

The City of London Corporation
Year 1: Cultural Strategy 18/22 Performance Report

CONTENTS	PAGE
00. Foreword	2
01. Executive Summary	3
02. We inspire excellence, creativity and collaboration	5
03. We curate inspiring public spaces	8
04. We develop and promote creative opportunities for all City communities	13
05. We support access to culture across London	18
06. We invest in the creative future of young people	23
07. We engage people of all ages, abilities and backgrounds with our cultural offer	27
08. We promote digital innovation and creative enterprise	31
09. We are cultural leaders and nurture talent	36
10. We commemorate and celebrate events of local and national significance	40
11. About the City of London Corporation	44
12. Delivering our Corporate Plan	46

FOREWORD

Culture has long been at the heart of life within the Square Mile, bringing artistic vitality and inspiring moments to residents, workers and visitors. We recognise its integral role in positioning London as one of the most exciting destinations in the world, a place where people and business can thrive.

The City is one of the world's leading financial and business centres and through our investment in culture we ensure that international communities continue to see the district as an open, vibrant and culturally rich space. This increases our attractiveness as a place to be and delivers benefits for all London, driving economic growth as businesses seek to locate here and generating new and interesting opportunities for creativity and learning amongst the communities we serve.

By developing our cultural offer, we also spark the ambitions of young people and help to enrich a new generation of creative thinkers that will shape the future. Arts and heritage harness the power to unlock new skills, talents and innovative ways of thinking. We are at a time when these abilities are needed across all sectors, and our world-class cultural educational offer ensures that they remain an integral part of young people's development.

For our residents and workers, culture continues to be an important catalyst for positive wellbeing. Its capacity to bring people together through the celebration of human creativity remains unmatched. Our duty to ensure that it can be enjoyed by everyone is embedded in all that we do.

All of this takes place in an outstanding cultural setting, where exciting opportunities are entwined with remarkable histories and leading institutions. Churches, squares, Livery Halls and historic organisations like Gresham College are joined by some of London's most iconic feats of architecture such as St Paul's Cathedral and Tower Bridge. This is in addition to world-renowned institutions that are pioneers in cultural thought, leadership and education. Within all of this, the City of London Corporation's Cultural Strategy is affecting people positively in a multitude of ways.

The City Corporation is proud to be the country's fourth largest funder of heritage and cultural activities for these reasons and we continue to champion arts and culture in order to build a more prosperous future for London and its people.

Graham Packham

Chairman of the City of London Corporation's Culture, Heritage and Libraries Committee

[Copy subject to approval of the Chairman]

[Insert picture of Graham Packham]

EXECUTIVE SUMMARY

This report presents the collective impact of the City Corporation's cultural offer throughout the first year of its 2018-2022 Cultural Strategy.

The City Corporation serves numerous roles through its cultural provision, striving to make the City and wider London a more prosperous and inspiring place to live, work and visit. It is one of the UK's largest funders for culture and is a leading convener and facilitator of artistic and cultural programming. As a custodian of some of the world's leading cultural and educational institutions, such as Guildhall School of Music and Drama and the Barbican Centre, the City Corporation also plays an integral role internationally as a leading voice for arts, creativity and culture.

By recognising the achievements of 2018-19, we reaffirm our commitment to arts and heritage and demonstrate how our provision is continuing to grow in strategic, innovative and socially impactful ways.

For this report, data has been captured and collated from 18 teams, services and departments across the City Corporation, as well as organisations that receive core funding such as the Museum of London and London Symphony Orchestra (LSO).

2018/19 headlines:

The City Corporation continues to be the UK's fourth largest funder of heritage and culture, investing £134 million in 2018-19. An additional £1.4 million was also awarded in grants, supporting a range of cultural projects that unlocked inspiring moments for people of all ages and backgrounds.

Collectively, we have enjoyed a remarkable year for audiences and experiences, welcoming 4.5 million visits to the City's cultural offer, an 11% increase from 2017-18. This increasing level of engagement is in addition to 33 million annual visits made to our online digital resources.

Helping to achieve such high levels of engagement was a wealth of imaginative programmes that have enriched the City's streets, communities and visitors. Over the year, we presented 6,203 public events spanning different artforms. We are also proud to have delivered 70% more free events year-on-year and to have cemented creativity across the public realm, helping to remove financial barriers from cultural excellence and reinforce the Square Mile as a leading cultural district.

In 2018-19, we produced 3,782 events which have supported the creative and educational development of schools and young people – 9% more than the year before. Over 55,000 visits were made to our family programmes, further embedding arts and culture into the shared experiences of children and adults. The year also saw the number of new works commissioned nearly treble, indicative of our efforts to nurture the creative talent of individuals.

Throughout our cultural investment, we have remained outward looking, helping to ensure that all Londoners can enjoy arts and heritage on their doorsteps. We are delighted that 32% of our programmes were located across Greater London and that 11% more of our programming took place in neighbouring Boroughs. These events accompany philanthropic investment which has facilitated an array of creative projects outside of the City – from landmark initiatives to new projects driven by community-based charities. On a global level, we have championed international exchange, collaborating with 697 international practitioners as part of a significant body of work which bridged five continents.

We echo Arts Council England's belief that everyone should enjoy access to culture and one of our primary agendas over the last 12 months was to better reflect London's diverse communities and further embed inclusion in all that we do. This has encouraged a new wave of audiences and collaborators who now resonate more strongly with the City. In turn, the cultural ecology of the Square Mile has been rewarded with more distinct, relevant and powerful programming.

Maximising on our unique location, we have developed projects that harness state-of-the-art technologies and strengthened relationships with local businesses, so we may build on shared interests and create more productive ties with currently untapped industries.

Underpinning the year's progress, the City Corporation has continued to lead, facilitate and support national conversations and celebrations that have promoted the interests of the cultural sector and ensured greater experiences for people in London and the UK.

The achievements from the first year our Cultural Strategy demonstrate our significant commitment and contribution to the cultural life of London and the nation. That culture is so prevalent across our long-term plans signifies its importance throughout all that we do, underpinning our ambitions locally to deliver a flourishing society, shape outstanding environments and support a thriving economy, as well as our wider role in driving London's success. Looking forward, we are now keen to build on this momentum so we can make the City – and London – a stronger and more inspiring place for all.

