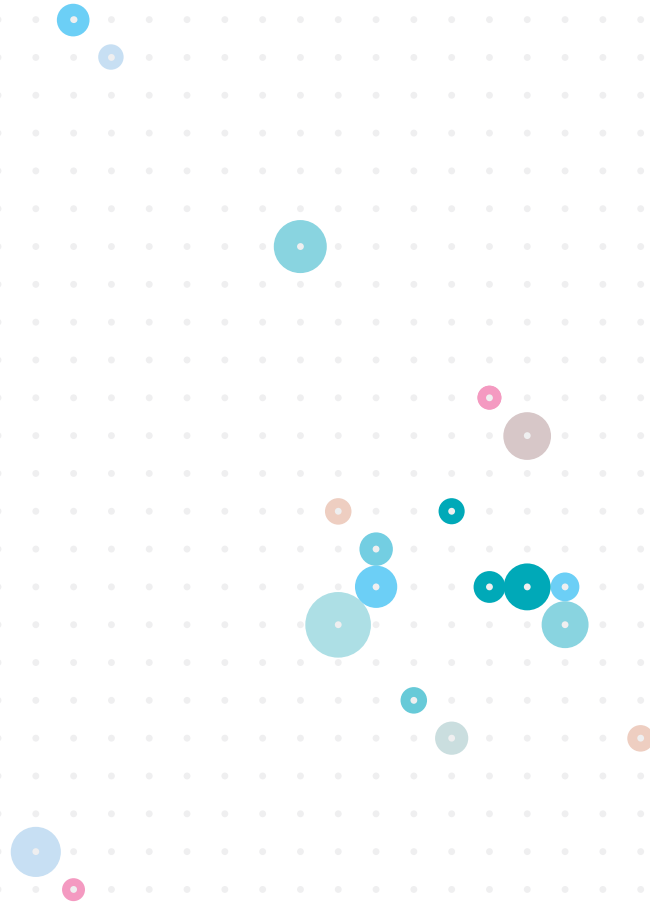


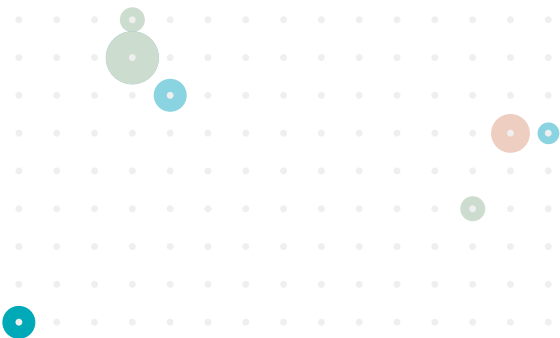
London Cultural Capital Realising the potential of a world- class city



LONDON

MAYOR OF LONDON

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Chinese

中文
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Urdu

اگر آپ اس دستاویز کی نقل اپنی زبان میں چاہتے
ہیں، تو براہ کرم نیچے دیئے گئے نمبر پر فون کریں
یا دیئے گئے پتہ پر رابطہ قائم کریں۔

Vietnamese

Tiếng Việt
Nếu bạn muốn bản sao của tài liệu này bằng
ngôn ngữ của bạn, hãy gọi điện theo số hoặc
liên lạc với địa chỉ dưới đây.

Arabic

إذا أردت نسخة من هذه الوثيقة بلغتك، الرجاء
الاتصال برقم الهاتف أو الكتابة الى العنوان

Turkish

Bu broşürü Türkçe olarak edinmek
için lütfen aşağıdaki numaraya
telefon edin ya da adrese başvurun.

Greek

Αν θα θέλατε ένα αντίγραφο του
παρόντος εγγράφου στη γλώσσα
σας, παρακαλώ να τηλεφωνήσετε
στον αριθμό ή να επικοινωνήσετε
στην παρακάτω διεύθυνση.

Hindi

यदि आप इस दस्तावेज़ की प्रति अपनी भाषा में चाहते हैं,
तो कृपया निम्नलिखित नम्बर पर फोन करें अथवा दिये
गये पता पर सम्पर्क करें।

Punjabi

ਜੇ ਤੁਹਾਨੂੰ ਇਸ ਦਸਤਾਵੇਜ਼ ਦੀ ਕਾਪੀ ਤੁਹਾਡੀ ਆਪਣੀ ਭਾਸ਼ਾ
ਵਿਚ ਚਾਹੀਦੀ ਹੈ, ਤਾਂ ਹੇਠ ਲਿਖੇ ਨੰਬਰ 'ਤੇ ਫ਼ੋਨ ਕਰੋ ਜਾਂ ਹੇਠ
ਲਿਖੇ ਪਤੇ 'ਤੇ ਰਾਬਤਾ ਕਰੋ:

Bengali

আপনি যদি আপনার ভাষায় এই দলিলের প্রতিলিপি
(কপি) চান, তা হলে নীচের ফোন নম্বরে
বা ঠিকানায় অনুগ্রহ করে যোগাযোগ করুন।

Gujarati

જો તમને આ દસ્તાવેજની નકલ તમારી ભાષામાં
જોઈતી હોય તો, કૃપા કરી આપેલ નંબર ઉપર
ફોન કરો અથવા નીચેના સરનામે સંપર્ક સાધો.

London — breathtaking, vital, memorable. A city of extraordinary choice, known worldwide for the richness, breadth and diversity of its cultural and creative resources. It is what many of us enjoy most about living and working here. Our theatres, cinemas and sports facilities make the city an exhilarating place to live in. Our museums,

galleries, historic and contemporary buildings, parks, the Thames and London's nightlife stimulate our senses and enhance our quality of life. And London is home to more artists, creatives and top-flight teams and sportspeople than any other city in the UK.



