

**THIS IS BRENT  
THE LONDON BOROUGH OF CULTURE 2020  
BOROUGH  
OF STARTS  
1 JAN 2020  
CULTURES**



**Where have we  
come from?**



**Where do we live?**



**Where are we?**



**Where are  
we going?**

# The Programme

**RISE**

**Anthem**

**Community Advisors/ Volunteers/ Blueprint  
Collective**

**Arena Gig**

**2020 Culture Fund**

**Education Programme**

**Museum of All Brent Life**

**No Bass Like Home: Reggae Project**

**Seen & Heard**

**Spacebook**

**Street Party**

**VICE X Brent**

**Zadie Smith**



## Brent 2020 Team working on the Street Party

Cllr Krupesh Hirani - Lead Member for Public  
Health, Culture & Leisure

Chris Whyte - Operational Director,  
Environment Services

Miriam Nelken – Brent 2020 Executive Producer

Katy Fuller – Street Party Creative Producer

Titania Altius – Brent 2020 Community  
Engagement Manager

Richard Hay – Kilburn Town Centre Manager

Caren Owen – Brent 2020 Creative Producer



## ABOUT THE STREET PARTY

**WHAT:** On July 11th 2020, we're inviting all of London to join us on the Kilburn High Road - London's oldest and longest road - for an epic mile-long street party.

**WHY:** Because Kilburn is a living example of why migration is great and how it has made us, and now more than ever we need to celebrate this. Because of the people who live here, who've grown here, who've come here from all across the world. Because of the amazing culture that those people make and do – the music, the poetry, the dancing, the food, the sounds and the sound clashes.

**DATE:** Saturday 11th July 2020

**LOCATION:** A closed and vehicle-free mile-long section of the Kilburn High Road from Kilburn Station to Kilburn High Road Station

**TIMINGS:** TBC - Early afternoon to sundown

## STREET PARTY: PROGRESS SO FAR

### March - June 2019: Feasibility Study

Research and consultation to make sure that the event was viable from a logistical and delivery point of view, involving consultation with: Brent Council, Camden Council, Westminster Council, TFL, London Ambulance Service, the MET, London Fire Service and the Mayor's Office

Setting up Project Board to oversee the event - meetings every two months from May 2019

The feasibility study confirmed that the event was viable and identified key milestones, information and resources required to deliver a considerate and safe event.

### June – July 2019:

Recruitment of Creative Producer to lead on R&D for the creative development of the event

### August – October 2019: Creative Development

- Exploring Kilburn stories and history
- Developing the vision, themes, timeline, partnerships
- Developing schools and community participation projects
- Writing briefs for recruitment of event/production team
- Identifying where infrastructure like staging can go on the road

## STREET PARTY THEME: THE MUSIC MILE

Honouring the Kilburn High Road's incredible musical heritage through:

- Live music and performance stages, DJs, sound-systems and dance floors along the High Road showcasing local, national and international performers
- Music and spoken word performances in venues and pubs along the road.
- 'The Kilburn High': curated exhibition of images and memories of Kilburn nights crowd-sourced from ravers young and old, displayed in shop windows along the road. (Participation project)



## STREET PARTY THEME: MIGRATION

**STREET FEAST:** It's said that every cuisine in the entire world can be found in Kilburn. The Street Feast will be a series of communal eating/sharing experiences created with restaurants, shops and cafes along the High Road.

**HOME:** A giant monument to migration, shared struggle and home making - created collaboratively by visitors to the street party over the course of the day.

**DRESSING THE STREET:** Installation by visual artists and designers working with local school children, drawing inspiration from the changing social and cultural history of the road.



