

# Culture for all Londoners

Mayor of London Culture Strategy – One Year On



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## **Table of Contents**

<b>1. Introduction</b>	<b>4</b>
<b>Culture for all Londoners</b>	<b>4</b>
<b>This report</b>	<b>4</b>
<b>London's creative landscape</b>	<b>4</b>
<b>Mobilising the Culture Strategy</b>	<b>6</b>
<b>2. Love London</b>	<b>8</b>
<b>3. Culture and Good Growth</b>	<b>11</b>
<b>4. Creative Londoners</b>	<b>15</b>
<b>5. World City</b>	<b>18</b>
<b>6. Next Steps</b>	<b>20</b>

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# 1. Introduction

## **Culture for all Londoners**

The Mayor made culture and creativity a priority for London through his Culture Strategy, to keep London at the top of its game as a world leading creative capital.

Culture generates £52bn each year for the city's economy and employs one in six people in London, but its true value is much wider. Engaging with culture improves the health and wellbeing of Londoners; it offers young people a positive life path, revitalises our neighbourhoods and brings us together. Culture is making a major contribution to our lives as individuals and to the success of our city.

However, too many Londoners don't have the chance to experience culture, and too much creative talent is locked out of opportunities by an industry that doesn't reflect or represent London's diversity.

The Culture Strategy, *Culture for all Londoners*<sup>1</sup>, was published in December 2018. It set out the Mayor's priorities to overcome these challenges and put culture at the heart of communities across London. The Strategy has four priorities:

- Love London – more people experiencing and creating culture on their doorstep.
- Culture and Good Growth – supporting, saving and sustaining cultural places and spaces.
- Creative Londoners – investing in a diverse creative workforce for the future.
- World City – a global creative powerhouse today and in the future.

## **This report**

This report provides an overview of achievements one year on from the Strategy's publication. It is a report on activities outlined in the Culture Strategy Implementation Plan that have been delivered or are in delivery right now.

The Mayor cannot and does not work alone, and many of the actions outlined in this report are delivered in partnership. This document recognises those partnerships but reports primarily on the Mayor's role.

## **London's creative landscape**

The Mayor believes culture has the power to inspire Londoners and transform their lives, socially and economically. Since the publication of the Culture Strategy, major national and regional developments continue to have implications for culture and the creative industries. Some are positive; however,

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<sup>1</sup> Mayor of London (2018) [Culture for all Londoners](#)

London also continues to face significant challenges which inform the delivery context of the Mayor's Culture Strategy.

## London's creative economy

Continued growth cannot be taken for granted and will rely on ongoing strategic investment. Since the Strategy was published, the economic impact of London's creative economy has increased from £47bn to £52bn each year.<sup>2</sup> We also now know that London's cultural and creative industries are spending £40bn a year in their supply chains, 50 per cent of which is spent outside the creative industries, driving growth. London is a creative hub that benefits the rest of the UK too, with case studies showing 40 per cent of supply chain expenditure is outside of London. Each creative job supports an additional 0.75 of a job in the creative supply chain.<sup>3</sup>

## Funding for culture

Public investment in culture London has fallen, with cuts to local authority budgets leading to a 42 per cent fall in culture spending since 2010,<sup>4</sup> and reductions in Arts Council England's budget due to Government cuts.<sup>5</sup> Money distributed to culture and heritage projects by the National Lottery through the Arts Council and National Lottery Heritage Fund have been steadily reducing, with a fall of £40m in 2018-19.<sup>6</sup> In addition, at least 75 per cent of the Arts Council's Lottery budget will be allocated outside of the capital in the 2018-2022 National Portfolio<sup>7</sup>. Taken together, the future for funding for culture in London is reducing significantly.

London's cultural and creative industries are economically vital to London, but their importance reaches beyond city boundaries. London is a world-leading culturally vibrant city and as such is a gateway for overseas tourists to the rest of the UK.

