

LONDON CULTURAL STRATEGY GROUP

MINUTES

Date: Tuesday 25 June 2013

Teas and Coffees: 2.30pm

Meeting: 3.00pm

Venue: Committee Room 1, City Hall

ATTENDEES:

Chair: Iwona Blazwick, OBE, Director, Whitechapel Art Gallery

Vice Chair: Charlotte Jones, Chief Executive, Independent Theatre Council

Members

Nick Allott, Managing Director, Cameron Mackintosh Ltd.

Sharon Ament, Director, Museum of London Group

Geoffrey Bond, OBE, DL, FSA, Lawyer, Businessman and Broadcaster

Sue Bowers, Head of Heritage Lottery Fund London, Heritage Lottery Fund

Professor Anthony Bowne, Principal, Trinity Laban Conservatoire of Music and Dance

Tracy Cooper, Director, artsdepot

Ben Evans, Director, London Design Festival

Manick Govinda, Head of Artists' Advisory Services, Artsadmin

Tabitha Jackson, Commissioning Editor, Arts, Channel 4

Sir Nicholas Kenyon, Managing Director, Barbican Centre

Cllr Guy Nicholson, London Councils

Vicky Richardson, Director of Architecture, Design and Fashion, British Council

Caroline Rush, CEO, British Fashion Council

Nii Sackey, CEO, Bigga Fish

Sarah Weir, CEO, The Legacy List

Joyce Wilson, Area Director, London, Arts Council England

Adrian Wootton, CEO, Film London

Observers:

Dianna Neale, Head - economy, tourism and culture, London Councils

GLA:

Justine Simons, Head of Culture, GLA

Amanda Neal, Culture Strategy Coordinator, GLA

Apologies:

Nigel Barker, Head of Regional Partnerships, English Heritage- London Region

Alan Bishop, CEO, South Bank Centre

Gordon Innes, Chief Executive, London and Partners

Munira Mirza, Deputy Mayor for Education and Culture, Mayor's Office

Guest Presenters:

Joss Croft, Marketing Director, Visit Britain

Jenny Seale, Artistic Director, Graeae & Director of the Paralympic Opening Ceremony

Minutes

Agenda item/time	Notes	Actions
<p>3pm, Welcome and introductions, Iwona Blazwick, Chair (5m)</p>	<p>The Chair welcomed members to the meeting and introduced new member Joyce Wilson, Area Director, London, Arts Council England who has taken over the appointment from former member Moira Sinclair who is now the Executive Director with responsibility for national strategy and London and the South East for Arts Council England.</p> <p>Members were updated that Munira Mirza is now on maternity leave.</p> <p>Apologies were noted on the agenda.</p>	
<p>Minutes of last meeting</p>	<p>Minutes and actions from the last meeting were reviewed.</p> <p>The minutes of the last meeting were approved by the Group.</p>	<p>Action: Commission report on the impact of immigration routes for the creative and cultural sector, with a particular focus on Exceptional Promise visa's and criteria.</p>
<p>3.10pm, Culture Update, Justine Simons, Head of Culture, Mayor's Office (5m)</p>	<p>Justine Simons provided an overview of the cultural projects, and policy activity undertaken by the Mayor's Office since the last meeting.</p> <p>Highlights include:</p> <ul style="list-style-type: none"> 🕒 Submissions for this year's Mayor's Fourth Plinth School's Awards more than doubled last year's total with over 1600 entries from students at schools across every London borough. Gregor Muir, Director of the ICA participated as guest judge. Malik from Childs Hill School in Barnet was announced as the winner at the Awards Ceremony held at City Hall on April 23 for his artwork depiction of the Queen driving a Tube train. Prizes were provided by Hamleys. 	

