

MAYOR OF LONDON



**Culture for
all Londoners**

Mayor of London's
Draft Culture Strategy

March 2018

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Mayor's foreword

Culture is our city's DNA, binding us all together - both in times of crisis and in times of celebration. Culture is what makes the daytime thrive and the night-time come alive.

London is one of the most culturally rich cities on the planet – with world-class institutions and globally renowned talent. The city's creative economy now employs 1 in 6 Londoners and contributes £47 billion to the economy. Our culture and creative industries are vital to our city's success and the wellbeing of all Londoners. Yet too many Londoners are still missing out on the opportunity to access culture and the incredible benefits it can bring. That's why, as Mayor, I have made culture in London such a priority.

As Mayor, I want to ensure as many people as possible take part in cultural activities, and have access to creative jobs. With a quarter of London's children living in poverty, for too many young Londoners the city's cultural treasures are out of reach and getting a career in the creative industries is unimaginable. We are working to change that because I want London to be a city where more young people have the opportunity to

pursue a career in the creative industries. London's creative workforce should reflect our diverse population. And people from every background should have access to high quality culture on their own doorstep.

To help deliver this, I'm supporting a broader range of cultural facilities and involving a wider range of communities than ever before. London's famous institutions are a crucial part of this city's culture. But to Londoners, the same can be said for the local pub, the skate park down the road, the community centre that offers dance classes, or local heritage on the way to the Tube.

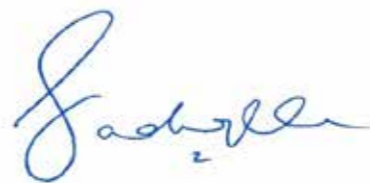
In this strategy, we've set out several policies and programmes that will create a step change. We will map the city's cultural infrastructure for the first time to help boroughs plan better for culture. Creative Enterprise Zones will be established across London to help artists and creative businesses put down roots. Through Culture Seeds, the development of more grassroots and community projects will be supported. And our new Creative Land Trust will secure affordable workspaces.

My draft London Plan sets out a planning framework to support a broad range of cultural places and spaces. It is the most pro-cultural plan our city has ever seen. In the last ten years, London has lost a quarter of its pubs and a third of its grassroots music venues and creative workspaces. I want to stem this tide of cultural losses.

Working together – with local authorities, cultural organisations, businesses and communities – we can raise our ambition and implement our ground-breaking plans. The flagship London Borough of Culture will place culture right at the heart of our neighbourhoods, celebrating communities and hidden cultural gems that all Londoners can take part in and enjoy.

Culture helps create a sense of who we are as Londoners. It promotes our city's value and helps us to create socially integrated communities. So, despite the challenges of Brexit - London will continue to be a confident, forward-looking city – and the world's cultural capital.

Creative people and cultural places are at the core of my vision to bring culture to all Londoners. I look forward to working with people across our great city to make it happen.



Sadiq Khan
Mayor of London

Let's take a walk round London

Tonight I want to applaud my city,
there is nowhere like London,
nowhere at all.
It has more culture than the perimeter of our shores,
more faces than a demigod.

We are standing at the coast of the entire world,
on the brink of history, waiting to swim in victory.
Some faces are hiding behind Big Ben and Parliament,
some hidden in back alleys in Shoreditch.
Head to Whitechapel,
to experience South Asian cuisine.
Take a trip to the West end
for some of the longest running musicals.
Experience experimental exhibitions at the Saatchi.
Visit the Walthamstow Garden party,
jump out of your comfort zone
into the Kenyan Aduma dance.

Head underground to get to the centre of it all,
meeting and guiding tourists along the way,
until you realise you can't decipher the tube map yourself.
Just pick up an oyster and experience it all.

As Londoners, you get use to queuing
and rush hour
and sweat
and back packs
and walking faster than you can breathe.
Stand at the Southbank
where it feels like the entire world is right there
there with you
walking towards Westminster,
hand in hand waiting for a verdict.

You can learn any of the 300 languages in use.
Find a poetry or music night ever day of the week,
just open your eyes.
Head to my street and find the birthplace of grime.

In London,
there is 24hour happiness drive throughs,
and revolving doors
and pain.
In the midst of it all you find
harmonious pockets,
get lost in back streets and end up
in butterfly tents in Greenwich.

Every day, there are tributes and memorials,
and mosques, churches, temples opening their doors

Last year, we welcomed over half a million babies,
with only a third of that figure qualified midwives.
In London, housing is an issue,
lack of free school meals is an issue,
lack of free accessible education,
lack of youth centres, work experience, jobs,
arts funding and opportunities.
Tax evasion is an issue, but tampons are a luxury?
We cannot ignore the politics.

We don't lack in culture.
We stand together with our neighbouring cities.
But we can no longer brand other countries with Queens seal,
And then turn them away.

As a city, London has come so far,
but it still has some way to go.

Written by Amina Jama



Executive summary

The Mayor's Vision and Priorities for Culture

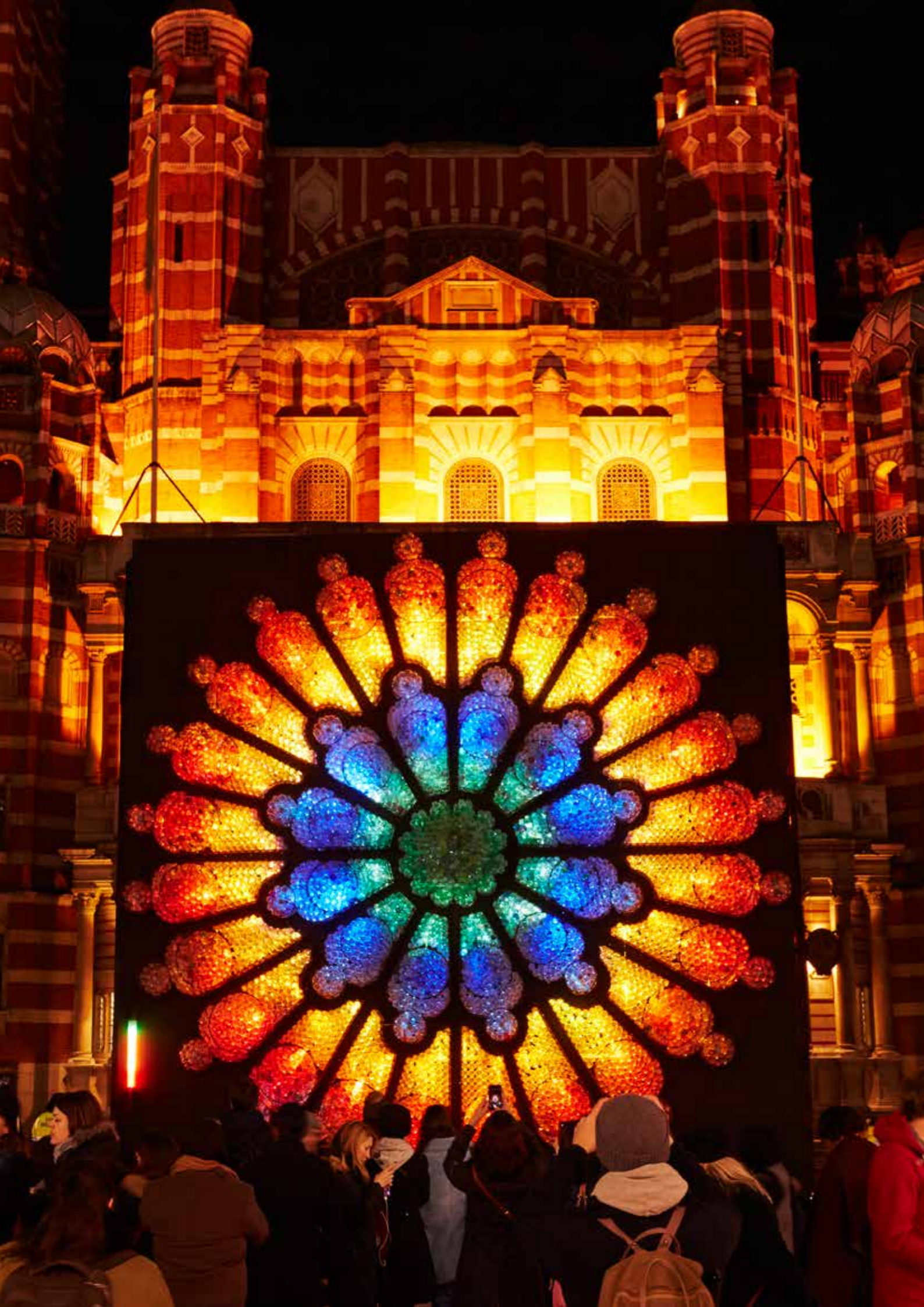
At the heart of Culture for all Londoners is a city that sustains its global creative success, and which works for everyone. London is a place of immense opportunity. Here every child, young person and adult deserves the chance to enrich their lives through culture. Every Londoner should feel that the capital's artistic riches and diverse heritage belong to them. Culture should not be out of reach for anyone, and less formal activities, spaces and venues need to be valued. London must continue to be a global capital, while also striving to be a city where local talent can put down roots. This means tackling the barriers that prevent Londoners from securing creative jobs.

All kinds of places and spaces must be able to thrive in London. From world class museums, galleries and festivals, to the pub on the corner or the skate park down the road. The trend that has seen hundreds of much-loved venues and spaces close down over the last ten years must be reversed.

Everyone must work in partnership – local authorities, cultural organisations, and Londoners – to safeguard and sustain the things that make it so special.

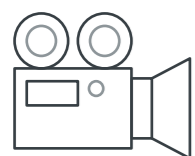
Alongside the Mayor's other strategies and plans, this draft Culture Strategy outlines an ambitious programme to sustain a city that works hard, and plays hard, for everyone. A city that is built on the principle of culture for all Londoners. It is themed around four priorities:

- **Love London** – more people experiencing and creating culture on their doorstep
- **Culture and Good Growth** – supporting, saving and sustaining cultural places and spaces
- **Creative Londoners** – investing in a diverse creative workforce for the future
- **World City** – maintaining a global powerhouse in a post-Brexit world



1 in 6

jobs in London are in the creative economy



London is one of the world's great hubs for creativity. It is admired for the size and dynamism of its creative industries. There is potential for more: one in six jobs in London are in the creative economy, which is growing faster than the economy as a whole.¹ But London is also a city of stark contrasts. Many businesses are booming, but at the same time, housing costs have become unaffordable to many. A third of Londoners now live in poverty, and public services are under pressure. London's culture is world renowned, but it must address – rather than simply reflect – the capital's challenges.²

The Mayor recognises that if London is to continue as a cultural powerhouse, its inequalities must be addressed. This requires an ambitious programme of support and investment in infrastructure, skills, promotion and planning. It is about far more than economics - culture has a vital role to play in enabling Londoners from all backgrounds to come together and forge a sense of belonging. This strategy therefore takes a broad view of culture, from arts institutions, creative industries, the historic environment and museums, to community festivals, pubs and nightclubs, busking pitches, skate parks and street art.



¹ GLA Economics, Creative Industries Report 2017

² GLA Economics (2016) Economics Evidence Base for London

Love London - more people experiencing and creating culture on their doorstep

London is an innovative and strong world city, and culture plays a big part in this. Our creative industries supported the economy during the financial crisis.³ London's cultural offer was centre stage at the 2012 Olympic and Paralympic Games. Culture has long brought different communities together in times of celebration and hardship. Yet, at the same time, too many Londoners miss out on the city's success. It can be expensive to travel to cultural events. Mobility or disability factors can also mean people can't take part.

Londoners need great culture on their doorstep. This is why, inspired by the UK City and European Capital of Culture programmes, the Mayor has launched the London Borough of Culture competition. Waltham Forest (2019) and Brent (2020) are the first two winning boroughs. They will each benefit from funding, partnerships and a high-profile campaign to shape and promote new creative and heritage activities for a year.

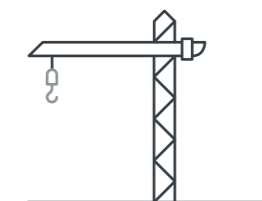
Grassroots and community organisations can bring culture to Londoners where they live. To help this happen, the Mayor has set up Culture Seeds, a new micro-grants programme. It will fund the individuals and community arts organisations that often miss out because they are too small, and provide access to resources, advice and networks so these groups can make the most of their grant. The Mayor will also launch two pilots in 2018 to increase participation. Working with Transport for London and its Zip Oystercard, the Mayor will explore how families and young people can combine travel with a package of free and discounted cultural offers. With Team London, the Mayor will encourage more young Londoners to volunteer and gain skills and experience in the creative industries.

Throughout its history, London has been a city of festivals. Events like the New Year's Eve Fireworks, Totally Thames and Notting Hill Carnival bring people from all backgrounds together. The Mayor will continue to fund festivals and events like Diwali and Pride in London that have an emphasis on community involvement. And he will improve access at events, aiming for all Deaf and disabled people to be as independent as they want to be at live events and festivals.

The Mayor will continue to support his 'family of museums', funded by City Hall. In particular, the Mayor has committed £70m to create a landmark new site for the Museum of London at West Smithfield. This will open up its collection of seven million objects to more people than ever before with the aim for the museum to double its visitor numbers and reach every schoolchild in London. It will also continue its leadership role, offering the city's smaller museums and archives support, advice and grants.

£70m

has been committed to create a landmark new site for the Museum of London at West Smithfield



³ United Nations Development Programme (2010) Creative Economy Report 2010

“London is a centre for creativity, attracting ideas and talent. It has a large creative workforce which must be safeguarded in this period of significant change. The Mayor recognises the power and importance of culture by making it a top priority.”

Ben Evans

Director, London Design Festival and Chair, Mayor's Cultural Leadership Board

Culture and Good Growth - supporting, saving and sustaining cultural places and spaces

By 2030, there will be ten million people living in London. New buildings and infrastructure will provide commercial opportunities, but it will put pressure on culture and heritage which could pose a risk to local character and community cohesion. In the past decade, London lost a quarter of its pubs and 40 percent of its music venues. Many artists and small businesses are being forced to move out too. This is due to rising rents, business rates and the fact that cheap workspace is being converted into unaffordable housing.

To help, the Mayor will invest £5m to develop a number of Creative Enterprise Zones in different parts of the city. These will be special areas where artists and creative businesses are helped to put down roots. The Mayor will work with local councils and cultural organisations in these places to offer long-term support. This will include affordable workspace, business rate relief and faster broadband. The Mayor is also setting up an independent Creative Land Trust. The aim is to buy up property managed as creative workspace and let it at affordable rents.

With the draft new London Plan, the Mayor has published the most pro-cultural planning framework the city has ever seen. The plan will be crucial in supporting and protecting cultural places and spaces. This includes introducing an Agent of Change principle to help cultural venues to better co-exist alongside homes. The Mayor is also producing a Cultural Infrastructure Plan. It includes research on numbers of venues in specific sectors, starting with pubs, LGBT+ venues and dance performance facilities. This is the first ever city-wide attempt to map London's cultural places and facilities. It provides a sound evidence base to underpin and inform planning policy.

The Mayor also wants to challenge preconceived ideas about regeneration. He wants Londoners to reap the benefits of embedding culture in the city's long-term developments. In Queen Elizabeth Olympic Park, the Mayor will oversee a new culture and education district, with a number of world-class organisations

setting up a permanent presence in the park. These include University College London, London College of Fashion, Sadler's Wells, and the Victoria and Albert Museum working with the Smithsonian. In west London, there will be a cultural quarter at Old Oak and Park Royal, London's largest transport and regeneration project which will provide 25,000 much-needed new homes. The Mayor and the London Borough of Newham will also put culture at the heart of the 25-year Royal Docks development.

The Mayor wants to build on London's manufacturing legacy. He will make the case for investing in new centres of creative production, particularly along the Thames Estuary corridor. In the East End, a Fashion District will bring together designers, manufacturers and training providers. Meanwhile, over in Dagenham, there is the potential to build London's largest film studio for a quarter of a century. This will create nearly 800 full time local jobs.



Across London, good architecture, design and high quality art will combine to create public space that works for and inspires all Londoners. The Mayor has launched Good Growth by Design to encourage the best design solutions. A new social enterprise, Public Practice, will place designers and planners in local councils. The Mayor has also appointed 50 Design Advocates, who will work to set standards and look into the challenges facing London's built environment.

In addition, the Mayor has commissioned the first statue of a woman in Parliament Square, our most important public space for recognising national achievements. To commemorate the centenary of the first women in the UK getting the vote, suffrage campaigner, Millicent Fawcett, will stand proud for generations to come. The Mayor will also continue to support the world-leading Fourth Plinth programme in Trafalgar Square. New artworks will be unveiled in 2018 and 2020. He will fund one of the capital's first bookable street art walls in east London, and will also work with local councils to establish legal street art walls across the city.

"Millicent Fawcett was an incredible woman and by honouring her in Parliament Square I believe she will continue to inspire generations to come."

Gillian Wearing OBE, RA
Artist



Creative Londoners - investing in a diverse creative workforce for the future

The creative economy is vital to London. Between 2012 and 2016, jobs in the sector grew by almost a quarter. But the creative talent available to London is at risk. Since 2010, there has been an almost 30 per cent drop in the numbers taking arts subjects at GCSE.⁴ The creative sector is still very white. As such, it can be hard for people from black and ethnic minority backgrounds to get in. Many women still find the glass ceiling stops them from progressing too.

The Mayor is committed to helping creative talent from all backgrounds to thrive. London's creative sector can stay a world leader by having a workforce that reflects its population. This can be done via better training, more inclusive recruitment and nurturing an entrepreneurial spirit. Education is a great way to ignite young people's creativity. That's why the Mayor wants schools to adopt the London Curriculum. It uses the city as a classroom to bring lessons to life. As patron of the London Music Fund, the Mayor will also support thousands of children to develop their musical potential.

Further education plays a crucial role too. Through the £110m Further Education Capital Fund, the Mayor will fund colleges and providers to modernise their campuses and facilities. Many creative roles can be well served through apprenticeship training. Working with Film London, the agency for London's screen industries, the Mayor is supporting traineeships for film, television and animation. The Mayor's Cultural Leadership Board has made diversity a priority, bringing together industry leaders to develop recommendations to boost diversity. This will help to make the most of the outstanding opportunities this booming sector can provide for all.

World City - a global powerhouse in a post-Brexit world

The Mayor wants London to be open, welcoming and inclusive. That means doing everything possible to encourage international talent and investment. Over half of the UK's creative service exports are to the European Union, and the Mayor will continue to campaign for the UK to retain membership of the single market. The Mayor will encourage Government to address the needs of London in negotiations. He has established a Brexit Advisory Group with representation from the creative industries.

⁴ [The Stage](#), GCSE arts subjects in 'free fall' as results confirm 9% decline in entries, 2017

“London is the most dynamic city in the world today. Sure, it has always been an international hub, always been at the centre of things, but it has never sizzled like it sizzles today.”

Dylan Jones OBE
Editor, British GQ

London welcomes nearly 110,000 international students each year. With thousands of art and design students graduating annually, the city is flowing with new creative talent. It is vital that London continues to welcome talent from around the world. We must have an immigration system that allows for students, short-term workers and entrepreneurs. Thanks to long-term investment from City Hall, London is now one of the world’s leading creative capitals. The city now boasts the planet’s third largest film industry. In 2016, investment in UK production reached £1.6bn.⁵

London is also one of the world’s top four fashion capitals, and London Fashion Week generates £100m in sales,⁶ but international competition is fierce. Since 2011, over 60 cities across the globe have developed blueprints to become ‘creative capitals’.⁷ The Mayor will fund the British Fashion Council, Film London, London Games Festival, and London Design Festival to promote and increase trade for London’s creative industries.

The Mayor is committed to maintaining a culturally exciting 24-hour city that is safe and welcoming. The nightlife of a world city should be extensive and diverse; London’s £26bn Night Time Economy generates one in eight jobs in the capital. The Mayor has created the role of Night Czar to champion nightlife, protect venues and prioritise women’s safety. He has appointed an independent Night Time Commission to make recommendations on policies and programmes to support the implementation of the Mayor’s Vision for a 24-hour London. To complement this, a network of Borough Champions are supporting best practice amongst local authorities in planning and licensing. London will also host a Global 24hr Summit to help build a world-wide network of Night Time Economy experts.

The London of the future needs to be a city that is open for business and visitors. Following the EU referendum, the Mayor launched #LondonisOpen, a major campaign to show that London is united and open to the world. In the same spirit, the Mayor will help to strengthen London’s relationship with cities from around the world, with 34 cities now members of the World Cities Culture Forum. Chaired by the Deputy Mayor for Culture and Creative Industries, the forum enables cities facing common challenges to share insights with one another. Through the Forum, the Mayor will influence and collect best practice, and help champion culture in cities all over the world.