## Social context in the capital

London is a city of contrasts. It is home to some of the most deprived communities in the UK. Poverty continues to rise, with around 2.4m Londoners living in poverty, and the percentage is now six points higher than the national figure.<sup>8</sup> 1.5m adults and 400,000 children have low or very low food security.<sup>9</sup>

Culture has a vital role to play in enabling Londoners from all backgrounds to come together and forge a sense of belonging. The Mayor's policies and programmes recognise that London's culture must engage with solving, rather than simply reflecting, the capital's challenges. The Greater London Authority's (GLA) Social Evidence Base shows that 27 per cent of Londoners are socially isolated, and

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<sup>2</sup> Department for Culture Media and Sport (2019) [DCMS Sectors Economic Estimates 2017](#)

<sup>3</sup> Mayor of London (2019) [Creative Supply Chains Study](#)

<sup>4</sup> Centre for London (2019) [London borough budgets fall a fifth in eight years, with inner London hardest hit](#)

<sup>5</sup> Centre for London (2019) [The London Intelligence – Issue 8](#)

<sup>6</sup> Arts Professional (2019) [Inquiry into future of the National Lottery Launched](#)

<sup>7</sup> Arts Council England (2019) [National Portfolio: FAQs](#)

<sup>8</sup> London Data Store (2019) [Poverty in London 2017/18](#)

<sup>9</sup> Trust for London (2019) [Beyond the Food Bank: London Food Poverty Profile 2019](#)

GLA research has also shown that attending cultural events reduces the risk of social isolation by up to 38 per cent.<sup>10</sup>

## London's global position and Brexit

A third of London's creative workforce is international<sup>11</sup> and about 40 per cent of the UK's creative services and goods are exported to the EU.<sup>12</sup> A significant risk remains of future UK-EU trade arrangements not being finalised by 31<sup>st</sup> December 2020, resulting in adverse economic impacts.

Culture and the creative industries will be significantly impacted by the end of Freedom of Movement for EU nationals, the introduction of a new immigration system as well as the introduction of any barriers to trade in goods and services. London's creative and cultural sector also benefits from EU programmes, such as the European Regional Development Fund, supporting the growth of small creative businesses, and Creative Europe.

The Mayor and London Economic Action Partnership (LEAP) have provided support to creative businesses through the Mayor's Brexit Business Resource Hub. The Mayor has urged Government to ensure the capital and UK can continue to attract European and international workers following Brexit. He has also urged the Government to ensure the new UK Shared Prosperity Fund is fully devolved, with London receiving at least as much funding as it currently does from EU and Local Growth Fund programmes.

International tourism has continued to grow. During the first half of 2019, international visits to London were up 3.1 per cent and spend up by 2.4 per cent.<sup>13</sup> London's cultural offer is the most significant driver of tourism and helps it retain its status as a world-leading capital, for example as number one in the 2019 Global Cities Index.<sup>14</sup> The Mayor works with London & Partners, the promotional agency for London, to ensure that London's creativity is promoted around the world.

### **Mobilising the Culture Strategy**

Partnerships remain key to delivering the Mayor's vision. The Mayor's Culture Strategy recognises that only through working in partnership, with local authorities, grassroots organisations and communities to world-leading institutions, can the full potential of culture for Londoners be realised. For example, the London Borough of Culture Programme has generated 1,000 partnerships, and the Night Time Borough Champions Network chaired by the Night Czar brings together every London borough to share best practice.

The Mayor lobbies Government to improve cultural provision and support for the creative industries; prioritise creative learning and arts subjects in the national curriculum; and make the Apprenticeship levy work for the creative industries. The Mayor also lobbies to ensure creative and cultural

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<sup>10</sup> GLA (2019) [The Survey of Londoners social integration report](#)

<sup>11</sup> GLA Economics (2017) [London's Creative Industries Update](#)

<sup>12</sup> Creative Industries Federation (2016) [Brexit Report](#)

<sup>13</sup> Office for National Statistics (2019) [International Passenger Survey 2019](#)

<sup>14</sup> AT Kearney (2019) [Global Cities Report](#)

organisations are not negatively impacted after Brexit and to make the immigration system work for creative professionals.