Stephen Gill
Gallery Warder #1
2003

London's cultural and creative sector is a major economic force, providing more than 500,000 jobs and second only to financial services in the wealth it creates: it is the UK's central focus for this most dynamic and rapidly growing sector of the economy. The city's cultural attractions are a primary driver of tourism, both from within the UK and from overseas. The majority of overseas tourists make London their first—or even only—port of call.

London is changing rapidly. It is growing fast and becoming more prosperous, but these trends sit side by side with social injustice. Far too many of London's citizens are socially excluded and poorly represented. Culture and creativity have a unique potential to address some of these difficult social issues. They enable people to find a voice, to express themselves, to reach an audience.

Since I was elected Mayor, my guiding vision has been to develop London as an exemplary, sustainable world city and London's cultural life is crucial to that vision.

This is the first Culture Strategy for London and it sets out a broad and challenging agenda. I have been delighted by the very positive responses to the draft Culture Strategy which was published in June 2003. It is clear that culture is valued highly by Londoners and that cultural agencies and other key players are very keen to sign up to this Strategy and contribute to its implementation.

Indeed I have already developed a programme of cultural activity in partnership with cultural organisations in London and will continue to dedicate resources for the implementation of this Culture Strategy. I will also make sure that in carrying out my responsibilities for planning, transport, policing and economic development, I will deliver the best deal for culture. But London also needs to develop a body with a strong voice that will lobby, advocate and promote our cultural assets. A key proposal in the Culture Strategy is the establishment of the Cultural Strategy Group as a London Cultural Consortium.

I would like to thank all the artists, consultants and organisations who have contributed to this document. I would also like to thank the Cultural Strategy Group who have advised me on the content and proposals in this document and London's cultural agencies who have continued to support the Strategy.



Ken Livingstone
Mayor of London

Culture is London's heartbeat. It underpins the capital's social, economical and physical dynamism. The city's cultural richness is unmatched, probably by any city in the world. This rich cultural life is extremely important to Londoners and central to the sense of identity of our diverse communities.

The creative industries have been established as London's core business. So for the capital to thrive, it needs a strong cultural identity and sense of direction. That is what the Culture Strategy is for.

Members of the Cultural Strategy Group for London have had the privilege of working on this key issue over the first term of the Greater London Authority, shaping the proposals for the Culture Strategy, leading a wide-ranging programme of engagement with stakeholders and influencing at crucial points the other Mayoral strategies.

The future of the Cultural Strategy Group will be an exciting one, as it evolves into the London Cultural Consortium. This new body will have a vital role to play in the implementation of the Culture Strategy, bringing partners together and acting as a powerful advocate for arts, sport and heritage in the capital. It will give London a strong voice at national level to ensure a fair share of funding and resources.

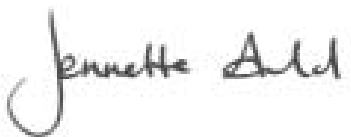
As the Government develops its regional agenda, London should strive not just for equality with the other English regions but for a place commensurate with its role as the UK's economic and cultural powerhouse.

I challenge anyone to fail to be excited by the cultural developments we've seen in the capital to date.

- The fantastic new public space at Trafalgar Square, with the Fourth Plinth as a new space for contemporary art;
- Visit London, a new structure for tourism, bringing strong leadership and more investment to this crucial industry;

- Excellence in the arts - a good example being the Laban, supported by the London Development Agency and now a world-renowned centre for dance and a new architectural landmark;
- The establishment of Creative London and the tangible benefits that must arise from assisting the growth of the cultural sector, currently supporting over half a million jobs and expanding fast;
- The development of Thames Gateway and the chance to put culture firmly at the heart of Europe's largest and most ambitious regeneration initiative;
- And of course, as I write this, we look forward to hearing that London has been chosen as a Candidate City for the 2012 Olympic and Paralympic Games, the biggest cultural, sporting and regeneration opportunity of our time.

I commend this Strategy to you because I know that through culture we can ensure London retains its dynamism, its economic strength, its attractiveness and its sense of identity. We must have high aspirations for our cultural life and future. London depends on it.



Jennette Arnold, Chair, Cultural Strategy Group for London

Introduction

London has an astonishing range of cultural resources the strength of which lies in the breadth and depth of its institutions, diversity, heritage, creativity and innovation. The juxtaposition of old and new, the traditional and the modern mark it out as a world-class city of culture.

Culture is a powerful force, promoting understanding and a sense of identity. It can bring together people with different backgrounds, transcending barriers and celebrating difference. Culture can inspire, educate, create wealth and give immense pleasure to everyone.

The London context

The Mayor has developed the Culture Strategy to maintain and enhance London's reputation as an international centre of excellence for creativity and culture.

The Culture Strategy has been developed in the context of three factors:

London is the primary focus of the UK's cultural and creative dynamism.

The capital's creative and cultural sector generates a total estimated revenue of £25 to 29 billion per annum, employing more than 500,000 people in the creative industries alone, and attracting just over half of the UK overseas visitors market. The demand for leisure goods and cultural services has grown substantially as a result of increased leisure time and rising disposable incomes.

London is one of the most culturally diverse cities in the world.

The capital's reputation as a multicultural city has been in the making for centuries. The

vibrant mixture of diverse cultures is a major factor in the success of London's creative profile. But there are inequalities that need to be addressed and historically, many diverse cultural organisations have been under-resourced and not funded for sustainability.

London's population is set to grow significantly by 2016.