Achieving the Vision through Partnership

The Mayor has a range of powers and levers to deliver his strategy. These include direct funding for programmes as well as transport, planning, skills and promotion. He will also use his convening power and profile to champion issues, and highlight threats and opportunities. But there are many areas relating to culture outside of the Mayor’s direct control. The Mayor believes that London needs more radical devolution to maintain its global position, so he will make arguments to national government for the powers and resources to help London thrive.

The Mayor’s Cultural Leadership Board comprises leading figures drawn from across culture and the creative industries. This Board has helped to oversee the strategy and will continue to advise the Mayor. Ultimately, it will be the strength of such sector leadership and partnerships that will be key to the success of the strategy, and the Mayor is committed to working with Londoners, local authorities, cultural organisations and venues, artists and creative businesses to achieve his vision for London.

⁵ British Film Institute, 2017

⁶ British Fashion Council, 2017

⁷ Leo Hollis, Cities are Good for You: The Genius of the Metropolis, 2013



Chapter 1: The Mayor's Vision and Priorities for Culture

This draft Culture Strategy outlines an ambitious programme to sustain a city that works hard, and plays hard, for everyone; one that is built on the principle of culture for all Londoners.

People and places are at the heart of the Mayor's vision for Culture for all Londoners. London is a city of immense opportunity, in which every child, young person and adult deserves the chance to enrich their lives through culture. Every Londoner should feel that the capital's cultural riches and diverse heritage belong to them; culture should not be out of reach for anyone. The city must embrace a broad definition of culture that includes less formal places and spaces. Barriers that prevent Londoners from securing diverse creative jobs should be identified and removed. London must continue to be a global capital, and at the same time strive to be a city where local talent can put down roots for good.

All kinds of cultural venues, places and spaces must be able to thrive in London. From world-class museums, galleries and festivals, to the pub on the corner or the skatepark down the road. The trend that has seen hundreds of well-loved venues, places and spaces close down over the last ten years must be reversed. London should be a place where everyone works in partnership – local authorities, the private sector, cultural organisations, and Londoners – to safeguard and sustain the cultural treasures and creative talent that makes our great city so special.

The draft Culture Strategy is themed around four priorities.

Love London

More people experiencing and creating culture on their doorstep

Culture and Good Growth

Supporting, saving and sustaining cultural places and spaces

Creative Londoners

Investing in a diverse creative workforce for the future

World City

Being a global powerhouse in a post-Brexit world



Chapter 2: Context and Scope of the Strategy

This section sets out the context of this strategy: from London's position as a global economic powerhouse to its growing and changing population; the breadth of its cultural offer; levels of inequality; and its prospects for education, skills and employment.

A Growing Economy

The creative industries are worth £91.8bn to the UK economy¹ - more than the automotive, life sciences, aerospace and oil and gas industries combined.² London's culture and creative industries generate £47 billion each year and grew by nearly 40 per cent between 2009-2014 compared to 30 per cent across the rest of the economy.³

Of the world's largest 250 companies, 40 per cent have their European headquarters in London with supply chains that reach right across the UK. Current membership of the EU provides access to a crucial supply of creative talent which has built up in London to make it a leading international city for the creative industries.⁴ The challenge will be to counter a climate – whether economic or political – which risks seeing many successful businesses and people leaving London, and the UK, for good.

A Changing Population

London is one of the most diverse cities in the world, with over 300 languages spoken in the capital. 45 per cent of Londoners identify as white British, 40 per cent from black, Asian and minority ethnic (BAME) backgrounds, and a further 15 per cent of Londoners identify as white other.⁵

The capital is larger today than at any time in its history, with a population of 8.63 million expected to grow to 10 million by 2030. Some 37 per cent of Londoners were born outside of the UK, and for more than one in five Londoners, English is their second language at home.⁶

London draws huge strength from the contribution of migrants who choose to make the city their home. Migrants bring economic benefits and enrich our society and communities.⁷ They are an important part of what makes this city so special and culturally exciting. From our food and drink, across the fields of sport, entertainment and the arts – the advantages of London's amazing diversity are clear for all to see.

Building connections between Londoners from diverse backgrounds is a core part of improving social integration in this city.⁸ Addressing inequalities and barriers is also vital. Culture can be an important tool in challenging the stigma and discrimination many groups face, from migrants and refugees, to BAME, older and disabled Londoners. From festivals to museum exhibitions, culture presents unique opportunities to bring people together, challenge prejudices and celebrate the contributions of people from all backgrounds.

Quality of Life

Average household incomes in London are significantly higher than the rest of the UK, and London is home to some of the wealthiest individuals in the world.⁹ The top ten per cent of households own more than half of the city's wealth.¹⁰ But the gap between the incomes of the richest and poorest in London is the widest of all regions in England¹¹ and almost three in ten Londoners live in poverty.¹²

In recent years, many residents have seen little or no improvement in their living standards as wages have struggled to keep pace with the growing cost of living. After housing costs are accounted for, average incomes in London and the UK are very similar to the rest of the UK.¹³

Housing and Infrastructure

London is in the middle of a housing crisis. The previous Strategic Housing Market Assessment (SHMA) identified a need of 66,000 new homes each year,¹⁴ yet just 29,000 homes a year were built between 2013/14 and 2015/16, reflecting the chronic and long-term failure to build the homes that London needs.

Only 13 per cent of homes granted planning permission in 2014/15 were affordable.¹⁵ The Mayor's long-term strategic aim is to make half of all new homes built in London affordable.

To meet demand London needs to grow its infrastructure. The capital needs to increase its energy supply capacity by 20 per cent and its public transport capacity by 50 per cent by 2050.¹⁶ London is widely regarded as Europe's leading technology hub, with a growing sector of over 40,000 digital technology businesses employing almost 200,000 people.¹⁷ London needs reliable, affordable super-fast digital connectivity for homes and small businesses if London is to become the best-connected city in Europe.

¹ DCMS Sectors, *Economic Estimates 2016: Gross Value Added*

² *Creative Industries Federation, Industry Statistics*

³ GLA Economics, *Creative Industries Report 2017*

⁴ GLA (2017) *The Mayor's Economic Development Strategy for London – Draft for Consultation*

⁵ GLA Economics (2016) *Economic Evidence Base for London 2016*

^{6,7} Ibid.

⁸ Mayor's Social Integration Strategy, 2018

⁹ GLA Economics (2016) *Economic Evidence Base for London 2016*, p.519

^{10,11,12} Ibid.

¹³ Department for Work and Pensions Family Resources Survey (2017)

¹⁴ GLA (2017) *The 2017 London strategic Housing market Assessment*, p. 6

¹⁵ *Mayor of London's Housing Strategy, 2017*

¹⁶ *Mayor of London, Infrastructure Plan to 2050*

¹⁷ London & Partners (2017) *Investment dataset*: London is widely regarded as Europe's leading technology hub, with a growing sector of over 40,000 digital technology businesses employing almost 200,000 people.

Cultural landscape

London has an enormous breadth of cultural riches.

20,000

live music events in 2016

4,000+

pubs in London

4

UNESCO World
Heritage Sites

13

National museums

14.3m

West End theatre
attendances in 2016

18,000+

heritage buildings

860

Cinema
Screens



Culture in London

London is one of the world's great creative cities, with an enormous breadth of cultural riches. The city is home to art galleries, theatres, cinema screens, festivals, 10 major concert halls, 13 national museums, pubs, night clubs, 320 live music venues and public libraries.¹⁸ There are far more cultural facilities in central areas of London - fewer than a fifth of Arts Council England National Portfolio Organisations are based in outer London boroughs.¹⁹

London's unique heritage assets include four UNESCO World Heritage Sites, scheduled monuments, registered parks and gardens, a registered battlefield and thousands of listed buildings and conservation areas. Most are clustered around central London, along the River Thames and along London's north-south axis.²⁰

London compares favourably with other world cities with respect to the amount of green space per head of population. London is ranked tenth amongst 30 global cities - higher than similar cities such as New York, Berlin and Paris.²¹

OPPORTUNITIES AND CHALLENGES

When it comes to infrastructure London is a city of contrasts. Parts of the capital are booming, with new buildings rising and neighbourhoods being regenerated. London's culture and heritage are world class, attracting tourists and visitors from around the globe. In the east, the Queen Elizabeth Olympic Park will become a significant new cultural and educational district, while major developments will transform the Royal Docks and Old Oak and Park Royal.

At the same time, the city needs to maintain and upgrade its infrastructure to support its booming population - and the upgrade needs to include cultural facilities alongside new housing and transport networks. Capital investment is needed across London, creating new skills and job opportunities, and a chance for a greater diversity of Londoners to find creative employment. London also needs more devolved powers, while building stronger ties with other cities and regions across the UK.

¹⁸ BOP Consulting (2015), *World Cities Culture Report 2015*

¹⁹ Arts Council England (As at February 2018) *National Portfolio: 2018-22*

²⁰ World Heritage Centre (2017), *UNESCO World Heritage Sites - Tower of London*

²¹ World Cities Culture Forum [n.d.], *Per Cent of public green space (parks and gardens)*

There are huge opportunities for culture to play a part. London's creative talent and production centres have a global reputation. The potential to grow cultural production and consumption is huge. Culture also enables Londoners from all backgrounds to come together, socialise, and make friends. London's centuries of tradition and heritage help build a sense of belonging. There is a long history of openness and welcoming of new people and ideas. The following sections set out the opportunities and challenges for culture in London.

Global Competition

London is a centre for the creative industries which act as a global calling card, attracting people from around the world to visit, work and study.

Since the financial crisis of 2008, the creative industries have not only proved resilient, but have helped to power the economy.²² This success is due to many factors including creative industries tax relief, London's role as an international financial and transport hub, and access to world-class talent.

London remains the third largest centre for film production in the world;²³ one of the top four fashion capitals; the fifth in games production;²⁴ and is a world leader in design. Nevertheless, global competition remains strong, with cities across the world adopting fiscal incentives aimed at attracting creative businesses and talent. In addition, it has been estimated that Brexit could see London losing £1 billion of growth in the creative industries by 2030 and half a million jobs overall.²⁵

At the same time, the fast-paced growth of London risks pricing out creative talent. Many creative businesses are in industrial spaces, in a city that lost 260 acres of industrial land per year between 2010 and 2014.²⁶

Public Funding

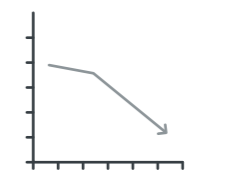
Local authorities are still the biggest funders of arts and culture in England, spending £1.2 billion in 2014-15.²⁷ Local authority investment plays a vital role in supporting a range of services, from libraries and theatres to community arts programmes. In addition, public funding from Arts Council England and Heritage Lottery Fund for libraries, historic places and spaces, arts organisations and museums is substantial.

Private investment in arts and culture grew by 21 per cent across the UK in 2014/15, primarily driven by high-value individual donations to the largest recipients. Just 50 organisations receive 60 per cent²⁸ of total private funding across the UK, while smaller organisations have managed to grow their private funding portfolio by 8 per cent per annum.²⁹

Funding from Arts Council England to London-based arts organisations has been at a standstill since 2015 as more investment is directed outside the capital.³⁰ In addition, local authority investment in arts and culture has declined by £236 million (17 per cent) since 2010, with London seeing the largest cuts in arts and culture spending: down 19 per cent between 2010 and 2015.³¹ While in some cases this has resulted in the closure of cultural facilities, many boroughs continue to develop Culture Strategies, support cultural services, and seek innovative ways to fund and support arts programmes and spaces.

£236m

decline in local authority investment in arts and culture in England



²² United Nations Development Programme (2010) *Creative Economy Report 2010*, p.xx

²³ *Fashion Week Online* (2018)

²⁴ UKIE (2017) *The games industry in numbers*

²⁵ Cambridge Econometrics (2018) *Preparing for Brexit: Clarity from complexity*

²⁶ *Colliers International*, 2017

²⁷ Arts Council England/Harvey, Adrian., (2016) *Funding arts and culture in a time of austerity*

²⁸ Arts Council England (2016) *Private Investment in Culture Survey*

²⁹ *Ibid.*

³⁰ BBC News (2017) *Arts funding: Major English venues cut, with more money for the regions*

³¹ Arts Council England/Harvey, Adrian., (2016) *Funding arts and culture in a time of austerity*



Tourism

With a record breaking 31 million visitors in 2016, London is one of the most visited places in the world.³² Culture is a major driver of tourism to London and cultural tourists spend £7.3 billion a year, supporting 80,000 jobs in the capital.³³

Most of London's top attractions are located in Zone 1. There is a strong appetite for both first time and repeat visitors to disperse across London. Nearly three-quarters of visitors venture outside of the centre, with 3 in 10 citing local attractions, landmarks or historical sites as a draw.³⁴

However, one million fewer people visited top attractions like The Natural History Museum and the Victoria and Albert Museum in 2016, with some displacement out of central London, and schools cancelling planned visits. At the same time, a fall in the value of sterling has led to a rise in visitor numbers from countries like Canada and the US.³⁵

Education

London is home to world class higher education institutions with many specialising in creative subjects. The Royal College of Art is the number one art school in the world.³⁶ Central St Martins is first for fashion design and three of the top performing arts schools are in the capital: the Guildhall School of Music and Drama, the Royal College of Music, and the Royal Academy of Music.³⁷

31m

visitors to London
in 2016



£7.3b

is spent by cultural
tourists a year



³² Visit Britain, (2017) 2016 Snapshot

³³ London & Partners (2017) A Tourism Vision for London

³⁴ Ibid.

³⁵ The Guardian/Collinson, Patrick. (2017), [UK attracts record overseas tourists after pound's Brexit slide](#)

³⁶ QS World University Rankings, 2018

³⁷ Ibid.

London is the place for creative higher education. The Royal College of Art is the number one art school in the world. Central St Martins is first for fashion design. Three of the top performing arts schools are in the capital.

At the same time, the uncertainty of Brexit is having an impact on a number of issues that London's higher education sector is working hard to manage. These include the future status of EU national students wanting to study at London's world-class universities and creative institutions; the UK's involvement in European research programmes and guaranteeing the long term rights of EU nationals who are living in the UK – many of whom will be academic staff and creative practitioners. The Government needs to clarify the UK's position on these as soon as possible.

From school to FE college or university, the talent pipeline needs to be sufficiently robust at all levels of education. In 2015/16, young people in England sat 44,000 fewer GCSEs in arts subjects compared with the previous year. Overall there has been a nearly 30 per cent drop in GCSE's in arts subjects sat since 2010.³⁸ A huge range of cultural institutions and organisations – both large and small – continue to work with schools, offer classroom visits, and provide teaching resources. But it is difficult to see how these will be sufficient to stem the decline in take-up of culture within the education system.

Employment

London's creative economy is a significant employer. There were 882,900 jobs in London's creative industries in 2016 – up by almost a quarter (24.2 per cent) since 2012.³⁹

The fastest growing area of London's creative employment since 2012 has been advertising and marketing. Between 2012 and 2016 the number of jobs in this sub-sector rose by 41.7 per cent; this was closely followed by music, performing and visual arts (+40.5 per cent) and IT, software and computer services (+37.2 per cent).⁴⁰

London's creative industries are highly productive, with a creative worker 22 per cent more productive than the average London worker. Many jobs in the creative economy are well-paid. The average hourly pay for creative employees in 2016 was almost a third higher than for those working outside the creative economy. However, according to GLA Economics research, women in the creative economy face an hourly pay gap of £4.66 compared to £1.92 for women in the non-creative economy. At the same time, just over 1 in 4 creative economy jobs are held by self-employed workers (27.8 per cent, compared to 16.8 per cent in the non-creative economy).⁴¹

High average pay can also mask considerable variation – a poll of UK artists by website Artfinder found 55 per cent earn between £1k and £5k net a year, and 82 per cent earn less than £10k a year. In addition, many freelance creative workers do not have access to key rights and benefits such as parental leave and employer pension contributions.⁴²

Diversity in the Creative Workforce

Across the arts and creative industries, trailblazing Londoners have broken down barriers and smashed glass ceilings. Many of London's most celebrated and high profile creative talent come from diverse backgrounds. Recent years have seen relatively strong growth in creative economy jobs for both genders, and people from BAME backgrounds. The rate of growth in female employment has been higher in the creative than non-creative economy, while the number of jobs filled by people from BAME ethnicity groups increased by 36 per cent in London's creative economy between 2012 and 2016. This compares to a 22 increase in the wider economy.⁴³

³⁸ *The Stage*. GCSE arts subjects in 'free fall' as results confirm 9% decline in entries, 2017

³⁹ GLA Economics (2017) *London's creative industries – 2017 update*
^{40, 41, 42, 43} *Ibid.*



Nevertheless, there are still fewer women and people from BAME backgrounds working in the creative economy than the economy at large. In 2016, women made up 35 per cent of the creative workforce compared to 44 per cent across the wider economy, while 23.4 per cent of jobs in London's creative economy are held by people from BAME groups compared to 33 per cent in the economy as a whole. In the creative and cultural workforce in England, only 12 per cent of workers classify themselves as disabled.⁴⁴

Strikingly, 95 per cent of jobs in London's creative economy are held by people from advantaged socio-economic groups in 2016, compared to 73.8 per cent outside the creative economy.⁴⁵

There are particular trends in the subsidised part of the cultural industries. For example, 20 per cent of the UK's working age population identify as disabled, compared to 4 per cent of staff at Arts Council England funded organisations and Major Partner Museums. Only 8 per cent of Chief Executives, 10 per cent of Artistic Directors and 10 per cent of Chairs come from BAME backgrounds. At the highest level, women are also under-represented – they make up just 35 per cent of Artistic Directors and Chairs.⁴⁶

Participation in Culture

The vast majority of Londoners think that the city's cultural scene is important in ensuring a high quality of life, with three quarters satisfied with the city's cultural and sporting offer.⁴⁷ However, participation levels have fallen in recent years, with people from lower socio-economic backgrounds having much lower levels of cultural participation.⁴⁸

Many organisations are getting better at providing a chance for more people with disabilities and older people to participate. Between 2012 and 2015, performances that were accessible to a wider range of people increased by 14 per cent across Arts Council England funded organisations. And accessible screenings of film in cinemas doubled over the same period. But more needs to be done, as almost a third of UK museums provide no access information on their websites for disabled people planning a visit, and many theatres fail to reach audiences with disabilities.⁴⁹

⁴⁴ Creative Industries Federation (2015) *Creative Diversity report*

⁴⁵ GLA Economics (2017) *London's creative industries – 2017 update*

⁴⁶ Arts Council England (2016/17) *Equality, Diversity and the Creative Case*, p.35

⁴⁷ GLA Intelligence (2015) *London Annual Survey 2015*

⁴⁸ Department of Culture Media and Sport (2016) *Taking Part Survey*

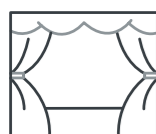
⁴⁹ BOP Consulting / Graham Devlin Associates (2016) Arts Council England - *Analysis of Theatre in England*

The level of cultural infrastructure may also be a factor affecting participation across London. The loss of venues across may also be an aggravating factor. Between 2007 and 2016, London lost 35 per cent of its grassroots music venues, from 144 spaces programming new artists to just 94 remaining today. These are clustered north of the river in central and East London, in particular Soho, Camden and Shoreditch.⁵⁰ At the same time, London has lost 58 per cent of its LGBT+ night time venues in the past decade.⁵¹

Many of London's historic places and spaces remain at similar risk of neglect or closure. In 2014-15, historic sites at risk from neglect or decay in London in 2015 included 62 conservation areas, 492 listed buildings, 31 scheduled monuments and 9 registered parks and gardens.⁵²

75%

of Londoners are satisfied with the city's cultural and sporting offer



Nevertheless, since 2010, London has added 116 screens and 8 cinemas to its total inventory of film venues.⁵³ Hackney saw a 3 per cent increase in the number of pubs and bars during the last ten years, representing some vital green shoots of growth.

THE SCOPE OF THIS STRATEGY

The established or traditional aspects of our culture are vital to London's heritage, as is London's street style, its global leading music genres such as Afro-pop and grime, and its video gaming. The Mayor's approach to culture places a strong value on celebrating and respecting the breadth and diversity of London's creativity equally.

This includes heritage. Through the scope of this strategy, the Mayor will nurture places and spaces that have local character and significance. The Mayor, local and regional government must value what local people value.

This strategy references cultural facilities as buildings and places where culture is consumed or produced. Cultural consumption takes place in museums, theatres, cinemas, entertainment arenas, music venues and night clubs, libraries, historic buildings, or public performance spaces. Cultural production takes place in creative workspaces, artist studios, dance rehearsal studios, music production suites or set design and building workshops. Cultural facilities also include less 'formal' cultural places and spaces: community festivals; arts centres; pubs; bars and nightclubs; busking pitches; skateparks and legal street art walls.

