

GREATER LONDON AUTHORITY

Mayor's Office

City Hall
The Queen's Walk
More London
London SE1 2AA
Switchboard: 020 7983 4000
Minicom: 020 7983 4458
Web: www.london.gov.uk

Dee Doocey
London Assembly
Greater London Authority
London
SE1 2AA

Our ref:

Date: 10th May 2010

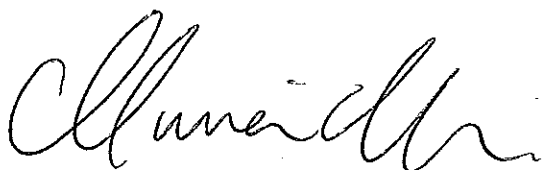
Dear Dee

Thank you for the comments on the first draft of the Mayor's Cultural Strategy, which we received on behalf of the Economic Development, Culture, Sport and Tourism Committee on March 25th.

Since then we have worked to revise and update the Strategy, incorporating these comments and also those from the GLA Functional Bodies. The result is a revised draft of the Cultural Strategy which we will be releasing for public consultation shortly.

The Strategy has benefited considerably from the consideration of London Assembly members, particularly in terms of the level of detail and clarity that it provides. The accompanying document outlines our response to individual EDCST comments, and provides details of how the Strategy has been revised.

Yours ever,



Munira Mirza
Mayoral Advisor on Arts and Culture

EDCST Comments on Cultural Strategy	Mayor's Office Response
<p>We recommend that the Strategy sets out the criteria used to decide which events are to be financially supported by the Mayor. For example, events could result in increased tourist visits to London or contribute to wider Mayoral objectives. The Strategy should also show how the objective of providing events for all Londoners is to be met.</p> <p>The Mayor should publish alongside the Strategy an events plan, which includes a full list of planned and future events with costs and timings.</p>	<p>We agree that a set of criteria outlining the basis for Mayoral support for events would be useful, and this is now provided on p71 of the Strategy. In summary, they are as follows:</p> <ul style="list-style-type: none"> • Those that are most likely to increase tourism, build links in key international markets and contribute to London's economy • Events that are culturally significant and contribute to the social development of communities in London • Those which are exciting and raise the profile of London as a diverse, welcoming world-class city <p>We also agree that a plan of future events would be useful and so the Strategy will also contain, in an annex, a list of GLA-led events, festivals and other initiatives. However, certain events will always be programmed on a more opportunistic, short-term basis, with schedules and budgets still to be determined. It would not be appropriate for the Strategy, which outlines a long-term policy position, rather than being an operational document, to provide detailed costs and timescales for individual projects.</p>
<p>We recommend that the draft Strategy sets out how and in what areas the Mayor proposes to provide the policy lead and how, in practical terms, the Mayor will coordinate the disparate cultural agencies and funding schemes to minimise confusion and duplication.</p>	<p>In terms of individual projects, they are now listed in an annex to the Strategy. It is made clear for each project what the Mayor's role will be – i.e. advocacy and influence or direct funder.</p> <p>In terms of wider policy implementation, the Mayor must work in partnership with national and local funders. There exists a good basis for co-ordinating activity through various ongoing groups: LCSG, Living Places, City Planning Group for Culture, London Councils, Music Education Steering Group, the London Events Forum, the 2012 Planning Group etc. These partnerships are described in Section Six of the Strategy and are already starting to minimise duplication and ensure that organisations are better able to work together on shared priorities.</p>
<p>We recommend that the Mayor sets out in his Strategy in what ways he is seeking to influence the work of Arts Council London and the Museums Libraries and Archives national council through his powers of appointment.</p>	<p>We agree this would be useful, and a short section "Mayoral appointments and strategic fit with NDPBs" has been expanded on p81 to reflect this. This section has also been reviewed by GLA legal officers to ensure compliance with GLA Act.</p>
<p>We recommend that the Strategy sets out what guidance the Mayor will provide to the LDA on which</p>	<p>The LDA is an economic development agency and as such its basis for funding projects is economic not</p>

