



In partnership with:



Foundation for Future London Annual Report

April 2022 - March 2023



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Co-Chairs' Report

**Sir David Bell and
Baroness Lola Young**

We are pleased to celebrate another successful year for the Foundation for Future London for April 2022 to March 2023 in the work it does to support local communities and its people, in ways that are authentic, timely, creative and collaborative. Once again, we have our key partners and donors City of London and Westfield Stratford City to thank for enabling this vital contribution to East London's exciting creative sector.

The Foundation for Future London was set up in 2015 as an independent charity to connect the new East Bank cultural and educational district being built on the Queen Elizabeth Olympic Park with the people and communities in the four boroughs of Hackney, Newham, Tower Hamlets and Waltham Forest. This was part of the legacy of the London Olympic and Paralympic Games of 2012. The impact that the Foundation makes is by funding locally rooted projects, making sure that pathways are inclusive and accessible, and ensuring that the diverse communities living here are represented at every level in the creative and cultural economy.

Cover Image Credits

1. Streets of Growth – Inspire Textiles Cooperative & Start Up Accelerator
2. YUAF - Timi at KISS FM
3. Magic Me Artworks



Through our work, we are starting to see significant shifts in the take up of employment and learning opportunities, as well as new talent and fresh ideas. Young people are taking up leadership roles, and barriers are being broken down. For example, "New Talent-Future Leaders" is a five-year employment and training programme for young East Londoners led by East Bank partners and supported by a £1.7 million grant from our Westfield East Bank Creative Futures Fund, backed by Westfield Stratford City. Now in its second year, this great programme is supporting East London's young workforce into paid work and training, by working with local employers and schoolteachers.

We are experiencing a new optimism as London finally gets back on its feet and helps to drive the UK's creative economy. In East London, we are also seeing our East Bank partners opening their doors to new buildings in the heart of the Queen Elizabeth Olympic Park, heralding exciting opportunities for everyone here,



creating opportunities for collaboration and employment and showcasing local talent to visitors from around the world.

The stunning outdoor finale performance from the East Bank Summer Programme “Dystopia to Utopia: Reimagining Our Future” on 27 August 2022 was a genre-bending performance set on the East Bank building site, featuring young dancers performing at sunset and choreographed by Dannielle ‘Rhimes’ Lecointe and co-produced by East Bank and East London Dance.

Since our inception in 2015, we have been committed to creating ways for local communities and the broader public to fully benefit from the social, creative and economic value of the East Bank development on the Queen Elizabeth Olympic Park, one of London’s major landmark legacies. The Foundation for Future London is fully committed to an inclusive, equitable and diverse approach to our work as we grow and expand as an organisation.

We see creativity as both the driving force and the catalyst for innovative ideas that bring people together to work on solutions to improve our world at large. Through its partnerships with community stakeholders, with Westfield Stratford City, the City of London Corporation, and importantly, with our four local boroughs, the Foundation for Future London is providing the support to make all of this spark to life with the people of East London.



A New Direction & Play Nice – Day Dreamers



V&A East & Blackhorse Workshop – Storehouse Co-Production



Pell Ensemble – Digital Leap



CEO's Welcome

Maria Adebowale-Schwarte

The Foundation for Future London is proud of its achievements as a sustainable development organisation dedicated to improving the lives and livelihoods of the incredible communities of Hackney, Newham, Tower Hamlets and Waltham Forest.

To date, we have awarded £2,680,194 in community project grants from our Westfield East Bank Creative Futures Fund in the past three years, which was set up in 2021. In our third round of the Fund in 2022-23, we awarded £1,504,711 in grants to 51 projects.

Through our partnership with the City of London Corporation, we awarded £895k to over 120 projects in our four-year programme. This includes cross-borough joint commissions such as the Fusion Prize (£50k), Co-Designing Equity in the Public Realm competition (£50k) and the Fusion Futures Schools Programme (£50k), which were developed collaboratively with the City of London Corporation.

There are so many highlights from this year, from April 2022 to March 2023, but we are especially pleased to deliver on our role to play in London's recovery from the pandemic through our education strands and through our capacity building, reaching deep into the grassroots communities. This included everything from incredible creative



education workshops for young people with Fusion Futures to a new design competition launched in collaboration with our partner City of London Corporation to create an inclusive public realm installation, to supporting an exciting UK-wide Culture Exchange that aims to put education for young people on its head as it places lived experience, arts and culture and honest dialogue at the forefront of its curriculum.

Last year, we had about 300 applicants for our grant programmes, schemes and tender opportunities. We also funded a free capacity building programme, which currently has a network of 150 people accessing support and training. It's been an exceptional year, but here are more of our highlights: (see over page)



2022-23 Highlights



51 community and capital /capacity grants awarded through Westfield East Bank Creative Futures Fund



£1,504,711 awarded



Over **12k** people will benefit from **£786k** investment in the Fund's third year



42% of new grantees awarded



27% of grantees progressing through strand levels



476 employment opportunities created through **1,378** activities and events



First pilot UK Cultural Exchange Programme launched



Improved PR and Thought Leadership with over **106,000** opportunities to see or hear about the Foundation in national media



114 new paid employment opportunities



6 new start-up companies created, **416** businesses supported, **562** freelance and entrepreneur training



2022-23 Highlights



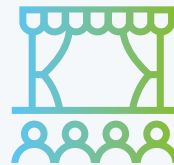
16,208
participants/users



459
artists/creatives
engaged



75
schools engaged



495,499 audiences
reached digitally and
in person



X-Conversation



Who We Are

Foundation for Future London is an independent charity established in 2015. We have a vital role in supporting the diverse, underserved communities as one of the largest grant-making and fundraising organisations focused on the people and places of East Bank. We do this by facilitating creative placemaking to grow creative and social value-led economies. Our focus is on supporting learning, training and employment via the means of arts, education, culture, and innovation.