Currently estimated at 7.3 million, it is thought that the population may rise to 8.1 million by 2016 due mainly to natural population growth. A better resourced, significantly enhanced, and sustainable cultural infrastructure is required in order to support the needs of this growing population.

Culture: what we want to achieve

The Mayor's Culture Strategy has four key objectives focused on: excellence, creativity, access and value. Underpinning each of these objectives is the principle of diversity. The recognition that the excellence and quality of culture in London will only be achieved by ensuring that London's diverse communities are reflected, and active, in the cultural life of the city.

Excellence: to enhance London as a world-class city of culture

Policy 1: London needs to ensure its cultural institutions and events are of a high quality, world class status

By any standards, London's cultural facilities and institutions offer unparalleled range, quality and diversity. These cultural assets are central to London's identity, heritage and standing in the world and have provided the foundations for the growth of a vast range of contemporary activity. This value needs to be protected and enhanced.

The infrastructure for London's major institutions requires further substantial investment if it is to sustain and develop its world-class reputation. There are significant gaps in provision in London and some major institutions are struggling to maintain their world-class programmes because of inadequate facilities. Improving the quality of experience for visitors is crucial to maintaining audiences and many older facilities fall short of access standards.

There are many benefits for London in putting on international, large scale events. They raise the city's profile giving the world's media a positive story about life in the capital. They bring Londoners together from across the city, from different communities, and help to create a sense of shared interests and culture. Interest in cultural activities of all kinds is revitalised by these events that goes beyond the immediate area in which they are held. Importantly, such activities stimulate London's economy.

London could and should seek to host more of the world's top events and the Mayor strongly supports London's bid for the 2012 Olympic and Paralympic Games.

Priorities for the Mayor include:

- Ensure major cultural developments are supported and developed e.g. Wembley, South Bank Centre and the National Film Theatre, Crystal Palace, Exhibition Road
- Champion the development of other key cultural capital developments e.g. a regional film archive for London, a disability arts centre, the relocation of the Photographers Gallery and Crafts Council
- Generate a strategic overview and proactive approach to the hosting/delivery of major cultural events in London by creating an event co-ordination partnership

- Support the development of major events in London including re-establishing New Year's Eve celebrations in London's calendar of events; championing the London Film Festival and the network of specialist film festivals in London
- Support the London 2012 bid for the Olympic and Paralympic Games

Policy 2: Improvements in infrastructure and support are necessary to realise the creative potential of London's cultural diversity

London's cosmopolitan mix of people, fashions, ideas, music and arts is what draws many people to the city. There is a huge diversity of culture and people in London, but it has yet to be reflected in its cultural institutions. London needs to make more of the full array of cultural resources in the city, and to broaden how people see and engage with culture.

Diversity is a key component of London's competitive edge in the creative industries. But in order to maximise the potential of existing talent and nurture new creative talent, London needs to support the cultural infrastructure – including buildings, funding and the professional development required – of its many communities, helping them to obtain the resources needed to become sustainable organisations.

The Mayor will seek to assist in developing this cultural infrastructure and support a programme of events throughout the year, helping to raise the profile of a broad range of organisations showcasing London's rich cultural diversity.

Priorities for the Mayor include:

- Continue to support the Mayor's existing

Black and Asian projects including Notting Hill Carnival and produce a report on this work to inform future policy decisions

- Develop a further programme of capacity building aimed at supporting the development of disability cultural activity and establishing data on established and emerging communities in London
- Implement and monitor the recommendations of the Mayor's African and Asian Heritage Commission
- Support and promote the major cultural events of London's communities including St Patrick's Day, Chinese New Year, London Mela, Black History Month, Mardi Gras and Liberty

Policy 3: London needs to develop its brand and promote itself as a world cultural city and tourism destination

The evening and late economy makes a significant contribution to London's creative economy and to its reputation as an exciting, vibrant city. However, it is likely to grow further and there is a need to manage this activity in a co-ordinated way balancing the benefits with some of the negative aspects. A wider variety of late-night entertainment needs to be encouraged and projects, such as the Safe Travel at Night initiative, need to be developed to support these changes.

London draws around 13 million overseas visitors a year – more than Paris or New York. Those visitors spent nearly £7 billion in 2000. But London is still vulnerable to the ups and downs of the global political and economic system. London needs to be able to develop ways of counteracting the negative impact of such events. Culture has played an important role in reviving London's tourism.

While tourism may be a welcome source of income to the city, it needs to be managed in a sustainable way. For example, the benefits of tourism need to be spread across London. More areas are developing their own tourist attractions and could be benefiting from London's appeal to tourists.

During the last decade, cities across the world have competed to attract all kinds of investment and have put culture at the heart of this. London still retains advantages: the cultural sector is an influential factor in championing and attracting global inward investment. The city owes much to the mixture of people already living here but also to the continual flow of people, ideas and products from other cities and places in the world. London needs to promote its brand on the world stage and interact with its international peers to develop a sustained cultural dialogue.

Priorities for the Mayor include:

- Support the management of the evening and late night economy by promoting good practice guidance and supporting late-night opening by cultural institutions
- Ensure regular communication between cultural providers, Transport for London and other transport providers to ensure the late night travel needs of cultural activity
- Deliver sustained marketing of the capital as a world class cultural destination; for example: promote film as a tourism product and ensure that culture is positioned centrally within the London brand
- Encourage international debate and dialogue promoting London's cultural assets on Mayoral visits abroad and when hosting international delegates

Creativity: to promote creativity as central to the success of London

Policy 4: Creativity needs to be recognised as a significant contributor to London's economy and success

Global economic changes are leading the UK towards an economy led by services, where the intellectual or creative content of the output is the defining factor. In this new knowledge-based economy, London is well placed to play a significant role.