The strategy does not try to encompass everything the city has to offer. Some types of cultural facilities remain beyond their primary focus and overlap with other strategies. Food, digital technology, immersive technology, retail and markets, parks and green spaces and religion are areas covered by other mayoral policies. These are not included within this strategy.

The Mayor's Statutory Strategies

The Greater London Authority, under the GLA Act, is to set out its policies on culture, media and sport under the umbrella of the Culture Strategy. The sport section of the Culture Strategy is being developed by the GLA's Sports Team and will be published separately, but will form part of the same overall strategy.

The Mayor's statutory strategies will work in tandem to address his overarching vision, including his vision for culture; A Culture for all Londoners, the Mayor's Transport Strategy, the draft new London Plan (planning), London Environment Strategy, Economic Development Strategy, Health Inequalities Strategy and London Housing Strategy. The Mayor has also commissioned a range of other plans and strategies aimed at Children and Young People, Social Integration, Police and Crime, and Diversity and Inclusion. This draft Culture Strategy should therefore not be read in isolation from these strategies but alongside them.

⁵⁰ Nordicity / GLA (2015) *Grassroots Music Venue Rescue Plan*

⁵¹ UCL Urban Laboratory (2017) *LGBTQ+ Cultural Infrastructure in London: Night Venues, 2006-present*

⁵² Historic England (2015) *Heritage at Risk - London Register 2015*, p. xix

⁵³ UCL Urban Laboratory (2017) *LGBTQ+ Cultural Infrastructure in London: Night Venues, 2006-present*



**Chapter 3:
Love London**

The Challenge: London has a world-class cultural offer, but for too many Londoners many cultural activities are out of reach.¹ Engaging with culture can help build communities and raise aspirations. All Londoners should be able to enrich their lives through culture, especially those who face barriers to participating.²

Our Objectives: Increase the diversity of cultural activities and enable more Londoners to access culture on their own doorstep. Strengthen links between culture, health and wellbeing.

LOCAL CULTURE

Culture is what makes us human; it captures our imagination, helps us see the world through a different lens or escape from the day to day. Its contributions are widespread: culture brings communities together in times of celebration and hardship; it improves happiness and health and it has powerful social impacts – for example, well designed spaces and programmes for cultural engagement can promote social integration, deter crime and increase neighbourhood safety.

Yet throughout the city there are Londoners for whom the capital's culture is out of reach or who feel excluded from the city's success. Over a quarter of the capital's children live in poverty.² An adult Londoner living in poverty is more likely to be working than not, living in outer London rather than inner, and renting from a private landlord than in a council or housing association property.³ For the children of these Londoners, travelling across London to enjoy concerts or cultural events may be impossible. Tickets to West End theatres or cinemas are likely to be beyond their reach entirely. Factors like mobility or disability are also barriers to participation for many Londoners.

Many of the capital's cultural treasures – from national museums to world-class festivals – are free, and the Mayor supports the policy of free entry for London's national museums, but it is not enough - local culture must be strengthened. The Mayor will build and strengthen communities by investing in local culture.

London Borough of Culture

Only a third of Londoners feel that they make the most of the culture on their doorstep. The London Borough of Culture will change that by putting communities at the heart of this major citywide competition. It will shine a spotlight on the hidden gems and unique character of boroughs, it will raise ambition with big ideas; and it will put local people centre stage.

Inspired by the success of the UK City and European Capital of Culture programmes, the capital's boroughs have bid for the title of London Borough of Culture. Waltham Forest will take up the title in 2019 and Brent in 2020 and each borough will receive £1.35 million from the Mayor.

Waltham Forest are planning a borough-wide celebration of culture, from Walthamstow to Epping Forest, Chingford to Leytonstone. Over 14,500 local people backed the bid and the aim is to get 85 percent of households in the borough participating, while also attracting half a million additional visitors. A digital installation called

'Molecules in the Marshes' will inhabit Walthamstow Marshes developed by local artist Zarah Hussain and involving every school in the borough; the heritage of Pakistani makers in the textile trade will be celebrated; and, building on the radical traditions of William Morris (leader of the British Arts and Crafts movement), artist Bob and Roberta Smith will write a new culture manifesto for the future.

Brent have put young people's voices at the heart of their 2020 Borough of Culture. During the consultation for the bid, Brent discovered that of all the young people they worked with, none had been to the Tate or heard of the National Theatre. 2020 is also the year when Brent will host Euro 2020, so culture and sport will come together enabling a gear shift in participation. A summertime street party will be thrown for 200,000 people, centred around London's oldest, straightest road, the A5. A 'Museum of All Brent Life', will see Brent Libraries commission ten new art works and a major new music festival 'No Bass Like Home' will explore the musical legacy of Brent.

¹ GLA Intelligence (2015) [London Annual Survey 2015](#)

² Child Poverty Action Group (2017) [Child Poverty in London](#)

³ Trust for London (2017) [London Poverty Profile 2017](#)

⁴ London & Partners (2017) [A Tourism Vision for London](#)

The Mayor wants young Londoners with creative talent and entrepreneurial flair to have the chance to develop creative careers and businesses. Each winning borough will host his new creative leadership programme for young people from diverse backgrounds, supported by mentoring and investment.

Six boroughs also received a Mayor's Cultural Impact Award to fund landmark projects that will ensure as many Londoners as possible are able to benefit from the Mayor's record investment in culture. The winners of the Mayor's Cultural Impact Award are:

Barking and Dagenham – the borough will embed cultural activity in social care with three projects. New Town Culture, with the Foundling Museum, children's author Jacqueline Wilson and artist Grayson Perry will bring culture into care homes; Radio Ballads with

the Serpentine Gallery will reveal the history of local workers, and Culture and Care will establish a new five-year policy for the role of culture in social care settings developed with the Institute of Education.

Camden Alive – animated trails, digital technology and augmented reality will bring the stories of residents of 12 housing estates in Camden to life. Led by the British Museum, Central St Martins, the Roundhouse and augmented reality app Blippar.

Live Music in Kingston – a brand-new music festival inspired by the musical heritage of the area, including the old Decca Records pressing plant in New Malden. Young musicians, promoters and businesses will take part, bringing investment into the Night Time Economy.

L  N D O N  N

EVERYONE WELCOME

Next Generation in Lambeth – young BAME Londoners will get help to develop careers in the arts, inspiring the next generation of artists and cultural leaders. Major cultural institutions including the South Bank Centre, Old Vic, BFI and the National Theatre will be involved.

Festival of Creative Ageing in Lewisham – with Sadler’s Wells and The Albany, the Festival of Creative Ageing will celebrate how culture can help people to live longer, happier, more independent lives. The centrepiece will be Christopher Green’s 48-hour immersive theatre performance *The Home*, devised with older residents.

Film Merton – Merton is taking an inventive approach to establishing a new local cinema in the Mitcham area. The project aims to show there’s a real appetite in film, and make the case for future investment.

Culture Seeds

Small grants can make big things happen – helping to get ideas and inspirations off the ground. They can kick start an arts festival, pay for a generator for a pop-up film screening, fund artists to lead workshops, or cover the hire of a venue for performances, classes or exhibitions. If more Londoners are to engage with culture in their local community, there must be ways for them to access funding and support so they can lead, make, programme and participate in it themselves. The Mayor is establishing a new London-wide funding programme, called Culture Seeds, offering micro-grants to support community-led cultural projects in every single borough. With a total pot of £1 million, the Mayor will fund hundreds of creative projects and people. These micro-grants will target the grassroots, supporting organisations that often miss out on grants because they are too small, are informally constituted, or are from underrepresented groups e.g. BAME or LGBT+. Such organisations are frequently run by volunteers. Team London, the Mayor’s volunteering and social action team, will help them with resources and guidance on making funding applications.

The Mayor wants more Londoners than ever before to enjoy their local culture and heritage. Culture Seeds will prioritise people on lower incomes, and projects which connect communities with less access to culture. The Mayor wants to support cultural projects that are simple but effective. Alongside the fund, all grant recipients will be invited to join a programme ‘community’ to help build capacity for those taking part. This will offer access to resources, surgeries, local borough networks and pan-London opportunities and advice, helping to make the most of the legacy of grants.

Increasing Participation

From the chaotic energy of a sell-out concert at The O2, to the quiet retreat of a local cinema, there is much to love about London. There are also a huge number of free events across the city. However, many Londoners are either not aware of what’s on offer, or feel that the

cultural offer is not for them. In Paris and New York, city governments are rolling out discount cards and citywide offers with the aim of helping to change this. Amsterdam and Vienna are identifying residents on low incomes who are missing out.

There is no single way of increasing access to culture for everyone. The Mayor will launch two pilots in 2018 to increase cultural engagement among different audiences. The first is with Transport for London and their Zip Oyster card, enabling London families to pair free and discounted travel with a new package of free and discounted cultural opportunities. The second pilot is in partnership with Team London, which will also offer free and discounted cultural experiences to incentivise more young Londoners to volunteer for their city and to gain skills and experience in the creative industries.



PROGRAMMES, FESTIVALS AND EVENTS

Throughout its history, London has been a city of festivals. Some, like St. Bartholomew’s Fair, became notorious. Others, like the Festival of Britain, helped shape the South Bank as we know it.

Today, festivals like the New Year’s Eve Fireworks, Totally Thames, Liberty, Pride in London and Notting Hill Carnival build bridges between different communities. They are spaces where people from all backgrounds come together. For example, the London Mela is a celebration of Asian culture and creativity, inspired

by South Asia and its diaspora. It attracts a diverse and mixed audience and encourages social inclusion, with approximately a third of the audience from non-Asian backgrounds.⁶ The Mayor will bring Londoners together through major cultural programmes, festivals and events.

The Mayor supported Lumiere London in January 2018, produced by Artichoke. The light festival attracted an estimated 1.5 million visits to 58 installations on iconic streets across central London over four days.⁷ Retailers and business districts worked together to weather the post-Christmas slump in trade.

⁶ Nutkhut (2018) London Mela
⁷ London & Partners (2018)



To help spread the word, London & Partners, the Mayor's promotional agency, led a digital communication strategy and produced the Lumiere app for visitors to download. It was expanded with a trail of spectacular light installations designed by artists from 14 different countries for locations across central London, stretching up north to King's Cross and down to the South Bank. These were made with the participation of community groups from Barking and Dagenham, Waltham Forest, Croydon and other boroughs.

Mayor's Festival Programme

The Mayor will continue to fund festivals and events with an emphasis on more community involvement, increasing quality, raising profile and improving volunteering. The Mayor will fund the following events: Africa in the Square; Armed Forces Day; Chinese New Year; Diwali; Eid; Feast of St George; Holocaust Memorial Day; Liberty; London Mela; Menora; Notting Hill Carnival; St Patricks Day; Pride in London; Remembrance Day Reception; 7/7 Commemoration Event; State of London Debate; Totally Thames and Vaisakhi.

As an iconic central London landmark, Trafalgar Square is in high-demand for the staging of events. The GLA has a central role in enabling Trafalgar Square to be used for a wide range of cultural events and festivals – particularly those that bring high quality cultural experiences to all for free, such as Royal Opera House or London Symphony Orchestra, and events that engage London's communities. The Mayor provides event support and guidance to external events as a valuable in-kind contribution. This is particularly so if it's organised by a community group with limited resource or experience.

Disability Access

The Mayor also wants to improve access at events and by 2018 aims to achieve the bronze standard Charter for Best Practice in Event Accessibility for all outdoor public events within his events programme. The ethos of the Charter is that Deaf and disabled people should be as independent as they want to be at live events and festivals. The Mayor's long-term aim is to achieve the silver and gold standard and he will also work with external event partners to encourage them to achieve the Charter or adopt the principles within it.



Centenary of Women's Suffrage 2018

The passing of the Representation of the People Act 1918 turned the tide on gender equality, and tripled the size of the electorate. The Act enabled men over 21, without regard to property or class, and the first women over 30 in the UK to vote. Parliament Square is an important public space for recognising past national achievements. In 2018, to commemorate the centenary of women's suffrage, the Mayor has commissioned the first ever statue of a woman – Millicent Fawcett – for Parliament Square. Internationally renowned artist Gillian Wearing OBE, RA will also be the first woman ever to create a statue for this iconic space.⁸

This landmark moment is an opportunity to honour the achievements made for women's rights over the past 100 years, and to encourage further progress. The Mayor has made gender equality an urgent priority and is calling for change through his #BehindEveryGreatCity campaign. Throughout 2018, a programme of culture and heritage events will engage audiences across the city. Over 20 partners will run events inspired by the achievements of women from all sections of society over the last century, driving change for future generations. The Mayor will also commission a brand new street art trail, film screenings, big ticket gigs showcasing London's female grime and urban artists, and explore the legacy of 1918 through London History Day in schools.

“What draws men and women together is stronger than the brutality and tyranny which drive them apart.”

Dame Millicent Fawcett GBE

1847–1929

Suffragist Campaigner

⁸ The statue has been commissioned by the Mayor of London with 1418 NOW, Firstsite and Iniva to commemorate the Centenary of the Representation of the People Act 1918, through the Government's national centenary fund.

MUSEUMS

London has some of the best museums in the world – from major institutions to local and unusual collections. Working with London & Partners the Mayor will help ensure that the capital's museum offer remains a confident, innovative and diverse one.

The Mayor will continue to support a 'family' of five museums:

- The Museum of London, including Museum of London Docklands;
- The Transport Museum;
- The Metropolitan Police Heritage Centre and
- The London Fire Brigade Museum.

The Mayor will support his family of museums, and find ways to help them work together to develop audiences further. He will support the new London Fire Brigade Museum at the Fire Brigade Headquarters by 2020, and a new Museum of London in West Smithfield.

Museum of London

The Museum of London celebrates the capital, inspiring a passion for London and for learning. The museum has sites in central London and Docklands telling the story of the city, from its first settlers to modern times. Over a million people visit the Museum of London every year. It cares for seven million objects and holds the largest archaeological archive in the world, with information on excavations in London over the last hundred years.⁹

The Mayor has committed £70 million to create a landmark Museum of London at West Smithfield. This will save a historic building for future generations and give the Museum a wonderful new home. The larger premises in West Smithfield will open up more of the collection than ever before, helping the Museum to meet its ambition of reaching every schoolchild in the capital and doubling its visitor numbers to two million every year. The Museum will be part of a new 'Culture Mile', alongside the Barbican, Guildhall School of Music and Drama, London Symphony Orchestra and the City of London Corporation.

Non-national and Small Museums

Across the city, there are a vast range of smaller museums in palaces, townhouses, universities, ships, dockyards and former warehouses. London is even home to three restored 19th century windmills - in Croydon, Upminster and Wimbledon. These museums cover a wide array of distinctive subjects: cartoons; clowns; the cinema; magic; Sherlock Holmes; the poet Keats; ancient Egypt; freemasonry; the history of Barnet; Jewish art; the Order of St John; dental care; comedy; the Post Office; immigration; motorcycling; gardening and the armed forces are just some of them. Many famous Londoners have museums dedicated to them, often in their former homes – including Florence Nightingale, Queen Charlotte, Sigmund Freud, Isambard Kingdom Brunel, Dora Gordine, Dr. Johnson and Charles Darwin.

With Historic England, the Mayor will publish a public map of the city's museums and heritage infrastructure across all boroughs, and will boost their volunteer infrastructure through Team London.

The Museum of London provides a range of grants and loans to support the capital's non-national and smaller museums. In 2016-17 it awarded £10,000 to 19 museums to help them with collections care.¹⁰ These awards ranged from a project at the Charles Dickens Museum to confirm the authenticity of a portrait of his wife Catherine, to support for the relocation of the World Rugby Museum at Twickenham.

7m

objects are taken care of by the Museum of London



⁹ Museum of London (2018) [What We Collect](#)

¹⁰ Museum of London (2017) [Grants and funding](#)



The Museum of London also provides funds to Local Authority Museum and Archives services, as well as small-scale capital development funds. The Mayor's core support of the Museum will enable it to continue to provide accreditation support, training and resources for London's non-national and smaller museums, enabling more Londoners to engage with these precious collections and sites.

CULTURE, HEALTH AND WELLBEING

Ballroom dancing reduces the risk of dementia by 76 per cent,¹¹ art therapy helps returning war veterans cope with post traumatic stress¹² and visiting a library can make people feel as happy as receiving a £1,300 pay rise.¹³ There is mounting evidence, commissioned by both arts and health bodies, that creativity and the arts make a significant difference to people's physical and

mental health and wellbeing. Culture can play a role within clinical settings and in the wider community. It can help people maintain good health and wellbeing or recover from illness. Leading examples in the capital include the Royal College of Music's award-winning music, health and mental wellbeing activities, Dulwich Picture Gallery's Prescription for Art referrals for older people at risk of mental ill health, and the "CW+" project that is transforming Chelsea and Westminster hospital into a more creative environment.

¹¹ Vergheze M.D., J., Lipton M.D., R.B., Katz M.P.H., M, et. al., (2003); Leisure Activities and the Risk of Dementia in the Elderly

¹² American Art Therapy Association, Art Therapy, Post Traumatic Stress Disorder and Veterans

¹³ London School of Economics, Quantifying and Valuing the Wellbeing Impacts of Culture and Sport

37%

drop in GP consultation rates has been shown by an arts-on-prescription project



82%

of people in deprived communities in London, enjoyed greater wellbeing after engaging with the arts



There are stark health inequalities across the capital. Women in Tower Hamlets can live for 30 years in ill health compared to under 12 years for men in Enfield.¹⁴ No-one's health should suffer because of who they are or where they live in the capital. In his Health Inequalities Strategy the Mayor sets out his vision for a healthier and happier London. He sees a role for arts and culture in supporting his vision. The arts can have a profound and positive impact on health and well-being and the Mayor will bring together experts from the health and arts sectors to broker better understanding about the benefits. He will map arts and cultural activity aimed at improving mental health and wellbeing across the capital to identify opportunities. He will help identify and overcome barriers that limit the use of arts in commissioning health programmes for all communities.



¹⁴ GLA (2017) *Better Health for All Londoners*, p.15

Love London - Summary of Policies and Commitments

Policy 1: The Mayor will help build and strengthen communities by investing in local culture.

Commitments:

- 1.1 Deliver two London Boroughs of Culture in 2019 and 2020.**
- 1.2 Fund six Cultural Impact Awards for exemplary projects in boroughs.**
- 1.3 Fund a Creative Entrepreneurs Programme to help develop the next generation of creative businesses.**
- 1.4 Establish Culture Seeds, a micro-grants programme to fund grassroots culture.**
- 1.5 Launch two pilots to increase cultural engagement among Londoners.**

Policy 2: The Mayor will help bring Londoners together through major cultural programmes, festivals and events.

Commitments:

- 2.1 Deliver an annual programme of community events and festivals, with improved quality and engagement.**
- 2.2 Help increase volunteering at festivals.**
- 2.3 Improve access in the Mayor's events programme, achieving Bronze Charter.**
- 2.4 Lead a celebration of the Centenary of the first women getting the vote and commission a new statue in Parliament Square.**

Policy 3: The Mayor will support his 'family' of museums.

Commitments:

- 3.1 Invest £70m in the Museum of London's move to West Smithfield.**
- 3.2 Support delivery of the new London Fire Brigade Museum.**

Policy 4: The Mayor will promote the benefits of arts and culture for the health and wellbeing of Londoners.

Commitments:

- 4.1 Embed positive outcomes for health and wellbeing across the London Borough of Culture, Culture Seeds and others as appropriate.**
- 4.2 Map arts and cultural activities, festivals and public programmes specifically aimed to improve mental health and wellbeing across the capital in order to identify gaps and potential opportunities.**



Chapter 4: Culture and Good Growth

“Culture has defined our city through the decades, from reactionary punks in the 70s to grime music today. As well as great transport and roads, London also needs its soul. It needs culture and creativity.”

Justine Simons OBE
Deputy Mayor for Culture
and Creative Industries

The Challenge: London’s population is rising rapidly. New buildings and infrastructure will put pressure on existing culture and heritage; creative communities are being priced out of the neighbourhoods they are helping to regenerate. High numbers of venues have shut down over the past decade. Culture and the public realm may be seen as a nice add on but not a priority.

Our Objectives: To find new ways to help artists and creative businesses put down roots. To take a strategic approach to integrating culture across major developments and infrastructure. To develop the most pro-cultural planning framework ever. To develop a better understanding of the cultural infrastructure needed in the capital. To support, sustain and enhance heritage.

GOOD GROWTH

London is growing fast – and a rising population needs new infrastructure. The capital needs more than 66,000 new homes a year just to keep up with demand.¹ Public transport will need to accommodate five million additional journeys each day by 2041. London needs to find space for 46,000 new jobs and the cultural and social infrastructure to support all Londoners.² Faster digital connectivity across the city will be essential. Rent rises and development are putting creative workspaces at risk while industrial spaces are being turned into residential units. The Mayor wants to reverse this trend and increase provision of workspace so that creative businesses can thrive in the capital. The Mayor wants to do what he can to help increase provision of creative and artist workspaces, particularly where they are affordable.

