

# MAYOR OF LONDON

**Navin Shah AM**  
City Hall  
The Queen's Walk  
More London  
London SE1 2AA

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Thank you very much for sending me a copy of the Regeneration Committee's report, *Creative tensions: optimising the benefits of culture through regeneration*. I made clear in *A City for All Londoners*; the relationship between regeneration, culture and the creative industries is one I consider to be extremely important, and crucial if this city is to continue to be the best in the world. It gives me great pride to see how London is viewed internationally as a beacon for talented individuals and is also celebrated for its diversity.

The city continues to grow exponentially, and is an international capital for finance, research and innovation, tourism, culture and the arts, and one of my priorities is to make sure London retains this status, but in a manner which is inclusive, attractive and spans inner and outer London. It was great to see that the potential of regeneration and culture to drive growth and vitality in London's high streets and town centres has been recognised in your report, and to that end I have a number of thoughts on your findings and recommendations.

Later this year I will be launching a major regeneration programme, which will prioritise tackling inequality and ensuring that London is a city where prosperity sits alongside greater equity in terms of opportunities and benefits for its residents. This programme will be designed to support three strategic themes; Empowering People, Making Better Places and Growing Prosperity. There is also a particular focus on funding projects that 'Share Culture', underpinned by these three themes. We will be looking for ambitious approaches to culture as a driver of regeneration with strategic socio-economic outcomes including health, wellbeing, environment and sustainability as well as strengthening the local identity of a place.

I look forward to being able to support a range of exciting proposals that bring about social benefits along with economic development and physical improvements, the importance of which is highlighted in your report. We will be working closely with local authorities and other partners, to monitor the social and cultural impacts of the projects we fund.

Enclosed is a document responding more specifically to each of the recommendations set out in the report.

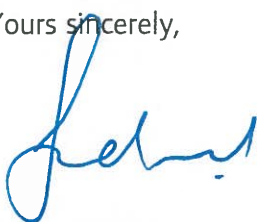
## MAYOR OF LONDON

Thank you again for taking the time to write to me. I hope my response has indicated how seriously my officers and I are taking your findings and how we are working towards optimising the benefits of culture in regeneration. Our place-based approach builds upon the existing local character, history and culture of places, and seeks to bring about social benefits along with economic and environmental benefits.

We recognise the importance of using cultural activity as a creative tool to engage with a broader range of people and to develop imaginative inclusive regeneration plans for the areas they live and work in.

I am extremely optimistic about the future relationship between regeneration and culture, and welcome the Regeneration Committee's ongoing input and support.

Yours sincerely,



**Sadiq Khan**  
Mayor of London

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## **Response to Recommendations**

- 1. As part of his Cultural Infrastructure Plan, the Mayor should commit to collecting and publishing data at borough level on existing spaces and venues in London, average rents for artists' spaces and levels of cultural participation. The Mayor should also encourage local authorities and developers to monitor this information over the course of regeneration projects to assess their economic, social and cultural impacts.**

The Cultural Infrastructure Plan will identify what London needs to do to sustain and develop culture up to 2030 and will be published in 2018; it will focus on infrastructure that supports cultural production, performance, exhibition and heritage. It will provide evidence for my new London Plan and my new Culture Strategy.

The plan is now underway and my Culture Team is working with a number of organisations including London Councils, Arts Council England, and Historic England to gather data and evidence. They have already commissioned data on music venues and pubs at a borough level and will soon be publishing sector specific research for dance facilities and LGBTQI venues across the capital. The Artists' Workspace Study will be updated in the autumn and will establish current average rents for creative workspace as well as the risk to this provision across the capital.

The Cultural Infrastructure Plan will provide London-wide data which will be made available to all boroughs as well as developers. There is currently a pilot underway to establish data at a borough level in one London borough. Boroughs will be encouraged to create their own localised cultural infrastructure plans utilising this to enable them to track net loss and net gain of cultural infrastructure.

In terms of levels of cultural participation, the Department for Culture, Media and Sport (DCMS), in partnership with Arts Council England, deliver the 'Taking Part' survey every year, which analyses arts and cultural engagement, and is the recognised official statistic.

- 2. The Mayor should publish his plans for Creative Enterprise Zones as soon as possible. The plans should include proposals to provide affordable workspace in the long - term. The committee heard grassroots support for an area such as Hackney Wick, which has the biggest concentration of artists in Europe, to be a pilot of Creative Enterprise Zones, and the Mayor may wish to consider the location for this policy initiative.**

I will launch Creative Enterprise Zone pathfinder later this year, as well as the criteria and process for becoming a Creative Enterprise Zone.

