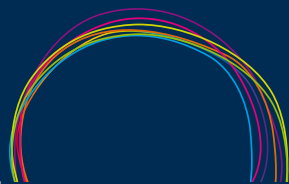


# London culture and 2012

A guide to getting involved  
in 2008 and beyond



**LONDON** cultural consortium

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# Introduction

Welcome to the London Cultural Consortium's second 'London culture and 2012' guide. It is aimed at all cultural organisations and practitioners who are interested in the London 2012 Olympic Games and Paralympic Games. This means 'culture' in its widest possible sense, including sport.

The guide focuses on the opportunities for getting involved between now and the end of 2008. It introduces the new process for submitting projects to be part of the Cultural Olympiad. It explains the city-wide events being delivered in summer and autumn 2008, as well as the festivals and events happening in sub regions and local areas of London. The updated key organisations listings clarify who is doing what and who you can contact to discuss your idea or project. The Funding section briefs you on the support that is available.

The information in this guide is not exhaustive. But it should help you to reach the contacts and resources that can get your project going.

If you want a general introduction to why culture will help London to celebrate the Games, please read our first 'London culture and 2012' guide. Launched in January 2008, this guide explains how London organisations can gain publicity, audiences, partnerships and volunteers through London hosting the Games. Practitioners from London and from previous Olympic cities share their insights on preparing for the Games. Both guides are available on our website at [www.london.gov.uk/lcc/publications](http://www.london.gov.uk/lcc/publications)

You may also be interested in the Consortium's free e-mail newsletter, which is aimed at everyone who works for or supports London's culture. Sign up for the newsletter at [www.london.gov.uk/lcc/signup.jsp](http://www.london.gov.uk/lcc/signup.jsp)

# The Cultural Olympiad

Led by London 2012, the Cultural Olympiad will be a four-year cultural celebration on a scale never seen before in any previous Olympic and Paralympic Games. Plans for the Cultural Olympiad are well under way, in preparation for its launch on the weekend of 26th to 28th September 2008.

The Cultural Olympiad includes the UK Cultural Programme, Major Projects and Ceremonies. London 2012 is now accepting proposals for events and projects to be part of the UK Cultural Programme.

## UK Cultural Programme

This part of the Cultural Olympiad will bring together a mix of projects over the next four years, enabling all communities in the UK to take part. London 2012 is inviting people to develop proposals for projects happening in their own region of the UK. Projects have to be new or be significant developments on existing activities, and have to meet the three core values of the Cultural Olympiad and at least three of its themes.

London project proposals should be discussed with:

- Hadrian Garrard – for projects based in the Olympic Host Boroughs of Greenwich, Hackney, Newham, Tower Hamlets and Waltham Forest – [hadrian.garrard@host-boroughs.org.uk](mailto:hadrian.garrard@host-boroughs.org.uk)

- Sarah Barnwell – for projects based in the rest of London – [sarah.barnwell@lda.gov.uk](mailto:sarah.barnwell@lda.gov.uk)

Hadrian and Sarah are also acting as a central point of information for everything happening in London, and can advise on how to engage with the Major Projects and other Games-related programmes.

Projects which are accepted into the Cultural Olympiad will be able to use a new version of the London 2012 logo on their publicity materials. This logo is called the Inspire mark. It will be awarded to a handful of projects in 2008, with usage building up towards 2012.

**Getting involved:** *visit [www.london2012.com/plans/culture](http://www.london2012.com/plans/culture) for details of what organisations and types of project are eligible.*

**Getting involved:** *contact Sarah Barnwell or Hadrian Garrard with all proposals for projects in London.*

## Major Projects

Work continues on these large nationwide projects, which were included in the bid to host the Games, and which are being developed by London 2012 and its partners. The five Major Projects marked with asterisks launch when the Cultural Olympiad starts in September 2008. The others will join over the next four years.

All the project names below are working titles at this stage.

**Access All Areas** – Extended versions of the annual ‘Open House’ weekends will offer free access and a range of supporting events every September leading up to the Games.

**\*Artists Taking the Lead** – 12 artists or groups will be commissioned for major projects in 12 contrasting locations across the UK, one in each of the 9 English regions and 1 each in Scotland, Wales and Northern Ireland.

**\*Extraordinary Ability** – The largest programme of arts and sporting activity by disabled people ever produced in the UK, this will build over the next 4 years and culminate in a festival in and around the Olympic Park.

