

REQUEST FOR MAYORAL DECISION – MD2045

Title: New Culture Work Streams 2016-17

Executive Summary:

The Mayor has made manifesto commitments to:

- Set up Creative Enterprise Zones (CEZ), providing dedicated small workspaces with live-in space so that creative industries, artists and the fashion industry are given extra support to flourish;
- Establish a London Borough of Culture (LBoC), like the European City of Culture, so that every year a different borough is the focus of a celebration of the city's arts and culture; and
- Produce a Cultural Infrastructure Plan (CIP) for 2030.

The GLA Culture team is laying the groundwork for these three work streams from 2016-17 onwards.

The Mayor has also committed to challenge gender inequality and build on London's vital tourist industry by promoting the city's cultural riches.

The Mayor has given his backing to a new statue and to the development of a cultural programme of activity, to commemorate the centenary of suffrage for women over 30, which takes place in 2018. Preparations for the commission of the statue will start in 2016-17.

Decision:

The Mayor approves:

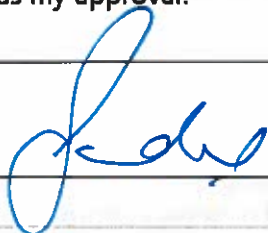
1. Expenditure of up to £319,000 in 2016-17 for the following activities:
 - London Borough of Culture: £154,000 towards partnership development, fundraising and competition launch
 - Culture Infrastructure Plan: £60,000 towards research and scoping
 - Creative Enterprise Zones: £80,000 towards the launch of a 'pathfinder' Creative Enterprise Zone
 - Suffragette Statue: £25,000 towards scoping the commissioning of a new statue.
2. The receipt of grant funding or sponsorship from external funders for the above programme and associated expenditure.
3. Delegation to the Executive Director of Communities and Intelligence for the approval of the receipt and associated expenditure of any external income raised towards the delivery of these projects.

Mayor of London

I confirm that I do not have any disclosable pecuniary interests in the proposed decision, and take the decision in compliance with the Code of Conduct for elected Members of the Authority.

The above request has my approval.

Signature:



Date:

17/11/16

PART I - NON-CONFIDENTIAL FACTS AND ADVICE TO THE MAYOR

1. Introduction and background

- 1.1 The London Borough of Culture (LBOC) is a new regional competition launching publicly in 2017. LBOC will throw a spotlight on the winning borough placing culture at the heart of communities, delivering exciting, accessible cultural programmes, inspiring new talent and creativity, reaching different people and encouraging all Londoners to explore their neighbourhoods in new ways.
- 1.2 Creative Enterprise Zones (CEZ) are a new work stream for the GLA Culture team, as outlined in the Mayor's Cultural Manifesto. The GLA Culture Team will lead on scoping, planning and development of areas of concentrated creative infrastructure, enterprises and networks across London. CEZs will give an added boost to enable the creative community to put down roots and put in place a package of incentives that are tailored to local circumstances and needs. The CEZ programme will begin with a 'pathfinder zone', which will pilot the concept from 2016-17. The 4-year pathfinder programme will be evaluated and a framework created for the further CEZs, which will be developed between 2017 and 2020.
- 1.3 The Cultural Infrastructure Plan 2030 will involve a detailed mapping of the infrastructural needs of cultural subsectors and geographical areas in the Capital. The Culture Team is working with other GLA family teams such as Regeneration, Planning and the Intelligence Unit to draw together data on the cultural sector's infrastructure needs. A plan that complements the London Plan will then be developed.
- 1.4 The Mayor of London will co-commission a new sculpture and scope a programme of activity to commemorate women's suffrage. The statue will be unveiled in 2018 to mark the 100 year anniversary of suffrage for women over 30. The GLA will work in partnership with Spark21, The Fawcett Society, 1418 Now and the campaign to deliver this project.

GLA is seeking an overall contribution of £165k to the costs of the sculpture and £125k funding towards a programme of events during 2018. The first £25k for 16/17 is towards scoping of the artistic commission.

A wider fundraising campaign will be managed by the charity Spark 21, a charity founded to celebrate, inform and inspire future generations of women in the professions. Caroline Criado-Perez, the lead campaigner, is a trustee of Spark 21 and will sit on the sculpture commissioning panel.

2. Objectives and expected outcomes

- 1) Launch the competition phase for a London Borough of Culture programme.
- 2) Launch one 'Pathfinder CEZ' to be evaluated to create a framework for further CEZs
- 3) Research, consultation and engagement activities with the creative and cultural industries, Boroughs and partners, and Londoners, to support the development of the Cultural Infrastructure Plan and;
- 4) Support the co-commissioning of a new suffragette statue for 2018.