The Mayor wants to see what he calls ‘Good Growth’ across the capital. Good Growth means addressing the stark inequality that exists in the

capital. He does not want growth that leaves Londoners feeling left out, that obliterates local character in the name of regeneration, or that undermines community cohesion.³ People, places and prosperity are inseparable to the idea of Good Growth. This means balancing the new and the old; ensuring that new buildings do not shut down existing cultural facilities and safeguarding the unique character of local neighbourhoods.

The Mayor launched a £70 million Good Growth Fund which will run between 2017 and 2021. Through the London Economic Action Panel (LEAP) the fund will invest in civic infrastructure, support small businesses, provide and secure workspace, deliver community-led regeneration and enhance public spaces and cultural venues. It includes a focus on investing in cultural infrastructure to create strong and healthy high streets, local neighbourhoods and communities. The Mayor’s Culture and Regeneration teams will work to support and advise applications to the fund that enhance and develop cultural facilities.

¹ GLA (2017) [The 2017 London Strategic Housing Market Assessment](#), p.6

² GLA (2017) [The Draft London Plan December 2017, Transport](#) p.410

³ GLA (2017) [Good Growth by Design](#)



Creative Enterprise Zones

The Mayor wants artists and creative businesses to feel secure in their own neighbourhoods. More and more, creative Londoners are having to relocate or leave London due to rising rents and business rates, or because their workspaces are being converted into homes which they, and many other Londoners, cannot afford.

In response to these pressures, the Mayor is developing London's first ever Creative Enterprise Zones. This a major initiative in which the Mayor will designate a number of neighbourhoods in London and help artists and creative businesses put down roots. The Mayor will invest over £5 million in these places, enabling artists and creative businesses to locate together in affordable studios and workspaces. Working with local authorities and cultural organisations, Creative Enterprise Zones will help artists and creative businesses access a range of support.

Creative Enterprise Zones will include:

- affordable workspace;
- business development support;
- enterprise and skills;
- new creative clusters and networking;
- community links and socially inclusive places;
- business rates relief;
- super-fast broadband.

Many neighbourhoods are already known to be emerging centres of creative production. The Mayor will identify a small number of these to develop new ways for artists and creative businesses to be protected and grow, and provide new creative employment opportunities for communities. Findings will be published and disseminated widely so that neighbourhoods not designated during this mayoral term will benefit from the shared learning as London tests out this innovative policy to help build creative communities.

£5m

invested in Creative Enterprise Zones



Creative Land Trust

The Mayor is addressing the need for affordable workspace in the capital. The Workspace Provider Board advises the Mayor on issues around workspace, such as business rates and affordability. The shortfall of creative workspace is a priority and is being addressed through a number of programmes.

Alongside the Creative Enterprise Zones, the Mayor is establishing a new Creative Land Trust to offer affordable workspace to artists. The Trust will raise capital so that the fund can acquire property which can be rented out at affordable rents.

Currently, there are 298 studio buildings in London providing space for 11,500 creative practitioners, including individual artists, designer makers and small businesses. But only 17 per cent of the buildings are owned under freehold.⁴ To tackle the problem of rising rents in the capital, the Mayor is working with a consortium of artist studio providers, entrepreneurs and philanthropists.

The Trust, which is based on successful models in cities such as San Francisco, will provide faster financing for studio providers. In the long term, artist studios deliver excellent fiscal and social outcomes. However, London's property market is fast-paced, prioritising short term returns. Providers need ready access to finance in order to be able to compete with property developers.

PLANNING FOR CULTURE

The Mayor will deliver a pro-cultural planning framework to safeguard cultural spaces and places in the capital. The draft new London Plan will be crucially important and sets out a new way of doing things to support Good Growth in the capital.

For the first time ever the Mayor has ensured the draft new London Plan will set out how we can plan for culture just like we do for transport and housing. A range of policies include strengthened planning protections for pubs and creative workspace, and a new policy to protect late night venues when residential developments are planned nearby, by requiring that noise mitigation measures be taken into account in the new development. The Mayor has published Supplementary Planning Guidance on Culture and the Night Time Economy, to help existing planning policy protect and enhance London's night time culture,⁵ while achieving a balance with the needs of local residents.

For the first time ever the Mayor has ensured the London Plan will set out how we can plan for culture just like we do for transport and housing.

⁴ GLA (2015) *Artist Workspace Study*, p.6

⁵ GLA (2017) *Culture and the Night-time Economy - Supplementary Planning Guidance* p.12



Cultural Infrastructure Plan

When cities plan for growth they plan for housing, transport, hospitals, schools and civic institutions - but not for culture. The Mayor will develop the first city-wide evidence base of cultural infrastructure to inform planning and policy. Through his Cultural Infrastructure Plan he will identify cultural places and spaces and flag culture at risk.

He has already published the first phase of the plan, identifying heavy losses in music venues across the city as well as similar losses of pubs and LGBT+ venues. These findings have informed the development of the Rescue Plan for London's Grassroots Music Venues report.⁶ Heavy losses such as these show why the Mayor's draft new London Plan is the most pro-cultural ever.

The Mayor has also published evidence on dance rehearsal spaces, and will provide further evidence around music production facilities and creative workspace, and the supply chains that feed creative production in a range of sectors.

As part of the Cultural Infrastructure Plan, the GLA will publish an open source map of London's cultural facilities. Londoners can add in cultural spaces and places – either where they were missed first time round, or as they emerge, enriching understanding in every single borough. The map will help local authorities and city planners take a strategic overview to decision making and Local Plans. Local authorities will be able to see cultural facilities in their own, and neighbouring, boroughs, allowing them to track cold spots, identify clusters and trends and make fully informed planning decisions.

The Cultural Infrastructure Plan provides a powerful evidence base that will help local authorities implement the London Plan, raise awareness of culture and heritage held on risk registers and support local decision making through Section 106, Community Infrastructure Levy, Local Plans and Masterplans.

⁶ GLA (2017) [Rescue Plan for London's Grassroots Music Venues](#) p.18



Culture at Risk

London is a world-class cultural city, and many areas in the capital are thriving. At the same time cultural facilities are at risk of closure. Within City Hall, London's first ever Culture at Risk Office has been set up to safeguard well-loved places and spaces that are at risk of being lost. In its first year, it has helped nearly 200 cultural spaces across the capital including grassroots music venues, pubs, theatres, LGBT+ venues, heritage businesses, artists workspaces and cinemas. Examples include Banner Repeater, a small gallery situated on Hackney Downs train platform, and the Kossowski murals on Old Kent Road. The office has played an important role in supporting and protecting many of these businesses including high profile cases such as the Electric Ballroom, the 100 Club, G-A-Y, and the George Tavern.

It is not possible to put the city in aspic, or prevent every closure. Nevertheless, there are ways the Mayor is helping to save cultural facilities, from working directly with building owners to lending his support to listing applications.

The Mayor has committed to auditing pub and LGBT+ venues annually. The GLA has formed an alliance with the Campaign for Real Ale and is working directly with a number of owners to save well-loved venues. This includes a new charter to protect LGBT+ venues and working with Enterprise Inns as the first signatory to save Molly Moggs as an LGBT+ venue.

Historic England also keeps the Heritage at Risk register. In 2017, 45 new entries were added to the register, including a Victorian church in Ealing, and the tomb of a champion sculler in Brompton Cemetery.⁷

Damage to cultural heritage assets can include air pollution as many historic buildings are made from materials, such as limestone, which are particularly vulnerable to corrosion. The Mayor's Transport Strategy and London Environment Strategy seek to reduce air pollution, which will have a positive benefit for the capital's historic buildings. Historic England will work with the Mayor to suggest when buildings at risk might be pursued as potential homes for cultural activities and organisations.

⁷ Historic England (2015) *Heritage at Risk – London Register 2015*, p.71



Sound Design

As London's population rises, existing cultural venues will come under more risk from residents making complaints, particularly venues that operate at night. Ensuring that venues and homes can coexist is going to be crucial. The Mayor wants every Londoner to be able to get a good night's sleep. But he also wants Londoners to have access to a safe, welcoming and vibrant nightlife which supports successful businesses and jobs.

No local authority or borough police team wants to see the closure of a successful venue, or the imposition of licence conditions that make the business unviable. The Mayor will support the local authorities, the police and venues to work together effectively, and find innovative ways to resolve problems.

Developers can minimise noise through good acoustic design. This may include positioning of bedrooms, soft landscaping and soundproofing. They can work closely with venues to manage noise disruption and queues. They can clearly advertise to new tenants or residents that there is a cultural venue nearby – and they can also enter into a 'deed of easement of noise' with the local authority. This is a legal contract that ensures every tenant or resident signs an agreement not to complain about any noise under a pre-agreed level.

“With so many smaller pub and club venues in London and other cities around the world falling victim to gentrification and rising rents, it is more important than ever that enlightened civic authorities actively promote live music and performance in public places.”

Mark Knopfler OBE
Singer/Songwriter

Through the draft new London Plan the Mayor will also encourage a principle called 'Agent of Change'. This principle will help cultural venues and residential developments co-exist in a local area. For example, developers building new residential properties will be responsible for ensuring they are adequately soundproofed and designed to reduce sound from nearby pubs, clubs and live music venues.

CULTURE AND NEW PLACES

The Mayor wants to challenge preconceived ideas about regeneration and to support change that can help create a city that works better for all Londoners. This is particularly the case with London's major, long-term developments, in which culture will be at the heart. The Mayor will integrate culture into major infrastructure and regeneration projects, new creative centres of production, and transport infrastructure.

Queen Elizabeth Olympic Park

The Queen Elizabeth Olympic Park has become a truly special place. But the legacy of the 2012 Olympics was never just about the Olympic Park. It was always intended to act as a catalyst for wider regeneration in the Stratford area and across East London. By 2030 it is estimated there will be 125,000 additional jobs in the Host Boroughs.

When the Mayor took office, he reviewed the existing plans for the Park which he found unsatisfactory. He subsequently found opportunities to raise ambitions and put culture squarely at the centre of the development. He commissioned a new masterplan and design to ensure the culture and education offer was integral to the regeneration of the site.

For the first time since the creation of the museums complex in Exhibition Road in 1851, the Mayor will deliver for the city a new world-class arts and education district in the Queen Elizabeth Olympic Park, set to become one of the largest cultural destinations in Europe.



Studio Wayne McGregor was the first arts organisation to be based in the Park. The studio comprises three dance studios, including two of the largest in London, and a series of playful spaces in which to collaborate, make and create. The Mayor has supported Studio Wayne McGregor to run its innovative FreeSpace programme which offers free studio space to artists in exchange for offering workshops to young people and the local community.

The Victoria and Albert Museum will create V&A East, opening up their world-class collection of art, design and performance in unprecedented ways, and forming a landmark curatorial partnership that will bring the Smithsonian Institute to the UK for the very first time. The partnership will bring together the unrivalled collections and research of these two international cultural forces in an unparalleled fashion.

Sadler's Wells will develop a new venue, presenting the best dance created for mid-scale work all year round. It will also establish the country's first centre for choreographic practice and a hip hop academy that will change the way artists develop their work and expand the range of people who create dance.

Education is at the heart of this district. University College London will build UCL East, a vibrant second campus uniting Experiments, Arts, Society and Technology (EAST), which will be world leading in areas as diverse as robotics, advanced propulsion, manufacturing, the internet of wild things,⁸ cultural heritage, the urban environment, and innovative finance.

The London College of Fashion will unify all its current sites into one new state of the art building. This will bring 5,000 fashion students and anchor fashion in East London alongside cutting-edge designers and textiles producers.⁹ This landmark 21st century culture and education district will be a game changer for East London and for London as a whole. It will generate employment, cultivate the next generation of talent and open up East London to the world.

Old Oak and Park Royal

In London's largest regeneration project, the Old Oak and Park Royal area is transforming, creating more than 25,500 homes, 65,000 jobs and a transport super hub bringing HS2, national rail and the Elizabeth Line together.¹⁰ The Mayor will work with the Old Oak and Park Royal Development Corporation to create a new commercial centre and cultural quarter around the planned Old Oak Common station, which will be the UK's largest sub-surface station.

There will be an Old Oak Culture Strategy embedding culture into the development and enhanced access to nearby Wormwood Scrubs Parks. It will also create new visitor attractions, give local residents volunteering opportunities, and increase skills and create jobs. The area has also received Great Place Scheme Funding from Arts Council England and Heritage Lottery Fund to embed arts, culture and heritage in local plans and decision making.

The Royal Docks

London's Royal Docks is the biggest water landscape in London and the capital's only designated business enterprise zone. The wider area has the potential to accommodate up to 25,500 new homes and 60,000 jobs.¹¹ The Mayor and Newham Council are working together to embed culture within this 25-year building and infrastructure development, putting it at the heart of the Thames Estuary Production Corridor.

Culture will be central to the Royal Docks development. This includes planning for future large scale investment in creative, digital and tech industries. It also means early investment in, and long term plans for, artist workspace. Festivals and events will bring the area to life, and tell the story of the Docks, past, present and future.

BUILDING THE FACTORIES OF THE FUTURE

London has a proud industrial history. From shipbuilding to electronics, London has always been a city of talent and invention. Over time, industries change and disappear. London's creative industries are now world class and the Mayor wants to explore the feasibility of building a new generation of industrial centres that can make the most of this.

Thames Estuary Production Corridor

Stretching from East London to the coastlines of Essex and Kent, the Thames Estuary has a long history of manufacturing. The Mayor has launched an ambitious vision to build on this legacy by making the case for investing in new centres of creative production on industrial land. Each state-of-the-art facility will create hundreds of jobs and apprenticeships, training and work experience opportunities for local people in the East End and along the Thames Estuary. This is an unprecedented opportunity to build creative infrastructure on a similar scale to the financial services infrastructure of Canary Wharf in the 1980s, potentially generating thousands of jobs.

⁸ UCL News (2017) [Smart detectors to monitor urban bat life](#)

⁹ Evening Standard (2016) [Olympicopolis architects on their £1.3 billion vision for E20](#)

¹⁰ GLA (2016) [OPDC Vision and Mission](#)

¹¹ GLA (2016) [Royal Docks and Beckton Riverside Opportunity Area](#)

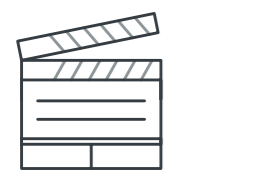
Dagenham East Film Studios

As part of the Thames Estuary Production Corridor, the Mayor and the London Borough of Barking and Dagenham have commissioned a feasibility study into a brand new film studio at Dagenham East. This has shown that Dagenham East represents a rare chance to build a Hollywood-scale film studio in London – the first new TV and film studio in the capital in 25 years.¹²

A studio of this size could create around 780 full time jobs in the local area and generate £35 million each year for the UK economy.¹³ Schools and colleges will be able to build strong relationships with the film industry to unlock careers in film and TV for young people. The area has a strong manufacturing history, particularly in the car industry, and through the studio, the industry of Dagenham's future could well be creative.

£35m

to be generated each year by a new film studio in Dagenham



Fashion District

Over the past ten years, fashion has been coming back to the East End. Many of the capital's small and medium sized fashion businesses are based here. From Soho to Old Street, the capital's creative businesses benefit from clustering together – helping them to work together, develop better networks and address skills needs. The Mayor is working with a range of partners and local authorities to grow the emerging fashion districts in the East End.

In practice, this means new commercial studios, fashion business spaces, manufacturing units, photography and video production facilities, technology accelerators, cafés and events spaces. The district has the potential to significantly grow London's capacity for fashion design and high-end manufacturing.

TRANSPORT

Transport for London is responsible for a heritage portfolio that includes over 200 listed structures. These range from underground and overground stations, to mileposts and street furniture. Transport for London is also responsible for the 'Station Design Idiom' which recognizes and conserves the design heritage that already exists, such as Harry Beck's tube map, Holden's stations and Edward Johnson's typeface. Today this also inspires great design in all its new projects.

While our transport system has been a cultural exemplar in many ways, the Victorian Society has identified that a number of cultural places and heritage sites are at risk from major transport projects. With Transport for London, the Mayor will continue to assess the impact of major transport projects such as the Elizabeth Line on current cultural infrastructure.

The River Thames

The Thames is an iconic waterway, with a deep history entrenched in the development of London from a Roman outpost to a global centre of commerce and trade. The Mayor wants to realise the full potential of the Thames and by animating its bridges, banks and piers, the full length of the river could become a major draw. The Deputy Mayor for Transport will lead the newly established Thames and London Waterways Forum, which will develop a new culture vision for the river.

Lighting the Bridges

When culture is integrated into infrastructure projects it can be used to tackle problems in ways that can become attractions in their own right. Led by the Rothschild Foundation the Mayor is supporting Illuminated River, a project to light every bridge in central London in beautiful and spectacular ways. American light artist Leo Villareal and renowned British architects and urban planners Lifschutz Davidson Sandilands will realise this project.

This major new attraction for the city also has two practical aims: to fill the riverside pathways at night with light, making them safer and more welcoming and to use the latest technology to replace existing lighting on the bridges, making them more environmentally sustainable.

¹² SQW (2017) Dagenham Film Studio Feasibility Study, p.1

¹³ Film London (2017) [Made in Dagenham](#)



Archaeology and Infrastructure

Crossrail has shown how culture can be embedded into infrastructure projects. Over a hundred archaeologists have worked alongside the construction of the Elizabeth Line.¹⁴ As a result, it is one of the most extensive archaeological digs ever seen in the UK and has unearthed archaeological finds from almost every major period of the capital's history. These findings went on display at the Museum of London Docklands in 2017, in what was the museum's most popular exhibition ever.

DESIGNING FOR CULTURE

Good architecture and planning can make a real difference between those places that work and age gracefully, and those that become expensive eyesores and failed urban districts. The Mayor has launched Good Growth by Design to harness London's world leading design talent to make the city work for all its citizens.

A new social enterprise, Public Practice, will place a new generation of planners within local government to help shape places for the public good. The Mayor has also appointed 50 architects, planners, design experts and other built environment professionals as the Mayor's Design Advocates. They will provide a pool of talent, set ambitious design standards, undertake rigorous design reviews and investigate the challenges that face London's built environment. To make it as easy as possible for developers to produce pro-culture masterplans, the Mayor will also publish a suite of design guides setting out the specifications for a range of creative spaces.

100+

archaeologists
have worked on the
Elizabeth Line



¹⁴ Crossrail (2018), *Uncovering a Layer Cake of London's History*



Not all creative facilities are the same. A new dance rehearsal studio may require a sprung or semi sprung floor, while a new live music venue will require specialist acoustic design. The Mayor will produce guides for fashion manufacturing, artist workspaces, dance rehearsal studios, and live music venues. The design guides will support local authority planning teams to provide advice to developers and others.

PUBLIC ART

Increasing the quality and awareness of high-quality art can help improve the capital's public spaces. Public Art has evolved beyond freestanding sculpture to take a wide range of forms – ranging from interactive events to architectural interventions, public performances, sound, light and sculpture. It can inhabit any public space – streets, squares, hospitals, train stations, facades, screens, parks and car parks. Not to mention plinths.

Public art is an opportunity to give a voice to the complexity of the city, its diversity and how it influences our perception of the world around us. The Fourth Plinth programme in Trafalgar Square is an exemplar throwing a new light on London's most historic square. Artists like Yinka Shonibare MBE have used the opportunity to raise questions about the UK's colonial history and the role of the many cultures who shape the country today. Through the Fourth Plinth, Londoners become involved in debates about public art and get to comment on each proposal. The last shortlist was the most international ever and the 12th and 13th commissions will be unveiled in 2018 and 2020 respectively.

The tube network is arguably the biggest gallery in the world with 1.37 billion 'visitors' in the form of passengers per year.¹⁵ Art on the Underground is an international exemplar, spearheading the commissioning of contemporary public art for the underground network since 2000 from its position within Transport for London.

¹⁵ Transport for London (As at February 2018) [Facts and figures](#)

This tradition of embedding public art within transport infrastructure will continue. The redevelopment of the Tottenham Court Station has seen the restoration of the original Eduardo Paolozzi mosaics alongside a new commission 'Diamond and Circles' by French artist Daniel Buren. The Elizabeth Line has made a significant effort to bring its new stations and the immediate surrounding public spaces to life through a programme of permanent art commissions.

For the first time Art on the Underground has commissioned a year of work exclusively by women artists, to celebrate the centenary of the first women getting the vote.

