

MAYOR OF LONDON

Culture for all Londoners

Consultation Response Report

December 2018

A vibrant mural on a brick wall. The central figure is a woman with dark hair and a serene expression. To her left, there's a small table with a sewing machine and some books. To her right, a butterfly is perched on a white flower. Below the woman's face, there's a banner with the name 'MALA SEN' in large, bold, red letters with a white outline. Above the banner, there's text in Hindi: 'क्रमशः निर्विक्रम साहसी' (Kramashah Nirvikram Sahasi).

क्रमशः निर्विक्रम साहसी

MALA SEN

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Mala Sen on Brick Lane, GLA, Caroline Teo

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1. Executive Summary

This report summarises the responses to the consultation on the Mayor's draft culture section of the Culture Strategy *Culture for all Londoners*, henceforth referred to as the draft Culture Strategy. It sets out how the Mayor will respond to the issues raised before determining the text of the final Strategy.

The Mayor publicly consulted on the draft culture section of the Culture Strategy between 23rd March 2018 and 20th June 2018. The draft presents, in detail, his vision for London's culture and creative industries including proposed policies and commitments to deliver this vision. Several documents formed part of the consultation including:

- Culture Strategy for London – Executive Summary
- Culture Strategy for London – Easy read version
- Culture Strategy for London – Full version
- Culture Strategy – Integrated Impact Assessment

The publication of the draft strategy was advertised to the public and technical stakeholders through:

- Launch event at Battersea Arts Centre with the Mayor
- Press release
- A webpage on London.gov.uk
- The Talk London webpage
- A City Hall blog
- Twitter (@MayorofLondon, @LDN_Gov, @LDN_Culture and @LDN_Talk)
- The Mayor of London Facebook page
- A series of workshops and focus groups
- Email distribution to over 300 stakeholders and community groups.
- Inclusion in Culture Newsletter subscribed to by over 5,000 individuals.

The consultation included the following:

- **Events:** consultation activities with circa 175 attendees participating and hosted 8 engagement events with over 80 participants geographically spread across 7 London boroughs.
- **Written responses:** the draft consultation document was made available and published on the Greater London Authority's website 23rd March 2018. Written responses were received from 101 organisations.

- **Public consultation:** Two primary mechanisms were used to capture the views of members of the public, broadly categorised as **consultation** primarily via the Talk London Platform, and **research**, via quantitative and qualitative opinion research, including 8 focus groups on two themes.

Copies of all stakeholder representations, and a database of the responses from the public, businesses and other organisations have also been made available to the Mayor.

Written Responses and Feedback

The key themes raised by stakeholders on the draft strategy are set out in Section 4, with a summary of some of the key messages below. These have been structured in the format of the Webform:

Questions	Key points raised
Q1. Impact of culture on quality of life	Arts and culture have a positive influence on health and wellbeing.
	There should be more formal links between health institutions and arts and culture, particularly for older people and people with dementia.
	Participation in culture supports social cohesion, inclusion and sense of identity, and creates vibrant places and communities.
	Culture has an important role in schools but can be better embedded within school curricula. Partnerships between schools and cultural organisations can also have an impact on the way children learn and embrace culture.
	Culture informs the identity of London, at both an international and local scale, and contributes to the London economy.
	Partnership working and events and festivals have the capacity to amplify and support culture in London.
Q2. Defining culture	89% of comments were strongly supportive of a broad definition of culture that includes less formal places and spaces; 10% supportive with caveats; no unsupportive comments.
	Informal culture fosters greater inclusion and increased engagement in the arts.
Q3. Removing barriers to creative jobs	Unpaid internships act as a barrier for certain groups to access creative jobs.
	Better integration of arts and culture into school curricula is needed. Partnerships with arts organisations can also ensure greater engagement and exposure to culture and creative careers for students.

Questions	Key points raised
	Greater support for young people to access and maintain jobs within the creative sector is needed e.g. additional facilities rather than formal educations and skills programmes.
	Diversity in employment must be promoted to enable more women and individuals from minority backgrounds to enter the creative workforce, and at a higher level, take up board or leadership positions.
Q4. Increasing participation in cultural life	Collaboration and partnership working is a key mechanism for increasing levels of participation in cultural life, as it can help 'tap into' different networks and communities.
	Local and grassroots organisations are particularly well suited for connecting with local communities, although in many cases they require support and resources from the Mayor and GLA to be able to do so effectively.
	Schools play an important role in engaging with children at an early age. More focus upon arts and culture subjects is required, however.
	Culture must be easily accessible – local provision of culture is inadequate, and travel costs and lack of transport services or infrastructure can also be prohibitive.
Q5. Opportunities to support culture	There is a need to increase supply of, and access to, affordable workspaces, matched to creative individual and business needs (e.g. for production-based activity or collaborative spaces).
	Arts and culture has a positive influence on health and wellbeing. This link should be promoted and better facilitated.
Q6. Contributing to the vision for culture	A wide range of comments were provided that related to specific activities, projects, programmes or locations that can contribute to cultural provision across London.
	A number of organisations stated that they were either supportive of the Draft Strategy, or that they were willing to work with the Mayor to further develop the Strategy or deliver its objectives.
Q7. Other issues to be considered	There is a need to provide more information on how culture and cultural organisations will be integrated into new developments, and how new buildings and infrastructure will coexist with existing cultural facilities and heritage.
	Appropriately managing, maintaining and investing in cultural infrastructure is of long-term significance.
Q8 & Q9. Integrated Impact Assessment	33 respondents (89% of those who answered these questions) agreed with the IIA conclusion that the draft Culture Strategy contributes positively to every IIA objective in some way. 3 respondents disagreed, with one neutral.

Stakeholders provided a range of constructive feedback on ways in which the draft strategy could be strengthened through amendments or additions. These are set in detail in Section 5, alongside how the feedback will be responded to within the final Strategy. A high-level summary of pertinent issues is provided below:

Key Issues Raised	Response
Love London	
There is strong support for encouraging broader range of cultural activities and engaging more communities.	The Strategy sets out a broad definition of culture and recognises the importance of informal culture across all priorities, policies and commitments. The chapter Love London promotes engagement with as wide a range of communities as possible including through the Mayor's Festival and Events, London Borough of Culture, and Culture Seeds programmes. It is recommended that there are no changes.
Grassroots organisations should be empowered through the Strategy to deliver local and focused cultural activities. More local events and festivals should be encouraged.	The Love London chapter sets out programmes targeting support for grassroots organisations. For example, Culture Seeds is a £1m micro-grants programme supporting grassroots organisations and individuals who do not normally have access or capacity to engage with the major arts funding programmes. Winning boroughs for the London Borough of Culture programme and recipients of the Cultural Impact Awards worked with local communities and leaders to develop projects and programmes. It is recommended that there are no changes.
Physical and affordability issues, for all different social groups, need to be considered within the Strategy to enable everyone to access culture across London.	Many of the Mayor's events and festivals are free and the Strategy outlines the Mayor's commitment to improving Deaf and disabled access to events. It is recommended that the section on East Bank in the Good Growth chapter will be updated to include the new Global Disability Innovation Hub at the new UCL campus as part of East Bank.
The role of culture in health and wellbeing, in particular in relation to older people and those with learning disabilities should be recognised and provided for within the Strategy. Also, Culture's role in Social Integration.	It is recommended that in the Love London chapter, the section on Culture, Health and Wellbeing will be updated with more information on programmes and projects. This includes supporting a cultural programme around World Health Day, the Festival of Creative Aging via the Cultural Impact Awards, and the Museum of London dementia project.
Culture and Good Growth	
The cost of living and affordable workspace in	The Mayor's Housing Strategy sets out his plans, policies and programmes for affordable housing. Planning policy is already being used to support

London needs to be fully addressed within the Strategy.	<p>affordable housing and the Mayor is funding through his £4.82b Affordable Housing Programme, which will deliver 116,000 housing starts by March 2022.</p> <p>Affordable housing is not within the scope of the Culture Strategy. However, the Culture and Good Growth chapter, sets out the Mayor's programmes that will specifically support affordable creative workspace in the creative industries, for example the Creative Enterprise Zones and the Creative Land Trust. It is recommended that there are no changes.</p>
A register of available spaces for meanwhile use should be made available.	Currently, the priority for the Strategy is to support long term space. However, there are several meanwhile space agencies that now exist in London who can signpost organisations and individuals to available meanwhile spaces. It is recommended that there are no changes.
The Strategy should ensure that culture is integrated into major infrastructure projects, including transport and open spaces.	The Culture and Good Growth chapter sets out policies and programmes that support the integration of culture into the public realm, including the transport network and open or green spaces. For example, Art on the Underground and the Crossrail Art Commissioning Programme. It is recommended that there are no changes.
There should be greater detail in the Strategy on how culture will be integrated in new developments and how partnership working with developers can operate successfully.	The Culture and Good Growth chapter sets out in detail the suite of Mayoral Developments and the core role culture plays in their development and delivery. It is recommended that the chapter is updated to reflect the investment the Mayor has since made in culture led regeneration and development via the Good Growth Fund.
The Strategy should ensure that all London Authorities are aware of buildings of cultural significant and the potential impact of developments	The draft London Plan contains policies to support. The Cultural Infrastructure Plan section will be updated to reflect the mapping of heritage sites across the city and will provide local authorities with the tools and evidence they need to protect and sustain local heritage assets. The Culture at Risk Office has been set up to help support, promote and protect buildings at risk, including those with a historic significance. It is recommended that there are no changes.
Creative Londoners	
The Strategy needs to support measures to raise awareness of the range of	It is proposed that the final publication of the strategy will include further detail addressing this point including the Mayor's programmes to support an all age careers

jobs within the creative sector and the skills required.	advice service, London Ambitions, Creativity Works and the expansion of the London Enterprise Advisers Network which aim to improve careers guidance, linking industry to school's advice and guidance strategies, and providing young people with opportunities to get experience in the creative industries.
The Strategy needs to promote work programmes that are fully inclusive, with more effort to engage with different social groups to make them aware of opportunities but to also make it attractive, taking into consideration unpaid internships and low wages.	The Strategy already references the Mayor's Good Work Standard which promotes inclusive and fair practices, in particular pay, in the workplace. It also mentions the Equal Access Network which the Mayor is helping to scale up and which will get 180 people into work, while helping major employers in the creative industries recruit a more diverse workforce. It is recommended that there are no changes.
The Strategy should promote greater provision of arts and culture on school curriculums to ensure greater engagement amongst children.	Setting the National Curriculum is not within the remit of the Strategy, but the document articulates the Mayor's position that arts and creative subjects must be reprioritised in schools. The Strategy includes a range of programmes to encourage greater engagement for school children and the arts.
The Strategy should promote training programmes, should reflect skills shortages and be accessible to all.	The Skills for Londoners Strategy details the Mayor's plans and approach to skills and training in London. His priority is to ensure Londoners, employers and businesses get the skills they need to succeed in a fair, inclusive society and thriving economy.
The Strategy should focus upon raising awareness with employers about diversity within the workforce and provide local ambassadors to advocate within communities of the benefits of jobs within the creative sector.	The Strategy will clarify the Mayor's plans to improve diversity across the creative workforce. It already sets out the Good Work Standard which recognises businesses for best practice in employment, pay and working conditions including by implementing inclusive recruitment processes. The London Enterprise Advisers Network builds links between industry and local schools.
World City	
The Strategy should identify how London will be promoted to domestic and international visitors given the uncertainties post-Brexit.	The Strategy will give greater emphasis to the role of London & Partners, the Mayor's promotional agency. They will continue to promote London as an open city, open to visitors, open to students and open to businesses.

	It is proposed that the Strategy is updated to reflect the next phase of the #LondonisOpen campaign and other activities. Visitor numbers to be updated to the 2017 figures which have been released since the publication of the draft version.
Ensuring the visa system still allows visitors and students to easily access the UK will be particularly important for the creative sector.	Government and the Home Office are responsible for setting policy and implementing the immigration system for the UK. The Mayor has regularly produced evidence and advocated for an immigration system that puts London and the UK's economic prosperity first, and the Strategy will continue to promote the Mayor's position.
Defining Culture	
The definition and scope of culture in the Strategy should be expanded to include libraries, green space and parks, craft, religious spaces and communities, public houses, archives, sporting/recreational activities, food and markets, architecture, diversity.	The Strategy currently includes libraries, green spaces and parks, craft, public houses, archives, architecture and diversity as part of the broad definition of culture. It is proposed that the Strategy articulates the important role that food, markets and places of worship play in the cultural life of London but highlight that these are dealt with extensively in other strategies like the Food Strategy or Economic Development Strategy. The Mayor's suite of strategies cross-reference each other.
The definition should be expanded to include a more grassroots definition of culture as a lived experience, the everyday interactions animating public space, with social value. The Strategy should open up to local definitions.	The definition of culture in the Strategy is intentionally broad when considering cultural activities in order to be as inclusive as possible. The Strategy encourages local areas and communities to develop their own cultural plans and encourage Local Authorities to deliver their own cultural strategies. It is recommended that there are no changes.
The 'informal' tag within the Strategy is not helpful, suggesting a distinction in the level of legitimacy.	It is proposed that this is clarified in the final version of the strategy. By informal and formal the strategy does not seek to give or take legitimacy from any cultural activity. Rather the strategy is making a distinction between structured and centrally organised cultural engagement, (for example playing in a professional or community orchestra). Informal culture captures activity that has less structure and is not necessarily centrally

	organised (for example street art, skateboarding or busking).
Funding and Delivery	
The Strategy requires a strong framework for delivery to underpin the policies and commitments.	An Implementation plan will be published alongside the strategy outlining high level indicators of success.
The Strategy relies heavily upon local authorities for delivery, which may not be realistic given current public-sector funding constraints.	The Mayor must work in partnership with a range of stakeholders to deliver the vision and priorities of his strategy. In many instances, the Mayor's programmes are inviting Local Authorities to lead bids for funding to deliver creative and cultural content, for example London Borough of Culture and Creative Enterprise Zones. In addition, the Mayor regularly advocates to Government about the impact of cuts to public funding to local authorities and communities. It is recommended that this final point is emphasised in the Strategy.
Partnership Working The Strategy should seek both to partner with wide-ranging organisations, as well as facilitate partnerships between other organisations and advocate for more cross-sector and cross-boundary partnership working.	The Strategy states in the Achieving the Mayor's Vision that partnerships are needed to deliver the strategy. This includes working with organisations and businesses across sectors and both private and public bodies and brokering new partnerships between different organisations, institutions and agencies. These relationships are illustrated in the infographic in the Achieving the Mayor's Vision chapter. It is recommended that there are no changes.

Public Consultation Findings

The public consultation also raised constructive insights for consideration in the development of the final Culture Strategy. The qualitative research focussed on two key topics; engagement with cultural activity and perceptions of creative careers. The latter follows the prioritisation of increasing diversity in the creative workforce. The key points raised below, and the wider feedback will be considered in the final version of the strategy. A summary of findings is available at london.gov.uk

Topic	Key Points Raised – quantitative results	
Engagement with Cultural Activity	Londoners value and participate in cultural activity and appear to regard London's cultural offer as superior to other cities.	The Strategy sets out the Mayor's vision, priorities, policies and commitments to increase opportunities for all Londoners to engage with culture. It is recommended that there are no changes.
	The biggest challenges for culture in London were identified as the closure of local arts centres, libraries and community centres (55 per cent of respondents selected this from a list of nine options,) and the high cost of workspaces (50 per cent of respondents.)	It is recommended that the Strategy includes a section on libraries and articulates how the Cultural Infrastructure Plan will support libraries. The Mayor is investing in regeneration projects that support culture across local areas in London, and while it will not be possible to include each in the Strategy due to space limitations, information and signposting to relevant information is available on the london.gov.uk website.
	Time and cost are seen as the main barriers to doing more cultural activity.	The priority of the Love London chapter is for more Londoners to experience and create culture on their doorsteps. With support through initiatives like London Borough of Culture and Culture Seeds. It is recommended that there are no changes.
	There is a lack of knowledge about, or perceived absence of, activities in Outer London.	The Strategy recognises the importance of ensuring the range of cultural activity taking place across the capital is supported and promoted. The Mayor is delivering programmes in many outer London areas, including both London Borough of Culture

		recipients. It is recommended that there are no changes.
	The most popular theme tested from the draft Culture Strategy was ‘supporting venues and workplaces used for culture in London. (54 per cent of Talk London respondents) and ‘providing culture in the Londoner’s local area’. (36 per cent)	Places and spaces for culture are at the heart of the Strategy. The chapters on Love London and Culture and Good Growth outline many policies and projects to support culture in new developments, informal culture and affordable creative workspace.
	Respondents highly prioritised protecting and expanding London’s free cultural attractions to enable London to be a global cultural powerhouse (44 per cent). This is followed by encouraging investment in culture in London (30 per cent) and protecting heritage sites (30 per cent.)	The Mayor supports the policy of free entry to museums, but expanding this policy is not within the powers of the Mayor. However, the Strategy sets out the Mayor’s investment in the Museum of London so that more of its collection can be made accessible to Londoners and visitors. The Strategy promotes investment in culture in the capital and protecting, supporting and sustaining heritage in the capital, in particular, heritage at risk. It is recommended that there are no changes.
	Key points raised – qualitative findings	
Engagement with Cultural Activity	Focus groups participants value London’s cultural offer and see this as a key benefit of living in London. They cite culture as one of the best things about living in London.	The Strategy aims to support, promote and sustain culture and creative industries in London. The Strategy puts people and places at the core of its vision and wants culture in London to be accessible to all Londoners.
	Focus group participants think that children should be encouraged to participate in cultural activities at a young age. Some also think encouraging cultural	Chapters Love London, Culture and Good Growth and Creative Londoners set out programmes to support young people and community groups to experience and create culture in their local areas.

	activities among young people can combat crime and help develop social skills.	It is proposed that the Strategy emphasises the role cultural engagement can play in social integration and supporting young people at risk of violence or crime.
Creative Careers	As for perceptions on creative careers, there was an overarching concern about the prevalence of unpaid work experience and nepotism in the creative sectors. Schools are not seen as being supportive to cultural and creative careers – both in terms of careers advice and the over-emphasis of STEM subjects.	The Creative Londoners chapter outlines programmes to support more diversity in the creative workforce. It is proposed that the Strategy will be updated to provide more detail on these programmes.

Conclusions and Recommendations

The final Strategy is published alongside this consultation report. The Culture and Creative Industries Unit has reviewed feedback across stakeholder and public consultation activity, seeking additional internal and external expertise where relevant. The findings were presented to the Mayor's Cultural Leadership Board in September 2018, who acknowledged the findings.

The Mayor's Culture and Creative Industries Unit has updated the final version of the Culture Strategy responding to the comments and responses provided.

This report is the analysis of the issues raised during the public and stakeholder consultation of the draft Culture Strategy. It contains GLA officers' recommendations for changes to the text of the Strategy for the Mayor's consideration. Based on consultee feedback, these are primarily clarifications and minor amendments to the Strategy, rather than major changes to policies or proposals.

Copies of all technical stakeholder representations, and a database of the responses from the public, businesses and other organisations have also been made available to the Mayor.

In considering the issues, and making recommendations to the Mayor, the GLA has been mindful of the remit of the Strategy and sought to focus on the issues relevant to the policies and commitments included in it. This is intended to provide the Mayor with the

information needed to understand the range of issues raised by respondents and make a decision on the final text of the Strategy for its formal approval and publication.

2. Introduction and background

About the Strategy

The Culture Strategy sets out the Mayor's vision to sustain a city that works for everyone – a city that is built on the principle of culture for all Londoners. In order to achieve this, the Strategy identifies four strategic priorities which are underpinned by a series of objectives and actions:

Priority 1: Love London. More people experiencing and creating culture on their doorstep.

Priority 2: Culture and Good Growth. Supporting, saving and sustaining cultural places.

Priority 3: Creative Londoners. Investing in a diverse creative workforce for the future.

Priority 4: World City. A global creative powerhouse today and in the future.

In order to deliver this vision, the Mayor needs the support of public, private, voluntary and community sector organisations. This will be achieved through strengthening partnerships; making the case for greater devolution; and ensuring that the Mayor leads by example.

Mayor's Powers and Duties

Under section 376 of the GLA Act 1999, the Cultural Strategy Group for London (known as the Mayor's Cultural Leadership Board) shall keep the Culture Strategy under review, consult about the proposed revisions with designated consultative bodies and then submit a revised strategy to the Mayor. When revising the strategy, the Mayor should have regard to the effect that the strategy will have on various cross-cutting themes (health, health inequalities, sustainable development and climate change), as well as on the need to ensure consistency with national policies, the UK's current EU, and other international obligations. The Culture Strategy must also be consistent with the Mayor's other strategies. The Mayor has a statutory duty to consult on the Culture Strategy. The policies set out in the Culture Strategy were subject to public and stakeholder consultation. There is a legal duty to consult specific stakeholder groups and to consider the potential likely impacts on specific groups or areas of interest through conducting an Integrated Impact Assessment.

Purpose of Report

This report summarises the consultation responses on the Mayor's draft Culture Strategy. It sets out how the Mayor will respond to the issues raised before determining the text of the final strategy.

Each response has been analysed and properly considered in the preparation of this consultation report. The purpose of the consultation report is to set out the full range of views expressed so that the Mayor can have proper regard to them. These are presented by policy area and/or theme to provide a summary of the key issues raised and an outline of how the issues will be responded to.

Structure of Report

The report is structured as follows:

- Section 3 describes the consultation process and provides details on the engagement methods used.
- Section 4 provides the main findings from the stakeholder consultation identifying areas of support and issues for consideration.
- Section 5 sets out the main issues raised and the main changes to the draft strategy as a result of the consultation.
- Section 6 is a short conclusion.
- Section 7 is the appendix with supporting documentation.

3. Consultation Process

The draft strategy consultation

The Mayor publicly consulted on the draft Culture Strategy between 23rd March 2018 and 19th June 2018. The draft presents, in detail, his vision for London's culture and creative industries including proposed policies and commitments to deliver this vision. Several documents formed part of the consultation including:

- Culture Strategy for London – Executive Summary
- Culture Strategy for London – Easy Read version
- Culture Strategy for London – Full version
- Culture Strategy – Integrated Impact Assessment (IIA)

The publication of the draft strategy was advertised to the public and technical stakeholders through:

- A webpage on London.gov.uk
- The Talk London webpage and five emails to Talk London members
- Twitter (@MayorofLondon, @LDN_Gov)
- The Mayor of London Facebook account and paid for advertisement on Mayor of London page
- A press release:
- Four engagement events
- Direct emails

The consultation included the following:

- **Technical Stakeholders** through:
 - **Engagement Events:** two stakeholder events were held to consult on the draft Culture Strategy, with circa 175 attendees participating.
 - **Written Responses:** the draft consultation document was made available and published on the GLA's website in March 2018. Written responses were received from 101 technical stakeholders. Technical stakeholders were considered to be:
 - individuals responding on behalf of organisations
 - individuals responding to the consultation questions with specialist knowledge of the topic
 - individuals responding free-form with specialist knowledge of the topic

- **The Public:** Two primary mechanisms were used to capture the views of members of the public, broadly categorised as **consultation** primarily via the Talk London Forum, and **research**, via quantitative and qualitative opinion research.

Stakeholders

Written Responses

A draft version of the Strategy was made available and published on the GLA's website on 23rd March 2018. Stakeholders and the public were given until 19th June 2018 to submit their response to the Strategy. Organisations responding to the Strategy were encouraged to respond to a list of 9 questions in a consultation response template. This included a number of questions on the vision, priorities, objectives and actions, as well as feedback on the Integrated Impact Assessment.

A copy of the response template and list of questions is included in the appendix. Consultees were not obliged to use the response template and could also submit a response in their own format. All responses were sent by email to the GLA.

Engagement Events

Table 1 provides details of the two engagement events, including the number of attendees and the format of the events. Event briefing was provided in the form of an introduction to the culture section of the Culture Strategy alongside workshop reflecting the consultation questions included at the end of the published draft document for discussion to obtain feedback.

Table 1: Details of Engagement Events			
Event	Date	Attendees	Format
Mayor's Cultural Leadership Board Open Meeting	June 5 2018	150	Facilitated roundtable discussions on themes.
Disabled and Learning-Disabled Roundtable	May 25 2018	25	Facilitated roundtable discussions on themes.
Culture Seeds Roadshows	Various dates (8 roadshows in total)	circa 80	Presentation and Q&A on draft strategy.

The Public

Two primary mechanisms were used to capture the views of members of the public, which can broadly be categorised as follows:

- **Consultation:** via our Talk London community, an online platform designed to put Londoners at the centre of City Hall strategies and plans by involving them in sustained and meaningful debates that generate insights and actions to improve the capital. Anyone who wished to participate in the consultation could sign-up via Talk London to take part in survey activity. Alternatively, participants could request an offline version. Additionally, some members of the public wrote or emailed directly to the Mayor to provide feedback.
- **Research:** City Hall regularly undertakes a mix of quantitative and qualitative opinion research with a representative sample of Londoners (or appropriate sample to deliver the insight requirements of the Strategy team), to ensure GLA's work is informed by the views of Londoners from all sections of the community. This work adheres to the Market Research Society Code of Conduct, and best practice in social research.

Consultation – Talk London Survey

Talk London is an online research community designed to put Londoners at the centre of City Hall strategies and plans by involving them in sustained and meaningful consultations that generate insights, feedback and actions to improve the capital.

All Londoners are able to join the Talk London community. However, as Talk London respondents are self-selecting, this audience is likely to be at least partially engaged with the work of City Hall. Members are therefore not representative of the London population as a whole.

People were invited to 'have your say' across digital channels and were directed towards the Culture Strategy landing page on Talk London where there was a survey relating to content of the Strategy. The following statistics relate to traffic to the Talk London Draft Culture Strategy page. This is where members of the public were directed to complete surveys and contribute to discussion threads.

