

MAYOR OF LONDON

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# Culture for all Londoners

Mayor of London's  
Culture Strategy

December 2018

A bronze statue of a woman, likely a historical figure, holding a large banner. The banner has the text "COURAGE CALLS TO COURAGE EVERYWHERE" engraved on it. The background shows a blurred city street with buildings and trees.

COURAGE  
CALLS TO  
COURAGE  
EVERYWHERE

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## Mayor's foreword

Culture is our city's DNA. It's the thing that binds us all together - both in times of crisis and in times of celebration. Culture is what makes the daytime thrive and the night time come alive.

London is one of the most culturally rich cities on the planet – with world-class institutions and globally renowned talent. Our city's creative economy now employs one in six Londoners and contributes £47bn to the economy. Our culture and creative industries are vital to our city's success and Londoners' wellbeing. Yet too many Londoners are still missing out on the opportunity to access culture and the huge benefits it can bring.

That's why I'm working to expand access to culture beyond Zone 1 and into every borough and corner of our city. I want all Londoners - regardless of age, faith, ethnicity, gender, background, sexuality or postcode - to have the opportunity to engage and interact with our amazing culture.

We know that children who get involved in music, the arts and culture do better at school and live happier, healthier, and more fulfilling lives. Culture has the power to inspire young Londoners and transform their prospects, supporting them to reach their full potential.

Crucially, culture can also be used as a tool to steer young Londoners away from trouble and towards education and employment. It can open up new and positive paths forward for our young people, offering an alternative to getting sucked into a life of crime, gangs and violence.

My ambition is for a city where all Londoners can make the most of their abilities. So, as well as making sure everyone can access high quality culture on their own doorstep, we also need to ensure that Londoners from every background can pursue a career in the creative industries if they want. This means removing any barriers that stand in their way so that our cultural sector can become more diverse and truly representative of modern London.

To make this happen, I'm supporting a broader range of cultural facilities and involving more communities than ever before. Our flagship London Borough of Culture initiative will put culture at the heart of our neighbourhoods, celebrating communities and hidden cultural gems that all Londoners can enjoy. I am investing in the new Museum of London at West Smithfields which will see the museum double its audiences and reach every school child in London.



We are also establishing a new culture and education district called East Bank at Queen Elizabeth Olympic Park and continuing to support film, fashion, design and gaming in London.

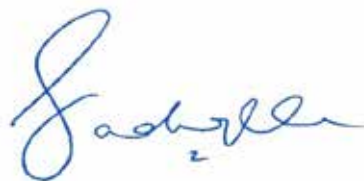
London's famous institutions are a crucial part of this city's culture and hugely important to Londoners. The same can be said for the local pub, the skate park down the road, the community centre that offers dance classes, or local heritage on the way to the Tube. That's why my draft London Plan sets out a planning framework to support a wide range of cultural places and spaces. It's the most pro-culture plan our city has ever seen. In the last ten years alone, we've lost a quarter of our pubs along with a third of our grassroots music venues and creative workspaces, so I'm determined to stem this loss and protect our cultural assets for today's Londoners and for future generations.

In this strategy, we set out several programmes and policies that will both safeguard and promote culture in London. We will be mapping the city's cultural infrastructure for the first time to help boroughs plan better for culture.

Creative Enterprise Zones will be set up across London to help artists and creative businesses put down roots. A new initiative called Culture Seeds will support more grassroots and community projects. And our new Creative Land Trust will secure affordable workspaces.

Working together – with local councils, cultural organisations, businesses and communities – I'm confident we can rapidly push ahead with our ground-breaking plans and make sure that our cultural scene continues to flourish and thrive.

There is no doubt that our culture is admired and envied the world over. It doesn't just reflect who we are, it shapes us as a city and, in the process, helps to address difficult issues - from tackling loneliness and isolation to preventing crime and forging stronger communities. With Brexit casting a long shadow, our city is likely to face some challenging times in the years to come. Yet I'm optimistic that London will continue to be a confident, forward looking city and remain the cultural capital of the world.



**Sadiq Khan**  
Mayor of London

**L**  **ND**  **N**

**EVERYONE WELCOME**

## Let's take a walk round London

Tonight I want to applaud my city,  
there is nowhere like London,  
nowhere at all.

