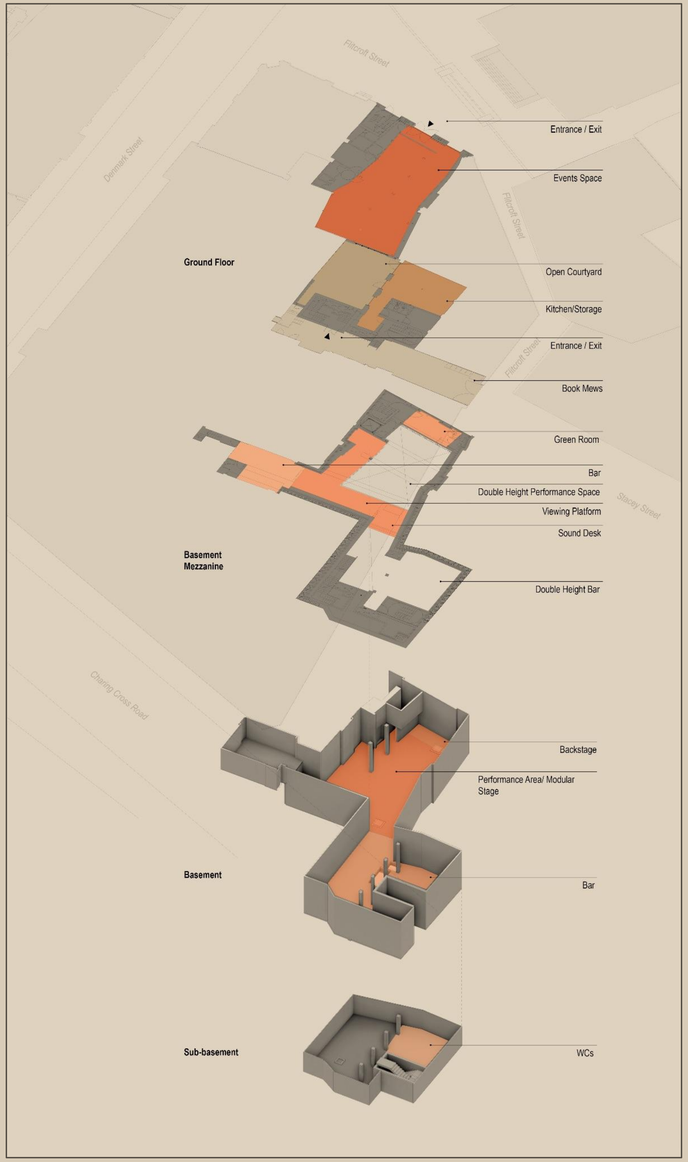
AN EXTRAORDINARY NEW COMMUNITY ARTS, EVENT AND MUSIC SPACE FOR ST GILES

FARSIGHT COLLECTIVE

FEB 2024



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INTRODUCTION:

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The Farsight Collective has taken a 25 year lease on a property extending across and below 4 Denmark Street, 4 Flitcroft Street and Book Mews, yards from the historic centre of the UK's music industry. We propose converting this into a mixed use community gallery / events space and a stunning grassroots live and electronic music venue.

The area has seen significant redevelopment and investment in recent years as part of the Outernet project. Our aims are to bring back credible, grassroots and forward-thinking music programming to the area. To create a multi-use events / arts space that emphasises accessibility and inclusivity and is designed around collaboration with local residents, organisations and the LGBTQ+ community. We believe our plan is the missing piece in the jigsaw.
The final ingredient to truly bring the area, and its rich heritage, back to life.

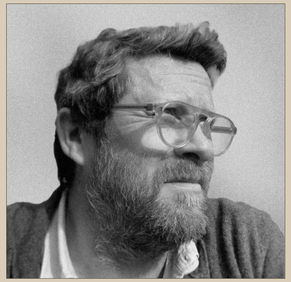
Together, our ever-expanding collective have decades of experience transforming challenging spaces into centres for music, art and culture. We've already lined up partners to guide our artist development, welfare, inclusion, community and education programs, which will be such a key part of the cultural contribution we are determined to make.
Our approach, as ever, is collaborative, conscious and inclusive.

Work has already begun to transform this exciting space into a cultural hub with genuine local impact and a global profile.

WE LEAD WITH CULTURE

The Farsight Collective is a fully independent, ever-expanding community of experienced, operators with a genuine sense of mission.

Pictured: the core concept team for the Denmark Street project - full bios available in appendix



Euan Johnston, CEO

Sean McLusky, Artistic Director

David Sharples, CFO

FARSIGHT COLLECTIVE

Duncan Dick, Culture/ Content Director

Dr Alex Frankovitch, Welfare / Safety Director

Ollie Stewart, Local Impact Director

Guy Rodger, Corporate Event Development

Charlotte Legge Events Coordinator

Florian Wupperfeld Placemaking consultant

CON TEXT:

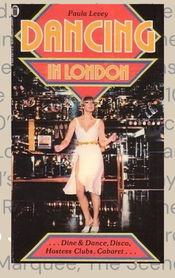
The West End of London has been the crucible of British music for decades..
Music scenes born and nurtured here have shaped contemporary culture, and the venues that championed these new art forms are fixed in history...

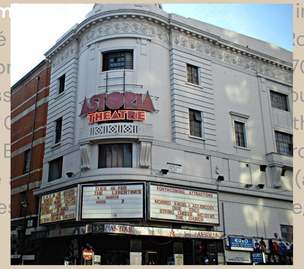
2

From the **Big Bands** at The Café De Paris in the 40's, **Jazz** at Ronnie Scott's and The 100 Club, **Rock & Roll** at The 2 I's in the 50's, **Rhythm & Blues** at The Flamingo, The Marquee, The Scene, Scotch of St James, **Psychedelic Rock** at The UFO in the 60's, **Disco** at Tramp, **Punk** at The Roxy, The Vortex (and The 100 Club) in the 70's, **New Romantic** at The Blitz, Le Kilt and Beat Rout, **Rare Groove** at The Wag, **Hip Hop** and **Goth** at The Gargoyle, **High Energy** at Heaven, **House Music** at The Astoria, LA2, The Embassy, The Brain and Heaven in the 80's, **Drum 'n' Bass** at Bar Rhumba and Leisure Lounge, **Brit Pop** and **Indie** at the Metro, Madame Jo Jo's (and the Marquee) in the 90's, and **Electroclash** and **New Rave** at Nag Nag Nag and Trash at the End... **it all happened here.**

WE LEAD WITH CULTURE

‘THE CRUCIBLE OF MUSIC CULTURE IN THE UK’





