

# GREATER LONDON AUTHORITY

## Mayor's Office

City Hall  
The Queen's Walk  
London SE1 2AA  
Switchboard: 020 7983 4000  
Minicom: 020 7983 4458  
Web: [www.london.gov.uk](http://www.london.gov.uk)

### **Len Duvall OBE AM**

Chair of Economic Development, Culture, Sport  
and Tourism Committee

**Our ref:**

**Date:** 3 March 2011

Dear Len

Thank you for your letter of 9 February following my appearance at the EDCST committee in January. I'm glad you found the session constructive, as did I.

I have answered your questions in turn below:

**1. What progress has been made since 2008 in increasing participation in London's cultural activities, especially in outer London?**

Over the last three years, the GLA has made efforts to increase levels of cultural participation around the city as a whole. Important activities include:

- The London Jazz Festival, which with GLA support has been designed to enable smaller venues in London to produce large-scale performances as well as high quality touring events. As a result, in 2010 the festival held 280 performances in more than 68 venues across 21 London boroughs. GLA funding was specifically targeted at building a programme of activity in Outer London boroughs. LJF created five hubs of activity in Barnet, Greenwich, Richmond, Kingston and Newham and developed learning and participation activity in a number of Outer London boroughs.
- In 2009 the GLA established the 'Story of London' with the support and encouragement of the cultural and heritage sector. This annual, pan-London festival is a celebration of London's past, present and future. Events have taken place in 30 London boroughs and in partnership with more than 100 organisations. A partner survey following this year's event found 33 of the 41 partners (82%) who responded said they had programmed new events for the festival (up on 71% in '09).
- Big Dance: In 2010, more than a million people took part in over 850 activities and events in parks, shops, tube stations, schools, theatres, museums and streets, celebrating the diversity and creativity of London. It featured 9 days of dance events in the capital from 3-11 July.

## **2. How many people participated in the 2010 Story of London?**

Story of London 2010 had 120 events presented by over 80 partner organisations taking place in 22 London boroughs. A full breakdown of events by individual borough is attached.

The GLA did not have the resource within the festival budget to carry out full visitor monitoring across 120 event locations over the 10 days of the festival. And the festival partners had limited staffing and resources to conduct this visitor data gathering independently.

However, partner feedback we received after the festival indicated visitor attendance at 'Story of London' events was high with several sold out. 65% of partners we surveyed reported that participation in the festival had 'definitely or probably' raised their visitor levels. The survey completed by the festival e-subscribers showed that 71% of respondents had attended a 'Story of London' event. Furthermore, 94% of attendees surveyed thought the events were well organised and 85% thought the quality of events 'excellent or good'.

## **3. How will you be assessing the effectiveness of the LDA's 2012 Cultural Skills Fund? What has it achieved to date? What funding will be available from 2011/12?**

ECORYS (formerly ECOTEC Research and Consulting) were commissioned by the LDA in May 2010 to undertake a final evaluation of the 2012 London Cultural Skills Fund. The report is due to be completed in the next few weeks. The overarching aim of the study is to evaluate the overall impact of LDA investment in the Fund, including the specific impacts of the individual projects. The evaluation is focused on the strategic achievements, value for money and economic impacts arising from the investment. Importantly, the findings will also be used to inform decisions around the development of similar investments in the future. A final version of the report will be sent to the Committee on completion.

## **4. What progress has the Mayor made in delivering the Cultural Olympiad policy actions as set out in his strategy (Policy Actions 5.1-5.3)**

**Policy Action 5.1:** *supporting and co-ordinating London's cultural offer in 2012 and working with partners to ensure a successful Cultural Olympiad.*

- Launched the Culture Diary; an online advance planning tool collecting information on all cultural events taking place throughout London in 2012. Currently it has 2,632 cultural users registered and over 1,030 events logged. This information is shared with the City Operations Group to ensure coordination in public and emergency service resource.
- In 2010, for the second year running, the GLA organised open meetings that took place across London and informed the cultural and creative sector about plans and opportunities for 2012.
- An updated 'London Culture and 2012 handbook' published in 2010 as a guide on how to get involved in 2012 plans.
- The 2012 City Planning Group for Culture and the 2012 Cultural Quarters Network have been established to coordinate London based cultural activity, to

# GREATER LONDON AUTHORITY

ensure that cultural programmes are fully coordinated across the sector, minimising duplication and clashes.

**Policy Action 5.2:** *ensuring the 2012 Olympics provide economic opportunities for Londoners and small businesses*

The LDA 2012 Cultural Skills Fund (£1.3 million) was designed to support the advancement of cultural and creative skills to ensure that more Londoners could develop and gain skills in the arts and creative sectors, including performance art, music, films and fashion. It was aimed particularly at small organisations and community groups, third sector organisations and local authorities who wanted to contribute to the range of cultural activities taking place during the Cultural Olympiad. 29 projects were awarded funding. As mentioned above, a full evaluation report will be sent to the committee in the next few weeks.