We believe that inclusive places, creativity, culture, arts, innovation and education matter – for people, places, local economy, and well-being. This is why we aim to continue to expand, develop and invest in creative placemaking and delivery of an East Bank culture, education and innovation quarter that will help fulfil the aspirations and potential of underserved communities in East London.

We want to build back better – and fairer – to ensure that no one is left behind.

We are investing and collaborating with Communities of the Olympic Park, East Bank, Stratford Waterfront and the City of London so that London's key cultural quarters create a connecting corridor that opens opportunities for East London communities and support a fair and thriving economy.

Equitable collaboration is at the forefront of our work, including strong relationships with:

- Diverse local communities living and working in the boroughs of Hackney, Newham, Tower Hamlets and Waltham Forest
- East Bank partner institutions
- Donors, partners, sponsors, grantees and ambassadors
- Communities of the Queen Elizabeth Olympic Park



New Talent-Future Leaders Celebration including our Westfield Stratford City partners, Alyson Hodkinson, Centre Manager and Head of UK CSR and Scott Parsons, COO. © Anne-Marie Michel



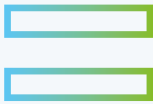
Our Values



Empowering and Supporting: underserved communities



Thriving Local Economies: commitment to support inclusive economic growth and social value and protect the environment



Equality and Equity: champion anti-racism, equality, inclusion and accessibility



Collaboration & Good Governance: encourage equitable collaboration by listening to and working with local communities, boroughs and partners



'Global to local' partnerships and programmes such as the STEP into Smithsonian pilot, which connects the global impact and footprint of London's Cultural Districts



Environment: creating healthier and greener communities by supporting diverse community-led creative ideas on tackling sustainability and championing net zero as an organisation



Sustainable Development: environment, culture, society and economy in the pursuit of quality of life for current and future generations delivered through the United Nation's Sustainable Development Goals, specifically SDG 11 (Inclusive Cities), SDG 4 (Education and Learning) and SDG 8 (Sustainable Economic Growth)



How We Achieve It

We believe by offering access to quality cultural experiences, opportunities for young people and lifelong learning can be accessed. A driver for the Foundation is to improve the case for social and economic value by listening, supporting collaborations, and providing resources through collaborative grant-making, partnership fundraising and participatory programming. We champion innovation, research and development whilst supporting inclusive growth through investment into education, learning, jobs, entrepreneurship, arts and culture. The Foundation also looks for partnerships with innovative and progressive grant funders, corporates, and philanthropists who share our vision.



Lex Karlin - A Guidebook to London for Young Refugees



Connecting People & Places Co-Lab – Peer Learning Workshop

As well as fundraising, we continue to invest in and support:

- Community access to jobs, training entrepreneurship and lifelong learning
- Inclusive public realm design and place making
- Creative industries
- Social value-led regeneration
- Supporting local high streets and retail
- Green space and wellbeing in the four local boroughs and neighbourhoods
- Inclusive place-making and connectivity
- Investing in heritage as tool, for creativity and boosting local economies
- Test bedding new income and social investment generation partnerships and schemes
- Thought leadership that champions resilience and building back better with no one left behind by focusing on racism, equality, diversity and inclusion



London College of Fashion © Lorenza Demata



London College of Fashion © Lorenza Demata
Creative Schools – 2022 Summer Programme

- Increasing investment in underserved communities
- Inspiring people to value inclusive place making and social value regeneration
- Illustrating how creativity can level up and contribute to the East London economy
- Supporting the improvement of health and wellbeing
- Collaborative working and partnership
- Ensuring inclusive East Bank art, culture, innovation and education
- Showing the value of creative places and cultural quarters
- Expanding lifelong learning and fusion skills robustly
- Generating opportunities, jobs, training and entrepreneurships
- Environment, sustainable development and governance
- Using inclusive cities as a driver to empower underserved communities



Commitment to Inclusion and Diversity

Inclusion and diversity remain at the heart of every strand of the Foundation's mission and activities. We continue to build networks, research and memberships that aid improvement and help us reach underserved communities. We also ensure that equality and fairness are embedded in all that we do as grant givers, but also to empower the organisations and grantees we work with. This is achieved through training and networking opportunities. Alongside this, ongoing research also takes place and is tracked through borough key indicators, wider UK policies and attending borough funder forums. This, along with the ongoing participatory co-design approach we take, ensures that the Foundation has the ability to maximize full social impact and achievements that truly make a difference to the shocking inequalities, discrimination and lack of diverse cultural workforce often faced in our underserved communities.

We are a diverse and welcoming team that continually seeks to develop and grow through training, awareness and accessing a rich diverse talent pool. Our diverse Trustees are representative of the local community and also attend bespoke Trustee training. The Foundation has also developed important internal policies such as

our ethics public policy, introduction of pronouns and proactive work on social mobility.