2.2 Expected Outcomes (2016-17)

London Borough of Culture (LBoC)

- Fully developed new regional cultural competition with established governance structure and confirmed external partnerships
- Public launch of regional competition
- Detailed 4-year stakeholder engagement plan and confirmed media sponsor
- Evaluation framework established
- Up to £1million potential partnership match funding identified
- Bid development workshop and specialist advice provided to support boroughs

Cultural Infrastructure Plan (CIP)

- Deliver first two phases of work: 1) work on the Night Time Economy and some of the capital's most at risk venues (such as pubs, LGBT, music venues), 2) distinct commissions for up to four areas of cultural infrastructure and a comprehensive mapping exercise for one London borough
- An announcement of the Cultural Infrastructure Plan specifically focussed around the night time economy
- Deliver a pilot audit and visual mapping exercise for a trial borough
- Create a cultural asset database that will form a baseline from which to launch a detailed analysis of London's creative and cultural industries and the health of cultural infrastructure within specific geographic and opportunity areas

Creative Enterprise Zones (CEZ)

- In 2017 a **Pathfinder CEZ** with a local borough will be launched. In the first year, the borough will match fund the GLA's contribution with £395,000
- A new job creation scheme will be developed in the successful borough, developing skills and creating job opportunities creating 3,000 jobs.
- Goal is to create thriving places people want to live, work and play that are authentically local and home grown.
- Scope feasibility of a brand new annual cultural event for the successful Creative Enterprise Zone.
- A new micro-grant programme for creative people and businesses.
- A brand new business rate relief policy that will incentivise business to work in the zone and help them grow.
- A new Creative Network to facilitate new collaborations among creative businesses.
- A Champions programme to give local communities a say in shaping the zone.
- In Year One, a number of pieces of work that will make sure the programme goes with the grain of what already exists in the successful borough. This means will be best serve the needs of local people and businesses. This will include:
 - skills audit/supply and demand;
 - appraisal and scoping of financial interventions to support the CEZ;
 - mapping the current employment portfolio and establishing a benchmark of affordability across sub-sectors;
 - scoping the feasibility of policy interventions aimed at maintaining and growing a stock of creative workspace in borough;
 - mapping of current cultural activity, venues and groups, including gaps in provision

2018 Centenary Suffragette Stature and Programme of Activity

- Commence planning for a sculpture to commemorate women's suffrage, to be unveiled in 2018 to mark the 100 year anniversary of suffrage for women over 30.
- Receipt of up to 6 artistic proposals for suffragette statue
- Commence work on integration of the story of women's suffrage into London Curriculum materials including a new workbook
- Initiate roundtable discussion to scope a programme of public activity to celebrate centenary of women's right to vote through film, design, fashion, art and music delivered throughout 2018/19.

3. Equality comments

- 1) The Mayor's cultural programmes will proactively celebrate and bring together London's diverse communities through cultural and creative activity.
- 2) All recruitment, procurement and commissioning for the programmes (including the selection of the competition jury) described above will fully comply with the Equality Act 2010 and fulfil the requirements of the Public Sector Equality Duty as set out in the section 149(1) of the Equality Act 2010.

This provides that, in the exercise of their functions, public authorities must have due regard to the need to:

- Eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Equality Act 2010;
- Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it; and
- Foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

The obligation in section 149(1) is placed upon the Mayor, as decision maker. Due regard must be had at the time a particular decision is being considered. The duty is non-delegable and must be exercised with an open mind.

- 3) Applications to establish Creative Enterprise Zones will be subject to full Equality Impact Assessments.
- 4) Selection criteria for the LBOC competition will be designed to ensure that candidate boroughs are committed to promoting diversity and inclusion throughout their planned programme of activities.
- 5) The Culture Team will work with the Diversity and Social Policy team to ensure that the fairness and inclusion are embedded in the design of the programmes, particularly with regard to addressing gaps in equality.

