

# MAYOR OF LONDON

## Mayor's Cultural Leadership Board

25 September 2019, 14:00 – 16:30

### Record of the meeting

#### Members and Ambassadors in attendance

**Chair:** Ben Evans, Director, London Design Festival

**Vice Chair:** Moira Sinclair, Chief Executive, Paul Hamlyn Foundation

**Deputy Mayor for Culture and Creative Industries,** Justine Simons OBE

#### Members and Ambassadors

Ajay Chhabra, Director, Nutkhut

Alice Black, Director, Design Museum

Amy Lamé, Night Czar, Mayor's Office

Bernard Donoghue, Director, Association of Leading Visitor Attractions

Claire Whitaker OBE, Director, Serious

Cllr Clare Coghill, Leader, Waltham Forest Council

Dianna Neale, London Councils Representative

Jennifer Crook, Independent Producer

Madani Younis, Artistic Director, Southbank Centre

Pam Alexander OBE, London Legacy Development Corporation

Professor Ricky Burdett CBE, London School of Economics

Sharon Ament, Director, Museum of London

Stuart Hopley, Head of Heritage, Heritage Lottery Fund

#### Additional Attendees

Shonagh Manson, Assistant Director, Culture and Creative Industries

Laia Gasch, Senior Advisor, Culture and Creative Industries

Jacqueline Rose, Senior Manager, Culture and Creative Industries

Adam Cooper, Principal Policy Officer, Culture and Creative Industries

Natasha Graham, Senior Policy Officer, Diversity, Culture and Creative Industries

Beth Kahn, Senior Board Officer, Culture and Creative Industries

Karen Steadman, Principal Policy & Project Officer (Health)

Vivian Murinde, Senior Regeneration Manager, London Legacy Development Corporation

#### Apologies

Charles Leadbeater, Independent Consultant

Gaylene Gould, Independent Creative Director

Dr Jo Twist OBE, CEO, UK Interactive Entertainment

John Newbigin OBE, Creative Industries Representative, Economic Action Partnership

Nii Sackey Chief Executive, Bigga Fish

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## 1. Welcome and Meeting Introduction

- 1.1. Apologies were received from Charles Leadbeter, Gaylene Gould, Jo Twist, John Newbiggin, and Nii Sackey.
- 1.2. Declarations of interest were made by Pam Alexander and Vivian Murinde in relation to Item 6 – East Bank Briefing. It was agreed that there was no conflict of interest as the item was an update only.
- 1.3. A record of the meeting of 14 May 2019 was agreed.

## 2. Core message briefing

- 2.1. Justine Simons updated Ambassadors on the key achievements of the Mayor's Culture programme to date:
  - London Borough of Culture in Waltham Forest and Brent.
  - East Bank - new culture and education district.
  - Six new Creative Enterprise Zones
  - Over 500 venues and creative spaces saved, supported and newly built.
  - Since 2016 the Mayor has supported over 11 million visits to cultural events and activities.
  - The Mayor's investment in the creative industries generated £700m in 2018-19.
- 2.2. Ambassadors thanked Justine for the update and officers agree to provide a more detailed written briefing on each of these achievements.
- 2.3. Justine Simons reminded Ambassadors that the pre-election period for the Mayoral election will begin on 23 March 2020 and run until 8 May 2020, and outlined the guidance which Deputy Mayors and officers must follow during this period.

## 3. Health and Wellbeing – Towards an Action Plan

- 3.1. Officers presented an update on work around arts and health, noting that health and wellbeing is a Mayoral priority and culture is a key tool to address poor health and social isolation.
- 3.2. Existing policies and programmes which address this agenda include London Borough of Culture, Culture Seeds, and work to make London a Dementia Friendly City. The current expansion of social prescribing within the NHS is an opportunity to further strengthen the links between the health and culture sector. The Health and Culture teams sought advice for how work could be expanded and built on into the future.
- 3.3. Officers proposed the following policy priorities:
  - Dementia/Age Friendly Cities

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- Mental Health, particularly for young people
- Social prescribing

3.4. Officers proposed the following types of activities for future development:

- Better connecting and equipping the culture and health sectors
- Spotlighting best practice in culture, health & wellbeing
- Commissioning action research and pilots to build the evidence base

3.5. Ambassadors shared existing models of good practice, including the Museum of London's pioneering workshops for people living with dementia and their carers (supported by the GLA), the partnership between live music producers Serious and Great Ormond Street Hospital, and a weekly social event for older people run by Duckie.

3.6. Ambassadors highlighted the complex challenges in communicating to healthcare professionals about the activities available in the cultural sector and ensuring these are accessible. Ambassadors suggested that London Borough of Culture presented an opportunity to work closely with the Clinical Commissioning Group to develop and share best practice in social prescribing.

