## 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 hightraffic, 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.

### 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



#### **Quick Project Snapshot**

Client: Brent Council

**Sector:** Local Government

**Duration:** 4 Weeks **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.

#### **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.

#### 21stcenturyav.com

# BRENT COUNCIL CIVIC CENTRE

### A VISIBLE VOICE FOR CULTURE



#### The Result

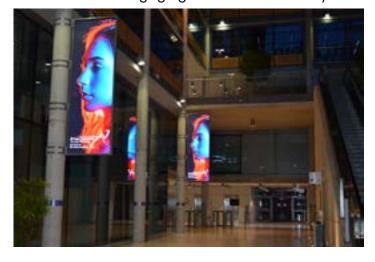
**High-impact public messaging** in a central, highly visible location

**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.



#### Ready to start your transformation?

Book a free consultation with our AV specialists today.

email: sales@21stcenturyav.com Telephone number: 01189 977770 Website: www.21stcenturyav.com