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LONDON ASSEMBLY LABOUR



Andrew Dismore AM

Date: 15 June 2018

Dear Sadiq,

Re: London Assembly Labour Group Response to the Mayor's Draft Culture Strategy

I am responding to the Mayor's Draft Culture Strategy on behalf of the London Assembly Labour Group as the lead for economy.

We welcome that since the Mayor's election arts and culture have been prioritised and believe that through this, culture can continue to bring Londoners together during what has been a difficult and sometimes divisive period. Arts and culture have the potential to make a huge impact on the lives of Londoners, from providing jobs and improving the environment of the city to boosting education levels and benefitting the wellbeing of Londoners.

We are pleased to see policies that the Labour Group have consistently campaigned for included in the draft Culture Strategy. Whilst the overall approach and content of the Strategy is welcome, we believe there are ways in which this strategy could go even further and should look at longer-term planning for London's culture, similar to other Mayoral strategies. These are outlined below by chapter and policy.

Chapter 3: Love London

Policy 1: The Mayor will help build and strengthen communities by investing in local culture

The Labour Group welcomes the Mayor's investment in local culture. In particular, the London Borough of Culture competition (Commitment 1.1) has brought an increased focus on local infrastructure and has been a great way of funding well thought-out projects. However, reference should be made to the benefits felt by the boroughs that did not win funding. For example, in submitting a bid, the boroughs had an opportunity to promote their cultural assets to Londoners who may not have encountered them previously. Support in promoting this local culture would be welcome.

Of concern throughout the strategy is the lack of clear targets on engaging with Londoners. This contrasts with Hull's recent success as the UK's City of Culture, which set and met an ambitious target of engaging with 95 per cent of residents across its

programme.¹ It would be helpful to know how the Mayor intends to measure the success of these schemes, particularly the two pilots referenced in Commitment 1.5, and the timescales in which they would be delivered.

It is important the strategy benefits all Londoners. This is especially true of young Londoners from low-income backgrounds, ethnic minority backgrounds and those with disabilities. Any targets set for engagement should include demographic data so we know not just the number of Londoners engaging with each scheme but also who they are and where they are from.

We agree that London's built environment is one of its biggest selling points. However, tourists who come to visit their families help in the decentralisation of tourism to the outer boroughs. The final strategy should make reference to this as it can help to widen London's offer and boost local economies.

Policy 2: The Mayor will help bring Londoners together through major cultural programmes, festival and events

We recognise the Mayor's programme of major events and festivals is successful at bringing Londoners together and celebrating diversity. We commend the Mayor on his #BehindEveryGreatCity campaign and for celebrating the landmark moment of the first women receiving the vote. We look forward to seeing what the rest of the year brings, and hope to see a continued focus on women to address some of the economic challenges that women face.

Despite this, Commitment 2.2 is vague in its aims and fails to specify how quality and engagement will be improved or measured. Team London already coordinates volunteering across London and the draft strategy provides no further details of how the Mayor plans to increase volunteering or how it will be accessible to everyone. Further information is required.

There should be more emphasis placed on safety at the Notting Hill Carnival, which despite being a huge success, has resulted in a number of arrests and disturbances in past years. What steps will the Mayor take to ensure the safety of those Londoners who attend carnival and to respect the interests of local residents, to ensure an enjoyable event for all.

In response to Brexit, and the consequent divisions and uncertainty, we believe the Mayor has been exemplary in his #LondonIsOpen campaign. However, additional elements could be introduced to take the campaign further and avoid it becoming stale, for example by holding a showcase of the best London has to offer, similar to the 1951 Festival of Britain. This Festival of London would have the chance to promote the best of London's talent and encourage continued investment in the capital.