3.7. Ambassadors supported the proposed priorities. Officers will develop ideas into an action plan for future work, and requested that Ambassadors connect the GLA with relevant partners or projects they are aware of that could support this work.

## 4. Diversity

4.1. Officers presented an update on work being undertaken by the Unit and the GLA into equitable distribution of funding as requested by Ambassadors. The update was on the first phase of this work, which mapped what data was collected by the Unit across its grant-making and procurement. Officers agreed to circulate a written report on Unit data ahead of the next Board meeting in November.

4.2. The research highlighted different approaches in evaluation methods across programmes, many of which began at different times; a consultant is being commissioned to consolidate evaluation methodology across the Unit's work. Data collected so far indicates that while some projects, such as London Borough of Culture and Culture Seeds, have high levels of participation which are reflective of their local communities (for example, 37% of funded Culture Seeds projects have a focus on engaging with BAME Londoners) other programmes have data gaps.

4.3. An update was given on the GLA-wide work on Responsible Procurement. The existing procurement system disadvantages some key groups in the creative sector, specifically freelancers and SMEs, and does not consistently collect or measure information around diversity and representation. Representatives from the Culture Unit are engaged in developing improvements to the system.

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- 4.4. Officers gave an update on other programme ideas that are being developed around Diversity:
- Diversity accelerator, working with organisations to workshop targeted interventions to facilitate quick change.
  - Developing sector action plans to increase diversity, initially focusing on theatre and screen.
  - Unpacking the Credits – a package of films to demystify job roles in the creative sector for young people.
- 4.5. Ambassadors reiterated the acute urgency of ensuring that Londoners were represented across the GLA's work, and reminded the Unit of the scale of the challenge faced across the culture sector and at the GLA. Officers will circulate an update of progress across diversity workstreams ahead of the next Board meeting in November.

## 5. East Bank briefing

- 5.1. Officers gave an update on East Bank, which is due to open in 2023.
- 5.2. East Bank will build on the area's existing creative credentials to establish a new global destination with partners Sadler's Wells, the BBC, the V&A in partnership with the Smithsonian Institution, as well as University College London and University of the Arts London's London College of Fashion.
- 5.3. The London Legacy Development Corporation (LLDC), the Mayor's development corporation for Queen Elizabeth Olympic Park and the surrounding area, is leading delivery of the project while Foundation for Future London was established as a charitable company to support and steward the collective vision of East Bank.
- 5.4. East Bank will create more than 2,500 jobs for local people; deliver 600 new homes; attract over 1.5 million visitors each year and 10,000 students on site; generate a £1.5 billion boost for the economy; and support the next generation of creative talent.
- 5.5. Ambassadors highlighted the importance of ensuring new buildings meet access requirements for those with disabilities and older people, and discussed the potential for East Bank to become a Dementia Friendly district..
- 5.6. Ambassadors discussed the opportunities presented by East Bank to respond to the need to increase diversity and representation in the culture sector, recognising that a great deal of work is already taking place by East Bank Partners to engage with local young people. They noted that more needs to be done across the sector to ensure employers understand how to change practices around recruitment and training and workforce cultures.

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## 6. AOB

- 6.1. Responses have been received to the invitation to tender for a consultant to test the feasibility of a Voluntary Visitors Donation Scheme. This work will encompass technical development, stakeholder consultation, and establishing the purpose and mission of the scheme.
- 6.2. A written response to the consultation on Arts Council England's new 10 year strategy has been submitted. A follow-up meeting has been scheduled in February 2020 with Nick Serota and Darren Henley.

	Action	Owner	Due	Notes
<b>Actions from meeting of 14 May 2019</b>				
11.	Officers to provide report on distribution of Culture funding.	Natasha Graham	Nov 2019	Verbal update given in meeting. Written update to be submitted between meetings (see action 18)
13.	Officers to explore how to engage with the new Creative Diversity APPG	Natasha Graham	June 2019	Meeting has taken place and opportunities for future collaboration discussed.
14.	Officers to submit written briefing on key achievements of Mayor's Culture Programme.	Beth Kahn	Nov 2019	Completed
15.	Ambassadors to share relevant information and models of best practice to support arts and health work with Culture Unit	Ambassadors	Ongoing	
16.	Officers to develop Culture/Health ideas into action plan for future work.	Jacqueline Rose	Ongoing	
17.	Officers to offer Dementia Friend training to Board.	Adam Cooper	Nov 2019	Invite to be circulated.
18.	Officers to submit written report on diversity workstreams and equitable funding, including update on actions which came out of the Diversity Subgroup.	Natasha Graham	Nov 2019	To be circulated ahead of November 2019 meeting.
19.	Diversity to be revisited on future Board agenda.	Natasha Graham	Nov 2019	On agenda for November 2019.