**Working in partnership, the Mayor has also:**

- Enabled the first London Boroughs of Culture in Waltham Forest and Brent;
- Helped to save, sustain or fund 500 venues and creative spaces;
- Established East Bank, a new culture and education district at Queen Elizabeth Olympic Park;
- Set up six new Creative Enterprise Zones across London; and
- Supported 11m visits to cultural events and activities;
- Commissioned the first ever statue of a woman by a woman – Millicent Fawcett by Gillian Wearing OBE - for Parliament Square;
- Awarded 38 projects with a significant cultural component, £32m in the first two rounds of the Good Growth Fund;
- Helped London’s creative industries generate £737m in new orders, exports and inward investment in 2018-19 alone.

## 2. Love London

**Love London is about ensuring more people can experience and create culture on their doorstep. Since the publication of the Strategy, the Mayor has:**

- Delivered the first ever **London Borough of Culture 2019 in Waltham Forest**. The year-long programme involved all 88 schools in the borough, recruited more than 1000 volunteers and engaged 85 per cent of households. It supported over 500,000 additional visits to cultural activity (see In Focus, page 10).
- Launched **London Borough of Culture 2020 in Brent**.
- Funded six **Cultural Impact Awards** for exemplary projects in boroughs including:
  - **Age Against the Machine in Lewisham** - This festival of creative ageing celebrated what it means to age well, held over 70 events and engaged more than 16,500 people.
  - **CirKT in Kingston** - A new live music circuit connecting venues, artists and promoters, building on the area's rich music heritage. A week-long festival of music, a music industry conference and professional development opportunities for emerging musicians and producers were just some of the highlights.
  - **New Town Culture in Barking and Dagenham** - A pioneering new idea bringing the power of art and culture into social care services. So far 339 young people in care have benefitted. A training module will be created for social workers to use to support vulnerable young people and adults.
- Created a £1m **Culture Seeds** micro-grant fund to support local grassroots arts, culture and heritage projects, in community settings. To date, Culture Seeds has awarded £863,777 to 202 projects across every London borough, reaching 45,000 participants. 41 per cent of projects have supported Black, Asian and Minority Ethnic (BAME) Londoners. Additional funding was awarded through the **Africa in London** festival.
- Supported the Museum of London who lead a new Dementia Friendly Arts and Culture Network and held **ThriveLdn 2019**, a mental health and culture festival for and with young people.
- Delivered **Sounds Like London**, a celebration of London's grassroots music scene which shone a spotlight on women as part of the Mayor's **#BehindEveryGreatCity** campaign for gender equality. This featured over 250 events and 2,000 artists, of which 65 per cent identified as BAME and 30 per cent as LGBTQ+. The **#BehindEveryGreatCity** EP, commissioned as part of the **Nexxt Step: Women in Music** artist development programme, has been streamed over 1 million times since its release.
- Invested in social inclusion activities including distributing £7.5m to creative projects through the **Young Londoners Fund** and supported **Liberty Unbound**, the Mayor's flagship festival by D/deaf and disabled artists in partnership with Waltham Forest's London Borough of Culture 2019



**The Mayor will:**

- Continue **London Borough of Culture** supporting **Brent's 2020** programme, the Cultural Impact Awards; **Camden Alive**, **Lambeth ELEVATE** and **Film Merton** and supporting the second-round competition winners Lewisham 2021 and Croydon 2023 and Hammersmith & Fulham, Haringey and Sutton's Cultural Impact Awards for grassroots schemes and projects.
- Run a **culture programme for UEFA EURO2020 Championships**, engaging with communities and young people in Brent and across London.
- Produce **Liberty 2020** showcasing the capital's D/deaf and disabled creatives alongside Brent's London Borough of Culture programme.