<p>cultural projects to fund and how the impact of funding will be measured. We further recommend that the LDA provide an impact assessment where funding is proposed to be withdrawn, cut or not renewed.</p>	<p>cultural. The guidance and metrics for investing in cultural projects are therefore already outlined in the Mayor's Economic Development Strategy. Similarly, any impact assessments that it undertakes when funding is withdrawn or non-renewed will be subject to LDA's economic rather than cultural objectives, for instance around international promotion, regeneration or urban realm improvements.</p> <p>Nevertheless, there are projects identified in the Cultural Strategy that the LDA has committed to funding, such as: the ArcelorMittal Orbital in the Olympic Park, the BFI National Film Centre, the Black Cultural Archives Centre. All of these and others are described in the Strategy text and also listed in the annex.</p>
<p>We recommend that the Strategy sets out how the Mayor plans to help break down barriers to cultural participation. These plans should include how the Mayor can help to harness new technology and increase touring as ways of increasing engagement.</p>	<p>The Strategy recognises that there are many different barriers to cultural participation amongst Londoners. In line of comments from Assembly, the relevant section (Section 2.2) has been expanded, with greater clarity given to how such barriers will be addressed, for instance:</p> <ul style="list-style-type: none"> • Improving local cultural services, which are an important factor in people's experience and access to culture • Investing and promoting affordable or free local events through pan-London cultural campaigns and festivals such as Story of London or London Film Day • Improving links between schools, families and cultural institutes to encourage better awareness of the opportunities available, and to give young people from all backgrounds the confidence and ability to understand cultural forms • Undertaking research and policy work to further understanding of barriers and reasons for differing rates of participation, in order to inform GLA and partners' investments and programmes
<p>We recommend that the Strategy sets out how the Mayor proposes to use his strategic powers and influence to safeguard cultural provision and ensure that every Londoner has the opportunity to engage in culture in their local area.</p>	<p>The Mayor is unable to directly intervene or over-rule the decision-making processes of individual London boroughs. However, as made clear in the Strategy, he will use his platform to advocate and make the case for culture, and also encourage investment through those budgets he has direct and indirect influence over. Already, he has given a number of high-profile speeches about the importance of investing in culture in London, written to the leaders of boroughs to advocate the importance of funding cultural services, and has made public visits to support cultural organisations. He has</p>

	<p>also encouraged more private funding for culture in London, by advocating its importance to business groups.</p>
<p>We recommend that the Strategy sets out how many children and young people the proposed policies are expected to encourage to take part in cultural activities and how this will be monitored.</p> <p>The Strategy should set out more clearly what the GLA will do more to inform teachers and parents about the cultural provision on offer in London.</p>	<p>There is currently very weak baseline data on how many children and young people participate in cultural activities and (more importantly) the quality of these experiences. It is therefore difficult and perhaps premature to set targets overall. We are working with partners to improve our understanding of this area. As a first step towards this goal, we are developing an audit of music education provision, which will look at what education is being provided and to whom, and what the take-up and progression rates are.</p> <p>Through Rhythm of London and the Music Education strategy, the Mayor has begun to establish a platform for promoting opportunities in cultural education to teachers and parents. The goal is to expand this approach across the sector, developing a more strategic approach through web resources, print guides and receptions/events for teachers and cultural providers.</p>
<p>The Committee recommends that the Strategy clearly sets out how the Mayor intends to raise the profile of the Cultural Olympiad amongst Londoners, and states the aims and objectives for the Mayor and the Greater London Authority regarding the Cultural Olympiad.</p>	<p>Section Five of the Strategy has been revised in order to provide more up-to-date information on the Cultural Olympiad and how the Mayor intends to raise its profile. Recent developments on this now included in the Section include: announcement of Visitor Attraction; appointment of Creative Programmer; LDA investments in Olympic Fringe.</p>