

MINUTES

London Cultural Strategy Group

Date: Thursday 5 June, 2014

Meeting: 2.00-3.35pm, refreshments from 1.30pm

Venue: Committee Room 4, City Hall

Attendees

Boris Johnson, Mayor of London

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

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

Nick Allott, OBE, Managing Director, Cameron Mackintosh Ltd.

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

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

Ben Evans, Director, London Design Festival

ManickGovinda, Head of Artists' Advisory Services, Artsadmin

Sir Nicholas Kenyon, CBE, Managing Director, Barbican Centre

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

Cllr Guy Nicholson, Cabinet Member for Regeneration, Mayor's Office

Hilary Riva, Board Member, London and Partners

Caroline Rush, CEO, British Fashion Council

NiiSackey, CEO, Bigga Fish

Joyce Wilson, Area Director - London, Arts Council England

Observers

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

Guests

Cathy Graham, Director of Music, British Council

Helena Mackenzie, Head of Inward Investment & Business Development, Film London

Apologies

Sharon Ament, Director, Museum of London Group

Tracy Cooper, Director, artsdepot

John Hay, Commissioning Editor, Arts Channel 4

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

Pauline Tambling, CEO, Creative and Cultural Skills

Adrian Wootton, CEO, Film London

GLA

Justine Simons, Head of Culture, GLA

Amanda Neal, Cultural Strategy Coordinator, GLA

Agenda item/time	Notes	Actions
<p data-bbox="107 193 203 220">2.00pm</p> <p data-bbox="107 264 376 328">Welcome, review and minutes</p> <p data-bbox="107 373 293 400">Iwona Blazwick</p>	<p data-bbox="423 193 1160 220">The Chair welcomed members and introduced new members.</p> <p data-bbox="423 248 1249 276">The Group reviewed the minutes of the November 12, 2013 meeting.</p> <p data-bbox="423 304 1196 331">Member requested amendment to apologies section of minutes.</p> <p data-bbox="423 360 1189 387">Pending amendment, members ratified minutes of the meeting.</p> <p data-bbox="423 416 1675 480">On March 27 the Group hosted its annual open meeting at City Hall. The event was attended by over 150 representatives from the creative and cultural sector.</p> <p data-bbox="423 509 1693 643">The Chair reviewed the highs and lows across the sub sectors from the past year as well as the challenge and opportunity exercise which invited attendees to write down their greatest concern and most exciting prospect for the creative sector over the next few years. These were grouped together in themes and then presented at the end.</p> <p data-bbox="423 671 943 699">The Chair invited feedback from the Group.</p> <p data-bbox="423 727 703 754">Member contributions:</p> <ul data-bbox="472 767 1675 1118" style="list-style-type: none"> <li data-bbox="472 767 1675 831">• Attendees found the event incredibly useful in terms of networking. It was tabled that the event be hosted more than once a year. <li data-bbox="472 839 1675 903">• Suggested that any GLA Culture Team led sector engagement events be hosted under the banner of the London Cultural Strategy Group to increase profile. <li data-bbox="472 911 1675 1015">• Noted value of building a stronger evidence base for the creative and cultural industries in London. There is a lot of UK data available, but a unified and joined up approach to research and data collation across the many creative sub sectors would be highly beneficial. <li data-bbox="472 1023 1675 1086">• Need to do more to attract and engage with young people. Some success has been found in discounted ticket offers particularly for opera and the West End theatre. <li data-bbox="472 1094 1323 1118">• Mitigate the deeply rooted perceptions of elitism across the sector. 	<p data-bbox="1724 193 2007 296">A) Secretary to correct list of attendees and publish minutes.</p>