It has more culture than the perimeter of our shores,  
more faces than a demigod.  
We are standing at the coast of the entire world,  
on the brink of history, waiting to swim in victory.  
Some faces are hiding behind Big Ben and Parliament,  
some hidden in back alleys in Shoreditch.  
Head to Whitechapel,  
to experience South Asian cuisine.  
Take a trip to the West end  
for some of the longest running musicals.  
Experience experimental exhibitions at the Saatchi.  
Visit the Walthamstow Garden party,  
jump out of your comfort zone  
into the Kenyan Aduma dance.

Head underground to get to the centre of it all,  
meeting and guiding tourists along the way,  
until you realise you can't decipher the tube map yourself.  
Just pick up an oyster and experience it all.  
As Londoners, you get use to queuing  
and rush hour  
and sweat  
and back packs  
and walking faster than you can breathe.  
Stand at the Southbank  
where it feels like the entire world is right there  
there with you  
walking towards Westminster,  
hand in hand waiting for a verdict.





You can learn any of the 300 languages in use.  
Find a poetry or music night ever day of the week,  
just open your eyes.  
Head to my street and find the birthplace of grime.

In London,  
there is 24hour happiness drive throughs,  
and revolving doors  
and pain.  
In the midst of it all you find  
harmonious pockets,  
get lost in back streets and end up  
in butterfly tents in Greenwich.  
Every day, there are tributes and memorials,  
and mosques, churches, temples opening their doors

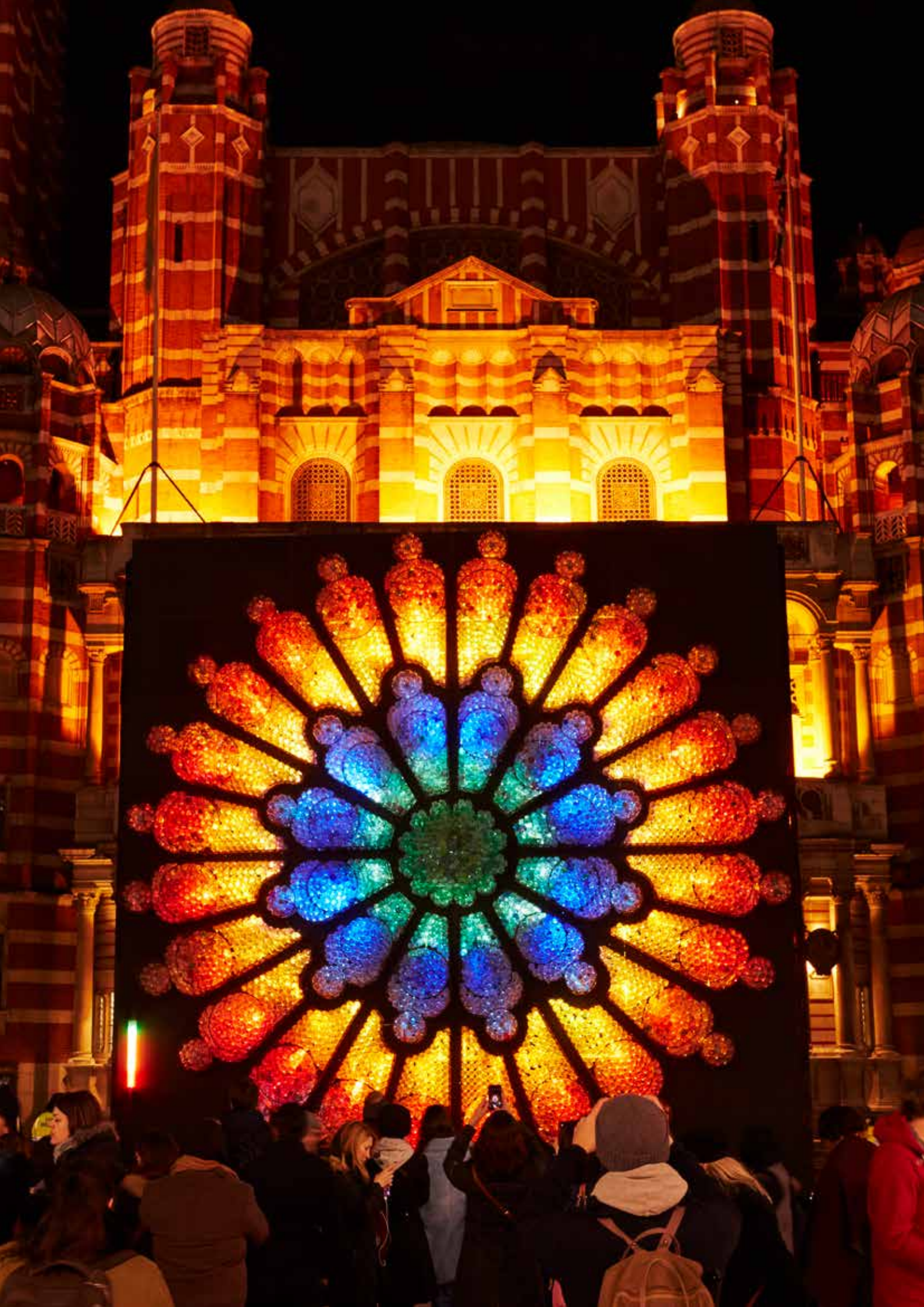
Last year, we welcomed over half a million babies,  
with only a third of that figure qualified midwives.  
In London, housing is an issue,  
lack of free school meals is an issue,  
lack of free accessible education,  
lack of youth centres, work experience, jobs,  
arts funding and opportunities.  
Tax evasion is an issue, but tampons are a luxury?  
We cannot ignore the politics.

