

Go Hounslow

Partner pack

Hounslow for
London Borough
of Culture 2021

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Go Hounslow

This year, the Mayor of London will choose a Borough of Culture for 2021. It's a big deal and there's tough competition but if we win, we'll get £1.35m for arts, culture and entertainment in Hounslow.

With our weird and wonderful mix of high and hands-on culture, we believe we've got what it takes.

Will you help us?

What is the London Borough of Culture?

London Borough of Culture is an annual programme set up by Sadiq Khan in 2017 to celebrate and encourage culture across the capital. Waltham Forest won it this year and Brent will take over in 2020.

Applications are now open for 2021 and Hounslow is putting forward a bid.

Winning London Borough of Culture will be massive for us. It's a prestigious award that will put Hounslow on the map.

It will create momentum and focus for our future culture plans. And it will bring in significant investment from the Mayor's Office, with an award of £1.35m to help kick-start a year-long culture programme.

Why Hounslow?

We're a long, thin borough stretching all the way from the centre of town to the home counties. A borough of roads, railways, rivers and canals with lots of leavings and landings.

It's made us into a bustling, busy place. Full of hard workers and self-starters. Always on the move, always changing.

It turns out, Hounslow is one of the most connected places in the world, but we're not yet as connected to each other as we should be.

We know there's so much more we can achieve in our strip of London, from Chiswick to Feltham, if we can find a way to bring our very different communities closer together.

It takes more than roads to connect people, it takes culture.

The big idea behind our bid

We're going to tell the Mayor that if we win London Borough of Culture 2021, we'll make it a launch pad for the future.

We'll use this boost of cultural attention and investment to create an **unstoppable movement of people, ideas and opportunity** across our borough.

- We'll tell him we believe **culture sets potential free**
- We'll show him ideas we're developing with our citizens
- We'll show him a **culture superhighway** of events, initiatives and projects that can bring our different parts together, spark ideas and unlock opportunity
- And we'll prove to him that, if he gives us his £1.35m, we'll multiply its value and leave a lasting legacy

What now?

From now until the bid submission deadline at the end of October and then until the end of the year when the decision is made, we need to show the Mayor and his team how much culture matters to us in Hounslow.

We need to celebrate our heritage, our music, our art, our dance, our sport, our street scenes and open spaces, our food, our drink, our fashion and our faiths.

We need to show we have the ambition, the ideas and the energy to make the most of it when we win.

What can you do to help?



Show your support

Please make a public pledge to support our bid and let as many people know as possible!

- Print, fill in and sign the pledge card in this partner pack and send it back to us – email a scan or photo or post it to us, our contact details are on the back page
- Share our Go Hounslow social media posts
- Print our Go Hounslow posters and put them up around your community or your business
- Post pictures of your favourite bits of Hounslow culture on social media
- Use our hashtags:
#GoHounslow
#HounslowCulture21
#LondonBoroughOfCulture
#MayorOfLondon

Give your support

The Mayor is looking for ambitious and authentic bids. He also wants us to show that we can amplify our effort and investment.

If you or your organisation can help to amplify our bid, we'd love to talk to you...

- Maybe you can work with us to create a new stop on our *culture superhighway*, or help us amplify one of our existing cultural highlights?
- Maybe you can give your time or your employees' time by volunteering to help?
- Maybe you can give resources, facilities or media space to boost our bid communications?
- Maybe you can support our bid budget or match fund our bid proposals?

Partner resources

- “We’re backing Hounslow” Pledge Card
- “We’re backing Hounslow” social media artwork for Twitter, Facebook & Instagram
- “Go Hounslow” social media artwork for Twitter, Facebook & Instagram
- “Go Hounslow” A3 poster for office or home printing
- “Go Hounslow” A3 poster for professional printing

Contact us

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