

MAYOR OF LONDON

Minutes – Virtual Mayor’s Cultural Leadership Board Meeting

25 November 2020 | 10:00 – 11:30

Record of virtual meeting

Chair: Ben Evans CBE, Director, London Design Festival

Vice Chair: Moira Sinclair, Paul Hamlyn Foundation

Deputy Mayor for Culture and Creative Industries, Justine Simons OBE

Ambassadors

Ajay Chhabra, Director, Nutkhut

Alice Black, Creative Industries Representative

Amy Lamé, Night Czar, Mayor of London’s Office

Bernard Donoghue, Director, Association of Leading Visitor Attractions (ALVA)

Claire Whitaker OBE, Bid Director, Southampton City of Culture 2025

Cllr Danny Thorpe, Leader, Royal Borough of Greenwich

Cllr Clare Coghill, Leader, London Borough of Waltham Forest

Gaylene Gould, Independent Creative Director

Jennifer Crook, Independent Producer

John Newbigin OBE, Creative Industries Representative, LEAP Board

Dr Jo Twist OBE, CEO, UK Interactive Entertainment

Madani Younis, Chief Executive Producer, The Shed

Pam Alexander OBE, London Legacy Development Corporation

Ricky Burdett CBE, Professor of Urban Studies and Director of Cities and the Urban Age Programme at LSE

Sharon Ament, Director, Museum of London

Stuart Hobley, Director, The Linbury Trust

Additional Attendees

Clare Lovett, Principal Project Development Officer, Culture and Creative Industries

Coral Flood, Principal Policy Officer, Culture and Creative Industries

Kirsten Dunne, Senior Manager, Cultural Infrastructure and Public Realm

Jezreel James, Projects and Policy Officer, Culture and Creative Industries (Secretariat)

Jackie McNerney, Senior Manager, World City and Operations

Jacqueline Rose, Senior Manager, Strategy and Programmes

Julia King, LSE Urban Cities

Lucia Masundire, Policy and Projects Officer, Culture and Creative Industries

Shonagh Manson, Assistant Director, Culture and Creative Industries

Will Holmes, Senior Cultural Policy Officer, Culture and Creative Industries

Members of Blueprint Collective from Brent, London Borough of Culture 2020

Ambassador Apologies: Madani Younis, Chief Executive Producer, The Shed; Sharon Ament, Director, Museum of London; Ricky Burdett CBE, Professor of Urban Studies and Director of Cities and the Urban Age Programme at LSE; Dr Jo Twist OBE, CEO, UK Interactive Entertainment.

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Agenda – Virtual Mayor’s Cultural Leadership Board Meeting

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Item	Presenter	Timing
Welcome and Meeting Introduction		
1) Declarations of Interest	- Ben Evans	10:00 – 10:05
2) Minutes and Actions		(5 mins)
3) Outline of Meeting	- Ben Evans	10:05 – 10:10
		(5 mins)
Items for Discussion		
4) Seen and Heard Charter - Young People and Public Realm Policy	- Blueprint Collective (London Borough of Culture) – and Julia King, LSE	10:10 – 10:25
		(15 mins)
5) GLA Budget and Culture/24 Hr London programmes - Impacts and the case for culture supporting London’s Recovery	- Shonagh Manson - All	10:25 – 11:25
		(60 mins)
6) AOB and Meeting Close - Lobbying updates and COVID-19 Business Forum Economic Road Map	- Ben Evans - Bernard Donoghue	11:25 – 11:30
		(5 mins)

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1. Welcome and Meeting Introduction

- 1.1. The Chair welcomed everyone to the third virtual MCLB Meeting including new member to the Board, London Councils nominated representative Cllr Danny Thorpe, Leader of Royal Borough Greenwich, replacing Cllr Clare Coghill following a change to London Councils Portfolio holders at their AGM in October. Cllr Thorpe holds the Business, Europe and Good Growth portfolio which includes culture and the creative industries.
- 1.2. The Chair thanked Cllr Coghill for her contributions to the Board.
- 1.3. Deputy Mayor for Culture and Creative Industries, Justine Simons OBE, thanked the entire Board again for committing to extending their term and acknowledged those who have offered additional support to the Unit outside of Board meetings.
- 1.4. The Chair acknowledged apologies received from Sharon Ament, Madani Younis, Professor Ricky Burdett CBE and Dr Jo Twist OBE.
- 1.5. The Chair noted the expected late arrival of Cllr Danny Thorpe.
- 1.6. There were no conflicts of interest noted.

