internationally renowned cultural hub.**

Global media surrounding the Olympic and Paralympic Games will be focused on the five host boroughs. This will not only provide an excellent opportunity for cultural and creative practitioners to present their programmes on a world stage, but also to forge significant national and international links with markets outside London.

*The Thames Gateway regeneration project is already set to increase jobs and cultural opportunities throughout the five boroughs, but a successful London 2012 bid will see many of these positive developments delivered faster than currently projected.*

**The creation of an Olympic Park and Village in the Lower Lea Valley will give East and South East London a new, designated green space with unrivalled sporting facilities.** Complementing this investment will be a vastly improved transport infrastructure, needed for the Olympic and Paralympic Games but also for the regeneration of the area: Transport for London plans that every Games venue will be accessible by rail, with a choice of 10 rail routes serving the Olympic Park at Stratford.



An additional £1 billion per year will be invested in improving London Underground, resulting in a 45 per cent increase in capacity on the Jubilee Line. This will serve the main Olympic facilities, and the high-speed Channel Tunnel Rail Link extension will take people from King's Cross St. Pancras to Stratford in seven minutes.

Completion of the planned East London Line and Docklands Light Railway Extensions will also be a vital parts of the 2012 Olympic and Paralympic Games legacy.

The improved transport infrastructure will simultaneously make East and South East London considerably more accessible not only for local people, but also for other Londoners and visitors from further afield.



At the same time, the large-scale cultural investment - and events such as the proposed Fringe Festival - will increasingly engage local young people and excluded communities into a wide range of inspirational activities.



## CULTURE IN ACTION

With the Olympic bid, the stage is set for culture and creativity to be put at the heart of East and South East London's broader regeneration programme. The Mayors and Leaders have agreed on a joint cultural framework, which will see exciting **new developments across the five boroughs aimed at increasing the existing cultural diversity and activity.**

*This framework calls for:*

- The cultural and creative sector in the five boroughs to support the bid and participate in delivering the Olympic and Paralympic Games in London
- Capacity building and skills development to gear up cultural and community organisations, commercial and cultural producers
- Connecting local talent, imagination and community skills to international markets
- Building on cultural distinctiveness and shared creative strengths
- Growing an Olympic and Paralympic Games Fringe from 2004 - 2011 to develop cultural producers, technical support services, audiences and tourism in the run-up to the Games
- Targeted education, training, recruitment and employment programmes to ensure local people are ready and able to take up economic and volunteer activity
- Engaging young people and marginalised communities
- Generating the facilities and resources for culture and communities that the five boroughs deserve
- The creation of a new park, public and cultural realm in the Lower Lea - the East Bank - on a par with London's South Bank

**These are the challenges for the five host boroughs, Arts Council England and other cultural and creative practitioners.**