The 2 I’s in the 50’s / Rhythm & Blues at The Flamingo / Rare Groove at The Wag / Hip Hop and Goth at The Gargoyle / Madame Jo Jo’s (and the Marquee) in the 90’s / electroclash and new rave at Nag Nag Nag and Trash at The UFO in the 60’s / Disco at Tramp / Punk at The Roxy, The Vortex (and The 100 Club) in the 70’s / New Romantic at The Blitz / Jazz at Ronnie Scott’s and The 100 Club / Big Bands at The Café De Paris in the 40’s / Jazz at Ronnie Scott’s and The 100 Club, Rock & Roll at The Marquee, The Scene, Scotch of St James plus Psychedelic at The UFO in the 60’s / Disco at Tramp / Punk at The Roxy, The Vortex (and The 100 Club) in the 70’s / New Romantic at The Blitz, Le Kilt, Beat Rout / Rare Groove at The Wag / Hip Hop and Goth at The Gargoyle, High Energy at Heaven, House Music at The Astoria, LA2, The Embassy, The Brain and Heaven in the 80’s, Drum & Bass at Bar Rhumba and Leisure Lounge / Brit Pop and Indie at The Café De Paris in the 40’s / Jazz at Ronnie Scott’s and The 100 Club, Rock & Roll at The Marquee, The Scene, Scotch of St James plus Psychedelic at The UFO in the 60’s / Disco at Tramp / Punk at The Roxy, The Vortex (and The 100 Club) in the 70’s / New Romantic at The Blitz, Le Kilt, Beat Rout / Rare Groove at The Wag / Hip Hop and Goth at The Gargoyle, High Energy at Heaven, House Music at The Astoria, LA2, The Embassy, The Brain and Heaven in the 80’s, Drum & Bass at Bar Rhumba and Leisure Lounge / Brit Pop and Indie at The Metro, Madame Jo Jo’s (and the Marquee) in the 90’s / electroclash and new rave at Nag Nag Nag and Trash

BUT THEN THE WEST END WENT DARK

With multiple regeneration developments, the West End's live music scene started to disappear – The Marquee, Madame JoJo's, Bar Rhumba, The Wag Club, Gossips, The Alley Cat, The Borderline and 12 Bar Club all shut down. Works on Crossrail and Tottenham Court Rd station led to the closure of more live music & club venues like the Astoria, LA2 club, The Ghetto and the Metro Club. We saw the end of The End.

This completed the shutdown of almost all live music in the area.

The West End went dark.

‘UNBAKING THE DOUGHNUT’

Over the past decade, more and more cultural experiences aimed at young people - from music venues to art galleries - have drifted to the fringes of the city, away from the West End and its unmatched public transport links. Why does this ‘doughnut effect’ matter?

Pushing young people out to the fringes of the city for cultural experience:

- Raises travel safety issues especially for vulnerable groups such as women and the trans and queer community
- Often means more expensive journeys home in a time when rent insecurity and a cost of living crisis are impacting the young especially
- Robs a generation of investment and ownership in our shared cultural vision of London
- Excludes the most creative and dynamic demographic from the country’s centre of cultural gravity
- Is short termism that risks permanently alienating an entire younger generation from the area.

WE LEAD WITH CULTURE

We're proposing an extraordinary new community arts, culture and event space for London that celebrates and builds on Denmark Street and the West End's incredible musical heritage.

Below ground: a dedicated grassroots music venue that'll showcase and nurture new talent alongside international stars from every genre of music.

At street level, a community-led arts and event space that'll serve as a new cultural hub for St Giles.

Across three floors, these unique spaces will take inspiration from the past, the present and from around the world.

We're not just building an extraordinary venue, we'll be building a scene, and connecting the area with new communities and demographics.

THE MISSION:

3

The Mission: continue the spirit of creativity and cultural exchange that made this area so legendary.

The best way to celebrate the extraordinary legacy of Denmark Street is to build on it, not Disney-fy it.
So instead of seeking to preserve those days in amber, our programming and development will truly acknowledge London's position as a melting pot for different cultures. We'll do this by community engagement, by building a cultural hub, by creating a grassroots music venue, and being a key part of the 'artist journey'.

COMMUNITY ENGAGEMENT

Denmark Street has a vibrant community of retailers, tenants and visitors, and by engaging with them to create joint events and activations, this project can be the connective tissue that binds the street ever closer.

But Denmark Street made its name in an era when music was 'guitar-centric' and opportunities were limited for artists who didn't fit the template. **Aspiring musicians these days come from every background and demographic imaginable - and are as likely to be plotting beats on a laptop as toting a guitar case around.**

We're constantly expanding the diversity of our Collective with both guest consultants and permanent members - because our proposal is based on engaging with different communities, collectives and organisations to ensure diversity, equity and a space that truly represents London as a centre of culture.

Meanwhile our educational and community engagement programs - whether cultural or operational - are designed to be hyper-local and benefit of the residents of Camden and St Giles.

Discussions have already begun with local organisations and stakeholders

THE POSH CLUB

Camden Black Creatives

YOUNG CAMDEN FOUNDATION

CAMDEN PEOPLE'S THEATRE EST.1994

LONDON LGBTQ+ CENTRE

access creative college

EQ50

REGENT SOUNDS of Denmark Street LONDON

LSA

YOUTH MUSIC

CREATORS HOUSE

THE ARTIST'S JOURNEY

We believe that smaller / mid size venues - especially given the heritage of Denmark Street and our commitment to being a grassroots music venue - have a responsibility to be part of the 'artist's journey' - from bedroom or garage to WC2H to the main stage at Glastonbury or Latitude.

So we'll put a heavy focus on promoting opportunities for new and breakthrough artists to perform, whether alongside their heroes or helming solo gigs. We'll provide a full back line of equipment for touring musicians who can't yet afford to hire or transport their equipment on tour.

Allied to this we'll continue to develop our extensive relationships with events, venues and promoters across the world to facilitate these journeys.

Furthermore, our relationship with organisations such as LWE (see page 47) means we're well equipped to support that journey to success all the way through.

THE 'SOUNDCHECK' PROGRAM:

To further celebrate and build on the heritage of Denmark Street, we will create a hub for artist and technical development, with mentor programs and workshops featuring industry figures and partner organisations, and a salon environment where artists from a diverse range of backgrounds and genres can network, build relationships, cross-pollinate ideas and equip themselves for success in the business - on their own terms.
We call this the Soundcheck program.

Read more about the program, and our partners, in Section 5.

THE SPACES:

4

AN NEW COMMUNITY AND CULTURAL HUB FOR ST GILES

4 Flitcroft Street

4 Flitcroft Street

THE SPACE

Creating a distinctive and compelling - yet highly flexible - environment for events, exhibitions, installations and the visual arts, **'Meanwhile On Flitcroft Street'** will become one of London's most exciting mixed use events spaces.

