

GREATER LONDON AUTHORITY

REQUEST FOR MAYORAL DECISION – MD2289

Title: Culture & Creative Industries programme

Executive Summary:

The Mayor has highlighted culture as one of his key priorities. He is committed to ensuring that London retains its status as the world's leading capital city for culture and creativity and ensuring more Londoners access arts and culture.

This decision seeks approval for the expenditure of the allocated GLA revenue budgets across the Love London, World Cities Cultural Forum, Culture Infrastructure Plan and Culture Strategy work streams.

Decision:

That the Mayor approves the following:

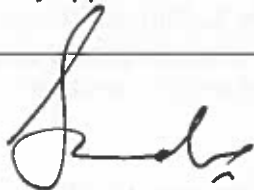
- Expenditure up to a maximum of £337,000 on the Culture and Creative Industries programme activities set out in the main body of this form (and as per the budget breakdown at paragraph 1.1)
- A delegation to the Assistant Director Culture and the Creative Industries to:
 - approve the receipt and expenditure of grant funding or sponsorship from external funders for the programme activities set out in this decision form; and
 - approve, via ADD, the detailed spending proposals in respect of the Love London project.

Mayor of London

I confirm that I do not have any disclosable pecuniary interests in the proposed decision, and take the decision in compliance with the Code of Conduct for elected Members of the Authority.

The above request has my approval.

Signature:



Date:

8/5/18

PART I - NON-CONFIDENTIAL FACTS AND ADVICE TO THE MAYOR

Decision required – supporting report

1. Introduction and background

- 1.1 This decision seeks approval for a maximum expenditure of £337,000 on the following work streams which will be managed by GLA officers within the Culture and Creative Industries Unit. A breakdown of expenditure is summarised in the table below:

Programme	Budget
Love London	£126,000 - £36,000 of which is slippage from 2017-18
World Cities Cultural Forum	£50,000
Culture Infrastructure Plan	£70,000
Culture Strategy	£91,000
TOTAL BUDGET	£337,000

1.2 Love London

- 1.2.1 The Mayor has pledged to create a Love London campaign, giving Londoners discounts and reductions across the city. The Love London programme aims to address the issue of declining participation in culture, for example only 23% of Londoners visit cultural or leisure activities once a week or more, compared to a high of 39% in 2010.
- 1.2.2 The Love London programme aims to increase Londoners engagement with and access to the rich cultural offering across London. One of the main barriers to engagement with Culture has been cited as the cost of visiting many of London's cultural institutions. The Love London programme seeks to address this issue by offering discounted offers targeted at specific audiences by working with cultural partners including museums, galleries and other attractions.
- 1.2.3 The programme will also deliver marketing campaigns targeted at specific groups of Londoners, which may include low income families and young people with the aim of them engaging more and experiencing more culture as part of their daily lives.
- 1.2.4 Under cover of MD2129 the Mayor previously approved expenditure of £75,000 for activities relating to the Love London programme. These activities included the delivery of a number of focus groups which included parents of Zip oyster card users, who are one of the main target groups of the Love London programme.

1.3 World Cities Cultural Forum

- 1.3.1 The World Cities Culture Forum is a global network of over 30 cities convened by the Mayor of London and chaired by Justine Simons, Deputy Mayor for Culture & Creative Industries. Its members – senior leaders from city governments – are influential cultural officials, advocating for culture as a vital part of urban policy, as well as being key to building a city's reputation, economic prosperity and quality of life.
- 1.3.2 The Forum also holds an annual summit which is hosted on a rotating basis by member cities. Each year an unprecedented gathering of cultural officials come together to share ideas and knowledge about culture's role in public policy in a world city context. The Summit is a chance to share successes, learn from mistakes and together build the arguments and evidence we need to re-position culture in global cities. London has hosted the summit twice (2012 and 2015) Istanbul hosted in 2013, Amsterdam in 2014, Moscow in 2016 and Seoul in 2017.

- 1.3.3 In November 2018, San Francisco will host the annual Summit. The theme of the 2018 summit is, **'Culture and New Technologies Transforming World Cities'** looking at how Member cities can bring culture and technology together in a human-centred approach to support sustainable urban development.
- 1.3.4 Under cover of DD2173, the GLA has developed a Leadership Exchange programme, with funding support from Bloomberg Philanthropies and Google Arts & Culture. This new programme enables direct exchanges between Member Cities to share learnings around common challenges. Four exchanges were selected by an independent Jury, involving ten cities. Selected cities will be awarded funds to cover exchange costs including flights, accommodation, and hosting costs. The outcomes and lessons learned from each exchange will be shared in a report and at the San Francisco Summit, contributing to a unique body of cultural research being offered by the World Cities Culture Forum.
- 1.3.5 The GLA has been selected to take part in three of the Leadership Exchanges.
- The GLA will host delegates from Buenos Aires, to share findings from the London Borough of Culture, to support the development of Buenos Aires community led cultural programme.
 - One member of the GLA Culture and Creative Industries team will visit Toronto as part of a study visit to learn about the preservation of affordable creative spaces.
 - Two GLA staff, representatives from the UK's recycling sector, the London Borough of Lewisham, and a leading London theatre will take part in an exchange to New York to scope the implementation of a creative reuse programme that offers resources and supplies to arts organisations and schools.