Table 2: Talk London Website Statistics	
Culture Consultation Page (Talk London)	1,180 unique page views 3,058 in total
Culture survey page (Talk London)	2,851 unique pageviews 7,628 in total
Draft culture document (from Talk London)	284 unique clicks 146 in total
Six emails to Talk London members	23.9 % average open rate
@LDN_talk 3.5k followers	27 tweets 1,834 average impressions

Table 3: Culture Strategy webpage statistics

Culture Strategy (LGOV)	3,964 unique page views 4,982 in total
Draft Culture document (LGOV)	1,060 unique clicks 1,156 in total

Table 4: Marketing statistics

@MayorofLondon 3.25 million followers	2 tweets 66,605 average impressions
@LDN_gov 33k followers	4 tweets 26,435 average impressions
London.gov Facebook	1 post 3,584 total impressions

People had the option of completing the survey, which was available from 20th April 2018 to 19th June 2018. The survey sample has not been weighted, and therefore cannot be said to be representative of the London population.

The total number of individuals who responded numbered 1,609. This survey's sample has not been weighted, and therefore cannot be said to be representative of the London population.

The table below provides a breakdown of the demographic characteristics of survey respondents. The findings from these surveys have been compared against the findings from representative polling, and key differences between the two surveys are highlighted in the full consultation reports available on London Datastore.

Table 5: Demographic profile of survey respondents

Gender	Age	Ethnicity
<ul style="list-style-type: none"> • Male: 54% • Female: 42% • Other: 1% No response: 3%	<ul style="list-style-type: none"> • 18-24: 2% • 25-34: 13% • 35-44: 13% • 45-54: 16% • 55-64: 22% • 65+: 18% No response/DoB not valid: 17%	<ul style="list-style-type: none"> • White – 87% • Mixed – 4% • Black – 2% • Asian – 4% • Other: 2% No response: 3%
Tenure	Working status	Education

Table 5: Demographic profile of survey respondents

<ul style="list-style-type: none"> • Being bought on a mortgage: 28% • Owned outright: 34% • Private renters: 21% • Housing association tenant: 4% • Local authority tenant: 3% • Other: 6% • No response: 3% 	<p>Working</p> <ul style="list-style-type: none"> • Full time: 52% • Part time: 12% <p>Not working:</p> <ul style="list-style-type: none"> • Retired: 20% • Caring: 2% • Disabled: 2% • Unemployed: 2% <p>Student:</p> <ul style="list-style-type: none"> • Part time working: 1% • Not working: 1% <p>Other: 5%</p> <p>No response: 3%</p>	<ul style="list-style-type: none"> • Degree or higher: 56% • Higher education such as foundation degree or HND: 7% • A levels or equivalent: 5% • GCSE/O Level grade A*-C or equivalent: 3% • Other qualifications: 2% • No qualifications: 1% • No response: 24%
Religion	Sexuality	Disability
<ul style="list-style-type: none"> • Christian: 22% • Jewish: 2% • Muslim: 1% • Buddhist: 1% • Hindu: 1% • Sikh: 0% • No religion: 35% • Prefer not to say: 5% • Other: 2% <p>No response: 32%</p>	<ul style="list-style-type: none"> • Heterosexual/ straight: 58% • Gay, lesbian or bisexual: 8% • Other: 1% • Prefer not to say: 8% • No response: 26% 	<ul style="list-style-type: none"> • No: 53% • Yes: 10% • Prefer not to say: 2% <p>No response: 35%</p>
Parent		
<ul style="list-style-type: none"> • Yes: 12% • No: 60% • Prefer not to say: 20% <p>No response: 8%</p>		

Consultation – Talk London Discussions

Online qualitative discussion threads ran during the consultation period, designed to explore views on the Culture Strategy in greater depth. There were 5 separate discussions comprising 328 comments, across a variety of topics in the Culture Strategy. These included:

- Cultural information (93 comments)
- Cultural careers (5 comments)
- Cultural activity groups (32 comments)
- Culture in public spaces (75 comments)
- Cultural activities (123 comments)

Respondents were also able to initiate their own discussions. However, no respondent-initiated discussions were started.

Consultation – E-mail

The landing page on London.gov.uk identified a route for members of the public to participate (i.e. via Talk London), and a route for stakeholder organisations and their representatives to participate (via email).

Some members of the public provided feedback via the stakeholder email route or directly to the Mayor via the GLA's Public Liaison Unit. A total of 5 responses were received this way.

Research – Polling Programme

Quantitative research with a representative sample of Londoners was undertaken via a polling provider to ensure that the Strategy is informed by the views of citizens from all sections of the community. Results are based on online interviews with 1,082 London residents, conducted between 19 and 23 March 2018. Data was weighted to be representative of all Londoners aged 18+. Survey content was similar to the Talk London survey, but focused mainly on art and culture in public spaces, and London Borough of Culture.

Data from previous recent polling was also referred to in the development of the Strategy and priorities on 19-22 December 2016 and 27-28 January 2017, each with 1,000 London adults, weighted to be representative of Londoners aged 18+.

Additionally, findings from recent representative polling conducted prior to the consultation were provided to the policy team, where relevant to sections of the Strategy. These include:

- Londoners' cultural policy priorities, 19th-22nd December 2016.
- Research to support the Night-Time Commission on Londoners' behaviours between 6pm and 6am (including cultural activities).

Research – Qualitative Research

In addition, qualitative research was undertaken into the barriers to working in creative industries amongst low income / BAME Londoners, exploring:

- Motivations and reasons for working in the creative industries.
- Perceptions of creative jobs and opportunities.
- Career aspirations.
- Career routes into the creative industries.
- Diversity and inclusion within the creative industries.

Four focus groups (with 32 participants in total) with Londoners who have considered or are pursuing a career in the creative industries, and 6 depth interviews. Both covered participants in lower socio-economic groups, with the sample split across age, gender and region of London, plus a minimum of 4 participants from a BAME background.

Further qualitative research was conducted to **explore engagement and involvement in cultural activity amongst low income / BAME Londoners**, including.

- Hobbies and interests
- Views on culture (throughout London and in local boroughs)
- Barriers to engaging with culture
- Ideas for what they would like to see more of

Four focus groups (32 participants in total), again all from C2DE socioeconomic group, a minimum of Four BAME participants and spread across age, gender and region of London.

Recording of Stakeholder Responses

The key points and comments from stakeholders as gathered through the engagement events, Webform survey and written responses were logged in a consistent format, and emerging and recurring themes were identified.

The following fields were logged:

- Name of Organisation / Engagement session
- The question that the comment was responding to
- The section that the comment was responding to (framed around the three strategic priorities and the delivery of the Strategy)
- The strategic objectives that the comment was responding to
- Whether the comment makes any links with, or is relevant to, other Mayoral strategies
- The level of support for the vision/priorities/objectives/actions (if relevant)
- Central point of the comment
- Any suggested change to the Strategy (if relevant)

Integrated Impact Assessment

An Integrated Impact Assessment (IIA) evaluates the social, economic, environmental, health, community safety and equality consequences of the draft strategy's proposed policies, to ensure they are fully considered and addressed. equality issues. A common IIA framework has been applied across all of the GLA strategies. The scope of the Culture Strategy IIA includes a community safety impact assessment (CSIA), equality impact assessment (EqIA) and health impact assessment (HIA),

4. Key Findings

Overview

This section provides a summary of the key findings from the consultation responses. It focuses mainly upon the responses received from stakeholders, either through the Webform survey, other unstructured submissions or through the consultation events. A short summary of the key findings from the public consultation is also presented.

Stakeholder Respondents

Written Responses

Written responses were received from 98 organisations. Of these, 49 responded through the structured online Webform survey.

The remaining were received by e-mail and were of a variety of formats: 12 structured their written response using the questions outlined within the Webform survey, with a further 5 partially using the Webform survey structure; 8 used the four policy themes within the Strategy document to structure their responses; 3 used an alternative set of questions for organisations, and 1 used the questions at the end of the 'easy read' version of the Strategy. The remaining 23 responses were broadly unstructured or were cumulated responses from a round table discussion.

Combining the 12 e-mail responses that were structured using the Webform questions with the 5 that partially used the structure and adding these to the 49 actual Webform surveys provided an overall total of 66 responses that were broadly within the Webform structure. These have been analysed accordingly and are reported within the Webform Survey section below.

The remaining responses were coded as 'unstructured responses' and are reported accordingly in the section below.

It is worth noting that even where stakeholders provided individual answers to individual Webform survey questions, in some cases their responses incorporated themes that were not directly related to the specific question. To ensure completeness, these responses have still been included within the analysis of the Webform surveys.

Comments

Overall, 1,623 separate comments or observations were logged and analysed. This included:

- 988 comments relating directly or indirectly relating to the questions outlined within the Webform Survey.
- 387 uncategorised / general comments.
- 248 comments from the engagement events.

Table 6: Types of organisation that provided comments within the Webform structure provides a breakdown of the organisations, by type, who completed the Webform survey.

Table 6: Types of organisation that provided comments within the Webform structure	
Type of organisation/skills focus	Number of written responses
Community / Voluntary Organisation	22
Public Sector	7
Private Sector	20
Uncategorised	17
Total Responses provided within the Webform Structure	66

Webform Survey Responses

Stakeholder respondents were asked a series of structured questions within the Webform Survey that sought to examine the impact of culture within London, how it should be defined, and what can be done to remove barriers to work, increase participation in cultural life, and generally support cultural activities across the capital.

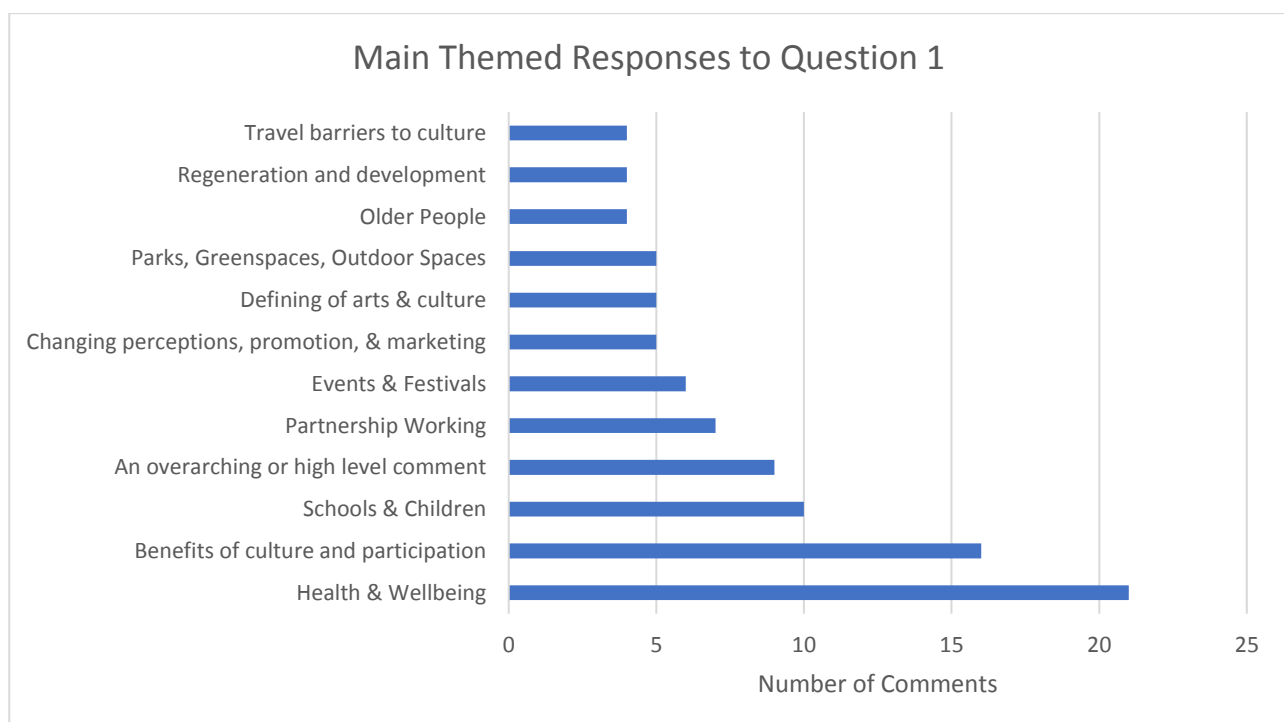
The Strategy outlines the opportunities and challenges faced by the London economy. Respondents were asked if there are any other trends and drivers of change which they feel should be addressed, and how should the Mayor be responding to these.

Q1 Impact of Culture upon Quality of Life

What impact does the capital's culture have on quality of life for Londoners? What could the Mayor do to amplify and support these areas?

A total of 176 comments were received in response to this question. The main themes of these responses are presented within Figure 1.

Figure 1: *What impact does the capital's culture have on quality of life for Londoners?* (main themes)



The largest number of comments related to the link between **culture, health, and wellbeing** (21). These all highlighted the positive influence of culture upon wellbeing and a large proportion specifically picked up on the positive role of culture in supporting mental health issues. Responses advocated there should be more formal links between health

institutions and arts and culture, in particular for older people and those with dementia, where art and culture can be used to enhance quality of life.

16 Comments spoke broadly about the benefits of **culture and participation**, in terms of quality of life and how it supports social cohesion and inclusion. These responses detailed how culture solidifies and enriches lives, creating more vibrant places and communities, through sharing of stories and heritage.

The role of culture in **schools** and how it can influence children was highlighted in a number of comments (10). These mainly focussed upon how art and culture could be more embedded within the school curriculum and how partnerships with cultural organisations can positively impact upon the way children learn and embrace culture.

A number of comments were **overarching and high-level** comments (9) regarding the positive contribution of the capital's culture on quality of life. Many referred to culture as informing the identity of London, both at an international and local scale, and helping to build community, maintain health and wellbeing, and celebrate diversity.

Suggestions to amplify and support these areas were highly varied, from improving access to culture, to recognising the importance of certain aspects of culture, to undertaking research to assess the economic impact of the cultural sector on the city.

The role of **partnership working** was identified specifically by 7 comments. These all reflected upon the importance of maintaining and establishing new partnerships between organisations to promote and support culture across the capital. Specific examples are identified within Section 5.

The role and importance of **events and festivals** was specifically highlighted by 6 comments with the ability to create vibrancy in places and communities across London.

The importance of **promotion and marketing** of culture across the capital and the need to sometimes change perceptions was also highlighted (5 comments) either in local areas or for specific activities.

5 comments discussed the **definition of culture**, with most suggesting a broader definition or, in one case, a more holistic definition. One comment did question whether by trying to capture all culture within a formal definition you might infringe upon some informal cultural activities that prefer not to be seen as part of a structured framework.

5 comments referred to **parks, greenspaces, or outdoor spaces** and the value these can bring, either in and around more formal cultural spaces, or as specific locations for culture in themselves.

The specific requirements of **older people** were highlighted by 4 comments in terms of both their contribution to culture, as well as the need to ensure they can adequately access culture and the importance it can bring to their lives.

The role of culture in the **regeneration and development** of areas is highlighted by 4 comments and specifically the importance of the focus upon the principles of good growth.

The impact of **travel barriers** upon the ability to access culture is specifically highlighted by 4 comments recognising the need to enable Londoners to travel more easily or affordably, particularly at night.

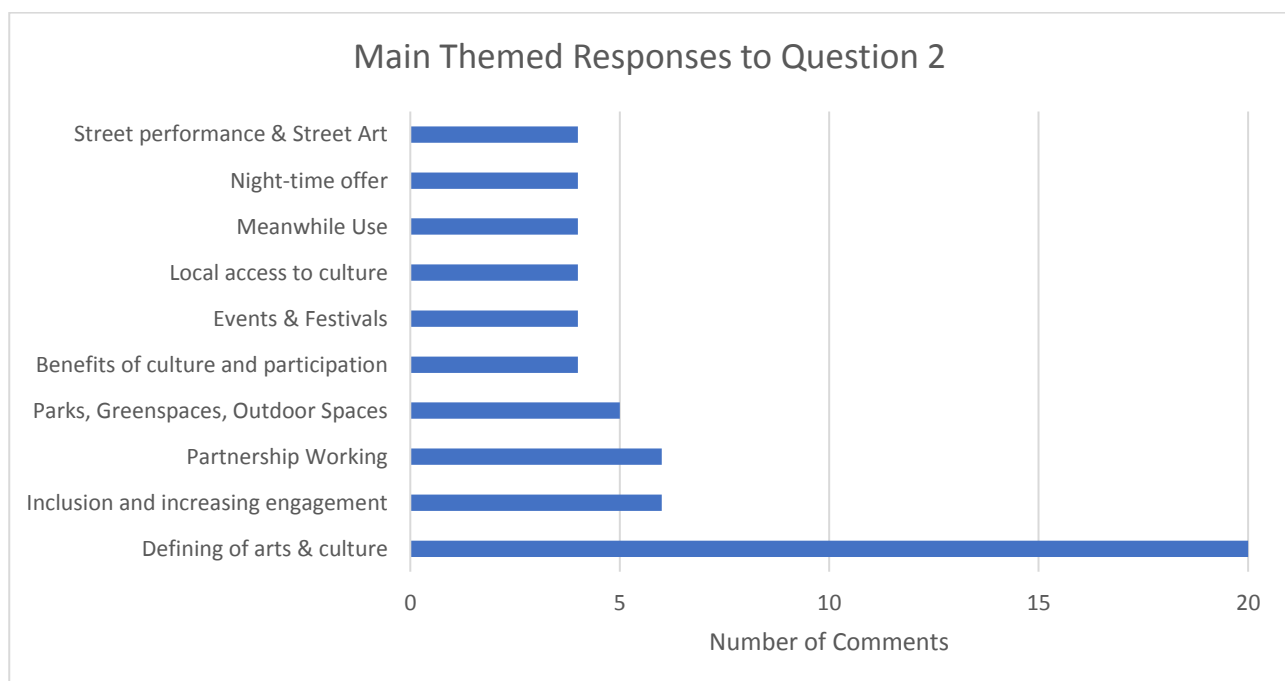
Q2 Defining Culture

Do you agree that London must embrace a broad definition of culture that includes less formal places and spaces? If yes, what could the Mayor do to best support informal culture?

A total of 125 comments were received in response to this question. 89% of these were strongly supportive and 10% were supportive, with caveats. There were no unsupportive comments for this question.

The main themes of these responses are presented within Figure 2.

Figure 2: Do you agree that London must embrace a broad definition of culture that includes less formal places and spaces? (main themes)



The **definition of Arts and Culture** was the most prominent theme amongst responses to

this question, with 20 comments incorporating this as their main theme. Three comments specifically agreed with the definition presented within the draft strategy, a further four specifically agreed but with the caveat that the definition could change organically or that some additional activities should be specifically referred to in the Strategy (these are discussed within Section 5 of the report). The other response talked more broadly about the need for a wider definition of culture (again, specific activities are discussed in Section 5).

5 comments referred to the role of informal culture in permitting greater **inclusion and increased engagement** and the need to promote these types of activities.

5 comments referred to the role of **parks, greenspaces, or outdoor spaces** being included within the definition of culture and the opportunities this presents.

The **benefits of culture and participation** of culture was referred to within 4 responses, including the need to make it easy to integrate it into everyday life. Linked to this, the role of **events and festivals** in connecting individuals to culture, and also the ability to access culture locally, were both referred to in 4 responses.

Utilisation of currently un used buildings as **meanwhile use** for cultural activities was highlighted within 4 responses.

Reference to the **night-time economy** and the need to diversify the offer was highlighted within 4 responses.

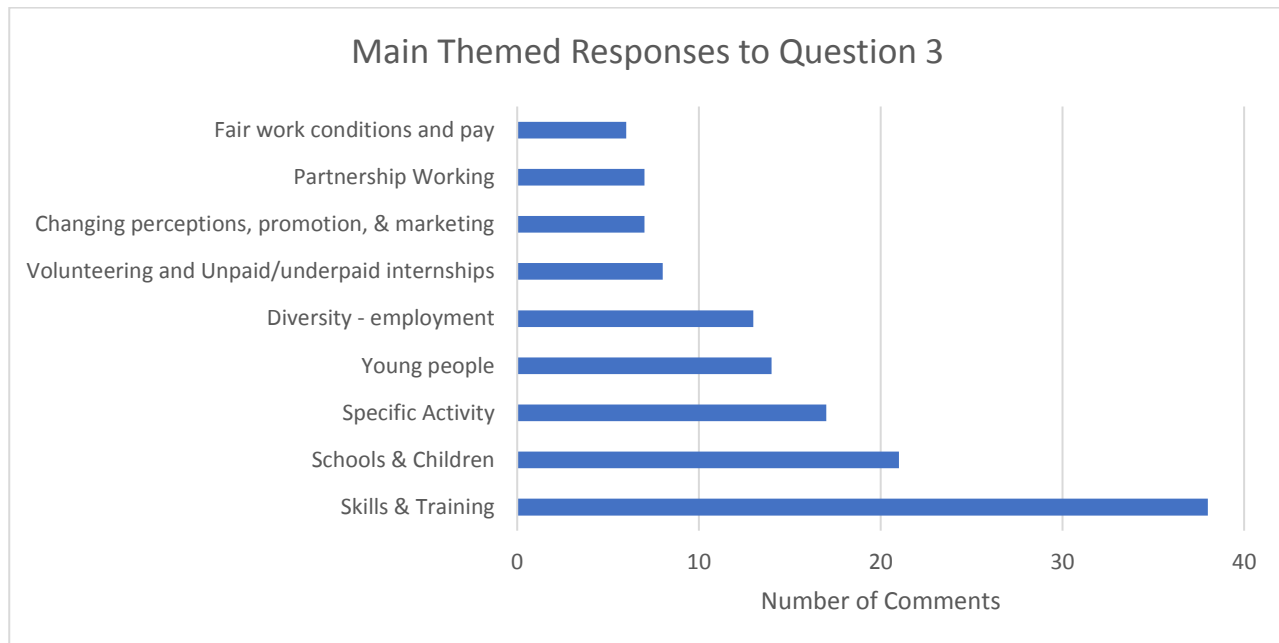
Similarly, **street performance and street art** was specifically mentioned by 4 comments and how this should be treated as part of the cultural offer of the city.

Q3 Removing barriers to creative jobs

How could the Mayor help to remove barriers that prevent all Londoners from securing creative jobs? What examples of good practice are you aware of in this area?

A total of 192 comments were received in response to this question. The main themes of these responses are presented within Figure 3.

Figure 3: How could the Mayor help to remove barriers that prevent all Londoners from securing creative jobs? (main themes)



Skills & training, and the role of schools in educating children were by far the most common themed responses to this question with 38 comments (over 30% of total).

A recurring topic within the Skills & Training theme (and again in the Volunteering and Unpaid/Underpaid Internships theme) was apprenticeships and internships. A number of responses made a connection between unpaid internships and lack of opportunity for certain groups to access creative jobs. A few responses called for a GLA funded apprenticeship or internship scheme, or support from the GLA to creative organisations and businesses to take on interns and trainees.

Having accessible training courses was also an important issue and then on-going support for professional development.

With regards to the **Schools & Children** theme, a number of responses suggested better integration of arts and culture into school curricula, while others suggested the establishment of partnerships with arts organisations to ensure greater engagement and exposure to culture for students.

A number of the responses (9%) presented **specific activities** (17 comments) that are either currently on-going or in development that could help remove barriers to accessing jobs. These are detailed within Section 5.

14 comments talked more broadly about the needs of young people in accessing and maintaining jobs within the creative sector. Comments tend to focus upon the needs of these individuals and how additional facilities should be provided to help them start their careers and facilitate the development of their creative skills, as opposed to formal education and skills programmes.

Issues around **diversity in employment** were raised by 13 comments with the need to enable more individuals from minority backgrounds and more women entering the workforce through targeted support.

The need to **change perceptions** about the types of people who work within the creative sector, including the range of jobs, was highlighted by 7 comments. Consideration of the ways in which jobs in the sector could be promoted were also presented (specific ideas are presented within Section 5).

The importance of **partnership working** was highlighted by 7 comments to exchange knowledge and share resources available in order to develop the creative industries workforce.

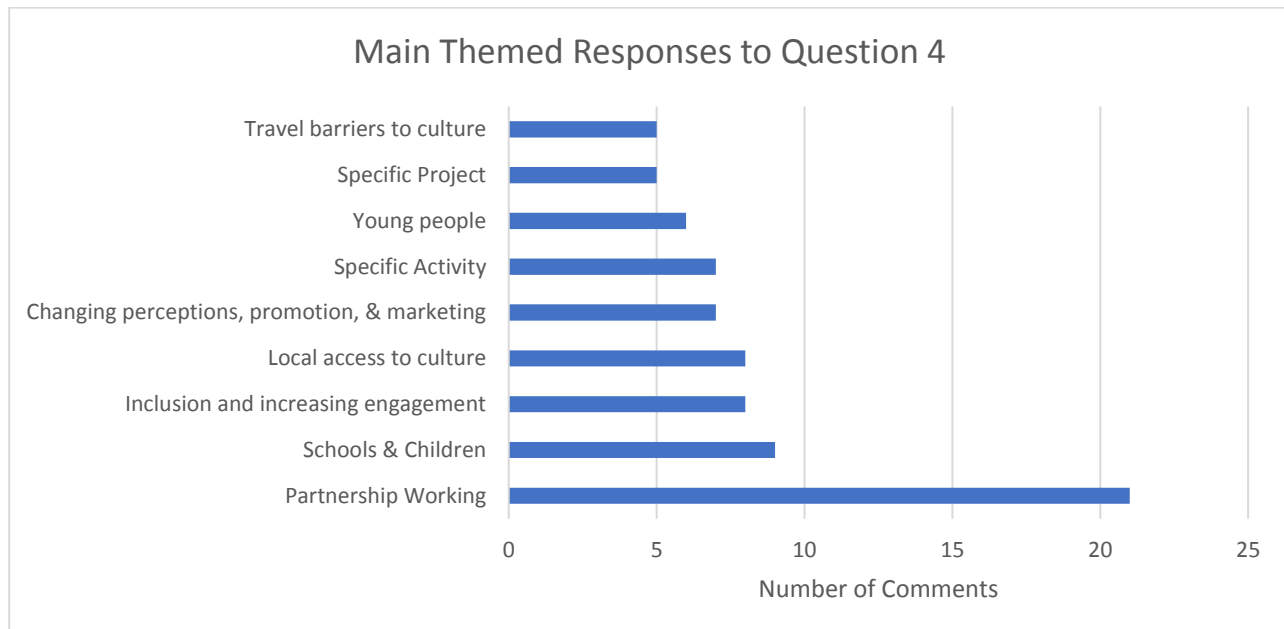
Similarly, the importance of **fair pay and working conditions** as a way of attracting individuals into the industry was highlighted by 6 comments.