	<ul style="list-style-type: none"> ⌚ The Mayor launched GIGS 2013 with former busker and X-Factor star Misha B in April. The competition is run in partnership with Team London, TfL, Network Rail, City of London, AEG and Westfield and is supported by a host of major music industry players. This year a record breaking 1800 submissions were received during the open call, with 400 acts going through to the busking round. ⌚ The Mayor welcomed the Government’s new creative industries tax relief programme and announced his further investment in Film London to expand their remit to cover high end TV and animation production to deliver a range of inward investment activity. 	
<p>3.20pm, Maintaining London’s Position as a world city for culture (20m)</p> <p>Cultural Tourism Strategy: menswear pilot update – Caroline Rush, CEO, British Fashion Council & Justine Simons</p>	<p>Following on from a presentation on the cultural tourism menswear pilot at the February 27 2013 meeting, Justine Simons and Caroline Rush provided an update of the launch of the pilot during London Collections: Men, June 2013.</p> <p>As the first phase of the cultural tourism strategy, the menswear pilot brought together the creative industries, tourism sector and commercial partners at a time when retail and tourism are vital to both London’s economic growth and reinforcing its position as a world capital of creativity and culture. The campaign focused on a unique London fashion success story: menswear. Of the £18 billion spent by international tourists each year, 58% of all UK visits include shopping and the UK menswear market is worth £9.9 billion to the economy.</p> <p>London Collections: Men, which premiered in 2012, has quickly become a key fixture on the international fashion calendar; attracting iconic design houses like Tom Ford and Burberry to showcase their collections in the capital. The Autumn/Winter shows presented an opportunity to launch a campaign that synergised London’s menswear heritage and tourism.</p> <p>Delivered in partnership by the Mayor of London, British Fashion Council, London & Partners, Visit Britain, Museum of London and the V&A the components of the campaign included:</p>	

🕒 **10,000 Heritage Maps:** Bespoke figurative maps that highlighted the capitals history as the originator of significant fashion inventions such as the three-piece suit, bowler hat, Wellington boots and bondage trousers; the map also highlighted key areas and retailers that have played a major role in positioning London as a world leader in menswear fashion.

The maps were distributed at menswear retail shops and outlets, including Savile Row and Carnaby Street, St Paul's Tourist Information Centre, and they were featured at Bloomingdales department store in New York City via VisitBritain's *Shopping is GREAT* campaign

🕒 **Mayor's press launch on Savile Row:** On June 18, the Mayor launched the menswear heritage map at a press junket on Savile Row which was attended by over 50 national and London media outlets.

🕒 **International press trip:** In addition to the international fashion press in London specifically for London Collections: Men, the partners developed a menswear focused travel and lifestyle press trip bringing 10 leading journalists from across the globe to experience the shows with the purpose of positioning of London's heritage as well as its modern day shopping experience. Project leads are still awaiting formal data but response from the journalists on the trip was very positive.

As of 25 June, the team is still in the process of obtaining formal responses from the international press trip and overall advertising equivalent value (AEV) of press activity. However, the campaign has already received excellent coverage in The Guardian, Independent, ITN News, Daily Telegraph and the Evening Standard. Readership coverage totalled over 500,000 people and generated a preliminary media value of over £400,000.

Next steps (for the menswear cultural tourism campaign) include bringing the story up to modern day London and working with key retail and cultural partners to:

- Profile the capital's incredible shopping experience through GQ Magazine's editorial –from department stores, designer flagship stores, markets and designer outlets in Hackney which are already attracting large numbers of Chinese visitors.
- Relate how London's menswear has influenced music, film and TV (*Mr. Selfridges, Sherlock, Dr. Who*)
- Build in new consumer shows as part of London Collections: Men in January 2014
- Digitise the maps interactivity – linking consumers with London retailer's online shopping platforms.

Member comments:

- Members applauded the convergent model of this approach which draws together the Creative Industries and tourism agencies to obtain multiple outcomes.
- Members were interested in how this campaign could further involve East London fashion districts as part of bringing the story up to date.

Joss Croft noted Visit Britain's satisfaction with the results of the menswear cultural tourism pilot and is looking forward to continuing this line of work with partners.

Culture is a major pull for international tourism to London. For example, three quarters of tourists from Brazilian visit a museum and almost half attend an art gallery during their stay. Performing arts form a key dimension to tourist choices, with one in three visits from Canada and the USA including attendance at a theatrical performance.