As part of these exchanges the World Cities Culture Forum budget will cover additional hosting costs, not met by the Leadership Exchange funding.

- 1.3.6 The Forum's work is underpinned by an extensive research programme and the most comprehensive set of data on culture and cities worldwide.

1.4 Culture Infrastructure Plan

- 1.4.1 The Cultural Infrastructure Plan will set out a roadmap to 2030 to identify what London needs to do, to sustain and develop culture up to 2030. The Cultural Infrastructure Plan is planned to be published in 2018, and will focus on infrastructure that will support cultural production, performance, exhibition and heritage.

- 1.4.2 Previously, under cover of MD2129, the Mayor approved expenditure of £225,000 on the Culture Infrastructure Plan during 2017-18. A number of detailed studies and mapping exercises were undertaken in order to compile the most accurate data and to evidence the current picture of cultural infrastructure across London. These studies included research being undertaken across a number of sectors and issues affecting London's cultural organisations including:

- A mapping and data release of LGBT+ night time venues closures over a ten-year period in partnership with University College London Urban Laboratory.
- A mapping outlining pub closures over a fifteen year period in partnership with the Campaign for Real Ale (CAMRA).
- A mapping of dance rehearsal and performance facilities
- The capital's first supplementary guidance for Night-Time Culture and the Economy.
- The Culture chapter in the London Plan – a close collaboration between Planning and Culture Teams within the GLA.

Further work to complement the plan has included:

- The setting up of London's first ever Culture at Risk Office to safeguard well-loved places and spaces at risk of being lost. In its first year, helping nearly 200 cultural spaces across the capital and playing an important role in supporting and protecting many businesses including high profile cases such as the Electric Ballroom, the 100 Club, G-A-Y, and the George Tavern.

1.5 Culture Strategy

- 1.5.1 Under GLA Act 1999, the Culture Strategy Group for London (known as the Mayor's Cultural Leadership Board ("MCLB")) is required to keep the culture strategy under review and may submit proposed revisions of it to the Mayor, following a consultation with designated competent bodies.
- 1.5.2 The GLA Act 1999 outlines a single strategy covering policies related to culture, media and sport (section 376 (1)). Over the past 10 years, and in particular since the London 2012 Olympic and Paralympic Games, the culture section and sports section of the strategy have been developed and published separately from each other. Together, these elements constitute the statutory strategy. This Mayoral Decision refers solely to the proposed policies in relation to culture and to the document Culture for all Londoners.
- 1.5.3 As part of the preparation of Culture for all Londoners, an Impact Assessment has been undertaken to review cultural policy options and assess the impact of proposed policies. The Integrated Impact Assessment (IIA) combines these assessments and enables all of the Mayoral strategies to work from the same baseline information. The IIA incorporates a community safety impact assessment (CSIA), equality impact assessment (EqIA) and health inequality impact assessment (HIA) and due regard to sustainable development. The IIA report will be published alongside Culture for all Londoners.
- 1.5.4 MD2129 provided approval for expenditure of £121,000 to support research, development, consultation and delivery of the strategy. Subsequently MD2259 approved the expenditure of £30,000 of the allocated Culture Strategy budget of £121,000 for 2018-19 to enable the strategy, 'Culture for all Londoners' to be published for public consultation.

2. Objectives and expected outcomes

2.1 Love London

- 2.1.1 In Paris and New York, city authorities have rolled out discount cards and citywide offers. In Amsterdam and Vienna, programmes are targeting residents on low incomes who are missing out. In London, we believe we need a dynamic response to these complex issues. Through Love London, the Mayor will deliver a mixed suite of solutions to get more Londoners than ever to access their city's cultural offer.
- 2.1.2 These include two pilots launching in 2018, one in partnership with Team London, the Mayor's programme for volunteering and social action in the capital, to incentivise more young Londoners to volunteer more for their city and gain more skills and experience in the creative industries. The second pilot, working with Transport for London and their Zip Oyster card, is aimed at London's families. This will combine free and discounted travel with a new package of free and discounted culture to encourage more Londoners to take part in cultural activities available across London and in their local boroughs.
- 2.1.5 A broader Love London Month proposition will be scoped and developed which would feature exclusive discounts, offers and one-off events at cultural venues across the city, aimed at increasing first time and repeat visits and attracting less culturally engaged Londoners so that more Londoners feel that the capital's culture belongs to them.