We are also proud members of:

- Stonewall's Diversity Champions scheme
- Inclusive Employers
- Disability Confident scheme
- London Living Wage
- NCVO
- Association of Charitable Foundations

We strive to offer equal funding and resources across the four boroughs. We use detailed data and research to drive our grant allocations and continually review and track where communities are underserved the most or are experiencing increased negative impacts from social and/or environmental situations outside of their control.

We continuously review Good Governance protocol and regularly review our governance policy against the Association Charitable Foundation's pillars for stronger foundation practice.



Our Investment

As a sustainable and ethical fundraiser, we invest in the peoples and places of the London Boroughs of Hackney, Newham, Tower Hamlets and Waltham Forest, focused specifically on creating opportunities for local people in the arts, culture, education, creative sector, innovation and creative placemaking.

We are committed to creating maximum social and economic impact through our grants, by providing the resources and support that local people and communities need and want and helping their ideas and aspirations become real.

Working with partners City of London and Westfield Stratford City, our grant-making programmes offer a chance to explore different kinds of support around shared areas of interest and values such as creativity, employment opportunities, skills development, and improving social mobility and life chances, focused on the two new cultural districts for East London, Culture Mile in the City of London and East Bank on the Queen Elizabeth Olympic Park.

With both partners, we're interested in the 'local to global' impact of our collaborative work in these cultural districts, providing an 'open-source' blueprint for creative sustainable development elsewhere in the world.



St Margaret's House © Sean Kelly



Mouth That Roars – MTR Futures



LSA x Building Culture EPQ Programme



Our Grants Policy

Our Grants Policy governs all our grant making activities and follows 3 guiding processes:

1. Grant-making principles

which ensure that, even where there is donor or funding partner involvement, decisions are ultimately made by the Foundation's trustees, senior executive team and/ or appointed community panel. These principles clarify that funds given are the Foundation's asset, albeit potentially with degrees of restriction on their use.

2. Grant-making criteria

which set out the activities the trustees wish to support in alignment with the Foundation's vision and ethics. The criteria also include activities which the trustees do not wish to support because they do not consider them to be in line with the Foundation's purposes. All funding provided must be for projects that will further the Foundation's objects.

3. Grant-making procedures

which set out how decisions are reached for awarding grants from different types of funds at the Foundation.



X-Conversation

The full grants policy is available on request by emailing grants@future.london



Westfield East Bank Creative Futures Fund

The Westfield East Bank Creative Futures Fund (WEBCFF) is a £10 million programme powered by Westfield Stratford City (WSC) and delivered by the Foundation for Future London (FFL) that will provide 19,000 new jobs, learning, training, and educational opportunities through the means of art, culture, innovation and creative placemaking. From initiation, there have been, and continue to be, four sets of overarching themes; employment, learning opportunities, young people, and entrepreneurial & business support, with each area having its own set of KPIs to fulfil.

Commencing in 2020, the programme continues to have a strong focus on the vibrant and diverse people, grassroots organisations and social enterprises, and communities of Newham, Tower Hamlets, Hackney and Waltham Forest. Opportunities and upskilling provisions for the communities of these boroughs is the main purpose, allowing individuals, communities and organisations to grasp and take advantage of the exciting future partnerships and prospects between these boroughs and the world-renowned arts, culture, education, local retail and business innovation partners of East Bank, also including new emerging opportunities from growth of the boroughs and developing priorities such as Newham Sparks.

The programme has evolved each year with some newly established strands that were operated during 2022-2023 and onwards:

- Community Grant Strand (Small, Medium, Large Grants)
- East Bank Partnership Collaborative Employment Strand
- Community Capital and Capacity Building Grant Strand
- Capacity Building Training Strand
- Exchange and Employment Strand (Year 3 onwards)
- Impact Evaluation and Monitoring



Streets of Growth – Inspire Textiles Cooperative & Start Up Accelerator



We work hard to ensure the Westfield East Bank Creative Futures Fund:

- Is inclusive, accessible, agile, and collaborative, with a particular focus on being co-designed and participatory
- Supports economic development, local employment and communities
- Strengthens partnerships with local organisations, communities and East Bank partners
- Has a flexible and far-reaching approach to impact outcomes
- Champions lived experience, equity, inclusion, environment and sustainability throughout
- Works towards United Nation's Sustainable Development Goals (SDGs) 10 & 11



Women of the Wick - WOWZINE



St Margarets House



Streets of Growth – Inspire Textiles Cooperative & Start Up Accelerator



Women of the Wick - WOWZINE



LSA X Building Culture EPQ Programme



Mouth That Roars – MTR Futures



Knock The Door Down – London Memoirs



The Magpie Project – London Rhymes Project



Highlights to Date



155 community organisations funded to run projects – totalling over **12,000** employment and training opportunities provided



Over **23,000** participants



25 organisations funded for capital and/or capacity-building activities



£1.7 million to the New Talent Programme



169 organisations as part of our capacity building network accessing development workshops and **121** guidance/advice



Launched the **first** pilot UK cultural exchange programme



Key EDI achievements being met such as **60%** focus on all ethnicities, **11%** cultural integration & learning projects, **15%** neurodiverse focused projects, **9%** LGBTQ+ focus, **24%** NEET-led projects