Policy 3: The Mayor will support his "family" of museums

The Labour Group welcomes the Mayor's work on supporting the museums under his control. However, the strategy does not explicitly mention the London Transport Museum (LTM), which is a key attraction and asset. How is the LTM funded and what

¹ University of Hull, (15/3/2018), University of Hull Reveals UK City of Culture 2017 Evaluation <https://www.hull.ac.uk/work-with-us/more/media-centre/news/2018/city-of-culture-evaluation.aspx> [Accessed 24/5/2018]

plans has the Mayor for the LTM in the future? The cost of admission acts as a barrier to those from lower socio-economic backgrounds so the Mayor should consider ways to reduce the cost and increase attendance, such as open days for those who are disadvantaged or discounts for Oyster Card holders.

The final strategy should include more detail on how London & Partners plan to promote the Mayor's family of museums and what indicators will determine whether their work has been successful. Tourism is a by-product of our history and culture and it needs to be protected.

We welcome the delivery of a new museum for the London Fire Brigade. This could be mirrored by a Metropolitan Police Museum for example established on or near the Peel Centre site in Hendon or in one of the recently closed police stations. The success of the 2015 crime exhibition in the Museum of London demonstrates that there is enough interest to make a Police Museum a success. We would like equal representation and celebration of each of London's emergency services.

The Mayor's plans to create a public map of the capital's museums should not overlook smaller, local museums and local archives, especially in outer London, and details about how to support them should be included. The Mayor could use TfL advertising space at a cheaper rate to encourage visitors to these sites.

Policy 4: The Mayor will promote the benefits of arts and culture for the health and wellbeing of Londoners

Arts and Culture are proven to benefit an individual's health and wellbeing and it is welcome the Mayor's strategy recognises this. We suggest the Mayor explores how arts and culture can play a part in linking the benefits of improving London's environment to Londoners' health and wellbeing.

To improve Londoners' wellbeing, further support and advertising for walking trails, similar to those offered by TfL and the City of London, could be provided. The walks should take in a range of artistic and cultural attractions and could be linked to the London Guides and the Blue Badge Tourist Guides.

The creative economy should be expanded and promoted to encompass outer London. There are many great attractions in outer London so a Culture Guide to outer London, with directions on how to get there, would be beneficial.

Chapter 4: Culture and Good Growth

Policy 5: The Mayor will support and help to protect creative and artist workspaces, particularly where they are affordable.

The Labour Group welcomes commitment 5.1 to establish up to three Creative Enterprise Zones (CEZs). The Mayor should ensure the CEZs are genuinely affordable to those in the creative industries. We encourage the Mayor to engage with the creative community in the development of the CEZs. This will enable work space to be tailored to the community needs, and will ensure occupation of the workspace. Space is a key issue as many artists require large studios in order to carry out their work. Tying in with this, it is important that educational and training facilities for the arts are included in the CEZs, encouraging a new generation of talented Londoners.

It is vital that workspace is maintained for the ancillary industries involved with culture, for example, the propmakers and costume makers who form a key part of the entertainment industry. Many of these are based in non-designated light industrial spaces in town centres which are threatened by Permitted Development Rights. It is essential these workspaces are protected.

Commitment 5.1 and the establishment of a Creative Land Trust will go a long way to protecting cultural assets.

Policy 6: The Mayor will deliver a pro-cultural planning framework and help to safeguard existing cultural facilities

The Mayor's work on delivering a pro-cultural planning framework is welcome. We are pleased the latest Draft London Plan is the most cultural ever, with greater emphasis on protecting existing venues. In particular, we welcome the open and interactive map as part of the Cultural Infrastructure Plan, to encourage use of cultural institutions and assist planners. Will the map include heritage assets as a separate category? This would highlight assets like landmarks, public art and statues which give an area its identity. This will aid the protection of cultural assets, such as the listing of theatres.

We welcome new cultural facilities such as Streatham Arts Space, which came as a product of Section 106 money. While this scheme is to be welcomed, we would like to see this go further so that revenue support from Section 106 is granted for two years. This will improve the chances of a new venue establishing itself both financially and in the community.

More information regarding the replacement of lost venues and supporting existing ones to prevent any future losses, would be helpful. This is particularly important for venues of cultural significance and diversity, such as LGBT+ venues or cultural heritage sites. It would be good to see more publicity around the Culture at Risk strategy and how this supports sites.

