

GREATER LONDON AUTHORITY

REQUEST FOR MAYORAL DECISION – MD2451

Title: Culture and Creative Industries Unit 2019/20

Executive Summary:

This Mayoral Decision seeks approval for expenditure of up to £603,000 of the Culture and Creative Industries Unit's budget for 2019/20.

The balance of the Unit's 2019/20 budget has been approved through separate, previous decisions. For clarity, these are not noted in full in this document, but references to previous approved decisions appear where relevant to the workstreams in question.

Approval of this expenditure will enable the Culture and Creative Industries Unit to continue to deliver the Mayor's Culture Strategy - Culture for all Londoners, which aims to ensure that all Londoners can access the health, wellbeing and economic benefits that culture and creativity bring.

Decision:

That the Mayor approves:

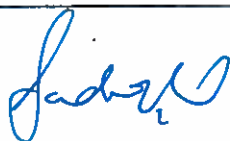
1. Expenditure of up to £603,000 (revenue) and such other sums as may be secured from third parties as a result of seeking of the same (pursuant to decision 2 below) on the programme activity set out at sections 1 and 2 of this Mayoral Decision form;
2. The seeking and acceptance of financial contributions from third parties, which may include sponsorship and grant funding to be used to enhance the programme activity set out at sections 1 and 2 of this Mayoral Decision form; and
3. Delegation of authority to the Executive Director for Communities and Intelligence to approve the specific items of expenditure of any sums secured from third parties (pursuant to decision 2 above) where such items of expenditure are equal to or exceed £150,000.

Mayor of London

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

The above request has my approval.

Signature:



Date:

13/5/19

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

Decision required – supporting report

1. Introduction and background

- 1.1 The Mayor has identified culture as a key priority for London. Culture has a vital role to play in enabling Londoners to come together and forge a sense of belonging, generating civic pride. London's creative sector generates £52bn a year for the economy and accounts for one in six jobs in the capital, with jobs in the creative sector growing four times faster than in the economy as a whole. According to NESTA, only 15% of all creative industries jobs are at high risk of being automated, compared to 32% of non-creative industries. These are the jobs of the future for today's young Londoners. Access to culture is also an important part of the Mayor's preventative approach to reducing violent crime, seeking to tackle it at its root causes.
- 1.2 The Mayor is committed to ensuring that more Londoners can access the positive benefits that taking part in arts and culture brings, and that London retains its status as a world leading capital for culture and creativity. In December 2018, he published his Culture Strategy - Culture for all Londoners. Its policies and programmes, including London Borough of Culture, Creative Enterprise Zones and Culture Seeds, amongst others, are providing positive pathways and skills development for young people, and aim to improve health and wellbeing and community cohesion. This decision covers a range of 2019/20 programmes for which existing decisions are not yet in place, in support of achieving the Mayor's Culture Strategy.

The Culture Strategy - Culture for all Londoners

- 1.3 At the heart of the Culture Strategy is the Mayor's vision of a city where everyone can take part in culture and benefit from the city's global success. The Strategy sets out a broad definition of culture, encompassing a range of formal and informal activity, places and spaces. The priorities are:
1. **Love London** - more people experiencing and creating culture on their doorstep;
 2. **Culture and Good Growth** - supporting, saving and sustaining cultural places and spaces;
 3. **Creative Londoners** - investing in a diverse workforce for the future; and
 4. **World City** - a global creative powerhouse today and in the future.
- 1.4 The Culture Strategy sets out an ambitious programme for impact, containing 19 policies and 85 policy commitments. It aims to address the key challenges London and Londoners face which include, but are not limited to:
- Engagement – only a third of Londoners engage with the capital's cultural offer;
 - Infrastructure – rapid development is putting profound pressure on cultural and community infrastructure, with many venues closing or put at risk of closure;
 - Lack of representation – the creative workforce does not reflect London's population; for example, black, Asian and minority ethnic diversity is 23 per cent, compared to 33 per cent in the non-creative economy workforce; and 92 per cent of workers in the UK's culture and creative industries are from advantaged backgrounds; and
 - Global competition – Brexit poses major risks to cultural and creative industries, which rely on EU talent and single market access. The UK's creative sector stands to lose up to £3.3bn in growth and 27,000 jobs in the case of a no-deal Brexit. More than 60 cities have created strategies to become world cities of culture.
- 1.5 This decision seeks approval for expenditure of £603,000 (and such other sums as may be secured from third parties) and the seeking and receipt of third-party funding to enhance the following

programmes in support of achieving the Mayor's Culture Strategy. A summary of the £603,000 expenditure is set out below:

Strategy objective	Programme	Amount
Cross-cutting	Culture Strategy	£121,000
Culture and Good Growth	Cultural Infrastructure Plan	£50,000
Creative Londoners	London Music Fund	£25,000
Creative Londoners	Diversity in the creative workforce	£100,000
World City	World Cities Culture Forum	£50,000
World City	24 Hour London and Music	£257,000
TOTAL EXPENDITURE		£603,000