100% engagement rate – **5%** attracting additional funding



KPIs and Social Impact



532

Employment opportunities



3,581

Learning opportunities



4,893

Young people engaged



940

Business & entrepreneur support provided



The Magpie Project – London Rhymes Project



KPIs and Social Impact

80%

have developed technical & sector-specific and/or creative skills

46%

have increased their employability

40%

are engaging with more diverse audiences for the cultural sector & benefiting from community assets

31%

are equipped to process difficult emotions

60%

have grown networks & awareness of local opportunities

29%

of organisations/schools have integrated creative approaches within their projects



Case Study:

UK Cultural Exchange Pilot

The Cultural Exchange programme has been devised against the 'Levelling Up' backdrop and is an innovative UK-wide exchange programme. The aim of the programme is to connect young people, arts, cultural and innovation organisations and communities across East London and other UK cities, using creative and inclusive placemaking as a learning tool.

Although London is not readily recognised within the Levelling Up Agenda, it cannot be disputed that pockets of London, and most certainly

East London, are still very much in need of creating a level playing field, particularly in terms of opportunities, pay, jobs and living standards. An exchange programme can foster and grow these aspirations for all involved, being mutually beneficial. The pilot commits to sharing knowledge & opportunities, investing in removing barriers, opening shared learnings, improving economic opportunities, increasing jobs and training and expediting strong stakeholder partnerships, both in terms of East Londoners sharing experience, knowledge and the vast cultures of East London; and the role this can play in facilitating a level playing field for other cultural-based cities.



Culture Exchange Launch Event at Good Growth Hub



The exchange has explored through the arts, music, culture and history, fashion, journalism, dialect, language, digital and placemaking, how to create inclusive places and spaces that respect and recognise the history and cultures that came before the present. This has been achieved through the lens of the overlooked working class that has had to make way for the new communities. It is challenging the participants to explore their own biases and explore ways to access the potential opportunities from regeneration.

The selected cities to work with were Birmingham, Preston and Sheffield. Regeneration has brought a wealth of opportunity but many, especially those from working-class backgrounds, say they feel pushed out, overlooked, and underrepresented in the surrounding areas. Speaking to other partner organisations within these cities, although many miles away, they are met with similar concerns.

The young participants (four from each city and 15 from East London) have participated in weekly Zoom sessions and hosted learning days in different areas and East London. It has allowed learning from each other, sharing of tools and practices, investigation of policies, funding, and government attitudes, inspired pathways and perceived barriers into the arts and creative sector and community wealth building. Partners and participants on this journey have seen their potential unlocked through creative collaborations via the aspiration of shared purposes, interests and experiences all leading to early life and career learning and innovative opportunities. They have begun to build the ability to think locally, nationally, and globally when exploring the cultural sector and their future paths/choices.



Case Study:

New Talent - Future Leaders

Over five years, the 'New Talent - Future Leaders' programme will aim to connect local people from diverse communities and those under-represented in the workforce to the employment, education and business opportunities generated from the growth delivered by East Bank. These opportunities will emerge in the higher education sector and the cultural, creative, fashion and technology industries. The project commenced in April 2021.

£1.7 million has been ringfenced to the programme over the five years of the WEBCFF. Year 2 of the programme has now been successfully completed with over 60 employment openings being sourced, 400 learning opportunities, over 350 young people supported and 150 business and entrepreneurial opportunities being provided.

From Year 3 onwards, research from feasibility studies around; Shared Apprenticeship Schemes and an East Education programme will inform how these strands take place to provide even more prospects for East London communities.



New Talent - Future Leaders Celebration © Anne-Marie Michel



Case Study:

Young Urban Arts Foundation (YUAF)

YUAF is an East London-based charity whose mission is to empower the lives of young people by strengthening their well-being and building opportunities through creativity and culture, ensuring that they are seen, heard and celebrated. Through the WEBCFF, their YUAF Futures programme was funded. YUAF Futures was specifically created

for young people aged 16-19 years from communities challenged by inequality to provide them with opportunities to progress into desirable workplaces/ employment and/or help them gain a qualification, skill, or training that leads to improved possibilities and increases diversity and inclusion in workplaces. This project has enabled young people to explore their chosen career choices, and through the experience and training, discover more about the reality of those fields, which enables them to make more informed choices about their future based on experiential learning.



YUAF - Taralea at Hospital Records



YUAF - Urban Creative Clothing X Small Steps



YUAF - Timi at KISS FM



YUAF - Taralea with the Hospital Records Team



Case Study:

X-Conversation

Led by young people with criminal justice system experience, X-Conversation is a podcast platform showcasing interviews with inspirational individuals. Some are ex-offenders and their families, others are 'allies', Criminal Justice professionals, community leaders and inclusive employers. X-Conversation understands the barriers faced upon release from custody and just how employment and rehabilitation go hand in hand. X-Conversation champions transformational change, encouraging employers to get behind talented ex-offenders who are committed to turning their lives around, judging them for where they want to go rather than where they've been. They were awarded a Capital/Capacity Building grant to develop as an organisation and develop sustainable strategies for the organisation.