WE INSPIRE EXCELLENCE, CREATIVITY AND COLLABORATION¹

[This section will be designed as a series of statistics illustrated by infographics]

We are one of the UK's leading investors in culture

- Over £134 million towards cultural initiatives
- An additional £1.4 million in cultural grants across Greater London

We continue to be England's leading local authority for culture and heritage²

- No.1: English local authority for its use of heritage to foster a distinctive identity
- No.1: area for overall engagement in culture

In 2018/19, we have achieved:

Larger audiences

- 4.5 million visits to the City of London's cultural offer, up 11% year-on-year
- 190,000 visits to outdoor arts and cultural programming
- Over 500,000 additional visitors as a direct result of new public art installations

Greater engagement across London

- 30% of our programmes took place in neighbouring boroughs, up from 19% year-on-year

More international exchange

- Collaborations with artists, producers and institutions across five different continents, working with 679 international creative practitioners

Continued digital engagement

- 33 million visits to online cultural resources
- An average of 3.4 million website visits per month

In 2018/19, we have created/facilitated:

More opportunities for people to enjoy culture

- 6,203 public events were delivered, up 6% year-on-year
- 2,269 free cultural events delivered by partners, up 70% year-on-year

More opportunities for creative professionals

- 93 new commissions (35 in 2017/18)
- 56% of our services commissioned new works, up 19% year-on-year

¹ Data shown in this section is provided by the Audience Agency through the surveying of our cultural assets and services in both 2017/18 and 2018/19

² As identified in the Royal Society for the encouragement of Arts, Manufactures and Commerce's (RSA) latest Heritage Index (2016), and in the Government-commissioned *Active Lives Survey* conducted by Ipsos MORI in 2017

Greater learning provision

- 83,277 school pupils engaged through facilitated school visits
- 3,782 learning activities targeted at young people, up 9% year-on-year
- 530 events programmed for families, reaching 55,764 people
- 37% of staff across our cultural teams and institutions directly involved in cultural learning, up from 22% year-on-year
- 67 Continuing Professional Development (CPD) workshops delivered for teachers
- 148 young people engaged in cultural work experience, apprenticeships or internships
- 170 Cultural Learning sessions specifically targeted at SEND (Special Educational Needs and Disability) groups
- 687 schools with 30% or more “pupil premium” pupils reached
- 26,076 young people reached through informal learning programmes

IMAGES FOR THIS SECTION

- ✓ *[Insert image: Museum of London’s Votes for Women School Workshops (credit)]*
- ✓ *[Insert image: Every year our Lord Mayor’s Show attracts tens of thousands of visitors (credit)]*
- ✓ *[Insert image: In 2018, for the fifth year in a row, the Barbican and Create produced Walthamstow Garden Party in partnership with the London Borough of Waltham Forest and local organisations in the area. The event attracted over 30,000 visitors. (credit)]*
- ✓ *[Insert image: Modern Couples at Barbican – credit and image to be sourced]*

[FULL PAGE PICTURE]

A marching band perform to mark the end of The Wizarding Wands of the Wizarding World at Peter's Hill. Facilitated by the City Arts Initiative, the installation welcomed over 500,000 visitors in autumn 2018.

[Insert full page picture of Wizarding Wands with credit above]

WE CURATE INSPIRING PUBLIC SPACES

[Insert image: Tunnel Visions, part of Culture Mile's OpenFest 2018 attracted over 25,000 visitors (credit)]

Our focus on transforming spaces and improving infrastructure has enabled the Square Mile to become better equipped to welcome audiences, celebrate heritage, and seamlessly integrate artistic expression into the streetscape.

In 2018/19, we have delivered significant investment in our built environment. This has included the adoption of the Legible London wayfinding system, an award-winning signage model that will better support visitors as they explore the City's cultural assets. In addition, we have begun work on our new Smart City Lighting Strategy, introducing dynamic lighting that will illuminate architecture, improve energy usage and tackle light pollution. The first of its kind in London, the strategy utilises state of the art technology to reveal new ways to enjoy the City at night.

While such innovations help to elevate the City's culture and heritage, we also remain committed to using the streetscape as a gallery for new art.

With guidance from our City Arts Initiative, over 30 new installations were recommended for approval in 2018/19, supporting the visions of an incredible range of creative partners, including artists, corporate business (as commissioners) and charities. Diverse in form and style, these installations have helped to cement creativity into the fabric of the City and continue to spark the imaginations of audiences, existing and new.

Alongside such installations, we have developed our outdoor programming by presenting a range of street performances, film screenings and exhibitions. Over 57 outdoor events took place last year, attracting around 190,000 visitors and demonstrating the significant demand for opportunities to enjoy the arts beyond the walls of institutions.

CASE STUDY 1 Culture Mile

[Insert image: Culture Mile installation – image to be sourced]

Culture Mile is a corner of London's working capital, which brings commerce and culture together through a wealth of creativity.

The City Corporation, together with the Barbican, Guildhall School of Music & Drama, London Symphony Orchestra (LSO) and the Museum of London, is leading the animation of the neighbourhood with imaginative collaborations and events.

The area's *Look and Feel Strategy*, approved by the Court of Common Council in October 2018, is a long-term strategy that seeks to curate the streetscape and transform it into "a vibrant, distinct and welcoming new destination".

To signal the first steps in the transformation of the area, a series of temporary artistic installations appeared across Culture Mile in 2018/19 including:

- *Colourful Crossings* by Eley Kishimoto, installed as a road crossing at Aldersgate/Beech Street junction in Summer 2018;
- *Brutalist Tapestry* by Jason Bruges Studio; an artwork inspired by the architecture of the Barbican that superimposes a series of panels with an ever-evolving tapestry of pixels, installed in Autumn 2018;
- *Poet in the City*, a poetry and film commission delivered as part of *Smithfield 150* (the 150th anniversary celebrations for Smithfield Market in August 2018).

Going forward, Culture Mile will continue to develop new and inspiring programmes of temporary art installations, strengthening evaluation and monitoring techniques to help to shape content aligned with the area and the communities that live in, work in and visit it.