Cross-cutting Culture Strategy programme

- 1.6 Approval is sought for expenditure of £121,000 to contribute to the ongoing delivery of the Culture Strategy, and the development of emerging policy areas and initiatives.
- 1.7 Under the GLA Act 1999, the Mayor must deliver a culture strategy covering policies related to culture, media and sport. The Culture Strategy is comprised of two sections; the first covering policies and programmes related to culture including media, and the second to sport. The Culture Strategy Group for London (known as the Mayor's Cultural Leadership Board (MCLB)) is required to keep the culture strategy under review; this is a statutory requirement.
- 1.8 In March 2018, under cover of MD2259, the Mayor published the culture section of his draft Culture Strategy - Culture for all Londoners. Following public consultation, the final Culture Strategy was laid before the London Assembly in December 2018 and published in that same month, under cover of MD2382.
- 1.9 This budget will support the MCLB to carry out their core function, monitoring and advising the Mayor on the opportunities and challenges facing the city's creative and cultural industries, in alignment with his priorities. Funds will:
- Scope new initiatives, including a new approach to improving careers advice and guidance for young people regarding creative careers;
 - Support research into emerging policy areas and pilots that deliver on the objectives of the Culture Strategy, by commissioning research and/or consultancy into areas including, but not limited to, support for London's creative freelance workforce and improving links between the health and arts sector;
 - Support engagement activity with a broad and diverse range of stakeholders to ensure that the Culture Strategy delivers impact, leverages new partnerships and achieves high visibility. This will include commissioning a Culture Strategy Stakeholder Engagement programme to strengthen existing and build new partnerships for programme delivery by developing contacts and networks, and delivering events, forums and communications with a wide range of audiences; and
 - Support the evaluation and impact monitoring of Culture Strategy objectives by undertaking impact analysis and building capacity for evaluation and monitoring across the Unit.

Culture and Good Growth: Cultural Infrastructure Plan

- 1.10 Approval is sought for expenditure of £50,000 to continue the development and delivery of the Mayor's Cultural Infrastructure Plan.

- 1.11 Culture plays a vital role in the capital's economic success, making the city a place where people want to live, work and do business. However, there has been a significant decline in London's cultural spaces, with the worrying loss of venues, workspace and heritage. In the last decade, London has lost 35 per cent of grassroots music venues, 25 per cent of pubs, 61 per cent of its LGBT+ venues, and artists' workspace is set to reduce by 30 per cent by 2019. The numbers of LGBT+ venues and grassroots music venues have stabilised in the past year following a decade of steep decline.
- 1.12 The Mayor's Cultural Infrastructure Plan was published on 19 March 2019 and provides a seven-point plan to protect and grow infrastructure for cultural production and consumption, performance, exhibition and heritage. The Plan encompasses a suite of policies and programmes to support such infrastructure, from extensive data mapping to funding such as the Mayor's Good Growth Fund and the Creative Land Trust, and guidance for boroughs and developers.
- 1.13 Under cover of MD2129 in 2017/18 and MD2289 in 2018/19, the Mayor approved total expenditure of £225,000 on the Cultural Infrastructure Plan. Detailed studies were undertaken to evidence the status of cultural infrastructure across London. This research has created an open source Cultural Infrastructure Map and is also held online in a Cultural Infrastructure Toolbox. Premises Ready Training was also piloted, giving guidance about how to set up a new venue. Following their launch in March these resources were accessed more than 3,500 times in the first three weeks of publication.
- 1.14 Further work as part of the Plan has also included:
- Setting up London's first ever Culture at Risk Office to safeguard cultural places and spaces at risk of closure. Since it began in 2016, it has helped 350 cases across the capital, playing an important role in supporting and protecting diverse businesses including the Electric Ballroom, the 100 Club, G-A-Y and the George Tavern;
 - The launch of the Creative Land Trust (supported by a separate GLA budget allocation approved via MD2362); and
 - The launch of the Mayor's first six Creative Enterprise Zones which will support cultural infrastructure such as affordable workspace (supported by a separate GLA budget allocation, approved via MD2196).
- 1.15 £50,000 in 2019/20 will deliver further elements of the Cultural Infrastructure Plan. It will support local authorities, developers and cultural organisations to protect and grow cultural infrastructure in London. The work programme will include:
- Training for current and potential operators of cultural premises through more Premises Ready Training sessions, which were successfully tested in 2018/19;
 - Publishing a Planning Practice Note - best practice guidance to advise on how to use the planning process effectively so that cultural infrastructure is successfully included in new development; and
 - Updated datasets for the existing Cultural Infrastructure Map, created through commissioning research.

Creative Londoners: London Music Fund

- 1.16 Approval is sought for grant funding of £25,000 to the London Music Fund, an independent charity with the Mayor as Patron. It will support 25 young people who cannot afford instrumental tuition to receive one year of music tuition, including weekly lessons and access to weekend music school and special projects.

- 1.17 Music-making has a profound effect on children and young people. It helps to develop communication, concentration, literacy, numeracy and teamwork. However, music tuition is expensive and can make participation in learning an instrument out of reach of many families and young people, which the Fund helps to address. The London Music Fund has supported nearly 500 young Londoners since 2011, all from families with a low income, to learn musical instruments and develop their potential through four-year scholarships. In 2018/19, 62 per cent of scholars were from black, Asian and minority ethnic (BAME) backgrounds. It also funds 1,500 young Londoners each year to learn and perform with top musicians in iconic venues through its Partnerships Fund.
- 1.18 Participation in funded activities helps young Londoners gain confidence, access social networks and gain vital skills that will set them up for life. Scholars have gone on to become members of the National Youth Orchestra, the Chineke! Junior Orchestra and gain places at the Brit School. Since it was founded in 2011, the Fund has given over £2m in grants to London's boroughs via their music education hubs.

