

MAYOR OF LONDON

Minutes - Virtual Mayor's Cultural Leadership Board Meeting

30 September 2020 | 15:30 – 16:45

Record of virtual meeting

Chair: Ben Evans CBE, Director, London Design Festival

Vice Chair: Moira Sinclair, Paul Hamlyn Foundation

Deputy Mayor for Culture and Creative Industries, Justine Simons OBE

Ambassadors

Ajay Chhabra, Director, Nutkhut

Alice Black, Creative Industries Representative

Amy Lamé, Night Czar, Mayor's Office

Bernard Donoghue, Director, Association of Leading Visitor Attractions (ALVA)

Claire Whitaker OBE, Bid Director, Southampton City of Culture 2025

Cllr Clare Coghill, Leader, Waltham Forest Council

Gaylene Gould, Independent Creative Director

Jennifer Crook, Independent Producer

John Newbiggin OBE, Creative Industries Representative, LEAP Board

Dr Jo Twist OBE, CEO, UK Interactive Entertainment

Pam Alexander OBE, London Legacy Development Corporation

Ricky Burdett CBE, Professor of Urban Studies and Director of Cities and the Urban Age Programme at LSE

Sharon Ament, Director, Museum of London

Stuart Hobley, Director, The Linbury Trust

Madani Younis, Chief Executive Producer, The Shed

Additional Attendees

Amanda Decker, Senior Policy Officer, Culture and Creative Industries

Clare Lovett, Principal Project Development Officer, Culture and Creative Industries

Coral Flood, Principal Policy Officer, Culture and Creative Industries

Chris McQuiggin, Mayor's Senior Aide

Dianna Neale, London Councils Representative

Kirsten Dunne, Senior Manager, Cultural Infrastructure and Public Realm

Jezreel James, Projects and Policy Officer, (Secretariat)

Jackie McNerney, Senior Manager, World City and Operations

Jacqueline Rose, Senior Manager, Strategy and Programmes

Laia Gasch, Special Adviser to Deputy Mayor for Culture and Creative Industries

Lucia Masundire, Policy and Projects Officer, Culture and Creative Industries

Shonagh Manson, Assistant Director, Culture and Creative Industries

Will Holmes, Senior Cultural Policy Officer, Culture and Creative Industries

Ambassador Apologies

Jennifer Crook, Independent Producer

Ajay Chhabra, Director, Nutkhut

Amy Lamé, Night Czar, Mayor's Office

MAYOR OF LONDON

Agenda – Virtual Mayor’s Cultural Leadership Board Virtual Meeting

30 September 2020 | 15:30 – 16:45

Item	Presenter	Timing
Welcome and Meeting Introduction		
1) Declarations of Interest	Ben Evans	15:30 – 15:35 (5 mins)
2) Minutes and Actions; - 25 February & 16 July 2020 - Outline of Meeting	Ben Evans	15:35 – 15:40 (5 mins)
Items for Discussion		
3) The Mayor’s lobbying asks	Shonagh Manson Member Insights and discussion (Pre-read slide circulated)	15:40 – 15:55 (15 mins)
4) International responses to COVID-19 – what we have learned	Justine Simons OBE and Madani Younis (Pre-read slides circulated)	15:55 – 16:05 (10 mins)
5) Making the case for investment in London - Discussion	Shonagh Manson (Pre-read discussion points circulated)	16:05 – 16:40 (30 mins)
6) AOB and Meeting Close	All	16:40 – 16:45 (5 mins)

MAYOR OF LONDON

Minutes – Virtual Mayor’s Cultural Leadership Board

30 September 2020 | 15:30 – 16:45

1. Welcome and Meeting Introduction

- 1.1. The Chair welcomed everyone to the second virtual MCLB Meeting. It was acknowledged that the impact of the COVID-19 pandemic continues to cause many challenges to basic needs for Londoners and, it was important to keep that in mind when discussing the issues on the agenda.
- 1.2. The Deputy Mayor thanked Ambassadors and the Chairs for their continued engagement and support particularly on the Commission for Diversity in the Public Realm, on support for creative freelancers, on securing the Getting Building Fund film studios investment in Thames Estuary Production Corridor, and on London Transition Board input among other programmes and projects.
- 1.3. Apologies were received from Jennifer Crook, Amy Lamé and Ajay Chhabra
- 1.4. There were no conflicts of interest.

2. Minutes and Actions

- 2.1. Chair noted that minutes would be carried forward for ratification to the next meeting.

3. The Mayor’s lobbying asks

- 3.1. The Mayor’s lobbying asks to Government were outlined. The group were asked if there were any questions arising from the list. The Mayor’s lobbying asks include:
 - 3.1.1. Sector specific extension to furlough that goes much further than the Job Support Scheme announced on 24 September, which will not work for many cultural and night-time businesses
 - 3.1.2. A system that ensures that gaps in support for freelancers are filled
 - 3.1.3. Specific and targeted support for the Central Activities Zone (Central London)
 - 3.1.4. Improvements to business rates to ensure London can set its own rates and reliefs
 - 3.1.5. A functional test and trace system, so that cultural and hospitality businesses can reopen safely
 - 3.1.6. Alongside the M9 Mayors, supported proposal for start-up investment in creative businesses, alongside an ask for targeted support for areas of local lockdown.
 - 3.1.7. Proper action on supporting businesses with rent payments, and extending business rates reliefs to a wider pool of businesses.
- 3.2. The group were asked if there any suggestions on how to amplify the asks. The following suggestions were made:
 - 3.2.1. Need a bi-partisan approach to culture’s recovery. The situation should transcend politics and cross party working is needed to address the issues properly
 - 3.2.2. Need more research and forecasting. The focus is on ‘viable jobs’; are we sure that creative and night time sectors’ jobs are seen as viable?