CASE STUDY 2

Sculpture in the City celebrates its 8th edition

[Insert image: Bridging Home by Do Ho Suh. Sculpture in the City 2018 (credit)]

Sculpture in the City (SiTC) is an urban sculpture park which hosts public art installations in and around the tall buildings cluster in the east of the City. A new series of sculptures is launched each summer with artworks displayed for up to 12 months.

The City Corporation works with a variety of partners including artists, galleries, landowners and occupiers to deliver the scheme.

Workshops with local schools are run alongside the project, giving schoolchildren the chance to meet the artists and to experience the City in a different way. In 2018, over 200 pupils from 11 local schools took part.

First run in 2010 with just four artworks, the number of installations has increased five-fold, with 112 artworks by 94 different artists presented since its inception. These artists have included Ai Weiwei, Tracy Emin, Damien Hirst, Sarah Lucas and Marina Abramovic.

In 2018, *Sculpture in the City* installed *Bridging Home* by Do Ho Suh – its first direct commission delivered in partnership with London's *Art Night*. It also partnered with Whitechapel Art Gallery to host *Nocturnal Creatures*, a free night-time event which presents artworks in a different light, inviting audiences to explore the streetscape (and the SiTC installations) through film, music and performance. The event welcomed over 6,000 visitors.

Alongside *Nocturnal Creatures* in 2018, SiTC launched a new collaboration with *Musicity*, for which musicians created site-specific sound pieces inspired by the SiTC artworks and surrounding architecture.

CASE STUDY 3

Guildhall Yard

[Insert image: City Beerfest 2018 in Guildhall Yard. Run in partnership with the Worshipful Company of Brewers and City Music Foundation, the event raises funds for the Lord Mayor's Appeal (credit)]

An eclectic mix of markets, exhibitions, classes, cinema and cultural events has seen Guildhall Yard's popularity soar in 2018-19, with over 50,000 workers and visitors engaging in a scheduled activity in the newly invigorated civic square.

Programmed by the City Corporation's outdoor arts team, the objective was to activate a largely unpopulated "cut-through" and deliver a space for the people: a place to be, to dwell, and to enjoy; delivering placemaking at the heart of the City.

The stunning backdrop of historic buildings has provided a great canvas for exhibitions across the year, taking topical themes such as the *British-Barbadian Nursing Revolution* and its story of the Windrush generation's impact on the NHS; *The Oldest Boat Race in the World* and its tale of the Watermen and the Thames; and *Fields of Battle, Lands of Peace 1918-2018* which commemorated the diverse people involved in the world's first global armed conflict.

Alongside the exhibitions, events and activities such as Yard Yoga (taking place pre-work during the summer), monthly lunch markets, and the *City Beerfest* (which raises funds for the Lord Mayor's Appeal) are developing a loyal following amongst the local workforce.

In the evenings and at weekends, visitors, Londoners and local shoppers are drawn to the Yard for aerial stunts from *Upswing*, the colourful world of cosplay from London Games Festival or the cake-tastic constructions of the *Great Architectural Bake Off*.

CASE STUDY 4

Crossrail Art

[Insert image: Crossrail art image requested from TfL]

Together with Crossrail Ltd, the City Corporation is a founder of the Crossrail Art Foundation – a charity – providing £3.5m in funding for artworks across seven central London Elizabeth Line stations.

Through this support (as well as that of other sponsors), the charity has funded the commissioning, creation, installation and maintenance of works of art from Paddington in the west to Whitechapel and Canary Wharf in the east. The aim is to help galleries and artists link each station to the local area and to create inspirational spaces, contributing to the cultural vibrancy of the community served by the railway.

Three of the ten artworks will be situated within the Square Mile at Farringdon, Broadgate and Moorgate (east and west entrances to Liverpool Street Elizabeth Line station). These stations will see works from British artists Simon Periton and Conrad Shawcross and Japanese artist Yoyoi Kusama.

[FULL PAGE PICTURE]

Skills of the Huguenots Day in Spitalfields, supported by an Inspiring London Through Culture grant, provided by the City of London Corporation's Central Grants programme

[Insert full page picture of Huguenots Festival with credit above]

WE DEVELOP AND PROMOTE CREATIVE OPPORTUNITIES FOR ALL CITY COMMUNITIES INCLUDING VISITORS

The City is host to a unique and diverse cross-section of communities. Businesses within the City employ around 10% of London's entire workforce. The area receives 21.5 million tourism visits annually and has a resident population of over 8,000 people. This delivers a uniquely diverse audience with initiatives over the last 12 months shaped around the need to serve, support and delight these communities.

In 2018/19, Barbican and Community Libraries have developed more initiatives to support City residents, including a new social inclusion project, *Only Connect*. Produced in partnership with Age UK, the freely available service has assisted older residents with their digital skills, so that they can stay better connected online.

Similarly, projects such as *Barbican Ambassadors* and the London Symphony Orchestra's Community Choir – a musical melting pot of local workers and residents which celebrated its 15th anniversary of performances in 2018 – have enabled residents, workers and visitors to get directly involved in creative opportunities on their doorstep.

Philanthropic investment has also continued to be a priority. In 2018/19, our *Inspiring London Through Culture* theme of our Central Grants Programme awarded over £189,000 to 25 organisations developing cultural projects in the Square Mile. A resident-led citizen-history project with London Bubble and the inaugural Summer Music in City Churches Festival are just two of the initiatives which received support, highlighting our commitment to supporting smaller arts and heritage organisations which facilitate creative opportunities for our communities.

CASE STUDY 5

Dragon Café in the City opens for City Communities

[Insert image: The Dragon Café in the City was designed to help local people build their mental resilience and to relieve the pressures of day-to-day life (credit)]

Established in 2018, the Dragon Café's mission is to support the mental health of workers and residents in the City. The programme offers a fortnightly series of high-quality cultural and wellbeing activities including storytelling, song writing, sensory workshops and art classes.

A collaboration between two City Corporation teams – Barbican & Community Libraries and Business Healthy – the Dragon Café was initially piloted for a six-month period in 2018 funded by The Wellcome Trust/Carnegie UK's *Engaging Libraries Fund* and the City Corporation. It is delivered in partnership with Mental Fight Club, a London charity that delivers inspirational creative projects to support mental wellbeing.