Q4 Increasing participation in cultural life

How can the Mayor increase participation in the arts and cultural life of the capital, particularly for people who don't currently have access to it? Who should he be partnering with?

A total of 151 comments were received in response to this question. The main themes of these responses are presented within Figure 4.

Figure 4: How can the Mayor increase participation in the arts and cultural life of the capital, particularly for people who don't currently have access to it? (main themes)



A large number of comments (21) refer to collaboration and **partnership working** as a key mechanism for increasing levels of participation in cultural life. In many cases this is in recognition of the ability of local, grassroots organisation to connect at a local community level, or to specific target groups with low participation, but the need for them to be supported by the Mayor and the GLA in delivery.

Suggested partner organisations include: schools, charities, developers, libraries, Transport for London, BIDs, borough councils and local organisations and programmes already seeking to increase engagement in culture. There were also several calls for increased funding to existing organisations.

Children, young people, disadvantaged groups and people with disabilities are common groups identified across the responses as needing to be better engaged with.

The **role of schools in engaging children** at an early age is identified specifically by 9 Comments. This often focusses upon the issues of the school curriculum with too little focus upon arts and cultural subjects or providing connections to cultural activities.

Inclusion and increasing engagement (8) and improving **local access** (8) were two other important themes amongst respondents with the need to reach out and inspire low participation groups but also ensuring that culture is easily accessible, with currently local provision inadequate.

Alternatively, removing **travel barriers to culture** (affordability or links) was also highlighted by 5 comments. Subsidising entry fees, introducing discounts for Londoners and promoting low-cost or free activities, and investing in cultural infrastructure and activity in outer boroughs were suggested as responses to these combined issues.

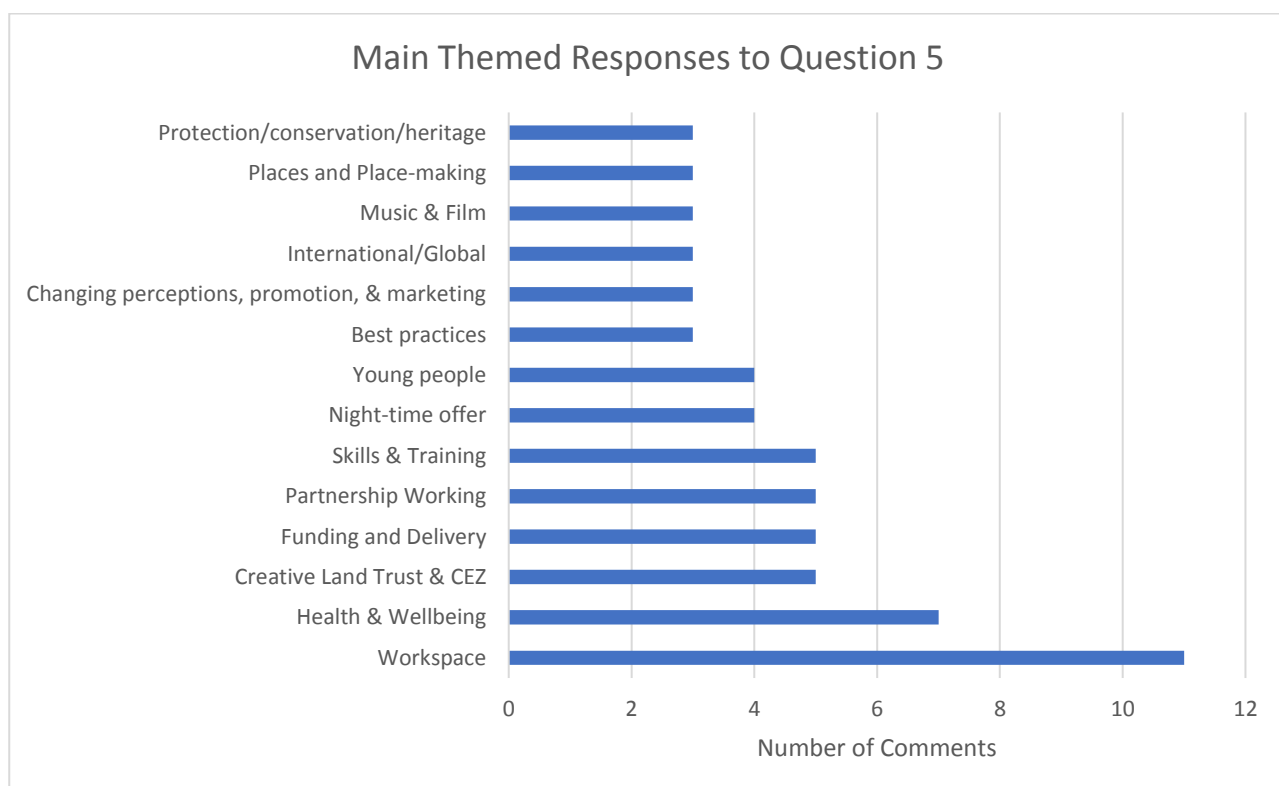
A range of **specific activities** (7) and **specific projects** (5) were referenced by respondents as opportunities for increasing levels of participation. These are referred to within Section 5.

Q5 Opportunities to support culture

What other opportunities are there to support culture in the capital?

A total of 123 comments were received in response to this question. The main themes of these responses are presented within Figure 5.

Figure 5: What other opportunities are there to support culture in the capital? (main themes)



Addressing **workspace** issues (Workspace) was the most common theme in response to this question, with 11 comments. Comments largely responded to the need to increase the supply of affordable workspaces for creative individuals and businesses in the city.

Specific types of workspaces mentioned were dance studios, production-based activities and collaborative spaces. Some responses also suggested better identifying and utilising existing spaces for use as creative workspaces.

Health and Wellbeing was the second most common theme, with 7 comments. All recognised the importance of the relationship between arts and culture and health and wellbeing. Improving this link was a common concern, including improving pathways from health and social care into the arts and culture sector, utilising space and greening to contribute to better health outcomes, and positioning London as a leading city in embracing the arts and health and wellbeing agenda.

5 comments related to the theme of **Creative Land Trust & Creative Enterprise Zones (CEZ)**. These generally argued for wider application of the CEZ (e.g. in Zone 1 and 2) to maximise commitment to culture in the capital and expressed support for the establishment of the Creative Land Trust to secure affordable workspaces.

5 comments related to the theme of **Funding and Delivery**. Key suggestions included increasing funding for the Creative Land Trust and creating a game changer fund for organisations to radically shift their approach or transform what they are doing. One comment raised general concerns about funding cuts to the culture sector.

Partnership Working was another key theme, with 5 comments. These all reflected upon the importance of partnerships between organisations to promote and support culture. Specific examples are identified within Section 5.

A further 5 comments related to the theme of **Skills and Training**. Most of these sought greater support for businesses, such as business and financial skills training, or the establishment of creative and cultural entrepreneurship schemes encouraging the set-up of cultural businesses and providing 'hand-holding' through various milestones.

Comments relating to **London's night-time offer** supported the creation of a strategy for the night-time economy, or a tailored and malleable policy to ensure an inclusive and accessible night-time offer. Licensing was also a concern.

Other key themes across responses to this question included, the need to better engage with young people in the cultural sector, to share best practices, to promote London's cultural sector, to ensure London is an attractive destination of international students in the creative sector and build London as a global city, to create more opportunities for music and film (particularly for young people), to recognise the importance of culture in place-making, and to ensure appropriate measures for the protection of London's heritage (particularly built heritage) are developed.

Q6 Contributing to the vision for culture

How can you or your organisation contribute to the Mayor's vision for culture and pledge to support the final strategy?

A total of 104 comments were received in response to this question. The responses to this question related to specific activities, projects, programmes, or locations.

Comments predominantly related to organisations referencing specific activities that they are involved in or are looking to establish to promote culture within their remit. This incorporated a wide range of skills and education, youth, access to employment / apprenticeships / internships, good work standards, diversity and inclusion, and a range of other specific programmes.

A number of organisations stated that they were either supportive of the Draft Strategy, or that they were willing to work with the Mayor to further develop the Strategy or deliver its objectives, including through sharing networks and expertise, and through promotion.

Some key caveats to supporting the Draft Strategy, or general issues, included:

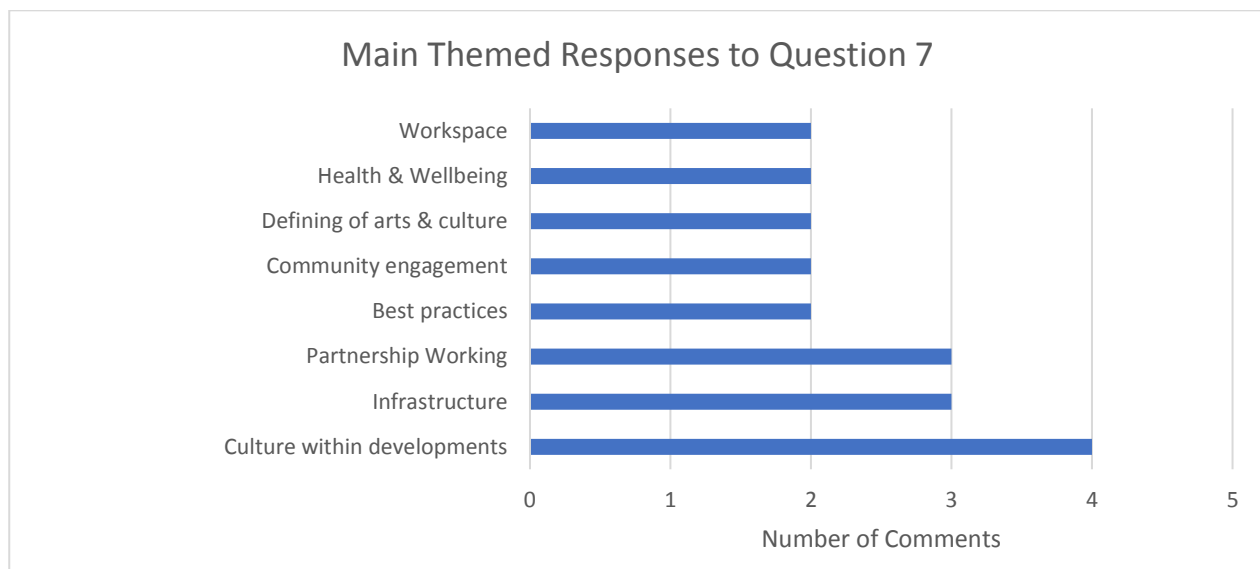
- Lack of black, Asian and minority ethnic (BAME) representation within the Mayor's team.
- A need to ensure Strategy objectives align with need to protect the city's environment and reduce its ecological footprint (in terms of energy, water, materials supply chain etc).
- Need for further information on Creative Enterprise Zone eligibility.

Q7 Other Issues to be considered

Is there anything else that could be considered in relation to the draft Culture Strategy?

A total of 41 additional comments were received highlighting other issues to be considered. The main themes of these responses are presented within Figure 6.

Figure 6: Is there anything else that could be considered in relation to the draft Culture Strategy? (main themes)



These responses were relatively disparate in nature with only 8 themes having more than one comment.

Culture within developments was the most common theme accounting for 4 comments (10% of respondents). These comments related to the need to provide more information on how culture and cultural organisations will be integrated into new developments, and the need to ensure new buildings and infrastructure respect and coexist with cultural facilities and the built and natural heritage.

Comments relating to **Infrastructure** (3 comments) highlighted the importance of maintaining cultural infrastructure in the long-term, sought investment and support for the restoration and expansion of existing spaces (particularly those with heritage listing), and noted the need for boroughs to reinvest revenue from high footfall areas into basic infrastructure.

Three comments had the theme of **Partnership Working**, highlighting the importance of different bodies working together.

Two comments related to **Best Practices**, seeking support for the cultural sector to work more collaboratively to share best practice, training and resources. Two comments related to Community Engagement. One questioned the take-up of the Culture Strategy by organisations, and one sought more programming input from arts organisations and community groups.

The **Definition of Arts and Culture** was a theme invoked by two comments, one seeking more consistent use of the word 'culture', and one suggesting expansion of the Strategy's scope to include heritage (including cultural heritage). Two comments related to **Health and Wellbeing**, seeking more specific focus on links between arts and health and wellbeing, and the identification of a smaller number of achievable priorities. Two comments had the theme of **Workspace**, and sought more theatre rehearsal spaces, particularly for smaller organisations and start-ups.

Q8 and Q9 Integrated Impact Assessment

The structured consultation form asked two explicit questions on the Integrated Impact Assessment. These questions provided a scale of support for respondents to select.

Do you agree with the Integrated Impact Assessment (IIA) conclusion that the draft Culture Strategy contributes positively to every IIA objective in some way?

Only 37 organisations answered this structured question explicitly. Respondents included 17 from the community/voluntary sector, 10 from the public sector, 4 from the private sector, with the rest unclassified.

33 of respondents (89%) agreed with the Integrated Impact Assessment (IIA) conclusion that the draft Culture Strategy contributes positively to every IIA objective in some way. 3 respondents (8%) disagreed, with one neutral.

When asked *if there is anything else that could be considered in relation to the IIA*, 7 organisations provided a response.

The responses were all disparate, one highlighted the need to reconsider the overlap between housing, education and the arts when planning the Culture Strategy. Another suggested the IIA fails to set out how the Strategy avoids, reduces and/or mitigates its impacts to ecological sensitivities within London. Another suggested the role of London's libraries need to be recognised in positively contributing to IIA objectives.

Two other responses made specific reference to projects that will contribute positively.

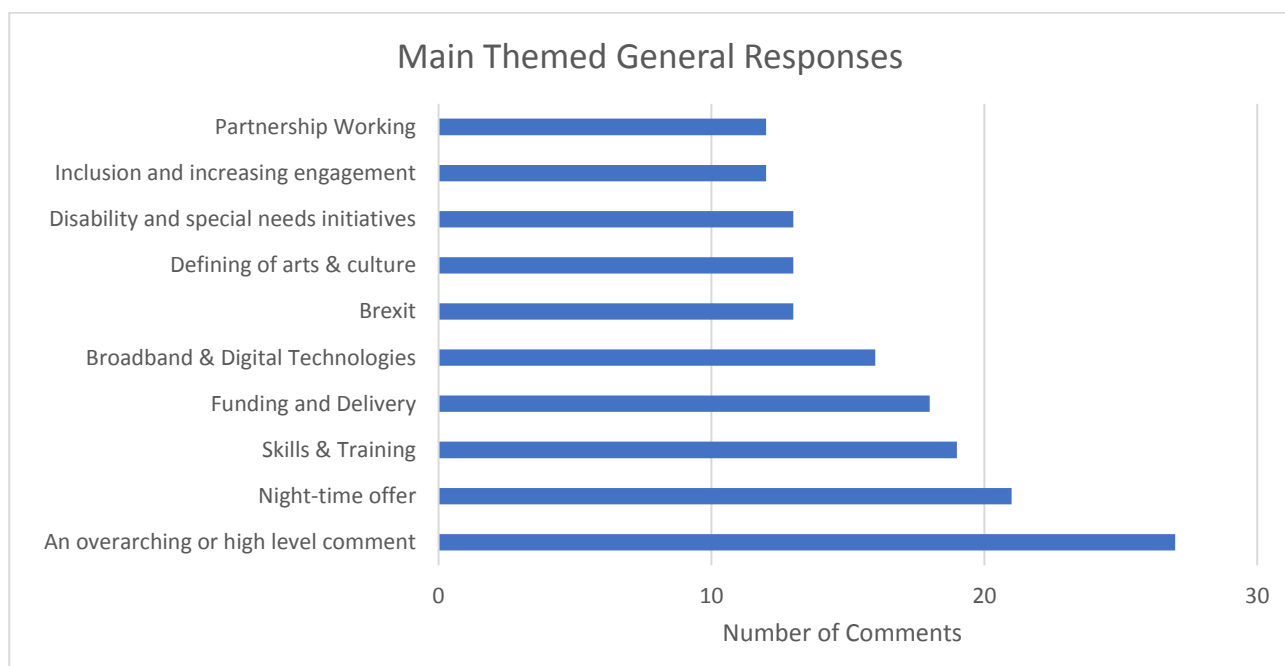
One respondent was unclear of the requirement of IIA in relation to the Strategy, whilst the final respondent offered support.

Unstructured Responses

A number of stakeholder respondents provided a series of unstructured comments in relation to the draft Culture Strategy.

A total of 419 comments were received in this manner. The main themes of these responses are presented within Figure 7.

Figure 7: General Responses (main themes)



A significant proportion of general comments received (27, or 6%) provided **overarching/ high level comments** about the Strategy. 16 responses endorsed or supported the content of the Strategy and/or offered to work in collaboration with the Mayor to deliver the Strategy.

Those raising concerns included points that the Strategy is too generic and required more focus (2 respondents), that the proposed strategy is a big commitment (1 respondent), that the Culture Strategy requires more than just supportive planning policy to deliver (1 respondent), and that the projects included are too specific (1 respondent).

A number of comments highlighted the issues of the **night-time economy** (21), referencing the Agent of Change principle and the importance of supporting night-time cultural activities. This included suggestions around licensing and planning laws to allow greater flexibility in their application to permit greater diversity in cultural activity during evenings and late-night periods. This included specific requests to assist small venues. By diversifying the cultural offer it is considered by respondents that a more balanced night-time economy can be created that can help to address some of the issues relating to anti-social behaviour.

Providing the right **skills and training**, including access for all, was also another common theme amongst the general responses (19). This included doing more to reduce the barriers that restrict some Londoners from accessing creative jobs through providing funding for training, careers guidance, and on-going support. This includes making use of the devolution of the Adult Education Budget to better align training courses with the skills shortages within the cultural sector.

Funding and delivery of culture was discussed more broadly across a number of responses (18) with a range of comments made but broadly highlighting the challenges of funding, with provision often piecemeal in nature and a requirement for greater certainty in short, medium and long-term funding sources across the cultural sector. The benefits of programme such as Culture Seeds were recognised.

There were a number of responses relating to **broadband and digital technologies** (16). The majority of these related to ensuring the Strategy takes into consideration the ways that technology is changing the way people interact with culture and how technologies can be utilised.

Defining arts and culture was discussed by a number of respondents (13) with the majority all agreeing that a broad definition is required. A range of suggestions were included for expanding the definition from that included within the draft strategy. These are presented, and discussed further, within Section 5 of this report, alongside suggestions from the Webform and Events responses.

The uncertainty surrounding **Brexit** was raised by a number of respondents (13), with particular concern about access to overseas workers, but also replacing European public and private funding sources. The role of the Brexit Advisory Group was highlighted by a number of respondents with calls for appropriate representation from all aspects of the cultural sector.

Disability (13) and **inclusion** (12) were discussed by a number of respondents in relation to ensuring that there are sufficient opportunities for both training and employment in the cultural sector, as well as generally engaging in cultural activities. This included identifying the needs of specific individual groups, such as disabled young people, those with learning difficulties, and ensuring that their needs are met when accessing cultural training and employment opportunities.

Feedback from Stakeholder Events

Feedback was received from two events held to discuss the content of the draft Culture Strategy.

Mayor's Cultural Leadership Board Open Meeting

The event was structured around three sessions, with the following structured questions to focus discussion points.

Session 1

- Q1: The Mayor believes in a broad definition of culture. What could the Mayor do to best support informal culture?
- Q2: How can you or your organisation contribute to the Mayor's vision for culture and support the final strategy?

Session 2

- Q3: Identify areas of focus that could make the biggest change to the diversity and representation of the creative workforce?

Session 3

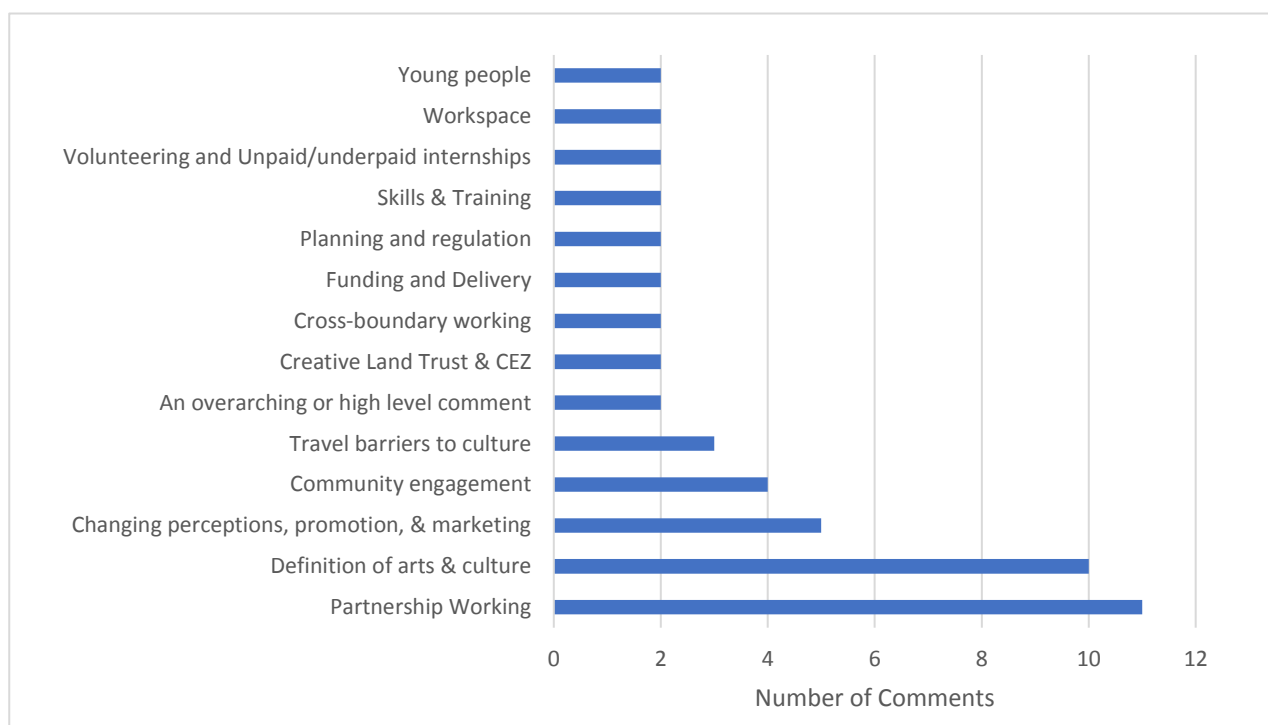
- Q4: What are the biggest opportunities and challenges facing you or your organisation in the next year, two years and 5 years?
- Q5: How would you like to be engaged by the Mayor's Culture and Creative Industries team?

There was a total of 13 tables, comprising 150 attendees at the event, with facilitators for each table recording the key points raised. A summary of the combined responses is provided below.

Event Q1: The Mayor believes in a broad definition of culture. What could the Mayor do to best support informal culture?

A total of 73 comments were made in response to this question. The main themes of these responses are presented within Figure 8.

Figure 8: What could the Mayor do to best support informal culture? (main themes)



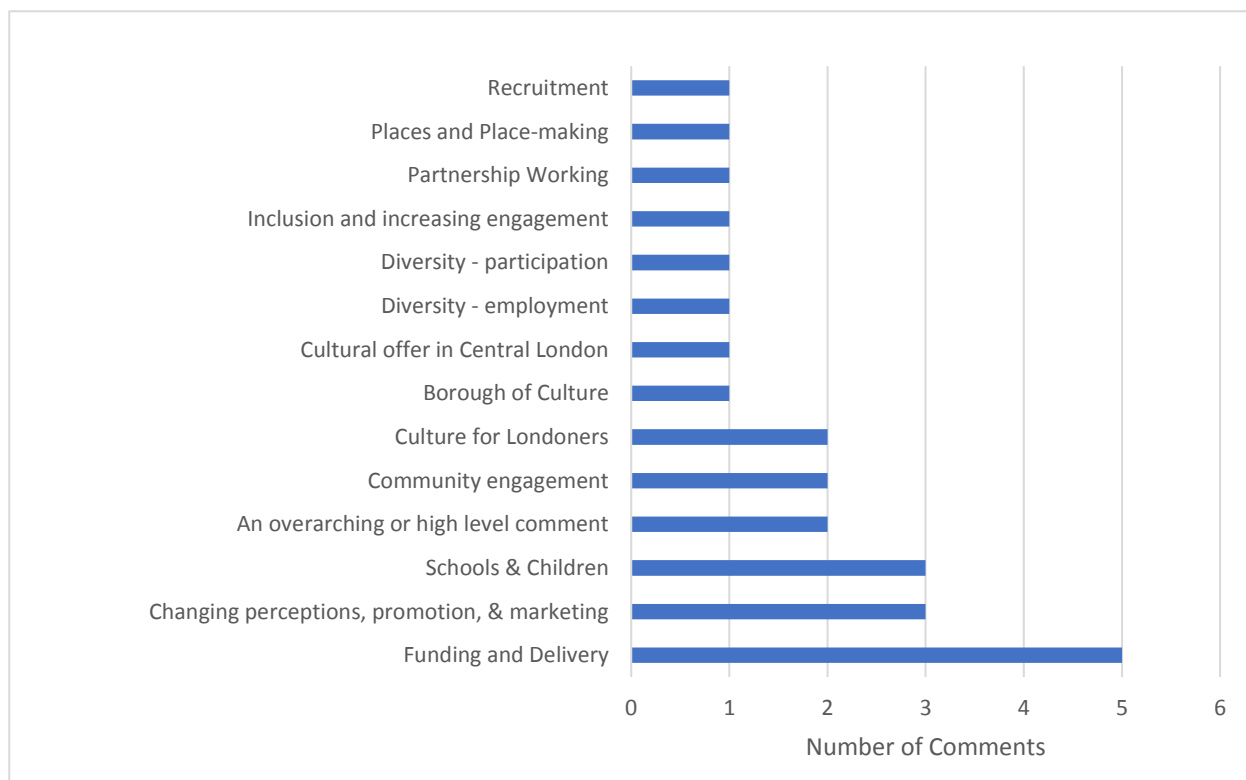
Eleven comments (15% of all comments) referred to the need for greater **partnership working** between the GLA and cultural organisations, as well as utilising many of the strong relationships that already exist between cultural institutions across London. Equally strong amongst participants was the need to **define arts and culture** (10 comments) to ensure there is reference to the diversity of the sector and the people upon which it impacts.