We don't lack in culture.  
We stand together with our neighbouring cities.  
But we can no longer brand other countries with Queen's seal,  
And then turn them away.  
As a city, London has come so far,  
but it still has some way to go.

**Written by Amina Jama**







# Executive summary

## The Mayor's Vision and Priorities for Culture

At the heart of Culture for all Londoners is a city that sustains its global creative success, and which works for everyone. London is a place of immense opportunity. Here every child, young person and adult deserves the chance to enrich their lives through culture.

Every Londoner should feel that the capital's artistic riches and diverse heritage belong to them. Culture should not be out of reach for anyone, and informal activities, spaces and venues need to be valued. London must continue to be a global capital, while also striving to be a city where local talent can put down roots. This means tackling the barriers that prevent Londoners from securing creative jobs.

All kinds of places and spaces must be able to thrive in London, from world-class museums, galleries and festivals, to the pub on the corner or the skatepark down the road. The trend that has seen hundreds of much-loved venues and spaces close down over the last decade must be reversed. Everyone must work in partnership – local authorities, cultural organisations, and Londoners – to safeguard and sustain the places that make the city so special.

Alongside the Mayor's other strategies and plans, this Culture Strategy outlines an ambitious programme to sustain a city that works hard, and plays hard, for everyone; a city that is built on the principle of culture for all Londoners. It is themed around 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.

## Opportunities and Challenges

London is one of the world's great hubs for creativity. It is admired for the size and dynamism of its creative industries, which generate £47bn to the economy.<sup>1</sup> Its film industry is the third largest in the world.<sup>2</sup> It is a top fashion capital and centre for design excellence. Millions of tourists choose to visit the capital mainly for its cultural and heritage offer.<sup>3</sup> There is potential for more: one in six jobs in London are in the creative economy,<sup>4</sup>

<sup>1</sup> GLA Economics (2017) London's Creative Industries

<sup>2</sup> Office of the British Film Commission (2018)

<sup>3</sup> London & Partners (2018) London Hotel Development Monitor

<sup>4</sup> GLA Economics (2017) London's Creative Industries



“London is the most dynamic city in the world today. Sure, it has always been an international hub, always been at the centre of things, but it has never sizzled like it sizzles today.”

**Dylan Jones OBE**  
Editor, British GQ

and jobs are growing four times faster than the economy as a whole.<sup>5</sup> And creative jobs are the jobs of the future, as 87 per cent are at low risk of automation.<sup>6</sup>

London is also a city of stark contrasts. Many businesses are booming, but at the same time, housing costs have become unaffordable to many and the cost of living continues to rise. A third of Londoners now live in poverty<sup>7</sup> and public services are under pressure. The level of Londoners living with good health and wellbeing depends on which part of the city they live in.<sup>8</sup> Crime is on the rise across England and Wales as children and young people face different risks than previous generations.<sup>9</sup> London's culture is world renowned, but it must engage with solving – rather than simply reflecting – the capital's challenges.

The Mayor recognises that if London is to continue as a cultural powerhouse, its inequalities must be addressed. Our success depends on attracting and growing the best talent. This requires an ambitious programme of support and investment in infrastructure, skills, promotion and planning. It is about far more than economics - culture has a vital role to play in enabling Londoners from all backgrounds to come together and forge a sense of belonging.