During the pilot, more than 6,000 people visited Shoe Lane Library on the days when the café was operating - a 92% increase from non-café days.

Described by one participant as a “little oasis”, the new space helps to build a stronger sense of community for the City workers and residents that use it, allowing them to be creative and experimental and to focus on improving their mental wellbeing.

Due to the success of the pilot project, the *Dragon Café* has received further funding from the City Corporation, as well as the Healthier City and Hackney Fund to continue for another two years.

CASE STUDY 6

Aldgate Festival 2018

[Insert image: Aldgate Festival 2018 launched the newly opened Aldgate Square as a new cultural zone in the City and a space for community activities and creativity (credit)]

In April 2018, the City Corporation’s Community Engagement team delivered a new festival to mark the launch of Aldgate Square, a newly developed and award-winning recreational space for City communities.

Community involvement was at the heart of the event with the Community Engagement team ensuring that local people were consulted and listened to during the planning phase, in order to best understand what they would like to see and how they could get involved.

Four open consultation meetings attracting over 40 attendees were held, as well as a series of open workshops, with cultural sessions in collaboration with Arts Council England, local schools and residents, exploring Bengali dancing, banner making and the creation of a new play amongst other ideas.

Across the weekend, a family programme was presented in partnership with the neighbouring church St Botolph-without-Aldgate, as well as two days of community performances that incorporated creative workshops, food, music and spoken word. Most events were delivered by the Aldgate Community, offering a truly cultural democratic experience.

Around 1500 people attended the festival across the three days which – as well as strengthening, responding to and serving the local community – helped to launch the new Aldgate Square as one of the City’s new cultural zones.

“It was like a bright explosion; [and] represented all elements of the community”

Attendee

CASE STUDY 7

The City Corporation's Visitor Destination Strategy 2019/23

[Insert image: front cover of new Visitor Destination Strategy]

To enhance the visitor experience and deliver benefit through tourism for all City communities is a core aim of the City Corporation's new Visitor Destination Strategy 2019/23, which was launched in December 2018.

Focussing on driving footfall at times when capacity is under-used, delivering increased levels of visitor spend to support our retail, hotels and hospitality sectors as well as our visitor attractions, and creating jobs and learning opportunities for local people are all priorities.

So too are the projects we are championing to deliver a better experience for our leisure and business visitors. These include public realm enhancements, the development of Culture Mile and the provision of a world-class welcome through our City Information Centre and other interfaces.

Building the City's attractiveness for visitors in a planned and managed way will, in turn, increase its attractiveness for workers, businesses and residents.

Last year was a record-breaker for the City with 21.5 million leisure and business visits and a visitor spend of just over £2 billion. This supported nearly 19,000 jobs and delivered a GVA (Gross Value Added) total of well over half a billion pounds.

As London's oldest district and home to iconic attractions such as St Paul's Cathedral, the City is high on the list of places to explore for most visitors to London. As such, it is set to play a key role in delivering the infrastructure and services needed to welcome the significant growth predicted in visitors to the capital by 2025.

Our new Visitor Destination Strategy 2019/23 will enable us to manage this in a positive way and to ensure a beneficial outcome for our visitors, and for all the communities we serve.

CASE STUDY 8

England Originals: working in partnership to support our national tourism offer

[Insert image: England Originals campaign collateral or screen grab]

England Originals launched in September 2018. Delivered by a consortium of fifteen heritage cities from across England's regions, the tourism campaign sought to target East Coast US millennials with heritage-led itineraries by using compelling storytelling, engaging branding and cutting-edge technology.

Financed through a grant from the Discover England Fund, with match-funding from partner cities, the City Corporation joined the consortium as part of its support for the UK tourism industry and to better promote its offer within the national context more generally.

While the focus for the project was on regional dispersal, London's appeal to the inbound market enabled the City to include an optional 'add-on' for visitors wishing to start their itineraries in the capital before visiting the other heritage cities featured in the campaign.

As part of its contribution to the project, the City Corporation committed £10,000 funding and around £15,000 benefit-in-kind. The project launch was hosted at its City Information Centre.

On-going opportunities for cross-destination promotion with the regions and the development of the campaign for future years are currently being explored.

[INSERT FULL PAGE PICTURE]

Museum of Brands and 'Packaging towards Brand Memories', a reminiscence project which will help older people was supported by a City Bridge Trust grant.

[Insert image and Museum of Brands image and credit above]

WE SUPPORT ACCESS TO CULTURE ACROSS LONDON

Over the past 12 months, we have continued to strengthen the capital's cultural sector, helping to ensure that all Londoners can access inspiring experiences in their area. The scope of this work is broad – from philanthropic investment and in-kind support to the development of open and green spaces – and is driven by the belief that greater access to culture leads to a healthier, more cohesive society.

The City Corporation protects and manages almost 11,000 acres of open spaces across Greater London. Ancient green areas such as Hampstead Heath and Epping Forest serve millions of visitors every year, playing host to unique heritage sites such as Keats House and Queen Elizabeth's Hunting Lodge.

Last year, for the fifth year in a row, the Barbican and Create produced Walthamstow Garden Party in partnership with the London Borough of Waltham Forest and local organisations in the area.

Vitally supported by the Arts Council England, the weekend festival welcomed over 30,000 people to Lloyd Park where they enjoyed a unique mix of international performances from established and emerging talent alongside a rich and varied programme of locally produced arts, food and cultural activities.

In the same year, Tower Bridge launched its community tickets scheme which provides £1 tickets for residents from Southwark, Tower Hamlets and the City. This new programme enables over half a million people to enjoy greater access to one of London's most iconic feats of engineering and architecture.

Community-orientated family festivals also continued to be popular at Museum of London Docklands in East London, with their Chinese New Year celebrations proving a particular hit, attracting more than 5,000 people over two days.

The City Corporation continues to invest in cultural opportunities for Londoners through our charitable body, the City Bridge Trust. London's largest independent grant-maker, the charity funds a broad range of work to reduce inequality and empower communities. Over the last 12 months, City Bridge Trust has awarded £1.4 million to cultural projects across Greater London, including grants to the Old Vic Theatre, Streetwise Opera and Magpie Dance.