Further responses were made to change the **perception, promotion and marketing of culture** (5 comments), **improve community engagement** (4) and ensure that **travel barriers to culture are removed** (3). Suggestions for the Strategy included the need to focus on young people and ensure their participation, give more support to activities already happening, engage at the community level and help boroughs embrace culture in their planning framework.

Event Q2: How can you or your organisation contribute to the Mayor's vision for culture and support the final strategy?

A total of 35 comments were made in response to this question. The main themes of these responses are presented within Figure 9.

Figure 9: How can you or your organisation contribute to the Mayor's vision for culture and support the final strategy? (main themes)



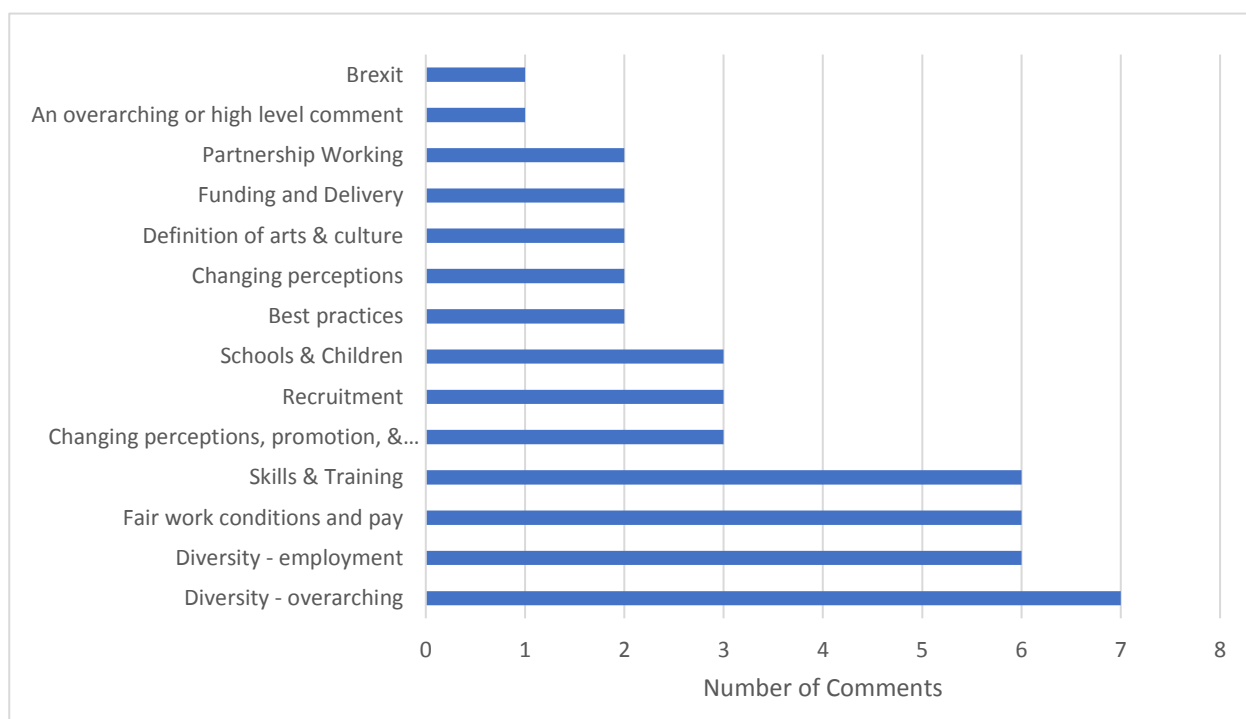
The most comments referred to the need for **simplified funding arrangements**, making it easy for smaller organisations to access funding (5 comments). **Changing the perception, promotion and marketing** of culture was also considered to be important (3), with a number of these referring to the need for local governments to **better recognise the importance of culture** within their areas. Also mentioned was the need to ensure that culture is better embedded into the curriculum and ensure that career guidance and opportunities are shared from an early age.

Many of the suggestions related to the need to work more closely with young people and to ensure they have the opportunity to participate in the sector. In addition, organisations want more engagement with others across the sector to share experience and work together.

Q3: Identify areas of focus that could make the biggest change to the diversity and representation of the creative workforce?

A total of 57 comments were made in response to this question. The main themes of these responses are presented within Figure 10.

Figure 10: Identify areas of focus that could make the biggest change to the diversity and representation of the creative workforce? (main themes)



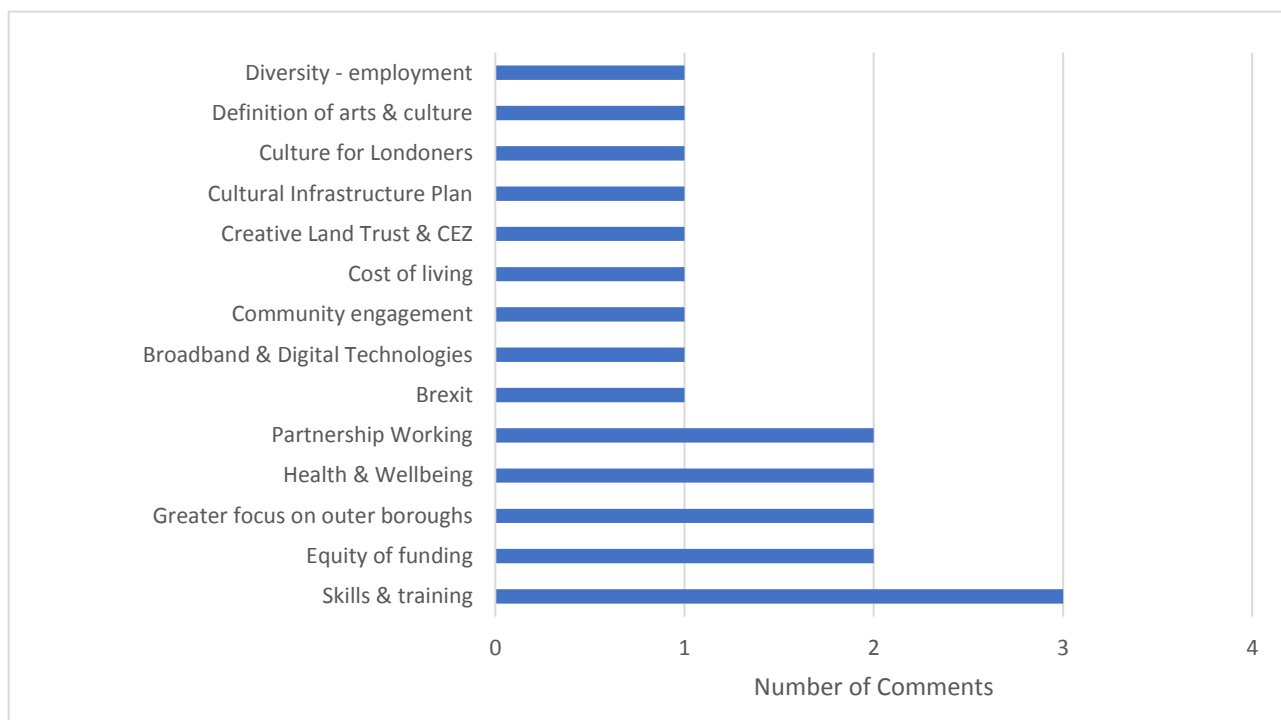
Reflecting the nature of the question, comments largely focused on the need for more diversity within the culture sector. Within both the '**diversity – overarching**' and '**diversity – employment**' responses, many referred to the need for greater diversity within the workforce (7 and 6 comments respectively), with employment in the sector needing to be more diverse. Many of these comments referred to the lack of role-models in the sector from the BAME community and the lack of progression for BAME employees.

Suggestions that were made to increase diversity within the sector include, ensuring employers take more social responsibility to address diversity issues; and improving the skills and training available. Better careers advice was also identified as being an important way of increasing the diversity of the workforce, with supported apprenticeships and internships being another good way of achieving this.

Q4: What are the biggest opportunities and challenges facing you or your organisation in the next year, two years and 5 years?

A total of 38 comments were made in response to this question. The main themes of these responses are presented within Figure 11.

Figure 11: What are the biggest opportunities and challenges facing you or your organisation in the next year, two years and 5 years? (main themes)

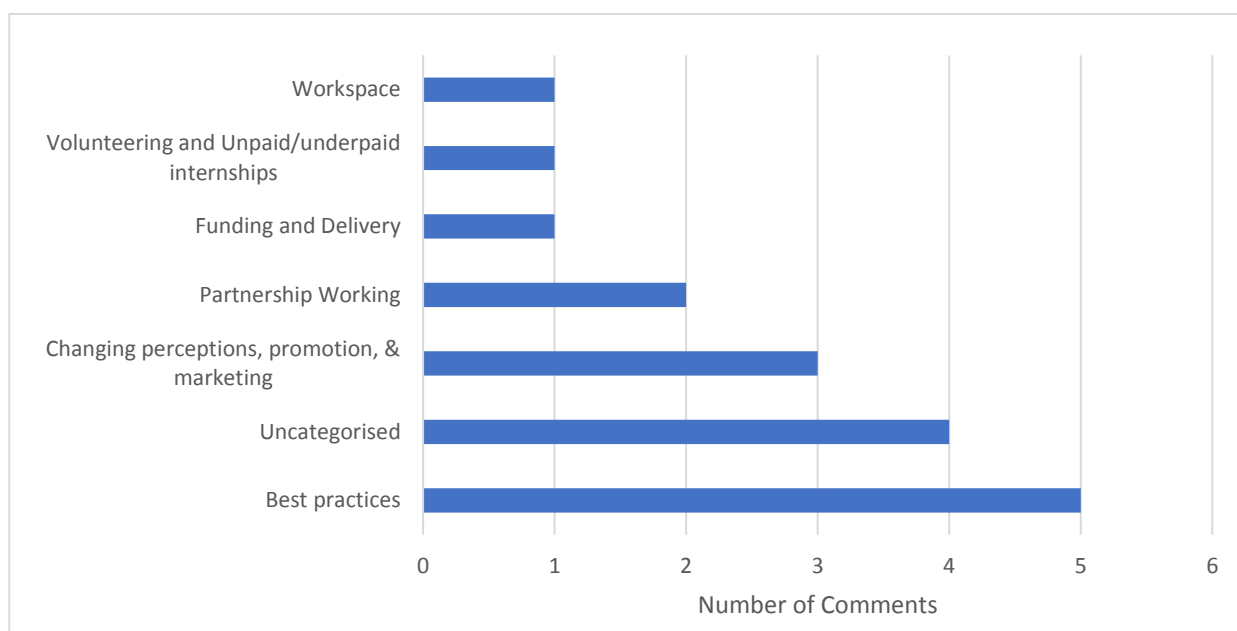


Many of the biggest opportunities and challenges covered a wide range of answers with a limited number of respondents within each category. Of those with more than one response includes **skills & training** (3 comments), **equity of funding** (2), a **greater focus on outer boroughs** (2), **health & wellbeing** (2) and **partnership working** (2).

Q5: How would you like to be engaged by the Mayor's Culture and Creative Industries team?

A total of 20 comments were made in response to this question. The main themes of these responses are presented within Figure 12.

Figure 12: How would you like to be engaged by the Mayor's Culture and Creative Industries team? (main themes)



Many of the comments to this question expressed a desire to continue on the dialogue developed at this event, and work more closely with the Mayor's Culture and Creative Industries team. Comments mainly focused on the desire to **share best practices** (5 comments), to **change perceptions, promotion and marketing** together (3) and **increased partnership working** (2). Many comments relate to the desire for more networking events, face-to-face meetings, electronic communications and increasing the presence of the Mayor at cultural events across London.

It was suggested that a Creative Industries Board for young people could be established to increase their participation in the sector and raise awareness of the challenges facing young people. Also mentioned was the need to better highlight funding opportunities and develop toolkits to enable quick wins for cultural organisations,

Disabled and Learning-Disabled Workshop

An event was held at City Hall, on 25 May 2018 with 25 attendees invited to the event. A large amount of the feedback (40%) related to disability and special needs initiatives. Key feedback received at this event included:

- The need to ensure that inclusion is a key priority of the Culture Strategy, with accessibility for disabled people (both physically and financial) improved. This could include more free tickets for carers, more disabled/autism friendly screenings, more awareness of learning disabilities amongst cultural venues, use more creative & visual language.
- More acknowledgment of 'disabled artists in the mainstream art world.
- Culture has a significant role to play in the lives of those with disabilities or learning disabilities, and there should be more awareness of appropriate programmes.
- There is a lack of arts funding for disabled groups or access.
- There is a need for more meaningful paid employment opportunities, with a recognised route into arts work through work experience, apprenticeships, and internships with proper job coaching support provided.

A. Summary of Public Consultation Feedback

Introduction

This report contains summary findings from the public consultation on draft Culture Strategy. It draws together data from both quantitative and qualitative research conducted throughout the consultation period with members of the public, in addition to relevant findings from recent representative polling conducted prior to the consultation opening. Detailed reports supporting this summary are available from the Greater London Authority Opinion Research and Statistics team and hosted on the London Datastore¹.

This section is structured according to two main strands – Londoners engagement with cultural activity (and their priorities) as consumers, and secondly cultural and creative careers.

Each themed section includes:

- 1) Topline summary of the key findings for this themed section.
- 2) Detailed summary of quantitative findings only. This includes a London representative survey, a self-selecting consultation survey conducted through Talk London, and a comparison of any major differences in the findings between these two surveys.
- 3) Detailed summary of qualitative findings only, including:
 - a) Discussions on Talk London.
 - b) Focus group and interview activity.
 - c) Summary of email/letter correspondence from members of the public.

Methodology

The public consultation on the draft Culture Strategy was open from 20th April 2018 to 19th June 2018.

<u>Table 7: Summary of research and consultation methods for the draft Culture Strategy consultation</u>

<u>Quantitative Research:</u> Surveys were conducted with a representative sample of Londoners and were posted on the Talk London consultation page.

¹ London Datastore, Culture Strategy Consultation data <https://data.london.gov.uk/dataset/london-culture-strategy-consultation-2018>

<u>Representative polling</u>	<u>Talk London Community</u>
<ul style="list-style-type: none"> Online survey carried out between 19th March and 23rd March 2018 with a representative sample of 1,082 Londoners aged 18+ years old. <p><u>Additional representative polling</u></p> <p>Additionally, findings from recent representative polling conducted prior to the consultation were provided to the policy team, where relevant to sections of the Strategy. These include:</p> <ul style="list-style-type: none"> Londoners' cultural policy priorities, 19th-22nd December 2016 Research to support the Night-Time Commission on Londoners' behaviours between 6pm and 6am (including cultural activities). 	<ul style="list-style-type: none"> Online survey open to all members of the public aged 18+ years old. Posted on Talk London between 20th April and 19th June 2018. The survey included the questions asked in representative polling, plus other questions to cover the full scope of Culture Strategy. 1,609 individuals responded to this survey. The sample has not been weighted and is therefore not representative of the London population. The findings from this survey have been compared against the findings from representative polling, and key differences have been highlighted in the consultation reports.
<p><u>Qualitative Research:</u> Qualitative research was conducted to understand views in more depth in relation to specific topics. The following methods were used to gather qualitative responses to the Strategy.</p>	
<p><u>Online qualitative research (discussion threads)</u></p> <ul style="list-style-type: none"> 5 discussion threads from 30 April to 19 June on the Talk London community: <ul style="list-style-type: none"> Cultural information (93 comments) Cultural careers (5 comments) Cultural activity groups (32 comments) Culture in public spaces (75 comments) Cultural activities (123 comments) Key quotes from these discussions have been included in this report. Fuller analysis is available on the London Datastore. <p><u>Qualitative research on barriers to working in the creative industries among low income / BAME Londoners:</u></p> <ul style="list-style-type: none"> Four focus groups (with 32 participants in total) with Londoners who have considered or are pursuing a career in the creative industries, and 6 depth interviews. Both covered participants in lower socio-economic groups, with the sample split across age, gender and region of London, plus a minimum of 4 participants from a BAME background. 	

Qualitative research exploring engagement and involvement in the cultural activity among low income / BAME Londoners.

- Four focus groups (32 participants in total), again all from C2DE socioeconomic group, a minimum of Four BAME participants and spread across age, gender and region of London.

Email correspondence from individuals

- The GLA received a total of 5 emails from members of the public writing in to express specific feedback on the Strategy.
- Analysis of this correspondence is included below, in the relevant themed sections.
- Full transcripts of this correspondence have been provided to the Culture team.

Engagement with culture and cultural activity

This section summarises findings in relation to Londoners engagement with cultural activity as consumers.

1.1 Summary of all findings relating to engagement with cultural activity

Londoners value and participate in cultural activity and appear to regard London's cultural offer as superior to other cities. Culture in public spaces and activities such as museums, galleries and theatres, plus spending time in bars, are the most commonly cited activities. Londoners appear more likely to do cultural things if other activities are also available nearby to do before or after.

Closure of different types of venues (ranging from local arts centres, to music venues to affordable workspaces) are seen as the primary challenges to London's culture. Time and cost are seen as the main barriers to doing more cultural activity.

There is a lack of knowledge about, or perceived absence of, activities in Outer London. Few Londoners have heard of the London Borough of Culture programme, although they are receptive to its goals.

1.2 Summary of quantitative findings relating to engagement with cultural activity

This section comprises findings from the quantitative research only. This includes both the Talk London non-representative consultative survey and the representative polling activity. The source is clearly indicated for each.

Culture strategy themes and priorities

No new representative polling was conducted on this section, as potential strategy themes were previously tested in representative polling in 2016, with findings incorporated into the draft strategy's development.

At that point, 35% chose 'working with London's theatres, galleries and museums to ensure their activities reach more people' as one of their top 3 priorities for culture in London. Other popular priorities are protecting and developing the city's culture over the long-term (28% included it in their top 3), promoting and protecting London's libraries, community centres and suburban arts venues (33% in their top 3).

Table 8: Comparison between Talk London respondents and representative polling: Culture Strategy themes and priorities²

- The most popular theme tested from the draft Culture Strategy is 'supporting venues and workplaces used for culture in London' – selected by over half of Talk London respondents (52%).
- Next most popular among Talk Londoners is 'providing culture in Londoner's local areas' (36%). 26% of Talk Londoners said that each of the Strategy themes were equally important.
- When asked about which policies should be the main priority to enable more people to access local culture: more art in public spaces, support for smaller museums and small grants for community-led projects (culture seeds) were the most popular among Talk Londoners (all were chosen by 40% of respondents from a list of 9 options).
- Talk London respondents highly prioritise protecting and expanding London's free cultural attractions to enable London to be a global cultural powerhouse (44%). This is followed by encouraging investment in culture in London (30%) and protecting heritage sites (30%).

Cultural activities in London

No new representative polling was conducted on this section during this consultation. From representative polling in 2016, it is understood that 29% of Londoners don't feel that they make the most of the city's cultural offering. This figure is lower among Londoners in C2DE social group (22%). However, there is no significant difference by ethnicity.

² Note: options presented were different, so the comparison between the two surveys is not from a like-for-like list

Londoners are most likely to consider the following as ‘cultural activities’: museums (71%), galleries & exhibitions (70%), theatre (64%), festivals (62%), architecture and iconic landmarks (57%) and live music (47%). C2DE Londoners are less likely to identify any of the options as a cultural activity, suggesting less engagement with all aspects of culture among this group. BAME Londoners appear marginally more likely to regard nightlife (especially bars and clubs) as cultural activity.

Table 9: Comparison between Talk London respondents and representative polling: Cultural activities in London

- The vast majority of Talk London respondents have engaged in some form of cultural activity in the last 6 months. The most common activities are visiting an art gallery or museum (77%), an iconic landmark or building (70%), attending a live performance at the theatre, opera or ballet (66%), going to the cinema or to a bar/nightclub. Less than 10% say they have performed themselves.
- Most Talk London respondents feel they are making the most out of London’s cultural offering; 59% agree compared to 25% who disagree. Levels of agreement far exceed, reflecting the Talk London’s community generally higher engagement with life in the city than the general population.
- The main reasons Talk London respondents feel they are not making the most out of London’s cultural offering are firstly not enough free time (40% of Talk Londoners identified this as a barrier), and secondly the cost of cultural activities (40% of Talk Londoners). Just 4% say they are not interested in London’s cultural offerings at all.
- Talk Londoners feel that London’s cultural offering is aimed at people like them: 70%, compared to 10% who disagree.

Challenges for culture in London

In representative polling in December 2016, Londoners were most likely to say local arts centres, libraries or community centres closing down is the biggest challenge to London’s culture (48% had this in their top 3, 18% as top option). 45% of respondents chose affordability of workspace in their top three (20% chose it as their top option), despite relatively low popularity in the priorities question.

Table 10: Comparison between Talk London respondents and representative polling: Challenges for culture in London

- Like the representative sample, Talk Londoners think that the biggest challenges for culture in London are local arts centres, libraries and

community centres closing down (55% of Talk London respondents chose this from a list of 9), and the high cost of workspaces (50%).

- The next biggest challenges are seen as the closure of music venues (25%) and new housing not incorporating culture and leisure in developments (32%). Competition from other cities is not seen a big challenge by many respondents (7%).

Art and culture in public spaces

In representative polling conducted during this consultation, 30% of Londoners say they have seen art or culture in public spaces in the last 6 months. Higher social grades are more likely to see art and culture in public spaces – 34% of ABC1 Londoners to 24% of C2DE Londoners. Inner Londoners are also much more likely to have seen art or culture in public spaces, 39% to 24% of all Londoners.

Londoners support more art and culture in public spaces around London, such as light shows, music, pieces of art, or acting – 62% support compared to 5% who oppose. A third of Londoners (33%) don't know or are ambivalent.

Most likely to support are women (66%), ABC1 Londoners (65%) and those who live in inner London (65%). Lower social grades, Londoners aged 65+, leave voters and those who are dissatisfied with the Mayor are least likely to support.

Table 11: Comparison between Talk London respondents and representative polling for art in public spaces

- Far more Talk London respondents have seen art and culture in public spaces in the last 6 months, around 7-in-10 compared to 30% of all Londoners in the representative survey.
- Talk London respondents are also much more supportive of more art and culture in public spaces. 85% of respondents to Talk London support this idea, compared to 62% of all Londoners. This difference is comprised mostly of fewer Talk London respondents saying they don't know (1%), compared to 33% of all Londoners.

London Borough of Culture

In representative polling conducted during this consultation, 68% of Londoners are completely unaware of the London Borough of Culture programme (LBOC). 32% have heard of the programme, and just 13% have paid attention to the details.

It is the higher social grades who are most aware of London Borough of Culture. 35% of whom have heard of the programme, compared to 27% of C2DE Londoners. Londoners

aged 25-60 have greater awareness of the details of the programme, as do those who are satisfied with the Mayor (17%, compared to 13% of all Londoners). Those in the south and the east of London are slightly more aware of LBOC than in other areas.

Table 12: Comparison between Talk London respondents and representative polling: London Borough of Culture

- Despite higher levels of engagement with other types of cultural activity, Talk London respondents have the same levels of awareness of the London Borough of Culture programme as the rest of the population. 66% are not aware of the programme at all, compared to 68% of a representative sample of all Londoners.
- 34% of Talk Londoners have heard something about the programme, compared to 32% of all Londoners.

1.3 Summary of views based on qualitative research relating to engagement with cultural activity:

Qualitative research was conducted to **explore engagement and involvement in cultural activity amongst low income / BAME Londoners**, including:

- Hobbies and interests.
- Views on culture (throughout London and in local boroughs).
- Barriers to engaging with culture.
- Ideas for what they would like to see more of.

This covered four focus groups (32 participants in total), all from C2DE socioeconomic group, a minimum of four BAME participants and spread across age, gender and region of London.

Londoners' overall perceptions of culture in London

- Focus group participants value London's cultural offer and see this as a key benefit of living in London. They cite culture as one of the best things about living in London.
- There are mixed views on whether London's cultural offer makes up for the high cost of living – for many it depends on where they live and the additional travel costs.
- There are some concerns among Talk Londoners about local arts and cultural venues. Many would like to ensure venues such as pubs, clubs and smaller independent venues remain open and are able to keep their identity. Some also feel

that there is a lack of affordable community spaces available for cultural activities and events.

“I love live music and it is important that the smaller venues are able to survive and that some remain independent. I think the gentrification of some areas (e.g. part of Soho), whilst very popular, it is important they don't lose their identity or become totally commercial” [Talk London respondent]

- Focus group participants think that children should be encouraged to participate in cultural activities at a young age (e.g. by parents, schools, youth clubs), and that children who are encouraged at a young age see cultural activities as more enjoyable. Some also think encouraging cultural activities among young people can combat crime and help develop social skills. Though there are concerns with youth clubs being closed down and schools organising fewer activities because of resources and safeguarding issues.

“I think young people are getting a raw deal these days - so many youth clubs etc have been closed; there is so much stress within families and at school. This does contribute to crime. It's well known that arts and cultural activities can ameliorate stress and mental health issues which many youngsters suffer from. Also, they can be a channel for youngsters to express their feelings, form friendships and develop skills.” [Talk London respondent]

Londoners' preferences for doing cultural activities

- The main cultural activities that people like doing are: going to the theatre, galleries and museums (independent as well as large). Other activities include live music, visiting street markets and festivals, going to the ballet & the opera, and taking part in cultural activity groups (e.g. choir, dance, theatre and craft groups).
- People also like culture in public spaces and parks. For example, Lumiere, Regents Park Open Air Theatre, Big Screen Opera, Thames Festival, art installations, and also just walking along the South Bank.
- Focus group participants engage in culture to have fun and spend time with family or friends. They are generally more interested in entertainment and the social benefits of engaging in culture compared to the educational benefits.
- There are a variety of benefits to engaging in cultural activities, including making friends and meeting like-minded people, feeling a sense of community, and improved mental and physical health and wellbeing.