X-Conversation



X-Conversation



X-Conversation



X-Conversation



Case Study:

Caramel Rock

Caramel Rock is an educational charity that provides training in fashion and creative arts and job opportunities. They focus on empowering and supporting young people to access varied training and opportunities within the fashion industry. They provide services for young people of different academic levels. Funding their 'Stitch to Work' programme has seen over 30 young people access 121 support, accredited BTEC vocational diplomas in Level 1 and 2 in fashion and clothing sustainability, including the development of a portfolio of work and a creative CV for each learner participant.



Caramel Rock



Caramel Rock



Caramel Rock



Foundations Programme

We have utilised our platform and public commissioning opportunities provided by the City of London Corporation (CoL) to advocate for the role of Fusion Skills and their wider creative learning agenda. The initial year's work provided space to pilot and test new ways of working with our communities to deliver education and employment opportunities equitably and inclusively. The learnings from this work have been stitched across the delivery of all of our work over the last year to provide new and exciting commissions, creative education, engagement projects, learning activities and opportunities to support and invest in children, young people, residents, cultural organisations and diverse artists/creative practitioners.

In June 2022, we launched a call out for proposals for the final year of Connecting People & Places (CP&P) Fund, which has been positioned to bring together different strands of work that have previously been funded by COL under a single platform. We targeted projects whose aim is to build capacity for inclusive creative learning projects across a diverse range of contexts and audiences. A key element of this has been the development of the innovative Co-Lab programme, which has provided a space for learning, problem-solving and co-designing across our grantee cohort – to deliver long-term impact to our local communities.

In direct response to one of the key initial funding outcomes for the City of London's funding to the Foundation, we were able to drive forward an opportunity that provided the first major opportunity to position East Bank as a creative collective and to demonstrate collaboration from across the partners and stakeholders. This co-commissioning format provided a platform for East Bank to work in close partnership with local boroughs to address specific place-based co-commissions. It also provided young Londoners of all ages and backgrounds opportunities to enhance the skills needed to forge careers in the creative sector.

The City of London's funding has been instrumental in supporting the alignment of programming content across cultural districts and embedding the Foundation's interdisciplinary and social justice approach across to our partners' work around creative learning. Moving into the final year of funding support from the City of London's Education Unit, the focus of the Foundation's work has turned to embedding the learnings of our programming to date across larger-scale projects. These, have sought to enhance capacity and synergies between the two new emerging culture districts of East Bank and Culture Mile and the wider value they may bring beyond our existing four-year partnership. We have major long-term ambitions for sustaining networks and nurturing relationships over the long term as we develop into a permanent presence in East London, beyond any particular programme.



These larger embedded partnership projects such as the Fusion Prize and Fusion Futures have each, in turn, sown seeds for future cross-district work and collaborations. A clear example of this going into 2023 is the delivery of the 'Co-Designing Equity in Public Places' competition, which from April to June 2023 will open a range of exciting new learning activities and career opportunities for children, young people and residents across the City and East London.

Our funded work and partnership development across the City and East London has reached many people, from families with children to young adults and across diverse backgrounds and locations. We were able to introduce the work and commitment of the City of London's education department agenda across a range of new community-rooted contexts and audiences whilst also working at scale with our East Bank partners. A particular focus has consistently been placed on broadening and adding value to the approach to creative learning engagement with respect to equity, equality and inclusion. Proactively and equitably opening doors that reshape the education and cultural landscape for young diverse East Londoners and offering marginalised and underserved communities' access to funding that they would not normally receive. For instance, across 2022 we continued to invest to ensure time was spent in building conversations with our partners (Creative Schools, UCL

and V&A) to engage them in future programming and commissioning of aligned programmes of work to expand the learnings from the Fusion Futures programme.



Pell Ensemble - Digital Leap



The programme continues to be developed across the four main strands and/or project activities to ensure work is aligned with the initial grant agreement outcomes as follows:

- Creative Learning Strategic Partnerships/Capacity Building
- Cross District Partnership Development/Programming
- East Bank Collaborative Programming
- Major Co-District Initiatives



The Magpie Project – London Rhymes Project

Crucially, the Foundation ensures that work linked to these programme strands are:

- Inclusive, accessible, agile and collaborative
- Supports economic development, local employment and communities
- Strengthens partnerships with local organisations, communities and East Bank
- Champions equality, inclusion and sustainability
- Takes a co-design and participatory approach

Evaluation reports for each of our larger collaborative projects (CP&P, Fusion Prize, Fusion Futures) have continued to provide the basis for our Year 4 Action Plan alongside feedback from our grantees to ensure we are responding to needs as they arise. We have modified the programme in light of the feedback we have received.



Highlights to Date



139 partner organisations involved



Total awarded
—
£104,500



4,028 learning participants reached across **340** workshops and/or learning sessions



13 funded projects
10 connecting people & places grants and
3 r&d commissions



45,499 engagements with audiences, **38,048** people benefiting from in-person or offline activities, **7,421** benefiting from online activities



180 new creative commissions



38 freelancers or entrepreneurs supported



32 applications



111 one-to-one career sessions or relevant coaching, mentoring and cpd



77 public events, performances or exhibitions



27 formal jobs or training opportunities provided, **23** volunteer opportunities provided



199 artists or creative practitioners engaged



40 schools engaged



Case Study:

Fusion Futures

Fusion Futures aims to support young Londoners to find their creative voice and collaborate with others to share ideas and tackle challenges. A response to the changing world of work and the challenges of the 21st century, Fusion Futures is an arts-based learning programme that explores and develops key life and employability skills with 15-25-year-olds. The programme pairs a creative practitioner with an industry partner to design and deliver a series of arts-based workshops culminating in a challenge day. The programme explores collaboration and was designed in collaboration: Culture Mile Learning, Barbican Creative Learning and Foundation for Future London came together to support a pilot that was delivered in five secondary schools across 2021-22.

