

Susan Hall AM

Chair
London Assembly Economy Scrutiny Committee
City Hall
The Queen's Walk
More London
London SE1 2AA

Our ref: MGLA200618-5494**Date:** 04 DEC 2018

Dear Susan,

I am writing to thank the Economy Committee, chaired by your predecessor Caroline Russell AM, for responding to the culture section of my draft Culture Strategy 'Culture for all Londoners' and for giving my Deputy Mayor for Culture and Creative Industries, Justine Simons OBE, the opportunity to present the draft Strategy to the Committee on 26 March.

Not only does culture attract visitors to our city and contribute billions to our economy, it can inspire and transform lives, supporting people to reach their full potential. This is why I have made culture a priority. I want everyone – from all backgrounds, from every corner of London and of all ages – to be able to access culture and all the benefits it can bring.

From the consultation, I learned that there was a great deal of support for us to do more, not less, with culture, for Londoners. I would like to take the opportunity to thank you for responding so positively and comprehensively to the draft strategy. There was a strong response from the public and sector stakeholders, and support for the priorities, policies and programmes set out.

My Culture Unit has reviewed and incorporated feedback in the final version of 'Culture for all Londoners'. The consultation response report will be published alongside the strategy, and in the meantime, I would like to take this opportunity, in the attached appendix, to respond to the points you have helpfully raised.

Once again, thank you for the time you have taken to respond.

Yours sincerely,

**Sadiq Khan**

Mayor of London

Appx.

Cc: Tony Arbour AM, Chair, London Assembly
Jennette Arnold OBE AM – Deputy Chair, London Assembly

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Appendix: Response to the London Assembly Economy Scrutiny Committee

Feedback on the draft Culture Strategy – Culture for all Londoners

As the first six questions relate to monitoring performance and Key Performance Indicators (KPIs) they have been grouped together.

The Economy Committee suggested:

1. That the final strategy should set a strong framework for delivery to underpin the many policies and commitments it signs up to, clearly stating what the deliverables are, when they will be delivered, and what the measures for success look like.
2. The final strategy should clearly set out which of the commitments are to be considered as short, medium or long-term objectives.
3. The final strategy should clearly set out what further work is needed to deliver the commitments listed, what monitoring will be undertaken, and the criteria for determining success.
4. That a comprehensive schedule of programmes, should be published alongside the final strategy and include information on agreed and proposed funding allocations. This document should clearly state the KPIs for each programme and who will be accountable for their delivery.
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6. That I commence publishing quarterly cultural performance monitoring data as soon as possible.

Response: The strategy sets out a bold ambition for arts and culture in the capital, and you are right that a strong delivery and measurement framework will be essential to achieve this. High level outcomes and indicators are set out in the Implementation Plan, which is published alongside the strategy. Regular reporting across my culture programmes is submitted to the London Assembly Budget Monitoring Sub Committee on a quarterly basis through the Culture Unit's Portfolio Dashboard. This sets out programme KPIs and milestones for key projects, and the budgets associated with these, including timescales.

Love London

7. **The Committee suggested** the final strategy should include a section in the 'Love London' chapter setting out what steps I 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.

Response: We share an urgent interest in tackling the many barriers to participation and inclusion which Londoners unfairly experience. My Culture Unit is developing opportunities to improve the diversity of the creative workforce, where we see deep issues in representation. I recently launched the expansion of Film London's Equal Access Network, and a new Action Plan for Diversity in Theatre with BECTU, the media and entertainment union. I have also have launched Culture Seeds, supporting grassroots organisations and diverse communities who normally miss out on public funding, and mass participation programmes like London Borough of Culture. Both of these programmes also offer best practice examples to share across the creative industries and I have updated the strategy to highlight the importance of this.

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8. **The Committee suggested** that I should look for opportunities to engage Londoners in mass participation cultural events.

Response: I agree and will continue to support opportunities to engage Londoners in mass participation cultural events. The strategy sets out a wide-ranging programme that will deliver a range of mass participation opportunities, including through our community events programmes. EURO 2020 presents us with another opportunity to deliver a world-class sports and culture programme for people right across London to participate in.