**Policy Action 5.3:** *ensure culture plays a full role in securing the legacy of the 2012 Olympics and Paralympics, both in relation to physical infrastructure and public art projects but also in terms of engaging with communities.*

The Mayor has provided financial support of £2 million to the Olympic Delivery Authority to ensure that art and culture is embedded into the landscape of the Olympic Park and continues to provide a strong cultural offer in Legacy.

The Olympic Delivery Authority is delivering 23 permanent public realm projects across the Park and has commissioned over 30 artists, ranging from emerging local artists to internationally renowned artists.

To complement this work, over 10 temporary community engagement projects have also been developed to raise public awareness of the Park's artistic offer and to generate a sense of local ownership for the Park and the commissioned artworks.

The CREATE festival is a unique cultural programme that has grown out of partnership between the five host Olympic boroughs and is focused on involving the local community. We will be working with CREATE this year to integrate the East festival. CREATE is returning every Summer leading up to and following the Olympic Games.

The ArcelorMittal Orbit began construction in October 2010 and is progressing on schedule, due for construction completion in March 2012.

- 5. An updated GLA and LDA events programme for events to be delivered in 2010/11 and 2011/12 with associated costs, setting out which events will be retained, cancelled and if there will be any new events.**

The total events budget for 2010/11 and 2011/12 can be seen in Appendix 1 with available funding for individual events listed. The GLA is seeking confirmation of event proposals and budgets from the relevant organisations and this will determine actual spend.

- 6. Further details on the Mayor's scheme to fund struggling libraries.**

# GREATER LONDON AUTHORITY

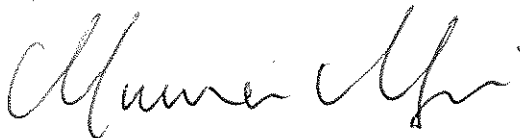
The Mayor is keen to find ways to support and strengthen cultural provision in London and is concerned by the potential widespread closure of libraries across the capital. In the current climate it is important to support valuable services like libraries, museums and venues and work more effectively together. On this basis he has said he would like to explore with boroughs the idea of a city-wide trust. We are in discussions with London Councils about this idea and sources of funding.

**7. Any documentation you have which maps the Cultural skills provision across London, as discussed in the meeting.**

The most up to date and comprehensive analysis of skills provision and skills gaps is provided by the relevant Sector Skills councils. For the latest analysis of the skills needs for the sector please see the Creative and Cultural Skills Sector Agreement for England - <http://www.ccskills.org.uk/LinkClick.aspx?fileticket=00Jjlf0Eoc0=&tabid=822>

I hope this information is helpful.

Yours sincerely,



**Munira Mirza**  
Mayoral Advisor on Arts and Culture

# GREATERLONDONAUTHORITY

## Appendix 1

	2010/11 Events	LDA	2011/12 Events	Notes
	Budget GLA	Funding	Budget GLA	
Mayors Thames	0	60,000	60,000	No change
Chinese	0	100,000	100,000	No change
Veterans Day	5,000	0	5,000	No change
Diwali	25,000	0	25,000	No change
African Events	0	35,000	25,000	Parity of funding has been established with small scale events.
Notting Hill Carnival	250,000	0	190,000	Extra funding available in 2010/2011 to fund a sponsorship strategy project to enable NHCL to work towards increasing sponsor income for future years
St Patricks	0	60,000	100,000	Parity of funding has been established with other major impact events of a similar scale. Event will be staged as a part of London's Olympic year.
Liberty	120,000	0	100,000	General savings
New Year	300,000	1,500,000	1,900,000	Event staged as part of London's Olympic year
London Mela	80,000	0	60,000	General savings
Vaisakhi	20,000	0	25,000	Parity of funding has been established with small scale events
Story of London/Cultural Campaigns	65,000	100,000	100,000	General savings and partnership with

# GREATER LONDON AUTHORITY

	Museum of London			
St Georges Day 2011 2012	100,000	0	Funded from 2010/11	No change
Refugee Week	5,000	0	0	Awaiting proposal. Possible funding from Small Festivals budget
Small Festivals	25,000	0	25,000	No change
London Pride	0	100,000	100,000	No change
Eid	25,000	0	25,000	No change
Jazz Festival	40,000	0	0	End of three year funding agreement
Major Civic Event	185,000	20,000	250,000	Includes Royal Wedding
London Triathlon	50,000	0	0	Outside funding for 2011/12
Carnival del Pueblo	90,000	0	60,000	2010/2011 the GLA funded celebrations for the bicentenary anniversary for Latin America
Battle of Britian	50,000	0	0	One off commitment
Diamond Jubilee	0	50,000	0	One off feasibility study
Jewish Events	50,000	0	25,000	Parity of funding has been established with small scale events
East	40,000	0	0	Decision to work with CREATE festival in East London
World Cup Bid/Fifa	100,000	150,000	0	One off commitment
<b>TOTAL</b>	<b>1,625,000</b>	<b>2,175,000</b>	<b>3,175,000</b>	