CASE STUDY 9

The East Bank Partnership

[Insert image: relevant picture of East Bank – to be sourced]

In February 2019 the City Corporation agreed to provide a £1 million grant to the Foundation for Future London (FFL) to support its creative and cultural learning activities at East Bank in east London.

East Bank is a £1.1 billion culture and education district in the centre of Queen Elizabeth Olympic Park. It is a unique collaboration between world-leading universities, arts and cultural institutions that aims to open-up opportunities for everyone who visits, lives and works in the area. Its partners include Sadler's Wells, the University of the Arts London College of Fashion, the V&A, the BBC, University College London and the Smithsonian Institution. It is forecast to create 2,500 jobs, generate an estimated £1.5 billion for the local economy and bring an additional 1.5 million visitors to the Olympic Park and the surrounding environs.

The FFL is an independent charitable foundation established in 2015. It fundraises for the people, places and organisations of the East Bank and connects the district with arts, culture, innovation, education and employment opportunities in East Bank's surrounding London boroughs.

The City Corporation's grant was announced by Sadiq Khan, Mayor of London, at East Bank's ground-breaking ceremony. The grant will run over 4 years, from 2019/20 to 2022/23, and will enable FFL to deliver arts and education programmes across Newham, Tower Hamlets, Waltham Forest and Hackney with the East Bank partners, as well as help to provide paid internships and training opportunities in the creative and cultural sector for east London's young people and communities.

The grant also provides the backdrop for the development of a strategic connection between two of London's emerging cultural districts, East Bank and Culture Mile, enabling the City Corporation and FFL to plan shared initiatives that help deliver cultural engagement and support skills and job creation more widely across the capital.

CASE STUDY 10

BMW Classics 2018 – London Symphony Orchestra

[Insert image: BMW Classics 2018 in Trafalgar Square, a London Symphony Orchestra initiative (credit)]

London's largest open-air classical music concert – the London Symphony Orchestra's (LSO) annual BMW Classics free concert in Trafalgar Square – took place on Sunday 1 July 2018 with Sir Simon Rattle leading the proceedings. This free midsummer concert highlights the continued partnership between BMW and the LSO, providing access to superlative live music in one of the world's most iconic public spaces.

In addition to the square's audience of over 7,000 people, the concert was livestreamed on the LSO YouTube channel, reaching thousands more across the UK and the world.

The programme included a world premiere by 29-year-old composer and pianist Kate Whitley, founder of Peckham Car Park's Multi-Story Orchestra. Her exciting new piece brought together LSO musicians with 50 young musicians from east London in the *LSO On Track* programme as well as Guildhall School of Music and Drama students.

"I am always bowled over by the experience of open-air concerts and I was thrilled to share the stage with the LSO, these talented young musicians, and bring a new work

by Kate Whitley to our audiences. This event highlights the fact that the enjoyment of hearing live orchestral music is not restricted to concert halls, and that it can, and should be, accessible to everyone. Without our partners BMW, the City of London and the Mayor of London, holding free events of this sort would not be possible, and I am hugely grateful to them."

Sir Simon Rattle

CASE STUDY 11

London Borough of Culture: supporting London and Londoners

[Insert image: Epping Forest plays host to Chingford May day Fayre, part of Waltham's Forest London Borough of Culture year in 2019 (credit)]

In January 2019, Waltham Forest launched the inaugural London Borough of Culture (LBOC) to significant critical and public acclaim. Next year will be the turn of Brent.

The City Corporation has, since the programme's inception, been a staunch supporter, taking a place on the Partners Board and contributing to the overall programme as well as to those of the winning boroughs with funding and benefits-in-kind.

This support has included £300,000 from the City Bridge Trust across the first two years; the use of free space at Guildhall for meetings such as the Funders' Roundtables; archival services from London Metropolitan Archives; programmatic support from the Barbican Centre; and promotion through our City Information Centre. Throughout 2019, the City Corporation-run Epping Forest will also be a major venue for the Waltham Forest programme.

At the heart of everything we do is a mission to promote London's attractiveness as a place to be, and to serve London and its people through the provision of valued services across culture, education, green spaces and a host of other functions. This makes the City Corporation a perfect partner for the Mayor of London and his LBOC programme, with strongly-aligned objectives that seek to deliver a wide-reaching programme at a local level, driving benefit to all parts of London, and a national and global resonance that strengthens London's position as a cultural capital.

With the next round of the programme announced, the City remains committed, agreeing in principle to continue benefit-in-kind support across 2021 and 2023.

CASE STUDY 12

Museum of London – *Curating London*

[Insert image: Curating London at Museum of London – picture to be sourced]

Supported by Arts Council England, *Curating London* is a new programme at the Museum of London which places Londoners' lived experience at the heart of the museum's contemporary collecting. The programme will add to the London Collection by collecting

objects and oral histories which tell the stories of the communities and individuals who call London home.

Starting in 2018/19 and running for four years, the programme will capture the depth and breadth of London's 21st century life through a number of projects which will be coordinated by a team forging new relationships with community partners and individuals across Greater London.

The first three projects were completed during in 2018, and experimented with new approaches to collecting:

- *Brexit Talks* sought to capture how Londoners conceptualised their sense of identity and belonging to London as the initial Brexit deadline approached. A total of 139 video vox pops were collected through city-wide fieldwork in the boroughs of Hackney, Bromley, Newham, Hillingdon and Havering.
- *We the People* explored the strong legacy of grassroots activism in Lambeth, commissioning two local artists to work with a group of young people to create a short film exploring active citizenship, which will be shown in local venues. The museum partnered with Lambeth Archives to deliver training for young people on how to research their local area.
- *Data Flow* was a participatory artist commission shown as part of the museum's *Secret Rivers* exhibition. The artist worked with schools and families around east London to explore the role that the River Lea plays in people's lives with the data generated integrated into the finished artwork.