**Festival of Carnivals** – Supporting the development of carnivals, festivals and street art in the UK over the next four years, the programme will culminate in a show-stopping carnival in 2012.

**Film and Video Nation** – This project will include an International Film Festival in London, special film commissions and a national short film competition for young people. It will also generate content for the Live Sites (see overleaf).

**Shakespeare Now** – A youth-focused international festival of Shakespeare linking London and the rest of the UK, including an exciting mix of performance, design and fashion.

**\*Stories of the World** – A world-class programme of exhibitions and associated events across the UK including digital, education training and career development for young people.

**\*2012 Sounds** – A new large-scale youth music programme encompassing all musical genres from classical to house to reggae to bangra and beyond for the 21st century.

**\*Young Futures Festival** – Emerging from the original concept of a world youth festival that celebrates and explores youth culture, the project will be designed and led by young people.

**World Cultural Festival** – A major curated international arts festival in 2012, showcasing the best of culture from around the world.

In addition, London 2012 and its partners are establishing a network of “Live Sites” in many major towns and cities around the UK – large outdoor video screens with linked performance spaces. The first Live Sites are planned to be up and running in time for the Beijing 2008 Games. The BBC will programme and manage the sites.

**Getting involved:** visit [www.london2012.com](http://www.london2012.com) for more information and for updates on the Major Projects.

**Getting involved:** contact Sarah Barnwell or Hadrian Garrard if you have a proposal for a further UK-wide or nationwide project.

## Ceremonies

London 2012 is delivering these major live spectacles as part of the Cultural Olympiad:

- Handover Ceremonies in summer 2008;
- Opening and Closing Ceremonies in summer 2012;
- Medal Ceremonies;
- Team Welcome Ceremonies;
- Torch Relays;
- Olympic Youth Camp.

London organisations will have the opportunity to join in the London-wide celebrations that will mark some of these ceremonies. The arrangements are explained in the next section of this guide.

\*Major projects starting in 2008.

# London-wide events and celebrations

In 2008, celebrations across London will mark the Olympic Handover and Paralympic Handover moments and the launch of the Cultural Olympiad. The build up to 2012 is expected to include many more opportunities.

## Olympic Handover

The Handover Ceremony is the moment during the Beijing Games' closing ceremony on 24th August when Beijing hands over the title of Olympic host city. London 2012 is staging an eight minute section of this closing ceremony. The eight-minute segment, which will be watched by around 1.5 billion people worldwide, is London's opportunity to invite the world to the capital in 2012. Cities and towns all over the UK will mark the handover moment with their own events.

In London, the Notting Hill Carnival will be in full swing and will provide one focus for the celebrations. Up to 40,000 people will attend a free event on The Mall where they can watch the closing ceremony via giant screens and enjoy a concert produced by the BBC, broadcast live on BBC One.

Big screens will be erected in various locations including Notting Hill Carnival, Trafalgar Square, Canary Wharf and Walthamstow. The screens will broadcast the ceremony from Beijing and the party from The Mall.

The Greater London Authority, London Councils and the London Boroughs are working together to encourage further local celebrations so that as many Londoners as possible can celebrate the capital becoming the Olympic host city. London 2012 has offered a special flag to every local authority in the UK to help them join in with the celebrations.

**Getting involved:** *visit [www.london2012.com](http://www.london2012.com) for updates to London 2012's Olympic Handover arrangements.*

**Getting involved:** *contact Sarah Barnwell or Hadrian Garrard if you want to get involved in the Handover in London.*

### **Paralympic Handover**

The Paralympic Handover on 17th September marks the launch of the London 2012 Education Programme.

London 2012 has developed an education resource to support children and young people in planning and leading celebrations, engaging their whole learning community in the excitement of the day.

**Getting involved:** *Getting involved: visit [www.london2012.com/paralympichandover](http://www.london2012.com/paralympichandover) to access films, assembly ideas, suggested activities and much more.*

Immediately following the Paralympic Handover, the UK strand of the London 2012 Education Programme will begin. The programme aims to create a unique experience for children and young people, inspiring them to fulfil their potential. It will build a network of schools and colleges that demonstrate a commitment to the Olympic and Paralympic values.

