

MINUTES: LONDON CULTURAL STRATEGY GROUP

Thursday 18 June 2015, 2-4pm, City Hall

Attendees

Members:

Iwona Blazwick, OBE, Director, Whitechapel Art Gallery, **Chair**
Charlotte Jones, Chief Executive, Independent Theatre Council, **Vice Chair**
Sharon Ament, Director, Museum of London Group
Alan Bishop, CEO, South Bank Centre
Prof Anthony Bowne, Principal, Trinity Laban Conservatoire of Music and Dance
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
Cllr Guy Nicholson, Cabinet Member for Regeneration, Mayor's Office
Vicky Richardson, Director of Architecture, Design and Fashion, British Council
NiiSackey, CEO, Bigga Fish
Pauline Tambling CBE, CEO, Creative and Cultural Skills
Adrian Wootton, CEO, Film London

Apologies:

Nick Allott, OBE, Managing Director, Cameron Mackintosh Ltd.
Alex Beard CBE, CEO, Royal Opera House
Nigel Barker, Planning and Conservation Director London, Historic England
Tracy Cooper, Director, artsdepot
Hilary Riva, Board Member, London and Partners
Caroline Rush CBE, CEO, British Fashion Council
Joyce Wilson, Area Director - London, Arts Council England

GLA Culture Team:

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

Guests:

Karen Brock, Head of the Tower Hamlets Arts and Music Education Service & Vice Chair, Mayor's Music Education Task Force
Paul Broadhurst, Senior Policy Officer – Music and Education, GLA
Helen Nistala, London Curriculum Project Manager, Education Team, GLA
Caroline Underwood, Acting Chief Executive, Foundation for Future London
Neale Coleman, Deputy Chair, London Legacy Development Corporation

Agenda	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 updated the Group on previous actions which focused on the consultation for the proposed Central Activity Zone Supplementary Planning Guidance.</p> <p>The Group reviewed and ratified the minutes of the 12 March 2015 meeting.</p>	<p>A) Secretary to publish minutes.</p>
<p>2.20pm</p> <p>Provocation: how does the culture sector help art provision in schools and when does it hinder?</p> <p>Karen Brock, Head of the Tower Hamlets Arts and Music Education Service & Acting Chair, Mayor's Music Education Task Force</p>	<p>Karen Brock - shared her experiences of delivering arts and music education on the front lines. The aim was to help explain how the culture sector can best support schools in offering high quality cultural engagement and education programmes.</p> <p>The main challenges, besides funding, are:</p> <ul style="list-style-type: none"> - Training for non-specialist teachers is inadequate; - Limited number of specialist teachers; - The pedagogy for arts and cultural education is weak; - Difficult to attract excellent practitioners into schools. <p>These challenges are exacerbated by a 'short' and 'top line' national curriculum in terms of guidance. The point of new National Curriculum was to be less prescriptive in how a subject is taught; the flip side of this is that the less guidance provided the more schools must rely on external expertise and specialist teachers.</p> <p>Cultural partners should review recent evaluations of organisational led education activities. For example, workshops are the go-to format, but most children only remember the leader and not the content of a workshop. Rather, 'good' programming is when students are fully engaged and absorbing the content to the point they become self-motivated to find out more.</p> <p>It is a patchy picture in terms of the quality and quantity of cultural education on the front lines. Whether art and culture feature as part of the curriculum in a real way often comes down to the leadership role parents take. Even then, the power of that 'magical moment' cannot be underestimated and is difficult to synthetically create. The task for cultural organisations may be how they can stimulate and lay the foundation for these 'magical moments' to happen. A starting place is to raise ambitions and not be afraid of challenging students beyond what we think they are capable of understanding.</p> <p>Members contributions:</p> <ul style="list-style-type: none"> - Often the challenge is encouraging take up of cultural programmes by schools; more information is needed on 'what' inspires schools to reach out to cultural institutions. - Cultural organisations could do more to align their activities with the National Curriculum to justify the interruptions, cost and resources schools need to lay out in order for students to participate. - There are educational leaders out there, particularly in the tertiary arena who are discouraging cultural education in lieu of a STEM 	<p>A) Secretary to work with Chair on approaching Russell Group to encourage wider support of art subjects in schools.</p>