2.1.6 Additional projects with packages of cultural discounts and offers targeting key workers including teachers as well as elderly Londoners will also be scoped and researched for feasibility.

2.2 World Cities Culture Forum

2.2.1 In 2018, World Cities Culture Forum will produce a new version of the World Cities Culture Report. This is the most extensive data set on culture in World Cities and will include case studies on innovative programmes and policies for each Member City, as well as key trends in culture facing cities. The GLA proposes to host a launch event in London to mark the publication of the World Cities Culture Report.

2.2.2 The 2018 Summit will take place in San Francisco in November and the programme is currently in development, led by GLA with input from the host city and Event Advisory Board. A report will be published following the Summit.

2.2.3 In 2019 the GLA will undertake planning and a research trip to the Host City for the 2019 Summit. This is to develop the programme for the Summit, assess suitability of venues and hotels for the delegates and build relationships with the Host City.

2.2.4 The GLA will take part in international regional activities hosted in association with WCCF, strengthening relationships between cities and sharing learnings around our cultural policy. The GLA will also take part in conferences and events associated with this year's theme ('Culture and New Technologies Transforming World Cities').

2.2.5 The GLA will take part in three leadership exchange projects and share learnings with other cities through reports and at future summits.

2.2.6 The GLA, as coordinator of the Leadership Exchange Programme, will liaise with all selected cities to finalise plans for their Leadership Exchanges, and coordinate the report and evaluation of the programme.

2.2.7 The GLA funding will contribute towards the costs of an external consultant to manage the programme, research, membership fees, attendance at events and travel costs, as well as the development of a centralised database to improve WCCF's operating systems.

2.2.8 The GLA will work with Julie's Bicycle to contribute to WCCF's research around Culture and Climate Change, including developing a specific toolkit for London around Climate Change.

2.3 Cultural Infrastructure Plan

In the next 12 months the Cultural Infrastructure Plan will deliver the following:

- An open source map of London's cultural infrastructure across all London boroughs. This will be the most in-depth map of its kind anywhere in the world and includes wide range of cultural venues from museums to skate parks, theatres to pubs. 'Hackathon' exercises will be conducted with a range of potential users, and beta tested with local authorities.
- An evidence base to underpin the new London Plan – comprising a suite of sector-specific studies into a variety of cultural venues. This will allow baselines to be set for different kinds of cultural venues in London, enabling GLA and local authorities to monitor gains and losses of venues over time. The Mayor has publicly committed to undertaking annual audits of pubs and LGBT+ venues.

- Delivery of a year-long CIP Roadshow across all London boroughs to raise awareness of the Cultural Infrastructure Plan, the new draft London Plan's pro-cultural policies, and evidence base. The roadshow project will work closely with boroughs to help integrate and embed culture across departments to encourage pro-cultural policy at borough level.
- New tools for developers to help them design in culture at pre-planning application stage including a suite of design guides and an online toolkit.
- Support and training for cultural organisations who want to take over a building.
- A piece of feasibility work, materials and resources to integrate culture more closely into Town Planning university courses.
- A pilot project to deliver 10 new legal street art sites across London.

2.4 Culture Strategy

2.4.1 The Culture Strategy is being developed alongside the following strategies;

- London Environment Strategy
- London Plan
- Mayor's Transport Strategy
- Housing Strategy
- Economic Development Strategy
- Health Inequalities Strategy
- Diversity and Inclusion Vision
- Social Integration Strategy

2.4.2 The Mayor's draft Culture Strategy, Culture for All Londoners, sets out the Mayor's vision for culture in the capital, and how that can be realised. It is a call to action to everyone with a stake in the future of London's creative industries and cultural offer.

2.4.3 To ensure that Culture for all Londoners suitably addresses the needs of the cultural and creative industries in London, as well as the needs of Londoners in accessing and creating culture, the consultation on the draft will help identify those areas that need clarification or detail ahead of final publication.

2.4.4 The final Culture Strategy will be published in late 2018 or early 2019, alongside the final Integrated Impact Assessment and Consultation Report.

2.4.5 Under the proviso of schedule 7 of the Greater London Authority Act 1999 the Mayor's Cultural Leadership Board (formerly the Cultural Strategy Group for London) commissions research from time to time to explore gaps in understanding in key areas.

