



**CAMDEN  
LOCK DOWN**

virtual festival

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Camden Un-Lock

Who are CTU?

# What is CLD?

Camden Lock Down (CLD) is about to bring the cultural vibe of Camden Town to life through a series of online events, music, archive material, photography and interviews.

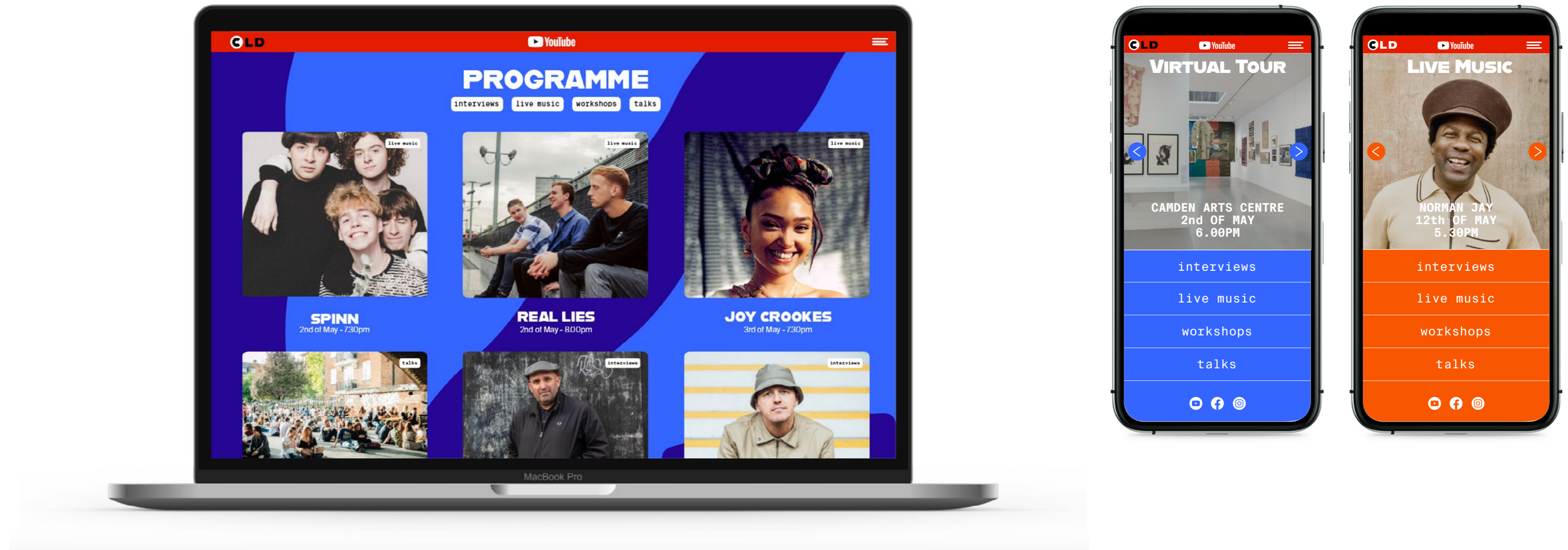
A centralised website and YouTube channel will host a range of content that engages both loyal and new audiences in Camden Town culture.

Our usually buzzing neighbourhood has been temporarily shut down. Camden Lock Down has the potential to excite, challenge and interact with a local and international audience, keeping Camden and its incredible community of venues at the forefront of cultural conversations.





# Content



We will be partnering with music venues, galleries, museums, institutions and workshops - no matter how big or small - to display both new and historical content.

- Online gigs
- Virtual tours of historic venues
- Interviews with public figures/professionals