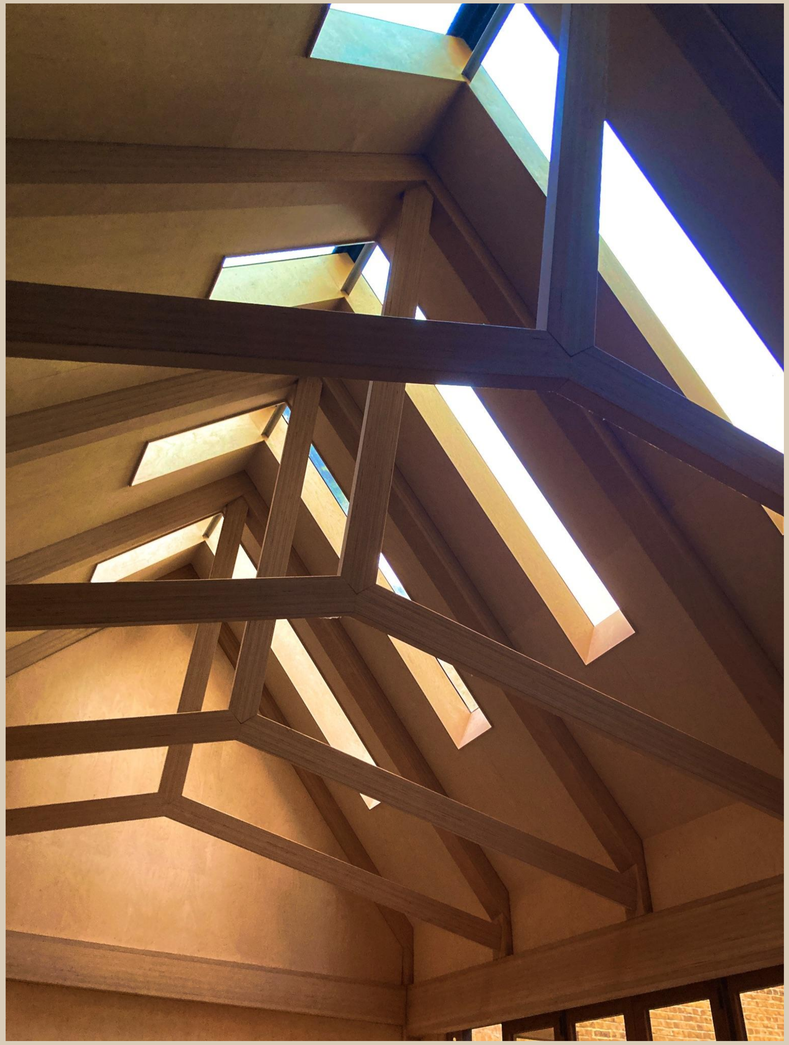
A semi-permanent exhibition celebrating the art, culture and heritage of the area will make sure the space never goes 'dark'.

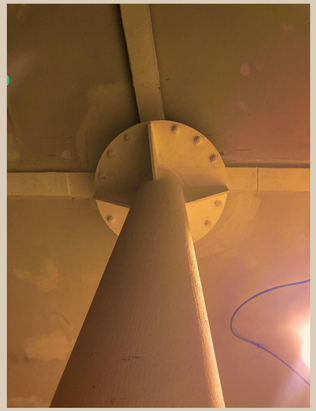
This can be quickly and definitively removed when necessary to create a tabula rasa for events by artists, brands, local orgs and private hire clients when required.

4 Flitcroft Street

THE SPACE

Professional level catering prep facilities and a ‘sun trap’ courtyard add an extra dimension to this stunning location.
Provisional 2024 bookings so far include the launch event for Irvine Welsh’s next book, an exhibition by local artist and historian Jane Palm Gold focusing on local resident Derek Jarman, an art show for Marc Almond, and a joint exhibition with the Museum of Contemporary Youth Culture.





4 Flitcroft Street 'The Departure Lounge'

All venues, even smaller grassroots venues like ours, have to find solutions for a number of patrons exiting the venue simultaneously when events come to an end. We also believe that our job as a venue doesn't end until our visitors - particularly women and vulnerable groups - are on their way home safely, quietly, happy and fulfilled.

A new innovation in customer welfare and nuisance minimisation pioneered at 4 Flitcroft Street will be its use as a dedicated 'departure lounge' as late night events wrap up in the music space below. Open several hours before closing and for a period afterwards, this is a dedicated area where visitors can arrange transport 'off-street' and our welfare and security teams can identify and solve any potential issues.

A space for quiet dispersal and 'decompression'

4 Flitcroft Street 'The Departure Lounge'

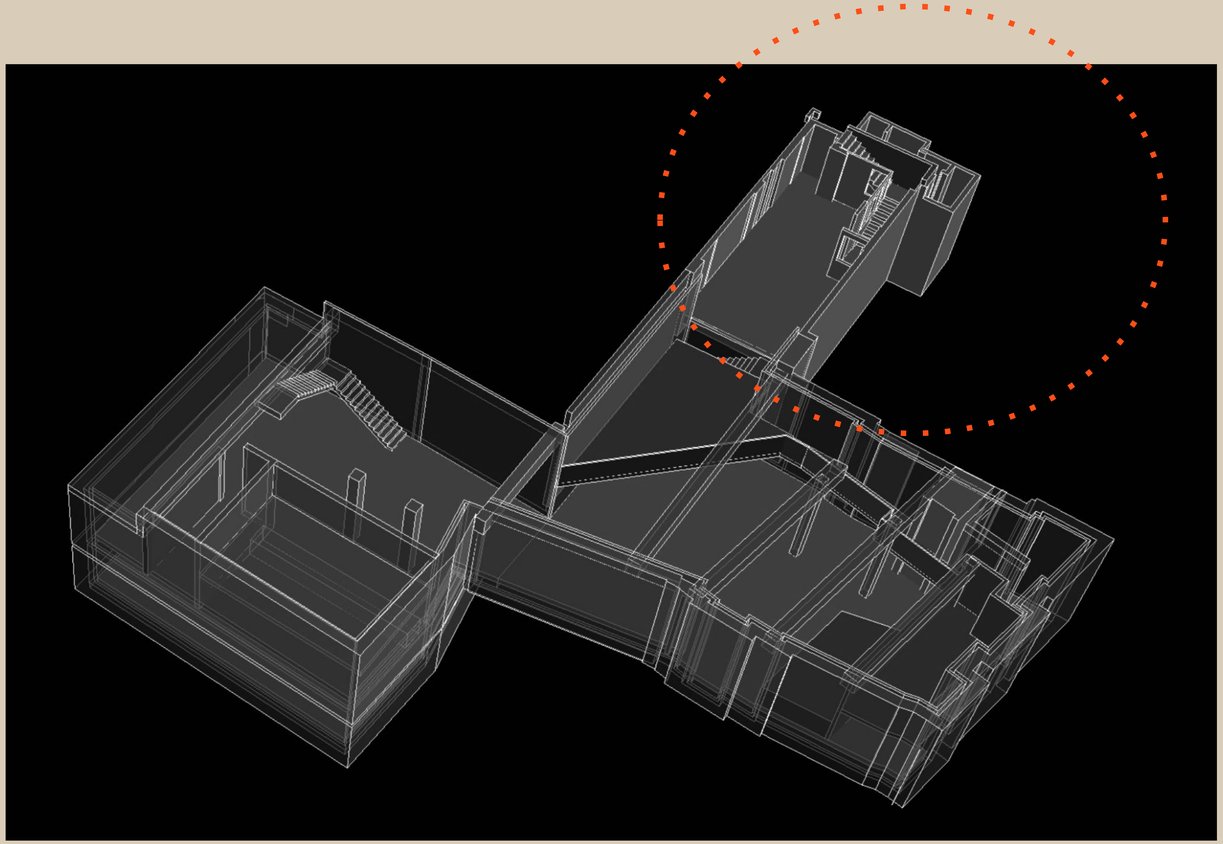
This unique feature serves as a general welfare area, providing a safe and comfortable space for customers to gather, relax, and seek assistance.
This extended availability surpasses industry standards and demonstrates our dedication to the well being of our customers and neighbours.
With comfortable seating, phone chargers and soft drinks available, here customers will have a chance to get used to leaving the area and to be advised of best practice to minimise local disruption.
They can order cabs on their hailing apps and **stay inside with security** until their cars arrive. A display board will link to TFL live bus and train departures from Tottenham Court Road and the surrounding network.
This managed space for quiet dispersal - this 'departure lounge' - will be in operation on all late night events.