Creative Londoners: Diversity in the Creative Workforce

- 1.19 Approval is sought for expenditure of £100,000 to develop projects and policy which will help to improve diversity in London's creative workforce.
- 1.20 The strategy outlines the ambition for London to be a city in which all Londoners can make the most of their abilities. This means ensuring that Londoners from every background can pursue a career in the creative industries if they want, removing the barriers that stand in their way so that the cultural sector can become truly representative of modern London. This commitment also supports the Mayor's preventative approach to crime, aiming to create positive alternative opportunities for young Londoners, in particular those which help them gain access to training and to get employment.
- 1.21 The strategy identifies the lack of representation in London's creative workforce and talent pipeline. For example, BAME diversity in London's creative workforce was 23 per cent in 2016, compared to 33 per cent in the non-creative economy workforce. With 47.6 per cent of 16-24-year-old Londoners being from BAME backgrounds, this is a significant equality issue. It also presents risks to the future talent pipeline for London's creative sector; a sector which generates £52bn a year for the economy and accounts for one in six jobs in the capital, with jobs in the creative sector growing four times faster than in the economy as a whole.
- 1.22 The Mayor has committed to work across industry to champion and advocate business practices that create more diversity. In 2018/19, the Unit supported one-off projects in specific sectors to increase ethnic diversity. These included the Mayor's launch of BECTU's Theatre Diversity Action Plan, which secured more than 100 theatres signing up to this initiative to increase BAME representation in off-stage roles. It also included a grant of £50,000 to scale up Film London's Equal Access Network, which is delivering skills and training opportunities to diverse participants and aims to get 180 people into jobs and reach up to 470 potential employees.
- 1.23 The MCLB established a Diversity in the Creative Workforce sub group which commissioned research that showed that as well as projects and programmes such as the above, cultural shifts in organisations must also be made, and that strategic long-term interventions are needed to shift the dial on the issue. The MCLB has helped to develop ideas for a range of potential interventions which it proposes the GLA implement and seek industry partnerships to deliver on. Ideas which are proposed to explore include:
- An employer diversity index (along the model of the Stonewall Equality Index);
 - Creating pledges and action plans for sectors (taking learnings from BECTU and working with Unions);
 - Convening a leadership accelerator group to pioneer and test interventions;

- Mapping existing BAME creative networks, to provide visibility of resources to emerging BAME creative communities; and
- Participating in the UK wide Creative Careers campaign in 2019/20.

1.24 This budget of £100,000 will be used to research, feasibility test and begin to implement the above interventions. Expenditure will include procurement of a contract or contracts for services of up to £40,000 to undertake consultancy and research to scope the above ideas, so that the most impactful options are developed. Outputs may include new programmes, stakeholder engagement and training events and materials to support cultural organisations.

World City: World Cities Culture Forum

1.25 Approval is sought for expenditure of £50,000 to progress the work of the World Cities Culture Forum, building the evidence needed to make the most of culture's social and economic impact in global cities.

1.26 The World Cities Culture Forum is a global network of currently 38 cities, convened by the Mayor of London and chaired by Justine Simons OBE, Deputy Mayor for Culture and Creative Industries. Its members – senior leaders from city governments – are influential officials, advocating for culture as a vital part of urban policy, as well as being key to building a city's quality of life, reputation and economic prosperity.

1.27 The Forum holds an annual summit which is hosted on a rotating basis by member cities. Each year a gathering of Deputy Mayors and cultural officials come together to share ideas and knowledge about culture's role in public policy in a world city context. The summit is a chance to share successes, learn, and build the evidence needed to make the most of culture's social and economic impact in global cities. London has hosted the summit twice (2012 and 2015), Istanbul hosted in 2013, Amsterdam in 2014, Moscow in 2016, Seoul in 2017 and San Francisco in 2018.

1.28 Through key activities such as the summit, the Forum's goal is achieving impact through knowledge sharing. The Forum has benefited Londoners by uncovering policy ideas which have since been implemented for London. For example, in February 2019, the Mayor launched the new Creative Land Trust, an independent trust founded by the Mayor, Arts Council England, Bloomberg Philanthropies and Outset Contemporary Arts. The Creative Land Trust will help to address the steep decline in affordable studio space in London by bringing together public, philanthropic and social investment funds to fund affordable creative workspaces in perpetuity. Its business model was informed by that of CAST (the Community Arts Stabilization Trust) in San Francisco. San Francisco is a member of World Cities Culture Forum and it was through this network that the idea for the Creative Land Trust was informed.

1.29 In 2019/20, Lisbon will be the host city for the summit in October. The summit will focus on 'Equity and Inclusion', understanding the role and opportunities for city governments to enable the creative sector and support local culture for the benefit of all citizens. There will be a series of in-depth panels and breakout sessions so that cities can learn collaboratively and share challenges.

1.30 In 2019/20 the Forum will continue to develop and deliver its policy research strands on cultural infrastructure in major cities, and on culture and climate change.