In 2022/23, the Foundation committed £50k to the scale-up of activity to an increased number of schools/young people and to add value to the delivery of the Fusion Futures programme as a flagship cross-district partnership project. The programme was delivered by a host of partners including Culture Mile Learning, Barbican Learning and Creative Schools alongside several artists and creative facilitators.



Summer School - Fusion Futures. © Torri Stewart



Summer School - Fusion Futures. © Torri Stewart



Summer School - Fusion Futures. © Torri Stewart



Case Study:

Connecting People & Places Fund - Collaborative Commissions 2022

The Connecting People and Places (CP&P) Fund supports East London partners to deliver inclusive arts, education and employment programming and creative placemaking, focusing on Fusion Skills, partnership development and capacity building. In 2022 we opened the Connecting People and Places Fund's Collaborative Commissions to fund a smaller cohort of collaborative-focused creative learning projects.

Following an open call for projects, which ran until 22 April 2022, we awarded 10 projects with a focus on

partnership development and capacity building for inclusive cultural-led creative learning projects for children and young people, their families and schools over the Summer and into the new academic term, from June 2022 to November 2022. In total, the Foundation committed £75k to this round of CP&P funding. There were 32 applications to the fund, 14 were shortlisted, and 10 projects were confirmed and received up to £10k with a focus on collaboration and a commitment to equality, diversity and sustainability.

The funded projects ranged from theatre about Black and mixed-race experience, a cultural guidebook to London for recently arriving asylum-seeking children to digital dance and immersive technologies. This work will unlock further understanding of how creativity can be used to deliver arts, education,



Art Matters – Listen to Your Art Beat



and employment programming that provides creative learning opportunities, employment and leadership roles, training and fusion skills development.

Alongside the latest round of CP&P funding, we delivered an innovative programme of peer-to-peer support, advocacy and advice to ensure that funded work was aligned with the work of all CP&P grantees. Collectively, we have built synergies between projects and shared learnings across wider cross-district and Borough initiatives. Alongside tailored one-to-one capacity-building support, the programme connected the grantees with each other,

the Foundation and City of London staff, communities, local networks and partners to co-develop an accessible and relevant programme over an eight-month period, from May to December 2022. In-person events took place in Here East and the Good Growth Hub.

The support programme also allowed the Foundation to offer a platform that facilitated a deeper level of collaboration with and between our grantees. We were able to explore the potential for commissioned projects to network and collaborate to reach wider audiences, share resources e.g. venues, recruitment platforms, marketing, share skills and



Purple Moon Drama – Project Platform



Purple Moon Drama – Project Platform



Purple Moon Drama – Project Platform



expand impact work and partnerships both in short-term and longer-term past the life of this commission. Additionally, the Foundation provided additional support to the cohort so that they could address access issues for their participants and take a collaborative approach to project reporting and evaluation.

“

The idea of bringing all the grantees together for the support sessions is **GAME CHANGING!**

”

The labs were great. Really enjoyed getting to network with other artists. The skills-building & access to the fundraisers was really special. Loved the support to find new ways to evaluate. Felt supported throughout the whole process.

“

Great access to super knowledgeable and experienced people. Labs in groups are great for learning from other grantees too.

The successful grantees and projects were:

- Babel Theatre – The Orpheus Project
- Chalo HQ LTD – Dialed In x Blackhorse Responders
- Dost Centre for Young Refugees and Migrants – Guidebook to London
- Hyperactive Developments – Economy 4.0 - Newham Sparks
- Idea Space – The Unseen Local
- Lucy Orta – Traces: Stories of Migration
- Pell Ensemble – Digital Leap
- Purple Moon Drama – Essentially Black
- SEEit Working Trust – Rules of Engagement Learning@ – Better Connecting Youth Workers & Creatives for a more inclusive cultural/creative sector
- Women Over 50 Film Festival – Moving Pictures



Case Study:

Shared Training & Employment Programme (STEP) - Fusion Workshops

2022 saw the launch of a new dynamic and necessary peer-to-peer sharing website called Day Dreamers, developed collaboratively by 10 Global Majority young people from East London to provide an online resource for early career creatives to navigate their paths into creative careers. They created content that shared tips, advice and resources with other early entrants to creative careers. The Foundation commissioned this work to build on the approaches and learnings developed through the Fusion Prize. Subsequently, East Bank STEP interns, BBC and A New Direction worked with Fusion Prize

winner Play Nice to develop a series of resources to showcase/signpost creative career paths to young people aged 14-17 years old and their parents/guardians and teachers.

The focus of work was shaped by a series of co-design workshops run by Play Nice, who brought in learnings and networks from their Fusion-Prize winning 'The Pattern' programme. Toolkits for this process have also been made online for others to access.

