

# MAYOR OF LONDON

## Mayor's Cultural Leadership Board

Tuesday 5 February 2019, 10:00 -12:30

### Record of the meeting

#### Members and Ambassadors in attendance

**Chair:** John Newbiggin OBE

**Vice Chair:** Moira Sinclair, Chief Executive, Paul Hamlyn Foundation

**Deputy Mayor for Culture and Creative Industries,** Justine Simons OBE

Alice Black, Director, Design Museum

Amy Lamé, Night Czar, Mayor of London

Bernard Donoghue, Director, Association of Leading Visitor Attractions

Charles Leadbeater, Independent Consultant

Claire Whitaker OBE, Director, Serious

Dr Jo Twist OBE, Chief Executive, UK Interactive Entertainment

Gaylene Gould, Head of Cinemas and Events, British Film Institute

Madani Younis, Creative Director, Southbank Centre

Pam Alexander OBE, London Legacy Development Corporation

Professor Ricky Burdett CBE, London School of Economics

Sharon Ament, Director, Museum of London

Stuart Hopley, Head of Heritage, National Lottery Heritage Fund

#### Apologies

Ben Evans, Director, London Design Festival

Cllr Clare Coghill, Portfolio Holder for Business, Europe and Good Growth, London Councils

Dianna Neale, London Councils Representative

Nii Sackey, Chief Executive, Bigga Fish

Jennifer Crook

Ajay Chhabra, Director, Nutkhut

#### Additional Attendees

Leah Kreitzman, Mayoral Director for External and International Affairs

Laura Citron, Chief Executive, London and Partners

Amanda Decker, Senior Cultural Policy Officer, Culture and Creative Industries

Beth Kahn, Senior Board Officer, Culture and Creative Industries

Jackie McNerney, Senior Manager World City and Operations, Culture and Creative Industries

Jacqueline Rose, Senior Manager Strategy and Programme, Culture and Creative Industries

Laia Gasch, Senior Advisor, Culture and Creative Industries

Shonagh Manson, Assistant Director, Culture and Creative Industries

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## 1. Welcome and Meeting Introduction

- 1.1. Apologies were received from Ben Evans, Cllr Clare Coghill, Dianna Neale, Ajay Chhabra, Jennifer Crook and Nii Sackey.
- 1.2. No additional declarations of interest were made from members.
- 1.3. A record of the meeting of 29 November 2018 was agreed.

## 2. London is Open Campaign

- 2.1. Leah Kreitzman, Mayoral Director for External and International Affairs, provided an update on London is Open, a major campaign launched in 2016 to show that London is outward looking and open to investment and talent.
- 2.2. The campaign was rebooted in autumn 2017, along with online assets to provide practical help to EU Londoners – a [Brexit Business Hub](#) and an [EU Londoners Hub](#). Members agreed to promote these resources to their networks.
- 2.3. Upcoming activity includes a Valentine's Day campaign, promoting the London is Open message during London Fashion Week, a citizenship ceremony at the Royal Festival Hall, and a three day St Patrick's Day Festival.
- 2.4. Ambassadors highlighted that the London Games Festival (2 – 14 April), will have an international focus. GLA Officers will share relevant London Is Open collateral.
- 2.5. The London Festival of Architecture (1 – 30 June) will have a theme of 'boundaries'. Ambassadors will ask the Director to connect with the GLA to explore opportunities
- 2.6. Ambassadors requested detail on the key performance indicators around reach and engagement in target audiences to assess impact. Leah will share these with Ambassadors.

## 3. London & Partners

- 3.1. Laura Citron, CEO, London & Partners, provided an update on plans to promote continued inward investment in London in the light of Brexit. One key issue facing the capital is the retention of jobs and talent. London & Partners are working to secure inward investment and ensure London's talent pool is accessible to international businesses.
- 3.2. London & Partners are working to shift the narrative away from short-term uncertainty towards the positive and credible story of the medium-to-long term future of London. They are convening a network of people with global influence to be advocates for the city. Members were invited to join and share information about this network. Laura will circulate joining information.

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## 4. Arts Council England – New 10 Year Strategy

- 4.1. Arts Council England (ACE) has closed its consultation on its proposed outcomes for a new 10 Year Strategy. Culture officers and members of London Councils attended a consultation session at ACE in January. The proposed outcomes were discussed at the Diversity Subgroup in January, and there was agreement that the Board would submit a joint response with the Mayor to ACE which would reflect broader views on the direction of this strategy.
- 4.2. Ambassadors provided feedback on the outcomes and agreed to respond to ACE through a letter from the Mayor; GLA Officers will circulate a draft for comments.
- 4.3. It was agreed to continue this discussion at the next meeting when Abid Hussain (Director of Diversity, Arts Council England) will attend.