	<p>subjects.</p> <ul style="list-style-type: none"> - If the aim is to create that ‘magic moment’ then more research needs to be undertaken to identify what young people respond to - particularly those who are under-serviced by both the educational and cultural sectors. - If the arts are being squeezed out of the curriculum - what about After School Clubs where wider funding opportunities are available? 	
<p>2.55pm</p> <p>Mayor’s Education Programme</p> <p>Paul Broadhurst, Senior Cultural Strategy Officer – Music and Education, GLA & Helen Nistala, London Curriculum Manager, Education Team, GLA</p>	<p>The Mayor is committed to ensuring young Londoners receive a world-class education to match London’s global reputation. To achieve this, there are two fundamental requirements:</p> <ol style="list-style-type: none"> 1) Excellent education delivered by knowledgeable and inspiring teachers to support every child in achieving his or her potential. 2) Children and young people can participate effectively in the education offered to them need to be motivated and engaged; secure and resilient to life’s challenges and thus. <p>Paul Broadhurst/Helen Nistala presented an overview of the Mayor’s Education & Music programmes focusing on activity driven by arts engagement. Professor Bowne provided an overview of Trinity Laban’s London Schools Excellence Fund programme.</p> <p>Member contributions</p> <ul style="list-style-type: none"> - The London Curriculum is great as it engages young people in an entirely different way, situating their learning in a context and benefiting from a broadened terms of reference. - As a next step the curriculum may wish to find ways to encourage the development of ‘T-shaped’ skills. T-shaped being the point where the technical skills meet the pillar of enterprise and innovation aptitudes. - Apprenticeships must feature more strongly in the sector, which is currently dominated by graduates. Without these non-traditional routes we lose all sorts of potential. - Additionally, there needs to be more opportunities to continue to learn throughout a creative career. - Discussion about education for education’s sake versus the requirement to be a vehicle to fill the skills needs of the sector. 	<p>A) Organisations interested in the London Curriculum should identify themselves to GLA Education Team</p> <p>A) Take forward the concept of Arts VIPs in schools alongside the Teach & Meets programme.</p>
<p>3.25pm</p> <p>Olympicopolis update</p> <p>Caroline Underwood, Acting Chief Executive, Foundation for Future London & Neale Coleman, Deputy Chair, London Legacy Development</p>	<p>Caroline Underwood/Neale Coleman updated the Group on developments for Olympicopolis - the new destination on Stratford Waterfront at the gateway to Queen Elizabeth Olympic Park. The development aims to showcase London at its cultural best, bringing together outstanding organisations with exceptional art, dance, history, craft, science, technology and cutting edge design.</p> <p>The site will include new buildings for the V&A museum of art and design, and performing arts venue Sadler's Wells. London College of Fashion will also relocate there. Talks are underway with the Smithsonian Institution, to open its first museum outside the US as part of the site.</p> <p>The Foundation for Future London was introduced as the new charity created to help realise the potential of Olympicopolis and Queen Elizabeth Olympic Park.</p> <p>The charity will ensure, through the promotion of arts, culture, science and education, that the arrival of world-class institutions will provide the stepping stones towards a wider ambition for east London – building a new paradigm for city living.</p> <p>Member contributions</p> <ul style="list-style-type: none"> - Excellent plans and exciting scale, and brilliant to hear that these organisations must become self-sustaining in the future. 	<p>.</p>

Corporation	<ul style="list-style-type: none"> - In the meantime, however, as these large scale institutions establish there is the risk of ‘donor fatigue’ where the rest of the sector struggles to find the sponsorship. - Noted that there is not yet a real ‘film offer’ on the park in terms of production but the site has potential. - The Here East development poses an exciting opportunity to explore links with the film sector. 	
<p>3.40pm</p> <p>Culture Programme Update</p> <p>Justine Simons, OBE Head of Culture, Mayor’s Office</p>	<p>The Deputy Mayor and Head of Culture updated the Group on programme and strategic activity.</p> <p>Launch of Cultural Tourism Vision</p> <ul style="list-style-type: none"> • Four out of five travellers say culture is their main reason for coming to London and a new Culture Report shows cultural tourists spent £7.3 billion in 2013, generating £3.2 billion for our economy and supporting 80,000 jobs in the capital • Following excellent discussions with LCSG members, the Mayor unveiled his vision to build on London's success as one of the world's great cultural destinations. • The Cultural Tourism Vision enables London’s tourism market to further increase its economic impact, create jobs and ensure the future sustainability of cultural organisations both large and small, all over the city. Link to vision here. <p>World Cities Culture Forum returns to London 2015</p> <ul style="list-style-type: none"> • The World Cities Culture Forum champions the crucial role culture plays in developing world cities and has grown to 30 member cities since it launched in 2012 • The Mayor is delighted to welcome back the World Cities Culture Forum to London in November 2015. • This will be the fourth annual Summit bringing together over cultural leaders to share expertise and insights into how culture can shape modern cities and improve quality of life. <p>Special Event: Visas for International Artists</p> <ul style="list-style-type: none"> • To support the sector in engaging with the points based immigration system the Mayor co-hosted a special event with the Home Office titled Visas for International Artists in London’s Living Room on March 17 2015. • The Deputy Mayor for Education and Culture opened the event which was attended by 85 delegates from across the spectrum of the cultural industries including museums, music, dance and theatre companies as well as representatives from literature and the visual arts. • The attendees were invited to participate in a Q&A during which key issues were identified as the need for further promotion of applicable routes, support and training as well as a review of visa criteria against art sector practice. • The Culture and Diversity and Social Policy Units are developing with UK Visas and Immigration a programme of activity to address these findings. 	
<p>3.55pm</p> <p>AOB & Close</p>	<p>Sharon Ament, Director of the Museum of London updated the Group on the ongoing campaign to save the Henry Moore sculpture, Draped Seated Woman. With the new Mayor of Tower Hamlets taking office, it is likely that approval will be given for the sculpture to be installed at the Museum of London Docklands - thus staying in the borough.</p> <p>Ben Evans, Director of the London Design Festival proposed the Group produce a short, apolitical paper on the state of culture in London for the 2016 Mayoral candidates.</p> <p>The Chair thanked the Group for attending and closed the meeting.</p>	<p>A) Chair to convene discussion groups with members to identify the short list of apolitical advice and guidance for the Mayoral candidates.</p>