Street Art Walls

Street murals are an increasingly visible part of the London landscape, and are very popular with Londoners and visitors. At the time of writing, three out of the top 10 most popular tours on TripAdvisor are either dedicated street art tours or feature street art as part of the experience. They are increasingly popular with Londoners too. There was a local outcry at the removal of a Banksy artwork in Wood Green, with the council calling for it to be reinstated.

There are not enough dedicated wall spaces in the capital where street artists can practise freely and legally. The capital's first bookable open air public gallery has opened near Caledonian Road. This is an interesting model which could potentially be replicated in other parts of the city. With Central St Martins, the Mayor is piloting a new scheme which will give residents a say in how street art is commissioned. Where local authorities are aware of legal street art walls, there is an opportunity to advocate for them in their Local Plans and Culture Strategies, acknowledging their value to the public realm.

Healthy Streets

Most streets in London are dominated by traffic. This has a huge impact on the health of Londoners and the character of the city. The Mayor's Transport Strategy aims for 80 per cent of all journeys in London to be made on foot, by cycle or using public transport by 2041.¹⁶

The Healthy Streets Approach is the framework through which this important objective will be met. It has identified ten evidence-based indicators of what makes streets attractive and pleasant places to spend time. This will be used to prioritise human health and quality of experience in transport and public realm decisions across London. Doing so will improve health, strengthen communities and increase quality of life.



¹⁶ GLA (2017) Mayor's Transport Strategy – Draft for public consultation, p.11

The Mayor's programme of festivals and events will support the aims of the Healthy Streets Approach. Many of the Business Improvement Districts in London are also focussed on improving the experience of the high street. The Mayor has partnered with Arts Council England and King's College London to research how Business Improvement Districts are key allies for local culture. The Mayor will help Business Improvement Districts develop culture strategies. He will facilitate networking and sharing best practice, to ensure even more successful collaboration between businesses and cultural organisations.

Providing things to see and do is an essential part of making streets appealing, so London's cultural offer is central to achieving these important aims. Furthermore, making it easier for Londoners to request regular street closures can help shift perceptions about the role of our streets. It can help people see that streets can be planned for people – for community events, cultural activities and for spaces where children can play.

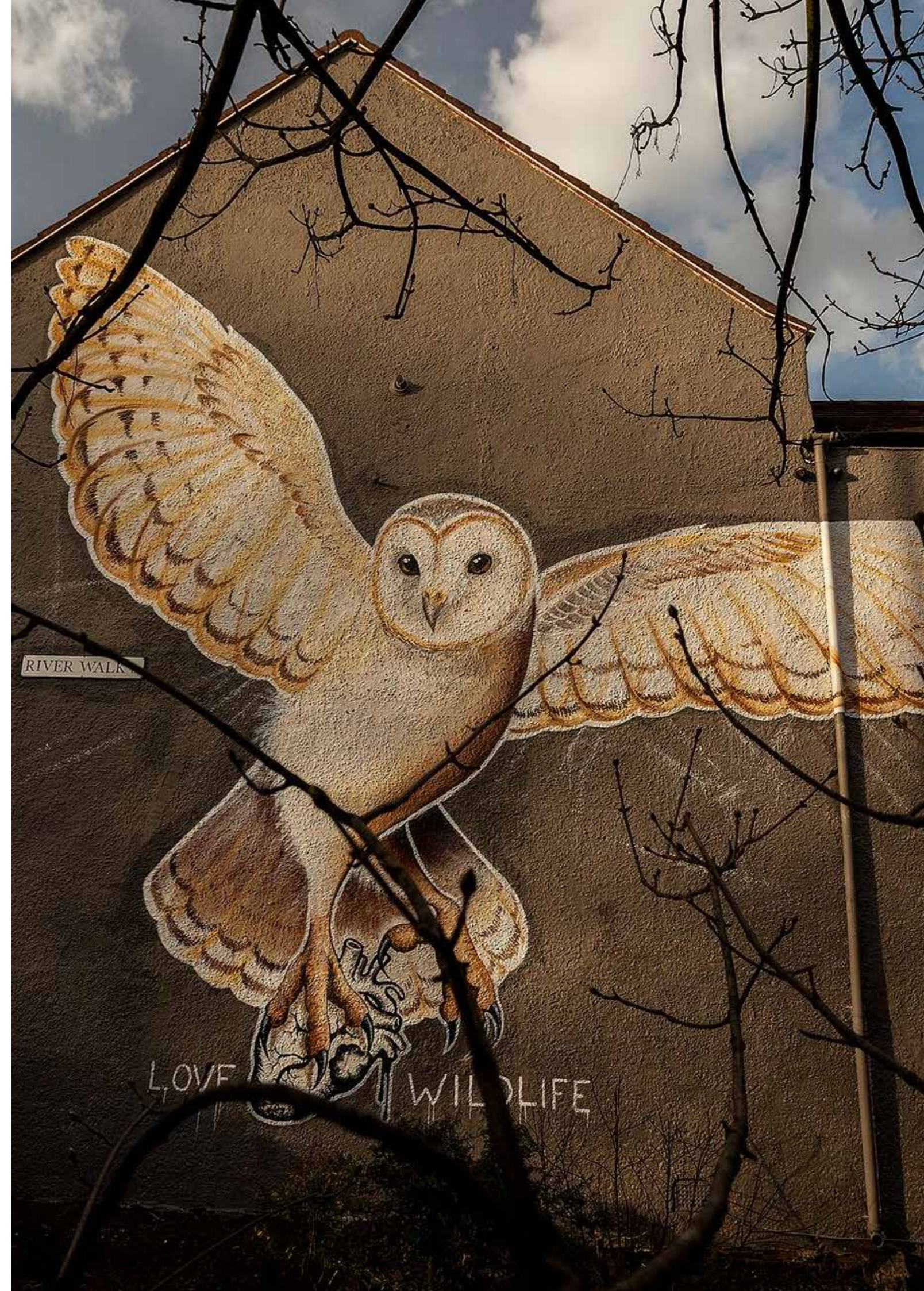
The Oxford Street transformation will improve the quality and quantity of space for pedestrians with the aim of producing the world's best outdoor shopping experience. The Mayor will

work with Westminster Council and the Oxford Street retailers to create an ambitious programme of public realm and public art developments as part of this transformation.

SUPPORTING DIVERSE HERITAGE

The distinctive, diverse character of London and Londoners is marked in the fabric of the city's historic buildings and places. They have born witness to local, national and global history. Together, these weave a rich tapestry across London. Many Londoners have roots stretching back to other countries. Heritage connects people to these roots – like the Horniman Museum's work with the city's Congolese community, or the Black Cultural Archives celebrating the history of diverse peoples of African and Caribbean descent.

Heritage is central to London's international reputation, but it is also inextricably linked to quality of life and communal identity. Across the UK, 93 per cent of residents say that local heritage has a positive impact on their personal quality of life while four fifths of people think it makes their area a better place to live. Area or street heritage binds communities, helps make communities safer and more secure, and allows culture to thrive.¹⁷



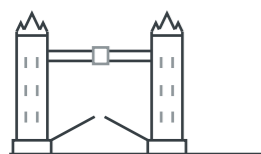
¹⁷ Historic England (2017) Heritage Counts 2017 - *Heritage and Society*, p.5

London is special; the city is home to some of the world's most treasured and unique places. Its enduring pattern of streets, public spaces and layers of historic development are core ingredients in the rich mix of features that make the city so wonderful and diverse. Historic places like Soho, Shoreditch, Brixton and Bayswater give rise to the culture that makes our city.

Every London borough has its own rich heritage, from palaces to pubs (there are over 200 listed pubs all over the capital). London's heritage offer is extraordinarily varied.¹⁸ The city has four UNESCO heritage sites,¹⁹ and a vast array of historic spaces and places that span the centuries – from the Roman amphitheatre beneath the Guildhall to the Grade II listed "Rom" skatepark built in Romford in 1976.

£3.2b

is contributed to
London's economy
directly from heritage



¹⁸ Historic England (As at February 2018) [Listing Data](#)

¹⁹ Visit Britain (2017) [London's UNESCO World Heritage Sites](#)

²⁰ Historic England (2017) [Heritage Counts 2017 - Heritage and the Economy, London](#), p.2

²¹ CAMRA - The Campaign for Real Ale

London's heritage delivers tangible benefits too. Heritage directly contributed £3.2 billion to London's economy in 2014. Heritage tourism generated £13.4 billion in spending by visitors in London in 2015. The repair and maintenance of historic buildings directly generates £3 billion in heritage-related construction output.²⁰

It is crucial that Local Plans explain how new buildings and infrastructure will contribute to Good Growth and the identity of places. Local Plans have a very important role to play in helping the city retain its unique character. The policies in the draft new London Plan will set out how local authorities should address heritage, including heritage at risk, character and placemaking in their Local Plans.

The Mayor is embedding support for heritage within new masterplans for Royal Docks and Old Oak and Park Royal. The GLA will support the work of Historic England and Heritage Lottery Fund. For example, by continuing to identify heritage places and spaces at risk in London; and supporting listing and funding applications as the GLA has previously done with the Royal Vauxhall Tavern and Alexandra Palace.

The Mayor will work with Historic England and developers so that new buildings and infrastructure co-exist alongside cultural facilities and heritage.

The Mayor will also ensure that the value of London's architectural and landscape heritage is considered fully as part of the planning process. He will continue to work with London & Partners, the promotional agency for London, to champion heritage as the foundation of much of the capital's unique tourism offer.

Through Good Growth, it is possible to build a more inclusive and sustainable city; that is an inviting place to live, work and visit, and supports the health and wellbeing for all Londoners.

"We fully welcome the Mayor's initiative and we are pleased to get to a stage where pubs are valued in such an important planning policy."

John Cryne

Chair of CAMRA²¹ - North London branch

A GREENER, CLEANER CITY

London's creative industries are leaders in supporting a sustainable and circular economy. This includes fashion that is ethically sourced, cultural venues that are sustainably run and eco-friendly design. Culture can support positive behaviours and inspire Londoners to take stewardship over the future of their city.

A rising population has an impact on the environment. Air quality is the most pressing environmental threat to the future health of London. Reducing impacts on the environment is a top priority for the Mayor and everyone needs to play their part, including the creative and cultural industries.

The Mayor has recently endorsed the British Fashion Council and Vivienne Westwood "Switch to Green" campaign. This campaign asks the fashion

industry to take action by switching their premises to a green energy tariff by 2020. This is in line with the Mayor's vision to make London a zero-carbon city by 2050. At its launch, Switch to Green was supported by major designers and retailers including Marks and Spencer, Selfridges and Stella McCartney.

Circular Economy

In our present linear economy, people make things, use them, and dispose of them. A circular economy aims to design out waste from the start. Goods are made to be durable and carefully designed so they can be repaired rather than replaced. A circular economy makes better use of resources which minimises the negative impact on the environment while helping everyone save money. Coupled with moves to renewable energy sources - there is the chance to achieve real change.

In the arts and creative industries, digitalisation is driving a shared economy, encouraging people to repurpose things that would otherwise have been thrown away. The Forest Recycling Project in Waltham Forest collects surplus, leftover paint from Re-use and Recycling centres and commercial companies and sells it to artist and community groups at low cost. Globechain and Olio are good examples of web platforms developed in London to aid sharing of furniture, construction materials and food. The internet is enabling products that are no longer wanted by their initial owner to be shared or sold on.

"People ask, 'what can I do to help save the environment?' In all my time as an activist, I've never had a satisfactory answer. Now we know: SWITCH to a Green Energy supplier."

Dame Vivienne Westwood DBE
Fashion Designer

Green Spaces

Londoners love their local parks and green spaces, and the Mayor has made a commitment to make London the world's first National Park City. At present, about 47 per cent of London is classified as green or blue open space,²² making London one of the greenest cities in the world in proportion to its size. The Mayor wants this to rise to 50 per cent by 2050.

London's green spaces help shape the cultural identity of an area, are part of its unique character and provide a sense of place for local communities. The yew tree in St. Andrew's Churchyard in Totteridge is estimated to be 2,000 years old, making it the oldest living tree in London.²³ There are 151 historic landscapes registered on the National Heritage List in London, from the Grade II Parliament Square to Grade II* Victoria Park.²⁴

The Mayor has committed £9 million through his Greener City Fund to help increase tree cover and help improve the quality and accessibility of green spaces for Londoners.

Green Leaders

Leadership is also crucial. In alignment with the Paris climate agreement, Julie's Bicycle and the World Cities Culture Forum are launching a Leadership Resource for Culture in cities across the globe identifying strategies and good practice to take action on climate change through culture.

Culture and Good Growth - Summary of Policies and Commitments

Policy 5: The Mayor will support and help to protect creative and artist workspaces, particularly where they are affordable.

Commitments:

- 5.1 Deliver up to of three Creative Enterprise Zones.**
- 5.2 Establish and seed fund a Creative Land Trust.**

Policy 6: The Mayor will deliver a pro-cultural planning framework and help to safeguard existing cultural facilities.

Commitments:

- 6.1 Published the most pro-culture draft new London Plan yet - including policies to protect creative workspace, artist studios, clubs and pubs.**
- 6.2 Produce a Cultural Infrastructure Plan to identify what is needed in order to sustain London's future as a cultural capital.**
- 6.3 Support culture at risk through the Culture At Risk office.**
- 6.4 Ensure the draft new London Plan will contain policies to help venues and homes co-exist, like the Agent of Change principle.**

²² GLA London Assembly (2017) [Green Spaces Scoping Note](#)

²³ [National Churches Trust](#) (2018)

²⁴ Historic England (2018) [The Heritage List](#)

Culture and Good Growth - Summary of Policies and Commitments (continued)

Policy 7: The Mayor will integrate culture into major infrastructure projects.

Commitments:

- 7.1 Establish a new culture and education district at the Queen Elizabeth Olympic Park.
- 7.2 Help plan a new cultural quarter at Old Oak and a creative cluster in the Royal Docks.
- 7.3 Establish the case for investment for centres of creative production along the Thames Estuary, including a new film studio at Dagenham East.
- 7.4 Help to develop the new East London Fashion District.
- 7.5 Assess how new transport projects will impact existing culture/heritage places and spaces.
- 7.6 Light the central London bridges with an artist-led scheme with the Illuminated River Foundation.

Policy 8: The Mayor will champion high quality design, architecture and public art.

Commitments:

- 8.1 Support high quality architecture and design through Good Growth by Design and the Mayor's Design Advocates.
- 8.2 Publish a suite of design guides to help developers embed culture.
- 8.3 Commission new public art for the Fourth Plinth in Trafalgar Square.
- 8.4 Champion Art on the Underground and endorse the commissioning of new artworks for Crossrail.
- 8.5 Support Business Improvement Districts to develop culture strategies.
- 8.6 Create an ambitious programme of public realm and public art developments as part of the Oxford Street transformation with Westminster City Council.

Policy 9: The Mayor will support London's diverse historic environment.

Commitments:

- 9.1 Ensure heritage is considered in the masterplans for Royal Docks and Old Oak and Park Royal.
- 9.2 Work with Historic England and Heritage Lottery Fund, by continuing to identify heritage places and spaces at risk in London and supporting listing and funding applications.
- 9.3 Work through London & Partners to champion heritage as the foundation of much of the capital's unique tourism offer.

Policy 10: The Mayor will work with industry, leaders and experts in culture and sustainability to support a greener and cleaner London environment.

Commitments:

- 10.1 Advocate for the creative industries to become circular, sustainable and 'go green'.
- 10.2 Produce a leadership resource tool for cities identifying strategies to take action on climate change through cultural interventions.



Chapter 5: Creative Londoners

The Challenge: Automation will change the shape of tomorrow's workforce. Creative subjects are being deprioritised in schools. Despite its exponential growth, the creative workforce is far from representative of London's population. A lack of diversity means a narrowing of talent to fuel creative industries' future. International talent risks being discouraged by Brexit.

Our Objectives: To support London's young creatives with more opportunities to develop their talent and skills. To work with culture and creative businesses to level the playing field for diverse talent to enter the creative industries. To improve training and encourage creatives to put down roots in London.

THE FUTURE IS CREATIVE

A decade ago, few people had heard of an app, let alone an app developer. Only the savviest of marketing departments were starting to weigh up the benefits of recruiting social media managers and the idea of earning money by creating videos for YouTube was met with scepticism.

Today, the Fourth Industrial Revolution is well underway. An estimated 65 per cent of children entering primary school today will end up in a job that does not currently exist.¹ Technological advances from artificial intelligence to robotics are powering a new wave of automation. Machines are matching humans in a range of tasks. Up to 30 per cent of jobs in London are at risk of automation over the next twenty years.²

The shape of tomorrow's workforce will be very different – but not necessarily in every industry or occupation. Cultural and creative jobs look set to weather the storm of automation, with 87 per cent of highly creative occupations thought to be at low risk.³

Creativity will separate us from robots, so we need to start planning for creative skills in the same way we currently plan for infrastructure. And we need to nurture the right confidence, literacies and range of experiences so that people can engage in this next stage of the technological revolution.

This must start the moment a London child begins school. Children should have the opportunity to engage with many art forms at school: to learn how to play musical instruments, read a variety of books, write creatively, draw, paint and dance. Culture in schools helps young people from different backgrounds work and socialise together. It develops our future creative talent pipeline, but the impacts go further. The Cultural Learning Alliance has used large-scale cohort studies to demonstrate that learning through arts and culture improves attainment in all subjects with music boosting academic performance and theatre education improving reading and writing.⁴

“Creative jobs are the ones least likely to be done by robots in the future. Why? Because you can't automate the imagination.”

Justine Simons OBE
Deputy Mayor for Culture and the Creative Industries

¹ World Economic Forum (2016) *Human Capital Outlook – ASEAN*, p.1

² Deloitte / Frey, C. B., and Osborne, M., (2015) *From brawn to brains – The impact of technology on jobs in the UK*, p.3

³ NESTA / Bakshi, H., Fred, C. B., and Osborne, M., (2015) *Creativity v Robots – The creative economy and the future of employment*, p.6

⁴ Cultural Learning Alliance (2011) *ImagineNation: The Case for Cultural Learning*

The Mayor believes that the arts have been downgraded in schools in response to growing pressures on school budgets, changes in how schools are rated in league tables and difficulties in teacher recruitment and retention. As well as the opportunities for young people across the many programmes in this strategy, from London Borough of Culture to Creative Enterprise Zones, the initiatives below focus on extending their learning, development and experience.

The Mayor will support culture in and out of schools to develop young talent - from budding musicians and young artists, to general readers. The Mayor wants culture embedded across the curriculum.

The Royal Society for the Arts has developed the 'City of Learning' model. This approach mobilises the local community behind a culture of learning. Everyone, but especially those from underserved communities, can benefit from much greater access to the wealth of cultural enrichment and experiences on offer. The Mayor will explore how this model could work for London.

London Curriculum

The London Curriculum uses the city itself to bring lessons to life, with free teaching resources covering arts and sciences for Key Stages 2 and 3.⁵ Teachers in more than 80 per cent of London's secondary schools and more than 300 primary schools have accessed these resources for use in the classroom. In 2017, the Mayor created five new Family Explorer Trails, to help families find out more about London and have fun. It is backed by 80 cultural organisations, from Sadler's Wells to the National Portrait Gallery and the National Theatre, which offered schools behind the scenes tours from its Sherling High-Level Walkway. The Museum of London are expert advisers and champions of the programme – involved from the very start. The Museum has written the Key Stage 3 history units and ensures that content in all teaching resources is historically accurate.⁶

The London College of Fashion has developed a new Fashion Unit for the London Curriculum to promote the wide range of careers in the fashion industry in schools and youth projects.

The Mayor's Culture and Education teams hosted the first ever London History School Day in 2017. This was in partnership with Museum of London and Historic England who lead the London History Day Campaign. The first event was a success with over 2,000 downloads of the teacher's resource packs from the London Curriculum online portal.

“Every child is born with the capacity to imagine – but today children have less time and space than ever to flex their imaginations and the skills children need for the future are changing. We're creating a climate where ideas can thrive.”

Gareth Binns

Chief Executive of the Institute of Imagination

⁵ The London Curriculum aims to support the National Curriculum and helps bring subjects to life through the lens of London, but it is not mandatory for schools to deliver.

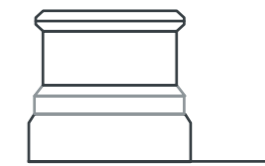
⁶ [London Curriculum](#) (2018)



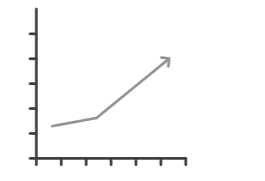
Fourth Plinth Schools Awards

The Fourth Plinth sculptures are the source of much debate, and every year thousands of London's primary and secondary schoolchildren create artworks inspired by them and Trafalgar Square. There were 3,400 entries in 2017, an increase of 25 per cent on the previous year, and with submissions from every London Borough. Entries focussed on Brexit, climate change, migrants and migration as well as cups of tea and urban foxes. Complex subjects are treated with warmth and humour, showing us what it means to be a young person in London today. A gallery of this year's entries can be found online⁷ along with a Fourth Plinth Schools Awards Teachers' Resource Pack that can be used as inspiration for teachers to engage their class.