1.31 Following a pilot Leadership Exchange Programme, launched in 2017 and funded by Bloomberg Philanthropies and Google Arts and Culture, the Forum will seek to secure funding to develop a second iteration of this programme, supporting cities to directly learn from one another through exchange visits. In the pilot, four exchanges were supported including a delegation from Buenos Aires who were funded to travel to London to learn about the Mayor's London Borough of Culture programme. They embedded learnings from London boroughs and the GLA into their own 'Barrios Creativos' programme which is directly modelled on London Borough of Culture. Another exchange

funded a GLA Senior Policy Officer and one of the Mayor's Design Advocates to travel to Toronto to take part in a study visit on preserving, creating and enabling affordable creative workspaces. This exchange helped progress and inform ideas around the Creative Land Trust and built international case studies to inform future thinking on the affordable creative workspace challenge in London.

- 1.32 Through the Forum in 2019/20, London will work with seven European partner cities, Amsterdam, Dublin, Lisbon, Riga, Sofia, Tallinn and Vilnius, to develop a bid to the EU funding programme URBACT. If successful, the funding will enable each city to develop policy and programme interventions on the theme of access and inclusive citizen engagement.
- 1.33 In 2019/20, the Forum will also examine options for future governance, to ensure a sustainable and viable future for the Forum.
- 1.34 The GLA funding will contribute towards the costs of an external consultant to manage the programme, research, membership fees, attendance at events and travel costs to deliver the above activities.

World City: 24-Hour London and Music

- 1.35 Approval is sought for expenditure of £257,000 to take forward the recommendations of the Night Time Commission (NTC) in their 2019 report Think Night, and to support the work of the Night Czar and London boroughs in developing London's night time economy, including through music policy development.
- 1.36 The Mayor recognises the importance of developing London's night time economy and culture. To do this in a way that meets the needs of all Londoners, he appointed London's first Night Czar and set up the Night Time Commission. London is part of a global network of cities that have appointed night time mayors and are developing night time policy, including New York, Paris, Berlin, Amsterdam, Sydney and Tokyo.
- 1.37 The Night Czar and Night Time Commission were tasked with creating a plan for the sustainable development of London from 6pm to 6am. In July 2017, the Mayor published his Vision for London as a 24-Hour City, setting out ten principles to guide the development of a new 24-Hour London programme. He launched the first Women's Night Safety Charter to make London a more welcoming city for women at night. As set out earlier, the Culture at Risk office has supported over 350 cultural businesses at risk of closure, significant numbers of which have been night time venues. Regular Night Surgeries have been established to consult with residents and businesses across the capital and the Night Time Borough Champions network has been set up to share good practice between local authorities. Monthly night time liaison meetings have also been established between MOPAC, the Met Police and borough licensing leads.
- 1.38 In November 2018, the GLA City Intelligence Unit, with the Night Time Commission, published the London At Night report – the most comprehensive report on the night life of any city in the world. This research showed that two thirds of Londoners are active at night and one third of working Londoners (1.6m people) usually work at night. In a recent Local Government Information Unit report, 92 per cent of Local Authorities also said that developing the night time economy is vital to the future success of the high street, and that they require research and guidance on how to achieve this.
- 1.39 In January 2019, the Night Time Commission published its final report – Think Night: London's Neighbourhoods from 6pm to 6am. It has ten recommendations for the Mayor, boroughs and London's businesses to make London a thriving 24-hour city. The Mayor will formally respond to them in June 2019. They include:
 - Implementing a 'Night Test' to assess the impact of policies on London at night;

- Creating a Night Time Data Observatory to address gaps in data and evidence;
- Commissioning research into the benefits of extended opening hours;
- Publishing guidance for boroughs on developing night time strategies and improving the public realm at night;
- Understanding and planning for the needs of night time workers and visitors by setting up a late-night transport working group;
- Working with boroughs to establish a new night time enterprise zones fund;
- Better promotion of the night time offer across the capital; and
- Publishing an annual progress report.

- 1.40 GLA expenditure will be used to respond to the recommendations of the Night Time Commission's report. The Culture and Creative Industries Unit is working across the GLA to deliver a cross-policy response to the recommendations, aligning objectives and identifying funding for delivery from existing budgets across City Hall. The only dedicated 24-Hour London budget in the GLA is that proposed in this Mayoral Decision. It will enable the activity from 1.41 to 1.48 below:
- 1.41 It will enable continued delivery of the Night Time Borough Champions Network which has been rated as 'very valuable' by boroughs. Chaired by the Night Czar, this quarterly network meeting includes every London borough. It provides a vital forum for sharing best practice on a wide range of night time issues including protection and promotion of cultural venues, public safety, licensing, transport, research and data analysis. It also enables boroughs to seek advice and support on the development of their new night time strategies (as required in the new London Plan).
- 1.42 The funding will enable the continued delivery of Night Surgeries across the capital, led by the Night Czar. Surgeries enable direct dialogue with London's businesses, community groups, residents, visitors and officials. Surgeries have informed City Hall policy making, revealing best practice and case studies that are shared through the Night Time Borough Champions Network and providing local people and businesses with advice and support on the sustainable development of their areas at night.
- 1.43 We intend to appoint consultants to:
- Carry out research into the impact of later opening hours for businesses in the capital (recommendation 6 in the Night Time Commission's report);
 - Create guidance for boroughs to support them in developing their Night Time Strategies (recommendation 2 in the Night Time Commission's report); and
 - Create guidance for boroughs, landowners and developers on creating safe, welcoming and vibrant public spaces at night (recommendation 8 in the Night Time Commission's report).
- 1.44 These activities will also support delivery of the draft new London Plan's requirement for boroughs to produce a night time strategy. Costs attached will include commissioning research, collating case studies, report writing, design and publication. These publications will also support the delivery of a Night Time Enterprise Zones Pathfinder Project (recommendation 5 in the Night Time Commission's report).
- 1.45 It will also provide small grant funding and cover consultancy costs to deliver a Night Time Enterprise Zones Pathfinder Project, to develop the concept and its potential impacts. This will involve consultation with communities and businesses, testing new ideas and creating action plans for how future activity across London could be carried out. Learning from the Unit's Creative Enterprise Zones development process with boroughs will be used.