FARSIGHT COLLECTIVE

Music Space Bar: 'Billie's'

MUSIC SPACE BAR

A subterranean hangout located below 4 Denmark Street on the site of the former Alley Cat Club.
During night events in the music space, it will act as a secondary bar area connected to an accessible viewing platform- where wheelchair-using music fans can enjoy the best view in the house.



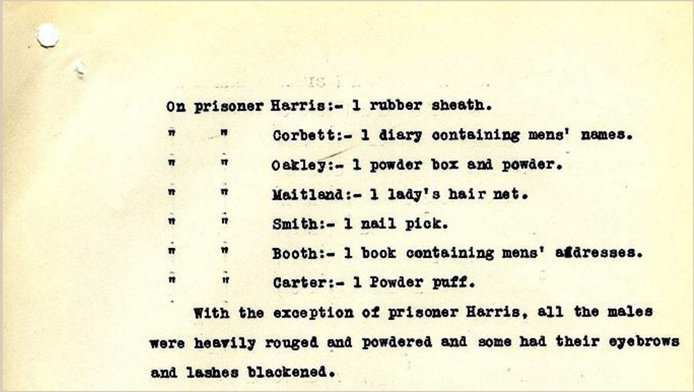
BILLIE'S: THE LEGACY

Somewhere within the footprint of our site lies the location of 1930s LGBTQ nightclub Billie's.

The target of surveillance by undercover police officers followed by a well-publicised raid in 1936, Billie's epitomised the outsider spirit of the area.

With music provided by the notorious chanteuse Rosa Loader, Billies was an underground haven for the queer community as well as a musical landmark.

We intend to celebrate that legacy both by bringing back the diversity and outsider spirit that fuelled the area's creativity with this bar space.



On prisoner Harris:- 1 rubber sheath.
" " Corbett:- 1 diary containing mens' names.
" " Oakley:- 1 powder box and powder.
" " Maitland:- 1 lady's hair net.
" " Smith:- 1 nail pick.
" " Booth:- 1 book containing mens' addresses.
" " Carter:- 1 Powder puff.

With the exception of prisoner Harris, all the males were heavily rouged and powdered and some had their eyebrows and lashes blackened.

l-r : Rosa Loader, Billie's in 1936, police statements

Billie's

At a time when so many of London's queer spaces have been shutting down, we're committed to honouring the legacy of Billies by making the bar space available during the day as a safe and nurturing meeting place for queer and non-binary collectives, groups and communities.

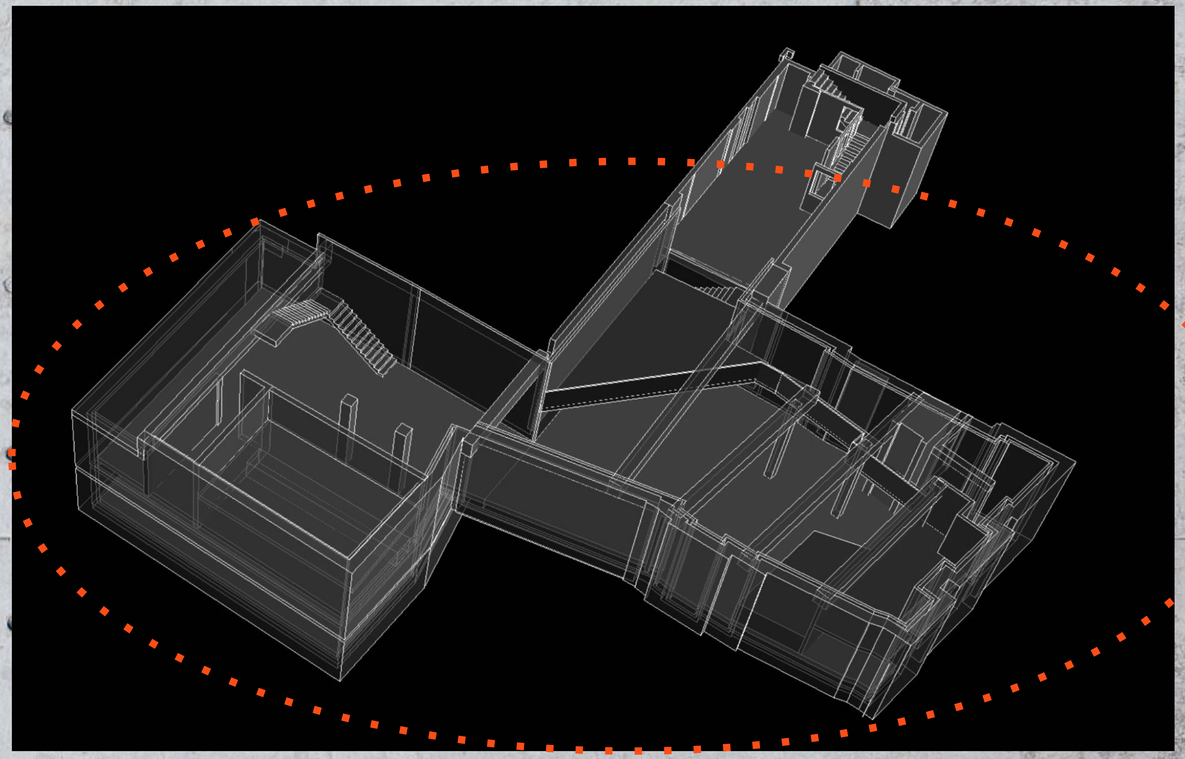
A place where events and activism can be plotted and lasting connections made. A forum and a salon for the outsider spirit that has fueled creativity in Denmark Street, Soho and Camden since the jazz age.

Initial talks have already begun with various collectives and community groups to shape the design and constitution of this space around their needs.

LONDON LGBTQ+ CENTRE

HE.SHE.THEY.

The Music Space



A GRASSROOTS MUSIC VENUE

We are proposing a 'grassroots music venue' in line with the definition contained in the Mayor of London's *Music Venues Rescue Plan (October 2015):*

Elephant Test
Musicians and audiences in the town/borough/city think that it is *the* Grassroots Music Venue.

Focus on cultural activity as its main purpose and its outcomes
The venue's raison d'être is the music it programmes.

It is a music business, run by music experts
An organisational focus on music. Other ancillary services (alcohol, food, merchandise) subsidiary or dependent upon music activity.

It takes risks with its cultural programme, Knows that risk taking is the ignition system of the engine that is the UK music industry

Programmes artists that deserve audiences with no expectation of direct financial reward; as a result of this loss making activity, significant economic returns become available to the UK music industry.

A Beacon of Music and key generator of night-time economic activity
The presence of a Grassroots Music Venue (or venues) provides a central beacon of music activity that inspires towns/ boroughs/cities to be musical, and the absence of one causes a dearth of music activity. By programming and reputation, GMVs attract audiences who add significant value to other aspects of the night-time economy (restaurants, pubs, bars, clubs, transport).

Plays nicely with others
Occupies an important role within its local community and is open to further networking.