4. Other considerations

4.1 There are some key risks which have been highlighted below:

	Risk description	Mitigation / Risk response	Current probability (1-4)	Current impact (1-4)	RAG	GLA risk owner
1	Reputational Damage - Funding initiatives that are badly run, that are significantly scaled down or that are cancelled risks the capital's reputation	LBOC, CIP, CEZ and the Suffragette programmes have been fully scoped by senior GLA officers through consultation with stakeholders and potential partners.	1	4	G	Culture Team

2	Unable to raise sponsorship or external funding	LBOC Officer is working closely with the commercial team on approaches to business partners. Discussions in progress with major public sector funders and boroughs. Suffragette Statue: Monitor expenditure against project and fundraising milestones.	2	3	A	Culture Team
3	Maintaining quality control of these high profile artistic projects.	Officers have substantial experience of delivering high quality large scale programmes (e.g. Lumiere, Cultural Olympiad). Working in partnership with world class producers who have proven track record in delivery. CEZ concept will be tested through a pathfinder programme.	1	3	G	Culture Team
4	Financial mismanagement	Officers adhere to internal financial management and procurement processes as set out in the Contracts and Funding Code and Financial Regulations. Payment is only made on achievement of milestones.	1	3	G	Culture Team

5. Financial comments

- 5.1 The expenditure of up to £319,000 towards the activities detailed within this decision will be funded from the 2016/17 Corporate Contingency Budget.

6. Legal comments

- 6.1 Sections 1 to 4 of this report indicates that the decisions requested of the Mayor fall within the GLA's statutory powers to do such things considered to further or which are facilitative of, conducive or incidental to the promotion of economic development and wealth creation, social development or the promotion of the improvement of the environment in Greater London; and in formulating the proposals in respect of which a decision is sought officers have complied with the GLA's related statutory duties:

- pay due regard to the principle that there should be equality of opportunity for all people;

- consider how the proposals will promote the improvement of health of persons, health inequalities between persons and to contribute towards the achievement of sustainable development in the United Kingdom; and
- consult with appropriate bodies.

- 6.2 As the pathfinder Creative Enterprise Zone is developed, officers should liaise with TfL Legal to ensure State aid compliance.
- 6.3 Section 1 indicates that the GLA is looking to commission a new statue. The GLA will need to ensure it seeks the appropriate permissions from the relevant authorities before the statue is commissioned.
- 6.4 The Mayor may, under section 38 of the Greater London Authority Act 1999, delegate the exercise of the GLA's functions to the Executive Director as proposed.
7. Corporate Investment Board – This decision form was considered by CIB on 7 November 2016.

8. Planned delivery approach and next steps

	Milestones, deliverables and promotional activity	GLA lead	Planned date
1	Mayor launches the Cultural Infrastructure Plan	CCI unit with Mayor's Press Office	December 2016
2	Mayor launches London Borough of Culture competition	CCI unit with Mayor's Press Office	Early 2017
3	Suffragette Statue – Up to six artistic proposals received	CCI unit	March 2017
4	Completion of second phase of Cultural Infrastructure Plan	CCI unit	March 2017
5	Launch first CEZ		March 2017
6	Boroughs submit statements of ambition for London Borough of Culture	CCI unit	March-April 2017

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FOI Act) and will be made available on the GLA website within one working day of approval.

If immediate publication risks compromising the implementation of the decision (for example, to complete a procurement process), it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary. **Note:** This form (Part 1) will either be published within one working day after approval or on the defer date.

Part 1 Deferral:

Is the publication of Part 1 of this approval to be deferred? YES

If YES, for what reason: Publication needs to be after the launch of the London Borough of Culture – planned for January/February

Until what date: **28 February 2017**

Part 2 Confidentiality: Only the facts or advice considered to be exempt from disclosure under the FOI Act should be in the separate Part 2 form, together with the legal rationale for non-publication.

Is there a part 2 form – NO

ORIGINATING OFFICER DECLARATION:

Drafting officer to confirm the following (✓)

Drafting officer:

Jeanette Bain Burnett has drafted this report in accordance with GLA procedures and confirms the following have been consulted on the final decision.

✓

Sponsoring Director:

Jeff Jacobs has reviewed the request and is satisfied it is correct and consistent with the Mayor's plans and priorities.

✓

Mayoral Adviser:

Justine Simons has been consulted about the proposal and agrees the recommendations.

✓

Advice:

The Finance and Legal teams have commented on this proposal.

✓

Corporate Investment Board

This decision was agreed by the Corporate Investment Board on the 7 November 2016.

EXECUTIVE DIRECTOR, RESOURCES:

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

Signature

m. D. Alce

Date

11.11.16

CHIEF OF STAFF:

I am satisfied that this is an appropriate request to be submitted to the Mayor

Signature

D. Bellamy

Date

17/11/2016