- 1.46 We will set up a night time data observatory to support boroughs in creating their night time strategies (as required in the draft new London Plan) and inform local decision making (recommendation 3 of the Night Time Commission's report). Expenditure will include commissioning qualitative and quantitative research; carrying out surveys; website development costs; hosting meetings of an expert panel of data advisors and borough representatives; design of user-friendly graphics and visualisations to help make complex data accessible for end users.
- 1.47 The funding will also enable the delivery of a Women's Night Safety Summit to secure further sign-ups to the Women's Night Safety Charter and provide organisations with support in implementing the seven pledges in the Charter. It will support work to embed the Charter in organisational practice across London and to help make London a city where all women feel safe and welcomed at night.
- 1.48 Finally, this funding will build the resilience of London's grassroots music sector, in line with the Mayor's Rescue Plan for Grassroots Music Venues by continuing to support the new Safer Sounds Partnership with expertise and advice. This is the first pan-London, sector specific Business Crime Reduction Partnership and was seeded with funding from the Mayor of £35,000 in 2018/19 under cover of ADD2270. It is led by the music industry and addresses inconsistencies in premises licensing across London that are putting live music events at risk of being cancelled. It also addresses concerns that some BAME artists are adversely affected by licensing decisions by coordinating and monitoring discussion. The network aims to build the resilience of London's live music sector, which generates over £1bn in visitor spend every year, by sharing good practice, improving awareness and specialist knowledge across businesses, the police and local authorities, and sharing intelligence between officials, venues and promoters of live music.

2. Objectives and expected outcomes

Culture Strategy

2.1 The objectives of the investment are to:

- Support the delivery of the Mayor's Culture Strategy and cross-policy initiatives with other mayoral strategies, e.g. skills, health, economic development and environment;
- Deliver a robust evaluation of the impact of the Culture Strategy and embed evaluation and monitoring expertise across the Culture and Creative Industries Unit;
- Identify, scope and evidence emerging cultural policy areas and potential opportunities to influence their development; and
- Engage with diverse stakeholders and influencers to achieve the Mayor's Culture Strategy and raise its visibility and increase impact.

2.2 GLA investment of £121,000 will deliver the following outputs:

- Commissioning an expert consultancy resulting in an evaluation and impact analysis of the Culture Strategy, and a learning and development programme to build Unit evaluation and monitoring expertise;
- Up to three research and/or feasibility commissions to explore Mayoral priority themes such as (i) working conditions and creative freelance practices in London, (ii) ways to improve links between health and arts sector and (iii) culture's role in supporting environmental sustainability;
- One pilot careers advice and guidance film shining a light on the wealth of creative careers available in a creative industry sub-sector, e.g. film or fashion, and extensive distribution; and
- Up to three high profile and diverse events and networking opportunities to support the Unit's Stakeholder Engagement Programme.

2.3 This will achieve the following outcomes:

- The Culture and Creative Industries Unit will deliver strong evaluation, monitoring and reporting activity; the outcomes and outputs of the Culture Strategy will be rigorously analysed, and its impact understood and promoted;
- The GLA will hold evidence and be at the forefront of cultural policy innovation globally; able to act on emerging challenges and issues facing culture and creative industries in the city;
- Test out new activity to fill the strategic gap in creative industries careers advice, aimed at increasing both the visibility and viability of the range of creative careers available, and specifically targeting under represented communities. A successful programme will encourage other sub-sectors to follow suit and will build on the Mayor's All Age Careers Advice and Guidance programme; and
- Increased engagement with a broader range of stakeholders on the work of the Mayor and the Culture Strategy, leveraging new partnerships to deliver activity and to support emerging diverse leaders and communities.

Culture and Good Growth: Cultural Infrastructure Plan

2.4 The objectives of the investment are to:

- Protect and grow cultural infrastructure in London by supporting local authorities, developers and cultural organisations with the data, guidance and training they need, as established by the Cultural Infrastructure Plan research to date.

2.5 GLA investment of £50,000 will deliver the following outputs:

- Updated data sets for the Cultural Infrastructure Map and the DataStore, keeping it live and accurate for boroughs and developers. For example, a review will be commissioned of the music dataset, which includes all music venues, rehearsal and recording facilities;
- Training for existing and potential cultural infrastructure operators. This will include advice about how to set up and operate cultural premises; and
- Published guidance documents for local authorities, developers and cultural organisations. This will include how to use the planning system effectively to deliver cultural infrastructure.