<sup>5</sup> DCMS (2017) Sector Economic Estimates: Employment

<sup>6</sup> NESTA, Bakshi, H., & Fred, C. B. (2015). Creativity v Robots: The creative economy and the future of employment

<sup>7</sup> Trust for London (2018) London's Poverty Profile: Data

<sup>8</sup> Public Health England (2018)

<sup>9</sup> Office for National Statistics (2018)



This strategy takes a broad view of culture, from arts institutions, creative industries, the historic environment and museums, to community festivals, pubs and nightclubs, busking pitches, skateparks and street art.

### Love London

London is an innovative world city and culture plays a big part in this. Our creative industries supported the economy during the financial crisis.<sup>10</sup> London's cultural offer was centre stage at the 2012 Olympic and Paralympic Games. Culture has long brought different communities together in times of celebration and hardship. Yet, at the same time, too many Londoners miss out on the city's success. It can be expensive to travel to cultural events. Mobility or disability factors can also mean people can't take part, and too many Londoners simply do not see themselves reflected in the cultural offer around them.

Londoners want great culture on their doorstep. This is why, inspired by the UK City and European Capital of Culture programmes, the Mayor has launched the London Borough of Culture competition. Waltham Forest (2019) and Brent (2020) are the first two winning boroughs. This new initiative will shine a spotlight on the hidden gems and unique character of local areas; raise ambition with big ideas; build new relationships

among residents, and put local people centre stage. Six flagship projects have also been awarded funding, including a film festival in Merton and a Festival of Creative Ageing in Lewisham.

With a small injection of cash, creative Londoners can make big things happen. They can kick-start an arts festival in a town centre, pay for a generator for a pop-up film night, or fund artists to lead workshops for people feeling isolated. The Mayor's £1m Culture Seeds fund will pepper small grants across the city to individuals and grassroots organisations who do not normally access funding, so they can create and lead inspiring projects in their community.

The goal of the Mayor's programmes is to increase participation in cultural activities. Often these achieve wider aims, like increasing diversity in the creative workforce, providing positive pathways for young people or improving health and wellbeing and community cohesion.

With the closure of over 85 youth centres and funding for youth services substantially cut since 2011,<sup>11</sup> the Mayor's £45m Young Londoners Fund aims to help young people fulfill their potential, including activities that harness their creativity.

<sup>10</sup> United Nations Development Programme (2010) and Creative Economy Report 2010

<sup>11</sup> Berry AM, S. (2018) London's Lost Youth Services. Green Party, London Assembly

“Millicent Fawcett was an incredible woman and by honouring her in Parliament Square I believe she will continue to inspire generations to come.”

**Gillian Wearing OBE, RA**  
Artist

Throughout its history, London has been a city of festivals. Today festivals like New Year’s Eve Fireworks, Totally Thames, Pride in London and Notting Hill Carnival build bridges between different communities, and bring people from all backgrounds together. The Mayor will continue to organise and fund festivals and events like Diwali and St Patrick’s Day that have an emphasis on bringing communities together. The sporting activities of EURO 2020 will be enhanced with a high quality cultural programme. And the Mayor will improve access at events, aiming for all Deaf and disabled people to be as independent as they want to be at live events and festivals in London.

2018 marked the Centenary of Women’s Suffrage. To honour the achievements made in women’s rights and to encourage progress the Mayor and a range of partners delivered a year-long programme of recognition and celebration. Achieving gender equality is an urgent priority, and the Mayor called for change through his #BehindEveryGreatCity campaign. He commissioned the first statue of a woman in Parliament Square, an important public location for recognising national achievements.



স্বমতশালী নির্ভীক সাহসী

**WALDEN**



The Mayor will continue to support his 'family of museums'. He has committed £70m to create a landmark new site for the Museum of London at West Smithfield. This will open up its collection of seven million objects to more people than ever before with the aim to double the Museum's visitor numbers and reach every school in London. The Museum will continue to offer the city's smaller museums and archives support, advice and grants.

Culture can help keep people healthy. Engaging more Londoners, and in particular vulnerable Londoners, in cultural activity is part of the Mayor's approach to tackling London's health inequalities. The Mayor is supporting projects that encourage health, wellbeing and good mental health, including a brand new cultural festival to coincide with World Health Day. Amongst the myriad of projects supported by his Culture Seeds fund, the Mayor is funding

free concerts for carers, evening dance classes for people with Parkinson's and music projects for young people with learning disabilities. The Museum of London brings fascinating historic objects into care homes, hospitals and day centres for people affected by dementia, linking with local museums and archives to stimulate reminiscences and conversations.

