

## 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, 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  
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
<p data-bbox="107 188 203 217"><b>2.00pm</b></p> <p data-bbox="107 248 327 309"><b>Welcome, review and minutes</b></p> <p data-bbox="107 341 304 402">Charlotte Jones, Vice chair</p>	<p data-bbox="385 188 898 217">The Chair welcomed members and guests.</p> <p data-bbox="385 248 1756 309">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.</p> <p data-bbox="385 341 1184 370">The Group reviewed the minutes of the 2 September 2014 meeting.</p> <p data-bbox="385 402 871 430">Members ratified minutes of the meeting.</p>	<p data-bbox="1785 188 1984 248">A) Secretary to publish minutes.</p>
<p data-bbox="107 443 203 472"><b>2.20pm</b></p> <p data-bbox="107 504 320 593"><b>Realising the Mayor's Cultural Tourism Vision</b></p> <p data-bbox="107 625 315 686">Justine Simons + Group discussion</p>	<p data-bbox="385 443 1686 472">Justine Simons presented an update on progress for the development of a Culture Tourism Vision for London.</p> <p data-bbox="385 504 1756 625">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.</p> <p data-bbox="385 657 1747 778">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 gems to be found across the city. The GLA Culture Team is working with a variety of partners including London &amp; Partners, Visit Britain and Transport for London to shape and deliver this vision.</p> <p data-bbox="385 810 1637 839">The GLA Culture Team invited comments from the LCSG on the vision outline and key recommendations:</p> <p data-bbox="385 871 654 900">Member contributions:</p> <ul data-bbox="439 906 1756 1315" style="list-style-type: none"> <li data-bbox="439 906 1756 995">• 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.</li> <li data-bbox="439 1002 1756 1062">• 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.</li> <li data-bbox="439 1069 1756 1158">• 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.</li> <li data-bbox="439 1165 1756 1225">• 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.</li> <li data-bbox="439 1232 1756 1292">• 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.</li> <li data-bbox="439 1299 1756 1315">• Londoners must be considered in this, and vision should demonstrate engagement with local communities</li> </ul>	<p data-bbox="1785 443 2038 679">A) GLA Culture Team to deliver one of the proposed workshops to focus on what arts organisations can do to activate this vision.</p>



	<p>business.</p> <p>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.</p> <p>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.</p>	of the Access to Work scheme.
<p><b>3.50pm</b></p> <p><b>Culture Programme Update</b></p> <p>Munira Mirza &amp; Justine Simons</p>	<p><b>World Cities Culture Forum 2014</b></p> <ul style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>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</li> </ul> <p><b>London Music Pledge</b></p> <ul style="list-style-type: none"> <li>The Mayor launched the #LondonMusicPledge at his Education Conference in November.</li> <li>The #LondonMusicPledge aims to make sure heads and teachers get the best support possible in music.</li> <li>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.</li> <li>The Mayor is asking teachers, musicians and parents to make their own simple pledges and has provided suggestions and guidance at <a href="http://www.london.gov.uk/musicpledge">www.london.gov.uk/musicpledge</a></li> </ul>	
<p><b>4.00pm</b></p> <p><b>AOB &amp; Close</b></p>	<p>The Vice chair thanked the Group for attending and participating and closed the meeting.</p>	