2.6 This will achieve the following outcomes:

- Greater awareness amongst boroughs and developers of where London's cultural infrastructure is located. The outcome of this will be that local authorities will plan better for the growth and protection of relevant cultural infrastructure for their area, and that developers will be more aware of existing venues and cultural provision so that they can plan appropriate new provision. This is intended to reduce the overall risk to cultural infrastructure, evidenced through tracking cultural infrastructure figures across London; and
- Stakeholders are better equipped to operate cultural premises and manage the associated risks. The outcome of this will be a potential pipeline of more sustainable new cultural infrastructure.

Creative Londoners: London Music Fund

2.7 The objective of the £25,000 funding is to:

- Provide funding to enable young Londoners to learn a musical instrument and develop their musical talent, specifically funding provision for young people from low income families.

2.8 This will achieve the following outputs:

- Weekly instrumental lessons plus access to weekend music tuition and special projects for 25 young Londoners for one year.

2.9 This will achieve the following outcomes:

- 25 young Londoners will develop musical and social skills through participation in instrumental tuition, projects and performances, improving their life chances.

Creative Londoners: Diversity in the Creative Workforce

2.10 The objectives of the investment are to:

- Ensure that Mayoral policy and action in this area is supported by robust evidence built through piloting and testing activity;
- Establish which activities are likely to make the most difference in helping London's creative workforce become more diverse; and
- Identify, pilot and test specific policy interventions which the Mayor can make in partnership with relevant stakeholders.

2.11 GLA investment of £100,000 will achieve the following outputs:

- A commissioned consultancy resulting in a set of pilot policy interventions for the GLA;
- More creative businesses supporting existing GLA initiatives such as the Good Work Standard; and
- Other outputs will be established using the results of the research and may include new programmes, stakeholder engagement and training events, and materials to support cultural organisations.

2.12 This will achieve the following outcomes:

- Increased numbers of employers in the industry aware of good practice and taking active steps to recruit more diverse employees;
- Increased numbers of creative businesses aware of, and working towards, the Good Work Standard; and
- Increased diversity in the creative workforce, particularly in relation to BAME employment, evidenced amongst test policy interventions undertaken.

World City: World Cities Culture Forum

2.13 The objectives and outputs for the GLA investment of £50,000 in 2019/20 will contribute to the following:

- Deliver an updated version of the World Cities Culture Report 2018, including new member cities; this will increase published evidence about the impact culture has on cities and their inhabitants, and case studies for London to understand its global position, and which promote London's leadership role;
- Deliver an annual summit in Lisbon in 2019, with over 30 cities taking part, resulting in shared best practice and tangible examples to inform London's cultural policy;
- Launch up to 15 Creative Climate City Profiles which will support the work of the GLA Environment team for London Climate Action Week;

- Release a Making Space for Culture Toolkit, producing a tangible, practical toolkit to inform the Mayor's Culture at Risk office, help to preserve affordable creative space, and demonstrate London's global leadership at protecting creative spaces;
- Develop an additional policy research strand on diversity and inclusion as part of the World Cities Culture Forum research series and take part in an EU funded Action Planning Group with seven other European cities, about Inclusive Engagement (dependent on confirmation of external funding in 2019/20). Both these objectives will result in a new transnational action group focused on improving inclusive access to culture, aiming to embed international learning within London's creative sector;
- Secure external funding to support a second Leadership Exchange Programme; and
- Develop a future business plan for the World Cities Culture Forum and a governance review.

2.14 This will achieve the following outcomes:

- London's reputation as an international leader and collaborator is enhanced across the globe, contributing to the Mayor's London is Open campaign and promoting London as an inclusive city in which to live, work and visit;
- New policy is developed, aligned with the Mayor's Culture Strategy objectives and in particular those of his Love London and Creative Londoner priorities; and
- A sustainable and long-term future for the Forum.

World City: 24 Hour London and Music

2.15 The objectives of the investment are to:

- Deliver a GLA-wide programme which responds to the recommendations of the Night Time Commission's report;
- Support the delivery of the Safer Sounds Partnership to increase the resilience of London's live music sector; and
- Embed the Women's Night Safety Charter in organisational practice across London.

2.16 GLA investment of £257,000 will achieve the following outputs:

- Four Night Time Borough Champions Network meetings and four Night Surgeries across London;
- Commissioning consultants to produce: a report on the impact of extending opening hours for a range of businesses; guidance for boroughs on creating Night Time Strategies; and guidance for boroughs on making their public realm more safe, welcoming and vibrant at night;
- A Night Time Enterprise Zone Pathfinder Project;
- A new Night Time Data Observatory;
- Continued support of Safer Sounds Partnership meetings, providing regular advice to the team running the network and Steering Group and network meeting attendance; and
- A Women's Night Safety Summit.

2.17 This will achieve the following outcomes:

- Boroughs report positive improvements to their night time economies, have the right resources and support to put Night Time Strategies in place, and have drawn on best practice from across London, the UK and around the world;

- Boroughs feel listened to and well supported by City Hall in developing and diversifying their night time offers;
- London is seen as a global leader in developing policies to support a thriving 24-Hour economy; and;
- London's grassroots music scene is more resilient with the sector feeling better informed and supported.