3,400
students took part



25%
increase of
participants on
previous years



⁷ Fourth Plinth Schools Awards 2018

£300k

annual fund to develop young musicians' potential



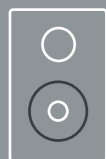
4 year

scholarships and opportunities for young musicians



9,000

aspiring young musicians helped in the last 5 years



The London Music Fund

London's musical talent is among the best in the world. The Mayor wants to help the capital's musicians to practise their talent and progress. Many talented young musicians cannot afford to train after primary school and without support, we will fail to nurture the musicians of the future.

With an annual fund of around £300,000, the London Music Fund helps thousands of children and young people develop their musical potential – in the past five years, the Fund has worked with almost 9,000 aspiring young musicians.⁸ The Mayor is Patron and has provided £150,000 to support young musicians, who otherwise could not afford to participate, in every London borough. The Fund provides four-year scholarships and opportunities for young musicians to learn from, and perform alongside, professionals. Over 65 per cent of the young people supported come from BAME backgrounds.⁹

Busk in London

A busking musician animates the public realm and brings live music to the streets of London. For young musicians, busking is a chance to perform in front of an audience, often for the first time. It helps them build confidence, learn how to connect with audiences, and test new material. In the age of social media, busking can help young musicians promote themselves and build a fan base.

Through Busk in London, the Mayor aims to protect public and private spaces for busking. The GLA has established a Buskers' Code to ensure good practice and will work with private landowners to create more opportunities for musicians to perform. Busking on the tube can have a calming and positive effect on commuters and Transport for London supports high quality busking and music on the London Underground.

During the summer every year, the public realm will continue to become the backdrop to a citywide busking competition. From St. Pauls to Battersea Power Station, young musicians compete to become London busker of the year. This talent competition helps the next generation of musicians to get out there and be heard. Previous participants have been talent-spotted, offered places on tours, and have even landed themselves recording contracts.

FROM CARPENTERS TO CATERERS

Creative Londoners are not just on our stages, screens or billboards. Nearly 40 per cent of the jobs in film, TV, radio and photography are 'behind the scenes' requiring technical, craft or analytical skills.¹⁰ The Mayor wants to shine a light on this staggering range of jobs: carpenters building elaborate theatre sets; electricians taking charge of complex cabling on film locations; accountants who make sure creative enterprises run on budget and public relations experts who devise marketing campaigns to help firms build their reputation and reach new customers. The Mayor will help more Londoners get employment in the creative industries.

⁸ London Music Fund (2018) [Impact Report 2018](#)

⁹ Ibid.

¹⁰ Office of National Statistics (2017 update) [Breakdown of Creative Economy in London 2012 to 2016](#)



Opening Doors to the Creative Workforce

The Mayor wants every schoolchild to have 100 hours experience of the world of work by age 16. London Ambitions is an online platform that enables more schools and colleges to find high-quality careers education programmes, work experience, internships and apprenticeships. This gives teachers and students access to impartial, independent and personalised careers advice. The Mayor wants to use London Ambitions to enable more young people to explore their creative talents through work experience and to consider careers in the creative industries.

Creative figures, entrepreneurs and artists can be an enormous inspiration to young people, making tangible what is possible. The Mayor's Enterprise Advisers Network links volunteer senior business leaders to school information

and guidance officers, helping them develop fit-for-purpose careers and business engagement strategies for their student bodies. The Mayor wants more creative business leaders to become Enterprise Advisers – particularly women and those from a BAME background. He wants to help more children discover first-hand the array of exciting creative careers on offer whilst they are at school.

The Mayor is also supporting the British Fashion Council to enable more young people to pursue a fashion career. The British Fashion Council has joined forces with the Saturday Club Trust to run Fashion and Business Saturday Clubs. Young people aged 14 to 16 are getting the opportunity to study fashion and business at their local college for free. This includes expert tuition in a variety of fashion design techniques with a strong emphasis on enterprise skills and industry masterclasses.

Getting the Right Skills

The Mayor's Digital Talent Scheme is investing £7 million to help 18 to 24-year-olds, particularly young women and Londoners from diverse ethnic and disadvantaged backgrounds, get the right skills to fill digital, creative and technology occupations. The Mayor has already contributed £300,000 for three projects focused on developing digital skills that support the visual arts, marketing and games industries.

Many creative roles can be well served through apprenticeship training. The Mayor will encourage the creative industries to develop more Creative Apprenticeship standards and establish more apprenticeships. For example, the Mayor supports the British Fashion Council, who have developed a Fashion Studio Apprenticeship, a new pathway to the luxury fashion industry. With Film London, the promotional agency for London's screen industries, the Mayor will support 75 traineeships for film, television and animation each year.

A further 100 trainees will be supported annually with masterclasses, seminars and training workshops. He wants to see Government policy and programmes around Apprenticeships, including the Apprenticeship Levy, work for the creative industries. This will need to be shaped around creative working practices – often freelance and project-based. The Apprenticeship Training Agency may provide a useful model.

Further education also plays a crucial role. London's Further Education needs premises that are modern and fully kitted out, fit for purpose and able to adapt for the future. London benefits from a range of fantastic higher education facilities – from the Virtual Engineering Lab at South Bank University to the workshops at Central St Martins that support everything from costumes to ceramics.

The Mayor wants the capital's Further Education premises to aspire to this level of excellence. Through his £110 million Skills for Londoners Further Education Capital Fund, the Mayor will help further education colleges and private providers modernise their campuses and facilities.

Businesses also need support. The Mayor has appointed the Skills for Londoners Taskforce to help London's businesses gain the skills they need to succeed. The Taskforce has launched a Skills Strategy for London which highlights the creative industries as a key sector for skills development. The Mayor will work with creative leaders, sector skills councils and training providers to understand the nuanced needs of the creative industries. To begin, he will work with the screen industries to develop a screen skills plan for London.

ENSURING EQUAL CHANCES FOR ALL

Right now, many creative workers come from advantaged backgrounds, which means that one of their parents had a high-level job often with a high salary.¹¹ People from advantaged backgrounds may benefit from financial backing to see them through the first years of low paid creative work, making an unfair playing field for those who can't take up such positions. They are also more likely to have access to valuable contacts and networks to help get started and progress their careers. This means that for many young Londoners, a lack of money, familial support, connections and knowhow can be immovable barricades to even knowing where creative jobs are available, let alone how to get one.

¹¹ London School of Economics Research Online / Oakley et al. (2017) [Cultural Capital: Arts graduates, spatial inequality, and London's impact on cultural labour market](#)



London needs more women games programmers. More working-class talent producing and performing. More BAME talent writing and film making. More Deaf and disabled artists leading cultural programmes. Greater gender diversity on senior executive teams boosts performance,¹² while the most ethnically diverse companies are likely to have better than average financial returns.¹³ More than that, it is just simply fair. The Mayor will do all he can to help increase diversity within the creative workforce.

There are many barriers to diverse talent entering creative employment: too few opportunities to develop talent early in life; a lack of diverse role models at all levels; poor perceptions of the viability of a career in the arts; low paid and even unpaid work at entry-level positions; lack of transparency in recruitment; biased promotion practices and replication of gender, diversity and socio-economic disparities at the top of businesses and organisations.

By better connecting London's diverse creative talent to training and jobs, fostering more inclusive recruitment practices, and nurturing creative entrepreneurialism in more Londoners while continuing to attract the best talent in the world, London can lead the creativity revolution.

Increasing Diversity in the Workforce

The Mayor will strive to achieve a step change in the diversity and inclusivity of the creative workforce. He will partner with a range of industry bodies to look at practical ways to open up creative employment to people from every background. The Mayor's Cultural Leadership Board has made diversity and inclusion a priority – commissioning research to understand how to address these challenges, seeking ideas that may work at scale and identifying what gaps exist that the Mayor could fill.

¹² Creative Industries Federation (2015) [Creative Diversity report](#)

¹³ McKinsey (2015) [Diversity Matters](#)

“We live in a world where matters of race and ethnicity are down played in order to fulfil the more abstract ‘creative diversity’. We all know that ‘if you can’t see, you can’t be.’”

Sir Lenny Henry CBE
Actor and Comedian

The Mayor is leading by example at City Hall. He has delivered an audit of gender pay gaps across his staff. The Mayor has set a target of achieving equal gender balance on all of his boards, including his Cultural Leadership Board, and wants them to be more representative of London’s diverse population. He has made supporting women into leadership roles a top priority.

Supporting strong leaders from industry is key to unlocking more diversity in the sector. Backing Sir Lenny Henry’s campaign, the Mayor has called on Ofcom to adopt new measures to increase diversity in broadcasting. The British Fashion Council appointed Adwoa Aboah as their Positive Fashion Ambassador for Model Health and Diversity, who will help lead the charge on change and use fashion as a positive platform to inspire future generations.¹⁴

It will take an industry-wide effort to make a real change to the diversity of the creative workforce. The Mayor will bring together industry leaders, diversity campaigners and strategic partners to develop a set of recommendations aimed at unlocking greater diversity. They will look at how the Mayor’s existing careers, employment and work programmes can support significant change within the creative industries.

There is a risk that improvement on diversity and inclusion in the creative industries will be impeded where unlawful unpaid internships persist. The purpose of unpaid internships is to provide interns with training that could be given to them in an education environment.

The Citizens UK Good Jobs campaign suggests internships or work experience longer than 4 weeks should be paid at least the relevant National Minimum Wage rate for the person’s age range and lead to a job paid at least the Living Wage. There are still pockets of bad practice among creative employers across the capital.

The Mayor is currently developing a Good Work Standard which could support creative businesses to be more inclusive. To achieve this exemplar, businesses will demonstrate they offer fair pay, excellent working conditions, promote diversity and inclusion, work-life balance, health and wellbeing, provide opportunities for professional development and give employees a voice.

Creative firms are often fewer than ten people, lacking in resource, time and expertise to change recruitment practices. Large corporations have dedicated resources to deliver graduate recruitment events and attend jobs fairs. There is huge appetite to make the creative industries as diverse and inclusive as possible. But access to the right tools, guidance and networks is needed. The Mayor will work with partners, including creative businesses, to explore how creative enterprises can make recruitment processes more inclusive.

¹⁴ British Fashion Council (2018) [Positive Fashion](#).

Creative Londoners - Summary of Policies and Commitments

Policy 11: The Mayor will support culture in and out of schools to develop young talent.

Commitments:

- 11.1 Deliver the London Curriculum with a strong emphasis on culture and heritage. This includes Family Explorer Trails, which open up London with free, area-based walks providing access to the city's cultural assets.**
- 11.2 Deliver the annual Fourth Plinth School Awards.**
- 11.3 Support young musicians through the London Music Fund.**
- 11.4 Deliver Busk in London, an annual competition for younger buskers.**

Policy 12: The Mayor will help more Londoners get employment in the creative industries.

Commitments:

- 12.1 Improve careers guidance, and opportunities for creative careers through London Ambitions and the Mayor's Enterprise Advisers Network.**
- 12.2 Increase digital skills for the creative industries through the Digital Talent Scheme, especially for young women and Londoners from diverse and disadvantaged backgrounds.**
- 12.3 Fund job and training placement initiatives within the fashion and screen industries.**
- 12.4 Through the Skills for Londoners capital fund, invest in Further Education facilities, including creative and digital.**
- 12.5 Work with industry leaders, starting with the screen industries, to develop creative industry skills plans for the capital.**

Policy 13: The Mayor will help to increase diversity within the creative workforce.

Commitments:

- 13.1 Champion and advocate business practices that create more diversity.**
- 13.2 Support creative businesses to take up the Good Work Standard.**



Chapter 6: World City

Impact of the Creative Industries in London

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



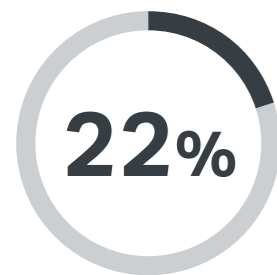
£47b

generated by London's creative industries per annum



1 in 6

jobs in London are in the creative economy



22%

Creative Workers are 22% more productive than the average worker



31m

visitors welcomed to London in 2016

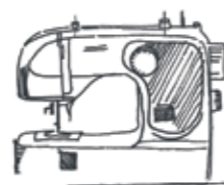
3rd

largest film industry in the world



£100m

generated by Fashion Weeks in sales



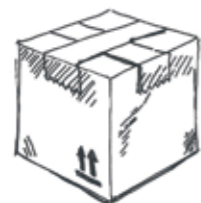
110,000

international students attracted to London a year



£25m

new orders each year due to London Design Festival



48%

increase in exports of UK creative services between 2009 – 2014



£3b

value of the UK's music industry per year



The Challenge: Brexit risks having a negative impact on London's reputation, discouraging overseas talent and inward investment. Domestic funding is being directed out of London. Other cities in the UK and abroad will develop more competitive incentives.

Our Objectives: To present an open, welcoming and inclusive face to the world. To lobby Government for a good deal for culture from Brexit. To lobby for flexible migration. To encourage international talent and investment. To promote the capital's cultural offer. To support creative industries.

LONDON IS OPEN

The Mayor wants to preserve and enhance London's global competitiveness on all fronts so that people and businesses from around the world continue to choose London. London & Partners' research within key international markets shows that more tourists travel repeatedly to London for culture than any other reason.¹

An attractive offer also helps us retain creative talent from all over the world. London's creative workers are among the most productive in the country, and their ideas and businesses attract the fourth highest amount of foreign direct investment by project, ahead of advanced engineering and biotechnology and pharmaceuticals.² The creative industries punch well above their weight in economic terms. They are one of the fastest growing parts of the economy. They contribute £47 billion per annum to London, and the creative economy accounts for one in six jobs.³

¹ London & Partners (2017) *A Tourism Vision for London - Tourism Strategy August 2017*

² *Department for International Trade*. One hundred and fifty one (151) projects received FDI in 2016/17 behind Business and consumer services at 211 projects.

³ GLA Economics (2017) *London's creative industries - 2017 update*

“There is nothing quite like London’s West End in the Summer. Theatreland really comes alive and the atmosphere in the theatre each evening is electric. I love the energy of a London audience; it’s so unique and can’t be beaten.”

Miranda Hart
Actor

Following the EU referendum, the Mayor launched #LondonisOpen – a major campaign to show that London is open for business, open to visitors, open for investment and open to the world. Ten visual artists created works inspired by the values of openness. Artworks were on posters across every tube station and on digital and media platforms to issue a message of unity and welcome to Londoners and visitors.

In 2017, a new campaign launched to promote the capital’s amazing summertime offer to provide confidence to domestic and international visitors as well as Londoners. Illustrator Sir Quentin Blake created an image to celebrate the capital as a welcoming city and to encourage tourists, which was displayed across the tube network. The campaign has had a positive response overseas and across the domestic creative community. Theatres, music venues, cinemas and many others have joined the Mayor to support #Londonisopen.

Many global cities now face a threat from terrorism, and there have been attacks in London and many other parts of the world – Barcelona, Paris, Istanbul, Baghdad, Brussels, Cairo, Tehran, Manchester to name only a few.

The Mayor stands with Londoners in solidarity against terrorist attacks. He will continue to send a message here and around the world – that London is resilient, that this city will never be cowed by terrorism or hate, and that the capital will always remain welcoming and open.

The Mayor will work with artists and cultural organisations to promote London as an open and welcoming city.

Brexit

Over half of the UK’s creative service export is to the European Union⁴ and one third of London’s creative jobs are filled by international talent.⁵ During the EU referendum campaign, the Mayor argued strongly for the UK to remain in the European Union. However, he respects the outcome of the vote and now believes that the UK must prioritise protecting jobs and economic growth. Retaining membership in the Single Market and qualified freedom of movement is the best way to protect economic prosperity in London maintaining the access to talent which is vital to economic success. The Mayor will advocate for the best possible Brexit deal for the cultural and creative industries.

The future status of EU nationals in the UK will be part of the Withdrawal Agreement. The Mayor has called on Government to make this clear as soon as possible. Any future process for confirming their status needs to be simple and comprehensive. The Mayor also wants to help EU nationals in London to have access to the information and advice they need. He believes the UK’s long term position should continue to be in support of EU nationals living and working in the UK.

The Mayor published a report in early 2018, which demonstrated that the creative industries in London could lose £1 billion of anticipated growth until 2030 in the event of a hard Brexit.⁷ The Mayor has established a Brexit Advisory Group with dedicated representation from the creative industries to provide insights into needs and priorities. His Cultural Ambassadors will also convene industry roundtables and taskforces throughout the negotiations. London & Partners is working to reassure international investors and firms that London remains open for business and talent.

⁴ Creative Industries Federation (2016) [Brexit Report](#)

⁵ Office of National Statistics (2017 update) [Breakdown of Creative Economy in London 2012 to 2016](#)

⁶ Cambridge Econometrics (2018) [Preparing for Brexit: Clarity from complexity](#)

1/3**of the creative workforce in London is international⁸****55%****increase in the number of creative jobs held by workers from European Economic Area between 2012 and 2016⁹****Valuing International Talent**

International talent is central to London's success. International Londoners bring wider contexts, new cultural references and innovative ways of thinking that enhance the skills of their UK colleagues.

A common route for international talent to come to the capital is through London's leading higher education institutions, with creative art and design one of the top three most popular subjects studied.¹⁰ The Royal Academy of Art and Central St Martins are the number one schools in the world for art and fashion design respectively. Conservatoires like the Royal College of Music and Royal Academy of Drama Art are the object of many talented young people's training aspirations. The creative higher education institutions are often smaller than traditional universities but they play a significant role in the capital's cultural life and economy. The Government needs to recognise the quality and expertise of these institutions, for example by including more of them in its streamlined visa service for international Masters Students.¹¹

London attracts nearly 110,000 international students each year, and with thousands of art and design students graduating annually, the city is flowing with brilliant and bold energy.¹² These young inspiring and talented individuals are the oil in our creative engine. It is important London continues to be viewed by all as open and welcoming and the Mayor advocates for the removal of international students from the annual net migration target as a matter of urgency. The UK needs to adopt a positive and proactive position – one that welcomes international students and provides clear routes for talent to work here after graduating.

Part of the solution is an immigration system that is fit for purpose and reflective of 21st century ways of working. This must include flexibility for talented freelancers and entrepreneurs to come and work at short notice and on a short-term basis. It is partly for this reason that the Mayor wants the UK to remain a member of the Single Market to ensure, amongst other things, that the UK has access to the talent needed to drive jobs and growth. The Mayor will work with the creative industries to develop the evidence and outline the needs of the creative industries to Government. He will continue to advocate for the rights of EU nationals and a future immigration system for EU and non-EEA nationals that support London's creative economy.

⁸ GLA Economics (2017) [London's creative industries – 2017 update](#)

⁹ Ibid.

¹⁰ London Higher (2017) [The Creative Capital](#), p.22

¹¹ GOV.UK (2017) [Twenty three universities join student visa pilot](#)

¹² London & Partners (2017) [Top 10 facts about studying in London](#)

“I’m always proud to come home to London to tell my stories - for its locations, talent, skilled crews and post-production facilities, London is one the best cities in the world to work as a filmmaker.”

Amma Asante MBE

BAFTA award-winning director

THE CREATIVE INDUSTRIES

Twenty years ago, London was a fashion outsider and not regarded as a serious rival to the powerhouses of Paris, Milan and New York. Filming on location in the capital was notoriously difficult due to its complex permit and licensing systems, and London’s history of design and music excellence was largely uncelebrated.

Today, partly as a result of sustained investment in the creative industries by City Hall, London is firmly established as one of the world’s top four fashion centres. The capital is home to global brands like Burberry, Vivienne Westwood and Anya Hindmarch. London Fashion Week generates £100 million in sales, and the capital is at the leading edge of innovation with rising fashion entrepreneurs in the fields of e-commerce and wearable tech.¹³

London now has the third largest film industry in the world. In 2016, investment in UK production reached £1.6 billion, the highest on record, making it the second biggest growth sector of the economy.¹⁴ Each day the capital’s film studios are filled with major productions like Star Wars, Fantastic Beasts and Where to Find Them and Suffragette. Overseas productions are lured here not just by fiscal incentives, but by the city’s critical mass of Oscar-winning VFX and post production facilities. Every year film stars and directors flock to the capital for the London Film Festival.