**Getting involved:** *visit [www.london2012.com/get-involved/education](http://www.london2012.com/get-involved/education) for information and updates on the Education Programme.*

### **Launch of the Cultural Olympiad**

On the weekend of 26th to 28th September, London 2012 is launching the Cultural Olympiad across the UK. The weekend will give the public a flavour of the four years of culture to follow. It will introduce five of the Major Projects within the Cultural Olympiad.

The theme for the launch is “Open Up”, offering opportunities for people to visit places and people or to get involved in creative activities they may not have done before. Cultural organisations could work together to do something unusual or open up different spaces. Work could be created anywhere: in film studios, craft workshops or arts venues, in parks and squares or on the water, by carnival bands or opera companies.

**Getting involved:** visit [www.london2012.com](http://www.london2012.com) for updates to London 2012's launch arrangements.

London 2012 is working with partners across London, including the Greater London Authority, to coordinate a suitably exciting response in the capital.

One of the projects underway is a development of the successful Open Rehearsal initiative. Open Rehearsal opens doors, engages audiences, encourages participation and learning and promotes London's phenomenal cultural offer. For 2008, Open Rehearsal will include visual arts, museums and open studio events, alongside the performing arts. It will be delivered with a high profile pan-London marketing campaign.

**Getting involved:** contact Sarah Barnwell or Hadrian Garrard if you want to get involved in the Cultural Olympiad launch in London.

**Getting involved:** visit [www.london.gov.uk/mayor/culture/open-rehearsal.jsp](http://www.london.gov.uk/mayor/culture/open-rehearsal.jsp) or email [openrehearsal@london.gov.uk](mailto:openrehearsal@london.gov.uk) if you want to participate in Open Rehearsal 2008.

## Beyond 2008

The build up to 2012 is expected to include many more opportunities for cultural organisations to join in the celebrations around London.

For example, the London-wide Big Dance event is set to become even bigger with new funding from the Legacy Trust UK. The new programme being developed will focus on major events in 2010 and 2012, building on the success of previous Big Dance events held in 2006 and 2008. The programme is expected to include internationally renowned dance companies and small community groups, as well as supporting activities, for example, focusing on the history or photography of dance.

**Getting involved:** visit [www.london.gov.uk/bigdance](http://www.london.gov.uk/bigdance) to keep up to date with the programme and opportunities to play a part.

# London sub-regions and local areas

In 2008, festivals and events in every sub-region of London – North, East, South and West – are helping all London communities to get into the spirit and mark the Games coming to the capital.

Many of these festivals are being managed or promoted by the sub regional partnerships responsible for these areas as part of their programmes to engage local businesses, communities and organisations with the Games.

**Getting involved:** visit [www.londoncouncils.gov.uk/2012](http://www.londoncouncils.gov.uk/2012) for a summary of sub regional and London Borough plans.

**Lee Valley Festival**, a new four day event for North London, ran from 19 to 22 June 2008. The focus for the Festival was along the Lee Valley, involving communities on both sides of the River Lee. The festival included a conference programme, community events supported by a Festival Fund, sports, arts and water-based activities. The North London Strategic Alliance managed the festival.

**Getting involved:** contact Patricia Cahalane on [patricia.cahalane@haringey.gov.uk](mailto:patricia.cahalane@haringey.gov.uk), or Naomi Chant on [nchant@leevalleypark.org.uk](mailto:nchant@leevalleypark.org.uk)

**CREATE08** is this year's collective arts programme for the Olympic Host Boroughs of Greenwich, Hackney, Newham, Tower Hamlets and Waltham Forest. CREATE08 is set to develop

into a major annual arts festival in the lead up to 2012 and represents the coming together of the Host Boroughs and the huge array of leading cultural organisations, major festivals and venues based in the area. CREATE08 will be focused on the month of July.

**Getting involved:** visit [www.visiteastlondon.co.uk](http://www.visiteastlondon.co.uk) or contact Hadrian Garrard on [hadrian.garrard@host-boroughs.org.uk](mailto:garrard@host-boroughs.org.uk)

**The Thames Gateway Boroughs** of Barking and Dagenham, Bexley, Havering, Lewisham and Redbridge are holding a series of integrated sports and cultural events over the coming year that will celebrate the Olympic and Paralympic principles and engage local people.