3 Equality comments

- 3.1 Under Section 149 of the Equality Act 2010, as a public authority, the Mayor of London must have 'due regard' to the need to eliminate unlawful discrimination, harassment and victimisation as well as to advance equality of opportunity and foster good relations between people who have a protected characteristic and those who do not.
- 3.2 The proposed programmes outlined in the main body of this report offer and enable the continued creation of opportunities for Londoners, creating both positive social and economic impact in the capital. The programmes and projects seek to ensure that all Londoners regardless of any social or economic factors are able to enjoy and experience London's cultural offering.
- 3.3 The Culture and Creative Industries Unit will encourage organisations who are in receipt of GLA grant funding to have equality policies in place at their organisations, to proactively apply the principles of the Equality Act 2010, and to regularly refresh their equality and diversity policies and practices.
- 3.4 The activity set out in the main body of this report provides opportunities for organisations from a range of cultural and business sectors to engage with each other in order to work collaboratively and actively fosters closer working between a diverse range of both organisations and individuals.
- 3.5 The London Music Fund specifically provides opportunities for young people from low-income backgrounds to realise and fulfil their potential through musical education, increasing their confidence and skills, and provides them with an equal opportunity to pursue their musical talents and ambitions.
- 3.6 The World Cities Culture Forum includes discussions on access to culture for all citizens and shares examples of good practice. Through the Forum we will work with seven European partner cities, Amsterdam, Dublin, Lisbon, Riga, Sofia, Tallinn and Vilnius, to develop a bid to the EU Funding programme, URBACT. The application will enable each city to develop policy and programme interventions on the theme of access to and inclusive engagement in culture.
- 3.7 The Cultural Infrastructure Plan is all about local and community spaces. Cultural venues including local pubs, libraries and community centres as well as theatres, museums and galleries, provide accessible opportunities for people from all backgrounds in London's communities to enjoy, connect, participate and exercise with others in their communities. The Cultural Infrastructure Plan includes a range of policies, funding, tools and resources which aim to respond to threats posed to these venues.
- 3.8 The Culture Strategy underwent an Integrated Impact Assessment (IIA) during initial drafting, and a further review following consultation feedback. The IIA comprised of an Equality Impact Assessment, Health Impact Assessment and Community Safety Impact Assessment and due regard for sustainable development in the capital.

4 Other considerations

- 4.1 The activities and programmes outlined in this decision link to Mayoral strategies and priorities including:
- *A City for All Londoners*, wherein culture is seen as the golden thread, key to our future success, both for integrating and strengthening communities and supporting more liveable and successful places;
 - *Culture for all Londoners*, the Mayor's landmark strategy for culture, which outlines an ambitious vision aiming to provide all Londoners with access to the capital's rich cultural offering on their doorsteps;
 - *The Mayor's vision for Healthy Streets*, which are more welcoming to people and encourage them to make active and sustainable travel choices, for example by contributing to the healthy streets' aspiration of 'things to see and do';
 - *The Mayor's Vision for London as 24 Hour City* (diversifying London's night time offer and making it more safe, welcoming and accessible for a wider range of people); the *Mayor's Police And Crime Plan* (the Women's Night Safety Summit); the *draft new London Plan* (strategic policies for supporting London's night time economy and its diverse range of arts, cultural, and entertainment enterprises and the cultural, social and economic benefits they offer to its residents, workers and visitors);
 - *Inclusive London*, the Mayor's equality, diversity and inclusion strategy, which sets out that a successful city needs to work well for all residents. Everyone should be able to share in its prosperity, culture and community life regardless of their age, social class, disability, race, religion, gender, gender identity, sexual orientation, marital status, or whether they are pregnant or on maternity leave. This is the Mayor's vision for the city – to create a truly inclusive London; and
 - *All of Us*, The Mayor's social integration strategy aims to improve social integration in London. This means enabling people to have more opportunities to connect with each other positively and meaningfully and supporting Londoners to play an active part in their communities and the decisions that affect them. It involves reducing barriers and inequalities, so that Londoners can relate to each other as equals.
- 4.2 In terms of both social and economic development, the programmes will help the GLA work with businesses and individuals to improve productivity and growth. The aim is that all Londoners progress and reach their full potential and that London's businesses can access the skills they need to succeed.

Impact Assessments and consultations

- 4.3 The Mayor's Cultural Leadership Board is comprised of leaders from across the creative and cultural industries. They shape the Mayor's Culture Strategy and act as the voice of the industry.
- 4.4 The Mayor's Culture Strategy was subject to a 12-week consultation with stakeholders and the public. The Culture and Creative Industries Unit delivered events and roadshows to consult a wide range of community organisations, agencies and groups about key issues raised in the draft strategy and the plans to address them. Nearly 100 organisations provided written feedback. In addition, a public consultation programme was delivered via Talk London which elicited over 1600 responses on the priorities of the strategy.
- 4.5 The Culture Strategy underwent an Integrated Impact Assessment (IIA) during initial drafting, and a further review following consultation feedback. The IIA comprised of an Equality Impact Assessment, Health Impact Assessment and Community Safety Impact Assessment and due regard for sustainable development in the capital. Independent analysis found that one policy had a

neutral impact while all others had a positive impact. Following consultation feedback and revisions to the policies, the status of all areas is positive.

