MAYOR OF LONDON

MINUTES: LONDON CULTURAL STRATEGY GROUP

Tuesday 2 December 2014, 2.00-4.00pm, Committee Room 5, City Hall

Attendees

Members:

Charlotte Jones, Chief Executive, Independent Theatre Council, Vice Chair Sharon Ament, Director, Museum of London Group Nigel Barker, Head of Regional Partnerships, English Heritage- London Region Alan Bishop, CEO, South Bank Centre Tracy Cooper, Director, artsdepot Ben Evans, Director, London Design Festival Manick Govinda, 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, Dosign and Eachion, British Council

Cllr Guy Nicholson, Cabinet Member for Regeneration, Mayor's Office Vicky Richardson, Director of Architecture, Design and Fashion, British Council Hilary Riva, Board Member, London and Partners Nii Sackey, CEO, Bigga Fish Pauline Tambling CBE, CEO, Creative and Cultural Skills

Pauline Tambling CBE, CEO, Creative and Cultural Skills Joyce Wilson, Area Director - London, Arts Council England

Apologies:

Nick Allott, OBE, Managing Director, Cameron Mackintosh Ltd.
Alex Beard CBE, CEO, Royal Opera House
Iwona Blazwick, OBE, Director, Whitechapel Art Gallery, **Chair**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
Caroline Rush, CEO, British Fashion Council
Adrian Wootton, CEO, Film London

Observer:

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

GLA Culture Team:

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

Guests:

Joseph Young, Artist

Agenda item/time	Notes	Actions
2.00pm	The Chair welcomed members and guests.	A) Secretary to publish minutes.
Welcome, review and minutes	Justine Simons provided an update on the actions of the last meeting which focused on delivering activity that would promote the value of culture in enhancing new developments and increase the provision of artist's studio space.	
Charlotte Jones, Vice chair	The Group reviewed the minutes of the 2 September 2014 meeting.	
	Members ratified minutes of the meeting.	
2.20pm	Justine Simons presented an update on progress for the development of a Culture Tourism Vision for London.	A) GLA Culture
Realising the Mayor's Cultural Tourism Vision Justine Simons + Group discussion	Research shows that 8 out of 10 visitors say culture is their primary reason for choosing to visit the capital and 2013 saw a record-breaking 16.8m visitors come to the capital. However, it faces stiff competition from other major cities around the globe, which are also targeting cultural visitors. In spite of the majority of our national museums and galleries being free, we still have to counter the pervasive belief that London is too expensive. The Mayor is publishing a new report in early 2015, 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	Team to deliver one of the proposed workshops to focus on what arts organisations can do to activate this vision.
	gems to be found across the city. The GLA Culture Team is working with a variety of partners including London & Partners, Visit Britain and Transport for London to shape and deliver this vision. The GLA Culture Team invited comments from the LCSG on the vision outline and key recommendations:	
	 Member contributions: Consider the tension between increased tourism and local audiences in terms of ability for people to access and enjoy attractions and cultural institutions. For example, Westminster Abbey is at capacity, so it will be important to link any interventions with planning departments for new cultural provision. If a key driver for the modern traveller is authenticity, then must find new areas of 'bohemia' and ensure that these do not fall into homogenisation and sterilisation in light of new developments. This is a great opportunity to talk about our contemporary culture - however, should predict challenges amongst seasoned tour operators who may struggle to buy into this new story when established heritage is such a big draw. Potential link ups with training and skills development provision, turning local young people into the 'go to' experts for the best offer in their areas. At the heart of any activity will be the evidence of the economic impact it brings. In order to attract media outlets will need to consider how to leverage the big campaigns to support the smaller/authentic offer. Londoners must be considered in this, and vision should demonstrate engagement with local communities 	