A Grassroots Music Venue displays some or all of the above characteristics, dependent upon factors such as location, economic climate, or seasonal variations.

Initiatives such as our 'Artist Journey', 'Soundcheck' and 'Discovery' programs (read on) demonstrate our commitment to bringing a GMV to the ideal location: Denmark Street.

THE MUSIC SPACE

EUAN JOHNSTON
CEO

-20+ years of experience creating incredible cultural spaces in unusual or challenging London locations
-Founder / owner / operator of legendary venues SEOne, Cable, Crucifix Lane and the Steel Yard
-Founded the Farsight Collective four years ago to transform underutilised spaces into centres for culture and community.

“The subterranean music space design is inspired by legendary venues that built a ‘scene’, from Whisky A GoGo and CBGB’s to the Marquee and the 12 Bar.
It will be fully accessible to all patrons, with four exit points.
A bespoke, flexible stage build means the space can be calibrated towards every genre of music, from intimate acoustic gigs to experimental electronic nights.
The aesthetic will be bare, industrial and authentic; a blank canvas for the incredible programming, immersive lighting and the UK’s best sound system - and completely soundproofed.”

THE MUSIC SPACE

A Grassroots music space with accessible viewing platform and step free access

THE MUSIC SPACE: NOISE IMPACT

RICHARD VIVIAN
ACOUSTIC
ENGINEER
BIG SKY
ACOUSTICS

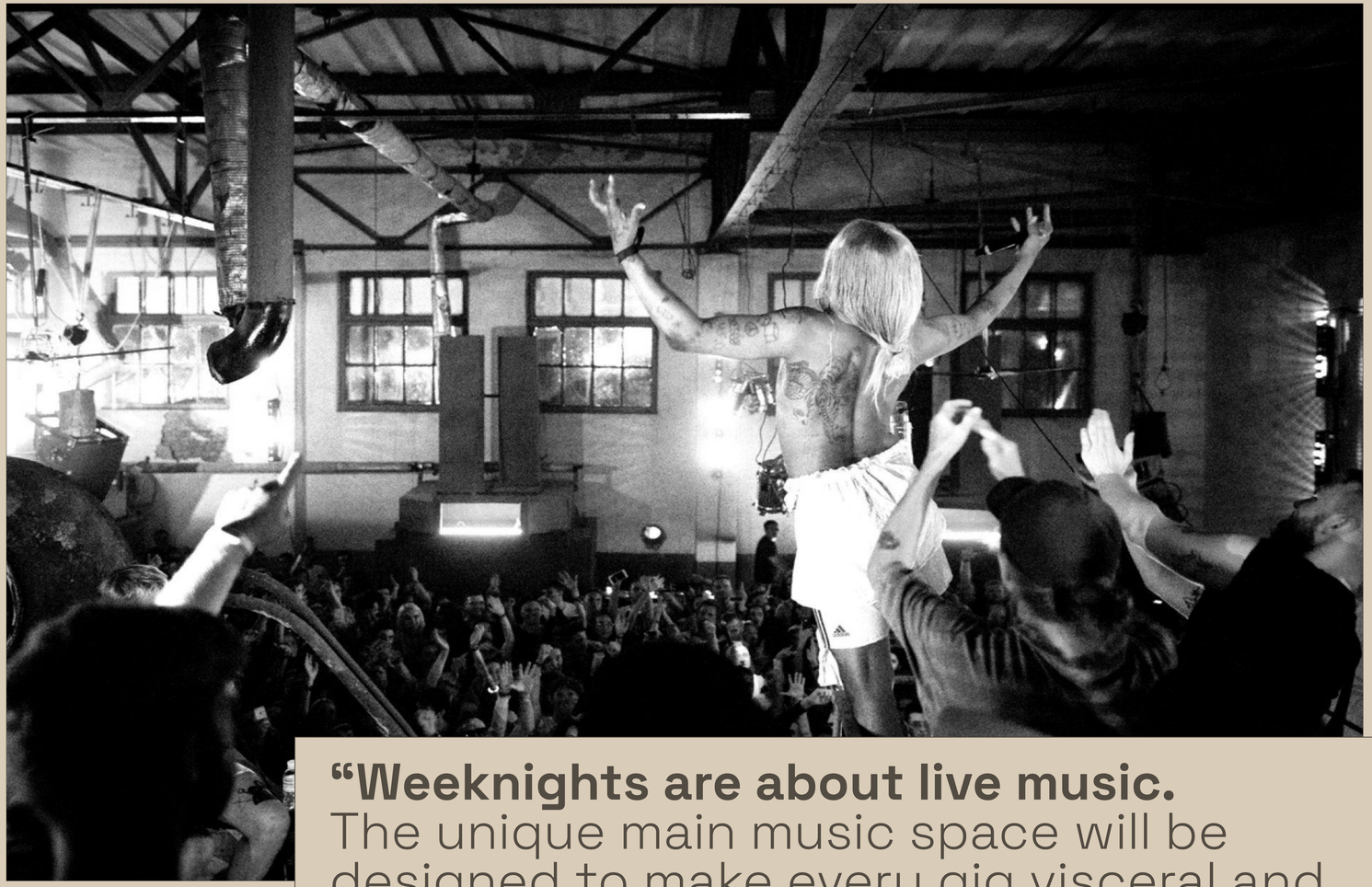
big sky acoustics

"The building forms a highly robust envelope to contain noise from all internal activity. **All high noise levels are contained within the basement** which is lined and capped with a massive concrete structure and accessed through multiple door sets.
Professional sound equipment will be configured to optimise sound in this area and specifically controlled to ensure there is **no noise breakout** from the building."

THE MUSIC SPACE: LIVE WEEKDAYS

SEAN MCLUSKY
ARTISTIC DIRECTOR

- Creating and promoting London venues since 1989 when he launched the Brain Club in Soho.
- Transformed The Scala cinema in Kings Cross into a music venue.
- Launched and programed THE 1-2-3-4 FESTIVAL in Shoreditch 2007 - 2012.
- Created the international club series Return To New York with legendary producer Arthur Baker at Terence Conran's Great Eastern Hotel.
- Recently drove the development of a new music / educational venue in Manchester, NEW CENTURY.



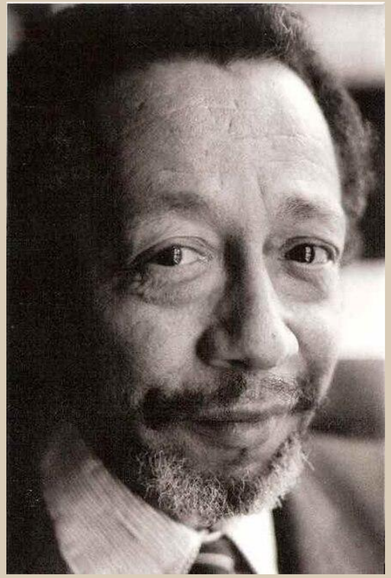
"Weeknights are about live music. The unique main music space will be designed to make every gig visceral and exciting; intimate yet spectacular."

LIVE PROGRAMMING: LOCAL HEROES

"The disappearance of live music venues from the West End and Camden over the past decade has drastically and negatively affected the opportunities for local artists to perform, succeed, and express themselves.