In order to harness and promote the UK's offer, Visit Britain has invested £40m

<p>Visit Britain on cultural tourism and the 'GREAT' campaign, Joss Croft, Marketing Director, Visit Britain</p>	<p>into the 'GREAT' campaign. Using imagery inspired by Culture, Heritage and Countryside. These core pillars of attraction were identified by research conducted on key markets; France, Germany, USA, Brazil, India, China, Australia, Canada, and Japan.</p> <p>The vision of the 'GREAT' campaign is to 'get the world thinking and feeling differently about Britain, repositioning us as an exciting, inspiring and innovative nation to visit, to study in and to invest in now.' In addition to priority tourism the campaign aims at increasing inward investment, attracting students to study in UK and strengthen soft power to improve diplomatic relations.</p> <p>Key results to date include:</p> <ul style="list-style-type: none"> 🕒 Evaluation by Ipsos MORI shows that the 2012-13 GREAT image campaign has the potential to generate 422,000 visits to Britain worth £200 million. This indicates an ROI of 8:1. 🕒 The global Nation Brands Index survey (done pre and then post Olympics) shows that Britain's image and appeal have increased: overall, and on culture, natural beauty and welcome/friendliness. <p>For the next phase, Visit Britain are investing a further £12m (and attracting £2-3m from partners) in the campaign to run across 7 markets. They would be very interested in finding ways to work together across the wider creative and cultural sector – particularly in relation to the Chinese tourism market and integrating culture into the offers of global tour operators.¹</p> <p><u>Member comments</u></p> <ul style="list-style-type: none"> - Members suggested that there was potential to incorporate cultural tourism attraction via London's overseas touring companies, events and exhibitions. 	
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¹ 90% of overseas tourist's book through operators, a key difference to UK travel consumer habits, which rely heavily on online services.

ambitious cultural fare of last year would not be built upon. Funding cuts, lack of coordination and the inability to outperform the scale of activity of the Cultural Olympiad were key barriers identified by the Group.

Member discussion, key points

- Developing cultural/art hubs or networks to assist in coordinating cultural legacy programming across London.
- Arts Council England is re-launching Unlimited in early July and is seeking an organisation or consortia of venues to manage the programme, which should break down some of the bureaucracy.
- The Legacy List was set up in advance of the Games to build and implement the legacy for education, arts, culture and skills. Currently the London Legacy Development Corporation has 18 projects addressing young people.
- Member stated that whilst there is funding available at the moment, perhaps the sector was so surprised by the positive reaction towards the cultural programming that it simply was not prepared and has been on the back foot in making these opportunities known.
- Member remarked that the Paralympic Games were huge in terms of broadcast, and that is something to build upon, the obvious appetite from the public for wider ranging activity that is inclusive of deaf and disabled arts.
- Members discussed the legacy of public art commissions, referencing the works included as part of the building works carried out for the Millennium Dome (now O2) and how they have been neglected. Members discussed what could be done to ensure these works are protected, conserved and made more visible to the public.
- Members sought that there are plans in place for the conservation, decommissioning and commissioning of further works in the Queen Elizabeth Olympic Park
- Member raised that one of the legacies of the games is the number of investors putting money into construction with an incredible amount in central London, but there is a striking gap in comparison to outer

	<p>London and questioned if it was possible to connect with these investors.</p> <ul style="list-style-type: none"> - Member suggested that as far as funding and local authorities, something to consider would be how to join up these conversations when working with Arts Council England, with borough budgets being cut further in future years. - Member recommended that this conversation needed to be continued in future meetings, particularly to determine what the next big unifying programme or project could be. 	<p>Action: Collate pan London legacy planning to date in order to draw a picture of ‘where we are now’ and then build on the legacy of coordinated ways of working experienced during London 2012.</p>
<p>4.50pm, AOB</p> <p>Immigration sub-group, Prof Anthony Bowne, Principal, Trinity Laban Conservatoire of Music and Dance</p> <p>Budget update, Justine Simons</p>	<p>Professor Bowne informed the Group about the upcoming LCSG sub-group titled <i>Creative Talent, international students and immigration</i>. The sub-group brings together HEI’s/FEI’s, key agencies and creative businesses to better understand the potential impact of the closure of PSW to London’s creative economy and FE/HE Institutions specialising in creative subjects.</p> <p>Justine informed the Group of the current financial status of the LCSG and requested a determination on the areas the surplus funds should be spent. The Group voted and agreed that World Cities Culture Programme, artist studios, immigration, legacy and cultural tourism were key areas to direct funds for further research and policy intervention. The Group stated that these activities should be delivered over the remaining Mayoral term.</p>	
<p>5.00pm, Close</p>		