[FULL PAGE PICTURE]

Guildhall School of Music and Drama is ranked as one of the top ten performing arts institutions in the world (QS World University Rankings 2019), and recently awarded top conservatoire in the Complete University Guide Music League Table 2020. Picture, Clive Barda, 2018.

[Insert full page picture of GSMD with credit above]

WE INVEST IN THE CREATIVE FUTURE OF YOUNG PEOPLE

Culture has continued to play a vital role in the education and development of young people across Greater London. Through the City's world leading institutions, we provide unrivalled experiences, harnessing the wealth of our collections and location to support thousands of young people annually. 2018/19 was no exception.

Among our cultural venues, teams, and funded partners, 37% of staff are directly involved in cultural learning programmes. This has enabled us to increase our offer, connecting with more young people across more of the UK.

Culture Mile Learning has driven a new educational agenda, bringing together 26 partners to specialise in the fusion of creative, interpersonal, problem-solving and digital literacy skills. This new initiative reflects the abilities needed by today's employers, and includes a diverse range of venues including Keats House, St Paul's Cathedral, Tower Bridge and Epping Forest.

Maximising on our collective educational programming is Culture Mile Learning's School Visits Fund, financial support available for schools and other educational organisations with more than 35% pupil premium students wanting to visit Culture Mile Learning partners. This popular opportunity supports our commitment to ensure that everyone can enjoy inspiring experiences outside of the classroom.

Underpinning these developments has been the City Corporation's new Cultural and Creative Learning Strategy 2018-2023. Its objectives will position us in an even stronger, more collaborative context going forward, as we develop the creativity, skills and knowledge of the next generation.

CASE STUDY 13

Guildhall School of Music and Drama

Guildhall School is a vibrant, international community of young musicians, actors and production artists in the heart of the City. Ranked as one of the top ten performing arts institutions in the world in the QS World University Rankings 2019 and recently awarded top conservatoire in the Complete University Guide Music League Table 2020, the school is a global leader of creative and professional practice.

The school currently has over 1,000 students, from almost 60 countries, enrolled in higher education. Its scholarship fund provides over £2 million to support students each year, regardless of background.

It is also the UK's leading provider of specialist music training for under-18s with nearly 2,500 students in Junior Guildhall and the Centre for Young Musicians, and it runs a joint Creative Learning division with the Barbican, which seeks to create inspiring arts experiences for all.

Last year, several alumni were named in *The Stage 100* (“the 100 most influential people in theatre”). Students Filipe Manu and Andrés Presno were also selected by the Royal Opera House as Jette Parker Young Artists for the 2019/20 Season.

In October 2018, Guildhall School and Islington Council launched a new Music Education Hub, offering every child in the borough the chance to learn a musical instrument, sing regularly and take part in music ensembles. The school also partnered with Theatre Royal Stratford East to deliver an acting course for young people in east London.

CASE STUDY 14

The City Centre - Generation Pop-Up

[Insert image: Generation Pop-Up – picture to be sourced]

In September 2018, New London Architecture (NLA) collaborated with Broadgate to challenge London school students to design an art structure to tackle loneliness. This was a direct response to a ComRes survey which found that 52% of Londoners feel lonely, making London Britain’s loneliest city. Students aged 16-18 years from London state schools competed for 20 places on the programme.

Working with Scale Rule, a collective of architects, engineers and designers, students came up with the winning design *A Tree Come True* – a platform for social interaction at Broadgate’s Exchange Square.

The design was conceived during a weekend of interactive sessions hosted at the City Centre in June 2018. The weekend concluded with presentations in front of a judging panel, which included NLA’s Chairman Peter Murray, where a winner was chosen from the five designs presented.

This idea was then developed into a professional installation by Scale Rule which the students helped to build. The installation remained in-situ for a month.

“This opportunity has greatly enhanced my prospects within higher education and has significantly bolstered my verbal and design skills for a career in the built environment. Thank you for arranging this brilliant opportunity for us to create a pop-up pavilion at Broadgate”

Participant

CASE STUDY 15

The New Tower Bridge Education and Learning Centre

[Insert image: Tower Bridge learning – picture to be sourced]

Tower Bridge's education and learning provision formally launched in 2014, situated in one of the Bridge's small stone abutments. By 2015, the programme had achieved the Sandford Award for Heritage Education and demand for the free-of-charge sessions grew by 170 per cent. Capacity restrictions resulted in pupils being turned away.

With limited alternative space options, the construction of a new mezzanine floor level in the Bridge's South Tower helped resolve the capacity issues. The new centre, completed at the end of March 2019, delivers increased capacity and improved accessibility, and has enabled the Learning and Education team to diversify their programme and develop innovative new programmes. As such, schools, families and local communities are now able to enjoy enriching learning activities in a dedicated centre within the Bridge's iconic towers.

Around 4,000 learners currently participate in the formal education programme, which is expected to grow even further as the new facility gains momentum.

CASE STUDY 16

Barbican Box

[Insert image: Barbican Box – picture to be sourced]

Since its launch in 2011, Barbican Guildhall Creative Learning's flagship schools' programme – *Barbican Box* – has enabled thousands of primary and secondary school pupils to turn their creative ideas into reality.

Barbican Box is an artist-curated, portable box filled with the ingredients for making and creating original theatre, music and art, inspired by the Barbican's arts programme.

In the 2018-19 academic year, approximately 1,000 students from 43 schools across seven London boroughs and the Greater Manchester area participated in the programme, including a further education college, a Pupil Referral Unit and two SEND³ schools. The response has been overwhelmingly positive with just under 82 per cent of participating schools agreeing that the Box enabled their school to access high quality arts and learning experiences.

"The opportunity to take pupils from my Pupil Referral Unit to visit the exhibition followed by a workshop was amazing – it felt very inclusive and was great to give our pupils the experience of accessing high-quality creative activities. The workshops led by the visiting artist were also valuable and the pupils created artwork which has been published. This has created a huge sense of pride with our young people."

Participating Teacher

In addition to Barbican's work locally and nationally, the 2018/19 year included an international pilot of *Barbican Box* in South Korea, in consultancy with the Korean Arts and Culture Education Service (KACES). Data from KACES research indicates a strong impact, with 90% of participating teachers stating that the project increased their confidence to take risks in the classroom and to enable a more student-led approach.