Play Nice took the team through the co-design process effectively and consolidated inputs to agree on a brief with the partnering organisation (BBC proms team). Through working three sprints together as a cohort, the cohort had learnt the value of collaborative working. From conducting independent research and crafting, active members



Summer School - Fusion Futures © Torri Stewart



of the group project are now able to include this in their CVs and cover letters for future opportunities. The various sprints took place at The Good Growth Hub, Hackney Bridge and A New Direction's Worship Street Office – and were focused on collaborative working between trainees, trainers, partners and facilitators.

The group project experience included a commemorative event that hosted the group and allowed some time for the cohort to discuss their work on the project with a new cohort of young

people joining the STEP programme, employers, partners and more. The project itself also brought in additional young creative professionals and a website developer to support the furtherance of the work. As a result of this project, A New Direction is reviewing ways the approach taken can be further embedded into future STEP cohorts' engagement with collaborative group projects – and continue to share their experience and learning with young people who are also navigating a path into the creative industries.

Case Study:

East Bank Summer Programme 2022

In summer 2022, East Bank launched its first creative programme, funded by the Foundations Programme, a series of free cultural events that ran from 23 July to 25 September 2022 in Queen Elizabeth Olympic Park and neighbouring venues across the four Olympic boroughs – Newham, Hackney, Tower Hamlets and Waltham Forest

Bringing together new art commissions, live performances, talks and tours and a series of community workshops, the programme was supported by the Mayor of London, Foundation for Future

London, the City of London, London Legacy Development Corporation, and the councils of Newham, Hackney, Tower Hamlets and Waltham Forest. Marking 10 years since the London 2012 Olympic and Paralympic Games, the programme celebrated the continued legacy of the Games in East London and provided a taste of what's to come at East Bank.

The programme kicked off with The Great Get Together on Saturday 23 July 2022. East Bank partners hosted a series of live events, activities, performances and workshops as part of The Great Get Together's biggest-ever annual programme of music, dance, arts, sport and food across Queen Elizabeth Olympic Park. LCF hosted family-friendly creative workshops exploring mixed media and fashion zine-making, as



well as showcasing work by BA (Hons) Costume Design for Performance student, Mathilde Louise Lina Wehrich with a performer roaming the grounds promenade-style throughout the day.

East Bank also collaborated with London-based editorial and curatorial platform gal-dem on a major new series of public art interventions. gal-dem works with young people of colour from marginalised genders and commissioned four artists to explore the ways in which our daily lives have been changed by the pandemic. Erin Aniker, Hannah Ceren, Kirsty Kerr and Cherelle Sappleton contributed to a series of public realm artworks jointly named 'Getting Back to Normal – Utopia/Dystopia' and curated by Leyla Reynolds, founding member of gal-dem. Launched on 27 August 2022, the works appeared in and around Queen Elizabeth Olympic Park as digital screens, large-scale easels, printed hoardings, installations and more. East Bank has also co-commissioned a new creative project with each of the Olympic Boroughs, which ran throughout August and September.

A finale performance, 'Dystopia to Utopia: reimagining our future', was choreographed by Dannielle 'Rhimes' Lecointe and co-produced by East Bank and East London Dance, with Tony Nwachukwu as musical director. At sunset on 22 September 2022, the East Bank building site came to life with projections and genre-bending performances imagining our future as we rebuild as a community following the pandemic. The performance concluded the creative programme and celebrated the upcoming opening of the first building on the UCL East campus, a major landmark for the East Bank partnership as it begins to go live.

In addition to these free cultural events, East Bank also launched a call-out for East Bank SEEDED, a series of five-month-long residences for East London-based creatives, communities or collectives. V&A East, UAL's London College of Fashion and UCL East each ran a residency from Autumn 2022 to Spring 2023.



East Bank Creative Programme - Dystopia to Utopia Reimagining Our Future

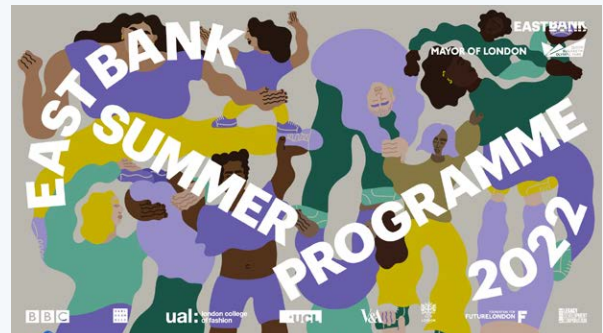
© Antony Jones, Getty. Image courtesy East Bank Partners



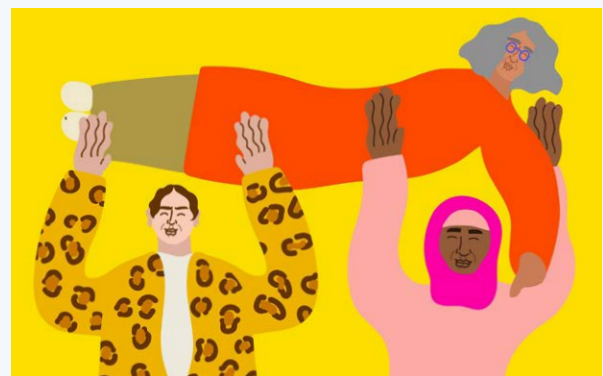
Participant in Forest Kimonos project at Arbeit Studios, Leyton Green. ©Adam Razvi.