**Getting involved:** visit [www.nextstop2012.co.uk](http://www.nextstop2012.co.uk) or contact [oliver@thames-gateway.org.uk](mailto:oliver@thames-gateway.org.uk)

**South London Cultural Festival** takes place throughout South London Boroughs on 17 September, under the theme of 'see something, hear something, taste something'. Go South Go, the 2012 arm of the South London Partnership, has also produced the 'South London Events and Festivals 2008' brochure summarising all activity in South London in 2008. The brochure has been widely distributed throughout the sub region.

**Getting involved:** visit [www.gosouthgo.co.uk](http://www.gosouthgo.co.uk) or contact Shireen Dawankar at [shireen@southlondonpartnership.co.uk](mailto:shireen@southlondonpartnership.co.uk)

**West London Cultural Festival** will encompass events and activities in every West London Borough during the summer of 2008. The finale at Wembley Arena on 28 September will bring together audiences from all over West London. The events will celebrate the centenary of the 1908 Olympic Games and the 60th Anniversary of the 1948 Olympic Games and Paralympic Games, both of which were held in West London. The festival is being organised by the West London 2012 Partnership.

**Getting involved:** Contact Helen Mitchell on [helen.mitchell@brunel.ac.uk](mailto:helen.mitchell@brunel.ac.uk) or Emma Strong on [emma.strong@westlondonalliance.org](mailto:emma.strong@westlondonalliance.org)

### Local plans

London Boroughs are major funders of cultural activities amongst their diverse communities. They will play a key role in delivering the Cultural Olympiad. As well as contributing to sub regional projects, many Boroughs will organise their own programmes of cultural and sporting events to mark the Games.

**Getting involved:** visit [www.londoncouncils.gov.uk/2012](http://www.londoncouncils.gov.uk/2012) for a summary of London Borough plans, or contact [catherine.hillis@londoncouncils.gov.uk](mailto:catherine.hillis@londoncouncils.gov.uk)

96 London sporting facilities are listed in the London 2012 Pre-Games Training Camp Guide. The capital's facilities will be marketed, along with facilities across the UK, to international teams and athletes as bases to prepare for the 2012 Games. 21 London facilities are also listed as potential Paralympic training camps.

The presence of international teams and athletes in London neighbourhoods in the build up to the Games could also inspire or be a focus for local cultural celebrations.

**Getting involved:** visit [www.london2012.com](http://www.london2012.com) for a full list of potential Olympic and Paralympic training camps in London.

# Funding

Many organisations will not need to access additional or special funding to be part of London's cultural programmes. However, a modest amount of support is available. Some funds are being used to commission projects directly and some will be offered through competitive bidding.

More funding opportunities are expected to emerge as the cultural programmes develop over the next four years.

## Ceremonies and Major Projects

London 2012's own funding will be needed to deliver the Ceremonies within the Cultural Olympiad, such as the 2012 Torch Relay.

The Major Projects in most cases will be delivered in partnership with existing cultural funding bodies.

## Other funding opportunities

Several cultural funding agencies plan to make funds available for Games-related projects via their regular funding programmes.

For example:

- Arts Council England hopes to support projects that contribute to the Cultural Olympiad, via its Grants for the arts Lottery-funded programme;
- Heritage Lottery Fund, London Region, is interested in receiving proposals that meet its priorities and link to 2012.

Youth Music, the MLA Partnership and others are also committing significant resources to Games-related programmes.

**Getting involved:** *check the Key Organisations listings to find out what the agencies that support your work are doing.*

### Opportunities in London

The Mayor of London has created a £1.4 million fund for organisations to develop new cultural projects across the capital. The fund will offer grants of up to £50,000 and will open for applications in September 2008. It will be delivered in partnership between the London Development Agency and Arts Council England. The fund is available for an initial period of 18 months: more funding may be made available in the run up to 2012.

**Getting involved:** *visit [www.artscouncil.org.uk/london](http://www.artscouncil.org.uk/london) to keep up to date with the fund, or contact Sarah Barnwell and Hadrian Garrard.*

The Legacy Trust UK has committed £2.9 million towards the development of Big Dance in London. The programme is still being finalised. It is expected to focus on major events in 2010 and 2012.

**Getting involved:** *visit [www.london.gov.uk/bigdance](http://www.london.gov.uk/bigdance) to keep up to date with the programme and opportunities to play a part.*

London Councils has committed £1.2 million to enhancing Londoners' involvement in cultural activity linked to the themes of the Cultural Olympiad, and to ensuring that communities across London benefit from the 2012 Games. London Councils is funding 12 organisations in the pilot phase: check the London Councils website for future opportunities.