### **Culture and Good Growth**

It is estimated that by 2030, there will be ten million people living in London.<sup>12</sup> This rapid growth can put pressure on culture and heritage which could pose a risk to local character and community cohesion. In the past decade, London lost a quarter of its pubs, 35 per cent of its grassroots music venues and 58 per cent of LGBT+ venues.<sup>13</sup> Many artists and small businesses are being forced to move out too. This is due to rising rents, business rates and cheap workspace being converted for other uses.

<sup>12</sup> GLA Economics (2016) Economic Evidence Base for London

<sup>13</sup> Nordicity and GLA (2015) Grassroots Music Venue Rescue Plan



The Cultural Infrastructure Plan is the Mayor's ground-breaking initiative to support and safeguard cultural places and spaces. A first for London, and the world, it includes pro-culture planning policy in the draft London Plan, and will map the city's cultural assets from recording studios, libraries and local venues. It will offer new tools to help local authorities and developers embed culture in the city.

The Mayor has invested an initial £7m to develop Creative Enterprise Zones in different parts of the city. These will be clusters of creative production where artists and creatives can put down roots. It will secure permanent affordable space, business and skills support, business rates relief, faster broadband and a pro-culture Local Plan will provide long-term support so that local people can access more jobs. The Mayor is also supporting an independent Creative Land Trust to buy property for creative and artist workspaces at affordable rents.

Londoners should reap the benefits of embedding culture in the city's growth. In Queen Elizabeth Olympic Park, East Bank will be a brand new destination for London with world-class culture and education at its heart. East Bank will welcome 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 College of Fashion.

In west London, there will be a cultural quarter at Old Oak and Park Royal, London's largest transport and regeneration project providing 25,500 new homes. The Mayor and the London Borough of Newham will also put culture at the heart of the Royal Docks.

Building on London's manufacturing legacy the Mayor will champion new centres of creative production, particularly along the Thames Estuary corridor. In east London, this will include, Fashion District which will create 10,000 jobs in fashion and Dagenham film studios - London's largest film studio for a quarter of a century which will create 780 local jobs.

Across London, good architecture, design and high-quality art will come together to create public spaces that work for and inspire all Londoners. The Mayor has launched Good Growth by Design to encourage the best design solutions. A new social enterprise, Public Practice, places designers and planners in local councils. Fifty Design Advocates appointed by the Mayor, will champion good design and raise standards.

The Mayor will continue to support the world-leading Fourth Plinth programme in Trafalgar Square. American artist Michael Rakowitz' work, *The Invisible Enemy Should Not Exist*, was unveiled in March 2018. It recreates an artefact from the ancient city of Nineveh destroyed by ISIS in 2015. The next commission by Londoner Heather Phillipson is a sculpture of a whirl of cream topped with a cherry and parasites, and will be unveiled in 2020.

### **Creative Londoners**

The creative economy is vital to London. Between 2011 and 2017 employment in London's creative industries increased by almost a third.<sup>14</sup> But we cannot take our creative talent for granted. Since 2010, there has been a 35 per cent drop in the take-up of arts subjects at GCSE.<sup>15</sup> The creative sector is still very white, and it can be hard for people from black and ethnic minority backgrounds and Deaf and disabled people to get in. Many women still find the glass ceiling stops them from progressing too.

The Mayor is committed to helping creative talent from all backgrounds to thrive. London's creative sector can remain a world leader by having a workforce that reflects its population. So there is an urgent need for a gear shift across all the creative industries.

Education is a great way to ignite young people's creativity. That's why the Mayor wants schools to adopt the London Curriculum. It uses the city as a classroom to bring lessons to life. As patron of the London Music Fund, the Mayor will also support thousands of children to take up music tuition.

<sup>14</sup> Department for Digital, Culture, media and Sport (2018) DCMS Sectors Economic Estimates 2017: Employment

<sup>15</sup> Cultural Learning Alliance (2018) Further decline in arts GCSE and A Level entries, 2018





“London is a centre for creativity, attracting ideas and talent. It has a large creative workforce which must be safeguarded in this period of significant change. The Mayor recognises the power and importance of culture by making it a top priority.”

