

# MAYOR OF LONDON

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## Culture for all Londoners



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# Culture for all Londoners



This is the Mayor's **strategy** for **culture** in London.



A **strategy** is our overall plans for work over a long period of time.



**Culture** is the arts, ideas and customs of all the different communities in London.



It includes art galleries, museums, film, theatre, music, festivals, as well as how we design our buildings.



The strategy has 4 themes:

## 1. Love London

This theme is about more people taking part and enjoying culture in their own neighbourhoods.



## 2. Culture and good growth

This is about looking after our cultural places and spaces.



## 3. Creative Londoner

This is about making sure that everyone has a fair chance to work in culture.



## 4. World city

This is about making sure that London carries on being one of the most important cultural cities in the world.

# About London



London has people from many different communities and backgrounds.



Over 300 languages are spoken in London.



On average out of every 100 people in London:

- 45 would say they are white



- 40 would say they are black, Asian or from another minority background



- 15 would say they are white but not from a British background



## Quality of life

London has some of the richest people in the world, but many people are poor.



## Housing

London has a housing crisis. There are not enough affordable homes for the people who need them.



## Tourism

London is one of the favourite cities for people to visit.

## Culture in London

London is one of the world's great cultural cities.

It has many art galleries, theatres, concert halls, museums, historic and other cultural places.



London is home to many creative people. 1 in every 6 jobs in London are in a creative business.

Creative businesses include films, television, fashion, and design.



Creative businesses are mostly made up of white able-bodied men.



The Mayor wants creative organisations to attract many more workers who are:

- Women
- People from black and minority ethnic groups
- Disabled people



# Love London



The Mayor wants:

- To have many more different sorts of cultural activities



- To involve more people from all different communities in cultural activities



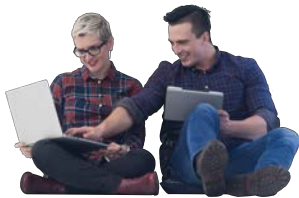
- People to be able to access culture where they live



- To strengthen links between culture, health and wellbeing



The Mayor plans to:



- Set up the 'London Borough of Culture'. Each year a different borough will be the Borough of Culture and put on great cultural activities
- Give an additional award to the best cultural projects in the boroughs
- Help young people to set up their own creative business
- Help small culture projects in neighbourhoods
- Work to attract people from different backgrounds to come to cultural events
- Have regular community events and festivals on Trafalgar Square
- Have more opportunities to volunteer at festivals
- Set up a new statue in Parliament Square to celebrate 100 years since women got the vote

# Culture and good growth



The Mayor wants:

- To find new ways to help artists and creative businesses to get working in London



- People to think about how they can involve culture when they build large projects in London



- Builders to involve culture when they plan new buildings



- To support and look after our historic old buildings



The Mayor plans to:

- Provide work spaces for artists and creative people
- Set up a new culture and education district called East Bank at Queen Elizabeth Olympic Park
- Have a new cultural quarter at Old Oak and the Royal Docks
- Develop a fashion district in East London called Fashion District
- Light up the central London bridges
- Support well designed new buildings
- Support new artworks underground
- Work with others to look after old historic buildings that need repairing
- Help creative businesses to work in a way that is good for the environment

# Creative Londoner



The Mayor wants:

- To support more young creative people to work in London



- To improve training and give them more opportunities to develop their skills



- To work with creative businesses so that more different sorts of people get jobs



The Mayor plans to:

- Encourage young people to learn about culture and our history at school



- Support young musicians through the London Music Fund



- Have a yearly competition for buskers in London



- Give good advice to people about how they can get the jobs they want



- Encourage women and people from poorer backgrounds to learn more about working with computers



- Help people to get work experience in fashion and film companies



- Help film companies to plan how they train people

# World city



The Mayor wants to:

- Be welcoming to all different people from all over the world
- Make sure the Government gets a good deal for culture when it decides how it is going to leave the European Union
- Ask the government to allow the people we need to come and live in London
- Tell the world about the culture of London
- Support creative companies





The Mayor plans to:

- Carry on telling people that London is open and welcoming



- Have someone who is making sure that culture does well out of Brexit



- Fund many events that show off the work of different creative people and companies



- Help creative people and businesses to talk to each other and to London councils



- Carry on working to get world class sports and arts events in London



- Help clubs, entertainment, food and drink businesses that work through the night, to work well and be safe



- Work with the leaders of other major cities of the world to encourage more and better cultural events

# For more information



If you want more information please contact us at:



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