London's creative industries, covering advertising, architecture, arts, computer software and electronic publishing, crafts, design, music, the media and film, are already an important part of its economy, employing over half a million people. This pool of creative talent attracts much international inward investment.

But London – and the UK – is up against fierce competition. To keep a competitive advantage, London needs to maintain its creative flair and readiness to break new ground. In an area dominated by self-employment and small companies, support structures for small businesses and to nurture new talent need to be established. There also needs to be a strong technological infrastructure, with broadband more widely available across the city. This will be achieved through the Mayor's Creative London, an initiative to support the creative industries in four key areas – talent, enterprise, property and showcasing.

Priorities for the Mayor include:

- Develop a programme of cross sectoral support including encouraging investment in the creative industries; developing an intellectual property enterprise advisory

- service and ensuring creative industries can access relevant ICT structures
- Promote the creative industries through major showcasing initiatives
- Champion the contribution of individual practitioners to London by supporting the growth of practitioner led networks and using City Hall as a showcase to promote creativity
- Continue to map individual creative industries sectors and develop a programme of sector specific interventions

Policy 5: Education and lifelong learning must play a central role in nurturing creativity and providing routes to employment

Cultural education programmes need to be supported at all levels to maintain the flow of new talent into the creative industries. Education and training can be provided through a number of different channels, including the vast range of adult education centres offering courses in media and the arts, community projects and higher and further education colleges.

The critical mass of prestigious learning institutions in London associated with culture helps to support the creative and cultural industries, not just through teaching and preparing students for the sector but also in generating cultural activity, research and innovation.

The informal learning sector plays an important role in providing opportunities to develop skills and expertise in culture but outside of the formal education system. This is important particularly for young people and those communities who have felt traditionally excluded from conventional education

structures. Learning is not just about employment prospects it is also about developing confidence, working in collaboration and having fun.

Priorities for the Mayor include:

- Support existing initiatives to promote and provide a creative and cultural education for schoolchildren for example, through the London Challenge, Creative Partnerships and Renaissance in the Regions
- Promote training and continual professional development programmes for the sector
- Support the role of lifelong learning in providing routes to employment by supporting higher and further education initiatives to work with the informal education sector

Access: to ensure that all Londoners have access to culture in the city

Policy 6: Access to culture should be the right of all Londoners

London's culture is what many people love about living in the city and Londoners are more likely to enjoy culture than people living elsewhere in the UK. However, hidden by the headline statistics, there are many groups of Londoners that do not visit the galleries and museums, rarely take part in sport and may never have been to a London theatre.

There are a number of reasons why people do not get involved. They may feel that what is available does not relate to them. Perhaps they have concerns about transport or safety that make it difficult for them to get around. Or they may not have the time or money, or know what's on. Language may present a problem in accessing culture or they may feel out of

place. Or physical access to the buildings that house culture may present problems.

These barriers need to be dismantled, and some of the work towards this has already shown results. For example, free admission to museums in London has had a real impact on visitor figures. The Mayor will prioritise initiatives aimed at children and young people, older people and disabled people. In addition, participation in sport will be promoted to Londoners, improving health and well being.

Priorities for the Mayor include:

- Champion access initiatives for children and young people, for example, by promoting safe and accessible play activity and play areas
- Champion access initiatives for older people, for example, by encouraging the provision of sport and physical exercise activities
- Create a Disability Network for London which promotes best standards of access to mainstream cultural facilities, ensuring Mayoral events are accessible; supporting the promotion of subtitling, captioning, vocalise and other means of providing communication for people with a hearing or visual impairment
- Support projects aimed at promoting participation in sport to Londoners by ensuring the Olympic and Paralympic Games bid impacts on community sports participation and targeting those currently under represented in sports participation

Policy 7: Culture should be a means of empowering London's communities

Public celebrations, ranging from festivals like the St Patrick's Day Parade, which attracted an estimated 100,000 in 2003, to the much smaller street festivals held locally every year,

can help people to feel a part of their city.

Local music societies and clubs play a crucial role in developing local skills, helping social cohesion and developing a sense of pride and belonging in the city. There needs to be space for different communities to express themselves through culture as a means of coming together, of sharing a common heritage but also of generating a better understanding, appreciation and respect for each other. This helps to strengthen communities and foster dialogue between communities.

Initiatives like the Street Football League have proved to be a way for socially-excluded people to develop social skills that can ultimately lead to employment and help them re-enter mainstream society. Disabled people have found a platform for their expression through groups like the Beautiful Octopus Club and Chicken Shed. These activities empower people enabling them to determine their own agendas and take control of their lives.

The benefits of culture to wider agendas such as health – both physical and mental – and community safety are now beginning to be recognised. With growing obesity and increased longevity long term solutions are needed to improve health and fitness and thus reduce the burden on the health service. However, more work is required to demonstrate the role of culture in health and to co-ordinate existing resources. Cultural activity can help to reduce the risk of young people getting involved in anti-social behaviour and help them develop skills in team work, self-confidence and a sense of citizenship. Working with partners to develop these programmes is a priority for the Culture Strategy.