Creative Enterprise Zones are based on the principles of Business Enterprise Zones where incentives are offered to support economic growth. They will offer a tailored support package for the creative sector and are designed to enable artists and creative businesses to put down roots, which will include access to affordable workspace and business support. Further support will be provided for routes into employment in the creative industries, ensuring that the success of the creative industries is shared across communities.

I have also commissioned a feasibility study into a Creative Land Trust to explore innovative financial models to support affordable workspace in perpetuity across London.

As you highlight, Hackney Wick is an area with a high concentration of artists; the London Legacy Development Corporation has enshrined the retention of affordable space in this area as part of the Hackney Wick Central masterplan which provides for the retention of affordable employment workspace in Hackney Wick, including both "making space" and artists' studios. This policy is further supported by an active re-location strategy, which will create crucial decant space as new developments are being built.

Hackney Wick can be considered as a possible Creative Enterprise Zone along with other areas as part of a process which will be announced in due course.

**3. The Mayor should ensure that new policies in the London Plan help provide suitable workspace in the capital. The Mayor should review the live-work policy that has proved to be ineffective in its current form and commission further research into 'affordability' for cultural enterprises. The Mayor should assess the value of the practice of the London borough of Wandsworth, where any scheme providing over 100 dwellings has to enhance the range of arts and cultural opportunities in the area by creating a robust Culture Action Plan.**

I am committed to making the new London Plan the most pro-culture plan ever. Securing affordable workspace is important in enabling a range of uses, including cultural enterprises, to have a place across the capital, as is ensuring there is affordable housing to meet housing need. My Planning team is developing policies that will seek to ensure that London builds on its unique offer, both at the London-wide level and the local level. This includes policies supporting the provision, and where appropriate, protection, of a range of low cost B1 space and on the important role of subsidised affordable workspace.

I have recently launched a bold vision for the Thames Estuary Production Corridor (TEPC) in partnership with the South East Local Enterprise Partnership (SELEP), which will provide production space in London and the South East. This includes a feasibility study into new film studios in Dagenham and the development of the East London Fashion Cluster, which will include affordable space for fashion design and manufacturing.

I recognise the scheme introduced by the London Borough of Wandsworth and it is cited as an example in the GLA's publication 'A-Z of Planning and Culture.'

My Workspace Provider Board which advises the GLA on how to address workspace needs for SMEs across London is chaired by Sara Turnbull, Development Director of Bootstrap. The Board represents a range of workspace providers including artists' studios, social entrepreneurs and large scale office providers, all of whom are familiar with the challenges faced by creative businesses and artists in particular.

**4. The committee welcomes the Mayor's commitment to protecting cultural venues across London and supports the Mayor's idea to implement an Agent of Change rule within the London Plan. Protection measure should apply to a wide range of venues, including grassroots and smaller venues across the capital. In his Cultural**

**Infrastructure Plan, the Mayor should identify venues that have local significance. The Mayor should make explicit in his next review of the London Plan that local authorities should consult the list of identified venues before assessing the likely impact of new planning applications on these venues.**

Introducing the 'Agent of Change' principle is one of my manifesto policy pledges. My Planning and Culture teams are working to include Agent of Change in the new London Plan. This will help protect London's live music venues, clubs, pubs and a range of venues, including grassroots and small venues across the capital. In the meantime, I have published the first Night Time Economy and Culture Supplementary Planning Guidance for consultation, which provides further detail onto 'Agent of Change' and its implementation.

I am encouraged to see that the Government has adopted Agent of Change in the recent Housing White Paper. This demonstrates that with a sensible approach and a simple set of principles, pubs, clubs, theatres and music venues can thrive alongside residential developments.

Through the Cultural Infrastructure Plan we will work alongside London Boroughs to identify significant cultural facilities and clusters of creative industries.