2.4.6 The budget allocated to Culture strategy will continue to support the work of the Mayor's Cultural Leadership Board (MCLB). The budget will contribute to the work and activities of the MCLB by enabling specific pieces of research or scoping of projects, that may have been put forward or recommended by MCLB members, to be carried out.

2.4.7 The outcome of these research and scoping exercises subsequently feed into policy formation and programme delivery. The board has, to date, commissioned research into Diversity in the Creative Industries and there are further plans to commission research into other areas of interest. It is

expected the Board will incur additional expenses as it seeks to deliver an ambitious Culture Strategy.

3. Equality comments

- 3.1 Under Section 149 of the Equality Act 2010, as a public authority, the Mayor of London must have 'due regard' to the need to eliminate unlawful discrimination, harassment and victimisation as well as to advance equality of opportunity and foster good relations between people who have a protected characteristic and those who do not.
- 3.2 The activities set out in the main body of this report provide opportunities for organisations from a range of cultural and business sectors to engage with each other in order to work collaboratively and actively fosters closer working between a diverse range of both organisations and individuals.
- 3.3 Through the development of the draft Culture Strategy, the policies and commitments set out have undergone an Integrated Impact Assessment to identify the impact of these on a range of objectives for sustainable development including equalities, health inequalities and community safety. The assessment found that all policies and commitments had a positive or neutral impact on these areas.
- 3.4 The Love London programme will also deliver campaigns targeted at specific groups of Londoners, which may include low income families and young people with the aim of them engaging more and experiencing more culture as part of their daily lives. The aim of this programme is to ensure that culture becomes more accessible for all Londoners regardless of social or economic circumstances that may traditionally be the main barriers to Londoners.
- 3.5 The World Cities Culture Forum includes discussions on access to culture for all citizens and shares examples of good practice. The annual summits provide opportunities for expo sessions and in the past Moscow, Madrid, Singapore and Amsterdam have presented on the challenges they have faced in ensuring all citizens have the opportunities to access culture for discussion with other cities. The Forum aims to bring countries together in a collaborative and cooperative environment to share ideas and learning as well as past and future challenges of the Culture sector.
- 3.6 In preparing and publishing his strategies the Mayor must comply with the public sector equality duty under section 149 of the Equality Act 2010, which requires the Mayor to have 'due regard' to the need to (i) eliminate unlawful discrimination, harassment and victimisation; (ii) advance equality of opportunity between people who share a relevant protected characteristic and those who do not; and (iii) foster good relations between people who share a relevant protected characteristic and those who do not. The Culture Strategy, Culture for all Londoners, aims to address the needs of London's cultural and creative sectors as well as addressing and improving how Londoners can access culture.

4. Other considerations

- 4.1 The activities and programmes outlined in this report link to Mayoral strategies and priorities including:
 - *A City for All Londoners*, wherein culture is seen as the golden thread, key to our future success, both for integrating and strengthening communities and supporting more liveable and successful places.
 - The Mayor's vision for *Healthy Streets*, which are more welcoming to people and encourage them to make active and sustainable travel choices, for example by contributing to the healthy streets aspiration of 'things to see and do'.

- 4.2 In terms of both social and economic development, the programmes will help the GLA work with businesses and individuals to improve productivity and growth. The aim is that all Londoners progress and reach their full potential and that London's businesses can access the skills they need to succeed.
- 4.3 The programme activities set out in this report provide opportunities for linking in with the London Plan's strategic policies to support London's cultural offer and its diverse range of arts, cultural, and entertainment enterprises. The activities will cut across various Mayoral policy areas and will be carried out in collaboration with other GLA teams which include: Regeneration, Events, Environment, Housing & Land and Communities & Social Policy.

5. Financial comments

- 5.1 Approval is being sought for the expenditure of up to £337,000 to continue to deliver a number of existing programmes within the Culture and Creative Industries Unit. The breakdown is as follows:

Programme	Budget
Love London	£126,000
World Cities Culture Forum	£50,000
Cultural Infrastructure Plan	£70,000
Culture Strategy	£91,000
Total	£337,000

- 5.2 The expenditure for this was agreed in the Mayor's 2018/19 budget which was published under MD2268 except for £36,000 of the Love London expenditure as this will be met from slippage identified in 2017/18.
- 5.3 This MD provides for a delegation to the Assistant Director Culture and the Creative Industries to approve the receipt and expenditure of grant funding or sponsorship from external funders for the programme activities set out in this form. The Assistant Director will be required to take a view on the extent and nature of the commitments and risk the receipt and expenditure of any such funding places on the GLA and, in light of that, to consider in consultation with the Governance Team whether the delegation should be exercised and documented via a decision form.