**Ben Evans**

Director, London Design Festival  
and Chair, Mayor’s Cultural  
Leadership Board

London’s skills and training offer could be the envy of the world. This means Londoners of all ages have access to the best careers guidance and advice. It means the skills system adapting to industry needs. As the Adult Education Budget is devolved to the Mayor, he is delivering an ambitious Skills for Londoners Strategy, to ensure Londoners are equipped with the right skills to succeed. To learn the right skills, Londoners need to be learning in the best facilities. Skills for Londoners Capital Fund will provide £110m to help Further Education providers make their facilities fit for purpose. The creative industries are a key element for these plans.

Right now, many creative workers come from advantaged backgrounds and the creative industries are not a level playing field for all Londoners. But Londoners have talent and creativity in spades.



More needs to be done to build bridges into the sector for Londoners from BAME communities and disadvantaged backgrounds. The Mayor is investing in creative skills training and employment programmes for diverse talent in his Creative Enterprise Zones.

Leading by example, he is delivering gender and ethnicity pay gap audits and launched 'Our Time' which takes aim at gender inequality in City Hall. Working with Film London, the agency for London's screen industries, the Mayor is supporting the Equal Access Network, providing paid opportunities and ensuring that the capital's screen industries reflect the city itself.

### **World City**

The Mayor wants London to be open, welcoming and inclusive. That means doing everything possible to encourage international talent and investment. Following the EU referendum, the Mayor launched #LondonisOpen, a major campaign to show that London is united and open to the world. Nearly half of the UK's creative service exports are to the

European Union. Independent research commissioned by the Mayor showed the creative industries could lose out on £1bn of growth by 2030 in the event of a no-deal Brexit.<sup>16</sup> Through his Brexit Advisory Panel with representation from the creative industries, the Mayor will continue to advocate for London's jobs and prosperity to be protected in the future.

Thanks to long-term investment from City Hall, London is now one of the world's leading creative capitals. The city boasts the planet's third largest film industry. In 2016, investment in UK film, TV and game production reached £7.9bn.<sup>17</sup> London is also one of the world's top four fashion capitals, and London Fashion Week generates £100m in sales.<sup>18</sup> But international competition is fierce. Since 2011, 60 cities across the globe have developed blueprints to become 'creative capitals'.<sup>19</sup> The Mayor will fund the British Fashion Council, Film London, London Games Festival, and London Design Festival to promote and increase trade for London's creative industries.

<sup>16</sup> Cambridge Econometrics (2018) Preparing for Brexit

<sup>17</sup> Office of the British Film Commission (2018)

<sup>18</sup> British Fashion Council (2014)

<sup>19</sup> Leo Hollis (2013) Cities are Good for You: The Genius of the Metropolis

London welcomes over 105,000 international students each year.<sup>20</sup> With thousands of art and design students graduating annually, the city is flowing with new creative talent. It is vital that London continues to welcome talent from around the world. There must be an immigration system that works for students, short-term workers and entrepreneurs.

The Mayor is committed to maintaining a vibrant 24-hour city that is diverse, safe, accessible and welcoming. A third of the capital's workforce works at night. The Mayor has created the Night Czar to champion London as a 24-hour city with a focus on protecting venues and improving women's safety. He has appointed an independent Night Time Commission to help realise his vision for London as a 24-hour city. To complement this, a network of Night Time Borough Champions share best practice on the management and development of their areas at night.

The Mayor will help to strengthen London's global relationships, with 38 cities now members of the World Cities Culture Forum. Chaired by the Deputy Mayor for Culture and Creative Industries, this leadership forum enables cities facing common challenges to share insights with one another. Through the Forum, the Mayor will influence and collect best practice, and help champion culture in cities all over the world.

### **Achieving the Vision Through Partnerships**

The Mayor has a range of powers and levers to deliver his strategy. These include powers covering transport, planning, skills and promotion as well as direct funding for programmes. He will use his convening power and profile to champion issues, and highlight threats and opportunities. But there are many areas relating to culture outside of the Mayor's direct control.

<sup>20</sup> BOP Consulting (2018) World Cities Culture Report

The Mayor believes that London needs more radical devolution to maintain its global position, so he will make the case to national government for more powers and resources to help London thrive.

The Mayor's Cultural Leadership Board comprises leading figures drawn from across creative and cultural industries. This Board oversaw the development of the strategy and will continue to advise the Mayor. Ultimately, it will be the strength of such sector leadership and partnerships that will unlock the success of the strategy. The Mayor is committed to working with Londoners, local authorities, cultural organisations and venues, artists and creative businesses to achieve his vision of culture for all Londoners.