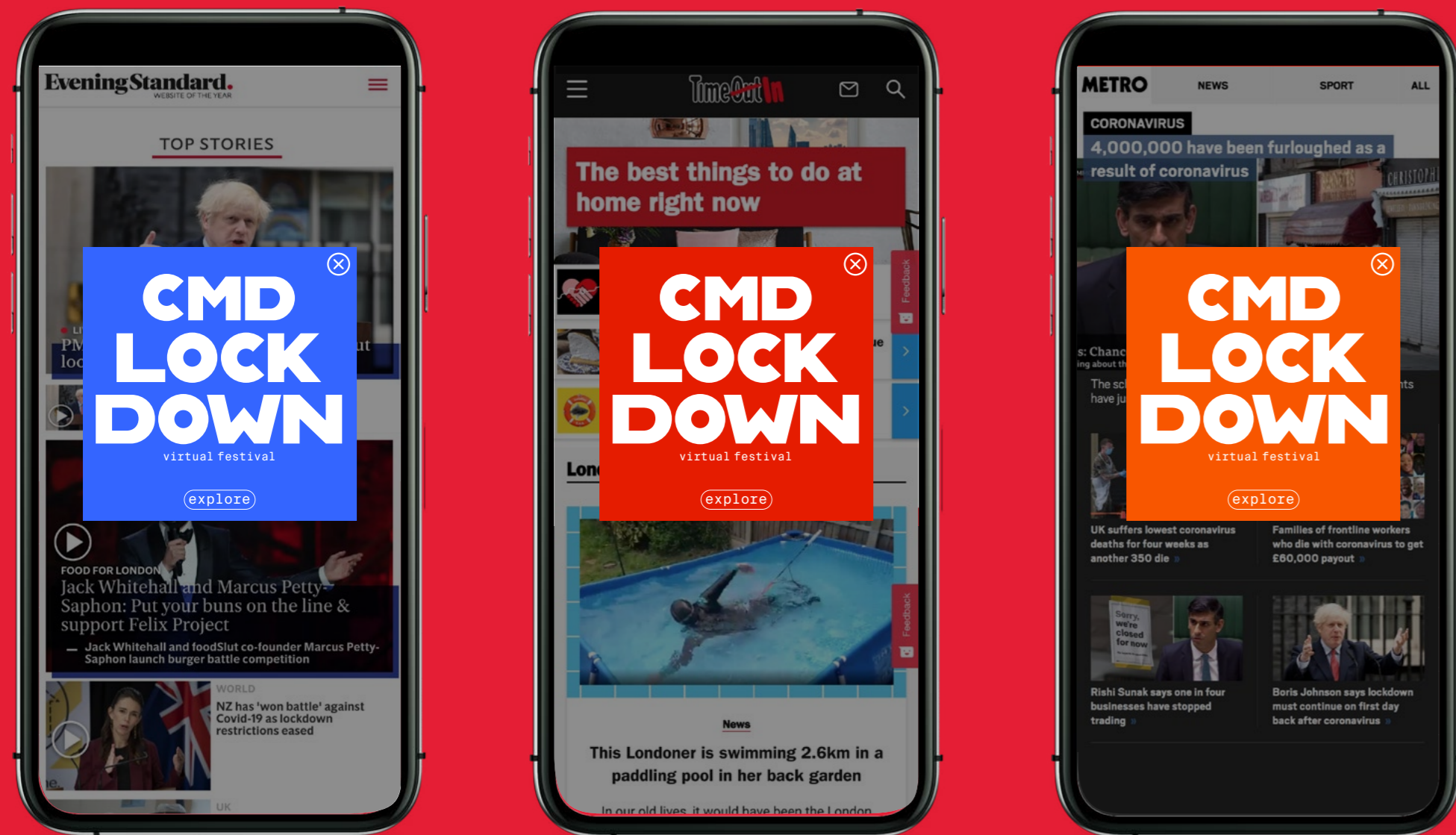
- Archive footage of iconic performances
- Digital archive theatre performances
- Live workshops run by local businesses, including artistic workshops, cooking classes and more
- Digital chat room to facilitate new conversations and collaborations



# Media Partners

The correct media partnership will allow us to promote the CLD website and event listings to our target demographic.

We will be seeking consistent coverage from a major media partner, and working with a local Camden Town PR agency to help us expand coverage to other relevant publications.



# Audience

## 1

Exciting the music fans and entertainment fanatics who get their kicks soaking up the evening energy of Camden.

## 2

Enticing tourists from across Europe and the world, whom now won't have the chance to visit Camden for a prolonged period of time.

## 3

Giving local communities a chance to reconnect with their neighbourhood, build resilience and a sense of ownership that only reaffirms local love and loyalty for our venues, shops and high street.



# Value

The Camden Town experience is incredibly unique - now is the time to act, harnessing Camden's potential digitally as has never been done before. Through unified partnerships, we can keep the area alive and on an international stage, supporting our borough through the pandemic and out the other side.

CLD is a platform that has potential to promote Camden Town digitally in the future. After lockdown, this website will continue to be a resource for international audiences and make venues stronger in the future.





# Key Partners

As the Business Improvement District for Camden Town, we have a direct relationship with businesses, charities and organisations that operate within the local area. These connections will ensure CLD has fresh and varied content that will attract a wide audience whilst representing the cultural diversity of Camden.





# Camden Un-Lock

Camden Un-Lock is phase two of CLD, celebrating the re-opening of Camden by hosting a day festival.

There will be a series of cultural events that bring tourists, residents and businesses together, unearthing our local institutions & reimagining how we use civil space.

As you can see from images of the inaugural Drummond Street Day, we have previous experience with hosting street events to showcase local culture and champion businesses.

We also host the annual Camden Inspire Awards, honouring Camden businesses with an evening of drinks, laughs and entertainment.





# Who are CTU?

Camden Town Unlimited is the elected representative of businesses in Camden Town, working to champion local business and enhance their commercial environment.

We have been established in Camden for over 15 years and have a strong reputation with local institutions and communities.

As the Business Improvement District (BID), we deliver and campaign for a range of projects and policies to benefit the local area, leading ambitious regeneration and public realm projects.

Some of our most successful endeavours include the free coworking space Camden Collective, Camden Inspire Awards for local business and the internationally profiled Camden Highline.







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