The Agent of Change principle embedded in the Draft London Plan should go some way to protecting both businesses and residents from noise disturbance, particularly in the night-time economy. This should also help to safeguard venues at risk.

The London Plan states that Large-Scale Development will include cultural venues. The Planning Committee stated that the Culture Strategy must reflect and reinforce the good work started in the Draft London Plan. We support the Planning Committee's recommendation that developments over 100 dwellings should provide a Culture Action Plan and feel this will enhance and protect culture, specifically in outer London.

Policy 7: The Mayor will integrate culture into major infrastructure projects

It is good to see an increased focus on culture in major projects. However, on commitment 7.5, more clarity is needed on how transport projects are going to be assessed; what the Mayor plans to do with that assessment; and what the outcomes will be. The environmental impact should be linked to this.

We welcome the Mayor's vision for the Thames Estuary. Schemes such as the new film studios in Dagenham will help unlock culture in east London.

Commitment 7.6 on the illuminated river was in the pipeline under the previous Mayor. We urge, in the wake of the London Bridge terror attack in 2017, that the project take account of the capacity of bridges, particularly during rush hour. The scheme must not affect the biodiversity of the area or contribute to light pollution. Culture should be integrated into future bridges across the Thames, for example the Rotherhithe to Canary Wharf pedestrian/cyclist bridge. It is also worth bearing in mind that due to the lack of any bridges to the east of Tower Bridge, the benefits of the scheme will be restricted to central and west London.

Policy 8: The Mayor will Champion high quality design, architecture and public art

The Mayor has a good track record of championing art and we welcome the commitments set out in Policy 8. In Policy 8.1 the word “sustainable” should be added to ensure that London’s future architecture is environmentally friendly.

Similarly, at the end of 8.2, “and sustainability” should be added to reinforce this point. We look forward to seeing the design guide and what cultural assets will be embedded.

We would like to see greater participation in street art, such as murals and statues. Artists should be encouraged to work with local communities in order to produce art work which has meaning for the community. For instance, schools could lead on the design. We believe this could work on a small scale, such as at street corners.

On Policy 8.3, the Fourth Plinth scheme has been a great way to display art in a central location. However, it would be helpful to know what criteria is used when deciding the commissions. Are London based artists given priority in the commissions?

Policy 9: The Mayor will support London’s diverse historic environment

We are glad the Mayor recognises the importance of London’s history and the role it plays in shaping the future. However, we feel that more is needed on London’s heritage. The draft strategy is not consistent with heritage as its definition of culture refers mainly to the arts. Heritage should equate to culture and should be integrated into the final strategy, possibly by including more heritage examples. International and domestic tourists view the city as both a heritage and a cultural destination, two of the chief reasons why they come to visit London.

The Labour Group has previously called for a Heritage Strategy to support boroughs in protecting their heritage assets. We look forward to the Mayor publishing this soon.

The mention of the role local heritage plays within local communities is welcome but we would like to see action around this. For instance, Goldsmiths University promotes culture in New Cross and contributes to the local community through cultural events and talks. We would like the Mayor to encourage more community based cultural events and to promote best practice.

There needs to be emphasis on the importance of conservation areas in maintaining and protecting London’s diverse and distinctive neighbourhoods, which are one of the city’s unique selling points. The draft strategy makes no reference to this and we would like to see this included in the final strategy.

Information about how London and Partners will include in the promotion of London’s offer would increase transparency and boost visitors going outside central London. This

must include involvement and dialogue with local communities to include them, and ensure local communities have the infrastructure to benefit from additional visitors.

The Labour Group would like to see the strategy include a greater emphasis on archaeology and historical sites. The City of London has some good examples, such as the Roman ruins under the new Bloomberg Building and the Guildhall being opened to the public. These historical sites and others help to build up the cultural fabric of the city.

We must not forget the cultural benefits of rivers and canals. London would not be here without the Thames, but we must also ensure the culture and history of local rivers, such as the River Lea and the leisure facilities built around London's waterways, are properly celebrated in the final strategy.