“Culture has defined our city through the decades, from reactionary punks in the 70s to grime music today. As well as great transport and roads, London also needs its soul. It needs culture and creativity.”

**Justine Simons OBE**  
Deputy Mayor for Culture  
and Creative Industries





# Policy and Actions

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

<b>1</b>	Deliver two London Boroughs of Culture in 2019 and 2020.
<b>2</b>	Fund six Cultural Impact Awards for exemplary projects in boroughs.
<b>3</b>	Establish Culture Seeds, a micro-grants programme to fund grassroots culture and support community-led culture projects through Crowdfund London.
<b>4</b>	Delivered a pilot to increase cultural engagement among volunteers.
<b>5</b>	Support cultural activities and interventions that increase participation, engagement and community cohesion, including through the Young Londoners Fund.

## **Policy 2: The Mayor will help bring Londoners together through major cultural programmes, festivals and events.**

<b>6</b>	Pledge support to the Cultural Inclusion Manifesto.
<b>7</b>	Improve access to the Mayor's events programme and attain the Bronze Charter.
<b>8</b>	Deliver an annual programme of community events and festivals, with improved quality and engagement and better volunteering opportunities.
<b>9</b>	Deliver a cultural programme for EURO 2020.
<b>10</b>	Lead a celebration of the centenary of the first women getting the vote and commission a new statue in Parliament Square.

**Policy 3: The Mayor will support his 'family' of museums.**

<b>11</b>	Support delivery of the new London Fire Brigade Museum.
<b>12</b>	Support volunteering at museums and heritage sites through the Team London online portal.
<b>13</b>	Invest £70m in the Museum of London's move to West Smithfield.
<b>14</b>	Work with Historic England to publish a public map of the city's museums and heritage infrastructure across all boroughs.

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

<b>15</b>	Deliver a mental health cultural festival aimed at young Londoners.
<b>16</b>	Through Culture Seeds and the Cultural Impact Awards fund projects that support health and wellbeing.
<b>17</b>	Fund and support new culture-led approaches to working with older people and those living with dementia.

**Policy 5: The Mayor will deliver a pro-cultural planning framework and help to safeguard existing cultural facilities.**

<b>18</b>	Produce a Cultural Infrastructure Plan to support and safeguard cultural places and spaces.
<b>19</b>	Deliver the Good Growth Fund.
<b>20</b>	Publish the most pro-culture draft London Plan yet - including policies to protect creative and artist workspaces, clubs and pubs.
<b>21</b>	Support culture at risk.
<b>22</b>	Publish and encourage developers, pubs and venues to show their commitment to the LGBT+ community by signing up to the LGBT+ Venues Charter.
<b>23</b>	Ensure the draft London Plan will contain policies to help venues and homes co-exist, like the Agent of Change principle.

**Policy 6: The Mayor will support and help to protect creative and artist workspaces, particularly where they are affordable.**

<b>24</b>	Deliver Creative Enterprise Zones in at least three locations.
<b>25</b>	Support and secure the provision of long-term affordable creative workspace, including through seed funding and establishing a new Creative Land Trust.

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

<b>26</b>	Launch East Bank, a new culture and education district at Queen Elizabeth Olympic Park.
<b>27</b>	Provide strategic support for the development of culture and heritage strategies for Royal Docks and Old Oak and Park Royal.
<b>28</b>	Establish the case for investment for centres of cultural and creative production along the Thames Estuary.
<b>29</b>	Support the establishment of a new film studio at Dagenham East.
<b>30</b>	Help establish the new Fashion District.
<b>31</b>	Through the Cultural Infrastructure Plan illustrate the impact new transport projects will have on culture/heritage places and spaces.
<b>32</b>	Explore the case for a new cultural vision for the river.
<b>33</b>	Light the central London bridges with an artist-led scheme with the Illuminated River Foundation.

**Policy 8: The Mayor will champion high quality design, architecture and public art.**

<b>34</b>	Support high quality architecture, sustainable design and public realm through Good Growth by Design and the Mayor's Design Advocates.
<b>35</b>	Publish a suite of design guides to help developers embed culture.
<b>36</b>	Support and encourage more diversity in the public realm.
<b>37</b>	Commission new biennial public art for the Fourth Plinth in Trafalgar Square.
<b>38</b>	Champion Art on the Underground and endorse the commissioning of new artworks for the new Elizabeth line.
<b>39</b>	Pilot new approaches to delivering street art in the capital.



