

MAYOR OF LONDON

MINUTES: LONDON CULTURAL STRATEGY GROUP

Thursday 12 March 2015, 2.00-4.00pm, Black Cultural Archives, Brixton

Attendees

Members:

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
Alan Bishop, CEO, South Bank Centre
Tracy Cooper, Director, artsdepot
Manick Govinda, Head of Artists' Advisory Services, Artsadmin
Louise Jeffreys, Director of Arts, Barbican
Munira Mirza, Deputy Mayor for Education and Culture, Mayor's Office
Hilary Riva, Board Member, London and Partners
Nii Sackey, CEO, Bigga Fish
Pauline Tambling CBE, CEO, Creative and Cultural Skills
Joyce Wilson, Area Director - London, Arts Council England
Adrian Wootton, CEO, Film London

Apologies:

Nigel Barker, Head of Regional Partnerships, English Heritage- London Region
Sue Bowers, Head of Heritage Lottery Fund London, Heritage Lottery Fund
Prof Anthony Bowne, Principal, Trinity Laban Conservatoire of Music and Dance
Ben Evans, Director, London Design Festival
John Hay, Commissioning Editor, Arts Channel 4
Cllr Guy Nicholson, Cabinet Member for Regeneration, Mayor's Office
Vicky Richardson, Director of Architecture, Design and Fashion, British Council
Caroline Rush CBE, CEO, British Fashion Council

Observer:

Souraya Ali, Principal Policy Officer - economy, tourism and culture, London Councils

GLA Culture Team:

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

Guests:

Gerard Burgess, Senior Strategic Planner, GLA
Justin Carr, Strategic Planning Manager, GLA

Agenda item/time	Notes	Actions
<p>2.00pm</p> <p>Welcome, review and minutes</p> <p>Iwona Blazwick, Chair</p>	<p>The Chair welcomed members and guests.</p> <p>Justine Simons provided an update on the actions of the last meeting which focused on the Cultural Tourism Vision and working conditions for artists.</p> <p>The Group reviewed the minutes of the 2 December 2014 meeting. Members ratified minutes of the meeting.</p>	<p>A) Secretary to publish minutes.</p>
<p>2.20pm</p> <p>Protecting the place of culture in the city, Various</p> <p>Munira Mirza (5m)</p> <p>Justin Carr (10m)</p> <p>Group Discussion (15m)</p>	<p>Munira Mirza set the stage for presentation and discussion on culture's role in planning and development. London's success depends on maintaining a balance between residential and commercial spaces, arts, culture and entertainment assets, and strong day and night time economies. To support this the Mayor:</p> <ul style="list-style-type: none"> • Wrote a letter to communities' secretary Eric Pickles calling for exemptions from Office to residential permitted development rights for key London business locations including the Central Activity Zone and Tech City. • Established a Venues Taskforce to work with businesses, developers and councils to examine the issues facing venues across London. • Encourages new mixed use developments which add to both housing and office stock in the capital. • Developed a 5 point plan to Save Soho. <p>Justin Carr, Strategic Planning Manager, GLA outlined the Agent of Change principle as a possible way to further support cultural venues. Administered in Sydney Australia - the concept is based on first user recognition which safeguards existing cultural venues from threat of closure through the implementation of specific guidelines for developers. For example, if a new residential development is proposed near a pre-existing music venue the onus is on the developer to include measures to mitigate the potential noise from venues.</p> <p>Member contributions:</p> <ul style="list-style-type: none"> • Interesting that initially developers promote the presence of venues and institutions to attract people to their new project but do not seem to realise the impact this will have on the venue in the long term. • A key challenge is that there seems to be a bias towards residents in the planning system, and usually this is a minority. For example, young users of cultural venues are rarely heard in these processes. • Suggest finding ways to democratise the planning process - making it transparent and accessible to all. • Is there scope to introduce more 'zoning' in order to protect cultural activity - is this an extension of Special Planning Areas? • This issue has wider implications beyond development as it also impacts on licensing for events and festivals. • Equally cultural organisations do not pay attention to planning applications until it is too late. • The Agent of Change principle could be highly beneficial in these situations; it would lend clarity and balance to the issues. 	
<p>2.55pm</p>	<p>Central London is the iconic core of the city with a wealth of cultural venues and activities attracting international visitors</p>	<p>A) Secretary to</p>