2. Minutes and Actions

- 2.1. The Chair noted that the minutes of the last meeting would be carried forward for ratification at the next meeting.
- 2.2. The Chair noted the Actions.

	Action #	Owner	Due	Notes
Actions from meeting of 30 September 2020				
1.	Share Mayor of London Comprehensive Spending Review submission to Government	Jezreel James	Complete	N/A
2.	Update Board on how the Unit is working with Historic England’s High Streets Fund	Adam Cooper	Complete	N/A
3.	Update Board on East Bank construction and fundraising progress.	Jezreel James	Complete	N/A

3. Outline of Meeting

- 3.1. The Chair stated that the Board would hear updates on;
 - 3.1.1. the Seen and Heard campaign presented by Blueprint Collective

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3.1.2. the current position of the GLA / Mayor of London budget for 2021-22 in the challenging context of economic recession and COVID-19 impacts and would be asked:

- to share any insights on the impact of the pandemic
- to offer suggestions and guidance in building the case for continued investment in culture and 24 Hour London.

4. Seen and Heard Charter - Young People and Public Realm Policy (Blueprint Collective and Julia King, LSE Urban Cities)

4.1. The group heard from Zeyn and Loshi members of the collective and Julia King:

4.1.1. The Seen and Heard Charter is a London Borough of Culture Brent 2020 project set up to address the issue that young people are marginalised in the design and management of public spaces. They felt while open spaces are geared to adults and playgrounds are tailored to younger children, young people are left out of public spaces design and provision.

4.1.2. Their campaign is supported by policy recommendations and a charter calling for better public spaces for young people in London, and for young people to be given an active role in their design.

4.1.3. The campaign emerged from a project initiated in summer 2019 to explore and analyse urban public spaces in Brent, which are too often restrictive and dangerous for young people.

4.1.4. Inspired by research, workshops, talks and experiments, and with the collaboration of urban design researchers at the London School of Economics and the regeneration teams at Quintain, 19 young people from the Brent Blueprint Collective and Brent Youth Parliament created a charter, a manifesto that calls for the needs of young people aged 15 to 21 to be at the heart of the design of London's public spaces.

4.1.5. The Board members congratulated the project and agreed to sign and share the campaign with their networks.

5. GLA Budget and Culture/24 Hr London programmes – Impacts and the case for culture supporting London's Recovery (Shonagh Manson – Assistant Director)

5.1. The Chair noted that the Mayor had published GLA Mayoral Budget for 2021-22, and the London Assembly interrogated that budget yesterday (24 November).

5.2. The Chair summarised that, from the papers which were circulated to the Board along with the Mayor's press release on Wednesday 18th November, savings of £38M needed to be found next financial year and handed the floor to Shonagh Manson

5.3. Shonagh Manson took the group through a series of slides on:

5.3.1. Assumptions in the 2021/22 Budget

5.3.2. Activity that will impact on final budget, i.e. Brexit, the Comprehensive Spending Review, COVID-19

5.3.3. GLA's new budget structure

5.3.4. What this might mean for Unit programmes

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5.4. The Chair thanked Shonagh and asked the group for initial thoughts, suggestions and questions on the presentation. The following suggested considerations for the Mayor, the Deputy Mayor and the Culture and Creative Industries Unit were:

5.4.1. General comments or insights on what's been presented?

- Culture and Creative Industries Unit should be prepared for 2 years of funding challenge.
- The Strategy could be refreshed to reflect the new recovery missions.

5.4.2. What do MCLB think are priorities in this context?

- Prioritise programmes that encourage people to access culture locally.
- Health and wellbeing should remain a priority especially social prescribing and the positive impact it can have in combatting social isolation.
- Focus efforts on getting young people into good work in the sector.
- Need to focus on reanimating and bringing business back into the city as this will generate the lost income.