“The members of the choir I sing in are mostly older and it's a fantastic way to ensure people have a reason to stay connected and creative. On a personal level, it's helped me feel more connected to my local area and its history, and I've really enjoyed forming inter-generational friendships.”

[Talk London respondent]

- Focus group participants like to do something cultural alongside other forms of entertainment and leisure. They are more likely to engage in culture (for example, go to an exhibition) if there is something else to do nearby before and/or after.
- Focus group participants prefer cultural activities and exhibitions that are interactive and exciting, rather than passive (especially if going with friends or family).
- Parents in focus groups primarily engage in culture with and for their children. Cultural activities (e.g. museums or festivals) are seen as a good choice for a family day out. However, parents can feel restricted to a limited number of central London attractions.

Sources of information about cultural activities

- Many hear about events or activities from subscribing to online newsletters or organisations. Examples given were Delfont Macintosh, BFI, V&A, BBC, See Tickets and the Londonist. Others are members of cultural clubs and societies through which they receive information about upcoming events.
- Others sources mentioned include social media (e.g. Facebook, Twitter), newspapers, Time Out, Tube adverts, libraries or word of mouth.
- Some feel that they don't get told far enough in advance of activities, they don't have enough time to go through all the information they receive, or that tickets sell out too quickly for events and exhibitions). Those who don't use e-mail regularly are the ones that miss out on events more frequently.
- Others feel there are enough cultural events in London and don't mind missing out on some.

“I have joined a number of cultural clubs and societies and receive information from them of upcoming events. I also hear of events from 'Eventbrite' and some other similar contacts. I realize that there are many other events which might interest me about which I never hear”

[Talk London respondent]

Barriers to doing more cultural activities

Focus groups identified some key barriers to engaging in culture:

- There is poor awareness and a perceived poor variety of options, especially in Outer London. London's cultural offer is seen to be confined to central London

museums, galleries, and festivals. Outer Londoners assume that there are few cultural activities nearby for them.

- Cost is a key barrier. Although there are free galleries, museums, and cultural events, these are seen to be limited to mainstream institutions or events in central London. There is limited awareness of free or cheap activities outside central London. Some also think cultural activities are aimed at tourists, which they think is a reason for activities being overpriced.

“There is lots to be proud of & to visit in London but I find quite a lot of our cultural activities are aimed at 'tourists' and therefore overpriced and too busy so not very enjoyable.” [Talk London respondent]

- Crime and safety were a key concern for participants from Croydon. Some older participants were also concerned about terrorism and safety at busy venues. People have been put off from attending festivals, notably Notting Hill Carnival, because of crime.
- There is a perception of art and culture as being elitist, outdated and white. This mostly referred to museums, galleries and performing arts. Many do not think content is of interest or relevant to the lives of BAME / low social grade Londoners.
- Cultural activities can also feel excluded to specific communities. Participants think festivals such as Notting Hill Carnival and Diwali play an important role in celebrating different cultures. However, they can be limited (in terms of awareness and attendance) to those communities and ‘outsiders’ can feel excluded from attending.

Londoners’ priorities for new cultural activities

Focus group discussions suggested ways to improve London’s cultural offer:

- More affordable cultural events, workshops and classes throughout London.
- Discount schemes for Londoners, whereby locals get reduced prices to events and activities.
- More free or discounted tickets for younger people and older people.
- More free and small-scale events and performances in local parks and public spaces, and less music festivals.
- More activities in general for older and younger people (e.g. amateur theatre companies).
- More BAME artists and content represented in cultural institutions, and more topical content.
- More family friendly cultural activities and events that both children and parents enjoy.
- More cultural activities outside of central London (though outer London focus group participants are generally happy to travel into central London to engage in culture).
- More promotion of cultural activities and events.

Views on London Borough of Culture

- Most supported the principles of the London Borough of Culture programme and were pleased that the first boroughs are in outer London, acknowledging the benefits LBOC would bring to these boroughs.
- However, they strongly think LBOC funding and activities should be prioritised for the benefit of local residents, rather than attracting people from across London to visit.
- They also think it is important that culture and arts are used to address local issues or strengthen communities. For example, using art and culture for the elderly, young people (especially as a way to combat crime and gang culture) or people with disabilities.

Cultural and Creative Industries

This section outlines findings from the draft Culture Strategy consultation that relate to the cultural and creative industries.

2.1 Summary of all findings relating to Cultural and Creative Industries

Londoners are aware of the challenges posed by the cost and lack of availability of workspaces for creative businesses.

Qualitative research focusing on low-income and BAME Londoners identified that there is concern about the prevalence of unpaid work experience and nepotism in creative sectors. Such industries are seen as lacking diversity and this functions as a barrier for Londoners from diverse backgrounds. Schools are not seen as being supportive to cultural and creative careers, both in terms of careers advice and an over-emphasis on STEM subjects.

Creative jobs are generally perceived as low paying and with a low chance of success.

2.2 Summary of quantitative findings relating to Cultural and Creative Industries

No new representative polling was conducted on this section. However, questions relevant to this theme within the Culture Strategy were asked in the non-representative consultative Talk London survey (see table 13 below). Given the specific nature of this theme, in-person qualitative research with potential and actual workers in the industry was conducted (detailed in section 2.3) to fulfil research requirements.

Table 13: Comparison between Talk London respondents and representative polling: The cultural and creative industries

- Among Talk Londoners, the most popular theme tested from the draft Culture Strategy is supporting venues and workplaces used for culture in London, with priorities being to produce a culture map of London, develop creative enterprises zones, and invest in culture in local high streets and local areas - each prioritised by around half of respondents
- Talk London respondents were less concerned about diversity in the creative industries –encouraging more diversity in London’s creative workforce was the least popular out of the five themes in the draft Culture Strategy.
- Regardless, respondents think this should be achieved through support for people from low incomes, support for small businesses to find affordable workspaces, and ending unpaid internships.
- Encouraging more women to apply for senior roles was the lowest ranked priority by Talk Londoners, followed by support for people to retrain from other types of jobs and encouraging existing creative workers to become mentors.

2.3 Summary of views based on qualitative research relating to Cultural and Creative Industries:

In-person qualitative research was undertaken, into the barriers to working in creative industries amongst low income / BAME Londoners, exploring:

- Motivations and reasons for working in the creative industries
- Perceptions of creative jobs and opportunities
- Career aspirations
- Career routes into the creative industries
- Diversity and inclusion within the creative industries

This covered 4 focus groups (32 participants), with Londoners who have considered or are pursuing a career in the creative industries, and 6 depth interviews. Both covered participants in lower socio-economic groups, with the sample split across age, gender and region of London, plus a minimum of 4 participants from a BAME background.

Stigma and attitudes

- There is a stereotype that art and creative subjects at school are for less intelligent students, seen as easier subjects, and not valued as much as STEM subjects. This extends to university, where studying the arts degrees can be seen as an excuse to have fun.
- Young people are given low expectations of working in creative industries by parents or teachers and can feel pressured to pursue better paid or respected careers and instead be creative 'on the side'.

Support at school

- Participants did not think schools are supporting students into the creative industries.
- Some think there are limited opportunities to explore the arts and creativity at school e.g. art class focussed primarily on painting, not other disciplines.
- There is poor careers advice, poor understanding of careers in the creative industries compared to the more 'traditional' ones (e.g. finance, law), and poor awareness of jobs and routes into the creative industries when deciding careers at school. In particular, there is poor awareness of the 'behind the scenes' or non-creative jobs within the creative industries.
- There is greater encouragement and priority for STEM subjects (especially for school ratings).
- There are fewer opportunities for work experience in the creative industries, possibly because schools / teachers do not have contacts in the industries.
- There is pressure at school to pick a degree or career without properly knowing what there is or what jobs involve.

University

- Many are unsure how helpful university is / would be for a career in the creative industries as there is no guarantee of getting work in the creative industries after graduating, and practical experience is seen to be more valuable.
- University debt adds to concerns about the value of going to university for a creative career.

- However, university can have its benefits for a career in the creative industries:
 - Opportunity to make connections and meet contacts in the industry
 - Make use of helpful career support, resources, and mentoring
 - Access to placement and work experience programmes
 - Learn more about how sectors work and what jobs there are, e.g. who and what is involved in TV production
 - University is essential for some creative careers e.g. architecture, advertising, marketing.

Unpaid work experience

- Unpaid work experience / internships are seen to be essential and the norm in the creative industries, with companies expecting people to work for free and many thinking they need to work for free – whether acting in a film or doing trial days in an architecture firm.
- Many had done unpaid internships or worked for free (e.g. productions, events, office). This helped them understand different careers and sectors within the creative industries, and was important to get their foot in the door. All said this helped their career / led to paid work.
- However, work experience was mostly found through contacts (e.g. family, family friends or teachers) and was only possible if they could live with parents or were supported by parents.
- There are also restrictions to doing unpaid work if on Job Seekers Allowance, which may provide a barrier to unemployed people.
- Unpaid work is seen as exploitative. Participants feel younger people and graduates wishing to make a career for themselves in the creative industries can be taken advantage of.

Entry routes into the creative industries

- There is a perception that jobs in the arts are not advertised as openly as other industries.
- Careers in the creative industries are seen to be based more on nepotism than merit, education and skills. Having contacts in the industry is seen to be essential, for hearing about work and being given opportunities. Participants who had done work experience and internships all got them through contacts (e.g. family, family friends, teacher).
- Those without networks can feel disadvantaged and find it hard to break into the industry.
- Participants think there should be more paid and guaranteed routes into the creative industries, especially for young people. Many participants think there is currently too much emphasis on unpaid work experience and the need to know people in the industries.
- It is also difficult to make a career change to work in the creative industries.

“I'd love a career change to work in the cultural sector but at 57 don't know where to start to get opportunities in this sector.” [Talk London respondent]

- There is poor awareness (or availability) of creative apprenticeships and alternatives to university. Having more paid internships, graduate schemes and apprenticeships may encourage and support young people into creative careers. Participants think these could help ‘level the playing field’, providing a guaranteed foot in the door whilst being paid.
- The exception to this is the ‘non-arts’ sectors e.g. architecture, advertising, and marketing.
 - These careers appear more similar to other industries (business, law etc.) e.g. seen to be more office-based and corporate.
 - Perception that they have clearer entry routes, recruitment practices, and requirements as opposed to the arts (e.g. art, music, theatre, film).
 - Careers in architecture, advertising, and marketing are seen to be based more on qualifications, and less-so on connections.

Pay and progression

- Low expectation of pay and career potential is a key barrier and challenge to pursuing a career in the creative industries. There is a perception that salaries are lower than in other industries, especially for entry-level jobs, and that there is less guaranteed career and pay progression. This may discourage people from pursuing these careers.
- It is particularly difficult to make a living as an independent artist – some participants had to give up their dream for more pay, as there comes a point when the priority is to make money, especially if supporting a family. As such, many participants have had to take up a ‘9-5’ job and resort to being creative on the side.

“I worked in the creative industries for over thirty years in London. If contracts were not so short term and work so random I would still be engaged in the area but pay is poor too and to sustain oneself (and pay the rent) in between successful tenders means taking other work. The critical need to pay bills and rent as we age means many talented people leave behind their dreams and forsake their talents to earn a basic crust. I have, and my soul is more empty, my life less vivid.” [Talk London respondent]

- Many think the likelihood of success is low and is often down to luck, especially in the arts.
- There are also additional financial costs which can make a burden when trying to work in the creative industries including travel and expenses (if having to do unpaid internships) and agency / audition fees (e.g. for acting).
- Specific needs of Londoners who voluntarily undertake ‘economic’ activity in the cultural and creative industries, but for pleasure rather than pay, were highlighted.

Diversity

- Lack of diversity is seen to be a key issue in the creative industries, especially in the arts.

- Many think lack of diversity (sex or ethnicity) stems from the top – a tendency for senior figures to favour people like themselves. Some would like to see more mentoring and professional development schemes (to promote and support diversity).
- Lack of diversity is seen to be a barrier for recruitment and may also discourage people from applying or pursuing a job in the first place.
- Typecasting and discrimination was reported as a key barrier for employment in acting.

5. Key Issues Raised

Main issues raised

Table 14: Main issues raised in response to the draft strategy by a wide range of stakeholders outlines the main issues that stakeholders and the public raised in response to the draft strategy. They reflect suggestions for ways in which the Strategy could be amended or enhanced. The table also provides recommended changes for the final strategy.

No issues were raised on the IIA.

The table has been structured according to the four main sections of the draft Culture Strategy document:

- Love London
- Culture and Good Growth
- Creative Londoners
- World City

In addition, three other categories of issues have been used due to the frequency of comments:

- Defining culture
- Funding and delivery
- Partnership working

An additional group of comments that were not considered to directly relate to any of these categories is also included.

Recommended category of GLA response

- No change – no change to Culture Strategy narrative, policy or programmes
- Clarification – change the Culture Strategy narrative to provide clarification
- Change – change to Culture Strategy S e.g. introducing new theme or narrative, updating programmes or commitments

Table 14: Main issues raised in response to the draft strategy by a wide range of stakeholders.

Main issues raised	Recommended category of GLA response	Further information on recommendation
Love London <ul style="list-style-type: none"> • Encouraging different sorts of cultural activities • Involving different communities in cultural activities • People able to access culture where they live • Strengthen links between culture, health & wellbeing • Other 'Love London' comments 		
The Strategy should ensure there is good promotion of different cultural destinations across London.	No change	The Strategy sets out the work of London & Partners, the Mayor's promotional agency for London to international visitors, students and investors. The Strategy must retain focus on Mayoral programmes and policies and is unable to long-list cultural destinations across the city unless there is a direct association with one of the Mayor's programmes.
The Strategy should promote more celebration of different cultures, rather than just specific groups.	Change	The Strategy will update on engagement and consultation activity with London's diverse community groups to review his festival and events programme.
The Strategy should recognise the ecological cultural history of London (ancient woodlands,	No change	The Strategy does recognise London's ecological cultural history. For example, London's oldest tree, a yew tree in Totteridge, is referenced. The

Main issues raised	Recommended category of GLA response	Further information on recommendation
nature sites, etc.) and integrate with wider culture.		Strategy also has a dedicated section about green spaces and nature sites.
The Strategy should place a greater emphasis on archaeology and historical sites (e.g. Roman ruins under Bloomberg building) and celebrate the cultural contribution of rivers and canals to London.	Change	The Strategy will reference to the archaeological and historical sites under Bloomberg building. The strategy does not reference all of London's rivers and canals. However, it does commit to developing a vision for the Thames.
The Strategy should encourage and provide for more outdoor area activities.	No change	Many cultural programmes set out in the Strategy are outdoors and in the public realm. For example, Gigs takes place on streets across the city, London Underground network and in public spaces; Fourth Plinth is on Trafalgar Square; the Festival and Events programme takes place on Trafalgar Square; Lumiere took place across outdoor sites. The strategy mentions Healthy Streets and making it easier for Londoners can close down roads for cultural and social activity. More detail can be found in the Strategy.
The Strategy should consider mechanisms for bringing into use unused buildings for informal cultural activities.	No Change	This is outside the remit of the Culture Strategy. However, the Cultural Infrastructure Plan is a plan for culture that will contain a number of several tools to develop design guides that could support the aim of bringing unused buildings into use as cultural venues.

Main issues raised	Recommended category of GLA response	Further information on recommendation
The Strategy should provide incentives and promote a wider range of evening and night-time cultural offers to complement food & beverage offers and help tackle some of the associated anti-social behaviours.	No Change	The Strategy includes policies and programmes to support nightlife in Chapter 6, World City. This includes the appointment of the Night Czar and the Night Time Commission to develop and deliver a vision to support the night time economy.
The Strategy should recognise the challenges of town centre retail and promote the adoption of a more liberal approach to licensing and planning regulations to revitalise these spaces. TfL and the GLA should work with boroughs to address any local concerns around safety.	No Change	This feedback is about revitalising town centres via improvements to licensing. The Strategy promotes this in the suite of programmes to support the night time economy as outlined in the World City chapter. Also, the Mayor delivered in partnership with Arts Council England and King's College London the Improving Places report outlining how cultural organisations and programmes can partner with Business Improvement Districts to improve local areas.
Greater partnership working should be sought with established organisations, local networks & bodies, and support grassroots organisations.	Clarification	In the scope and delivery section of the Strategy, the powers of the Mayor will be clarified as well as funding streams. Projects like Culture Seeds specifically aim to strengthen the grassroots.
Policy 2 focus should not be just on festivals but also on investing in local cultural assets.	Clarification/Change	Funding for cultural institutions is outside the remit of the Strategy. Arts Council England is the main funder for cultural organisations. However, the Strategy will emphasise funding streams that support informal projects, like Young Londoners Fund; Culture Seeds; Good Growth Fund, Crowdfund and highlight some of the projects that

Main issues raised	Recommended category of GLA response	Further information on recommendation
		have secured investment like the Skatepark at Southbank, and a programme to commission high quality street art.
The draft Strategy states that the Mayor will publish a public map of the city's museums and heritage infrastructure across all boroughs and boost their volunteer infrastructure. This statement is currently excluded from the summary of policies and commitments set out in the draft Strategy. The final Strategy should incorporate the statement that "the Mayor will publish a public map of the city's museum and heritage infrastructure across all boroughs and boost their volunteer infrastructure" as a formal commitment under 'Policy 3: The Mayor will support his family of museums'.	Change	This will be included in the narrative and policy summary as two separate actions.
The final Strategy should also include a commitment under Policy 3, to support museums, particularly in outer London to start or extend after-hours programming.	No Change	The Strategy champions this approach by museums by highlighting the Queer Tango at the Horniman Museum, an extended hours programme in the World City Chapter, under the night time economy section. There is currently no capacity to deliver this at this time.
Involving different communities in cultural activities.		
The Strategy should highlight the need to provide support to organisations who will	No change	The Strategy has a strong focus on investing in and encouraging cultural activities in a wide range

Main issues raised	Recommended category of GLA response	Further information on recommendation
specifically engage with different communities across London and are not mainly focussed upon external visitors (e.g. pinnacle institutions). This can be done through formal and informal partnerships. This could include encouraging relationships between formal institutions and grassroots organisations. Mainstream organisations need to be encouraged to be more inclusive.		of locations, venues and across a broad range of cultural institutions, both major institutions and grassroots organisations. See, for example, Love London Chapter outlining several programmes that aim to get more Londoners experiencing and creating culture on their doorstep, through London Borough of Culture and Culture.
The Strategy should recognise the role culture can play in creating cohesion in communities and reducing social issues.	Change	The role that culture plays in creating cohesion and reducing social issues will be highlighted in the narrative with stronger examples of the work the Mayor is already delivering in this area. We have emphasised the role of culture in building stronger and safer communities in the updated version.
At an aggregate level, the Strategy should have a greater focus on the cultural offer in the outer London boroughs. This could include a 'cultural guide'. It was specifically raised that there is an absence of representation of organisations and initiatives from South East London within the Strategy.	Clarification/Change	The Mayor has worked with London & Partners to develop London Area guides which can be found on Visit London.com; promoting both inner and outer London's cultural offers. There are also several platforms that provide such guides. Several south east organisations are named in the Strategy, like The Albany and members of the Thames Estuary Production Corridor Partnership. Further to this, the London Borough of Culture winners are both outer London boroughs while

Main issues raised	Recommended category of GLA response	Further information on recommendation
		boroughs like Lewisham has received Cultural Impact Award funding.
The Mayor and GLA should make more funding available for less formal cultural initiatives and for specific groups who are less able to engage with culture, including as disabled people.	Clarification	Culture Seeds is the Mayor's £1 million micro-grants programme specifically supporting grassroots organisations and individuals to secure funding for local projects. Partner organisation Ground Works supports those with different experience levels in bidding for funding.
The Mayor and GLA should promote a 'London Cultural Day' with festivals in each borough.	No Change	The Strategy includes the London Borough of Culture programme which provides targeted support for visionary change through culture in local areas.
The Strategy should recognise the importance of cultural activities for older people as a mechanism to engage with society and reduce issues such as loneliness or those less able to travel. This includes providing support for existing networks that support older people.	Change	The Strategy will provide more details on programmes that support health and well-being through access to the arts. The London Borough of Lewisham received a Cultural Impact Award as part of the London Borough of Culture Awards to deliver a Festival of Creative Ageing in the borough which will be drawn out in more detail, as well as the strategy's support for pilot initiatives supporting people with dementia.
The role of schools in imbedding culture into the lives of young people is considered crucial with too little focus within school curricula. The Strategy should also recognise that broader	Clarification	Central Government sets the National Curriculum. The Mayor delivers the London Curriculum which provides ready-made teacher resources that often use cultural assets and heritage as methods of

Main issues raised	Recommended category of GLA response	Further information on recommendation
engagement programmes, and provision of space for bespoke cultural activities, is important for young people.		teaching a range of subjects, this is already in the Strategy. The Strategy also recognises the wide range of engagement programmes offered by cultural institutions as routes for young people to access culture.
The Strategy should take into consideration the way technology is changing the ways people engage and/or consume culture and the need to support businesses in adapting to these challenges/opportunities.	Change/Clarification	The Strategy will include the London Growth Hub which supports businesses across a variety of needs – including how to help businesses in the digital age. The Strategy already references the Digital Talent programme which supports both emerging talent and returners to work with digital upskilling. Business support programmes are outlined in the Mayor's Economic Development Strategy.
The Strategy should seek to change the perception of culture amongst different community groups ensuring that it is seen as accessible to all. This requires positive promotion and engagement and will link with the need to encourage local community events and activities in open and public spaces.	No Change	The Strategy sets out a number of programmes that promote engagement and encourages local community events in local spaces; including London Borough of Culture, Culture Seeds and the Young Londoners fund. At the core of the Strategy is the principle that culture is for all Londoners.
The barriers that disabled people face are recognised within the Strategy but the proposals need to respond more directly to the varying needs of these groups, rather than responding in broad terms about diversity and inclusion. Specific points raised include:	Change	The Mayor will sign up to the Cultural Inclusion Manifesto and this will be included in the Strategy. Through the Strategy the Mayor will commit to achieving the Bronze Charter Award for events. The strategy will include a mention of the Global Innovation Disability Hub at East Bank. The health

Main issues raised	Recommended category of GLA response	Further information on recommendation
<p>adopting the recommendations of the Cultural Inclusion Manifesto; using creative approaches to engage people with disabilities; the benefits of specific disability awareness training for staff working at cultural venues; and schemes to support the financial cost of carers visiting cultural venues.</p>		<p>section will be updated to include more detail on programmes related to health and wellbeing, including new pilots which relate to people with dementia. Culture Seeds and London Borough of Culture and the Cultural Impact Awards are providing funding to projects that provide opportunities for carers.</p>
<p>The Strategy is considered to focus upon culture from just a creative industry perspective, rather than also include consideration of local cultures, for example BAME [Black and Minority Ethnic]. It is important that the Strategy sets out how City Hall can work with industry to improve cultural representation of London's diverse communities. The final Strategy should include a section in the 'Love London' chapter setting out what steps the Mayor will take at a pan-London level, to tackle feelings of exclusion and non-entitlement among BAME communities and those on low incomes. Steps could include: support for volunteering and mass participation in cultural events; and, seeking best practice examples.</p>	<p>Change</p>	<p>The Strategy provides detail on programmes and plans to support more diversity in the creative workforce, including early years engagement, in the Creative Londoners chapter. The narrative of the Love London chapter will draw out how programmes like London Borough of Culture, Culture Seeds and other activities will support and promote more diverse community engagement.</p>

Main issues raised	Recommended category of GLA response	Further information on recommendation
The Strategy doesn't recognise the important role of libraries in bringing socially diverse people together and delivering cultural outreach programmes.	Change	The Strategy will include a stronger narrative around the important role of libraries.
The Strategy should recognise that encouraging volunteering in events and activities can be important in developing a sense of local ownership.	Change	The Strategy will draw out the benefit of volunteering in the narrative. Many of the Culture Seeds projects have a volunteering element. There will also be volunteering opportunities through the events programme, and the London Borough of Culture Waltham Forest and Brent programmes. The strategy will be updated to mention heritage volunteering alongside culture.
The Strategy does not include any targets in relation to engagement with Londoners. These should incorporate demographic data and provide a mechanism to evaluate the effectiveness of the Strategy.	Clarification	An Implementation plan will be published alongside the Strategy setting out high-level outcomes and indicators.
People able to access culture where they live.		
The Strategy should seek to support local cultural activities that may be struggling (e.g. theatres) and seek to broaden access to them.	No change	The Strategy sets out programmes that support local cultural assets, for example through the Culture at Risk, Culture Seeds and London Borough of Culture and Creative Enterprise Zones.
The Strategy should seek to support more events for local communities, using local	Change	The Strategy will provide further detail about the Cultural Infrastructure Plan which is mapping

Main issues raised	Recommended category of GLA response	Further information on recommendation
facilities (schools, shopping centres, open space, pop up venues). This might require greater flexibility in licencing and planning laws.		cultural facilities across every borough. A number of tools are being created as part of this Plan including design guides to encourage more advance planning to incorporate facilities which allow for cultural activity such as community centres, in order to support local culture. The Mayor is also funding a range of projects from London Borough of Culture to the Culture seeds programme which will deliver new events for local people all over the city.
The Mayor and GLA should establish financial and institutional partnerships to deliver local events. This includes working alongside BIDs [Business Improvement Districts].	No Change	The Strategy already sets out several funding programmes that either directly or indirectly support local cultural events, including Culture Seeds and London Borough of Culture. There is no resource to establish new financial and institutional partnerships to deliver local events. The Mayor is already working with existing Business Improvement Districts to encourage collaboration with local organisations - see the Improving Places report for more information.
Reducing barriers to travel would mean that physical location of cultural activities becomes less important.	Clarification	The Mayor's Transport Strategy sets out the Mayor's policies and plans to improve accessibility across the network. This includes the Hopper Fare permits unlimited journeys by bus or tram for free within one hour and the Mayor has frozen fares. The Culture Strategy acknowledges that travel can be a barrier and sets out a number