9. **The Committee asked** that I provide more information on the evaluation programme that will run alongside the London Borough of Culture, including when the evaluation will start, what will be included, and when the Assembly and other stakeholders can expect to receive updates on progress.

Response: In 2017, The Audience Agency were appointed independent evaluators for London Borough of Culture. They will report on the impact of the programme for Londoners and the boroughs, across the title winners and the six Cultural Impact Awards I have made to boroughs across London. They will also evaluate the competitive bidding process. The programme began in 2018 and we will provide quarterly updates on progress to the Assembly through the Culture Unit's Portfolio Dashboard reporting.

10. **The Committee suggested** that 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.

Response: A healthy museum and heritage infrastructure is crucial to London's success as a cultural capital. My final strategy has included your recommendation as a new action under Policy 3. Your important point about boosting volunteer infrastructure has also been included under the same policy and has a separate action to capture the range of volunteering opportunities that I am supporting across the culture and creative sector.

11. **The Committee suggested** that 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.

Response: Many museums in London already offer extended hours to visitors. My vision of London as a 24-hour city encourages more museums to consider the benefits of late opening. To highlight best practice, I have updated my World Cities chapter to include examples of museums and galleries which offer after-hours opportunities like Queer Tango at the Horniman Museum. I am supporting festivals that extend activity across the 24-hour day, including Art Night which will be a feature in the London Borough of Culture programme for Waltham Forest. I have facilitated the launch event and provided strategic advice for Otherworld, led by Culture24. This will be a new festival of night-time events, Lates, in museums, galleries and historic houses in 2019.

The Committee suggested:

12. The final strategy should set out how organisations benefitting from the Culture Seeds micro-grant programme will be supported over the long-term.
13. That I clarify how the value added of the support and funding given to Culture Seeds projects will be assessed.

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Response: The Culture and Creative Industries Unit is developing a 'Culture Seeds Community' programme to provide support to recipients of Culture Seeds funding. The aim of this programme is for the beneficiaries to make the most of their award and to enable us to maintain contact with applicants.

An independent evaluator has been appointed to assess the impact of the programme. The evaluation framework uses a range of methodologies including questionnaires, data analysis, face-to-face interviews, stakeholder conversations and volunteer interviewers to assess the effectiveness of the programme in achieving its aims. We hope through this we can assess the value of the grant beyond the life of the project.

Culture and Good Growth

14. **The Committee asked** that the final strategy set out more detail on the Creative Land Trust (CLT).

Response: The CLT will provide a vital intervention to stem the critical loss of affordable workspace the capital is experiencing. I have updated the final strategy to provide a more detailed section on the CLT.

15. **The Committee stated** that the final strategy should reflect the challenges posed by withdrawal of funding from the European Social Fund to the longer-term prospects for Creative Enterprise Zones and the Creative Land Trust.

Response: The loss of European Social Fund (ESF) investment in the UK is just one example of the impact that Brexit will have on Londoners, as those who need it most will miss out on significant development funds. The final strategy sets out more information on the ESF, Adult Education Budget (AEB) and CEZs skills, training and employment programme. ESF and AEB funding is available from 2019 and secured to 2023, beyond the end of the current CEZ programme which is secured to 2021. I am pleased to reassure the Assembly that ESF funding is not an element of the CLT business model.

16. **The Committee asked** what actions I will take to support creative businesses to take up the Good Work Standard (GWS).

Response: I have engaged with creative businesses on the development of the GWS, through roundtables and in discussion with my Cultural Leadership Board. Cultural organisations will be included in the testing of the GWS online beta website to ensure it is fit for purpose, clear and effective for the industry and my GWS team will support organisations across sectors, including creative businesses, to take up the GWS.

17. **The Committee asked** for 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.

Response: Following the publication of the Supplementary Planning Guidance for Culture and the Night Time Economy in 2017, the guidance was incorporated into the draft London Plan. As this is included in the London Plan, a dedicated action under Policy 18 of the strategy is not required. My teams are working with boroughs to develop their night time visions through the Borough

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Champions Network, and my Cultural Infrastructure Plan will help boroughs to identify the need and provision for such anchor venues.