

MINUTES: LONDON CULTURAL STRATEGY GROUP

Tuesday 2 September 2014, 2.00-4.00pm, Committee Room 4, City Hall

Attendees:

Iwona Blazwick, OBE, Director, Whitechapel Art Gallery, **Chair**
Charlotte Jones, Chief Executive, Independent Theatre Council, **Vice Chair**
Nick Allott, OBE, Managing Director, Cameron Mackintosh Ltd.
Sharon Ament, Director, Museum of London Group
Nigel Barker, Head of Regional Partnerships, English Heritage- London Region
Alex Beard, CBE, CEO, Royal Opera House
Alan Bishop, CEO, South Bank Centre
Geoffrey Bond, OBE, D.L., LL.D, F.S.A., Businessman & Broadcaster
Sue Bowers, Head of Heritage Lottery Fund London, Heritage Lottery Fund
Prof Anthony Bowne, Principal, Trinity Laban Conservatoire of Music and Dance
Tracy Cooper, Director, artsdepot
Ben Evans, Director, London Design Festival
ManickGovinda, Head of Artists' Advisory Services, Artsadmin
John Hay, Commissioning Editor, Arts Channel 4
Louise Jeffreys, Director of Arts, Barbican
Munira Mirza, Deputy Mayor for Education and Culture, Mayor's Office
Hilary Riva, Board Member, London and Partners
Caroline Rush, CEO, British Fashion Council
Nii Sackey, CEO, Bigga Fish
Joyce Wilson, Area Director - London, Arts Council England

Apologies:

Cllr Guy Nicholson, Cabinet Member for Regeneration, Mayor's Office
Vicky Richardson, Director of Architecture, Design and Fashion, British Council
Pauline Tambling, CEO, Creative and Cultural Skills
Adrian Wootton, CEO, Film London

GLA Culture Team:

Justine Simons, Head of Culture
Amanda Decker, Culture Strategy Coordinator

Guests:

Martyn Evans Creative Director, Cathedral Group
Debbie Jackson, Assistant Director – Regeneration, GLA
Dominic Curran, Senior Policy Officer – Housing & Land, GLA

Agenda item/time	Notes	Actions
<p>2.00pm</p> <p>Welcome, review and minutes</p> <p>Iwona Blazwick</p>	<p>The Chair welcomed members and guests.</p> <p>The Group reviewed the minutes of the 5 June 2014 meeting.</p> <p>Member requested amendment to apologies section of minutes.</p> <p>Pending amendment, members ratified minutes of the meeting.</p>	<p>A) Secretary to correct list of attendees and publish minutes.</p>
<p>2.20pm</p> <p>Cultures role in London's rapidly evolving landscape</p> <p>Martyn Evans Debbie Jackson Dominic Curran</p> <p>Group discussion</p>	<p>The Group discussed culture's role in London's rapidly evolving landscape.</p> <p>Justine Simons outlined the Mayor's approach to development within the context of the London Plan and programmes like Housing Zones, the London Infrastructure Plan and the new Opportunity Areas.</p> <p>Martyn Evans, Creative Director of Cathedral Property Group shared his perspective on how culture is perceived by property developers across the capital which included the following observations:</p> <ul style="list-style-type: none"> • Developers tend to perceive Section 106 and the Community Infrastructure Levy as a 'nuisance tax' and there is little appetite to shape and deliver projects of scale or ambition. • Often an 'invisible player' in development is the pension fund bodies that invest in long term developments but are distanced from the ground in terms of delivery and community engagement. <p>Debbie Jackson provided an overview of the Mayor's regeneration programmes and responded to the Groups queries on placemaking:</p> <ul style="list-style-type: none"> • Key triggers for developers such as the creation of workspaces, the level and type of retail units and the need to satisfy local residents' has significant impacts on design elements. • The diversity of a high street's offer is vital for success, so while high quality artistic activity is needed, so too are retail chains and big shopping centres. <p>Dominic Curran spoke about the Housing Zones, a £400m programme to expedite the development of housing stock in key priority areas and reported:</p> <ul style="list-style-type: none"> • As London grows, new areas are being identified in terms of readiness for building new residential homes. • If it is to be included culture must be part of plans from the beginning. <p>The Group and guests identified and discussed key areas for intervention, in these broad categories:</p>	<p>A) Based on discussion Culture Team to develop a 5-10 point plan to address the key issues of ensuring high quality cultural provision is included in new development opportunities across the capital.</p>

Evidence base & case-making

- Need to compile robust data on the role culture plays in place making and the local economy.
- Further development of powerful arguments with the right language communicating the value and return on investment (ROI) cultural provision brings to the attractiveness and saleability of property within developments.
- Need to demonstrate to developers how cultural provision is core to realising project goals over the long term.