The global games industry is worth over £100 billion per annum and an expected 2.2 billion people are now playing games all over the world.¹⁵ The UK is the 5th largest video games market in terms of consumer revenues. UK games sales in 2017 generated a record £3.35bn, increasing 9.6 per cent on the previous year and almost equalling that of home music and video sales combined. There are more games companies in London than anywhere else in the UK.¹⁶

London and the UK are Europe’s leading international hub for broadcasting and media. Around 1,400 channels are based here, representing more than a third of all EU broadcasters.¹⁷ The UK is also a significant exporter of both television and formats. For example, Strictly Come Dancing has now been adapted for over 50 different territories across the world.¹⁸

These are just a few examples alongside London’s other creative specialisms such as its role as a major art market worth £9 billion per annum.¹⁹ The Mayor recognises the importance of supporting London’s creative industries to drive a high level of return on investment and reputational gains.

The Mayor will support creative production and export through a range of activities and funding.

¹³ British Fashion Council, 2017

¹⁴ BFI (2018) [Film, high-end television and animation programmes production in the UK: full-year 2017](#)

¹⁵ UKIE (2017) [UK video games fact sheet 2017](#)

¹⁶ UKIE (2017) [The games industry in numbers](#)

¹⁷ COBA (2018) [Report: Up to £1 billion from international broadcasters at risk](#)

¹⁸ BBC News (2017) [How to turn a hit TV show into an international success](#)

¹⁹ The British Art Market Federation (2014)



Fashion, Film & TV, Animation & VFX, Design and Music

The Mayor will fund British Fashion Council, Film London, Games London, and the London Design Festival to deliver key promotional and trade events including the London fashion showcases, film, games and design festivals. This will aim to deliver £1 billion in new inward investment into film and television, £100 million of new fashion sales and £25 million in new orders at the London Design Festival. The Mayor will deliver a new campaign to showcase the city's diverse musical talent and will spotlight female artists to coincide with the Centenary of Women's Suffrage.

Games and Esports

The Mayor wants to grow the London Games Festival and attract more investment into esports and to encourage more live esports events in the capital. London has the finance, talent, networks and geographical location to be a centre for the games industry but will need to compete internationally with countries like South Korea, which have a longer history in games development. The Mayor will fund Games London to deliver £30 million of new investment into games through the Games Production Finance Market and the London Games Festival.²⁰

International Promotion

In addition to significant export to the European Union, the creative service industries are undergoing a rapid increase in export generally. Exports of UK creative services are growing much faster than other sectors, increasing by 48.9 per cent between 2009 and 2014. By comparison, the value of services exported by UK industries as a whole increased by 29.6 per cent over the same period.²²

£30m
investment into games through
London Games Festival



²⁰ London Games Festival (2018)

²¹ UK Music (2017) *Wish You Were Here*

²² GLA Economics (2017) *London's creative industries – 2017 update*



The Mayor's International Business Programme, run by London & Partners, provides mentoring, expert advice and international business opportunities for London's high-growth companies. The Mayor wants more creative businesses to engage with these activities and to take part in international trade missions and visits. He will work through London & Partners to broker these new relationships with creative entrepreneurs and businesses to showcase the best of London's creativity. The Mayor has established a Business Advisory Board with creative experts to identify interventions to support the creative industries.

CULTURAL TOURISM

With a record breaking 31 million visitors in 2016, London is one of the most visited places in the world.²³ Culture plays a huge role in attracting international audiences, while major events position the city as open, welcoming and diverse. Through his promotional agency, London & Partners, the Mayor will promote London's cultural riches to tourists.

Keeping the offer fresh and exciting is crucial, and global events can help achieve this aim. The Mayor will continue to bid for major sporting events and world-class international cultural festivals and events.

²³ Visit Britain (2016) 2016 Snapshot

While the majority of visitors stay within Zone 1, where 17 of London's top 20 attractions are located, there is a strong appetite for both first time and repeat visitors to disperse across London, and culture is a key driver for this.²⁴ Almost three-quarters of visitors venture outside of Zone 1 and 3 in 10 of these do so to see local attractions, landmarks or historical sites.²⁵ There is huge potential to build on this and capitalise on new tourism trends, spreading the benefit of tourism across the city.

It seems that more and more visitors want an authentic offer. They want to live like a local and discover the hidden gems. There are so many places and spaces for visitors to explore, like the city's 271 festivals, 339 night clubs or 360 book shops.²⁶ The Mayor will work with London & Partners to promote the city's diverse cultural offer, 'off peak' seasons and activities around the clock.

LONDON, OPEN ALL HOURS

The Night Time Economy encompasses culture, entertainment, retail and service activities that happen in the evening and through the night. Evening and night-time is when most Londoners socialise, seek entertainment, go on dates, or relax with friends and family. A healthy 24-hour city is vital to Londoners' wellbeing. There are also thousands of creative workers whose core hours are at night, such as actors and dancers, musicians and comedians, crew and technicians, DJs and club promoters.

The night-time economy brings £26.3 billion to London's economy every year and supports one in eight jobs in our city. Pubs, bars and clubs form an important part of London's less formal culture.²⁷ The Mayor will support the night time economy through leadership initiatives and guidance.

Over eight million journeys have been made on the Night Tube since its launch. More than 200,000 journeys are now made nightly.²⁸ The most popular Night Tube stations are at London's key cultural hotspots: Leicester Square, Oxford Circus, Brixton, Liverpool Street and Stratford. The overground is now part of the night tube network which will support key town centres and clusters like Hoxton and Shoreditch.²⁸

In addition to London's already extensive network of 24-hour bus services Transport for London started running more weekend-only Night bus services to help passengers start or finish their Night Tube journeys.²⁹

In its first year, the 24-hour weekend service boosted the capital's economy by £171 million and supported 3,600 jobs. In the next 30 years, the Night Tube is predicted to add £360 million to London's economy every year.³⁰

The London pub is an institution. Many pubs are steeped in history and are part of London's heritage. Over 200 London pubs are listed, from the 17th century galleried coaching George Inn, to the 1930s Rose and Crown in Stoke Newington. In every part of the city, pubs are important assets of community value.

The capital has a huge variety of bars – heritage venues like the American Bar at the Savoy, pop-up bars, ice bars, secret speakeasies, champagne bars and sports bars, basement dives and rooftop palaces dotted all over the capital. London has also played host to some of the best clubs in the world over the years.

200,000

journeys are made nightly



£26.3b

generated during the night time economy



²⁴ London and Partners, (2017) [Tourism Report 2015-2016](#)

²⁵ Ibid

²⁶ BOP Consulting (2015), [World Cities Culture Report 2015](#)

²⁷ GLA (2017) [From good night to great night: A vision for London as a 24 hour city](#)

²⁸ Transport for London (2017) [More than GLA - Night Tube boosts London's economy by £171m](#)

²⁹ Transport for London (As at March 2018) [Improving Buses](#)

³⁰ Transport for London (2017) [More than GLA - Night Tube boosts London's economy by £171m](#)

Some have come and gone, but many are still going strong, like the Ministry of Sound which opened in 1991 and attracts around 300,000 clubbers every year; or G-A-Y, which began in 1976 in the basement of the then Astoria and which now operates from Heaven nightclub.

Other types of cultural venues are now starting to open at night, growing in popularity and diversifying their offer. London's museums, galleries and heritage sites regularly throw open their doors after hours and showcase their treasures in unexpected ways; there has been a night-time celebration of Scandinavia at the Dulwich Picture Gallery, the Hip-Hop Shakespeare company, at the British Library and Queer Tango at the Horniman.

Planning a Night Out

The Mayor's Culture and Night-Time Supplementary Planning Guidance²⁹ sets out how local authorities and others should seek to create safe, secure and accessible environments. Development can contribute to a sense of security, while reducing opportunities for criminal behaviour without being overbearing or intimidating.

In line with the Mayor's Healthy Streets Approach, this can mean: more legible and well-maintained routes and spaces; a clear indication of whether a space is private or public, with natural surveillance of publicly accessible spaces; a level of human activity and a mix of uses to maximise activity through the day and night and appropriately designed security features. In order to include safety and security measures early in the design process, local authorities and developers can consult with Police Architectural Liaison Officers, Crime Prevention Advisors, and Designing Out Crime officers to meet Secure By Design standards.

Safety and Security at Night

Local authorities have the lead role in delivering effective licensing which is essential in protecting the safety of Londoners. The Mayor's Office for Policing and Crime (MOPAC) works with the police to improve the safety of licensed premises, and is working to support good practice across London. In the Police and Crime Plan, the Mayor argues for a change in the way Late Night Levy funding is raised and spent, to allow for more targeted activity and working with the police, local authorities and businesses to improve the consistency in licensing.



²⁹ GLA (2017) *Culture and the Night-time Economy* - Supplementary Planning Guidance

The Mayor has established a new 24-hour London Liaison Group with the Metropolitan Police to work through solutions to identified problems. Through the Liaison Group, ways will be found for venues and residents to co-exist without the need to shut down venues.

The Mayor requested a review of the Metropolitan Police Form 696 Risk Assessment following concerns that the form unfairly targets grime, garage and R 'n' B acts. The review examined the impact of the current Form 696 process on promoted events in the Night Time Economy and considered any negative impact (real or perceived) on specific venues and community groups. As a result, the Met Police have since removed the form from the licensing process.

Transforming the Night Time Economy and its Culture

Too often, discussions around the Night Time Economy focus on its negative aspects. The Mayor wants a less combative dialogue around the Night Time Economy – one that is honest about challenges like noise and crime, but is also open in highlighting the importance of the night time offer to London's wellbeing and economy.

The Mayor has created a brand-new Night Czar role to champion nightlife, nurture the city's Night Time Economy and work directly with venues to support them case by case. A new charter will help LGBT+ venues and women's safety at night has been made a priority. This will build on campaigns like Report It to Stop It which encourages passengers to report unwanted sexual behaviour to the police.³⁰

A new Night Time Commission made up of leaders and experts from across the industry is working with venues, night time industries and public authorities. The Commission will make recommendations on policies and programmes to support the implementation of the Mayor's Vision for a 24-hour London.

A network of Night Time Economy Borough Champions has been set up, recognising the huge and important role the local authorities play in planning, licensing, culture and regeneration. The Borough Champions will be instrumental in helping local authorities develop borough-wide visions for their night time economies. The Mayor will support local authorities to positively shape their offer, informing planning, licensing and other strategies.

The Mayor also wants to promote and advocate for London's night time culture. He will place London's night time offer at the heart of tourism strategies. London & Partners are improving promotion of London at night on visitlondon.com. They have also launched theatre.london, and are providing visitors with personalised information in the Visit London app.

Across the world, cities are looking to grow their night time offers. London faces competition for tourists and other visitors from the likes of Berlin, New York, Paris, San Francisco and Tokyo. At the same time, world cities face many of the same pressures - from rising populations to threats from terrorism. Many are trying to find solutions to the same problems London also faces and the Mayor will work with cities across the world to learn from them, collaborate, and share best practice.

“As London's first ever Night Czar, I'm deeply committed to protecting live music venues across the capital. Over the past few years we've lost too many of these amazing venues so it's vital that we act now to protect the ones we have and to encourage new places to open.”

Amy Lamé
Night Czar

³⁰ British Transport Police (2017) [Report it to Stop it](#)



NOT THEM ONLY US

GLOBAL LEADERSHIP

In the spirit of #LondonIsOpen the Mayor wants to grow London's relationship with other world cities. The Mayor will collaborate with city leaders from around the world to drive culture up the urban agenda.

Thirty four cities from all over the world are now members of the World Cities Culture Forum. Founded and chaired by London's Deputy Mayor for Culture and Creative Industries, the World Cities Culture Forum seeks to promote culture in urban development and find solutions to the big issues facing culture in global cities today. A summit is held in a different member city, bringing together senior leaders from each city government.

The 2017 summit took place in Seoul in South Korea with delegates representing cities as far reaching as San Francisco, Stockholm, Sydney and Tokyo. Insights from one city can help others develop solutions to common problems. A new World Cities Leadership Exchange Programme was launched

at the 2017 Summit. Funding from Bloomberg Philanthropies and Google Arts & Culture, will support city to city exchanges so that they can help one another deliver practical solutions to their own challenges. It will also grow strong civic leaders to champion culture in city administrations across the world.

World City - Summary of Policies and Commitments

Policy 14: The Mayor will work with artists and cultural organisations to promote London as an open and welcoming city.

Commitments:

- 14.1 Continue the #LondonIsOpen campaign and its message of resilience and welcome.

Policy 15: The Mayor will advocate for the best possible Brexit deal for culture and the creative industries.

Commitments:

- 15.1. Appointing a creative industries expert to his Brexit Advisory Group.
- 15.2 Champion the needs of the culture and creative industries to Government and through advocacy.
- 15.3 Advocate for an immigration system fit for 21st century ways of working and the practices of the creative industries - informed by industry, further and higher education.

Policy 16: The Mayor will support creative production and export through a range of activities and funding.

Commitments:

- 16.1 Fund a creative production and export programme for the creative industries comprising Film London, Games London, London Fashion Week, London Fashion Week Men's, London Design Festival and London Games Festival and a new campaign for music, Sounds like London.
- 16.2 Increase creative business engagement with London & Partners.
- 16.3 Establishing a Business Advisory Board with creative experts to identify interventions to support the creative industries.

Policy 17: Through his promotional agency, London & Partners, the Mayor will promote London's cultural riches to tourists.

Commitments:

- 17.1 Continue to bid for major sporting events and world-class international cultural festivals and events.
- 17.2 Work with London & Partners and other tourism agencies to promote London's localised offer to visitors.

Policy 18: The Mayor will support the Night Time Economy through leadership initiatives and guidance.

Commitments:

- 18.1 Improve licensing practice across the capital.
- 18.2 Publishing Culture and the Night Time Supplementary Planning Guidance.
- 18.3 Publish and deliver a 24 hour vision for London.
- 18.4 Set up Night Time Economy Borough Champions across every local authority.

Policy 19: The Mayor will collaborate with city leaders from around the world to drive culture up the urban agenda.

Commitments:

- 19.1 Lead the World Cities Culture Forum.
- 19.2 Support the World Cities Leadership Exchange programme.



**Chapter 7:
Achieving the Mayor's Vision**



The Mayor has a range of powers and levers to achieve his vision. He will protect and promote culture through the influential draft new London Plan, which shapes planning policies across the city. He will work to put culture at the heart of the regeneration of places and neighbourhoods, bringing together organisations and bridging and brokering fruitful relationships. And he will use his convening power and profile to champion issues, causes and opportunities for the arts, culture and creative industries, shining a light where others can and should act.

Making the Case for Culture

Central Government and local authorities recognise the importance of arts, culture and the creative industries as drivers of the economy, promoters of improved quality of life, and the seeds of local regeneration.

At the same time, other nations and global cities are raising their profile as creative hubs, and seeking to attract talent and investment – since 2011 over 60 cities across the world have developed strategic initiatives to become ‘creative capitals’.¹ To maintain London and the UK’s competitive edge, it is critical that arts, culture and the creative industries do not drop down national and regional agendas.

This could not be more important than now, as the UK prepares to leave the European Union with the potential for London to experience economic disruption². The Mayor will stand shoulder to shoulder with the creative industries and advocate for policies, programmes and funding to drive their growth and expand their reach and status.

With the Government’s modern industrial strategy and plans for a sector deal for the creative industries, the Mayor believes the best option is to devolve greater powers to regions and cities. The UK has a heavily centralised system of Government compared to international peers. This limits the ability of the Mayor to deliver his vision for a fairer and more inclusive economy and is holding back London’s growth potential putting the capital at a competitive disadvantage. Incremental steps have been taken for devolution, for example, of the c. £400m Adult Education Budget by 2019.

¹ Hollis, Leo., (2013) *Cities are Good for You*, p.99

² Cambridge Econometrics (2018) *Preparing for Brexit: Clarity from complexity*

London has a bigger population than Wales and Scotland combined, but has far less control over how taxes are spent and public services are run.

The Mayor believes that London needs a more radical package of devolution measures to maintain its global position. He will continue to lobby Government for powers to help London thrive. More detail on the Mayor's recommendations for devolution can be found in his Economic Development Strategy.³

Making the Case

Many powerful levers over London's creative economy are outside the Mayor's control. London has the same population as Wales, Scotland and Northern Ireland combined. Despite this, the Mayor and the GLA have far less control over how revenues are raised and resources are spent than their devolved governments. The Mayor has called for more of the taxes raised in London to be brought under his control to help achieve his vision for London.

In the preceding chapters, the Mayor asks Government to:

Ensure that the UK can still continue to participate in transnational programmes such as Creative Europe after Brexit.	Retain the UK's membership of the Single Market and address the needs of London's creative industries in negotiations.	Make the Apprenticeship Levy work for the creative industries, particularly for freelance and project-based work practices.
Devolve more fiscal and regulatory powers to help the Mayor achieve his vision for London's creative economy.	Change the way Late Night Levy funding is raised and spent to allow for more targeted activity.	Implement an immigration system that is fit for purpose and reflective of 21st century ways of working.
Replace EU funding with at least equivalent sums of devolved domestic funding – which the Mayor can then use as he sees fit in line with London priorities.	Prioritise the creative sector deal in the modern Industrial Strategy, ensuring all parts of Government help grow the creative economy.	Remove international students from the annual net migration target as a matter of urgency. And recognise the expertise of Higher Education institutions, for example by including more of them in its streamlined visa service for international Masters Students. ⁴
Prioritise creative learning and arts subjects in the national curriculum.	Guarantee the long term rights of EU nationals living in the UK.	Improve the consistency in licensing.

³ GLA (2017) [The Mayor's Economic Development Strategy for London - Draft for Consultation](#)

⁴ GOV.UK (2017) [Twenty three universities join student visa pilot](#)

Mayoral Powers

The Mayor has a range of powers to support and steer the development of the city. Working closely with his functional bodies and through his promotional agency, London and Partners, the Mayor is committed to ensuring London develops in a way that makes it a city for all Londoners. Through the Greater London Authority Group, the Mayor is able to influence the development of London's culture in a number of areas:

- Funding – the Mayor will invest in flagship programmes from the inaugural London Borough of Culture and Creative Enterprise Zones to protecting diverse cultural spaces and programmes, and undertaking ambitious new projects such as founding a Creative Land Trust.
- Planning - through the London Plan, Opportunity Area Planning Frameworks and decisions on strategic applications, the Mayor will protect and grow the city's culture and creative industries. Through his development corporations, he has a direct role in the planning and delivery of areas with major capacity for growth.
- Transport - through Transport for London, the Mayor invests around £10bn each year on London's transport network, supporting London's creative economy.
- Regeneration and placemaking – the Mayor works across the public and private sector to secure and invest funds in regeneration programmes. Many of these will include funding to cultural facilities and infrastructure.
- International promotion and sector support – the Mayor works with many organisations to attract investment and support growth. These include London & Partners which promotes the city's cultural and creative industries to international investors, students, businesses and tourists. The Mayor also invests in a variety of organisations with a sector focus, such as Film London, Games London, the British Fashion Council and the London Design Festival.
- Business support – with the London Enterprise Action Partnership (LEAP) the Mayor funds the London Growth Hub which provides small businesses business support, access to finance and affordable workspace.
- Skills and employment – with the LEAP the Mayor funds improvements to London's college buildings, and distributes European funding to help Londoners access jobs and to progress in work. He will gain control over the post-19 adult education budget. This will mean he is able to better shape skills provision in London to meet business needs.
- Health – the Mayor works to improve the health of London's workers and residents. He coordinates and delivers activities around mental health, healthy schools, food, and the environment.
- Safety and security – the Mayor helps to ensure London is a safe place to live and work through the Mayor's Office for Policing and Crime (MOPAC) and the London Fire and Emergency Planning Authority.
- Environment – the Mayor works to ensure London's environment is protected and enhanced so that it remains a healthy city for workers and residents.
- Housing and land – the Mayor has responsibilities for investing in new affordable homes through the Homes for Londoners partnership. He also identifies the scale of housing need in London. The GLA group owns a portfolio of land the Mayor can use to further his aspirations for the economy.



Mayoral Appointments

The Mayor has specific statutory powers of appointment to external Boards with a London remit and culture focus. These include the Museum of London and Arts Council England as well as chairing the London Economic Action Partnership, the local enterprise partnership for the capital and London & Partners, his promotional agency for London.

Mayor's Cultural Leadership Board

The Mayor's Cultural Leadership Board comprises leading experts drawn from across culture and the creative industries, from design, games, events, museums, music, regeneration, cultural tourism, urban development, architecture, planning, film, funding, theatre, local authorities and heritage.

These leaders from London's world-class creative organisations have been appointed as cultural ambassadors to guide the Mayor's vision for culture in the capital. From the crucial issues facing the city as Brexit approaches, to the lack of diversity in the creative workforce and culture's role in sustainable planning and development, the Board will continue to monitor and advise the Mayor on the issues facing the creative industries and culture sector.⁵

Working in Partnership

Partnerships are key to delivering the Mayor's vision. He will work alongside Londoners, local authorities, cultural businesses and venues, artists and creative practitioners to deliver his strategy for culture. The Mayor will work with partners to enhance, promote and protect London's culture and heritage. An overview of the Mayor's key powers and partners illustrated on the next page.