In an area world famous for its contribution to music, its homegrown artists are being forced to look ever further afield to make their dreams a reality.

An important strand of our live music programming will be to identify and showcase bands and artists with a local connection - whether established 'local heroes' or the heroes of the future, re-establishing this area as a hotbed of musical creativity once again."



Some of the artists past and present who were born in or who will always be associated with Camden. Clockwise from top left: Cab Kaye, Madness, Amy Winehouse, Bakar.

LIVE PROGRAMMING: RESIDENCIES

"Another strand of our live music programming will focus on booking artists with a passionate following who would normally play much bigger venues.

We'll set them up with a 'mini-residency': blocks of three / four shows on successive week nights in the main music space.

This will make every single gig an unforgettable experience for fans, enable us to build deeper relationships with the artists and also bring their communities into ours.

Where possible we'll encourage the headline acts to curate their own support, with an emphasis on new and emerging grassroots acts."

E.G clockwise from top right: Fat White Family, Roisin Murphy, FKA Twigs, Bonobo

ELECTRONIC PROGRAMMING

- As Editor of Mixmag, covered clubs and festivals in 40+ countries - later writing the book 'Destination Dancefloor', an atlas of global club culture released Oct 2022.
- Producer of the 2022 PA Media Festivals Of Journalism in six cities across the UK.
- Pioneered community partnerships with organisations such as shesaid.so, Equalising Music Initiative and Safer For All and brands including Ballantine's and BudX.
- Founder of content studio Devil's Ivy Creative.

"Our weekend program is about bringing world-renowned electronic music back to the West End of London, taking inspiration from the past, present and future of the global scene."

WEEKEND ELECTRONIC PROGRAMMING

"On Saturdays we intend to build up a trusted flagship in-house promotion with local and global appeal.

That means beloved residents curating high profile guest artists and emerging live talent with a clear musical aesthetic and values.

A consistency in hosts and programming will **build community and give attendees a deep sense of ownership** of the night and space, turning visitors into evangelists.

Meanwhile a carefully curated press and socials campaign will give the space a global media footprint."

"On Fridays we'll rotate trusted and carefully curated guest promoters from the UK and around the world each month, with an emphasis on grassroots, representation, innovation and community. While all of our nights will benefit from a safe space and inclusive policy, these will include **regular promotions that are specifically designed for the queer and non-binary community - and run by people in those communities.**

These bespoke promotions for the space will bring the best of the global electronic scene to the musical centre of London."

WE LEAD WITH CULTURE

THE DISCOVERY PROGRAM

A key part of our proposal is re-establishing Denmark Street as a community where new music is created and new talent is discovered. A true grassroots music venue.

To this end we intend to work with the local retail and creative community to run joint ventures, events and collaborations that will showcase new music and artists.

One important strand of this will be our 'Discovery' nights, most likely run as a creative partnership with brands or organisations from the worlds of media, ticketing or music technology.

The Discovery nights are where we begin the 'Artist Journey' the Artist Journey from their break in WC2H to one day performing at festivals and arenas.

DISCOVERY: LIVE

A chance for unsigned bands, singers and troubadours, vetted by our team and/or referred by the Denmark Street retail community, to take the stage and perform in a professional set-up in front of an enthusiastic crowd - including A&Rs, journalists and music industry figures.

DISCOVERY: ELECTRONIC

A forum for new producers and experimental electronic acts to push the boundaries of the genre in new ways in a highly professional set-up - with a high-spec sound system and curious audience.

Besides becoming events where new talent is nurtured and discovered and new horizons explored, Discovery Live and Discovery Electronic will also be incubators for future residents and performers at our own events.

MUSIC SPACE: DAYTIME / CULTURAL PROGRAM

We have no intention of letting this incredible subterranean space rest empty by day.

The music space will become a genuine cultural hub, supporting London's music scene by working with organisations that provide opportunity and skills for young creators and technicians from all backgrounds - and using the facilities and expertise available to guide the journey of new artists from studio to stage.

There is also huge potential for hosting gallery and art events across multiple spaces - and on the commercial side, stunning album launches and events for the music industry.

Already provisionally booked in we have an immersive cityscape created by a collective of Goldsmiths and St Martins Art students, and an exhibition of artwork by the legendary singer Marc Almond.

All part of our mission: to bring grassroots musical and creative energy back to Denmark Street.

WE LEAD WITH CULTURE

WEL FARE & SAF ETY:

5

WELFARE & SAFETY

- PHD (Birkbeck University) and world leading expert on sexual consent and the intersection of nightlife, club culture, sex and drug use.
- Has advised organisations including Thames Valley Police, Global Drug Survey and Safer For All on nightclub welfare and sexual safety
- Consultant advisor and Welfare Officer for clubs and promotions around the world including London's Riposte and Howl

"Starting with a blank canvas allows us to 'bake in' the principles of safe space to the design and staff selection / training that so many venues struggle to retrofit -creating an environment that promotes self-expression, respect and and equity from the very first event."

WELFARE & SAFETY INNOVATION

“A major strand of our approach will be working with the most innovative and responsible promoters/ collectives in the city and empowering them to further develop welfare and safety practices in partnership with our teams. We’ll be learning from each other as we look to better serve the communities using our space.

For example, over the past decade, queer nightlife collectives have been pioneering in their use of welfare teams at their events.

Welfare teams are groups of trained individuals hired by the collectives who are dedicated to maximising the safety and wellbeing of event attendees – this involves things like sexual violence prevention and working with venue staff/security to ensure the smooth running of events for all involved.

People who work in these teams are always part of the communities who attend the events. For example, those who provide welfare at queer events will be part of the queer community. This ensures that welfare officers have the level of cultural competence required to gauge the needs of event attendees.”

TRAINING & COMMUNITY ENGAGEMENT:

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TRAINING AND DEVELOPMENT

Our training and development programs are all aimed towards the end goal of rewarding, fairly remunerated, medium and long term employment opportunities within the music industry, with a particular emphasis on young Camden residents - and those communities for whom such opportunities have often been out of reach.

WE LEAD WITH CULTURE

TRAINING AND DEVELOPMENT PARTNERS

Access Creative College

Our partner Access Creative College recently opened a state of the art London campus in London's Commercial Road. This brand new creative hub features higher education courses for 16 - 18 year olds in; e-sports, events management, music performance, music technology, media and computing, and spans across 19,000 sq. ft.

The campus features a dedicated esports classroom, a multi-functional event venue and a live music suite fitted with innovative recording studios, rehearsal rooms and production pods.

Access Creative College have multiple contacts for outreach in high schools in the borough of Camden and London wide, and will be contacting schools and offering free 'Taster Days' for pupils with interest in music, music production, music promotion and event production.

These 'Taster Days' will give access to experts and professionals from the wider Farsight Collective, who'll offer guidance on the myriad career paths available through music venues, including event production, sound engineering, event promotion and marketing. There will also be practical demonstrations of live music set up, production and performance at these free outreach events.

During 2024 (while our new music space is in development) 'Taster Day' sessions will be hosted at Access College Campus in their well equipped live music space, with use of all equipment; sound system, lighting and sound desks plus musical instruments. - the 'Taster Days' will be held on school holidays and half-terms

When our music space opens in 2025 we will also host 'Taster days' plus 'work experience engagement', where young people will be able to engage with the production of live music shows, shadow our in-house technical staff during set up for musician's sound checks, and shadow management staff during event operational preparations.