Policy 10: The Mayor will work with industry, leaders and experts in culture and sustainability to support a greener and cleaner London environment

The commitment to the environment is welcome, especially the impetus to make the creative industries circular and sustainable. We would like some further details on the initiative.

London's natural environment has a role to play in boosting culture. It is vital that green spaces such as parks and commons used for culture are not lost to small site developments. This is key to achieving the Mayor's vision for a National Park City.

Chapter 5: Creative Londoners

Policy 11: The Mayor will support culture in and out of schools to develop young talent

We agree it is vital that our children are exposed to as much culture as possible, whether in or out of school. The Mayor should commit to lobbying the Government to support and fund more arts in the curriculum, especially given fewer school children are now taking arts subjects and the impact this is having on the creative industries.

The London curriculum mentioned in commitment 11.1 is an existing programme. What future plans are there to help this scheme improve and expand over the coming years?

Similarly, we recognise the success of the Fourth Plinth School Awards. However, commitment 11.2 is not clear as to whether it will continue in the future and clarity on the future duration of the programme is required.

There is little in the strategy on education in the arts, nor is there anything on theatre schools and backstage training places for roles such as technicians, which are key to the success of the creative industries. There must be greater emphasis placed on these, particularly given the potential challenges of Brexit and automation.

We would like to see the Mayor introduce outreach schemes, for example through a ticket subsidy scheme for Londoners who are less likely to, or have not yet attended, cultural events. Attendance at the theatre or opera can be expensive. We commend those theatres that work towards increasing diversity amongst audiences by offering cheaper tickets, for example Trafalgar Studios often release £10 tickets for Monday performances. The Mayor should encourage such an approach across London's theatres.

Putting targets in place will allow the impact of initiatives measured, and establish if diversity in and access to the arts is increasing.

Policy 12: The Mayor will help more Londoners get employment in the creative industries

The creative industries account for one in six jobs in London and the Mayor should do all he can to ensure equal access and opportunity to work in the sector. The sector remains unrepresentative of London's demography and can be difficult to enter without the right contacts or the financial ability to work for free. We note commitment 12.1 mentions two existing schemes to improve careers guidance (London Ambitions and the Mayor's Enterprise Advisers Network) however the culture strategy makes no reference to the new All-Age Careers Guidance listed in the Draft Economic Development Strategy. As a policy the Labour Group has supported, we would like to see this in the Culture Strategy to complement existing programmes. It would be useful to know how these existing programmes will encourage young people into the culture industry.

Apart from 'no pay' internships, low wages are prolific in the sector and how this will be tackled must be reflected in the final strategy. There are a number of trades unions in the sector, highlighting the issues surrounding poor pay and working conditions. For example, the Musicians' Union have campaigned on the issue of low pay and have highlighted when musicians are asked to perform for free. For example, in 2012, Café Rouge hosted a number of charity evenings but asked the performers to play for free.² Alongside the policy on internships, the Mayor should work with the sector to such discourage practices. Equally, Equity represents theatre workers and actors who face similar issues on pay. They found that half of respondents had earned less than £5,000 from their professional work and the other half had worked unpaid at some point in that year³. More on this in the final strategy would be welcome.

The most dominant campaign for decent pay in the sector is that of BECTU who represent workers at the Ritzy Cinema in Brixton. They are still fighting to be paid the London Living Wage. Through his Good Work Standard, the Mayor should focus on the creative industries and work with cinemas such as The Ritzy to ensure their workers are paid the London Living Wage.

Providing training placements in the fashion and screen industries will help to support new careers in the creative industries. However, following research by the Labour Group under the previous Mayorality, we found that the Government's unpaid traineeships scheme is not always successful at preparing young people for an apprenticeship. The success rate for progress from a traineeship into an apprenticeship of 37 per cent is not good enough.⁴ As with the Mayor's commitment to ending unpaid internships in the sector, support should be given to those undertaking unpaid traineeships to progress onto a good apprenticeship placement. The traineeships that are undertaken should provide adequate skills training and worthwhile experiences rather than free labour.