6. Legal comments

- 6.1 The foregoing sections of this report indicate that the decisions requested of the Mayor fall within the statutory powers of the Authority to promote and/or to do anything which is facilitative of or conducive or incidental to the promotion of economic development and wealth creation and social development within Greater London and in formulating the proposals in respect of which a decision is sought officers have complied with the Authority's related statutory duties to:

- (a) pay due regard to the principle that there should be equality of opportunity for all people;
- (b) consider how the proposals will promote the improvement of health of persons, health inequalities between persons and to contribute towards the achievement of sustainable development in the United Kingdom; and
- (c) consult with appropriate bodies.

- 6.2 In taking the decisions requested of him, the mayor must have due regard to the Public Sector Equality Duty; namely the need to eliminate discrimination, harassment, victimisation and any other conduct prohibited by the Equality Act 2010, and to advance equality of opportunity between persons

- 6.2 In taking the decisions requested of him, the mayor must have due regard to the Public Sector Equality Duty; namely the need to eliminate discrimination, harassment, victimisation and any other conduct prohibited by the Equality Act 2010, and to advance equality of opportunity between persons who share a relevant protected characteristic (race, disability, gender, age, sexual orientation, religion or belief, pregnancy and maternity and gender reassignment) and persons who do not share it and foster good relations between persons who share a relevant protected characteristic and persons who do not share it (section 149 of the Equality Act 2010). To this end, the Mayor should have particular regard to section 3 (above) of this report.
- 6.3 Any function exercisable by the Mayor on behalf of the Authority may also be exercised by a member of staff albeit subject to any conditions, which the mayor sees fit to impose. To this end, the mayor may make the requested delegation to the assistant director culture and the creative industries, if he so chooses.
- 6.4 Officers must ensure that any external services required for the project be procured in accordance with the Authority's Contracts and Funding Code (the "Code") and with the assistance of Transport for London's procurement team. Furthermore, officers must ensure that appropriate contractual documentation be executed by both the Authority and the relevant contractor prior to the commencement of the required services.
- 6.5 As regards the receipt of sponsorship income, officers should ensure that the Authority enter into sponsorship agreements with the relevant sponsors.
- 6.6 The officers must ensure that the Authority enter into funding agreements in relation to any funding received. As regards funding provided to third parties by the Authority, the officers must ensure that the funding be awarded in accordance with the requirements of section 12 of the Code.

7. Planned delivery approach and next steps

Activity	Timeline
MD signed	May 2018
Mayor's Cultural Leadership Board meetings	May 2018 to March 2019
Consultation closes for Culture Strategy	June 2018
Love London pilot projects launched	Summer 2018
World Cities Culture Forum annual Summit in San Francisco	November 2018
World Cities Culture Forum 2018 report launched	November 2018
Cultural Infrastructure Plan published	Autumn 2018
Culture Strategy published	Spring 2019
Love London campaign	Spring 2019

Appendices and supporting papers: None

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FOI Act) and will be made available on the GLA website within one working day of approval.

If immediate publication risks compromising the implementation of the decision (for example, to complete a procurement process), it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary. **Note:** This form (Part 1) will either be published within one working day after approval or on the defer date.

Part 1 Deferral:

Is the publication of Part 1 of this approval to be deferred? NO

If YES, for what reason:

Until what date: (a date is required if deferring)

Part 2 Confidentiality: Only the facts or advice considered to be exempt from disclosure under the FOI Act should be in the separate Part 2 form, together with the legal rationale for non-publication.

Is there a part 2 form - NO

ORIGINATING OFFICER DECLARATION:

Drafting officer to confirm the following (✓)

Drafting officer:

Dominic Trembath has drafted this report in accordance with GLA procedures and confirms the following:

✓

Sponsoring Director:

Jeff Jacobs has reviewed the request and is satisfied it is correct and consistent with the Mayor's plans and priorities.

✓

Mayoral Adviser:

Justine Simons has been consulted about the proposal and agrees the recommendations.

✓

Advice:

The Finance and Legal teams have commented on this proposal.

✓

Corporate Investment Board

This decision was agreed by the Corporate Investment Board on 8 May 2018.

EXECUTIVE DIRECTOR, RESOURCES:

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

Signature

Date

05-05-18

TOM MIDDLETON ON BEHALF OF MARTIN CLARKE

CHIEF OF STAFF:

I am satisfied that this is an appropriate request to be submitted to the Mayor

Signature

Date

8/5/2018.