	 and reflect the benefits that local residents will receive. For additional mileage, try turning the aim on its head, e.g. are we using our culture to try and attract larger number of tourists or do we want the large number of tourists to get more of our culture? A tangible idea would be to communicate this vision in terms of underground, alternative and counter culture into simple itineraries of activity which are easy to create and cost effective. From the perspective of smaller organisations 'tourists & tourism' is too big and woolly. They will need granular data on tourism audience in order to attract visitors outside of zone 1. Like the work Film London are doing on screen tourism, is there something similar to be done for writers and artists who use London as the subject of their work? 	
3.30pm	Since the last meeting, two issues in regards to working conditions for artists have arisen. As the advisory body to	A) LCSG to support
	the Mayor and with independent powers of their own the LCSG is tasked with monitoring and acting upon key	the Artist Pay
Working Conditions for	challenges facing the sector.	Campaign
Artists		A) O
7.11.01.0	Paying Artists Campaign: Artist and representative for Artists in Residence, Joseph Young presented the	A) Group agreed to send letter to
Paying Artists	campaign and requested backing from the London Cultural Strategy Group.	Minister of
Campaign, Joseph		Disabilities outlining
Young, AiR	The Artist in Residence is an advisory body to Arts Newsletter (A-N.) In 2014 A-N commissioned research to	recommendations for
	evidence the low/no-pay practices for artists exhibiting at galleries and museums. The research found that 71% of	changes to Access to
	artists reported having exhibited in publicly funded galleries with no offer of fee payment. 64% of artists have an annual income of less than £10K, significantly less than the London Living Wage standard. The concern is that if	Work.
	artists must possess personal/private wealth to support themselves – key talent is blocked from taking up a career	
	in the arts.	UPDATE: On
		December 19, the
	The Paying Artists Campaign has 5 main objectives:	Select Committee
	Encouraging openness about gallery payment policies	released a report
	Creating national policy and guidance on paying artists	regarding their
	3. Including pay policy in funding agreements	investigation into Access to Work.
	4. Research into payment of visual artists	Access to Work.
	5. Giving artists the tools to make their own case	A) Convene sub
		group to identify
	The Group unanimously voted to back the campaign.	ways to promote the
		work of deaf and
Access to Work,	Access to Work: The Access to Work grant pays for practical support for individuals who have a disability, health	disabled artists and
Charlotte Jones	or mental health condition in order to support them to start working, stay in work or move into self-employment/start	increase awareness

	business. The Department for Work and Pensions made changes to the Access to Work Scheme because in some cases the reasonable adjustments were too costly. For example, the DWP will now only fund a salary for a Support Worker who is required full time - rather than pay higher hourly agency fees. DWP anticipate this will be a significant cost saving. However, Deaf and Disabled people have reported adverse impacts on them when their support packages have been reduced, or not renewed. In some cases individuals feel their jobs have been put at risk or they have been overlooked for new projects because of new funding restraints. Charlotte Jones suggested the Group consider writing a letter to the Disabilities Minister outlining concerns and highlighting the specific challenges these changes present to the arts and culture sector. The Group agreed to write to the Disabilities Minister about how these issues impact on the arts and cultural sector. The Group also suggested that a special sub group be convened to investigate the key challenges facing disabled artists.	of the Access to Work scheme.
3.50pm Culture Programme Update Munira Mirza & Justine Simons	 World Cities Culture Forum 2014 On November 12, His Majesty the King of the Netherlands and the Mayor of Amsterdam opened the World Cities Culture Summit 2014 at the Royal Palace in Amsterdam. Leaders, cultural experts and senior representatives from more than 25 global cities came together to explore the vital role of culture in the prosperity of global cities. Key topics included; Culture's role in driving world city branding and promotion; Integrating culture into new developments; Cultural Education - developing the audiences and artists of tomorrow; Risk, Innovation and Experiment - new financing models for culture; Creative Workspace and Talent - keeping artists in the city 	
	 London Music Pledge The Mayor launched the #LondonMusicPledge at his Education Conference in November. The #LondonMusicPledge aims to make sure heads and teachers get the best support possible in music. With the help of his Music Education Task Force, led by Darren Henley, OBE the Mayor has made five pledges to support music in schools; Develop specialist advice for headteachers; Support the provision of CPD and resource for teachers; Provide jargon-free advice for parents; Nurture young musicians; Celebrate schools and young musicians. The Mayor is asking teachers, musicians and parents to make their own simple pledges and has provided suggestions and guidance at www.london.gov.uk/musicpledge 	
4.00pm AOB & Close	The Vice chair thanked the Group for attending and participating and closed the meeting.	