Having pressed on this issue for a number of years, we congratulate the Mayor's stance on unpaid internships, notorious in the creative industries.

² Musicians Union (11/09/2012): "Café Rouge asking musicians to perform for free" <https://www.musiciansunion.org.uk/Home/News/2012/Sep/Cafe-Rouge-asking-musicians-to-perform-for-free?feed=801abc79-dc9c-471a-85ff-4a3a36bf8a3b> [Accessed 6.6.18]

³ Equity "Professionally Made, Professionally Paid" <https://www.equity.org.uk/media/1670/pmpp-booklet.pdf> [Accessed 11.6.2018]

⁴ FE Week, (24.03.2018), More traineeships are leading to apprenticeships, [accessed 25.05.2018]

Policy 13: The Mayor will help to increase diversity within the creative workforce

The lack of diversity in the creative industries is rightly an issue which the Mayor has pledged to improve and one that the Labour Group has been campaigning on for some time. We are pleased to see suggestions raised by the Group, such as the gender and BAME pay gap audits, come to fruition under this mayoralty. The draft strategy sets out diversity statistics towards the start of the document but they are not repeated in the section setting out the actions the Mayor plans to take. It would be beneficial to repeat these statistics so readers of the strategy are reminded of the diversity challenge London faces. Following the Mayor's lead, it would be beneficial to encourage the sector to undertake BAME pay audits, to measure the impact of these policies in achieving equality.

Chapter 6: World City

Policy 14: The Mayor will work with artists and cultural organisations to promote London as an open and welcoming city

Promoting London to Europe and the rest of the world now faces a unique challenge in the wake of Brexit. Almost two years on from the referendum, there is no certainty of what this means for London's economy or for the almost one million EU citizens residing in London.

A "hard" Brexit will have a detrimental effect on the city's culture. For example, there is likely to be the loss of EU funding. This, includes the Creative Europe scheme which has benefitted the creative industries by enabling projects leading to increased participation⁵. This scheme has seen €57 million⁶ awarded to the UK between 2014 and 2016. The loss of this funding without a replacement will have a detrimental effect on London's future cultural output. The current skills gap is likely to worsen post-Brexit due to the current shortage of indigenous workers with the right skills to compensate for any loss of EU workers who move back to the continent.

The Labour Group welcomes the Mayor's successful #LondonIsOpen campaign which has helped to reassure citizens and businesses on the effects of Brexit and to ensure London continues to maintain its outward focus. The Mayor should continue this campaign and ensure it remains fresh and relevant as the date for leaving the EU approaches. We note the Mayor's announcement of an online portal for EU citizens, and would like to see how this fits into the work of the culture team in facing the challenges of Brexit.

Policy 15: The Mayor will advocate for the best possible Brexit deal for the culture and creative industries

Policy 15 is particularly important as London's culture relies a great deal on working closely with the EU, for example, the UK's intellectual property rights which are rooted in EU legislation. Not being able to influence the creation of new legislation will be damaging to London's creative industries. We would point out commitment 15.1 (to

⁵ P9-10 (January 2017) "Creative Europe: Value and Impact in the UK"
http://www.creativeeuropeuk.eu/sites/default/files/CEDUK_MidTermSurvey_V3.pdf [Accessed 11.6.2018.]

⁶ P20, House of Commons DCMS Committee (23/1/2018) "The Potential Impact of Brexit on the Creative Industries, Tourism and the Digital Single Market" ([Link](#)) [Accessed 24/5/2018]

appoint a creative industries expert to the Mayor's Brexit Advisory Group) has already been accomplished so more detail on how this will promote the needs of the creative industries should be included in the final strategy. We are interested to hear further information about plans to ensure the immigration system is suitable for the needs of the creative sector.

Policy 16: The Mayor will support creative production and export through a range of activities and funding

We welcome the Mayor's commitment to creative production and funding, for example Film London. These programmes are important in welcoming visitors, investment and promotion of London as a place to visit and do business.