**Getting involved:** visit [www.londoncouncils.gov.uk/grants](http://www.londoncouncils.gov.uk/grants) for more information on the pilot projects and future opportunities.

Finally, Visit London, the sub regional partnerships, and many other agencies have already started to commit additional officer time and funds to promoting London's cultural offer over 2008 to 2012.

# Key organisations and resources

These organisations and contacts may be useful for cultural organisations and practitioners who are interested in the 2012 Games. It is not an exhaustive list. You might find it useful to check what the agencies relevant to your work are doing – there may be some new developments.

## National agencies

**Arts & Business** and London 2012 will be working together to explain the opportunities and constraints offered by the new Inspire mark, as well as the guidelines for its use. A series of seminars and special meetings will be held in London and around the UK.

- Visit [www.aandb.org.uk](http://www.aandb.org.uk) for up-to-date information.

**Arts Council England** is supporting Artists Taking the Lead, a major project within the Cultural Olympiad through which artists will be challenged to lead a celebration of our local and national cultural life, creating great art in unexpected places. The Arts Council have also recently launched their new application pack for Grants for the arts, its Lottery funded open application programme. This will now ask whether projects include activity which supports the values and themes of the Cultural Olympiad. Although successful projects will still have to apply to London 2012 for the Inspire mark, this will enable the Arts Council to identify projects which may contribute to the Cultural Olympiad.

- To know more, visit [www.artscouncil.org.uk/london2012](http://www.artscouncil.org.uk/london2012) or email [vision2012@artscouncil.org.uk](mailto:vision2012@artscouncil.org.uk)
- You can download the Grants for the arts form at [www.artscouncil.org.uk](http://www.artscouncil.org.uk)

**The BBC** is leading 2012 Sounds, the major musical project within the Cultural Olympiad.

- Contact [Susannah.Simons@bbc.co.uk](mailto:Susannah.Simons@bbc.co.uk)

**English Heritage** has released A Lasting Legacy, an action plan of promotion and engagement to ensure that the historic environment will play a vital role in delivering a successful Cultural Olympiad and 2012 Games, securing lasting sustainable benefits.

- Visit [www.english-heritage.org.uk/server/show/nav.18663](http://www.english-heritage.org.uk/server/show/nav.18663)
- Contact [Richard.Dumville@english-heritage.org.uk](mailto:Richard.Dumville@english-heritage.org.uk)

**The Heritage Lottery Fund** provides grants for a wide range of heritage projects. It sees the 2012 Games as a tremendous opportunity for heritage to be woven into the Cultural Olympiad and would be interested to receive proposals that meet its current priorities and grant programmes.

- Visit [www.hlf.org.uk](http://www.hlf.org.uk)

**The Government Olympic Executive** is the unit within the Department for Culture Media and Sport with responsibility for the 2012 Games.

- Visit [www.culture.gov.uk/about\\_us/olympicgames](http://www.culture.gov.uk/about_us/olympicgames)

**London 2012** is leading the Cultural Olympiad, the official UK-wide cultural programme for the 2012 Olympic Games and Paralympic Games.

- Visit [www.london2012.com/plans/culture](http://www.london2012.com/plans/culture) for an overview.
- Visit [www.london2012.com/beinspired](http://www.london2012.com/beinspired) for details of what organisations and types of project are eligible to be part of the Cultural Olympiad.
- Sign up for Create, the newsletter for the cultural and creative sector.
- Contact [hadrian.garrard@host-boroughs.org.uk](mailto:hadrian.garrard@host-boroughs.org.uk) to discuss possible Cultural Olympiad projects based in the Olympic Host Boroughs of Greenwich, Hackney, Newham, Tower Hamlets and Waltham Forest.
- Contact [sarah.barnwell@lda.gov.uk](mailto:sarah.barnwell@lda.gov.uk) to discuss possible Cultural Olympiad projects based in the rest of London.

**Legacy Trust UK** aims to support a wide range of innovative cultural and sporting activities for all, which celebrate the London 2012 Olympic and Paralympic Games and which will leave a lasting legacy in communities throughout the United Kingdom. The Trust will not run open application grant programmes in order to keep administrative costs low and maximise the funds available within the awards made. In London, it is investing £2.9 million in the development of the Big Dance in London.