## STREET PARTY THEME: KILBURNOSITY

*'Kilburnosity': that which 'compels people to make a life out of whatever comes to hand, cheaply and creatively, and with a pragmatism that comes from living in an area where the only constant is constant change.'* Zadie Smith

- Kilburnosity Zone: DIY cultures market with drop in creative workshops, talks and activities
- Roving interactive performers paying homage to Kilburn residents past and present, real and fictional, from Mad Mary and Butty Sugrue to George Orwell and Bradley Wiggins. (Participation project with local schools, drama groups and street theatre companies)



## NEXT STEPS: Nov 2019 - Jan 2020

### CONTENT

- Finalise event title and copy for media launch
- Meetings with local and London-wide partners venues and artists to firm up programme ideas
- Contract partners and artists
- Develop guidance and call out for local artists and orgs to apply for funding to lead activities at the Street Party via the Brent 2020 Culture Fund and direct commissions
- Finalise and promote schools and community participation projects
- Further develop and deliver the community engagement plan and promote next meetings and opportunities

### LOGISTICS

- Appoint Production Manager and Health and Safety Lead
- Premises Licence application submitted
- Traffic Management Planning continues
- Crowd management planning
- Infrastructure planning
- Liaison with agencies and authorities
- First full Safety Advisory Group meeting (Jan)

## Get Involved

Volunteering opportunities with Brent 2020  
Variety of Roles Available

Interviewers for Reggae Stories  
Social Media Content Collectors  
Events support – Front of House  
Events support – Backstage  
Supporting a team  
Research and archiving  
Administration  
Creative workshops



## Volunteering for the Street Party

- You can volunteer for just this one event
- Lots of roles including:
  - Visitor experience
  - Lead volunteers
  - Backstage support
  - Runners
  - Welfare stations
  - Artist support



# How it works?



How do you sign up?

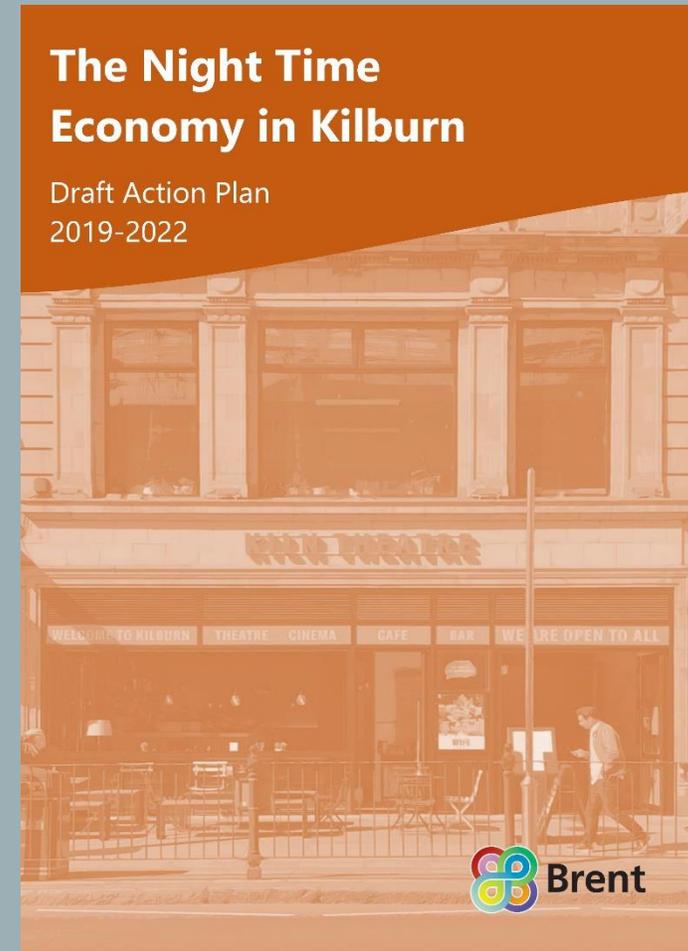
[www.brent2020.co.uk/get-involved/volunteer/](http://www.brent2020.co.uk/get-involved/volunteer/)

The sign up form is now live!

# The Night Time Economy in Kilburn

## Draft Action Plan

[tinyurl.com/kilburneconomy](https://tinyurl.com/kilburneconomy)



BUILDING A  
BETTER BRENT

A decorative horizontal line consisting of five colored segments: yellow, blue, dark blue, purple, and orange.