We would like to see Arts Council England funding spread across a range of cultural institutions, including smaller bodies. We encourage the Mayor's representatives on the Arts Council and the Deputy Mayor for Culture to press the importance of London's culture and tourism in the UK economy as a whole.

We understand much of this role is carried out by London and Partners. A consistent criticism of London and Partners is its lack of transparency. More information is required about how creative business engagement will be increased and on how success is measured.

We welcome the establishment of a Business Advisory Board with creative experts, achieved before the Draft Culture Strategy was published. How is the board making a difference to the creative industries and the challenges to them that the board seeks to resolve?

Policy 17: Through his promotional agency, London & Partners, the Mayor will promote London's cultural riches to tourists

The Mayor's commitment to promoting London to tourists is welcome. Additional information should be provided on how London will be promoted to domestic tourists as well as international visitors. London and Partners will undoubtedly be facing significant challenges in encouraging tourists to visit London post-Brexit and further information on this should be included in the final strategy.

London is famous for hosting major events, most notably the 2012 Olympic and Paralympic Games. However, challenges remain in the wake of the terrorist attacks throughout 2017. It is vital that London remains open to everyone and we should recognise the role London plays in helping to bring people together from every background.

Policy 18: The Mayor will support the Night Time Economy through leadership initiatives and guidance

The strategy speaks about the need to design the night-time economy in a way which is safe with natural surveillance and working with the Metropolitan Police. We believe this is important. We need to ensure we have a night-time economy that works for everyone. We welcome this promotion of good practice.

The Labour Group supports the need for greater protections for vulnerable people in the night-time economy. Although women are less likely than men overall to experience

crime in the capital, over the last year almost nine in 10 victims of sexual offences in London and 53 per cent of victims resulting in injury were female.⁷ On average, 11 women and girls are raped or sexually assaulted in each of London's 32 boroughs every week. In a recent survey of 8,000 Londoners on policing and crime, 74 per cent of female respondents told us they worried about their safety some or all the time.⁸

A survey by Drink Aware and YouGov⁹ found that 72 per cent of 18-24-year-old men and women who drink in bars, clubs or pubs surveyed had seen sexual harassment on a night out. Worryingly, 79 per cent of women surveyed expected inappropriate comments, touching and behaviour to take place when they went out – either to themselves or to their female friends.

The Women's Safety Charter is particularly welcome but we note that this is voluntary. The Labour Group continues to campaign for statutory conditions on the licensing of venues to make them safer places and we welcome the Mayor's commitment to this. By changing the voluntary code into a licencing condition, it would send a signal to venues that harassment is taken seriously and failure could result in a loss of licence. A culture of positive responses to harassment reports can reduce sexual attacks; and it creates an environment where perpetrators are challenged and removed from bars or arrested before an incident becomes an attack. Venues must have adequate complaints processes in place and take any complaints seriously.

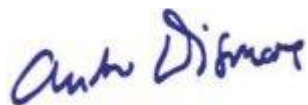
We note the policies in this area of the strategy have already been achieved and expect further details of how the culture team will work alongside the night-time economy team at City Hall to achieve a night-time economy that works for all Londoners.

Policy 19: The Mayor will collaborate with city leaders from around the world to drive culture up the urban agenda

We welcome the Mayor's work on Policy 19. It is important London remains a global centre for culture and by collaborating with other cities, we can learn best practice which we can implement to the benefit of our creative industries.

I hope our comments and observations on the draft Culture Strategy are taken into account and we look forward to seeing the Mayor's final Culture Strategy

Yours sincerely,



Andrew Dismore AM

Labour London Assembly Member for Barnet and Camden

⁷ Mayoral Press Release, [Night Czar hosts London's first Women's Night Safety Summit](#), 24.07.17 [accessed 15.03.2018]

⁸ [Violence Against Women and Girls Strategy](#), March 2018

⁹ [Inappropriate behaviour in pubs, bars and clubs](#), Drink Aware, September 2017 [accessed 16.03.2018]