## 5. AOB

- 5.1. An update was provided on the research which Ambassadors have commissioned into voluntary tourism scheme. The Voluntary Tourism Scheme Subgroup will meet on 11 February to draft a paper with recommendations. This will be circulated to Ambassadors by the end of February.
- 5.2. Justine Simons and John Newbigin updated Members on discussions which took place following Justine's presentation at the LEAP Board in November. This was a positive meeting which identified opportunities for ongoing collaboration between the LEAP and the Culture and Creative Industries Unit. It was agreed that GLA Officers will submit regular updates on culture and creative industries activity to LEAP meetings. A suggestion was made by LEAP members for a Culture presentation to the LEAP Investment Committee and a request for this has been put to the LEAP Senior Responsible Officer.
- 5.3. Officers updated Members on the development of London's Local Industrial Strategy which is due to be submitted to central government by 2020. The Board will be invited to contribute to a consultation on this strategy. The key themes to note will be: access to good work; supporting inclusive innovation; and maximising London's contribution to the national economy.

## 6. Themes for future meetings

- 6.1. Proposed themes for future meetings were discussed:
  - Skills – Diversifying the creative workforce, artificial intelligence
  - Education and Young People
  - Post-Brexit - Impact
  - Climate Change – the role culture can play
  - Update on larger projects – Illuminated Rivers, Museum of London, East Bank, Creative Enterprise Zones

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- 6.2. Members expressed an interest in holding meetings at different venues potentially in Waltham Forest, London Borough of Culture 2019.

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|  | Action  | Owner                         | Due              | Notes   |
|--|---|-------------------------------|------------------|---|
| <b>Actions from meeting of 26 September 2018</b> |   |                               |                  |   |
| 1.   | Officers to circulate equalities data on recipients of LEAP funding, particularly via Good Growth Fund.   | Jamie Izzard                  | February 2019    | Shonagh to follow up with Jamie Izzard.   |
| 2.   | Ambassadors to commit to and promote the Women's Night Time Charter across all networks, where appropriate.   | Ambassadors                   | 29 November 2018 |   |
| 3.   | Officers to explore a future agenda item looking at identifying the impact of Artificial Intelligence on the creative and cultural sector.  | Adam Cooper<br>Jo Twist       | Spring 2019      | This is likely to be included in May Board Meeting agenda.  |
| 4.   | Produce a briefing for the MCLB identifying the unit's input into health and wellbeing, and young people and diversionary activity. From this, Ambassadors to share case studies of organisations doing strong work in this area. | Jacqueline Rose<br>Tim Spires | March 2019       | Members are invited to join Social Prescribing consultation at City Hall from 5-7pm on 4 March.                               |
| 5.   | Review Draft Social Prescribing Vision and share with Ambassadors.  | Jacqueline Rose               | February 2019    | Moira Sinclair has commented on the first draft.<br><a href="#">Draft Social Prescription Vision</a> is out for consultation. |
| <b>Actions from meeting of 29 November 2018</b>  |   |                               |                  |   |
| 6.   | Officers to involve Ambassadors in research taking place to shape Euro 2020 Cultural Programme.   | Jacqueline Rose               | February 2019    | Ideas have been presented to GLA Programme Board; wider consultation will follow.   |

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| Actions from meeting of 5 February 2019 |   |                |               |   |
|---|---|----------------|---------------|---|
| 7.                                      | Ambassadors to promote resources for EU Londoners to networks.  | Ambassadors    | March 2019    | <a href="#">Brexit Business Hub</a><br><a href="#">EU Londoners Hub</a> |
| 8.                                      | GLA Officers to provide London is Open collateral to London Games Festival.   | Adam Cooper    | February 2019 |   |
| 9.                                      | Pam Alexander to ask Director of London Festival of Architecture to connect with GLA re: London is Open messaging.              | Pam Alexander  | February 2019 |   |
| 10.                                     | Leah Kreitzman to share KPIs for London is Open Campaign with the Board.  | Leah Kreitzman | February 2019 |   |
| 11.                                     | Laura Citron to share joining information for the Future London network.  | Laura Citron   | February 2019 |   |
| 12.                                     | GLA Officers to draft letter to Arts Council England outlining Mayoral and Board response to 10 Year Strategy Proposed Outcomes | Shonagh Manson | February 2019 |   |
| 13.                                     | Draft paper on voluntary tourism scheme to be circulated to Members.  | Adam Cooper    | February 2019 |   |
| 14.                                     | GLA Officers to submit update from the Culture team to future LEAP meetings.  | Amanda Decker  | Ongoing       |   |
| 15.                                     | Justine Simons to attend a future LEAP Investment Committee meeting – request made.   | John Newbiggin | February 2019 |   |