MAYOR OF LONDON

- 3.2.3. Who is monitoring job losses, ACE, DCMS? More monitoring of who is losing jobs, and where they are, is required.
- 3.2.4. Is there an opportunity to rebalance CAZ offer into local areas where people feel safer. This might also bring in new people to areas or to cultural offers.
- 3.2.5. Need to ensure culture and night time are included in the response to the government white paper on planning reform. There is concern about how the Permitted Development Right (PDR) and Use Class Order (UCO) changes will impact the sector. There will be substantial negative impact if Section 106 can't be used to support cultural infrastructure like theatres and community spaces.
- 3.2.6. More lobbying needed for support for the Central Activities Zone - has been the most affected across the UK with City of London most affected in terms of visitors.
- 3.2.7. More emphasis should be put on the impact on the creative supply chain.

Action 1: Update Board on East Bank construction and fundraising progress.

Action 2: Update Board on how the Unit is working with Historic England's High Streets Fund.

Action 3: Share Mayor's Comprehensive Spending Review submission to Government with the Board.

4. International responses to COVID-19 – what we've learned

- 4.1. The Deputy Mayor took the group through the global view on the impact of the COVID-19 on culture and the creative industries, using data from the World Cities Culture Forum. Prior to the pandemic the global economic contribution from the creative industries alone was \$2,250 billion and accounted for 29.5 million jobs (UNESCO). The US has already reported a loss of over \$9.1 billion (Americans for the Arts).
- 4.2. The World Cities Culture forum have gathered key issues and themes from the member cities:
 - 4.2.1. Data is needed to capture the full extent of the impact of the pandemic
 - 4.2.2. Culture moving online, so there is a rush to digital
 - 4.2.3. Strategies for unlocking culture safely are a priority
 - 4.2.4. Behavioural change is needed to raise public confidence
 - 4.2.5. There's a focus on building the arguments – back to basics
 - 4.2.6. The pandemic has amplified issues around equity and inclusion
 - 4.2.7. There is labour market fragility and policy blind spots
 - 4.2.8. Cultural tourism is moving from global to local
 - 4.2.9. Philanthropy needs to and has to start working more collaboratively
 - 4.2.10. Reform must be built into recovery planning
- 4.3. Madani Younis gave an update on the sector in New York.
 - 4.3.1. Voluntary sector organisations are overstretched as they are plugging the gaps left by the State provision.
 - 4.3.2. Museums and galleries have just started to reopen in the city. Depending on the number of cases, Broadway shows may follow.
 - 4.3.3. Redundancies started earlier in the city as there was no state subsidy.
 - 4.3.4. Autumn of 2021 is when most orgs are planning to reopen.

MAYOR OF LONDON

- 4.3.5. Very unprepared for digital creation and organisations are not digitally savvy. Even well-resourced cultural institutions are not successfully reaching audiences digitally.

5. Making the case for investment in London

5.1. The Chair introduced this session, acknowledging the following:

- 5.1.1. Pre COVID-19, London's culture and creative industries employed 1 in 6 people and generated £58 billion for the economy.
- 5.1.2. London's creative industries account for over half of the national economic contribution and over a quarter of creative jobs are based in the capital.
- 5.1.3. London's creative economy stands to be hardest hit in the country by COVID-19 –it could lose up to £16.5bn GVA by the end of this year alone, with more than 152,000 jobs at risk.
- 5.1.4. These arguments are not landing with central Government and its levelling up agenda, and London has been left out of (Cultural Investment Fund) and deprioritised in (Getting Building Fund) Government funding.
- 5.1.5. Parts of London have the highest levels of poverty in the UK.

5.2. The group were reminded the questions circulated ahead of the meeting:

- 5.2.1. What are the main issues and barriers to communicating London's value to the UK?
- 5.2.2. M9 collaboration - how do we work nationally to build the case and with whom?
- 5.2.3. Data and jeopardy - are there evidence gaps we need to fill?
- 5.2.4. How can we understand and overcome the political context?

5.3. Suggestions from the group included:

- 5.3.1. Pushing London as a region and working more closely with the M9 Mayor's.
- 5.3.2. The need to reimagine the Central Activities Zones and take the opportunity to reprofile activity locally particularly in outer boroughs.
- 5.3.3. The need to draw on culture and wider business Boards and other political (cross party) advocates for the case for investment for London.
- 5.3.4. The need to show Treasury the ways in which culture and creative industries can shore up the economy (like they were evidenced doing during the last recession).
- 5.3.5. Reasserting the importance of culture as viable economically as it was perceived this has slipped.
- 5.3.6. The need to showcase solutions coming out of London that will benefit other areas/can be rolled out.
- 5.3.7. The need to encourage Government to work more cross party to find solutions.
- 5.3.8. The need to make sure we are all lobbying (councils, Mayor, City) on the same issues.

6. AOB

6.1. There was no other business. The Chair thanked everyone for their contributions and stated that the next meeting would be on 25 November 2020.

6.2. The Chair closed the meeting