**5. The Mayor should make the Civic Crowdfunding Programme a permanent regeneration programme and develop the GLA's own crowdfunding platform or use a platform that would be cost-free for projects seeking support.**

I am delighted to hear that you share my enthusiasm for our ongoing crowdfunding programme. We have seen a strong demand for this kind of opportunity across London, with nearly 200 local and diverse groups proposing ideas as part of our pilot; that's £8m worth of small scale projects so far. I have shown my commitment to this by increasing the scale of the opportunity; the Mayor's Civic Crowdfunding Pilot has now been relaunched as Crowdfund London, and I have given my personal backing to a substantial marketing campaign to promote it. The maximum amount I will pledge to individual projects has increased by more than double as well, from £20,000 to up to £50,000. The next round will see £500,000 in total be used to support ideas that are innovative and distinctive, make the local area special and build on local character, bring an economic and social benefit to the community and have strong local support, shown via a vibrant crowdfunding campaign. This increased allocation of funding has been backed up by a lot of capacity building work, which has been designed to:

- Develop a more targeted awareness of the opportunity in addition to our general marketing push;
- Encourage and support groups to organize formally around common goals;
- Give groups the tools, understanding and confidence to propose a bold, deliverable and high quality project now or in the future;
- Ensure that groups understand the nature of the Mayor's opportunity and how to articulate their project appropriately on the Spacehive platform to meet our needs; and
- Provide guidance on how to run an engaging and successful crowdfunding campaign.

You will be pleased to hear that in line with the recommendations of your Regeneration Committee session around crowdfunding last October, my Regeneration Team have targeted Outer London for a lot of this engagement work to broaden the GLA's existing geographical reach for the programme



to date. I am very excited at crowdfunding's ability to harness the kind of activity which celebrates and promotes the uniqueness of London's communities, and that is why I am pleased to say significant funding has been earmarked to continue the growth and development of the programme from our recent Growth Deal 3 settlement.

**6. In his Cultural Plan, the Mayor should propose a strategy that recognises the cultural offer of Outer London and secures it in capital regeneration processes. The Mayor should make explicit the opportunities that suburban cultural facilities can offer London as a whole.**

In 2018, I will publish a new Culture Strategy which will outline my vision for culture in the capital. Culture is an important part of my vision for 'good growth' - it helps people enjoy the city and flourish personally - and it creates jobs for Londoners. The creative sector generates £42bn per annum for London's economy, accounts for 1 in 6 jobs and is the reason 4 out of 5 tourists say they chose to visit the capital. But it can be too easily squeezed out because of wider development pressures, potentially leading to a sterilisation of our city and a loss of the amenities which do so much to make London an amazing place to live and work.

My Culture Strategy will support cultural provision for all Londoners across the entire capital. It will be informed by the Cultural Infrastructure Plan to identify cultural assets across London including outer boroughs and provide the evidence of the wide ranging cultural offer across London. Through the work of the Night Czar, the Night Time Commission and the newly formed Night Time Borough Champions Network, I will support the sustainable development of a diverse night time economy across the capital, including London's outer boroughs.

My Regeneration and Culture Teams will work closely to identify development opportunities in outer boroughs, where culture can play a part in the regeneration of an area. For example we have commissioned the feasibility of new film studios in Dagenham, which will establish a new economic trajectory for the area providing jobs and growth to the local population.

Alongside this, my new regeneration fund will seek to support existing or new cultural infrastructure in inner and outer London, building upon an area's existing cultural assets. The fund will be used to support urban or suburban cultural facilities, and will include places that support cultural activity in everyday settings, such as community centres, high streets, parks, allotments and libraries.

**7. The Mayor should award the new London Borough of Culture to the borough that best promotes a sustainable vision of culture. The Mayor should appoint an independent panel of experts from London's cultural and creative scene to award the London Borough of Culture every two years to give more time to boroughs to develop their bids and learn from previous events.**

**The bids should be evaluated against the following criteria:**

- **Success and evaluation of past cultural programmes**
- **Protection of existing cultural heritage and facilities**
- **Promotion of local artistic production**

- **Protection and creation of affordable artistic workspace**
- **Community engagement and sustainable capacity-building**
- **Long-term vision for an inclusive cultural strategy**

Last month, I announced the first London Borough of Culture Award. Inspired by the UK City and European Capital of Culture Programmes, London Borough of Culture Award will put culture at the heart of the community, celebrating the unique and distinctive creativity, character and diversity of London's people and places.

The London Borough of Culture is a new Mayoral funding programme and will be assessed by GLA Officers who will make recommendations to me. An external Partner's Board has been set up with representatives from Arts Council England, Heritage Lottery Fund, Historic England, Association of Chief Librarians, British Council, City Bridge Trust, Paul Hamlyn Foundation, Clore Duffield Foundation, City of London Corporation and London Councils. This strategic Board will assess all applications and inform the recommendations of GLA officers.

I thank you for your suggestions for criteria for the London Borough of Culture. I have fed these through to my team, and a Prospectus and the criteria for Award is now online at: <https://www.london.gov.uk/what-we-do/arts-and-culture/apply-become-london-borough-culture>.