

Appendix A: Proposed Flagship Programs

As highlighted in the body of the report, this list is not exhaustive. We are providing further funding through the Ignite fund for up to 10 more large scale flagship events, which are required to be geographically spread across the borough to ensure that all of Croydon can celebrate and be part of the London Borough of Culture.

These events were developed in partnership with the cultural sector in our original bid, and through the further consultation that took place with key partners and the wider cultural partnership across 2020/2021.

April 2023 Croydon Music Heritage Trail

Our musical heritage spans the centuries, from Samuel Coleridge-Taylor to Stormzy and Kirsty MacColl to the Mad Professor and Croydon continues to be a crucible for new genres with the cutting edge sounds of Punk, Dubstep and Drill all sparking into existence here. The music trail will feature 25-30 locations highlighting venues, events and artists from our rich musical heritage to platform our global artists on their local home-grown stage and encourage the next generation to take up the mantle and be proud.

May – August 2023 This is Our Croydon

A collection of Croydon stories immortalising the lives of 10 cultural leaders past and present. Retold by the younger generation through individual commissions in a variety of art forms including theatre, film, spoken word and visual arts. This inter-generational project will seek to inspire the lives of young people through stories of adversity, resilience and the power of community and culture in Croydon.

June 2023 Oratorio of Hope

Opening live event for LBoC with a series of performances at Fairfield orchestrating the hopes and aspirations of our young people with spoken word, movement and music. Involving every school in Croydon and led by locally based organisations in partnership with Croydon Music & Arts, Well Versed Ink and Agudo Dance encouraging every child to participate in the creation and performance of this anthem for Croydon.

July 2023 Croydon Music City –Live music in our parks, streets and venues

Music will sound throughout the London Borough of Culture year as our universal voice for Croydon draws crowds from across London. We will build on the hugely successful outdoor music festivals in Croydon over the last decade to deliver a series of concerts featuring international artists. Croydon's streets will sing through a new network of busking pitches across our district centres and our music venues will host Croydon Calling, a special month-long programme showcasing the borough's finest musical talent alongside established artists.

July 2023 Croydon Pride & Mela

Croydon Pride and Mela will return in 2023, showcasing emerging artists and art groups supported through the Ignite fund and produced by established partners Think Events.

August 2023 Reuse Recycle Fashion Show

Highlighting the need for sustainability and the move to a circular economy this touring production will involve local designers and designer makers re—purposing unwanted clothes and furniture donated by the general public for re-sale.

August 2023 Liberty Festival

Liberty is the Mayor's flagship programme celebrating D/deaf, disabled and neurodiverse artists. Since 2019, it has developed into a touring festival, taking D/deaf and disabled arts to local communities in outer boroughs when it was embedded into his flagship programme, London Borough of Culture.

September 2023 Croydon EXPO

Croydon Expo will re-purpose empty retail units for a borough wide visual arts exhibition, involve artists in the debate around the re-designing of town centres and includes plans for a 'Lates' style programme with cultural venues open during evenings and at night to encourage new audiences and experiences in Croydon town centre.

March 2024 Closing Ceremony Dance & Music

Finale event on Easter Sunday, 2024. Large scale participatory dance event with a carnival atmosphere involving arts and community groups from across the borough finishing with a huge street party on London Rd with live music stages playing Soca, Dub, Dancehall and Reggae alongside Afrobeats and Reggaeton and food from across the globe.