Older Access College alumni will be able to sign up for work experience where they will assist and learn from our technical and management teams on set up, through show times to pack down.

Access Creative College will be a primary source for interns, work experience placements and apprenticeships for events management students & alumni.

Most importantly, we will offer paid work for college-trained technicians and sound engineers.

TRAINING AND DEVELOPMENT PARTNERS

WE LEAD WITH CULTURE

London Sound Academy
LSA is the UK's most exclusive electronic music academy based in Camden Town, London. They have a reputation for training the most outstanding DJs and producers and giving them the keys to unlock the industry. Many famous faces have even launched their careers at LSA. As such, the academy is fast becoming a global hot spot in electronic music attracting international students.
LSA's innovative and industry-led teaching methods and curricula have also attracted the attention of Pioneer DJ and the brand has recently awarded LSA the accolade of Official Pioneer DJ Education Partner in addition to multiple ongoing partnerships.
2024 will see the expansion of LSA into higher education courses and a partnership with Farsight Collective will provide work experience opportunities for their alumni.
When we open, LSA Students will be offered access to hands-on practical training opportunities, from warm-up slots at events to ghosting/assisting our engineers on set ups and sound mixing and even promoting their own events, mentored by our promotions team and technical staff, while LSA and Farsight Collective will offer the opportunity of subsidised training for young local residents.

PLUS...
We will continue to seek out partners who share our values and who can help make our training program ever more inclusive

TRAINING AND DEVELOPMENT PARTNERS

LWE are London's most established electronic music event organisers, holding parties since 2010. Their projects include Junction 2, elrow Town London, ION Festival and Siso Festival, alongside producing individual shows for venues around the Capital.
In 2023 LWE promoted eight festivals across the UK, welcoming a total of 300,000 people through the doors and employing a full time staff of 37.

Paul Jack, Executive Director LWE / U-Live

"LWE / U-Live is prepared to offer a firm commitment to providing long term and freelance employment across our hundreds of events in the UK for the most talented trainees, interns and apprentices from the Farsight Collective's training initiatives. We are also thrilled to engage with the Discovery / Artist Journey programs, feeding carefully curated artists, musicians and DJs discovered in the music space into our festival and event programming."

COMMUNITY ENGAGEMENT: ENVIRONMENTAL

It's become painfully clear from our neighbourhood outreach, our nighttime assessments and our own personal experience that the immediate area of Flitcroft Street / Stacey Street has for many years suffered from anti-social behaviour, litter, public urination and worse.

We are determined - and have policies in place - to put an end permanently to this blight. Our security presence around the area will be significant and extend beyond closing time.

Litter patrols will be conducted throughout the night and will be documented and logged and signed off by the DPS on the night - and these logs will be available for inspection.

Furthermore, new lighting - designed with, and only installed after, consultation with local residents and police - will remove any dark places where illicit activity is more likely to occur.

COMMUNITY ENGAGEMENT / SOCIAL CONNECTION

The Posh Club

The Posh Club is a glamorous performance and social club for older people held regularly in five locations across London and the South East.

Each three-and-a-half hour event is styled as a tongue-in-cheek 'posh' 1940's afternoon tea with three live show business turns, volunteer waiters in black tie, vintage crockery and an in-house pianist.

It's a fun event for about 100 participants a week, held in the heart of the community in elegantly transformed church halls and other grassroots spaces and emphasises dressing up, regular access to live performance, social connectivity and intergenerational volunteering.

Mindful that issues of social isolation among older people are as prevalent in St Giles as anywhere else in the UK, we are currently in discussions to offer Posh Club a new, regular home at 'Meanwhile On Flitcroft Street'.

ACCESSIBILITY:

"We define culture in terms of equality, equity and diversity of opportunity. Culture should be open to all."
Farsight Collective Manifesto

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ACCESSIBILITY & INCLUSION

We believe that anyone creating a new cultural space in 2024 has a responsibility to ensure that it's inclusive and accessible to all, from wheelchair users to the neurodiverse.
With this in mind, and despite the challenges and constraints of a multi-level layout, our design aims to go far beyond the basic statutory requirements with the following features:

- Multiple respite areas for neurodiverse patrons or indeed anyone feeling overwhelmed
- Step free access to the music space from the ground floor *and* to the music space mezzanine
- Accessible viewing platform in the music space
- Specialist accessible green room facilities for artists who request them
- Accessible toilets carefully located for maximum dignity and discretion

proudlock associates

Above: our inclusivity consultants, Proudlock Associates

PLUS...
We will continue to develop our accessibility and inclusion program in concert with carefully selected partners and organisations

PRIVATE EVENTS:

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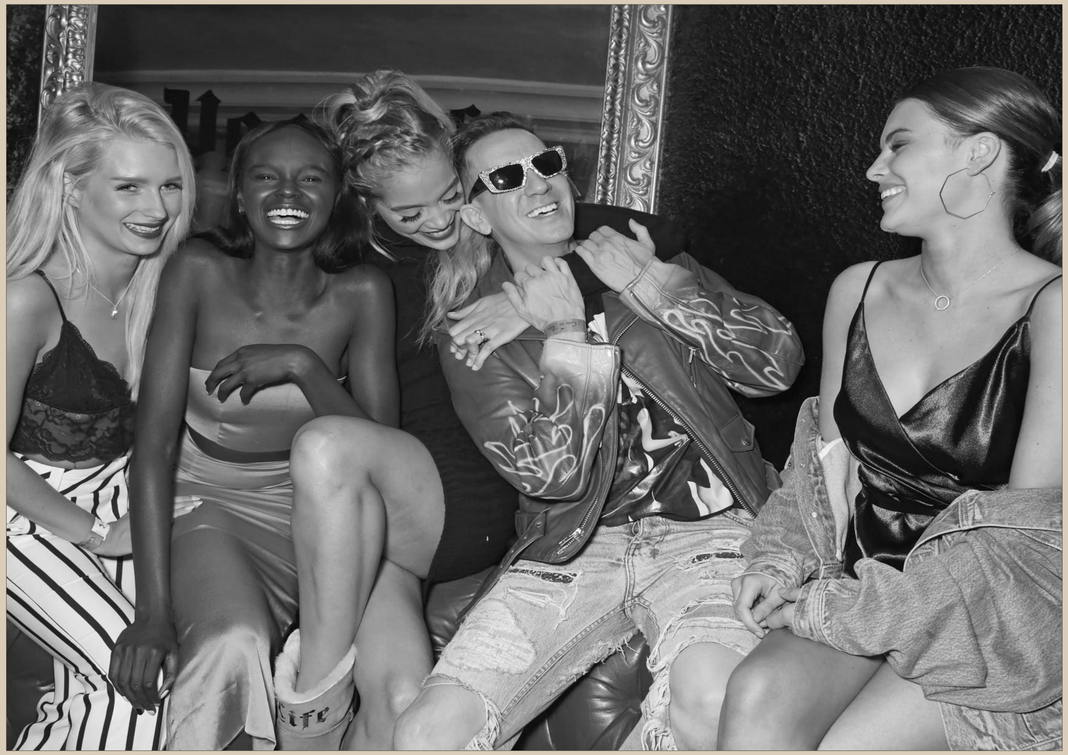
PRIVATE EVENTS

As we've seen with the Steel Yard's successful 'dual use' hire program, brands and corporate clients want new, authentic, contemporary spaces.
Our proposal will offer that cultural cachet.
Our hire policy will go beyond corporate xmas parties and focus on events that will benefit the reputation of the space and the area as much as the people booking them.
Our design and programming will create a space for activation and experiential events where consumers and tastemakers can connect with brands, such as product launches, London Fashion Week events, tech presentations, lifestyle brand activations, film premiere parties (huge potential given the location), print and online publishing and media and record label events etc.
Our multi space set-up means clients can find a bespoke solution for whatever event they have in mind.



