Brand & Website Brief

Haringey Culture Collective

London Borough of Culture 2027

Haringey
LONDON

Summary

Launched in 2017, the Mayor's London Borough of Culture award, brings Londoners together. It puts culture at the heart of local communities, where it belongs, illuminating the character and diversity of London's boroughs and showing culture is for everyone. Boroughs receive £1.35m to deliver a spectacular year of creative and cultural activities that celebrate local communities and showcase London's diversity.

Wandsworth (2025) and Haringey (2027) are the next two London Boroughs of Culture, taking the game-changing programme through towards the end of the decade, and leading directly into the European Football Championship in 2028, with Tottenham Hotspur in Haringey being one of only two London destinations for the tournament.

Background

Haringey is the London Borough of Culture for 2027 and we are planning a year of culture to celebrate our 'Rebel Borough'. For centuries people have come from all over the world and made their home here. They have been welcomed by our communities and in turn have enriched daily life in the borough. Our streets buzz with culture, from food markets to street art, roller discos to Nigerian tapas. Culture and community is in our DNA.

Our working-class history champions change-makers and everyday rebels; revelling in our differences, battling discrimination, championing equality and doing things our own way. We speak 180 languages and are home to many communities. Our incredible and renowned food culture is on show from Green Lanes to West Green Road.

Haringey is a special place. We have great schools, wonderful libraries, green flag parks; and thriving shopping centres and high streets. We are proud to be home to the renowned Alexandra Palace; historic Bruce Castle Museum; beautiful Finsbury Park; and the world-class Tottenham Stadium. As well as to ground-breaking artists, entrepreneurs, activists, educators; and thousands of dedicated and committed key workers.

For centuries people have come from all over the world and made their home in Haringey. Having been welcomed by the local community, they in turn have enriched daily life in the borough and deepened a working-class history that has championed change-makers and everyday rebels for generations. From fighting the far right in the Battle of Wood Green; belligerent protest against Section 28; campaigning for disability rights, and women's education and equity; and electing Bernie Grant, the first Black council leader in Europe, a collective and fearless attitude continues to inspire and unshackle this incredibly diverse and culturally rich community.

This is why Haringey is proudly The Rebel Borough.

Changemakers, pioneers, innovators and creatives - always.

Haringey Culture Collective

Haringey Council has established a charity to deliver London Borough of Culture 2027. This charity will be an independent charitable organisation dedicated to public benefit and governed by a board of trustees. It will function with the agility and flexibility of a community organisation for the development and management of the London Borough of Culture programme, and it will have the opportunity to utilise community and public sector resources and funding. The charity is expected to be incorporated by autumn 2025, with its future purpose and legacy reviewed by Haringey Council in 2028. Based on the programme's successful delivery, the charity may become a legacy outcome.

The London Borough of Culture provides an opportunity for the council to co-create a vision using arts and culture to explore new ways of working and to deliver change and lasting impact. Through long-term placemaking, skills development, employment, and cultural infrastructure, the charity will enable the borough to experiment with ideas, celebrate successes, learn from failures, and promote sustainable engagement and change in Haringey.

The role

We are seeking a creative agency or individual brand and web development experts to develop the brand identity and website for LBoC 2027. The brand must reflect the spirit of Haringey – rebellious, inclusive, diverse, and future-facing – while the website must function as a vibrant storytelling platform, public-facing gateway to the programme, and a dynamic campaign and data collection tool. Please note that we welcome proposals from individuals who wish to collaborate on the delivery of this brief.

Through the brand, we aim to articulate and evidence the value of culture by enabling borough-wide conversations on what culture means in everyday life. Inspired by successful pilot events like 'Haringey Feast', this year will shine a light on how cultural activity supports pride in place, personal wellbeing, civic participation and thriving local economies. We want to empower residents to feel proud of where they're from and for young people to know and celebrate the pioneering creatives and community figures who came before them.

LBoC 2027 will be rooted in the spirit of Haringey's history – a borough known for its rebellion, activism and innovation. We will look back to move forward, spotlighting the change-makers and pioneers who shaped our past, while investing in the next generation of rebels, creative thinkers and artists, through creative commissions, creative education, and placemaking projects. From the radical thinkers of the 16th century to today's diverse Warehouse District innovators, we will celebrate stories of transformation.