## **In Focus: Waltham Forest - London Borough of Culture 2019**

**Background:** The London Borough of Waltham Forest was the first ever borough to be awarded the title of London Borough of Culture. They delivered a programme of over 1,000 cultural activities in 2019.

**Supporting Young Londoners:** Every school in the borough engaged with the programme. For example, pupils from Roger Ascham Primary School worked with Sir Matthew Bourne, a former student of the school, and performed his adaptation of *The Nutcracker*. In 'Atomic 50' 1,500 children made tin toys in Leyton, celebrating the borough's heritage. The Waltham Forest Youth Choir recorded East 17's Christmas classic, *Stay Another Day*, raising money for a mental health charity.

BBC One's *Imagine* documentary captured the impact of *Eastside Story*, a project that brought together young people from two estates to create an original piece of theatre. Some of the participants had been excluded from school or came from Pupil Referral Units. Youth coaches helped young people explore how to create a better positive future for themselves. There was a 100 per cent retention rate, two participants were able to return to mainstream education, two joined the council's Youth Advisory Group, one has since accepted a university place and one has started a full-time apprenticeship.

**Impact:** The Leader and Chief Executive of the Council called the experience 'life-changing' and culture has now been embedded across the council's work, from regeneration to social integration and community development.

# 3. Culture and Good Growth

**Culture and Good Growth is about supporting, saving and sustaining cultural places and spaces. Since the publication of the Strategy, the Mayor has:**

- Broke ground at **East Bank**, London's new powerhouse of culture and education. This £1.1bn project represents the most significant single investment in London's culture since the legacy of the 1851 Great Exhibition. East Bank will create new sites for Sadler's Wells, BBC Music and the V&A (in partnership with the Smithsonian Institution), as well as University College London and University of the Arts London's London College of Fashion. It will attract 1.5m visitors, bring more than 10,000 students to the site, deliver 2,500 jobs and a £1.5bn boost to the economy. East Bank partners have already worked with 79 local schools and in the last year 37,000 people participated in arts and cultural activities. Foundation for FutureLondon secured £11m funding for East Bank from Westfield Stratford City and the City of London Corporation, supporting local communities.
- Established new **Creative Enterprise Zones** in six boroughs. The Zones have already delivered over 12,000sqm of affordable creative workspace, provided new models of business rate relief, embedded policies in Local Plans to support local creative businesses (see In Focus, page 14).
  - **Hackney Wick Fish Island, Tower Hamlets and Hackney** - Launched new affordable workspace at Trowbridge Gardens and The Old Baths in Hackney Wick.
  - **Croydon** - Reopened Fairfield Halls including the Talawa Studio Theatre and the John Whitgift Community Cube space.
  - **New Cross and Deptford, Lewisham** - Opened Deptford Foundry including 85 new affordable studios and a gallery.
  - **Brixton, Lambeth** - Delivered 4,750sqm of new affordable workspace.
  - **Great West Creatives, Hounslow** - Commissioned a **masterplan** to unlock affordable creative production and live-work space.
  - **Tottenham, Haringey** - Launched a £500k skills programme focussing on fashion manufacturing (See Creative Londoners, page 15).
- Created London's first **Cultural Infrastructure Plan** alongside a Cultural Infrastructure Map and toolbox of resources to support boroughs and grow cultural infrastructure.
- Launched the **Creative Land Trust** with Arts Council England and Bloomberg Philanthropies, with £7.5m seed funding to secure 1,000 affordable creative workspaces within five years.
- Launched **Fashion District** in East London, a new hub for London's fashion industry which will generate 15,000 new jobs, 2,000 training opportunities and 100 apprenticeships.
- Supported cultural venues and creative production spaces through the **Good Growth Fund**. In its second round, 17 projects with a significant cultural element were awarded £15.7m (£1.16m Strategic Investment Fund<sup>15</sup> budget), including Studio 3 Arts, Polka Theatre for Children and Harrow Arts Centre.

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<sup>15</sup> Funding from devolved Business Rates Retention used by the Mayor to intensify London's local economies.

