

BRENT COUNCIL CIVIC CENTRE

A VISIBLE VOICE FOR CULTURE

How 21st Century AV Helped Brent Council Turn Their Civic Centre into a Visually Impactful Cultural Hub

For Brent Council, upgrading the Civic Centre wasn't just about installing new screens — it was about delivering important cultural messaging in a bold, modern, and highly visible way.

They needed a digital solution that could evolve with their community — something striking enough to reflect Brent's time as London Borough of Culture, but also functional enough to serve the public day-to-day.

The vision was clear: Create a dynamic, centrally located display system that could inform, inspire, and adapt — all while staying on time, on budget, and within a complex public space.

That's where 21st Century AV came in.

The Challenge

In 2020, Brent was named London Borough of Culture — a celebration of local stories, art, and identity. They needed a way to share important public information and event updates dynamically with the thousands of residents and visitors passing through the Centre daily.

But the space presented a challenge:

- Fixed posters weren't cutting it — they lacked impact and flexibility
- The Civic Centre's lobby is a **high-traffic, multi-use environment**
- The council needed **cost-effective, highly visible, digital signage**
- All with tight time and budget constraints tied to the Borough of Culture campaign

Having partnered with 21st Century AV for over a decade, Brent Council turned to a trusted team to deliver the right solution, quickly.

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Quick Project Snapshot

Client: Brent Council

Duration: 4 Weeks

Sector: Local Government

Solution Type:
Bespoke LED Banner
Supply & Installation

Location: Wembley, London

Key Technologies Used:

Custom LED Displays, Secure
Mounting Systems



The Solution

After conducting a full site survey and technical analysis, 21st Century AV proposed and delivered a fully bespoke display system.

4 x Custom LED Banners

Each banner measured **1.2m wide x 4m high** — ideal for visibility in the Civic Centre's spacious atrium.

Tailor-Made Frames & Mounts

Mounting was a major challenge — the banners needed to be installed on the **core central pillars**, without affecting the structure or aesthetics.

We engineered and installed **secure, custom mounting systems** that allowed for clean installation and long-term stability.

Project Highlights

Zero disruption during installation in a public space.

Delivered on time and on budget to support Borough of Culture deadlines

4 custom LED banners installed on central pillars without structural impact

Seamless Integration

The system was delivered with **no disruption to public access** and went live within the tight schedule, just in time for the Borough of Culture programme to begin.

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The Result

High-impact public messaging in a central, highly visible location

Live, updatable content for events, campaigns, and service announcements

Zero disruption during install — Civic Centre remained fully open to the public

On time, on budget delivery — meeting critical campaign deadlines

The LED banners now serve as a digital voice for Brent Council — reflecting its values, culture, and commitment to engaging the local community.



This solution gave us the flexibility and impact we needed — and 21st Century AV once again delivered it on time, with no fuss.

Brent Council



Looking Ahead

As Brent Council continues to deliver events, cultural campaigns, and civic updates, the LED banner system stands ready to adapt — ensuring that the Civic Centre remains not only a place of service, but also one of celebration, visibility, and innovation.

Transform Your Spaces with 21st Century AV

At 21st Century AV, we specialise in helping Public Sector organisations like Brent Council to create simple, powerful, and future-ready audiovisual environments.

From single-room upgrades to enterprise-wide AV rollouts, we offer:

- AV Design and Consultancy
- AV Installation and Integration
- Indoor and Outdoor LED Solutions
- Ongoing Support and Maintenance Services

Whether you're upgrading a single boardroom or 50 collaborative spaces, we'll tailor the right solution to fit your needs.

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