Main issues raised	Recommended category of GLA response	Further information on recommendation
		of programmes, such as Culture Seeds, to boost the grassroots and help people access culture on their doorstep.
Strengthen links between culture, health & wellbeing.		
The Strategy could make more of the role that culture can play in reducing some of the most prevalent health and quality of life issues, such as social isolation, loneliness, and poor mental health, as well as how culture can bring people together and improve confidence.	Change	The Strategy will include more detail and emphasis on Health and Wellbeing, as well as providing more underpinning evidence in the Context and Scope chapter. This will include more information about the Culture Festival launched as part of World Mental Health Day, work by Film London to deliver dementia-friendly screenings, and a new Museum of London pilot to work with people with dementia.
The Strategy should recognise that culture is important for healthy ageing and dementia sufferers. Film can be a particularly effective experience from mental health perspectives. The Mayor and GLA could facilitate links between cultural/art organisations and health providers to make patients aware of available arts and cultural provision.	Change	The Strategy will include more detail and emphasis on Health and Wellbeing. It will detail recent programme developments due to consultation feedback, including a Mental Health Cultural Festival, a Museum of London dementia pilot project and a number of Culture seeds projects which are supporting health and wellbeing.
The Strategy should recognise how the intelligent use of space and greening can	No Change	The Strategy sets out the importance of culture and its links to promoting health and well-being

Main issues raised	Recommended category of GLA response	Further information on recommendation
contribute to links between culture and wellbeing. Embrace cultural activities as part of healthy streets initiatives.		and the environment. It is not possible to list the range of multiple factors that contribute to health and well-being and the links between these. The strategy includes a section on culture and Healthy Streets.
The Mayor and GLA should consider developing the evidence base linking culture, health & wellbeing into a toolkit, or a set of resources, that can be used to engage a wide range of local authority Leaders and officers in order to join up culture with work in other services. Joining different services up can be difficult due to lack of resources and lack of awareness of complementary strategies. The Mayor and GLA should actively communicate the benefits of culture directly to the health and social care sector to ensure more prominence in Adult Social Care.	Change	The Strategy will be updated to reflect the research that has been commissioned on art, culture and health and wellbeing. The Strategy will also include more detail on the plans and activities that will support integrating culture with health and wellbeing initiatives.
It would be helpful to have more integrated pathways from health and social care into the arts and culture sector. The Mayor and GLA could play a role in promoting where arts on prescription is working, and help more boroughs to engage.	Change	The Strategy will be updated to reflect the research that has been commissioned on art, culture, and health and wellbeing. The Strategy will also include more detail on the plans and activities that will support integrating culture with health and wellbeing initiatives.
Strengthening the detail on how the ambitions will be delivered in support of the Health	Change	The Strategy will be updated to reflect the research that has been commissioned on art,

Main issues raised	Recommended category of GLA response	Further information on recommendation
Inequalities Strategy (HIS) throughout the Strategy would be useful.		culture and health, wellbeing. The Strategy will also include more detail on the plans and activities that will support integrating culture with health and wellbeing initiatives.
The role of sport and the impact it has on the quality of life for Londoners should feature more prominently within the Strategy.		The Mayor Sports Strategy will be published alongside the Culture Strategy. Final versions of both documents will be published at the same time.
Other ‘Love London’ comments.		
The Strategy should learn from, and link with, positive international examples of age-related and intergenerational culture practice to encourage participation.	No Change	The Strategy will not include case studies in order to retain focus. But policy and programmes have been developed in reference to international and national best practice and exemplars.
The Strategy should provide more information about the evaluation of existing programmes to ensure that lessons learnt can be applied when engaging communities in cultural activities.	No Change	The evaluation for programmes such as London Borough of Culture and Culture Seeds have been set out in the evaluation frameworks for those programmes. Each will publish their own reports.
Greater emphasis of the opportunities provided through the Borough of Culture programme should be included within the Strategy. A commitment to extending the programme in future years would also be welcomed.	No Change	The Strategy provides an overview of the London Borough of Culture programmes. Impacts and opportunities resulting from the programme will be captured in evaluation reports. It will not be possible to commit to extending the programme in the Strategy itself.

Main issues raised	Recommended category of GLA response	Further information on recommendation
The Strategy could promote the involvement of young people in the governance of small and large cultural organisations to generate new and engage younger audiences.	Change	The final version of the Strategy will highlight the role of young people in governance of organisations as an opportunity for best practice.
Whilst broadening the definition of culture is supported, the Strategy should still maintain sufficient focus upon the core central London cultural offer.	No Change	The Strategy does support the core central London offer alongside promoting London as a whole. The Culture at Risk Office and the Night Czar have worked with many cultural organisations and businesses based in central London. The Mayor continues to fund London Design Festival, London Film Festival and British Fashion Council which benefits venues in central London. And the Mayor's promotional agency, London & Partners, promote London. At the same time, the Strategy recognises that the Mayor wants to support culture across the city, not just in the centre.
P. 64-65: policies 1 -2 -4 present opportunities to weave together LNPs approach to green spaces, heritage and built environment to the draft strategy.	No Change	The Strategy references London as a National Park City and has a dedicated environment section with corresponding policies and commitments.
Of the draft's 63 commitments, Culture Seeds is the only commitment aimed at the grassroots and, even then, it is looking at very short-term, piecemeal projects with little bits of funding. There is no programme to support	Change	The Strategy will be updated to include detail on the Culture Seeds Community which will support the grassroots to build capacity by improving networking between community groups and

Main issues raised	Recommended category of GLA response	Further information on recommendation
community networks and platforms and permanent sustainable community cultural spaces.		offering useful training and guidance for successful applicants.

Main issues raised	Recommended category of GLA response	Further information on recommendation
Culture and Good Growth <ul style="list-style-type: none"> • Help creatives to work in London • Involve culture in large projects • Support the historic environment • Other 'Culture and Good Growth' comments 		
Help creatives to work in London		
The Strategy should ensure local people are part of the process. Invest in local community.	No Change	The development of key flagship programmes in the Strategy has been done in consultation with local people, whether that is a Local Authority developing a bid in dialogue with local artists, creative businesses or residents or formal public consultation activities.
The Mayor and GLA could give rates relief to co-working and creative businesses.	No Change	Offering business rate relief is outside the powers of the Mayor. Many creative businesses are SMEs (Small to medium enterprises) and are eligible for business rates relief, which is at the discretion of Local Authorities. The Mayor is exploring whether the Creative Enterprise Zones can offer business rates relief packages as part of the offer.
Affordable housing is needed in London so those in creative industries can live in the city. Planning policy should be used to deliver affordable housing.	No Change	The Mayor's Housing Strategy sets out his plans, policies and programmes for affordable housing. Planning policy is already being used, and the Mayor is using funding powers too through the

Main issues raised	Recommended category of GLA response	Further information on recommendation
		£4.82 billion Affordable Housing Programme, which will deliver 116,000 housing starts by March 2022.
Affordable workspaces are needed for people in creative industries, especially young people starting out in London. There is a need to increase the supply of particular workspaces and studios (e.g. sprung floor dance studios, creative workspaces for management, incubator space, space for production activity, theatre space). Workspaces should be appropriate for use. The London Plan should set a target for affordable workspaces available in London, and a specific definition of 'affordable' relating to creative workspaces.	Clarification/Change	The Strategy already highlights the need for affordable creative workspace as a priority. The draft London Plan sets planning policy for affordable workspace. The Strategy will provide more detail on the Cultural Infrastructure Plan which will produce a design toolkit aimed at developers and planners to help them design-in cultural spaces that are fit for purpose.
The Strategy should show how it will protect low-cost workspace in the face of competing plans for development. Free or low-cost spaces should be financed. Borough land or buildings could be leveraged for affordable workspaces, or there could be more flexible utilisation of space, including effective use of less formal places and spaces. There should be a program to identify spaces in London that could be used in multiple ways.	No change	The Strategy sets out several examples where the Mayor is working to protect affordable creative workspace, like through the Creative Enterprise Zones, Creative Land Trust and the Good Growth Fund. The draft London Plan sets out policies for affordable workplace. The Mayor is currently mapping all cultural infrastructure and will publish this map in early 2019. The map and research so far undertaken to underpin the Cultural Infrastructure Plan indicates the importance of spaces which are flexible and are being used in

Main issues raised	Recommended category of GLA response	Further information on recommendation
		multiple ways. The Plan will help local authorities and others support places like this with a range of tools which will be published alongside the map in 2019.
The Strategy could encourage ‘meanwhile use’ in vacant properties. This could include creation of a master space register that could facilitate the pooling of opportunities.	No Change	The Strategy is prioritising opportunities to support long term space. There are also several meanwhile space agencies that now exist in London, who can provide signposting and support for organisations or individuals seeking meanwhile space.
<p>In regard to the Culture Seeds programme:</p> <ul style="list-style-type: none"> - It could be expanded to fund other types of projects e.g. Improving viability and accessibility of fringe venues. - The current focus may result in funding going to one-off, unsustainable projects. The programme could instead be supporting partnerships between community groups and professional organisations, which grow and learn over time. This could be a more strategic investment with the same level of funding. - The impact and reach of Culture Seeds should be evaluated. - Bid writing may be a barrier for some organisations. Alternative routes for 	Change	<p>The Strategy will be updated to include detail on the Culture Seeds Community which will support the grassroots to build capacity by improving networking between community groups and offering useful training and guidance for successful applicants.</p> <p>There are no plans to expand the programme at this time. Culture Seeds funding is designed for communities to develop and create projects that are relevant for them.</p> <p>The Culture Seeds programme has commissioned an external evaluation. There is support available</p>

Main issues raised	Recommended category of GLA response	Further information on recommendation
bidding should be investigated e.g. audio/visual, or informal interview process.		to individuals and organisations who struggle to access a written application.
The outer boroughs of London face significant discrimination as a result of Arts Council emphasis on funding activity outside of London. An 'outer boroughs fund' should be established by the Mayor and GLA.	No Change	The Strategy recognises that funding for London from Arts Council England has been at a standstill since 2015. The Mayor is supporting a range of activity in outer London, including both winners of the London Borough of Culture Award (Waltham Forest and Brent), Cultural Impact Awards, Culture Seeds beneficiaries, and projects that have secured Good Growth Funding and Crowdfund London. The Mayor has also funded feasibility research to build London's biggest film studio in 25 years in Dagenham East.
The Strategy should seek to enable aspiring creative entrepreneurs with access to business and legal advice.	Change	The Strategy will provide more detail on the London Growth Hub which provides information about training, events and workshops for entrepreneurs and small businesses.
The Strategy should seek to develop creative and cultural entrepreneurship schemes that encourage the set-up of cultural business and provide 'hand holding' through the project development, fundraising and production processes.	Change	The Strategy will provide more detail on the London Growth Hub which provides information about training, events and workshops for entrepreneurs and small businesses. It will also set out the London Borough of Culture in partnership with The Agency programme to support a young Creative Entrepreneurship Programme. The Strategy also sets out business

Main issues raised	Recommended category of GLA response	Further information on recommendation
		support programmes in the creative industries that help emerging businesses like Indielab, which helps small and micro TV companies produce business plans and achieve new exports; the Film Production Finance Market which gets new film productions off the ground; the Games Finance Market which does the same for games and includes a bootcamp for games companies; the Fashion Showcasing Fund which gives emerging fashion businesses a chance to showcase at London Fashion Week; and the London Design Festival which helps 2,500 design businesses achieve £26 million in sales every year.
Involve culture in large projects.		
It is important to integrate culture into major infrastructure projects. Culture must not be an afterthought in the design process of such projects. The Strategy should provide more clarity on how transport projects are going to be assessed, and how this assessment will translate into outcomes.	No Change	An Implementation plan will be published alongside the Strategy setting out high-level outcomes and indicators.
Transport infrastructure (e.g. bridges, station environments) and other elements of public space can be used to display art and promote	No Change	The Strategy references the work of Art on the Underground and the Illuminated River project

Main issues raised	Recommended category of GLA response	Further information on recommendation
cultural activity and events. Thames boats could be linked with cultural destinations. The Mayor and TfL should seek to promote this approach.		and commits to delivering a Vision for the Thames.
The Mayor should continue to support cultural organisations in driving place-making (e.g. British Library involvement in King's Cross regeneration).	No Change	The Strategy is already clear about the role cultural organisations play in driving place-making. The Culture and Good Growth chapter specifically promotes this and highlights major developments that are led by cultural institutions, for example East Bank and the Museum of London relocation to West Smithfield.
The Mayor's infrastructure projects risk undermining existing cultural places or communities.	Clarification	The Strategy will keep this under review, through the Cultural Infrastructure Plan set out in Culture and Good Growth Chapter.
Involve culture in new buildings		
Working capital is needed to support early years of new spaces. London's planning authorities should be given powers to apply Community Infrastructure Levy to the ongoing support of cultural infrastructure as well as initial capital costs.	No Change	This is not within the remit of the Strategy. It is a matter for Central Government.
Archaeological archives should be included within the Cultural Infrastructure Plan.	No Change	The Strategy sets out the Cultural Infrastructure Plan which includes archives of which archaeological archives would form part.

Main issues raised	Recommended category of GLA response	Further information on recommendation
The Strategy should include more information on how cultural organisations are to be integrated into new developments (e.g. Planning obligations/Section 106 Agreements).	Change	The Strategy will provide more detail on the Cultural Infrastructure Plan. The Plan will include a Design Toolkit aimed at developers and planners to make it much easier for developers to design-in culture at the pre-pre-application stage.
New housing should include appropriate cultural provision but planning conditions should require that an operator/end user is involved, to ensure provision of a viable and sustainable space.	Change	The Strategy will provide more detail on the Cultural Infrastructure Plan. The Plan will provide a series of guidance documents which support developers and planners in designing and building appropriate space and includes the recommendation that operators /end users are part of the design process.
The Strategy should advocate partnership working with developers to ensure cultural activities are imbedded within communities.	No Change	The Strategy already makes several references to partnership working with developers across the Culture and Good Growth chapter. Developers are also listed as key partners in the Achieving the Mayor's Vision chapter.
The Strategy should promote child-friendly place-making.	Clarification	This level of specificity is not within the remit of the Strategy, though it does mention the Healthy Streets initiative which outlines the Mayor's Plans through the Transport Strategy to make it easier for Londoners to regularly request street closures, which could support children to play outside. The Night Time Culture and Economy Supplementary Planning Guidance sets out how local authorities can create safe streets. Safety (both fear of crime

Main issues raised	Recommended category of GLA response	Further information on recommendation
		and dangerous roads) are crucial to ensuring child-friendly place-making. Also see the work of the Mayor's Education and Youth department who are exploring opportunities to make London a child friendly city as part of their work.
Support historic old buildings.		
The Strategy should ensure that London authorities are aware of, and act to, save buildings and sites of cultural significance before they are lost, particularly those that may be overlooked.	Clarification	The draft London Plan contains policies that will support this feedback. The Cultural Infrastructure Plan is mapping heritage sites across the city and will provide local authorities with the tools and evidence they need to support local heritage assets. The Culture at Risk office has been set up to save buildings. The Creative Land Trust will ensure buildings retain artistic uses. These are already referenced in the Strategy.
Development can pose a risk to local character, culture, sense of place and community cohesion. The Mayor and GLA should invest in heritage that is at risk to benefit communities and focus on heritage-led regeneration.	Clarification	The draft London Plan contains policies that will support this feedback. The Cultural Infrastructure Plan is mapping heritage sites across the city and will provide local authorities with the tools and evidence they need to support local heritage assets. The Culture at Risk office has been set up

Main issues raised	Recommended category of GLA response	Further information on recommendation
		and has helped to support and save a number of heritage sites.
The Strategy should be expanded to consider places of worship and their associated social and green spaces.	Clarification	The Strategy references the the Mayor's Equality, Diversity and Inclusion Strategy for faith-based policy and initiatives. Green spaces are considered in the Strategy.
The Strategy should encourage Local authorities to develop local heritage strategies.	Clarification	The Culture and Good Growth chapter in the Strategy cites the draft London Plan which will set out how local authorities should address heritage, including heritage at risk, character and placemaking in their Local Plans. A separate heritage strategy would not hold statutory status
Policy 9 add: "the mayor will work with Historic England to promote the GLHER as a key information resource for understanding and managing the capital's historic environment."	No Change	In order to retain the focus of the Strategy it is not possible to list every external information resource.
Other 'Culture and Good Growth' comments		
The Strategy should promote the development of a 'culture at risk' register.	No Change	This was explored ahead of publishing the draft strategy. Many venue owners did not want to be listed on a culture at risk register as this information is potentially commercially sensitive. The Strategy does set out how the Mayor's Office works closely with Historic England who publish a Heritage at Risk list.

Main issues raised	Recommended category of GLA response	Further information on recommendation
The Strategy should provide data on existing spaces and venues, and average rents and create an asset register of existing and potential spaces for cultural activity.	Clarification	The Cultural Infrastructure Plan will collate this data through the mapping of the city's entire cultural infrastructure.
The final Strategy should set out more detail on the Creative Land Trust.	Change	More detail will be available in the Strategy.
The Strategy needs to address what support there is for creative businesses which fall outside the benefits of the CEZs.	Change	<p>The Strategy will provide more information on the London Growth Hub and other business and skills support opportunities in the Creative Londoner chapter.</p> <p>The Mayor funds programmes in the creative industries supporting businesses but for which the detail is too much for inclusion in the Strategy.</p> <p>For example, Indielab helps small and micro TV companies produce business plans and achieve new exports; the Film Production Finance and Games Market which gets new film and game productions off the ground; the Fashion Showcasing Fund which gives emerging fashion businesses a chance to showcase at London Fashion Week; and the London Design Festival</p>

Main issues raised	Recommended category of GLA response	Further information on recommendation
		which helps 2,500 design businesses achieve £26 million in sales every year.
The Mayor and GLA should set up workshop/information events specifically to encourage LGBT+ people to engage in and benefit from Creative Enterprise Zones, and Creative Land Trust.	Change	<p>The Strategy and consultation activities encouraged all community groups to engage in the projects and programmes within it.</p> <p>A principle of the Creative Enterprise Zones is to encourage local communities to be part of any consortium and the guidance specifically requires consortia to be reflective of diverse communities.</p> <p>Creative Land Trust (CLT) will have similar guidance, the delivery of space to occupier will be in the hands of workspace providers.</p>
It is vital that the Strategy prioritises commercial and culture development in the Central Activities Zone (CAZ).	No Change	<p>The Strategy does not seek to prioritise any area of London. But does outline a variety of interventions and points of engagement with the Central Activity Zone.</p> <p>The Strategy sets out the Mayor's continued funding for London Design Festival, London Film Festival and British Fashion Council which benefits venues in central London.</p>

Main issues raised	Recommended category of GLA response	Further information on recommendation
		<p>The Culture at Risk Office and the Night Czar have worked with many cultural organisations and businesses based in central London.</p> <p>The Strategy includes the work of London & Partners, the Mayor's promotional agency for the capital.</p>
<p>The Strategy must consider, and embrace, changes projected to innovative / digital technologies and ensure that the cultural sector in London is prepared for the future.</p>	<p>Clarification</p>	<p>The Strategy highlights London as a tech and digital hub in the World City Chapter – including his support for film and TV, games, fashion and design. The Mayor has set out his plans for London to become a Smart City and has appointed a Chief Digital Officer. The Mayor's Digital Roadmap outlines proposals and plans to support Londoners and London businesses to capitalise on the digital and technological revolution. His Economic Development Strategy includes plans for digital infrastructure through high speed broadband.</p> <p>Work is being undertaken through the Skills and Employment Knowledge Hub and through the Skills for Londoners Business Partnership to ensure Londoners are equipped with the</p>

Main issues raised	Recommended category of GLA response	Further information on recommendation
		knowledge to be resilient to changes to the future labour market.
The Strategy should set out a commitment to ensuring the protection of the city's environment, and reducing its ecological footprint (in terms of energy, water, materials supply chain, etc.)	Clarification	This is beyond the scope of the Culture Strategy. The Mayor's Environment Strategy has detailed policies regarding these issues.
There should be a robust plan of action within the Strategy associated with the audits of pub and LGBT+ venues, including both protecting spaces of cultural significance, and encouraging new cultural venues to open.	No Change	The Strategy already includes this via the Cultural Infrastructure Plan. The section on the Plan will be updated with more details.
The Strategy should outline how the London Borough of Culture and Culture Seeds programmes explicitly recognise and serve LGBT+ needs?	Clarification	To retain focus, the Strategy is unable to set out this level of detail. The bidding boroughs were required to explain how their proposed programmes would reflect their duties under the Equality Act 2010. Culture Seeds prospectus includes 'giving local communities chances to lead and join in arts, culture and heritage' as one of its priorities for funding applications.
The loss of 58% of LGBT+ spaces resulting from increased rents, business rates and luxury flats should be explicitly mentioned in the Strategy, along with how the Mayor is specifically promoting the creation of new long term sustainable LGBTQ+ spaces.	No change	The Strategy references current figures articulating the level of loss of LGBT+ venues. The Strategy also links the Mayor's research into pubs and LGBT+ venues to the development of the Music Venues Rescue Plan and the new draft London Plan.

Main issues raised	Recommended category of GLA response	Further information on recommendation
		<p>The Culture at Risk section in Culture and Good Growth references LGBT+ venues the Mayor has supported. Also in the Chapter and Good Growth Chapter the Cultural Infrastructure Plan, which will be published in 2019, will include a range of tools to help encourage new cultural venues, including LGBT+ spaces.</p>
<p>The Strategy should recognise the opportunity to further ‘activate’ library buildings at different times of the day, including unused office space.</p>	<p>Clarification</p>	<p>The Strategy will be updated to include a dedicated libraries and archives section.</p>
<p>Both the Mayor and cultural organisations should work with partners, including business improvement districts and bodies and networks to ensure their local area is as accessible and appealing as possible to the public.</p>	<p>No Change</p>	<p>The Strategy sets out the importance of partnerships to delivering the Mayor’s vision and priorities across a multitude of areas, including with Business Improvement Districts, businesses and cultural organisations to create accessible and high-quality public spaces in Chapter Culture and Good Growth.</p>
<p>There should be greater emphasis on creating and protecting workspace and cultural places and spaces in the final strategy.</p>	<p>No Change</p>	<p>This is stated explicitly throughout Culture and Good Growth as it is a key plank of the Good Growth agenda. The Strategy also sets out the various ways this will be achieved, from new</p>

Main issues raised	Recommended category of GLA response	Further information on recommendation
		policy like the draft London Plan to East Bank and Dagenham East.
After the third paragraph of the section entitled “A Greener, Cleaner City” (page 97), we propose the inclusion of a sentence as follows: ‘The Mayor also supports Film London’s Green Screen initiative, an online programme designed to support any shoot, no matter what size, to be more environmentally friendly and sustainable, reducing carbon emissions and cutting costs by using simple strategies relating to recycling, water management and energy reduction.’	Change	The Strategy will be amended to reflect this feedback.
P. 99-101, Policy 6.2: integrate the role of natural assets.	No Change	The Strategy does this through the Cultural Infrastructure Plan which will include all ‘natural assets’ where these are also used for culture.
Policy 7.3 could refer to support/investment for the established centre of creative production in Park Royal - London's largest industrial estate, as well as support to new ones (like Thames Estuary).	Change	Will update the text to highlight the importance of creative production businesses in Old Oak and Park Royal. However, Policy 7.3 is specifically about Thames Estuary Production Corridor (TEPC) in East/South East London not about overall support for creative production in London.
Include schools in street corner art Policy 8.	Change	The Strategy will be updated to include a new action to support new ways of delivering street art in the capital. This will not specifically commit to

Main issues raised	Recommended category of GLA response	Further information on recommendation
		including schools, because the pilot projects are funded need to respond to local needs.
Policy 8.1: include the word "sustainable" and Policy 8.2: include "and sustainability".	Change/No Change	Will make the change to Policy 8.1 but not to 8.2 because this would likely confuse the purpose of the design guides.
Include commitment in policy 9 to encourage and support projects which promote public appreciation and understanding of London's archaeological heritage. Include heritage assets on cultural mapping.	No Change	The Strategy sets out an ambitious vision for London, and there is no capacity to deliver on this at this time. The Mayor funds the Museum of London which works closely with the Museum of London Archaeology. The Cultural Infrastructure Map set out in the Culture and Good Growth Chapter will include heritage assets.
Include archaeological archives in proposed Cultural Infrastructure Plan.	No change	The Cultural Infrastructure Map will highlight all buildings which house archives in London as provided to us by the National Archives. The strategy will include a new libraries and archives section, although this will not reference archaeological archives specifically.