5. Financial comments

- 5.1 Approval is being sought for the expenditure of up to £603,000 on the various Culture and Creative Industries programmes and projects detailed in the table below.

Culture Strategy	£121,000
Cultural Infrastructure Plan	£50,000
London Music Fund	£25,000
Diversity in the creative workforce	£100,000
World Cities Culture Forum	£50,000
24 Hour London and Music	£257,000
	£603,000

- 5.2 This expenditure will be funded by the 2019/20 Culture and Creative Industries Unit budget.

6. Legal comments

- 6.1 The foregoing sections of this report indicate that the activity in respect of which approval is sought may be considered to be facilitative of and conducive to enabling the exercise of the GLA's general powers and the implementation of the Culture Strategy and officers have complied with the GLA's related statutory duties to:

- (a) pay due regard to the principle that there should be equality of opportunity for all people;
- (b) consider how those proposals will promote the improvement of health of persons, health inequalities between persons and to contribute towards the achievement of sustainable development in the United Kingdom; and
- (c) consult with appropriate bodies.

- 6.2 To the extent that expenditure proposed:

- (a) amounts to the provision of grant funding as a contribution to related third party project costs and not a payment for services to be provided, officers must ensure that the proposed funding is disbursed in a fair and transparent manner in accordance with the GLA's Contracts and Funding Code and a funding agreement is put in place between and executed by the GLA and any proposed recipient(s) before any commitment to provide the funding is made; and
- (b) is to be incurred on the procurement of works, services or supplies, officers must ensure that the works, services or supplies are procured in accordance with the GLA's Contracts and Funding Code and that appropriate contract documentation is put in place and executed by the successful bidder(s) and the GLA before the commencement of any works, services or supplies.

- 6.3 To the extent that it is proposed that the GLA seek third party funding by way of sponsorship income to enable the enhancement of programme activity it may seek sponsorship when exercising its general power under its power to charge third parties for discretionary services under section 93 of the Local Government Act 2003 provided that the charges levied do not exceed the costs of provision.

- 6.4 The Mayor may, under section 38 of the Greater London Authority Act 1999, delegate the exercise of the GLA's functions to the Executive Director for Communities and Intelligence as proposed should he so wish.
- 6.5 In taking the decisions requested, the Mayor must have due regard to the Public Sector Equality Duty; namely the need to eliminate discrimination, harassment, victimisation and any other conduct prohibited by the Equality Act 2010, and to advance equality of opportunity and foster good relations between persons who share a relevant protected characteristic (race, disability, gender, age, sexual orientation, religion or belief, pregnancy and maternity and gender reassignment) and persons who do not share it (section 149 of the Equality Act 2010). To this end, the Mayor should have particular regard to section 3 (above) of this report.
- 6.6 In any event, officers must ensure that:
- (a) to the extent, third party funding is to be sought by way of sponsorship, it is sought in accordance with the GLA's sponsorship policy; and
 - (b) no reliance is placed upon any third party funding until legally binding arrangements are in place with such funder(s) and they are content that the GLA can comply with any conditions applicable to the provision of such funding;

7. Planned delivery approach and next steps

Activity	Timeline
URBACT application for EU Action Planning Cultural Network submitted	Spring 2019
Mayor's Cultural Leadership Board meetings	May 2019 to March 2020
Four Boroughs Champions meetings held	May 2019 to March 2020
Four Night Surgeries held	May 2019 to March 2020
Three Stakeholder events	May 2019 to March 2020
Mayor publishes response to the Night Time Commission report	June 2019
London Music Fund award annual round of scholarships	July 2019
World Cities Culture Forum Climate Change City Profiles launched	Summer 2019
Night Time Enterprise Pathfinder Project launched	Summer 2019
Women's Night Safety Summit	July 2019
World Cities Culture Forum Annual Summit in Lisbon	October 2019
Culture Strategy one-year progress report published	December 2019

Appendices and supporting papers:

None.

Public access to information

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

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

Part 1 – Deferral

Is the publication of Part 1 of this approval to be deferred? YES. Activity which will be developed under Diversity in the Creative Workforce is not in the public domain and would be compromised through publication at this stage. Details of the budget allocated for contracts for services under various budget lines is also commercially sensitive; publication may unduly influence the GLA's ability to achieve value for money through its tenders. Until what date: **31 October 2019**

Part 2 – Sensitive information

Only the facts or advice that would be exempt from disclosure under FoIA should be included in the separate Part 2 form, together with the legal rationale for non-publication.

Is there a part 2 form –NO

ORIGINATING OFFICER DECLARATION:

Drafting officer to confirm the following (✓)

Drafting officer:

Shonagh Manson has drafted this report in accordance with GLA procedures and confirms the following:

✓

Sponsoring Director:

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

✓

Mayoral Adviser:

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

✓

Advice:

The Finance and Legal teams have commented on this proposal.

✓

Corporate Investment Board

This decision was agreed by the Corporate Investment Board on 7 May 2019.

EXECUTIVE DIRECTOR, RESOURCES:

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

Signature

Date

13.05.19

TOM MIDDLETON ON BEHALF OF MARTIN CLARKE

CHIEF OF STAFF:

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

Signature

Date

13/5/2019.

D. Bellamy