- Promoted Mayoral funding opportunities such as the High Streets Fund and the Social Integration Design Lab to support **libraries and archives**, as well as funding two projects through the Good Growth Fund which support the development and innovation of additional services linked to libraries.
- Launched **Fashion District** in East London, a new hub for London's fashion industry which will generate 15,000 new jobs, 2,000 training opportunities and 100 apprenticeships.
- Through the **Culture at Risk Office** helped to keep open venues used by communities open and supported more than 350 spaces since inception including LGBT+ venues like The Admiral Duncan and the Southbank Undercroft skate space.
- Carried out **annual audits of grassroots music venues, pubs and LGBTQ+ venues** showing that support from City Hall helped ensure these spaces have begun to stabilise for the first time in a decade.
- Created the **LGBTQ+ Venues Charter** which has been taken up by 55 per cent of venues.
- Opened new light Installations on four London Bridges, in the first phase of Leo Villareal's artwork, ***Illuminated River***. This will become the longest free public art installation in the world.
- Delivered the 12<sup>th</sup> **Fourth Plinth** sculpture. Michael Rakowitz's, *The Invisible Enemy Should Not Exist* has been seen by more than 14 million people on Trafalgar Square and actively engaged 180,000 directly engaging with work through social media, workshops and in person.
- Published studies and reports including:
  - ***The Case for a River Thames Cultural Vision*** in partnership with the Port of London Authority setting out the opportunities for connecting and enhancing access to the river.
  - ***From Vision to Action***, a report on the strategy to maximise the Thames Estuary Production Corridor's potential to deliver 50,000 new jobs and add an extra £3.7bn GVA to the UK economy. The project received £4.3m for a Creative Estuary programme in Essex and Kent and a £350k grant was announced by Government to support master planning and feasibility studies.
  - ***Creative Supply Chain Study*** which showed that London's creative industry spends an estimated £40bn per year within its the supply chain, and that every job in the creative industries supports an additional 0.75 of a job in the wider economy.<sup>16</sup>
- Launched the **National Park City Festival**, engaging 90,000 visitors and 150 organisations to support a greener and cleaner London environment. Cultural partners included National Theatre, Culture Mile, London Borough of Culture, Illuminated River and Museum of London as well as many grassroots organisations.
- Promoted Mayoral **funding opportunities to support sustainability and the environment** to the culture and heritage sectors, including via the Greener City Fund and National Park City grants
- Expanded the **Mayor's Entrepreneur Award** to include a Creative Industries category for the first time.

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<sup>16</sup> Mayor of London (2019) [Creative Supply Chains Study](#)

**The Mayor will:**

- Continue to support the delivery of **Creative Enterprise Zones**, helping local people into jobs and training opportunities on their doorstep.
- Continue to support **East Bank** to work with local communities.
- Continue to support the **Thames Estuary Production Corridor**.
- Support the **Museum of London** move to West Smithfield.
- Support the delivery of local **Cultural Infrastructure Plans**, ensuring that London boroughs plan for culture like they plan for transport and housing.
- Ensure that existing cultural infrastructure is recognised and that the future needs for the city are reflected within the Royal Docks and Thamesmead **Opportunity Area Planning Frameworks**.
- Unveil the 13<sup>th</sup> **Fourth Plinth** sculpture, 'THE END' by Heather Phillipson, at the end of March 2020.

## **In Focus: Lambeth - Brixton Creative Enterprise Zone**

**Background:** Creative Enterprise Zones are a new Mayoral initiative to ensure artists and creative businesses can find affordable space to work and that local people are helped to learn creative skills and find jobs. Brixton's Zone is an ambitious action plan to support and grow the local creative economy and make opportunities for local young creatives.

**Supporting Good Growth:** Brixton is renowned for its rich diversity and cultural heritage. It has significant potential for creative industry growth but is challenged by lack of affordable workspace and rising cost of living in one of the most deprived wards in England. Through innovative approaches, the Brixton Creative Enterprise Zone is delivering permanent affordable creative production space, building a world-class business support system and improving job and pay prospects for the local community.