STREAMING:

8

STREAMING

Imagine if every event at the Marquee club had been recorded for posterity?
Streaming is a key part of our project, because streaming is what takes us beyond four walls of the venue and makes this venue - this area - part of the global music conversation.
We've pioneered hybrid events - combining live and streamed audiences - with a number of different streaming partners.
For example, we identified On-Air several years ago, and they did their first streamed event with us at the Steel Yard for Skepta (right). We've seen the way the wind is blowing thanks to our relationships not just with On Air, but also with the likes of Dice / Boiler Room and LWE/U-Live.
We've learned just how much these platforms benefit from a go-to venue and / or permanent installation. The pre-production and set up can be extremely expensive, and we foresee media and streaming companies establishing far more integrated relationships with venues.

i News Politics Opinion Culture Money Sport Lifestyle Features

Skepta, Octavian, Arlo Parks, review: Polished, high-production live streams may be the future of live music

Those lucky enough to attend Skepta's gig had to lock their phones away in pouches in the interest of generating an old-school rave
★★★★

Skepta's performance was shot at London's Steel Yard (Photo: Joseph Okpako/WireImage)

CONCLUSION:

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We've been pursuing this space for several years. As the project has matured, we've listened and learned a great deal. We've explored countless iterations and ideas.

Always with the same goals in mind. The drive to bring back cultural excitement and musical creativity to St Giles. **We genuinely lead with culture as a transformative force** for spaces, neighbourhoods and people. Our agenda is to build a community united around an idea - an idea that's positive, inclusive and one which unlocks the potential of everyone affected by it.

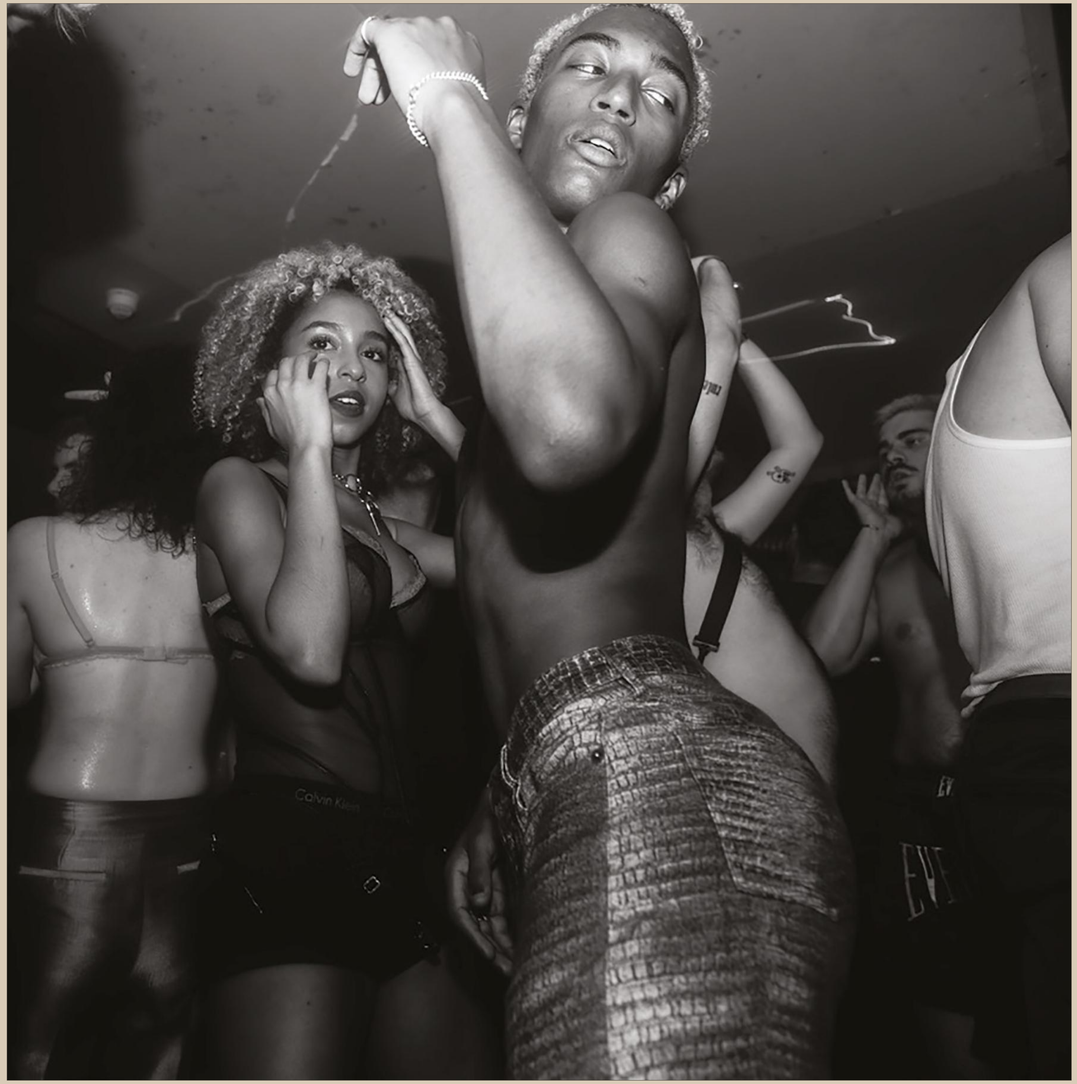
The development at Denmark Street is also part of our wider portfolio of cultural development projects. These are nationwide, within both urban and rural communities.

This project has ambition, it has storytelling, it actually stands for something and has genuine cultural weight.

It has everything that guarantees a positive local and even global impact, before the first note is played, the first picture hung or the first drink poured.

Our team has the experience, the expertise, the commitment, and the imagination to make it a reality.

But it's bigger than us. Everyone involved, from the artists and musicians, to the people on the dancefloor or drinking in the bar, to the local authorities, to the St Giles community and the storekeepers on Denmark Street, becomes part of the collective mission: **to create a living, dynamic nerve connecting to this area to the past, the present and to the future.**



THIS ISN’T ABOUT BUILDING A MONUMENT TO DENMARK STREET’S ILLUSTRIOUS PAST.

THIS IS A MANIFESTO FOR WHAT LONDON COULD BE.

SHOULD BE.

Thanks for your interest in the Farsight Collective's latest project.
To arrange a site visit during our consultation period, or for more information on any aspect of the project, please contact the team via:
local@farsightcollective.com

WE LEAD WITH CULTURE