- Visit [www.legacytrustuk.org](http://www.legacytrustuk.org) for an introduction to the Trust.

**MLA Partnership** – see MLA London, under “London agencies”.

**Sport England** is investing substantially in the Aquatics Centre and the Velodrome Olympic venues. Sport England is also funding a community water sports facility adjacent to the Olympic White Water canoe slalom course.

Sport England London is the lead organisation on two major aspects of the 2012 Games legacy, namely Sports Participation and Venue Legacy, which is shared with the London Development Agency. Sport England London has been extensively involved in consultations to make sure that when the Games are over, facilities are used by the community for sport participation.

- Visit [www.sportengland.org](http://www.sportengland.org)

**The UK Film Council** is developing the Film and Video Nation Major Project within the Cultural Olympiad.

- Visit [www.ukfilmcouncil.org.uk](http://www.ukfilmcouncil.org.uk)

**Youth Music's** investment in the Cultural Olympiad will focus on young musicians achieving excellence, singing, and cross-generational music-making, contributing to regional celebrations around the country.

- Visit [www.youthmusic.org.uk](http://www.youthmusic.org.uk)
- Download Filling the air with music: Youth Music's commitment to the Cultural Olympiad 2008 – 2012 and its legacy.

## London agencies

**Big Dance in London** is developing its programme with funding from the Legacy Trust UK. The new programme will focus on major events in 2010 and 2012. It is expected to include internationally renowned dance companies and small community groups, as well as supporting activities such as focusing on the history or photography of dance.

- Visit [www.london.gov.uk/bigdance](http://www.london.gov.uk/bigdance) to keep up to date with the programme and opportunities to play a part.

**Film London** is developing the London International Film Talks (LIFT) as part of the Film and Video Nation project. As well as being a platform to promote London as a world class film-making and film cultural capital, the LIFT programme will reach out and involve children and young people through a series of creative film opportunities, ranging from producing short films through to curating local film programmes in cinemas, sports venues and community venues.

- Visit [www.filmlondon.org.uk/2012](http://www.filmlondon.org.uk/2012)
- Contact [annabelle.chalker@filmlondon.org.uk](mailto:annabelle.chalker@filmlondon.org.uk) to find out more.

**London Councils** is supporting London Boroughs and sub regional partnerships to engage with the 2012 Games.

- Visit [www.londoncouncils.gov.uk/2012](http://www.londoncouncils.gov.uk/2012)
- Download briefing notes from recent London Councils seminars on the Cultural Olympiad and the role of local government.
- For further information contact [Catherine.Hillis@londoncouncils.gov.uk](mailto:Catherine.Hillis@londoncouncils.gov.uk)

**The London Development Agency** is ensuring that London benefits from a lasting social, physical and economic legacy from the 2012 Games. It introduced the Personal Best pre-volunteering programme in April 2008.

- Visit [www.lda.gov.uk/server/show/nav.00100h003](http://www.lda.gov.uk/server/show/nav.00100h003)
- Visit [www.lda.gov.uk/server/show/ConWebDoc.1954](http://www.lda.gov.uk/server/show/ConWebDoc.1954) for details of the Personal Best programme.

**The Mayor of London** is responsible to the International Olympic Committee for the London Olympic Games and for developing the means to ensure a lasting legacy from the Games for all Londoners. The Mayor is helping to coordinate many of the London-wide celebrations planned in 2008, for example the Open Rehearsal project that will help mark the launch of the Cultural Olympiad.

- Visit [www.london.gov.uk/mayor/olympics](http://www.london.gov.uk/mayor/olympics) for a discussion of the ways the Games will relate to key issues for London.
- Download the Five Legacy Commitments document which explains ongoing work to deliver a lasting legacy for Londoners.
- E-mail [openrehearsal@london.gov.uk](mailto:openrehearsal@london.gov.uk) if you want to participate in Open Rehearsal 2008.

**MLA London** is the regional development agency for museums, libraries and archives, core-funded by MLA Council. Three strands of the national “Setting the Pace” programme begin in 2008:

- ‘Stories of the World: The International Exhibitions Programme’ – museums, libraries and archives will be recruited as partners in 2008.
- The People’s Record – will document people’s engagement with the Games. In 2008 museums, libraries and archives will record the response to the Handover and launch of the Cultural Olympiad.
- Literature and Storytelling – will celebrate in verse, drawing on museum collections and the themes of the Cultural Olympiad. MLA Council and MLA London have created a small grants programme for museums, libraries and archives to join the project.