Lambeth's new draft Local Plan includes new policies to support creative businesses. New large office developments in the Zone will now need to provide 10 per cent affordable workspace for a period of 25 years, with discounts on market rents. The council will offer new business rates relief incentive schemes, supporting open workspaces, charities and new incoming businesses.

**Impact:** To date, 5,251sqm of affordable workspace has been delivered in the Brixton Creative Enterprise Zone, with a further 3,625sqm in development. 400 new jobs will be created in the Zone.

## 4. Creative Londoners

**Creative Londoners is about investing in education and talent development and supporting a creative workforce that is representative of London. Since the publication of the Strategy, the Mayor has:**

- Launched **'N17 Creative Callings'** Tottenham's £500k Creative Enterprise Zone skills programme, in the fashion and textiles industry. It will support people, at least 50 per cent of whom will be from BAME backgrounds, to improve career prospects and enable small businesses to offer work placements and training.
- Launched the **Theatre Diversity Action Plan** with the trade union BECTU, getting over 130 theatres to take practical action to recruit and retain diverse talent.
- Supported the **Equal Access Network** run by Film London to recruit more diverse talent into employment with leading TV and film companies (see In Focus, page 17).
- Commissioned the delivery of the Creative Digital Career Cluster which, alongside over 70 organisations including the BBC and the Barbican, highlights the opportunities for digital creative jobs to students and teachers in East London.
- Provided **Good Growth funding** to support education and training, including £1m to English National Ballet's new multi-disciplinary creative hub on London City Island. BAFTA's New Creative and Future Galleries have also been awarded £418,500 to support underrepresented groups through new talent programmes.
- Delivered the annual **Fourth Plinth Schools Awards**. 3,255 submissions from 3,679 students aged 5–15, were submitted by schools from every London Borough.
- Funded British Fashion Council's four **Fashion and Business Saturday Clubs** which give 13–16-year-olds the opportunity to study fashion at their local college or university for free.
- Continued to bring the curriculum to life through the **London Curriculum** and The Creative London: South Bank Key Stage 2 unit. It explores some of London's great cultural institutions and the range of people who work in them and has been written by Southbank Centre, National Theatre, British Film Institute (BFI) and Rambert.
- Helped to fund 60 scholarships for talented young musicians through the **London Music Fund**, at least one Scholar from every London borough 65 per cent from BAME backgrounds.
- Encouraged more creatives to become careers advisors in schools with the **London Enterprise Advisers Network**. Of the total network, 35 per cent now come from a culture and creative industries background, an increase of 10 per cent.
- Appointed two representatives from culture and the creative industries to the **Skills for Londoners Business Partnership**.
- Supported musicians to perform at Wembley for **International Busking Day 2019**, which was attended by 12,000 people.

**The Mayor will:**

- Deliver the **Fourth Plinth Schools Awards** competition.
- Invest in more Further Education facilities, including creative and digital providers, through the **Skills for Londoners** Capital Fund.
- Deliver skills programmes in Creative Enterprise Zones including a £2m programme to help a broader range of Londoners into creative employment and fill skills gaps.



## **In Focus: Equal Access Network – Breaking the Glass Ceiling**

**Background:** The Equal Access Network aims to ensure that London’s screen industries reflect the diversity of the capital. It helps new entrants, mid-level employees and people returning to work to get in, stay in and return to the industry. Since 2018, the Network has created new job placements, with 60 per cent of participants from BAME backgrounds.

**Supporting Black, Asian and Minority Ethnic Londoners:** The Network’s new six-month programme, *Breaking the Glass Ceiling*, is aimed at mid-career BAME professionals working in executive roles in the Film and TV industries to progress to senior leadership roles. The programme is led by industry experts and includes mentoring, peer group coaching and round tables with senior leaders.