Main issues raised	Recommended category of GLA response	Further information on recommendation
Creative Londoners <ul style="list-style-type: none"> • Support young creative people to work in London • Improve training & opportunities • Ensure diversity in employment • Other 'Cultural Londoner' Comments 		
Support young creative people to work in London.		
Supporting Londoners to secure jobs in the creative industries requires intervention at all stages of progression and activity must be founded on an ethos of diversity and inclusion. The Strategy should be support of this approach.	Clarification	The Strategy sets out a pipeline approach to the work of the Mayor in relation to supporting people into the creative industries from playground to pension. Starting with the London Curriculum and London Music Fund to increasing diversity in the workforce. Diversity in London's industries and sectors is an important indicator of the success of the Mayor's interventions to secure inclusive growth for the capital. The Mayor set out a bold new initiative to develop Creative Enterprise Zones (CEZs) across London. The Mayor has also set priorities to invest in increasing creative workforce diversity.
The Strategy should recognise the need to provide awareness raising events and clear resources about careers across the cultural	Change	The Strategy sets out a range of interventions the Mayor will deliver to support these aims. London Ambitions seeks to equip every young person with

Main issues raised	Recommended category of GLA response	Further information on recommendation
<p>industry. This should include access to trained advisors or mentors (for example, self-employed freelance creatives who could be incentivised through provision of space). The Mayor and GLA should work closely with London Boroughs to link schools, colleges and universities to the creative sector with clear pathways and support better creative networks. Allow young people to explore the industry and gain creative experience before they commit to a career path.</p>		<p>100 hours of experience of the world of work before they leave school. London Enterprise Adviser Network links schools with industry leaders to improve careers advice and guidance. These are set out in Creative Londoners. There is currently no capacity to offer incentives for creative practitioners to act as advisers and mentors currently.</p> <p>The Mayor is encouraging employers from the creative sector to support careers education in schools and colleges through participating in the Enterprise Advisers scheme or to offer work experience.</p>
<p>The Strategy should recognise that creative jobs also include roles within historic environment sector, from archaeologists to planners, heritage interpretation, to those working in traditional or craft skills trade.</p>	Change	<p>The Strategy will be updated to include these roles.</p>
<p>The Strategy needs to consider how information about creative careers and the wider sector is embedded within Careers, Information, Advice and Guidance (CIAG) in schools for young people and via JCP for adults.</p>	Clarification	<p>This is referenced in Creative Londoners and cross referenced in the Mayor's Skills for Londoners Strategy.</p>

Main issues raised	Recommended category of GLA response	Further information on recommendation
<p>The Mayor and GLA should continue to support learning and participation programmes and ensure creative work experience opportunities, ideally paid, but volunteering opportunities as well, as necessary.</p>	<p>Clarification</p>	<p>The Culture Strategy sets out a range of activities that support learning and participation in arts and culture including London Borough of Culture, Cultural Impact Awards and Culture Seeds in Love London as well as, London Curriculum, London Music Fund programme and Family Explorer Trails. The devolved Adult Education Budget prioritises support to meet the need, with flexible, inclusive and integrated skills and training provision that prioritises improving progression outcomes, employability and enterprise skills. The Mayor will also expand the range of ESF (European Social Fund) programmes on offer that target the most disadvantaged groups supporting social integration. The Good Work Standard will encourage employers to adopt policies that ensure employers provide meaningful, paid work experience and internships.</p>
<p>The Strategy should acknowledge the range of programmes to increase diversity within the sector.</p>	<p>Change</p>	<p>The Strategy will not be able to capture best practice across the range of programmes being delivered to increase diversity in the sector. The Mayor is setting up his Skills for Londoners Business Partnership for those who can bring a strong business/employer voice on skills and employment to strengthen Mayoral programmes, including diversity within the sector. Work is being undertaken to create an ESF (European Social</p>

Main issues raised	Recommended category of GLA response	Further information on recommendation
		Fund) programme with the purpose of supporting unemployed, long-term unemployed and economically inactive adults, and young people to gain industry relevant and pre-apprenticeships skills and progress into sustainable employment, education or training opportunities in the creative industries sector. This will focus on young people, disabled adults, BAME (Black and Minority Ethnic), women and parents.
The Strategy needs to reflect the lack of infrastructure to support apprenticeships. Apprenticeship schemes need to correctly correspond to disciplines within the cultural sectors.	Clarification	The Strategy will reference to the pilot programme to support the creation of quality apprenticeship opportunities in London's key sectors. The pilots will work with employers of all sizes to help them understand the benefit apprenticeships can have on their business.
The Strategy should consider ways to support those undertaking unpaid traineeships to progress onto a good apprenticeship placement.	Clarification	The conversion of paid internships into full time roles is not a requirement/criterion of achieving the Good Work Standard. This point will be clarified in Creative Londoner.
There is concern that the Strategy's goal to increase apprenticeships does not take into account the relatively low demand from within the sector, caused mostly by bureaucracy and lack of resources to support these apprenticeships.	Clarification	This will be clarified in Creative Londoner chapter.

Main issues raised	Recommended category of GLA response	Further information on recommendation
Funding mechanisms for apprenticeship schemes must be refined by the Strategy and mechanisms must be implemented to support transitions from apprenticeships to the job market. The Mayor and GLA must work with creative businesses by providing subsidies and funding to those willing to train those who want to enter creative fields.	Clarification	This will be clarified in Creative Londoner chapter.
The Strategy should consider adopting, and sponsoring, a pan-London Creative Internship Platform and/or intern scheme.	No Change	There is currently no resource or capacity to deliver this.
The Mayor and GLA should partner with youth organisations to facilitate participation within the cultural sector.	No Change	The Strategy encourages partnership working with organisations representing young people. The London Borough of Culture winning boroughs, especially Brent 2020 and Lambeth's Next Generation Cultural Impact Award Winner are examples of this. Projects funded by the Young Londoners Fund also demonstrate partnership working.
There is a need to improve the affordability of living and travel in London for people in the creative sector. Linked to this there is a need to tackle inappropriate low wages and unpaid internships and to ensure cultural institutions	Clarification	<p>The cost of living and travel are issues covered in the Mayor's Transport Strategy and draft London Plan.</p> <p>The Good Work Standard promotes best practice for fair pay and working conditions and will</p>

Main issues raised	Recommended category of GLA response	Further information on recommendation
sign up to good work standards (e.g. London Living Wage).		encourage all Cultural Institutions to sign up to the standard.
Whilst the Mayor's Good Work Standard (p119 of Strategy) is positive, there are a large number of similar hallmarks and accreditation schemes, which may cause confusion. The Strategy should consider adopting an existing accreditation which may be more pragmatic.	No Change	The Mayor's Good Work Standard will be designed to recognise and signpost employers to existing accreditation schemes like Living Wage Employers.
There is uncertainty if the Good Work Standard concept is acceptable, in asking employers to sign up to automatically converting internships into paid jobs at the end of the training period. This would not be feasible for many smaller arts organisations that currently offer rolling, paid internships.	Clarification	The conversion of paid internships into full time roles is not a requirement of achieving the Good Work Standard.
The Strategy should provide investment for local, safe, inclusive spaces and facilities for young creatives to allow them to engage in cultural activities. Alongside this there is a need for more spaces for young people to exhibit their artistic and cultural work.	Clarification	<p>Currently, there is no evidence to suggest that there is a lack of space for young creatives above and beyond the need for more creative workspace and exhibition galleries generally.</p> <p>However, the Strategy recognises the role youth centres can play in supporting creativity. Many cultural organisations run high quality programming for young people to engage with culture and be creative.</p>

Main issues raised	Recommended category of GLA response	Further information on recommendation
		The Strategy will be updated to include the Mayor's £45m Young Londoners Fund.
The Mayor should celebrate and promote examples of third party organisations which seek to encourage wider participation in the arts at their own risk, particularly in areas where local opportunities are otherwise limited.	No Change	The Strategy needs to retain focus on the Mayor's priorities, policies and programmes. The Culture and Creative Industries Unit will explore opportunities to highlight case studies outside the Strategy, pending resource and capacity.
The Mayor should look to create a youth board to gather the views of young people.	Change	The Strategy will be updated to include the Mayor's Peer Outreach Unit at City Hall who advise him on all issues facing young Londoners.
The Strategy does not mention the Young Londoner's Fund set up earlier this year. In relation to this, the GLA should ensure that work with youth services is effectively joined up with the Mayor's policies on arts and culture to maximise the outputs across all areas of work.	Change	This will be updated in the Strategy. The fund launched after the publication of the draft strategy.
Improve training & opportunities		
The Strategy should support a framework for formal, informal and non-formal learning in arts, media and culture, including measures that support both learners and trainers.	No Change	Currently there is no resource to take forward at this time.

Main issues raised	Recommended category of GLA response	Further information on recommendation
The Strategy should ensure that there are sufficient, accessible training courses and skilled trainers to encompass all creative aspects of the arts and cultural sector. This should focus on diversifying the representation of workers in the industry and encompass more passion in customer-facing roles.	No Change	The Skills for Londoners Strategy and Framework goes into detail on accessible training. It is not within the remit of the Culture Strategy, though we work in tandem with the Skills Team to help shape the focus of future training and skills provision commissioning. The Implementation plan will set out high-level outcomes and indicators.
It should be ensured that training courses are financially accessible. The provision of maintenance grants should be expanded and weighted to reflect the cost of living. Part of the £110m Further Education Capital Fund for creative education institutions should be ringfenced to help support this.	Clarification	The Skills for Londoners Capital Fund cannot be used as revenue funding because it is a capital fund.
Arts and design are increasingly being marginalised within the school education process and the curriculum is too rigid. The Mayor should commission research to fully understand what is happening with arts subjects within schools.	No Change	There is currently no resource to commission new research. Statistics already exist in the reduction of uptake of arts subjects at exam level.
The Mayor should lead a London schools' standard or entitlement for creative subjects, measured in curriculum hours or create similar schemes to Newham's 'Every Child' scheme. We believe the Mayor of London has an opportunity to challenge the un-evidenced and	Clarification	A standard for this already exists. Please refer to Arts Council England's Artsmark accreditation.

Main issues raised	Recommended category of GLA response	Further information on recommendation
harmful EBacc by promoting a different Key Stage 4 curriculum for London.		
The Mayor should work to embed the culture education quality mark 'Artsmark' in schools, and then work to increase the reach and take up of Artsmark to address divestment in arts across London schools.	No Change	<p>The Strategy sets out an ambitious vision for London, and there is no capacity to deliver on this at this time.</p> <p>A New Direction, an Arts Council England Bridge organisation who promote Artsmark to schools via London Curriculum and other networks.</p>
An annual Arts and Culture open day should be established, where schools take students on educative field trips to local places of culture, or a scheme where students work with an artist during the school year.	No Change	There is currently no resource to deliver a new programme. Some schools already have relationships with creatives organisations.
The Mayor should support teachers/schools with greater interactions with the arts where funding cuts have reduced opportunities.	No Change	London Curriculum provides examples of places where schools can engage with the arts in the curriculum. Mayor's Music Fund and funding for Museum of London will help the museum engage with every London school child.
The Mayor should ensure careers in teaching are attractive for artists by providing CPD, and opportunities to continue their artistic practice while working as a teacher. Could also encourage businesses across all sectors to	Clarification	The Mayor's Education & Youth team promotes teaching as a career in London.

Main issues raised	Recommended category of GLA response	Further information on recommendation
employ creative individuals that enable them to combine their career with creative practice.		
The Mayor should work with universities in partnership with smaller/unincorporated arts initiatives, or local museums, to develop models for creative skills development. Incentivise creative businesses to engage with creative universities.	No Change	The Strategy sets out an ambitious vision for London, and there is no capacity to deliver on this at this time.
The Mayor should take full advantage of the devolution of the adult education budget to align training with the sectoral skills shortages of the city, particularly in construction, digital, retail and hospitality and ensure there is, more generally, a strong cultural influence within the AEB [Adult Education Budget].	Change	The Skills for London Business Partnership and the Skills for London Board will both advise on the sectoral needs of the city. The GLA is seeking representation from the creative and cultural industries on the Skills for London Business Partnership, and through their advice and guidance, will be able to consider cultural influence within the AEB (Adult Education Budget). The creative industries are represented as a target sector in the GLA's "into work" co-funded European Social Fund programme.
The Mayor should use the £5m planned for CEZs to encourage opportunities for schools to access creative education e.g. partnerships with cultural organisations, apprenticeships, creating less formal spaces.	No Change	This concept falls within the skills element of the CEZ programme, for example proposals which deliver apprentice opportunities and internships are being encouraged, but it will be for each CEZ to determine local priorities and what organisational arrangements best deliver these. More broadly, CEZ funding is not an appropriate

Main issues raised	Recommended category of GLA response	Further information on recommendation
		means to address risks to creative curricula in schools.
The Mayor should seek to align existing schemes, such as the Mayor's Higher Level Digital Skills fund, to the careers service for creative education offer in schools.	Clarification	<p>The Mayor's Digital Talent programme seeks to improve digital skills provision across the capital, focusing on several sectors to achieve this aim. Creative and cultural industries are a key component, and the evaluation of the programmes will reveal areas for synergy and alignment.</p> <p>Please refer to the London Enterprise Advisers Network and the Skills for Londoners Strategy for more information about the Mayor's plans to improve careers guidance.</p>
A Mayor's Leadership Accelerator Fund should be created, providing seed money for research, sabbaticals, training, secondment and practical experience for cultural workers from diverse backgrounds who've not yet broken through the glass ceiling.	No Change	There is currently no resource or capacity to deliver this.
The Strategy should increase educational outreach/career support, through grassroot development programmes.	No Change	Strategy references outreach by cultural organisations through the London Curriculum and other programmes in Creative Londoner chapter.
The Mayor should support the provision of business and financial skills training for self-employed creatives to help them develop sustainable businesses that contribute to their	Change	The Creative Enterprise Zones will offer business development support. The London Growth Hub will be included in the final strategy which provides

Main issues raised	Recommended category of GLA response	Further information on recommendation
communities and generate further employment.		support to small businesses and freelancers. This will be updated in the Strategy.
The GLA should lend its weight in supporting the cultural sector to work more collaboratively, share best practice/training and resources e.g. similar to the Museum of London's London Museum Development Programme.	No Change	<p>The Strategy articulates the need for all projects and programmes to be delivered in a collaborative partnership. Learnings from programmes like the London Borough of Culture will be shared with London's local authorities. The GLA will work with networks such as London Culture Forum to encourage collaboration, share best practice and build the capacity of London's local authorities. These activities will be included as actions in the final version of the Strategy.</p> <p>The Culture and Creative Industries Unit will explore opportunities to highlight case studies outside the Strategy, pending resource and capacity.</p>
The Mayor should work with organisations such as the Institute of Making to enable Londoners to access libraries of different materials and tools that may in turn help them to develop their creative practice.	No Change	There is no resource or capacity to deliver this at this time.
A long-term strategy should be developed for Commitment 11.1 and the future duration of Fourth Plinth School Awards (commitment 11.2) should be classified.	No Change	The Mayor's Education & Youth team lead on delivery of the London Curriculum. Culture team work closely to support delivery.

Main issues raised	Recommended category of GLA response	Further information on recommendation
		The Fourth Plinth is commissioned until March 2022 and at the time of writing GLA will shortly begin the commissioning process for 2024 and 2026. The Schools Awards are annual and will continue to be a crucial part of the programme.
Commitment 12.1 in the Culture Strategy should also reference the new All-Age Careers Guidance listed in the Draft Economic Development Strategy.	Change	The All-Age Careers Guidance will be referenced in the final Strategy.
The Strategy should embed the Heritage Schools.	No Change	The Strategy sets out an ambitious vision for London, and there is no capacity to deliver this at this time.
The Strategy should look to provide more early access to arts programmes such as open access weekly music and dance classes; children's opera and orchestral opportunities; talent development for underrepresented groups; fellowship programmes providing professional development through bursary support, paid internship schemes.	No Change	The Strategy sets out an ambitious vision for London. There is no capacity to deliver this at this time. Please refer to the Education and Youth for the Mayor's work in supporting early years activities.
Ensure diversity in employment.		
The Mayor should look to address the high proportion of people entering the sector	Clarification	Ensuring all internship opportunities are paid is a key requirement of the Good Work Standard. The

Main issues raised	Recommended category of GLA response	Further information on recommendation
through unpaid internships. This partly explains why fewer employees come from working class background or cultural communities not well-connected to the creative sector. Unpaid positions are seen as a restriction on diversity, particularly for disadvantaged young Londoners.		Strategy sets out the issues of unpaid internships and highlights the Citizen UK programme around delivering best practice for internships.
The Mayor should raise the profile of the diversity issue through the London Borough of Culture.	Clarification	The Strategy sets out the strands of the London Borough of Culture programme that support diversity. For example, Lambeth has been awarded a Cultural Impact Award through London Borough of Culture to support the next generation of diverse creative leadership in the borough. The Creative Entrepreneur Programme will support the next generation of diverse creative and cultural leaders.
The Strategy should create a charter on diversity, with larger employers taking on more social responsibility to address the issue of diversity. The GLA needs to use its leverage more to encourage organisations to make a change to their attitudes and policies around diversity.	Change	The Strategy will emphasise the importance of increasing diversity in audiences as well as the workforce and explore ways the Good Work Standard can best work for the culture and creative industries.

Main issues raised	Recommended category of GLA response	Further information on recommendation
The Mayor should support BAME [Black and Minority Ethnic] leaders who could work towards diversity in creative workforce.	Clarification	It is unclear what type of support is being requested. The Mayor has supported BAME (Black and Minority Ethnic) leaders seeking change. For example, Sir Lenny Henry's campaign to Ofcom, mentioned in the Strategy, and British Fashion Council (BFC) who have appointed Adwoa Aboah as their Positive Fashion Ambassador outlined in Creative Londoners.
The GLA should have more research on the relationship between class and career path.	No Change	Currently no resource or capacity to deliver a programme like this.
The Strategy should look to encourage more women, young people, and ethnic minorities into decision-making positions.	Change	The Strategy will better emphasise the need for a more diverse creative workforce across the talent and career pipeline.
The Strategy should ensure professionals within the industry are adequately educated about diversity and disability issues.	No Change	This is an objective of the Good Work Standard.
The Mayor should actively support programmes and events that promote women and people from BAME backgrounds in arts and culture.	No Change	The Strategy sets out a variety of programmes that support underrepresented groups into careers in the sector, building on existing partnerships and funding agreements.
<p>Initiatives that the Strategy could use to diversify the creative workforce include:</p> <ul style="list-style-type: none"> - The suspension of the requirement for a degree or equivalent; 	No Change	The Strategy sets out an ambitious vision for London, and there is no capacity to deliver on this at this time.

Main issues raised	Recommended category of GLA response	Further information on recommendation
<ul style="list-style-type: none"> - The suspension of the requirement to have worked in culture before or have some form of cultural experience, especially at entry level; - A review of the language of job descriptions, person specifications and application forms and the processes of selection; - Promotion of job opportunities within the communities from which we wish to recruit, not just through industry publications or through broadsheet job advertisements; - Higher wages and a better work/life balance across the sector 		<p>It should be noted that Strategy would not be the right platform to set this out as it would require an initiative and supported engagement programme.</p>
<p>The Strategy should include a more specific focus on encouraging disabled young people into the workforce, and onto the proposed creative leadership programme for young people.</p>	<p>No Change</p>	<p>The policies that underpin Creative Londoners aims to increase diversity across all groups, including Deaf and disabled Londoners.</p> <p>The Mayor's ESF (European Social Fund) programme will encourage providers to recruit young disabled people into the creative industries.</p>
<p>More support for apprenticeships and job subsidies that could help disadvantaged groups should be provided through the Strategy.</p>	<p>Change</p>	<p>The final Strategy sets out the apprenticeship pilot programme which will support London's businesses to create quality and sustainable apprenticeship opportunities for Londoners. This is</p>

Main issues raised	Recommended category of GLA response	Further information on recommendation
		also supported through the Good Work Standard and London Growth Hub.
The Mayor should lobby the Arts Council to place more emphasis on employability programmes within arts organisations.	Clarification	The Mayor is developing suite of programmes to support employability within arts organisations and will encourage others to follow his example.
Building on his 'Good Work Standard' the Mayor can challenge institutions and employers to think hard about their own recruitment practices and tackle any implicit or explicit bias. Toolkits and best practice guides should be provided for organisations in relation to recruitment.	No Change	The Good Work Standard will provide this guidance and advice.
The Mayor should recruit cultural ambassadors, who are advocates within communities and can be crucial in developing new cultural creators.	No Change	The Mayor's Cultural Leadership Board is comprised of Ambassadors from across the creative and cultural industries. This was an open recruitment and members were appointed based on their professional and personal experiences.
The Mayor should create a Mayoral Board Match strategy to engender more diversity among cultural organisations.	No Change	<p>The Strategy sets out an ambitious vision for London, and there is no capacity to deliver on this at this time.</p> <p>There is currently no resource or capacity to deliver this.</p>
There should be greater monitoring of diversity within the cultural workforce, including pay	Clarification	The Mayor has and will continue to undertake an Ethnicity Pay Gap review. He will encourage all

Main issues raised	Recommended category of GLA response	Further information on recommendation
gaps, to demonstrate the range of current issues and to establish the success of new policies and programmes.		other London businesses, organisations to follow suite.
In the Strategy, replace ‘traineeships for film, television and animation’ with ‘the Equal Access Network, providing paid opportunities and ensuring that the capital’s screen industries reflect the city itself.’ (p.21)	Change	This will be updated in the final Strategy.
Include under Increasing Diversity in the Workforce in the Strategy: ‘The Mayor will lead the way by working with partners including Film London to support production schemes and initiatives such as the Equal Access Network to ensure that the capital’s screen industries reflect the city itself.’	Change	This will be updated in the final Strategy.
Other ‘Cultural Londoner’ Comments.		
In the Strategy, change perceptions around cultural jobs, which can be associated with negative stereotypes, including the type of people who work in the sector or low pay.	No Change	This is raised in Context and Scope chapter in the Culture Strategy.
The Strategy needs to address the issue of fair pay, either directly or via alternative ways e.g. subsidised travel.	Clarification	The Strategy references the Good Work Standard which prioritises fair pay, and in particular the London Living Wage.

Main issues raised	Recommended category of GLA response	Further information on recommendation
The Strategy should detail the way local communities (like Save Earl's Court campaigners) will be engaged in producing plans for an area.	No Change	This is outside the scope of the Strategy. However, this is a key principle of the Good Growth Fund which encourages Londoners to actively participate in their local community and have a say in how their city is shaped.
The Mayor should help signpost local residents and campaigners to the Culture at Risk Office (Policy 6.3) to provide assistance when standing up for cultural practice in an area.	No Change	The Strategy articulates the role of the Culture at Risk Office and how it works with grassroots venues and bodies. Opportunities to promote the office are being considered as part of the Cultural Infrastructure Plan.
The Strategy should recognise those people who work in culture in a defined way so they could be considered key workers.	No Change	A universal defined key worker status would require Government legislation and while the Strategy sets out an ambitious vision for London, there is no capacity to deliver on this at this time.
Draft Culture Strategy has a lack of integration with education.	No Change	The Creative Londoner chapter outlines a range of activity, programmes and projects the Mayor is delivering to integrate culture in education. The National Curriculum is outside of the Mayor's remit.
The focus of the Strategy should be on supporting local residents to build their own businesses.	No Change	Creative Enterprise Zones (CEZ) will support residents to build their own creative businesses by providing a range of support.
While schemes such as Busk in London are worthy, the Strategy currently gives no recognition of the need for effective	No Change	Busking on public land managed by the boroughs is legal and doesn't require a licence. Any managed scheme would need to be implemented

Main issues raised	Recommended category of GLA response	Further information on recommendation
management of our streets, parks and squares so that they remain for the enjoyment of all Londoners. Self-regulation and voluntary codes of conduct have proved ineffective and the experience of our members has been that this approach does little to discourage loud, disruptive or poor-quality busking. Transport for London has specified pitches, auditions and booked slots whereas the current policy the Mayor is advocating for our streets has no similar curation or management.		through Local Authority licensing policy. City Hall does not support schemes that put barriers on those wishing to busk responsibly and works with boroughs to look at ways to keep spaces open. The London Underground is on private land and therefore Transport for London (TfL) is able to implement its own managed scheme.
The Mayor should use the Further Education Capital fund to support creative education institutions.	No Change	The Mayor has supported creative facilities across a range of Skills for Londoners capital fund recipients. Details can be found on the Skills for Londoners website.
The Mayor should use the devolution of the adult education budget from 2019/20 to tackle London's skills shortages, particularly in the construction, digital, retail and hospitality sectors.	No Change	This is outside the scope of the Culture Strategy, bar the digital skills cross over. The Mayor's Skills for Londoners Strategy and Framework has outlined how he intends to use the devolution of the Adult Education Budget to address skills shortages in London's key sectors. Additionally, the Mayor's Construction Academy and the Digital Talent Programme are already in delivery.
Within Policy 12 of the Strategy, more detail should be provided on whether the training placement initiatives will be set up with	Clarification	The Mayor provides major strategic funding to British Fashion Council (BFC), Film London and London Design Festival. The Mayor leverages his

Main issues raised	Recommended category of GLA response	Further information on recommendation
companies or organisations following the Good Work standard. The strategy should explain why fashion and screen have been singled out to receive funding for job and training, and what more can be done around the HR and union infrastructure for the art industry.		funding to pilot new ways of working in the industries. This may then benefit the wider sector through best practice and knowledge exchange.

Main issues raised	Recommended category of GLA response	Further information on recommendation
World City <ul style="list-style-type: none"> • Be welcoming to different people from all over the world • Make sure the Government secures a good deal for culture post-Brexit • Ask the Government to allow people the city needs to come and live in London • Tell the world about the culture of London • Support creative companies • Other 'World City' Comments 		
Be welcoming to all different people from all over the world.		
<p>The Strategy should provide additional information on how London will be promoted to domestic tourists as well as international visitors. London & Partners will undoubtedly be facing significant challenges in encouraging tourists to visit London post-Brexit and further information on this should be included in the final strategy.</p> <p>Policy 14, 17 & 19 in the Strategy on opening London as a welcoming city should include references to LNPC [London National Park City].</p>	Clarification	<p>London & Partners has a remit to promote London to other UK and international visitors. One of the key objectives of the successful London Borough of Culture (LBOC) boroughs, is to attract greater numbers of UK tourists. Waltham Forest is seeking to gain half a million visitors to the borough during their year.</p> <p>The Mayor will continue to invest in major festivals that will attract both international and domestic visitors, e.g. London Games Festival. In relation to policies 14, 17 and 19, this is not really the focus of #Londonisopen which is more about being open to people from all over the world and from all</p>

Main issues raised	Recommended category of GLA response	Further information on recommendation
		backgrounds. London National Park City [LNPC] is mentioned in Culture and Good Growth.
Make sure the Government secures a good deal for culture post-Brexit		
The Mayor should take a publicly active role in lobbying to ensure the needs of the cultural economy is taken into account in any Brexit arrangements.	Clarification	There are policies and commitments set out in the Strategy that deliver on this feedback. Please refer to Policy 15.
The Mayor should ensure that international broadcasting is represented on the Brexit Advisory Group.	No Change	The Brexit Advisory Group has been given a brief to raise issues that impact all Culture and Creative Industries.
The GLA should use HEI resources to develop the best possible policy in response to Brexit, especially in relation to Tier 4 visa rules to ensure London's museums and galleries can continue to access international talent and remain internationally competitive.	Clarification	The GLA does not have Higher Education resources at its disposal. The Mayor has set out his position to Government on the importance of immigration for the health of London's economic prosperity.
The GLA and Mayor of London push for guarantees post-Brexit for the creative industries and particularly for the largely self-employed workforce that rely on travel and the trading of services for their income. A reciprocal arrangement that enables artists to travel to the UK, but also supports our diverse workforce in travelling overseas is absolutely vital. A visa system won't be sufficient.	Clarification	The detail of the Mayor's position on the specificities of labour movement between the UK and the EU and the rest of the world is set out in his Migration Paper, 2017. The Strategy needs to retain the flexibility that will be needed to influence a future immigration system that will be developed post Brexit.