<p>Spatial Planning Guidance + Central Activity Zone Consultation</p> <p>Gerard Burgess, Senior Strategic Planner, GLA (10m)</p> <p>Group Discussion (30m)</p>	<p>and supporting a robust creative economy. It is a cultural destination, a creative cluster and a heritage hotspot. The Mayor is committed to promoting the multiple functions of the area while incorporating new residential developments. To do this he is considering issuing Supplementary Planning Guidance (SPG) for the Central Activities Zone (CAZ) to Local Authority planning departments on how to best support new developments whilst retaining the international role of the zones critical business, cultural, heritage and tourism offer.</p> <p>There are particular challenges in delivering residential developments around cultural hubs. Namely:</p> <ul style="list-style-type: none"> • Conversion of much needed office/work space to residential • Residential in close proximity to music and theatres venues • Impact on heritage <p>Gerard Burgess, Senior Strategic Planner outlined the scope of the consultation. Of particular interest to the culture sector are:</p> <ul style="list-style-type: none"> • Managing the attractions of the Central Activity Zone as a global retail, cultural and visitor destination • The Central Activity Zone as a competitive business location • Enhancing the distinct environment and heritage of the Central Activity Zone <p>Member contributions</p> <ul style="list-style-type: none"> • Investigate ways to ease rising costs by looking at the business/residential rates. • There should be a live/work category in planning - as this style of working becomes increasingly the norm. • Not enough to protect office space exemption. London needs more large scale spaces for maker hubs and production facilities. • The West End is an example of how prioritising the use of space has secured the success for commercial theatre. • Need to seek out other tools to bring together in a package including fiscal, planning and licensing support. • Is it possible to have a guideline of 'percentage of use', e.g. 20% of the CAZ is dedicated to culture. 	<p>incorporate feedback from Group into a written response. Send to Group for final comment and then submit to GLA Planning.</p>
<p>3.35pm</p> <p>Campaign for Artist Studios, Iwona Blazwick (10m)</p>	<p>The provision of artists' studios is an issue of concern for London and for this Group. A recent GLA study has revealed that the capital is set to lose 30% of artists' studios in the next five years. Other cities like New York and Toronto face similar issues and are addressing the problem.</p> <p>In the remaining months of this term, the Chair would like the Group to champion artist's studios in London with a campaign. This will include a call for funding bids from studio providers and the launch of an Artist Enterprise Zone in Barking with a package of incentives for artists including affordable workspace.</p> <p>The Group will be invited to participate in this campaign. The GLA Culture Team will contact interested members with further plans on how to participate.</p>	<p>A) Group agree to lead with the support of the GLA Culture Team on artists' studios campaign.</p>

<p>3.50pm</p> <p>Culture Programme Update</p> <p>Munira Mirza & Justine Simons</p>	<p>The Deputy Mayor and Head of Culture updated the Group on programme and strategic activity.</p> <p>High Street Fund</p> <ul style="list-style-type: none"> • The High Street Fund is aimed specifically at helping London’s high streets to grow and become more vibrant. • In late February the Mayor announced the recipients of his £9m high streets fund. • £3million of these funds will be invested in culture related interventions, including 90,000 square feet of new creative workspace, 8 new local festivals, public art commissions and a cluster of new creative hubs. • The Mayor’s funding for culture on high streets has also leveraged a further £3.5million in partnership funds. <p>Cultural Tourism Vision Launch</p> <ul style="list-style-type: none"> • 8 out of 10 visitors say culture is their primary reason for choosing to visit the capital. • The Mayor is publishing a new report outlining a new vision to capitalise on the deservedly world-renowned major institutions, while at the same time maximising the untapped potential of smaller and lesser known gems to be found across the city. • Delighted to announce that Joanna Lumley will be launching the vision on March 25 at City Hall. <p>Gift Horse unveiled on the Fourth Plinth</p> <ul style="list-style-type: none"> • Fourth Plinth remains one of the most talked about contemporary art prize in the UK. • The Mayor unveiled Hans Haacke's, <i>Gift Horse</i> for Trafalgar Square on March 5. • It is the tenth sculpture to be unveiled on Trafalgar Square’s celebrated plinth. • The Fourth Plinth Schools Awards have been launched and will be judged by Mark Wallinger this year. <p>End of year reporting and finance</p> <ul style="list-style-type: none"> • The Group approved the rollover of remaining underspend from LCSG budget to 2015/16 financial year. 	<p>A) GLA Culture Team to roll forward funding from this year to next financial year.</p>
<p>3.55pm</p> <p>AOB & Close</p>	<p>Member Nii Sackey provided an update on the Annual Youth Festival, a month long programme showcasing the best of youth led creative and cultural activity taking place in Queen Elizabeth Olympic Park in November 2015.</p> <p>The Chair thanked the Group for attending and participating and closed the meeting. Next meeting scheduled for June 18.</p>	