**Impact:** The network has signed up high profile partners including HBO, StudioCanal, Sony Pictures Entertainment and Two Brothers Pictures, who are all working to ensure the industry reflects the vibrant and diverse nature of London. HBO, for example, has been extremely active – inviting pool members to meet with senior staff and hiring eight pool members to work on Avenue 5 and the upcoming *Lethal White*.

# 5. World City

**World City is about ensuring London remains a global creative powerhouse. Since the publication of the Strategy, the Mayor has:**

- Funded the **Creative Industries Programme**, supporting Film London, British Fashion Council, London Design Festival and Games London to generate orders, trade and investment worth £737m in 2018-19.
- Worked with the **London Night Time Commission** to implement recommendations, from its *Think Night: London's neighbourhoods from 6pm to 6am* report to support a 24-hour London:
  - Funded the first **Night Time Enterprise Zone pilot** project in Walthamstow to boost the high street after 6pm (see In Focus, page 19);
  - Supporting boroughs to develop night-time strategies through **Night Surgeries** and **Night Time Borough Champions** meetings;
  - Increased the number of **Women's Night Safety Charter** sign ups to over 325 signatories;
  - Launched a **Safer Sounds Partnership** to provide safety training and advice for night time businesses following the scrapping of Form 696; and
  - Established a **Late Night Transport Working Group**, bringing together teams across Transport for London for the first time, to identify opportunities to improve Londoners' night time transport experience by gathering and analysing data to better identify customers' needs.
- Delivered the 2019 **World Cities Culture Forum Summit** in Lisbon. The largest to date, it was attended by Deputy Mayors, Commissioners and senior officials from 38 world cities.
  - Supported four international exchanges involving nine cities through its **Leadership Exchange Programme**.
  - Promoted 14 international city reports which profiled innovations and best practice in culture and climate action during London Climate Action Week.
- Successfully **lobbied government**, alongside the Music Venues Trust, for 50 per cent business rates discounts for grassroots music venues and supported venues such as the 100 Club to achieve further rates relief.

## **The Mayor will:**

- Support the **World Cities Culture Forum** a leading network of 40 global cities and deliver the Leadership Exchange Programme.
- Support **London & Partners** to drive domestic and international tourism to London.
- Develop a **Night Time Data Observatory** as part of the London Data Store to give boroughs access to data to develop night time strategies
- Continue to fund **Safer Sounds Partnership**.

## **In Focus: Night Time Enterprise Zone pilot in Walthamstow High Street**

**Background:** Following the recommendation of the London Night Time Commission, the Mayor announced Walthamstow High Street as the Night Time Enterprise Zone pilot project. Seven boroughs bid for this open competition.

**Supporting Londoners at Night:** London Borough of Waltham Forest match-funded the programme which trailed innovative ideas to boost the town centre, support local business, and improve access to shops and services after 6pm. It also supported good work standards for night time workers. The pilot included low-cost and flexible business space for local entrepreneurs; establishing a fund for small businesses to support activities after 6pm; providing guidance on the planning and licensing system for businesses looking to establish night time activities; and encouraging late night high street shopping.

The pilot worked with the local community and businesses and hosted *High Street ADVENTures*, a Christmas event on 6 December 2019 which saw small businesses, local residents and arts organisations working together to trial later opening hours. The event boosted footfall to the high street, instigated new partnerships and allowed the council to better understand the benefits as well as the challenges of later opening hours.

**Impact:** The pilot project will inform Waltham Forest's town centre and night time plans and a report will be published in the Spring. Learning from the pilot will be shared with local authorities across the capital through the Night Time Borough Champions Network.

# 6. Next Steps

The National Development Team for Inclusion has been appointed as an independent consultant to support the Mayor’s Culture and Creative Industries Unit to evaluate the ongoing impact of the Mayor’s Culture Strategy. A timeline for this work is as follows:

Review of Key Performance Indicators	March 2020
Review impact.	Spring/Summer 2020
Evaluation framework approved and adopted	Autumn 2020

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