This programme will ensure our creatives are represented, our communities reflected, and our audiences expanded. We will honour the distinct identities and languages spoken across the borough – from Turkish and Kurdish to Somali, Eastern European, African and Caribbean – ensuring that cultural delivery is multilingual, locally relevant and globally aware. Above all, Haringey's LBoC will demonstrate that small-scale activities can have big impact. Whether it's a street gig in South Tottenham, a rebel history lesson in Wood Green, or an intergenerational project in Broadwater Farm, each act of cultural expression will feed into a larger narrative of inclusion, ambition and legacy.

Project Objectives

Brand Development

- Create a compelling and flexible brand identity for LBoC 2027.
- Ensure it feels community-rooted, values-driven, and reflects the borough's diversity, activist past, and creative future.
- Allow space for sub-brands or thematic strands (e.g. schools and youth programmes).
- Align with Haringey Council's visual identity without being constrained by corporate language or style. The LBoC 2027 brand could be incorporated into any new council brand once the year is over.
- Deliver a set of versatile assets and guidelines for partners, community groups and council departments to use confidently and consistently.

Website Development

- Design and build a public-facing website to host:
    - What's On: Programme information and updates
    - News and Updates: Storytelling functionality, blogs, artist features, community showcases etc.
    - Take Part: Calls to action for community participation, grants, job opportunities
    - Book Tickets: Accessible ticketing and event listings
    - Mailing list sign-ups, social media and CRM integration
    - Volunteer, press and partner portals i.e. login capabilities and/or private non-public facing pages
- Ensure full CMS control by the LBoC team (user-friendly and scalable).
- Ensure highest possible standards for accessibility, sustainability, and mobile-first design.
- Ensure GDPR compliance, cyber security, integrated data collection and analytics tools for evaluation.
- Ensure analytics, privacy policies and cookie control tools are added to the site, and hosting is supported.

CRM and Ticketing Integration

- Integrate a CRM system to manage mailing lists, audience data, and segmented communications.
- Link ticketing to CRM to track attendance, gather insights, and support evaluation.
- Enable online booking for both free and paid events.
- Use ticketing system to capture postcode data, demographics and participation.
- Ensure all systems meet GDPR standards and align with the evaluation strategy for ongoing impact reporting.

Governance, Liaison and Collaboration

- Work in close collaboration with both the LBoC delivery team and Haringey Council officers to support the delivery of this brief.
- There will be an interactive and collaborative development stage involving branding, digital design, and sign-off processes between the agency, the LBoC charity, and key council leads.
- Governance for approval at key milestones (e.g. brand concepts, website architecture etc.) will include a cross-team panel.
- Build flexibility into the process for testing, regular reviews and iterations based on community feedback and stakeholder needs.
- Offer opportunities to local community groups and the creative sector in the borough to understand how to use assets created and benefit from LBoC branding.

Communications Objectives

1. **Amplify Haringey's Identity**: Showcase Haringey's unique, vibrant and diverse culture across all communities to increase cultural pride, improved borough-wide perception, stronger local identity, enhanced visitor numbers and awareness.
2. **Drive Participation & Belonging**: Ensure all Haringey communities feel ownership of and engagement with the programme – to deliver event attendance, greater geographic and demographic reach, new cultural networks and communities.
3. **Champion Equity and Representation**: Prioritise underrepresented voices and improve accessibility for a more inclusive cultural landscape, representative communications, greater sense of belonging.
4. **Support Economic and Cultural Development**: Position Haringey as a creative hub, cultural destination and place to invest, increasing cultural employment and creative sector growth, more investment and footfall across town centres.
5. **Create a Lasting Legacy**: Embed culture into the Haringey's long-term communications, structures and community engagement, ensuring residents have greater opportunities to engage with and participate in cultural activity on their doorstep.