³ Special Educational Needs and Disability

[FULL PAGE PICTURE]

British Barbadian Nursing Revolution – for which the audience comprised 26% identifying as from a Black or Black British ethnic background – was a major exhibition in Guildhall Yard, delivered as part of *Women: Work and Power*

[Insert full page picture of British Barbadian Nursing Revolution with credit above]

WE ENGAGE PEOPLE OF ALL AGES, ABILITIES AND BACKGROUNDS WITH OUR CULTURAL OFFER

[Insert image: Art of change at Barbican – picture to be sourced]

New policies and programmes over the last 12 months have sought to increase representation in the arts and provide a greater platform for diverse influences and practices. By harnessing the creative possibilities that these bring, cultural experiences in the City are becoming more original, accessible and compelling.

As part of their 2018 programme *Art of Change*, Barbican provided new artistic opportunities for underrepresented voices by commissioning 24 new short films from emerging filmmakers and Barbican Young Poets. Each explored contemporary issues related to the filmmakers' own lives – from LGBTQ+ identities to activism.

In June 2018, the Museum of London launched its new *Diversity Matters* programme which encourages non-NPO⁴ museums to embrace Arts Council England's *Creative Case for Diversity* (engaging a more diverse range of visitors via museum collections as well as supporting the diversity of their boards and workforces). Grants were awarded to four museums across London, helping them to implement equality action plans.

London Metropolitan Archives ran its fourth annual disability conference, *Express Yourself!* which convened heritage organisations, academics and grassroots groups to discuss issues connected to disability history. While Tower Bridge and Museum of London have continued to offer specially designed mornings for children with autism spectrum conditions and other needs. This work exemplifies wider progress around how the City is shaping the visitor experience to better accommodate broader sections of society.

These areas of development lead to a stronger future, as we begin to welcome a new generation of more diverse audiences and workforces which feel more connected to the institutions that serve them.

CASE STUDY 17

LGBTQ+ acquisitions – London Metropolitan Archives receives the *AIDS since the 80s* project archive

[Insert image: AIDS since the 80s – picture to be sourced]

On 20 March 2019 London Metropolitan Archives (LMA) hosted a gala reception at Guildhall for the *AIDS Since the 80s project - Making Positive History*, a project dedicated to filming, recording and preserving the history of those affected by the AIDS epidemic of the 1980s and 90s. The reception marked the official deposit of 100 film interviews with LMA.

⁴ National Portfolio Organisation

The LGBTQ+ community was central to this project which reflects on the experiences of those involved in the crisis – men, women, trans, gay and straight people of all races, UK born and migrant. While the epidemic is the most significant event in modern day LGBTQ+ life and continues to affect the community today, there was a real danger that these stories would be forgotten.

The project addresses that threat with 100 in-depth filmed interviews with people with the condition, as well as with their families, partners and carers, creating the largest filmed archive of HIV related testimony in the UK, with over 150 hours of material.

CASE STUDY 18

Tune into Access – Barbican and Drake Music

[Insert image: Tune into Access – picture to be sourced]

On 16 March 2019, the Barbican partnered with Drake Music, a leading organisation working in music and disability, to produce a celebratory day of performance and participation focused on accessibility, technology and the arts.

The first *Tune into Access* marked Disabled Access Day, a biannual nationwide initiative from the disabled access review website and charity *Euan's Guide*. It explored how the arts sector can create more opportunities for disabled people as artists and audiences while championing diversity and inclusion.

Showcasing new commissions from Drake Music, Barbican's Level G facilities were transformed into ad-hoc studios and performance spaces, where audiences were invited to be a part of the music-making experience. Performances were followed by a panel discussion that featured composer Alexia Sloane and Barry Farrimond, CEO of Open Up Music and developer of accessible musical instrument the Clarion.

"I have enjoyed many Disabled Access Day trips out since its creation, but this was by far the best. I came away not only positive about the physical access of such an esteemed arts institution but from the proof that disabled people can lead the way within the arts."

Disability Arts Online

CASE STUDY 19

Guildhall Art Gallery - new collections and acquisitions policy committing to greater representation of women, LGBTQ+, disabled and BAME artists

[Insert image: one of the new commissions for GAG representing new collections policy – picture to be sourced]

In 2018 the Guildhall Art Gallery's Collections Policy was revised to align the development of the collection with a new strategic direction - namely, to be an art gallery about London for London. In order to do this, the Gallery had to broaden the representation of artists and subjects in its collection to better reflect its audience.

The revised Policy set a new framework for collecting and identified specific priority areas, notably to increase the representation of artists living and working in London who identify as women, BAME, LGBTQI+ and disabled , and to acquire works which explore the experiences of these groups.

Under the new policy, four artworks have already been acquired: *Untitled* (2018) by Liz Johnson Artur; *Portrait sculpture of actor Terry Thomas* (c. 1952) by Ronald Moody; *Untitled – from a series of correspondences* (2001) by Carey Young; and *London Docks* (1972) by Margarete Heymann.

CASE STUDY 20

The Endless Imagination Project

[Insert image: Endless Imagination project – picture to be sourced]

In 2018, City Bridge Trust awarded £90,000 over three years to Spitalfields Music to help launch *The Endless Imagination Project*, which works across three Tower Hamlets care homes to support people living with dementia. Through a series of multi-arts sessions delivered together with the team in each care home, Spitalfields has worked to revitalise and reinvigorate residents' immediate surroundings and immediate experiences.

The aim was to engage with 180 older people and staff in the care homes with weekly sessions over the three-year period, from 2018–2021. Julian West (Royal Academy of Music & Wellcome Collection) leads a multi-arts team of musicians and artists to do this, improvising new pieces with care home residents, putting residents in control of the performance and providing them with opportunities for self-expression and creativity.

This new project reflects wider initiatives happening across the City Corporation and amongst our partners to enrich the lives of people living with dementia. Notably, Barbican and Community Libraries have recently trained sections of their staff to be 'Dementia Friends', ensuring that they can support visitors who live with dementia, delivering spaces for all Londoners to learn, to socialise and to enjoy.