Re-Construction Signs – Kirsty Kerr



Support Structures – Erin Aniker



East End Artists – Erin Aniker, commissioned by gal-dem for East Bank, 2022



Capacity Building, Co-Design & Placemaking

Capacity Building

We recognise the ever-growing need for local grass root organisations and individuals to have access to genuine capacity-building and organisational development opportunities. At the Foundation, we provide access to a free Capacity Building Programme through the WEBCFF, that provides the bedrock for growth and sustainability for both current, past, and future grantees. The sessions are facilitated by social entrepreneur Lisa Stepanovic MBE with a range of additional experts being brought in to lead on specialist topics.



Folk Arts in the English BIPOC Diaspora - Marie Bashiru

Examples of sessions over the last year have included:

- Application training sessions
- Defining your vision mission and values
- Wellbeing for social entrepreneurs and community builders
- Evaluations and case studies for charities, social enterprises, and communities
- Procurement for charities, social enterprises, and community groups
- Business model canvas
- Getting to grips with project finance
- Creating a strategic fundraising plan
- Creative brand storytelling
- Power of lived experience



“

I wanted to thank you for all your training. If it wasn't for you, I'm not sure we'd have landed our first FFL grant.

”

I can't thank you enough, and it's so enjoyable meeting more local charities and helping people.

“

Thank you for the support that you have given to me since I joined the capacity-building programme. I have been supported by you in both the Westfield grant process and the capacity-building programme. For the first time, I have been able to work alongside a dedicated professional with objectives that span further than the grant process itself. This has enabled insight into the value of Afro-immersive community experiences (Arts led) and the impact that our organisation could have long-term.

Co-Design & Social Impact

Co-design and a participatory approach are embedded in all of the Foundation's work. Our programmes are designed and implemented alongside our community partners and stakeholders. We work in conjunction with an independent impact assessor to ensure transparency and genuine feedback and community input is used throughout our activities. This independent assessor facilitates workshops, case studies and design of an authentic impact framework with our community, ensuring the Foundation is true to its word.

This impact framework has also empowered grantees to understand how to report in a meaningful way around individual, organisational and wider community impact. This in turn allows for a true impact picture to be shown at the end of our programmes and activity.



Pell Ensemble - Digital Leap



Our impact framework captures the following impacts:

- Develop technical and sector-specific and/or creative skills
- Gain essential skills
- Grow networks and awareness of local opportunities
- Gain self-confidence in their potential and self-initiative
- Are better equipped to process difficult emotions
- Become equipped to act as agents of change in their boroughs

- Are exposed to creative approaches to wellbeing
- Have increased employability
- Have an increased capacity for innovation and entrepreneurship whilst also growing diversity in these fields
- Have increased engagement with the cultural sector and benefit from community assets and available services
- Have improved physical and psychological mental well-being and health

As a funder that listens to our local community and truly wants to put resources in the hands of those who need them and know how to use them with the most impact; we are trialing a participatory, community grant awarding panel this year and are thrilled to be taking this participatory approach to the next level.

Participatory grant-making is the practice of passing grant-making power to the local community members and those with lived experience. In practice, it means placing those communities/ members at the centre of grant-making by giving them a role in deciding who and what to fund, matched against pre-established grant criteria. This form of grant-making is a conscious effort to rebalance power and create true transparency.



Placemaking

The Foundation continues to enhance its role as a leader, convenor, facilitator, catalyst and steward of the park, confirming that we play a key leadership function by facilitating inclusive placemaking for the communities we serve. This placemaking activity maintains an elevated objective to shape the local environment, sustainability and economic activity in East London to ensure inclusivity, social justice, and lived experiences are embedded throughout.



Idea Spcae - Local Unseen



Lucy Orta & London College of Fashion - Traces: Stories of Migration



Inspire Textiles - Start Up Cooperative



Creative Schools - Phoenix School



The Year Ahead

The year ahead and beyond for the Foundation promises to be exciting with significant developmental potential. With the continued opening of our East Bank partner's buildings, and the reduced functions of the London Legacy Development Corporation, the role of the Foundation will become even more prevalent to be the conduit between the East Bank development, the Olympic Park communities and the four boroughs. Our vision is that we see an East London of connected, economically thriving creative and diverse communities, accessing opportunities and growth potential through the changing East London landscape and beyond.



Idea Space - Local Unseen

We are excited to be launching the Foundation's new 2023-2028 Strategy and delivery plan in the autumn along with:

- 2023-25 Business and Fundraising Plan
- Stakeholder and perception mapping
- Larger team with new vital operational roles
- Wider thought leadership and PR opportunities
- Launch of Year 4 of the Westfield East Bank Creative Futures Fund
- Launch of a community participatory grant awarding panel
- Findings from Year 1; and development of a Year 2 Cultural Exchange Programme
- Larger networking and event occasions
- Impact Report: demonstrating how we have made a difference to people's lives



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Co-chair



Colin Bailey



Joseph Lyons



Sarah Lockhart



Andrew Adedipe



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Sarah Nelson
Director of Programmes
& Communications



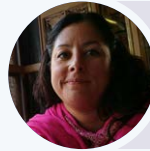
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Mouth That Roars – MTR Futures

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