Priorities for the Mayor include:

- Promote local cultural activity including the networks of community and street festivals, the role of faith communities in cultural activity and the importance of volunteering
- Encourage activity to address social inclusion for groups including refugees and asylum seekers, homeless people, including working with London’s libraries on reader development programmes
- Promote the role of culture in health and community safety, by promoting programmes aimed at improving older people’s health for example or working through the Greater London Alcohol and Drug Alliance to use culture as a tool to reduce crime, alcohol and drug misuse.
- Co-ordinate opportunities for vulnerable young people to participate in cultural activities by making links with the youth service and other providers

Policy 8: There should be a spread of high-quality cultural provision across London and at all levels – local, sub-regional and regional

Most of London’s larger cultural institutions are in central London. However, three-fifths of the population live in outer London. The concentration of facilities in the centre puts pressure on the transport infrastructure, and leaves many people unable to take advantage of the cultural resources available.

A better balance between facilities at the centre and the outer regions is needed. More local cultural provision in the town centres will reduce the need for people to travel. At a sub-regional level, there is a need for greater coordination to ensure that those many residents who do not use facilities within borough boundaries are catered for. There are

opportunities, for example, to add larger scale facilities, such as theatres, museums and arts centres that serve the residents of several boroughs. An illustration of this is in Thames Gateway where the cultural infrastructure needs to be developed as part of the significant regeneration of this area.

Any increase in cultural provision in a particular area will need to be backed up by investment in transport, to make sure that new facilities work to the benefit of London, rather than adding to the pressures. Transport and culture work together – as more people can access an area, its cultural life can bloom. A high quality cultural attraction can attract people away from the centre, relieving the stress on the busiest part of the transport system.

Priorities for the Mayor include:

- Facilitate strategic partnerships to maximise growth of cultural provision through the London Plan sub regional development frameworks particularly in outer London, opportunity areas and strategic cultural areas
- Co-ordinate cultural development in East London as a key area of growth
- Encourage linkages between the planning of cultural provision and the planning and development of large scale transport improvements for example in Kings Cross, Waterloo and Stratford.

Policy 9: Cultural activity should be encouraged in the development and regeneration of London

Achieving a better balance between the cultural facilities of inner and outer London can go some way towards reducing the social and economic inequalities between different parts of the city. Bringing people into an area for culture can increase sales in local businesses,

make the area more attractive as a place to live and make it a better location for businesses like shops and restaurants.

To date, most cultural activity has been concentrated in central London, spreading up to Camden and Islington, and out to the city fringe. But there are now new clusters of cultural activity augmenting already existing projects such as those at Three Mills, Deptford and Greenwich Town Centre in east London.

What happens to these clusters of activity as they grow is now the challenge. Ensuring planning strategies protect the mixture of uses, encouraging live/work developments and helping small cultural organisations to purchase property are possible solutions.

Priorities for the Mayor include:

- Support the development of cultural quarters and promote their role in regeneration, encouraging creative industry developments in the Thames Gateway region,
- Commission mapping of creative clusters looking at the impact they have on property prices
- Develop hubs of creative activity across London

Policy 10: The cultural value and potential of London's public realm should be fully realised

Public spaces provide a platform for culture as a place where people can meet and interact, play games, celebrate festivals or set up stalls. London has a wealth of these spaces, from the large public parks and squares, to small local greens, canals, docks, allotments, cemeteries, playing fields and wide pavements.

More can be done to protect and enhance

London's other public spaces. Trafalgar Square has already undergone a transformation with the pedestrianisation of the north side and addition of new facilities: it is already becoming known as exciting space for cultural innovation. A programme to upgrade or create 100 public space in London is underway, called 'Making space for Londoners'.

At the same time, there needs to be more support for activities in the local community. Reclaiming the public realm for temporary events can be a good way to make use of our city's streets, although the costs of road closures, stewarding and providing emergency services can be high.

London's architecture is among the most vibrant and innovative of anywhere, and is a cultural attraction in its own right. The city's heritage spans everything from Roman remains to today's most modern constructions. Encouraging the enjoyment and understanding of these buildings should be an important element in London's cultural plans.

The green spaces – the lungs of the city – also provide spaces for informal sporting activities, for children to play in and for Londoners to appreciate fresh air and enjoy the peace and quiet.

Priorities for the Mayor include :

- Promote the cultural impact of London's public spaces, by developing 100 public spaces in London and promoting temporary pedestrian zones
- Continue to develop Trafalgar Square as a venue for innovative cultural events and work with neighbouring institutions
- Encourage public awareness of London's public art, architecture and urban design,

- developing a programme of commissions for artwork on Trafalgar Square's Fourth Plinth
- Promote the cultural potential of London's green spaces and waterways, promoting greater access to these spaces for disabled people, young people and children,

Value: to ensure that all London gets the best value out of its cultural resources

Policy 11: Culture in London should receive the resources that are commensurate with its demographic, economic and spatial needs

The social, economic and environmental importance of culture to London is considerable. The complexity of London and culture, however, means that sometimes the true value is not always known or understood. The fact that London is a capital city and world city means that resources are inextricably linked at the international, national, regional and local levels. The result is that London can appear to be much better off than it really is and the spread of funds between sectors and across London can be very patchy.

London's resources are not just economic. The cultural workforce in London is key to the capital's success. Supporting the sector in improving employment and working conditions and retaining and replenishing the workforce is a critical issue for London.