If you are a museum, library or archive and want to get involved, contact [Andrew.Holden@mlalondon.org.uk](mailto:Andrew.Holden@mlalondon.org.uk)

**Visit London** will be promoting the Cultural Olympiad to domestic and overseas visitors and working to deliver the legacy of London 2012 to the capital’s visitor economy.

- Visit [http://corporate.visitlondon.com/london\\_2012/](http://corporate.visitlondon.com/london_2012/)
- Sign up for Visit London’s Olympics update, a bi-monthly newsletter providing the latest developments and priorities.
- Contact Rania Wannous on [rwannous@visitlondon.com](mailto:rwannous@visitlondon.com)

## London sub-regions

Note that the Mayor of London has proposed a change in the names and boundaries of London's sub-regions: visit [www.london.gov.uk/thelondonplan](http://www.london.gov.uk/thelondonplan) for the new arrangement.

**The Gateway Boroughs** have developed a vision for working together to maximise the benefits of the 2012 Games. Thames Gateway London Partnership is coordinating a programme of sports and cultural activities across the Gateway Boroughs from March to November 2008 to increase participation in sports and culture, to encourage volunteering and extend the benefits of the 2012 Games to local people across the Gateway Boroughs.

- Visit [www.nextstop2012.co.uk](http://www.nextstop2012.co.uk)
- Contact [Oliver@thames-gateway.org.uk](mailto:Oliver@thames-gateway.org.uk)

**The Olympic Host Boroughs** of Greenwich, Hackney, Newham, Tower Hamlets and Waltham Forest are working together to secure opportunity and legacy benefits for the immediate communities in East and South East London, and are developing the annual CREATE08 festival.

- 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) and [www.lbwf.gov.uk](http://www.lbwf.gov.uk)

**The North London Strategic Alliance** managed the Lee Valley Festival 2008, a new four day event that ran from 19 to 22 June. The focus for the Festival was along the River Lee.

- For more information contact Patricia Cahalane of the North London Strategic Alliance on [patricia.cahalane@haringey.gov.uk](mailto:patricia.cahalane@haringey.gov.uk), or Naomi Chant of the Lee Valley Regional Park Authority on [nchant@leevalleypark.org.uk](mailto:nchant@leevalleypark.org.uk)

**Go South Go** is developing several activities associated with the 2012 Games through its South London Cultural Festival Action Plan. The South London Cultural Festival takes place on 17 September 2008.

- Visit [www.gosouthgo.co.uk](http://www.gosouthgo.co.uk)
- Download 'South London Events and Festivals 2008' brochure.
- Contact Shireen Dawankar at [shireen@southlondonpartnership.co.uk](mailto:shireen@southlondonpartnership.co.uk)

**West London Alliance** is leading the West London Cultural Festival on behalf of the West London Partnership. The festival will encompass events and activities in every West London Borough during the summer of 2008. The finale at Wembley Arena will bring together audiences from all over West London to celebrate together.

- Visit [www.westlondonalliance.org/Page/London2012Games](http://www.westlondonalliance.org/Page/London2012Games)
- Contact [emma.strong@westlondonalliance.org](mailto:emma.strong@westlondonalliance.org) or [helen.mitchell@brunel.ac.uk](mailto:helen.mitchell@brunel.ac.uk) for information on the festival.

# About the London Cultural Consortium

The London Cultural Consortium was launched in 2005 as a re-branding of the Cultural Strategy Group that developed the Mayor's Cultural Strategy. The London Cultural Consortium brings together representatives of the key agencies that support culture in London. Our primary role is to advise the Mayor on the content and implementation of the Cultural Strategy.

We have established a special committee to focus on cultural elements of the 2012 Games, and we work to ensure that:

- London cultural organisations are aware of opportunities to contribute to a fantastic cultural calendar from 2008 to 2012;
- London cultural programmes are aligned with ongoing efforts to build cultural participation;
- London cultural programmes receive a realistic amount of funding.

We use our website, e-mail newsletters, publications and occasional events to offer information and guidance to the people who work for culture across London.

For media and all other enquiries, please contact  
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