Change perceptions & raise aspirations

- Work with planning authorities and developers to 'rebrand' Section 106 and Community Infrastructure Levy and change perception of this so it is seen as an 'investment opportunity' rather than a 'nuisance tax'.
- Potential for culture to receive more detailed inclusion within supplementary guidance on social infrastructure developments.
- Publish a guide illustrating best practice when commissioning public art or cultural programming to support planning officers and developers.
- Establish within international developer award programmes specific recognition for 'artistic and cultural excellence.'

Influence & advocate

- Culture sector needs to be represented at the top levels for planning and development.
- Work with boroughs at senior levels to ensure joint working between planning and arts/culture departments.
- Encourage and support relationships between developers and arts practitioners to embed inspiring and bold cultural offer within new development projects.

The Group also discussed the concept of Artists Enterprise Zones, which would operate like Business Enterprise Zones but focus on attracting artists to identified opportunity areas. The impetus being that London does have the land for growth, but the challenge is the cost of bringing projects to development which makes the return on investment paramount. The presence of artists helps create identity and makes the development more financially viable in the long term. However, there is a tension of artists establishing themselves in areas, bringing about regeneration and then being priced out of their homes within a few decades. Alongside driving forward the

	development of new areas, it is vital to find solutions to help artists remain in the capital over the long term.	
<p>3.45pm</p> <p>Culture Programme Update</p> <p>Munira Mirza & Justine Simons</p>	<p>GLA Culture Team provided an overview of the cultural projects and policy activity undertaken by the Mayor’s Office since the last meeting. Highlights included:</p> <p><u>International Creative Talent and the UK Immigration System</u></p> <p>On behalf of the London Cultural Strategy Group, the GLA commissioned Pennington Manches LLP to undertake a diagnostics review of the immigration system. The research overlaid the working practices of the creative industries against the points based immigration system to identify areas of tension and underutilisation. <i>The UK’s Immigration Options for International Creative and Artistic Talent</i> report found that while there are real opportunities for creatives and artists to obtain visas, there are also points where criteria and benchmarks do not apply to industry models. The report makes recommendations detailing how key stakeholders can work together to improve awareness, applicability and access to routes for the best and brightest international artistic and creative talent.</p> <p><u>Busk in London</u></p> <p>The Culture Team has established a new busking scheme for London, Busk in London, which includes a small Busk In London team, a one-stop-shop website and app (www.BuskInLondon.com), a busking code of conduct and a network of Busk In London pitches to support and promote street performance. It will be a world-leading solution and deliver on the Mayor’s pledge to “make London the most busker friendly city in the world”.</p> <p><u>Big Dance 2014</u></p> <p>This years Big Dance festival ran from 5 – 13 July, with a wide range of events including an A-Z of Big Dance throughout the Westfield Shopping Centres, which culminated in The Big Dance Weekend, with 20+ large scale dance events for everyone across England.</p> <p>The centrepiece event on Trafalgar Square, the Big Commonwealth Dance, by Rafael Bonachela, Artistic Director of Sydney Dance Company, was a live link-up of thousands of dancers between London, Glasgow and Sydney. The Big Dance Shorts film commissions for Channel 4 and British Council were screened on Channel 4 during the festival week, with 900,000 viewers and as part of Brazil Day during the World Cup celebrations.</p> <p>Finally, the Big Dance Bus toured the capital, creating 16 day-long events at locations including Queen Elizabeth Olympic Park (for the Queen’s Baton Relay and Liberty Festival), Sidcup, Hillingdon, Sutton, Poplar and Bell Square,</p>	

	<p>Hounslow.</p> <p><u>Spectra commemorates the First World War</u> On 4 August, Spectra, a light installation by artist Ryoji Ikeda was unveiled next to the Houses of Parliament to mark the moment that Britain entered the First World War.</p> <p>The installation included light beams that stretched 15km into the night sky visible at distances up to 10 miles and was co-commissioned by the GLA with 14-18 NOW. The public response has been hugely positive, with over 50,000 people visiting the installation.</p>	
<p>4.00pm</p> <p>AOB & Close</p> <p>Iwona Blazwick</p>	<p>Members agreed to share contact details.</p>	<p>A) Secretary to circulate a contact list.</p>