5.4.3. What short and longer term ideas do you have for potential partnerships, noting that fundraising could become a priority?

- If there are no corporate restrictions on the types of funding the GLA can seek should consider using the approach of City of Culture e.g. working with developers rather than traditional funding streams – be mindful not to compete with the organisations that we want to support in a very crowded funding market.
- Should approach corporate organisations keen to see the return to the city for partnerships.
- There is a funding threat from the planning white paper that may impact cultural infrastructure as it proposes to replace the Community Infrastructure Levy (CIL) and Section 106 with a National Infrastructure Levy. This could make it difficult for local planning authorities to access sites for culture. Permitted Development Rights (PDR) changes may also make it more difficult for the Local Authorities to get for funding that supports culture and cultural infrastructure.

5.4.4. How can we work together to make the case for culture investment?

- Post Brexit - We need to maintain cultural infrastructure as much of the country's soft power flows from our cultural strengths.

5.5. The Chair thanked everyone for their contributions to the session.

6. Item 6: AOB – Lockdown 2, Lobbying and the COVID Business Forum (Shonagh Manson, Bernard Donoghue, Director, Association of Leading Visitor Attractions (ALVA))

6.1. The Chair asked Shonagh Manson to give an update on the Mayor's lobbying asks following his recent letters to the Chancellor of the Exchequer regarding the Comprehensive Spending Review and the Prime Minister in relation to COVID-19. Both these letters were included in the pre-reading pack.

6.2. COVID-19 Lobbying Asks:

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- 6.2.1. NEW] Provide businesses with adequate notice and clear guidance in advance of changes to restrictions and tiers
- 6.2.2. [NEW] Rule out reinstating the hospitality curfew within the tier-based system after the current national lockdown.
- 6.2.3. [NEW] Work with business and London government on roll out of mass testing and any vaccination programme.
- 6.2.4. [NEW] Confirm extension to the business rates holiday for retail, leisure, childcare, and hospitality businesses, and extend the reduced 5% VAT rate for hospitality, holiday accommodation and attractions
- 6.2.5. [NEW] Reverse plans to end the VAT Retail Export Scheme at the close of this year.
- 6.2.6. Provide a system that ensures that gaps in support for freelancers are filled
- 6.2.7. Provide Specific and targeted support for the Central Activities Zone
- 6.2.8. [M9 Mayor's] Support proposal for start-up investment in creative businesses, alongside an ask for targeted support for areas of local lockdown

6.3. Brexit Lobbying Asks:

- 6.3.1. Ensuring EU market access for Film, TV and radio broadcasting. Supporting Creative Industries Federation's call for a bespoke bilateral deal to ensure the Country of Origin principles continues to apply to UK licensed broadcasters to ensure frictionless access to the EU
- 6.3.2. An immigration system that works for creatives. Supporting Creative Industries Federation and others' calls to include more creative jobs on the 'Shortage Occupation List'
- 6.3.3. No barriers to international touring. Supporting calls by organisations such as the Musician's Union for Artists' Passports, to ensure that London's cultural icons can continue to share their world-leading cultural productions across the European Union and beyond.

6.4. Comprehensive Spending Lobbying Review Asks:

- 6.4.1. To reverse the pattern of rising unemployment and lost economic growth caused by the economic scarring of COVID-19
- 6.4.2. Supporting our communities, including those most impacted by the virus
- 6.4.3. To help young people to flourish with access to support and opportunities
- 6.4.4. To narrow social, economic and health inequalities
- 6.4.5. Accelerating delivery of a cleaner, greener London

6.5. Bernard Donoghue gave the following update on the Mayor's COVID Business Forum.

- 6.5.1. The Forum is a coalition from across business including Creative Industries Federation, ALVA, UK Hospitality
- 6.5.2. The Forum wrote to the Mayor with five priorities to ask government [See Item 6.2.1-6.2.5]
- 6.5.3. The Forum has produced an economic roadmap for recovery including who, how and when.

6.6. The Chair thanked everyone for their contributions. The next and final meeting of the Board in this administration will be Tuesday 2nd February 2021.

6.7. The Chair closed the meeting.