Making the case for London and ensuring that it gets the resources, it is entitled to, is key to improving the quality of life for Londoners. In order to achieve this London needs to be able to make its case. That requires the evidence base both to demonstrate the importance and the inequities in distribution of resources for

LINES IN POTENTIS

ONE OF THE MAGIC CENTRES
OF THE WORLD;
ONE OF THE WORLD'S
DREAMING PLACES.
OUGHT TO POINT THE WAY
TO THE WORLD.
HERE LIVES THE GREAT MUSIC
OF HUMANITY
THE HARMONISATION OF DIFFERENT
HISTORIES, CULTURES, GENIUSES,
AND DREAMS.
OUGHT TO SHINE TO THE WORLD
AND TELL EVERYONE
THAT HISTORY, THOUGH UNJUST,
CAN YIELD WISER OUTCOMES,
AND OUT OF BLOODYNESS
CAN COME LOVE
OUT OF SLAVE-TRADING
CAN COME A DANCE OF SOULS
OUT OF DIVISION, UNITY;
OUT OF CHAOS, FIESTAS,
CITY OF TRADITION, CONQUESTS,
AND VARIETY;
CITY OF COMMERCE AND THE FAMOUS RIVER,
TELL EVERYONE THAT THE FUTURE
IS YET UNMADE.
MANY POSSIBILITIES LIVE IN YOUR CELLARS,
NIGHTMARES AND ILLUMINATIONS,
BOREDOM AND BRILLIANCE.
TOMORROW'S MUSIC SLEEPS
IN UNDISCOVERED ORCHESTRAS,
IN UNMADE VIOLINS,
IN COILED STRINGS,
SPRING WAITS BY THE LAKES,
LISTENING TO THE UNFURLING DAFFODILS,
SUMMER LINGERS WITH THE HYPERBOREAN WORMS,
AWAITING AN ASTONISHING COMMAND
FROM THE ALL-SEEING EYE OF RA,
TOMORROW'S MUSIC SLEEPS

IN OUR FINGERS,
IN OUR AWAKENING SOULS,
THE BLOSSOM OF OUR SPIRIT,
THE SUGGESTIVE BUDS OF OUR HEARTS.
TELL EVERYONE THE IDEA
IS TO FUNCTION TOGETHER
AS GOOD MUSICIANS WOULD
IN UNDEFINED FUTURE ORCHESTRAS.
LET THE ENERGY OF COMMERCE FLOW.
LET THE VISION OF ART HEAL.
TECHNOLOGY, PROVIDE THE TOOLS.
WORKERS OF THE WORLD
RE-MAKE THE WORLD
UNDER THE GUIDANCE OF INSPIRATION
AND WISE LAWS.
CREATE THE BEAUTIFUL MUSIC
OUR INNERMOST HAPPINESS SUGGESTS.
DELIGHT THE FUTURE.
CREATE HAPPY OUTCOMES,
AND WHILE AUTUMN DALLIES
WITH THE WEST WIND
AND THE WEEPING NIGHTINGALES
AND WHILE WINTER CLEARS ITS SONOROUS THROAT
AT THE ANTIPODEAN BANQUETS
PREPARING FOR A SPEECH OF HOARFROST
AND ICICLES CONJURED FROM LIVING BREATH,
I WANT YOU TO TELL EVERYONE
THROUGH TRUMPETS PLAYED WITH
THE FRAGRANCE OF ROSES
THAT A MYSTERIOUS REASON
HAS BROUGHT US ALL TOGETHER,
HERE, NOW, UNDER THE ALL-SEEING EYE OF THE SUN.

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culture in London.

Priorities for the Mayor include:

- Promoting the economic value of the culture sector and the contribution it makes to London
- Develop a strategic approach to the collection and management of data on the cultural sector
- Work with the unions, professional bodies and other agencies to take account of the needs of cultural workforce in London and to ensure sufficient levels of recruitment and retention of cultural workers

Policy 12: The structures and funding for culture should deliver the best deal for all Londoners

London needs to ensure that it works effectively as a region and a capital city with its neighbours and other regions. Exploring the synergies between London and the adjacent regions around issues such as Thames Gateway; as well as sharing good practice across England is an important role for the city.

The character of London's cultural institutions is governed, to an extent, by the people who run them – many of them on a voluntary basis. At the moment, many of the key organisations are wholly unrepresentative of the people they serve. To change this, London needs to tackle the shortage of people with the skills and time to take on these roles and to promote the value of taking these positions to communities that are not well represented.

Ensuring that the maximum value and potential is wrung from the resources available in the city must be a priority. The complexity of the organisations involved and the funding of culture do not make it easy for London to act and react to economic, political and social changes. London needs a single voice for

culture and the Mayor will develop the Cultural Strategy Group as a London Cultural Consortium. Working closely with the various national and regional strategic cultural agencies to achieve shared priorities and a greater equity of funding is going to be the way to achieve the broader Mayoral priority of achieving an exemplary, sustainable world city.

Priorities for the Mayor include:

- Encourage inter-regional partnerships to ensure that the potential of London's cultural facilities is maximised : for example, maintaining a dialogue with the regional cultural consortia, work with the regional development agencies in the development of Thames Gateway
- Maximise the effectiveness of delivery of cultural agencies in London, influencing their restructuring and working in partnership with the cultural agencies
- Ensure that the governance of cultural institutions and the distribution of funding reflects the city's diversity
- Develop a co-ordinated approach and single voice for culture in London

Delivering the strategy

Through his role as the head of strategic, citywide government for London, the Mayor is responsible for producing a set of strategies for London, covering transport, economic development, buildings and land use and the environment, as well as culture. All of these strategies must take into account sustainable development, the health of Londoners and equalities. They must also work together, with no areas of conflict.

Many aspects of other strategies, such as the Transport Strategy's plans to encourage walking and to invest in new public transport

links to the Thames Gateway and other regions, will help to achieve some of the objectives of the culture strategy. Similarly, the London Plan encourages mixed use developments, incorporating cultural elements.

The Mayor will also work in partnership with the London Cultural Consortium and GLA functional bodies, including the London Development Agency, Transport for London, Metropolitan Police Authority and London Fire and Emergency Services and others where appropriate. He will also work closely with the many agencies and organisations responsible for delivering cultural services in London. All must play a part in making London's culture the best it can be for London.