⁵ See section 376 and Schedule 30 of the [GLA Act 1999](#)

Our Partners

Partnerships are key to delivering the Mayor's vision.
We will work with Londoners and a range of partners.

Mayoral Functional Bodies

Mayor's Office for Policing and Crime
London Fire and Emergency Planning Authority
Transport for London, including Art on the Underground
London Legacy Development Corporation
Old Oak and Park Royal Development Corporation

Mayoral Boards and Advisory Groups

Mayor's Cultural Leadership Board
Night Time Commission
Night Time Borough Champions
London Music Board
London Economic Action Panel
Workspace Providers Board
Brexit Advisory Group
Business Advisory Board
Mayor's Design Advocates
Skills for Londoners Taskforce

Agencies and Organisations supported by the Mayor, including;

London and Partners
World Cities Culture Forum
British Fashion Council
Film London
Games London
London Design Festival
Museum of London and Museum of London Docklands;
The Transport Museum
The London Fire Brigade Museum

National, Regional and Local Government, including;

Local Authorities
London Councils
City of London Corporation
Local Government Association
London Culture Forum
Thames Estuary Growth Commission
South East Local Enterprise Panel (SELEP)
British Council
Government departments and agencies including;

- Department for Digital, Culture, Media and Sport
- Department for Business Energy and Industrial Strategy

Creative Industry Partners, including;

Arts Council England
Historic England
National Trust
Heritage Lottery Fund
Creative Skills Councils
British Film Institute
Theatres Trust
Music Venues Trust
Society of London Theatres
UK Music
Creative Industries Federation
London First
Culture Organisations
Umbrella Groups and Networks
Creative Businesses
Broadcasters and media organisations
Individual artists and creatives
Workspace Providers
Cultural Funders including;

- Bloomberg Philanthropies
- Google Arts and Culture
- Paul Hamlyn Foundation
- City Bridges Trust

Wider Partners, including;

Business Improvement Districts
Unions and Guilds
Schools and Teachers
Further and Higher Education
Developers and Land Owners
Community Groups
Umbrella Groups and Networks
Health Providers
Advocacy Groups including;

- Campaign for Real Ale
- Queer Spaces Network





Chapter 8: Next Steps

Policies and Commitments

Policy	Commitments
Policy 1: The Mayor will help build and strengthen communities by investing in local culture.	Deliver two London Boroughs of Culture in 2019 and 2020.
	Fund six Cultural Impact Awards for exemplary projects in boroughs.
	Fund a Creative Entrepreneurs Programme to help develop the next generation of creative businesses.
	Establish Culture Seeds, a micro-grants programme to fund grassroots culture.
Policy 2: The Mayor will help bring Londoners together through major cultural programmes, festivals and events.	Launch two pilots to increase cultural engagement among Londoners.
	Deliver an annual programme of community events and festivals, with improved quality and engagement.
	Help to increase volunteering at festivals.
	Improve access in the Mayor's events programme, achieving Bronze Charter.
Policy 3: The Mayor will support his 'family' of museums.	Lead a celebration of the Centenary of the first women getting the vote and commission a new statue in Parliament Square.
	Invest £70m in the Museum of London's move to West Smithfield.
Policy 4: The Mayor will promote the benefits of arts and culture for the health and wellbeing of Londoners.	Support delivery of the new London Fire Brigade Museum.
	Embed positive outcomes for health and wellbeing across the London Borough of Culture, Culture Seeds and others as appropriate.
	Map arts and cultural activities, festivals and public programmes aimed to improve mental health and wellbeing across the capital to identify gaps and opportunities.

Policy	Commitments
Policy 5: The Mayor will support and help to protect creative and artist workspaces, particularly where they are affordable.	Deliver up to three Creative Enterprise Zones.
	Establish and seed fund a Creative Land Trust.
Policy 6: The Mayor will deliver a pro-cultural planning framework and help to safeguard existing cultural facilities.	Publish the most pro-culture draft London Plan yet - including policies to protect creative workspace, artist studios, clubs and pubs.
	Produce a Cultural Infrastructure Plan to identify what we need in order to sustain London's future as a cultural capital.
	Support culture at risk through the Culture At Risk office.
Policy 7: The Mayor will integrate culture into major infrastructure projects.	Ensure the draft new London Plan will contain policies to help venues and homes co-exist, like the Agent of Change principle.
	Establish a new culture and education district at the Queen Elizabeth Olympic Park.
	Help plan a new cultural quarter at Old Oak and a creative cluster in the Royal Docks.
	Establish the case for investment for centres of creative production along the Thames Estuary, including a new film studio at Dagenham East.
	Help to develop the new East London Fashion District.
	Assess how new transport projects will impact existing culture/heritage places and spaces.
	Light the central London bridges with an artist-led scheme with the Illuminated River Foundation.

Policy	Commitments
Policy 8: The Mayor will champion high quality design, architecture and public art.	Support high quality architecture and design through Good Growth by Design and the Mayor’s Design Advocates.
	Publish a suite of design guides to help developers embed culture.
	Commission new public art for the Fourth Plinth in Trafalgar Square.
	Champion Art on the Underground and endorse the commissioning of new artworks for Crossrail.
	Support Business Improvement Districts to develop cultural strategies.
	Create an ambitious programme of public realm and public art developments as part of the Oxford Street transformation with Westminster City Council.
Policy 9: The Mayor will support London’s diverse historic environment.	Ensure heritage is considered in the masterplans for Royal Docks and Old Oak and Park Royal.
	Work with Historic England and Heritage Lottery Fund, by continuing to identify heritage places and spaces at risk in London and supporting listing and funding applications.
	Work through London & Partners to champion heritage as the foundation of much of the capital’s unique tourism offer.
Policy 10: The Mayor will work with industry, leaders and experts in culture and sustainability to support a greener and cleaner London environment.	Advocate for the creative industries to become circular, sustainable and ‘go green’.
	Produce a leadership resource tool for cities identifying strategies to take action on climate change through cultural interventions.

Policy	Commitments
Policy 11: The Mayor will support culture in and out of schools to develop young talent.	Deliver the London Curriculum with a strong emphasis on culture and heritage. This includes Family Explorer Trails, which open up London with free, area-based walks providing access to the city’s cultural assets.
	Deliver the annual Fourth Plinth School Awards.
	Support young musicians through the London Music Fund.
	Deliver Busk in London, an annual competition for younger buskers.
Policy 12: The Mayor will help more Londoners get employment in the creative industries.	Improve careers guidance and opportunities for creative careers through London Ambitions and the Mayor’s Enterprise Advisers Network.
	Increase digital skills for the creative industries through Digital Talent Scheme, especially for young women and Londoners from diverse and disadvantaged backgrounds.
	Fund job and training placement initiatives within the fashion and screen industries.
	Through the Skills for Londoners capital fund, invest in Further Education facilities including creative and digital.
	Work with industry leaders, starting with the screen industries, to develop creative industry skills plans for the capital.
Policy 13: The Mayor will help to increase diversity within the creative workforce.	Champion and advocate business practices that create more diversity.
	Support creative businesses to take up the Good Work Standard.

Policy	Commitments
Policy 14: The Mayor will work with artists and cultural organisations to promote London as an open and welcoming city.	Continue the #LondonIsOpen campaign and its message of resilience and welcome.
Policy 15: The Mayor will advocate for the best possible Brexit deal for culture and the creative industries.	Appointing a creative industries expert to his Brexit Advisory Group.
	Champion the needs of the culture and creative industries to Government and through advocacy.
	Advocate for an immigration system fit for 21st century ways of working and the practices of the creative industries - informed by industry, further and higher education.
Policy 16: The Mayor will support creative production and export through a range of activities and funding.	Fund a creative production and export programme for the creative industries comprising Film London, Games London, London Fashion Week, London Fashion Week Men's, London Design Festival and London Games Festival and a new campaign for music, Sounds like London.
	Increase creative business engagement with London & Partners.
	Establishing a Business Advisory Board with creative experts to identify interventions to support the creative industries.

Policy	Commitments
Policy 17: Through his promotional agency, London & Partners, the Mayor will promote London's cultural riches to tourists.	Continue to bid for major sporting events and world-class international cultural festivals and events.
	Work with London & Partners and other tourism agencies to promote London's localised offer to visitors.
Policy 18: The Mayor will support the Night Time Economy through leadership initiatives and guidance.	Improve licensing practice across the capital.
	Publishing Culture and the Night Time Supplementary Planning Guidance.
	Publish and deliver a 24 hour vision for London.
	Set up Night Time Economy Borough Champions across every local authority.
Policy 19: The Mayor will collaborate with city leaders from around the world to drive culture up the urban agenda.	Lead the World Cities Culture Forum.
	Support the World Cities Leadership Exchange programme.

Glossary A – Z

A

Access

This term refers to the methods by which people with a range of needs (such as disabled people, people with children, people whose first language is not English) find out about and use services and information. For disabled people, access in London means the freedom to participate in the economy, in how London is planned, in the social and cultural life of the community.

Accessibility

This refers to 1) the extent to which employment, goods and services are made available to people, either through proximity, or through providing the required physical links to enable people to be transported to locations where they are available. 2) the extent of barriers to movement for users who may experience problems getting from one place to another, including disabled people.

Affordable Workspace

Workspace that is provided at rents maintained below the market rate for that space for a specific social, cultural, or economic development purpose.

Agent of Change Principle

The principle places the responsibility for mitigating the impact of noise firmly on the new development.

Apprenticeship Levy

A levy on UK employers to fund apprenticeships.

Artificial Intelligence

The theory and development of computer systems able to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decision making, and translation between languages

Asset of Community Value

Land or property of importance to a local community which is subject to additional protection from development under the Localism Act 2011.

B

BAME

Stands for black, Asian and minority ethnic groups.

Brexit

The term for the departure of the United Kingdom from the European Union following the 2016 EU Referendum.

Business Rates

The commonly used name for national nondomestic rates, a tax on the occupation of industrial and commercial properties, payable via local authorities.

Business Improvement District (BID)

A defined area in which a levy is charged on all business rate payers in addition to the business rates bill. This levy is used to develop projects that will benefit businesses in the local area.

C

Communities

Groups of Londoners who identify with each other or share something in common, such as living in the same area or having a common cultural background.

Circular Economy

A system to keep products, components and materials of value in use.

Community Infrastructure Levy

A planning charge, introduced by the Planning Act 2008 as a tool for local authorities in England and Wales to help deliver infrastructure to support the development of their area.

Creative Enterprise Zones

Clusters of creative production, designated by the Mayor of London, which provide affordable premises and enterprise-related incentives for artists and creative businesses, pro-culture planning and housing policies, and offer career pathways and creative jobs for local communities and young people.

Creative Land Trust

A trust that offers affordable workspace to artists at affordable rates and helps studio providers access financing so they can buy workspaces.

Creative Workforce

Refers to those people who work directly or indirectly within the creative industries.

Crossrail 1

The first line in the Crossrail project, Crossrail 1 is an east–west, cross-central London rail link between Paddington and Whitechapel serving Heathrow Airport, Canary Wharf and Stratford.

Crossrail 2

This proposed rail line from Chelsea–Hackney is intended to link north east and south west London. The precise route, the character and the role of the link have not yet been finalised.

Culture

Culture is the people, places and activities of creative production and consumption.

Cultural Infrastructure

The variety of components (including institutions, buildings, technology and people) that enable cultural activities to take place.

Cultural Infrastructure Plan

A plan that identifies what infrastructure is needed to sustain London's future as a cultural capital.

Cultural quarters

Areas where a critical mass of cultural activities and related uses are emerging, usually in historic or interesting environments, are to be designated as Cultural Quarters. They can contribute to urban regeneration.

D

Disabled people

A disabled person is someone who has an impairment, experiences externally imposed barriers and self-identifies as a disabled person.

Disability

As defined by the Equality Act 2010, a physical or mental impairment that has a 'substantial' and 'long-term' negative effect on a person's ability to do normal daily activities. The social model of disability defines disability as the effect of the barriers, discrimination and disadvantages faced by disabled people, not the impact of their specific impairment.

Diversity

The differences in the values, attitudes, cultural perspective, beliefs, ethnic background, sexuality, skills, knowledge and life experiences of each individual in any group of people constitute the diversity of that group. This term refers to differences between people and is used to highlight individual need.

E

Equal opportunities

The development of practices that promote the possibility of fair and equal chances for all to develop their full potential in all aspects of life and the removal of barriers of discrimination and oppression experienced by certain groups.

G

GLA functional bodies/GLA group

The Greater London Authority (GLA), London Fire and Emergency Planning Authority (LFEPA), Transport for London (TfL), Mayor's Office for Policing and Crime (MOPAC), London Legacy Development Corporation (LLDC) and Old Oak and Park Royal Development Corporation (OPDC).

Good Growth

The Mayor is calling for good growth across London, that is growth that includes all Londoners, celebrates local character in regeneration schemes and encourages community cohesion.

Good Growth Fund

An overarching regeneration programme which will provide funding, expert regeneration advice, design support and knowledge sharing opportunities to a broad range of public, private and third-sector organisations to support projects to deliver against three strategic themes: Empowering People; Making Better Places and Growing Prosperity.

Grant

Generally refers to public subsidy provided by the Mayor in the form of a one-off financial transfer.

Greater London Authority (GLA)

The top-tier administrative body for Greater London, consisting of a directly elected executive Mayor of London and an elected 25-member London Assembly with scrutiny powers.

Green space

Areas of vegetated land, such as parks, gardens, cemeteries, allotments and sports fields, which may or may not be publicly accessible. Together, these spaces help to form London's green infrastructure space network.

H

Health inequalities

Health inequalities are systematic, avoidable and unfair differences in mental or physical health between groups of people. These differences affect how long people live in good health and are mostly a result of differences in people's homes, education and childhood experiences, their environments, their jobs and employment prospects, their access to good public services and their habits.

Heritage assets

Valued components of the historic environment. They include buildings, monuments, sites, places, areas or landscapes positively identified as having a degree of historic significance meriting consideration in planning decisions. They include both designated heritage assets and non-designated assets where these have been identified by the local authority (including local listing) during the process of decision-making or plan making.

I

Inclusion

Removing barriers and taking steps to create equality, harness diversity and produce safe, welcoming communities and cultures that encourage innovative and fresh ways of thinking and allow people to speak up, especially to suggest where things could be done better.

L

LGBT+

Stands for Lesbian, Gay, Bisexual and Transgender. The plus demonstrates the inclusion of all identities that make up the LGBT community including the continuing ways people define themselves.

Live-work space

Homes which combine accommodation for living in and space for working in.

London Councils

A cross-party organisation that represents and works on behalf of London's 32 councils and the City of London Corporation.

Londoners

Permanent and temporary residents of London and, where also applicable, commuters from outside London, visitors and tourists.

London Fire and Emergency Planning Authority (LFEPA)

A functional body of the GLA, with the principal purpose of running the London Fire Brigade.

London Legacy Development Corporation (LDDC)

A Mayoral Development Corporation responsible for delivering development in the Queen Elizabeth Olympic Park.

LEAP / London Economic Action Partnership

The Local Enterprise Partnership for London. Local Enterprise Partnerships are voluntary partnerships between the public and private sector set up in 2011 by the Government to help to determine local economic priorities and to lead economic growth and job creation in their area.

London & Partners

The Mayor of London's official promotional agency which promotes London internationally as the best city in the world to work, invest, trade and study.

London Living Wage

The London Living Wage is an hourly rate of pay, currently set at £10.20. It is calculated independently to reflect the high cost of living in the capital, giving a worker in London and their family enough to afford the essentials and to save.

London Plan

The Mayor's Spatial Development Strategy for London.

Low Emission Zone (LEZ)

A charging zone across most of Greater London for vehicles that do not meet emissions standards for particulate matter.

M**Mayor of London draft Culture Strategy**

The Mayor's plan to secure London's cultural venues, institutions and the infrastructure, both physical and workforce, necessary to support core culture and community arts programmes.

Mayor's Office for Policing and Crime (MOPAC)

A functional body of the GLA responsible for overseeing the Metropolitan Police Service.

Mayor's Cultural Leadership Board

Mayoral appointed board of industry experts tasked with helping the Mayor to deliver a culture strategy for London.

N**National Museums**

13 of the 20 museums and galleries sponsored by the government that were founded by Act of Parliament. The remaining seven are classified as non-nationals.

National Portfolio Organisations

Arts Council England's portfolio of regularly funded arts organisations, libraries and museums

Night Czar

Mayoral appointee tasked with delivering a vision for London as a 24-hour city.

Night Time Commission

Mayoral appointees tasked with undertaking research to understand London's Night Time Economy.

Night Time Economy

The economy generated between 6pm and 6am.

O**Old Oak Common and Park Royal Development Corporation (OPDC)**

A Mayoral Development Corporation responsible for delivering development in the Old Oak Common and Park Royal areas.

Older people

Refers to people over 50, but also recognises that those above retirement age and those over 70 may have requirements that need to be addressed.

Open space

All land in London that is predominantly undeveloped other than by buildings or structures that are ancillary to the open space use. The definition covers the broad range of types of open space within London, whether in public or private ownership and whether public access is unrestricted, limited or restricted.

P**Public realm**

The space between and within buildings, including streets, squares, forecourts, parks and open spaces.

Placemaking

Creating successful places for local communities: healthy, safe, vibrant, attractive and inclusive. Culture has a great role to play in placemaking: it provides identity, binds communities together and creates better places for people to live, work and visit.

R**Recycling**

Involves the reprocessing of waste, either into the same product or a different one. Many non-hazardous wastes such as paper, glass, cardboard, plastics and metals can be recycled. Hazardous wastes such as solvents can also be recycled by specialist companies, or by in-house equipment.

Renewable energy

Energy derived from a source that is continually replenished, such as wind, wave, solar, hydroelectric and energy from plant material, but not fossil fuels or nuclear energy. Although not strictly renewable, geothermal energy is generally included.

S

Section 106 agreements

These agreements confer planning obligations on persons with an interest in land in order to achieve the implementation of relevant planning policies as authorised by Section 106 of the Town and Country Planning Act 1990.

Skills for London Taskforce

Skills for Londoners Taskforce to help make sure that all Londoners and London's businesses can gain the skills they need to succeed. They have developed the Mayor's Skills for Londoners Strategy.

Social infrastructure

Covers facilities such as health provision, early years provision, schools, colleges and universities, community, cultural, recreation and sports facilities, places of worship, policing and other criminal justice or community safety facilities, children and young people's play and informal recreation facilities. Other facilities can be included as social infrastructure.

Social inclusion

Removing barriers and taking steps to create equality, harness diversity and produce safe, welcoming communities and cultures that encourage innovative and fresh ways of thinking and allow people to speak up, especially to suggest where things could be done better.

Social integration

Social integration is the extent to which people positively interact and connect with others who are different to themselves. It is determined by the level of equality between people, the nature of their relationships, and their degree of participation in the communities in which they live.

Social mobility

The movement of people within or between different social classes or income brackets.

Soundscape

The overall quality of an acoustic environment as a place for human experience. Soundscape design might include preserving, reducing or eliminating certain sounds or combining and balancing sounds to create or enhance an attractive and stimulating acoustic environment.

Supplementary Planning Guidance (SPG)

Supplementary Planning Guidance Documents providing further guidance on policies in the London Plan that cannot be addressed in sufficient detail in the Plan itself.

T

Thames Estuary Production Corridor

An ambitious industrial vision for developing a world-class centre for cultural and creative production along the Thames Estuary – leading global innovation, creating new jobs, developing talent and supporting the rapid growth of the creative economy. This bold new programme aims to primarily repurpose strategic industrial land and develop a series of large scale, state-of-the-art cultural production centres, putting skills and local talent at its heart.

Thames Gateway

This area comprises a corridor of land on either side of the Thames extending from east London through to north Kent and south Essex. The London part of the area extends eastwards from Deptford Creek and the Royal Docks and includes parts of the lower end of the Lee Valley around Stratford. It includes parts of the boroughs of Barking and Dagenham, Bexley, Greenwich, Havering, Lewisham.

V

Visual Effects (VFX)

Often abbreviated to VFX this is the processes of creating or manipulating imagery in film making.

W

Wellbeing

Is a state of being where people can realise their potential, cope with the normal stresses of life, work productively and fruitfully and are able to make a contribution to their community.

Wheelchair accessible or adaptable

Homes which are designed to be wheelchair accessible, or easily adaptable for residents who are wheelchair users. As defined by the Building Regulations.

World City

A globally successful business location measured on a wide range of indicators such as financial services, government, business, higher education, culture and tourism.

Z

Zero Carbon Standard

A requirement for new developments to release no net greenhouse gas emissions into the atmosphere.

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