<p>2.35pm</p> <p>Culture Programme Update</p> <p>Munira Mirza & Justine Simons</p>	<p>Munira Mirza and Justine Simons provided an overview of the cultural projects and policy activity undertaken by the Mayor's Office since the last meeting. Highlights included:</p> <p>The Culture Diary goes global - after its success as a bespoke planning and city coordination tool for London 2012 - the Culture Diary has been super-sized and re-launched to help organisations across the UK plan, programme and promote their events.</p> <p>#BackBusking, campaign, roundtable and task force - The Mayor's vision is for London to be the most busker friendly city in the world, but there is concern that red tape and confusing rules could make London a no-go area for buskers. City Hall hosted a Busking Roundtable with local authority officers from 25 boroughs who were supportive of plans to create a single code of conduct for busking in London, plus a one-stop-shop website and an app to cut through red tape. On the back of this the Mayor announced a new Busking Taskforce, involving the music industry and key agencies, to support and advise on the delivery of this vision.</p> <p>London Boroughs' Arts and Culture forum With local services under increasing pressure and several culture departments cut at the local authority level the GLA and London Councils has established a new pan-London boroughs Arts & Culture Forum, bringing together arts and culture managers from local authorities to improve local arts provision, increase audiences, form commissioning partnerships and make the case for culture across London.</p> <p>Fourth Plinth announces winning artists –artworks byHans Haacke and David Shrigley have been selected as the next two commissions to be installed on the Fourth Plinth and will be unveiled in 2015 and 2016 respectively.</p>	
<p>2.45pm</p> <p>Future meeting themes</p> <p>Group Discussion</p>	<p>The Chair, vice chair and the Mayor's Head of Culture proposed a series of themes to be the basis of the final 7 remaining meetings.</p> <ul style="list-style-type: none"> • <i>London's first Cultural Tourism Strategy</i> • <i>Immigration and international talent</i> • <i>London Curriculum and cultural education</i> • <i>Culture, planning and regeneration</i> • <i>The role of informal culture</i> • <i>Ticking time bomb: talent drain</i> <p>The Deputy Mayor tabled the idea of developing a legacy document from the Group. Members would be</p>	<p>A) Chair and Vice Chair to incorporate feedback from group when developing agenda's.</p>

	<p>asked to write short think pieces on key issues that the Group has addressed over the past eight years. The Chair invited feedback from the Group on the suggested themes.</p> <p>Member feedback:</p> <ul style="list-style-type: none"> • Culture, regeneration and planning as a priority, followed by education. • Key issue of executive decisions on public art increasingly being made by planning consultants as part of permission applications and Section 106. • London Councils is developing support frameworks and guidelines for planning departments. • Discussion on education should incorporate primary through to tertiary education. • Key issues of the talent drain including the state of culture provision and access in outer London, transport infrastructure, artists pay, affordable living and work space and supporting a healthy cultural ecosystem. • Culture's role in health and well-being as a theme for a future meeting. 	
<p>3.00pm</p> <p>Raising the game – culture to 2020</p> <p>Group Discussion</p>	<p>The Chair welcomed the Mayor and gave a presentation on the strengths of London's cultural sector.</p> <p>Members then shared with the Mayor the opportunities and challenges within their sub sector. Feedback from the world of film, fashion and heritage outlined the success of the creative sector tax reliefs, new approaches in telling London's story internationally, such as the London, global home of menswear pilot, and fresh thinking around how heritage and development can complement one another. There have been key achievements in supporting international artists to work in the capital on a short term basis, though more needs to be done to help creative talent stay and contribute over the long term. London is still the creative capital of Europe, but rising costs, low pay and shortage of creative workspace could inadvertently drive talent out of the capital. The bid for London to host Expo 2025 was discussed as a brilliant opportunity to showcase London's unique creative talent and capitalise on its flourishing cultural industries.</p> <p>The Mayor responded by thanking the Group for their commitment and dedication to the shaping the culture strategy over the past few years. The challenges facing the sector are very common to other industries. He wholeheartedly agrees with and promotes the concept that culture is not only a vehicle for job creation and economic growth, but has an intrinsic value in moulding a city's identity.</p> <p>Specifically, the Mayor noted that skills and talent development feeds into a wider debate he is having in terms of who is or should be propelling this dynamism. The Mayor also explained that London is expanding at exponential rates, and much needs to be done to accommodate this growth, from housing, infrastructure and services. Artists and creatives need to be considered in all planning, particularly as part</p>	

	<p>of the new zones. From Olympicopolis in the Queen Elizabeth Olympic Park to the Royal Albert Docks, what could the city's art world do in conjunction with these new opportunities?</p> <p>In reference to the London and the regions debate, the Mayor believed that though it is his job to promote London, perhaps this messaging needs to change in the current climate. The Mayor tasked the Group with helping him redevelop his narrative for London that includes a passionate, convincing and constructive approach to working with the UK.</p>	
<p>3.30pm</p> <p>AOB& Close</p> <p>Iwona Blazwick</p>	<p>The Chair invited any final business to be raised.</p> <ul style="list-style-type: none"> • Member introduced a new interim report commissioned by London Councils. The report investigates and evaluates the contribution local authorities make to arts and cultural provision. • Member wished to remind Group that alongside the recent gaming and theatre tax reliefs, legislation for tax relief for social enterprise was also passed. • Member provided brief update on appearance in front of the CMS Inquiry into Arts Council England funding balance between London and the rest of the UK • Member tabled a recent report by arts organisation, a-n, investigating artists pay. <p>The Chair closed thanked everyone for attending and closed the meeting.</p>	<p>A) Secretary to circulate a links to both reports</p>