London: Cultural Capital Commissions

The Mayor and the Cultural Strategy Group agreed it was vital that the Culture Strategy embodied the creativity that makes London a world city. A number of artists and creative businesses were therefore commissioned to produce new works for inclusion in the strategy documents.

Spin

Spin designed the Culture Strategy. Based in Brixton and founded in 1992, Spin has worked with a wide range of clients from Levi Strauss and Deutsche Bank to galleries including the Haunch of Venison and Whitechapel Gallery.

For the design of the Strategy Spin used a map of London as a basis to plot different coloured dots, acting as reference points on maps which reflect different aspects of London's cultural life.

Chapter 1 divider is based on museums, Chapter 2, parks and ponds, Chapter 3, theatres, Chapter 4, Synagogues, Chapter 5, London's top 20 tourist attractions, Chapter 6, London's 3 world heritage sites and Chapter 7, bars and clubs in East London.

The typeface used here was designed by Margaret Calvert. Originally from South Africa, Margaret Calvert was head of Graphic Design Dept at the RCA between 1987 and 1990.

African Majesty

African Majesty was asked to design and make bookmarks for the main document. Established in 1977 the company is run by Princess Adelaide a member of the Ofori Panin royal household. The company is involved in training African peoples in the art of

weaving and currently exports to eleven countries. Kente-oke, a unique fusion of the Ghanaian kente and the Nigerian Aso-oke forms of weaving, is owned and produced by African Majesty.

Ben Okri OBE, FRSL

Born in Minna, Nigeria and living in London

Ben Okri has published many books, including *The Famished Road*, which won the Booker Prize in 1991, and *In Arcadia* published in 2002. He has also published two books of poems, *Mental Flight* and *An African Elegy*, and a collection of non-fiction, *A Way of Being Free*. His books have won several awards, including the Commonwealth Writers Prize for Africa.

Tanika Gupta

Born in London 1963 and lives and works in London

Tanika Gupta has written extensively for theatre, television and radio. She was the Pearson's writer in residence at the Royal National Theatre between 2000 and 2001. Her recent play *Inside Out* commissioned by Clean Break went on a nationwide tour of the UK and finished its run at the Arcola Theatre in London. Her play for Hampstead Theatre's new building, *Fragile Land* has been critically acclaimed, playing to sell out audiences.

Photo London

The Photographers' Gallery was commissioned to invite 12 photographers living and working in London to submit a single image of London. Together they represent both established and emerging practitioners from a wide range of backgrounds. The following comments are an edited version of the text that accompanied an exhibition

of the photographs at The Photographers' Gallery:

Anderson and Low

Jonathan Anderson – born in London, UK in 1961 and lives and works in London
Edwin Low – born in Kuala Lumpur, Malaysia in 1957 and lives and works in London

'London is energetic, vibrant, frantic, congested, expensive and incredibly rewarding. We have been photographing London scenes for a number of years, and we will continue to do so. One can spend a lifetime in London and still discover new places, a new neighbourhood, a new market, an interesting building, a strange cul-de-sac you never noticed before, some curious piece of local or national history, a wonderful view... Living here is increasingly impossible – but so much less impossible than living anywhere else.'

Dorothy Bohm

Born in Königsberg, Germany in 1924 and moved to London in the 1950s

'In 1940, after the Nazis had invaded my hometown, I came to London to be apprenticed to a fine portrait photographer in the West End. But soon the war began in earnest with heavy losses of lives and buildings. During those weeks I admired the courage and compassion of the people and my real affection for London dates from that time. I have travelled extensively photographing cities and people all over the world. London, however, is my home. I have seen many, many changes and find it fascinating and challenging to be a part of this amazing metropolis.'

Elaine Constantine

Born in Manchester, UK in 1965 and moved to London in the early 90s

'London for me represents a place that dreams are made of. I came to London because I knew that it seemed the only thing I could do to improve my quality of life in the future. I knew it would be hard at first, but not as hard as living with the thought of never having taken the chance. Many people come to London with this dream hoping for the opportunity to improve life for themselves and their future generations.'

Gavin Fernandes

Born in Nairobi, Kenya in 1965 and moved to London in 1968

'I am in London because my parents emigrated here from East Africa in 1968. My experiences through study, work and friendship have brought me into contact with a multitude of nationalities and cultures that have broadened my perspectives on identity and position in modern society. The British model industry informs me that "there is no market" for Asian models, and I believe this to be true. You see no representation at all in fashion advertising, on Oxford Street or in contemporary fashion media.'

Stephen Gill

Born in Bristol, UK in 1971 and moved to London in 1993

'I have been always attracted to London. As a teenager I would make day trips up from Bristol on the coach and walk around the city all day. I was attracted to the chaos and the energy of this living and breathing place. A place to follow your dreams and see what was possible. Even fifteen years after my first visit to London, the city continues to be full of surprises and opportunities.'

Mauricio Guillen

Born in Mexico City, Mexico in 1971 and moved to London in 1997

'The only reason I can think of for wanting to leave home at all, is simply because it does not feel like home. Especially if since a very young age people call you 'el guero' because you do not look quite like them. In terms of ending up in London, I guess you need a mixture of chance, will, and a good amount of masochism.'

Tom Hunter

Born in Bournemouth, UK in 1965 and moved to London in 1990

'I wasn't attracted to London by its bright lights and streets paved with gold. In fact it was the urban decay which caught my imagination, and Hackney with its empty houses and wasteland that held me here. The developers have moved in now and the same empty warehouses are now luxury loft apartments and the new residents head down to Hoxton, to new bars and clubs, leaving the same old local pubs just as before.'