Main issues raised	Recommended category of GLA response	Further information on recommendation
Ask the Government to allow people we need to come and live in London.		
The Mayor should encourage the Migration Advisory Committee to reach a similar conclusion through its current investigation into the impact of international students in the UK. A more flexible approach for certain categories of students to seek work for a period after their graduation could also be established – the Mayor could be a strong advocate for such proposals, or any steps to maintain London's predominant position as an attractive destination for international students.	Clarification	The Mayor's position is set out in his Migration Paper (2017). The Strategy needs to retain the flexibility that will be needed to influence a future immigration system that will be developed post Brexit.
It is important that the Mayor recognises the full range of skills shortages facing key parts of London's creative and cultural economy, such as tourism and hospitality, which are heavily reliant on European Economic Community workers.	Clarification	The Skills for Londoners Strategy highlights the hospitality and tourism sector, along with the creative industries, as a priority area.
Policy 15.1 within the Strategy of the Strategy (to appoint a creative industries expert to the Mayor's Brexit Advisory Group) has already been accomplished, so more detail on how this will promote the needs of the creative industries should be included in the final strategy, as well as detail the plans to ensure	Change	The Strategy will be updated to reflect the Mayor's current position on Brexit and immigration.

Main issues raised	Recommended category of GLA response	Further information on recommendation
the immigration system is suitable for the needs of the creative sector.		
Tell the world about the culture of London.		
The #LondonIsOpen campaign should be further developed. For example, a showcase of London's 'best of' (like the 1951 Festival of Britain) could be held to attract investment in capital.	Change	The Strategy will include any updates to the #LondonIsOpen campaign.
The Mayor and GLA should seek to make the case for the impact of London's cultural offer beyond the capital. The success of London's cultural scene does not come at the expense of other areas of the UK but can play an important role in improving cultural opportunity for all. This point must not be lost in the context of wider national discussions about the need to rebalance the UK economy.	No Change	The Mayor recognises the importance of all the creative industries in maintaining London's leading position, including advertising. The Strategy sets out the whole of the creative sector as world leading and that its reputation needs to be protected.
The opening paragraph of the Cultural Tourism section of the Strategy should include: 'The impact of screen tourism is particularly strong with just under half of potential visitors to Britain wanting to visit places they have seen on screen and London-shot productions therefore contributing significantly to the capital's brand, effectively providing global advertising that money just can't buy.'	Clarification	Currently, there is insufficient data or evidence to substantiate this. The Culture and Creative Industries Unit is delivering a supply chain study to help outline this impact. However, at this time there is no additional resource or capacity to support further research.

Main issues raised	Recommended category of GLA response	Further information on recommendation
The Strategy should include a reference to screen tourism on p. 135 and p. 136. The film and/or screen industries should be included amongst sports, cultural festivals and events.	Change	The Strategy has been updated to reflect the role global media plays in supporting interest and visitors.
Support creative companies.		
The Mayor and GLA should seek to create a game changer fund for organisations to radically shift their approach or transform what they are doing. London culture organisations and entities need support, amplification and financing to achieve big ideas.	Change	The Strategy will include programmes the Mayor delivers to support businesses in the capital for example the London Growth Hub.
The Mayor and GLA should champion more tailored creative business support programmes and improve the visibility and accessibility of these through existing infrastructure such as the London Growth Hub.	Change	<p>The Greater London Authority funds a range of programmes in the creative industries that help emerging businesses e.g. Indielab, which helps small and micro TV companies produce business plans and achieve new exports; the Film Production Finance Market which gets new film productions off the ground; the Games Finance Market which does the same for games and includes a bootcamp for games companies; the Fashion Showcasing Fund which gives emerging fashion businesses a chance to showcase at London Fashion Week; and the London Design Festival which helps 2,500 design businesses achieve £26 million in sales every year.</p> <p>The final Strategy will outline the Cultural Infrastructure Plan online resource and toolkit. This</p>

Main issues raised	Recommended category of GLA response	Further information on recommendation
		will signpost businesses to support from a variety of sources, including the London Growth Hub.
The London Boroughs (especially Westminster) should be encouraged to extend late licenses so that theatres can flex their business model and offer diversity to the night-time economy. The Mayor should continue to work closely with the boroughs and the 'Night Time Economy Borough Champions' network in order to diversify London's NTE offer.	No Change	The ambition to improve licencing practice across the capital through the draft London Plan is mentioned in the Culture and Good Growth chapter. The Mayor will continue to encourage local authorities to have flexible and responsive licensing for local creative economy needs.
Other 'World City' Comments.		
The exclusive focus on driving tourism to other parts of London fails to recognise the crucial role of the West End and its surrounding districts in attracting visitors. The Strategy should include a greater number of references and commitments to the central London cultural economy, and the importance of maintaining and building on central London's world class cultural offer.	Clarification	The final Strategy will highlight the importance of the central London activity zone. Various programmes are already cited including; The Culture at Risk office and the Night Czar who have worked with many cultural organisations and businesses based in central London. The Mayor's work on the Environment has brought together many central London organisations. The continued funding of the London Design Festival, London Film Festival and British Fashion Council which benefits venues in central London also demonstrates this. It is also part of the remit of London & Partners to promote central London. However, the Mayor wants to support culture across the city, not just in the centre.

Main issues raised	Recommended category of GLA response	Further information on recommendation
The Mayor should issue a firm commitment to supporting London as a global LGBT+ city.	Clarification	Such a commitment goes beyond the scope of the Strategy which would have to embrace health, education, security etc. Instead the Strategy focuses on those aspects of LGBT+ culture where the Mayor can make the most positive difference e.g. helping venues thrive and stepping in to support, and where possible save, those at risk.
The Strategy could include more on London's restaurant offer, which is an important element of many cultures.	No Change	Food and therefore restaurants are outside the scope of the Strategy. Please refer to the Mayor's draft London Food Strategy.
The Mayor should advocate strongly for action on more flexible and easy access to visas for visitors from places such as China and the Middle East.	Change	The Mayor's position on the immigration system is set out in his Migration report, <i>'Immigration: a future approach'</i> . London & Partners also provide insight into their work on the tourism visa boards.

Main issues raised	Recommended category of GLA response	Further information on recommendation
Defining Culture		
<ul style="list-style-type: none"> The definition and scope of culture in the Strategy should be expanded to include the following: Libraries (particularly in definition at p. 12) 	Clarification/Change	We are clear in Context and Scope that green space is not included in the Strategy. However, the Strategy does refer to the importance of green space. Please refer to the Mayor's Environment Strategy. Food, markets and religious spaces do

Main issues raised	Recommended category of GLA response	Further information on recommendation
<ul style="list-style-type: none"> • Green space and parks (particularly in definition at p. 12) • Craft • Religious spaces and communities • Public houses • Archives (these play an important role in preserving and promoting history/heritage) • Sporting/recreational activities • Food and markets • Architecture (needs greater focus in the Strategy) • Diversity 		<p>not fall under the remit of the Strategy. The Cultural Infrastructure Plan (CIP) will map religious buildings where they also house other cultural activities. Pubs, craft and architecture is referenced, and Policy 8 has a specific architecture Action. A new libraries and archives section will be included in the Strategy. The draft London Plan and the work of the Regeneration Team are also leading on this agenda. Sport will be looked at in a separate publication. Archives will be included in the Cultural Infrastructure Map.</p>
<p>Definition of culture should be expanded to include a more grassroots definition of culture as a lived experience, the everyday interactions animating public space, with social value. The Strategy should acknowledge cultural spaces and groups as organic and not consumerist.</p>	No change	<p>The Strategy talks about culture in relation to Good Growth and deals extensively with the social value of culture.</p>
<p>Whilst looking at culture, thought must also be given to the eradication of negative culture in the capital, such as knife and drug culture. Gentrification exacerbates negative culture as it increases the extent to which young black and working-class individuals feel marginalised by society. Councils should</p>	Clarification	<p>Tackling knife and drug culture are beyond the scope of the Culture Strategy and is dealt with by the Mayor's Police and Crime Plan. Issues related to housing are being dealt with through the Mayor's Housing Strategy and plans for Good Growth led by Regeneration team.</p>

Main issues raised	Recommended category of GLA response	Further information on recommendation
ensure that that schemes set up to support the local community are having the intended impact. The Draft Strategy's definition of informal creative space is imprecise; there exists many typologies of informality.		There are many typologies of informality, and the Strategy focuses on areas where concrete Actions are being delivered and therefore cannot list them all.
The Draft Strategy's scope for creative industries should be expanded to include careers in museums, galleries, libraries. Creative industries in general should include craft, social enterprises or ethnic clusters.	Change	When the Strategy refers to creative industries it includes all of the Standard Industrial Classification (SIC) codes under the Creative Industries definition but recognises the Strategy will draw out certain sub sectors - particularly where the Mayor has a direct relationship. A full definition will be included in the glossary.
A broad definition of culture that includes informal culture is good, but the Strategy needs to recognise that cultural infrastructure is important to long-term development and growth of cultural activities. The Mayor should also recognise that the Strategy's definition of informal culture will include activities not necessarily referred to in the document.	Clarification	The Strategy has adopted a broad definition of culture and instead listed many different types of culture but acknowledges that this is not exhaustive. Next year the most comprehensive map of cultural infrastructure any world city has ever produced will be published. The Strategy is the start of the process, not the end, and new forms of culture may well need to be added in the future. Context and Scope talks about valuing what people value. This approach allows this ability to be flexible and adapt to change.
The Mayor and GLA should look to the definition in the GLA work space 2018 study:	Change	There is currently no resource to increase the remit of Policy 9. However, the final Strategy will have a specific libraries and archives section and

Main issues raised	Recommended category of GLA response	Further information on recommendation
<ul style="list-style-type: none"> • The definition of heritage in Policy 9 of the Strategy should also include: • Intangible heritage – cultures who have been established for generations e.g. Latin communities in Elephant and Castle. • Archives and the archive sector – should also be adequately covered by the Strategy. 		will also reference the importance of intangible heritage.
The scope of the Strategy on p. 42 should be re-worded to: "heritage is included within the scope of this strategy, from the more traditional and established aspects of our cultural heritage to the wide variety of cultural facilities London is famous for, its many theatres, cinemas, libraries, pubs and skate parks; the places and spaces where cultural consumption takes place are often also heritage assets".	No Change	The Context and Scope chapter sets out different kinds of cultural infrastructure from heritage to production.
The Strategy could open up to local definitions and community definitions.	No Change	The Strategy deliberately doesn't impose definitions and instead takes a flexible approach to what is meant by culture, recognising that it means different things to different people. This section talks about valuing what people value.
Sometimes you might not want to be mapped. Can there be space for culture which is not "official" or "sanctioned", that is radical or goes against whatever it is culture is used to do? Is there room for illegality? Pirate radio stations	Clarification	The GLA will not advocate illegal activity. The Strategy however, embraces new artforms that push the envelope for example creating new legal spaces where street artists can practice.

Main issues raised	Recommended category of GLA response	Further information on recommendation
etc? Culture of the margins? Of the fringe? Is there room for “scary culture”? and artists existing outside of CEZs? does all culture have to become a creative enterprise with a commercial strand?		
The ‘informal culture’ tag is not helpful. The label creates a distinction between ‘corporate’ them and ‘illegitimate’ us.	Clarification	<p>The Strategy does not intend to create this distinction. Instead the terms formal and informal aim to distinguish between structured and centrally organised activity versus that which is less structured and centrally organised.</p> <p>For example, formal could apply to playing in a community or professional orchestra. Informal could include activities like skateboarding, street art, busking and arguably visiting a pub or bar.</p>

Main issues raised	Recommended category of GLA response	Further information on recommendation
Funding and Delivery		
The UK’s arts and cultural sector is likely to face more competition, both from other domestic leisure activities and from international organisations as a result of changing markets, including technologies. It	No Change	The Strategy does recognise the range of pressures on the culture sector and considers the impact of future trends and emerging competitors.

Main issues raised	Recommended category of GLA response	Further information on recommendation
will also face further pressures on public sector funding.		
The Mayor or GLA should seek to provide fluid funding to respond to changes.	No Change	Through the Strategy, the Mayor delivers a range of funding programmes to support a variety of communities, businesses and sectors. Public funds are used in a transparent and accountable way, which requires certain systems and due diligence. Programmes like Culture Seeds, which offer a 'light touch' application process aim to support smaller community organisations and individuals to access funding.
The Strategy may not be realistic as it relies very heavily on local authorities. The Mayor or GLA should seek to provide local authorities with more support and provide a guarantee that he/it will do all it can to lobby central government for more funding.	Change	<p>The Strategy sets out a series of lobbying asks to Government and other partners. The Mayor has a clear ask for Government to properly fund local authorities, stop the false economy of redirecting funds away from the city and devolving more funding to the GLA so money can be better targeted to those areas and places most in need.</p> <p>The Culture and Creative Industries Unit work with networks such as London Culture Forum to support local authorities in delivering cultural activity through capacity building, sharing best practice and encouraging collaboration.</p>

Main issues raised	Recommended category of GLA response	Further information on recommendation
Partnership Working		
<p>The Mayor should both advocate, and partner, with:</p> <ul style="list-style-type: none"> • Boroughs, architects, developers, city planners, schools, with charities that work with disadvantaged groups, London's cultural organisations, grassroots organisations, Film London, A New Direction, arts organisations, charities, venues, smaller organisations who specialise in working with less engaged communities (e.g. Londonbubble.org.uk), BIDs, environmental organisations (e.g. London Wildlife Trust), organisations and bodies who provide for and deliver large scale sporting events, national bodies (e.g. Arts Council England), The Age of Creativity network, Arts practitioners in London specialised in supporting older people to access culture and creativity, Age UK London, pubs, radio, and television, museums, galleries, retailers, London's HEIs 	Change/Clarification	The list of partners and organisations listed in the Strategy will be reviewed in light of this feedback. However, it is not possible to name every current or potential strategic partner in the document.
The Mayor and GLA should provide more formal opportunities for sector-wide meetings involving all art forms.	No Change	Currently there is no capacity or resource to deliver sector-wide meetings.

Main issues raised	Recommended category of GLA response	Further information on recommendation
The strategy should advocate for more cross-sector and cross-boundary working.	Clarification	This will be strengthened and emphasised in the narrative.

Main issues raised	Recommended category of GLA response	Further information on recommendation
Additional Issues / Comments Raised		
An additional bedroom / hotel tax could be used to help fund a Culture Budget for London.	No change	The Culture and Creative Industries Unit are looking into the feasibility of a voluntary scheme. However, this is at an early stage. Such a scheme could well be beyond the Mayor's powers as may require changes in Government legislation.
There is a need to better animate the spaces between London's cultural institutions. This could include the stories of Londoners to highlight work being undertaken in the city.	No change / clarification	There is currently no resource or capacity to deliver a Story or Study Bank. The Strategy has a section about Public Realm.
Make cultural attractions / events receivers of S106 contributions.	Clarification	The Cultural Infrastructure Plan will publish a Section 106 guide as part of its online toolbox to encourage this.
Ensure legacy planning for the Borough of Culture initiative.	No Change	Legacy planning is an inherent component of the London Borough of Culture. The winning boroughs will report against the evaluation framework of which legacy is a key component.

Main issues raised	Recommended category of GLA response	Further information on recommendation
Help join up London's music education offer to ensure young Londoners have the opportunity to experience and participate in music making.	No Change	City Hall works closely with London's network of music education hubs through the London Music Fund - of which the Mayor is the patron. The fund provides music lessons and performance opportunities for young musicians from low-income families.
Provide support for schools with trips to cultural organisations.	No Change	There is currently no resource to support schools with funding for cultural trips.
Better recognise and analyse the positive economic, social and cultural value of the cultural sector and its assets (including informal assets).	No Change	Chapters 1 and 2 recognise and set out the positive impacts of culture across the economy and society.
Online the strategy for unsuccessful CEZs, including alternative funding streams available to them.	Change	The Strategy will include more detail on supporting pipeline boroughs through the CEZ Exchange Forum and additional ESF (European Social Fund) skills funding.
Expand the available pot for collection care and related heritage activity.	No Change	Currently there is no resource or capacity to deliver this.
Consider including recommendations from the Cultural Cities Enquiry that will consider how to increase the totality of funding across cities.	No Change	The Culture Strategy is a strategic document and therefore does not include recommendations.
Create a city-wide Culture Action Board for London to encourage a more joined-up thinking on cultural development.	Change	This is the role of the Mayor's Cultural Leadership Board and the Mayor's Design Advocates. The

Main issues raised	Recommended category of GLA response	Further information on recommendation
		Culture and Creative Industries Unit also works closely with the London Culture Forum.
Consider how closely linked food and culture have become in the capital, with a number of programmes and organisations offering events and activities that focus equally on food and culture.	No change	The Strategy recognises the important link between culture and food. Please refer the Mayor's draft London Food Strategy.
Explicit backing in the strategy for the creation of a new Centre for Music, which has already been backed by the Mayor in public.	Change	The Strategy will be updated to reflect the Mayor's support for the Centre for Music.
Adopt and sponsor a pan-London Creative Internship Platform, with CDI businesses able to appoint interns through a co-ordinated programme.	No change	There is no resource or capacity to deliver this programme.
In relation to Heritage at Risk, could figures on page 42 be updated, and examples on page 77 are from 2016 not 2015 (2017 is now available). Also, there are more reasons why sites get placed on the HAR list (he can provide).	Change	The Strategy will include updated figures.
The definition of Heritage Asset should be consistent with NPPF [National Planning Policy Framework].	No change	The Strategy has not attempted to define the meaning of heritage asset.

Main issues raised	Recommended category of GLA response	Further information on recommendation
Arts organisations must embrace the opportunities of big data to provide robust analysis of programming and hold themselves to account in terms of representation and audience access.	No Change	This is not within the remit of the Strategy. Arts Council England are the main funder for cultural organisations in London.
The Mayor should commence publishing quarterly cultural performance monitoring data as soon as possible.	No Change	The GLA publishes corporate dashboards on a quarterly basis which cover programmes currently in delivery.
The final Strategy should include a commitment under Policy 18 to revise the Culture and Night Time Supplementary Planning Guidance. The revision should require all boroughs to consider the need for a dedicated space to act as an ‘anchor venue’ to showcase the work of emerging and established artists and musicians. This amendment should be considered as part of the revision process for the London Plan.	Clarification	Due to a lack of resource there are currently no plans to revise the Supplementary Planning Guidance.
The GLA should introduce its own London-wide scheme which ensures we have far more blue plaques recognising women in the city.	No Change	<p>Currently there are no resources or capacity to deliver this. A similar scheme has been explored in the past with cost/benefit analysis.</p> <p>English Heritage runs the Blue Plaque programme. English Heritage’s website has a section on Pioneering Women which also provides guidance on how to nominate individuals directly.</p>

Main issues raised	Recommended category of GLA response	Further information on recommendation
The commitment to protecting grassroots music venues should be extended to all grassroots venues.	No Change	The Strategy outlines the Culture at Risk Office which supports a range of grassroots venues.
There are a number of references to specific social groups throughout the draft Strategy but often LGBT+ are not specifically referenced.	No Change	LGBT+ communities are referenced throughout the Strategy. The Strategy highlights the importance of LGBT+ cultural places and spaces and puts in place measures to support and, where possible, save them – for example the Cultural Infrastructure Plan which includes the new LGBT+ Charter and the Culture At Risk office, which has helped save a number of LGBT+ venues which were at risk of closure.
Work with boroughs to offer incentives to public buildings/private businesses who close at 5pm to use their space for performances/cultural get-togethers after-hours.	No Change	The Strategy sets out an ambitious vision for London, and there is no capacity to deliver on this at this time.
Ensure that boroughs adopt in their local plans the new culturally focused policies from the latest London Plan to help provide suitable workspace in the capital.	No Change	All local authorities planning frameworks must conform with the New London Plan. The draft London Plan is still in draft.
Recommends updating the figures with the latest from 2017 as follows: UK inward investment spend reached record levels with £1.69bn on film and £684m on high end TV. Films and TV shot in London generated	Change	The final Strategy will include updated figures.

Main issues raised	Recommended category of GLA response	Further information on recommendation
approximately £1.26bn of this inward investment spend.		
More detail on how local residents will be engaged in the process of BIDs developing culture strategies (policy 8.5)	Clarification	The Strategy must retain focus on Mayoral programmes and policies it is not within in the remit of the Mayor to instruct Business Improvement Districts [BIDs] how to engage local communities.

6. Conclusion and Recommendations

This report includes the analysis of the issues raised during the public and stakeholder consultation of the draft Culture Strategy, *Culture for All Londoners*. It contains Greater London Authority (GLA) officers' recommendations for changes to the text of the Strategy for the Mayor's consideration.

Based on consultee feedback, these are primarily clarifications and minor amendments to the Strategy, rather than major changes to policies or proposals. Copies of all technical stakeholder representations, and a database of the responses from the public, businesses and other organisations have also been made available to the Mayor.

It is important to bear in mind that the final strategy is intended to provide an overarching framework for London's creative and cultural landscape and offer. It is a strategic document and does not operate in isolation. There are numerous other Mayoral strategies, vision documents as well as the work of other strategic partners that contribute to the protection, planning, management and improvement of London's cultural offer and creative industries.

In considering the issues, and making recommendations to the Mayor, the GLA has been mindful of the remit of the Strategy and sought to focus on the issues relevant to the policies and proposals included in it. This is intended to provide the Mayor with the information needed to understand the range of issues raised by respondents and make a decision on the final text of the Strategy for its formal approval and publication.

7. Appendices

Consultation Webform

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Talk London

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Home > Have your say on the Draft Culture Strategy for London (organisations)

Have your say on the Draft Culture Strategy for London (organisations)

The Mayor invites all Londoners to support him develop and deliver priorities for culture in the capital. This consultation draft is your chance to share your views on what you think the big challenges and opportunities facing culture in the capital are.

What impact does the capital's culture have on quality of life for Londoners? What could the Mayor do to amplify and support these areas?

Do you agree that London must embrace a broad definition of culture that includes less formal places and spaces? If yes, what could the Mayor do to best support informal culture?

How could the Mayor help to remove barriers that prevent all Londoners from securing creative jobs? What examples of good practice are you aware of in this area?

How can the Mayor increase participation in the arts and cultural life of the capital, particularly for people who don't currently have access to it? Who should he be partnering with?

What other opportunities are there to support culture in the capital?

How can you or your organisation contribute to the Mayor's vision for culture and pledge to support the final strategy?

Is there anything else that could be considered in relation to the draft Culture Strategy?

Do you agree with the Integrated Impact Assessment (IIA) conclusion that the draft Culture Strategy contributes positively to every IIA objective in some way?

Yes

No

Is there anything else that could be considered in relation to the IIA?

MAYOR OF LONDONLONDONASSEMBLYSearch...

What we do

In my area

Get involved

About us

Talk London

Media centre

Name of organisation *

Sector *

Public sector

Community/voluntary sector

Private sector

Type of organisation *

Business

Business representative body

Campaign organisation

Community group

Cultural institution

FE college

Local authority

Social enterprise

Sub-regional partnership

Think tank/research body

Training organisation

University

Other

Geographical area of operation *

London-wide

Multiple London boroughs

Specific London borough

Size of organisation (if you are an employer)

0-5

6-10

11-25

26-50

50-100

101-150

151-250

250+

Size of organisation (if you are a membership body)

0-5

6-10

11-25

26-50

50-100

101-150

151-250

250+

Your name *

Email *

Public Consultation Respondents

A New Direction	Just Space
Advertising Association	Kisharon
Age UK	Labour Party; London Assembly
Art Fund	Launching Films
Artichoke Trust Ltd	LGBTQI+ Community Group
Arts 4 Dementia	Liberal Democrats: London Assembly
Association of Local Government	LIFT
Archaeologist: London Committee	London Borough of Camden
Battersea Arts Centre	London Borough of Lambeth
BEE Midtown	London Borough of Richmond Upon Thames
Big Lottery Fund	London Borough of Southwark
British Film Institute	London Borough of Tower Hamlets
British Library	London Borough of Waltham Forest
Camden Town Unlimited	London Borough of Wandsworth
Chickenshed	London Councils
City of London Corporation	London Culture Forum
Commercial Broadcaster Association	London Fire Brigade
Connect Hackney	London Libraries
Consultation Club	London National Park City
Contemporary Visual Arts Network	London South East Colleges
Crafts Council	London Wildlife Trust
Creative Network Southwark	London Youth
Creative Skillset	Marble Arch Street Festival
Cross River Partnerships	National Theatre
Crown Lane Studio	National Trust
Cultural Inclusion Manifesto	Nesta
Culture Mile Partnership	NW7 Hub Ltd & Mill Hill Neighbourhood Forum
Departure Lounge	Old Oak and Park Royal Development Corporation
Drummer Boy UK	Pascal Theatre Company
Economic Committee: London Assembly	Port of London Authority
Elfrida	Public Health England
Enable Leisure and Culture	Queen Mary University of London: Centre for the Creative and Cultural Economy
Exhibition Road Cultural Group	Rapide Net Ltd
Feltham Arts Association	Royal Albert Hall
Film London	Royal Borough of Kingston Upon Thames
Goldsmith College: University of London	Royal College of Music
Green Party: London Assembly	Second Floor Studies a& Arts
Heart of London	Society of London Theatre / UK Theatre
Historic England	Somerset House Trust
Horniman Museum & Gardens	South Bank Business Improvement District
Incorporated Society of Musicians	South Bank Centre
Into Film	South Bank Partnership
	Speak Out Hounslow

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