Target Audiences

The brand and website must resonate, be engaging and usable for:

- Young people, families and schools from across the borough
- Artists, creatives, and community groups from across the borough
- Press and media, funders, and cultural tourists
- London-wide, national and international cultural audiences
- Council stakeholders and partners

Key Messages

- **"We Are Rebels":** Culture from the ground up, led by lived experience.
- **"We Are Vibrant":** Haringey's creativity is already here – LBoC will amplify it.
- **"We Welcome":** A borough of stories and cultural connection.
- **"We Are Contrasts":** Uniting the east and west of the borough through shared cultural journeys.
- **"We Are Open":** Haringey is a home for creatives from many different cultures and backgrounds to thrive.
- **"We Are on an Adventure":** Culture as a catalyst for systemic and structural change.
- **"We Make History":** Haringey is where stories begin, journeys take shape, and people go on to shape the world.

Deliverables

Branding	Website	Technical Considerations
• Visual identity and brand narrative • Logo (and logo variations) • Name, strapline and brand copywriting suggestions • Colour palette, typography, iconography • Animation and motion assets (where appropriate) • Tone of voice and messaging guide • Brand guidelines (PDF and editable versions) • Templates for social media, posters, flyers, presentations • Sub-branding guidelines (e.g. for community strands, local arts organisations etc.)	• UX and UI design (wireframes, prototypes) - Fully responsive website build (mobile-first) – to be built in phases: - Interim website (to be scoped) – March 2026 - Phase 1 of website and CRM – Autumn 2026 • Full website, CRM and ticketing system – March 2027 • Events calendar and ticketing integration to (to be scoped) • CMS with full editorial control for Comms team • Blog and multimedia content formats e.g. video, long-form etc. • Forms for mailing list sign-up, surveys, community input (hidden pages?) • Analytics dashboard (e.g. Google Analytics 4, Meta Pixel) • CRM and newsletter integration • Ticketing integration recommendations and support • Accessibility tested to WCAG 2.2 AA standard • SEO-optimised and schema-marked-up • Hosting setup and training for staff	• Preferred CMS: WordPress or similar open-source platform (suggest alternatives if you feel they're better suited). To consider the council's CMS, Drupal (can only be supported by Haringey or integrate with the main Haringey website and microsites if this is used) • CRM Compatibility: Mailchimp / HubSpot / other recommendations to meet criteria • Ticketing Integration: TBC – must be flexible for both free and paid events and ensure data collection • Future-proofing: Build with legacy in mind for potential re-use post-2027 • Accessibility considerations: Ensure all elements of the brief are accessible to audiences and users. Work to be reviewed in collaboration with the access advisory group. • GDPR compliance and data security protocols essential

Terms

Timeline for delivery

- Brief issued – Friday 5 September 2025
- Deadline for proposals – 13 October 2025
- Shortlist and interviews – week comm. 20 October 2025
- Agency appointed – 31 October 2025
- Discovery and consultation phase – November – December 2025
- Brand & website development – January – October 2026
- Launch interim website (non-branded) – March 2026
- Phase 1 full brand, website and CRM public launch – Autumn 2026
- Full website, CRM and ticketing system public launch – March 2027
- Ongoing support, legacy and handover – through to Summer 2028

Budget

- Brand and website development – up to £30,000
- CRM and ticketing systems – budget to be explored in collaboration with the team once appointed

Information and how to apply

Haringey is a diverse borough that prides itself on the strength of its communities. We want to reflect this in the people who work here. Which is why we're committed to promoting diversity and creating an environment where everyone is treated equally, with respect and dignity. Everyone is welcome to apply for the role however owing to their underrepresentation within the arts and culture sector, we are particularly interested in hearing from people who identify as D/deaf and/or disabled and/or people who identify as Global Majority.

Please inform us of any access support you might require if your proposal is taken forward to an in-person interview.

Selection Criteria

We will select based on:

- Alignment with LBoC 2027's values and community focus
- Strength and originality of portfolio, especially place-based cultural work
- Approach to understanding Haringey as a borough to deliver an authentic and trusted brand
- Understanding of audience diversity and accessibility
- Understanding of sustainability and effects on the environment
- Technical and UX capability
- Project management capacity and cost-effectiveness

How to Respond

Please provide a proposal including:

- Your approach to building brand design, including creative direction process
- Relevant past work / case studies – please provide three examples only
- Team structure and roles
- Proposed timeline and breakdown of costs
- Notes on ongoing support / maintenance offer

Please send your response by 13 October 2025 to culture@haringey.gov.uk

If you wish to discuss your proposal further, please get in touch for an informal discussion at culture@haringey.gov.uk