Martin Parr

Born in Epsom, UK in 1952 and lives in Bristol

'I spent three months going round the North Circular road in 2001 when I was appointed as artist in residence for the Big Issue magazine. I selected this road as it felt like the real London that tourists usually miss by just visiting the famous tourist locations. Along the road you can find a vast range of shops, from a small barbers to the huge Ikea, cafes, allotments and numerous ethnic communities. This photo shows a classic suburban street near Hanger Lane.'

John Riddy

Born in Northampton, UK in 1959 and lives and works in London

'I've lived in London for twenty years, but only recently began to photograph its architecture. Day to

day life in a city, where speed and financial necessity seem to drive so many decisions about what is planned and built, can make it a hard place to view with any pleasure or accuracy. Perhaps it's the positive aspect of this drive and focus, that some of London's most exciting and ambitious architecture has been built to house financial institutions. At the same time, the city's construction has allowed for the preservation of structures that span 2000 years of history.'

Juergen Teller

Born in Erlangen, Germany in 1964 and moved to London in 1986

'I had once two foxes living in my garden in London, and I liked it.'

Leticia Valverdes

Born in Sao Paulo, Brazil, in 1972 and moved to London in 1993

'Growing up in South America, London was a dream only imagined through postcards. When I first arrived, it was not love at first sight: the city grew on me. Most of all, I discovered its people and its diversity of cultures. I photographed Fatima Ibrahim, an incredible Sudanese lady that I could have only met in London. She was the first woman MP in Africa and Arabic speaking countries and is now a refugee in London.'

Greg Williams

Born in 1968, lives and works in London

'I feel in control in London, I know how things work here. I do so much travelling, at least half of every year, and I have never been anywhere I would rather call home.'

*****Lunch Break*****

By Tanika Gupta

*****CHARACTERS*****

SHIREEN A young modern Muslim woman.

STEVE A young English city banker.

A couple who sit on the bench and kiss.

SHIREEN sits on a sunny London park bench. She is wearing a hijab but is dressed casually in jeans and a T shirt. She looks lost in thought. A couple are sat on a bench nearby locked in a passionate embrace - kissing. We hear the sounds of the park life - children, football etc. **STEVE**, a suited young man, jacket flung over his shoulder, tie askew approaches the bench. He looks pleased to see **SHIREEN** sitting there. He hesitates before sitting down and pulls out a sandwich - gobbling fast. They sit in silence for some time.

STEVE: Not much time. Short lunch break. Starvin' Swelterin' in my office.

BEAT

Seen you before.

SHIREEN: (Accent) Yes

STEVE: Usually on that bench over there. (He points at the bench with the couple)

SHIREEN: They got there before me.

STEVE: Snogging.

SHIREEN: (Smiles) On my bench!

STEVE: Your name on it?

SHIREEN: I am a creature of habit.

STEVE: I know. Seen you. (He peers at the couple) Getting steamy.

SHIREEN looks away.

Bit much eh? Still - young love.

SHIREEN: Yes.

STEVE: You married?

SHIREEN: You interested?

STEVE looks taken aback. He laughs and relaxes.

STEVE: Love this park.

SHIREEN: Humm...

STEVE: Steve.

SHIREEN: (Beat) My name is Shireen.

They shake hands.

STEVE: Work in that building (He points) Investments, share holdings etcetera.

SHIREEN is silent.
You?

SHIREEN: I am just about to start my working day.

STEVE: Where?

SHIREEN: In the same building.

STEVE: (Surprised) Yeah?

SHIREEN: On the same floor.

STEVE looks bemused.

STEVE: Secretary? Receptionist?

SHIREEN: No.

STEVE: How come I...?

SHIREEN: You are always so busy, always on the phone, always in meetings. You work too hard. Sometimes you are the last to leave.

STEVE: Freakin' me out.

SHIREEN: You never notice me.

STEVE: I do. Here. Every lunch break. Always so sad. Everyday. Just sitting - looking so sad.

SHIREEN: I am trying to remember.

STEVE: What?

SHIREEN: Family. Back home.

STEVE: Home?

SHIREEN: Before I forget them. I picture their faces, my old home, my old friends - before I came here.

STEVE: Where are they?

SHIREEN: All lost. Dead or in other countries. All of us looking for better lives.

STEVE: Why here?

SHIREEN: I watch the families here, take their warmth. It comforts me.

STEVE: Better off single. No worries.

SHIREEN looks away.

STEVE softens.

STEVE: Can be lonely in this city.

SHIREEN: When you don't belong.

SHIREEN stands up to leave.
STEVE looks anxious.

STEVE: Who are you?

SHIREEN: I am the cleaner. I start work now. Begin on the fifteenth floor and work my way down to the tenth. Empty bins, Hoover hallways, clean the toilets...I see you everyday.

STEVE: Never noticed.

We could meet later. Drink?
(Realises) Orange juice? Tomato juice?

STEVE pulls out a card and hands it to SHIREEN.

STEVE: Call me. When you finish.

BEAT
Please.

SHIREEN looks at the card and smiles briefly. STEVE watches her go with hope. He looks at the kissing couple.

END



Juergen Teller
Street Fox
2002









Martin Parr
North Circular
2001





Greg Williams
Renée Zellweger – Bridget
Jones' Diary, 2000





Tom Hunter
The Dolphin
2003





[John Riddy](#)
London Wall, 2003
2003





Leticia Valverdes
A Postcard of London
2003





[Elaine Constantine](#)
Snowball
2003





Anderson and Low
Divers at Crystal Palace
2003