**Policy 9: The Mayor will support London's diverse historic environment.**

40	Work with Historic England and Heritage Lottery Fund, by continuing to identify heritage places and spaces at risk in London and supporting listing and funding applications.
41	Work through London & Partners to champion heritage as the foundation of much of the capital's unique tourism offer.

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

42	Through the World Cities Culture Forum produce a leadership resource tool for cities identifying strategies to take action on climate change through cultural interventions.
43	Advocate for the creative industries to become circular, sustainable and 'go green'.
44	Assess the potential supply of renewable energy at unit bases used by film & TV productions across the capital.
45	Deliver the Mayor's Entrepreneur Award, with a dedicated category for the creative industries.
46	Promote Mayoral funding opportunities that support sustainability and the environment to the culture and heritage sectors, including the Mayor's London Drinking Fountain Fund, Re:fit and Greener City Fund.

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

47	Deliver the London Curriculum with a strong emphasis on culture and heritage. This includes Family Explorer Trails, which open up London with free, area-based walks providing access to the city's cultural assets.
48	Deliver the annual Fourth Plinth School Awards.
49	Support young musicians through the London Music Fund.
50	Support Busk in London and a competition for aspiring musicians.

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

51	Improve careers guidance and opportunities for creative careers through London Ambitions and the Mayor's Enterprise Adviser Network.
52	Make the creative industries a priority sector in the Skills for Londoners Strategy.
53	Work with industry leaders, starting with the screen industries to develop a screen talent and diversity action plan.
54	Increase digital skills for the creative industries through the Digital Talent Scheme, especially for young women and Londoners from diverse and disadvantaged backgrounds.
55	Deliver the Creative Digital Careers Cluster and develop a new Career Cluster funding programme.
56	Fund job and training placement initiatives within the fashion industries.
57	Fund a new pilot programme to support the creation of high-quality apprenticeships.
58	Through the Skills for Londoners Capital Fund, invest in Further Education facilities including creative and digital.

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

<b>59</b>	Deliver an employment programme for the Creative Enterprise Zones to support diverse talent into the creative workforce.
<b>60</b>	Fund a Creative Entrepreneurs Programme to help develop the next generation of creative businesses.
<b>61</b>	Promote the Mayor's Fund for London's Creativity Works Programme.
<b>62</b>	Lead by example, promoting best practice for providing inclusive and diverse workplaces through schemes like Our Time.
<b>63</b>	Work with industry to champion and advocate business practices that create more diversity.
<b>64</b>	Support creative businesses to take up the Good Work Standard.
<b>65</b>	Fund the expansion of the Equal Access Network.

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

<b>66</b>	Continue the #LondonIsOpen campaign and its message of resilience and welcome.
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**Policy 15: The Mayor will advocate for the best possible Brexit deal for culture and the creative industries.**

67	Appointed a creative industries expert to his Brexit Advisory Panel.
68	Champion the needs of the culture and creative industries to Government and through advocacy.
69	Advocate for an immigration system fit for 21st century ways of working and the practices of the creative industries - informed by industry, further and higher education.

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

70	Fund a creative production and export programme for the creative industries comprising Film London, Games London, London Fashion Week, London Fashion Week Men's, London Design Festival and London Games Festival.
71	Increase creative business engagement with London & Partners.
72	Through the London Growth Hub support a range of face-to-face business support pilots for creative businesses.

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

73	Continue to bid for major sporting events and world-class international cultural festivals and events.
74	Work with London & Partners and other tourism agencies to promote London's localised offer to visitors.



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

<b>75</b>	Publish Culture and the Night Time Supplementary Planning Guidance.
<b>76</b>	Advocate for every Borough to have a night time vision.
<b>77</b>	Support boroughs to improve consistency in licensing practice across the capital.
<b>78</b>	Publish and deliver a Vision for London as a 24-Hour City.
<b>79</b>	Publish an evidence base for the 24-Hour London programme.
<b>80</b>	Led by the Night Czar, hold Night Surgeries to hear directly from Londoners.
<b>81</b>	Develop and deliver a Women's Night Safety Charter.
<b>82</b>	Deliver the Night Time Commission report.
<b>83</b>	Set up a Night Time Borough Champions network across local authorities.

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

<b>84</b>	Continue to lead the World Cities Culture Forum.
<b>85</b>	Support the World Cities Leadership Exchange programme.

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