[FULL PAGE PICTURE]

The Museum of London also introduced the *Fatcam*, a 24/7 live stream of the Whitechapel fatberg in its collection store. The world-famous curiosity was viewed over 117,000 times by people across the globe including locations as far afield as Germany, America and Australia.

[Insert full page picture of Fatcam with credit above]

WE PROMOTE DIGITAL INNOVATION AND CREATIVE ENTERPRISE

Across 2018/19, the City Corporation has continued to broaden its digital offer to reflect the demands of contemporary audiences. Over the past 12 months, 33 million individuals accessed our digital cultural resources – from archive materials and literature to podcasts. There was also an average of 3.4 million website visits every month.

While broadening provision, we have also sought to push the boundaries of how technologies are used so that we can enhance cultural experiences and break down geographical constraints.

Collections and exhibitions have become more accessible through a new partnership with Google Cultural Institute, utilising state of the art technology to digitally curate collections online. Exhibitions such as Guildhall Art Gallery's, *Women of Guildhall Gallery* and *Sculpture in the City* remain freely available for audiences to enjoy on this site.

The Museum of London also introduced the *Fatcam*, a 24/7 live stream of the Whitechapel fatberg in its collection store. The world-famous curiosity was viewed over 117,000 times by people across the globe including locations as far afield as Germany, America and Australia.

To support younger audiences, 89 new digital cultural learning products were created by our services partners in 2018/19. These include Barbican and Community Libraries partnership with Code Club UK to provide free coding sessions for young people so that they may develop skills which are fit for future industries.

While innovating our digital provision, the City Corporation has also continued to strengthen relationships with businesses, helping to ensure that culture and heritage organisations across the Square Mile are better placed to develop new ideas, capitalise on shared interests and become more financially sustainable. As part of this, the City Information Centre has continued to deliver marketing support for local and national cultural providers, helping to increase footfall and revenue while broadening access for international visitors.

Similarly, Guildhall School's *Creative Entrepreneurs* programme has continued to provide business mentoring to new performing arts ventures. In partnership with award-winning social enterprise *Cause4*, four new creative enterprises were launched and upscaled into sustainable businesses in 2018-19.

CASE STUDY 21

Culture Mile: Creative Enterprise and Innovation

Early in 2019, Culture Mile published research by BOP Consulting and Publica which found that the creative industries grew faster in the City than anywhere else in the UK. It highlighted the social and economic value creativity brings to the area – attracting people and businesses, generating jobs, and offering opportunities to develop the skills for future jobs and employment.

The report identified that establishing Culture Mile as a hub of creativity, enterprise and innovation for London was a major opportunity, projecting that this could generate up to 50,000 new jobs and enable Culture Mile to play a significant role in ensuring that people in the City and across the capital have equal opportunities to enrich their lives.

To achieve this, Culture Mile now aims to take forward recommendations across the following discrete workstreams working with partners across the area, including neighbouring boroughs and the wider City:

1. Building a unique creative identity
2. Securing a mixed ecology
3. Attracting inward investment
4. Facilitating cross-sector innovation
5. Providing business support
6. Building fusion skills

CASE STUDY 22

LSO Discovery – Digital Technology Group

[Insert image: LSO Digital Technology Group –picture to be sourced]

Music education and community engagement are at the heart of the London Symphony Orchestra's (LSO) work. *LSO Discovery* exists to offer inspiring musical experiences to people of all ages and backgrounds regardless of their knowledge of classical music and experience of musicians. It provides support and training for emerging young instrumentalists, composers and conductors, and gives insight into music for members of the public who would like to learn more.

LSO Live is the Orchestra's own record label and uses the latest technology to capture their most exciting performances. It was born out of a need to record the LSO's work and exploit everything new digital technology offers, in order to make a step change in LSO's education and activities outside the concert hall.

LSO Discovery's Digital Technology Group (DTG) is where both programmes come together. Open to young people aged 12–20, DTG provides a free opportunity for young musicians to produce their own music. Members use the *Candide Discovery Studio's* state-of-the-art equipment to record, write and perform grime, rock, hip-hop, classical, or any style of music they wish.

Members of the group perform their work in the annual *LSO Discovery* end-of-season showcase concert at the Barbican. The concert features all the *LSO Discovery* groups and choirs together with the full orchestra in a musical celebration.

CASE STUDY 23

Guildhall Live Events – a conduit between the professional artistic, creative and entertainment industries

[Insert image: the launch of Blackpool's 2018 Lightpool Festival, Light Odyssey (credit) – to be sourced]

Guildhall Live Events is an innovative new department set up with Guildhall School to act as a conduit between the professional artistic, creative and entertainment industries and the world-class educational practices of the school.

The school's wide network of administrative, strategic, physical and human resources affords the department the opportunity to create exceptional art for the commercial and cultural sectors while supporting the education and career development of new and early-career artists and technicians. Working as part of the school also enables it to access industry-standard resources such as video design suites and construction workshops as well as media lab testing facilities.

Guildhall Live Events covers a range of disciplines, including the production of high-quality digital artworks, designing and building temporary structures, or creating scenic intervention and using these physical environments to display digital light and sound art. This work is presented live to audiences and can incorporate live performers as well as recorded media or interactive systems.

The launch of Blackpool's 2018 Lightpool Festival, *Light Odyssey*, saw the Empress Ballroom brought to life with projections created by the department alongside the work of other world-class animators. The bespoke animations were crafted to accompany iconic pieces of classical music, performed live by the BBC Philharmonic Orchestra.

CASE STUDY 24

Los Angeles Philharmonic - Barbican Artistic Associates

[Insert image: Los Angeles Philharmonic – to be sourced]

In 2019, Barbican International Artistic Associates, the Los Angeles Philharmonic, became the Barbican's first International Orchestral Partner. Under the leadership of Music and Artistic Director Gustavo Dudamel, they will remain in residence at the Barbican for three seasons.

Since 2010, the Barbican has run a successful International Artistic Associates Programme, which has formed the backbone of its orchestral programming alongside its Resident and Associate Orchestras and Ensembles. This new relationship with the Los Angeles Philharmonic will see extended residencies in London, including concerts, creative learning programmes, collaborations and partnerships. The residency also includes a cross-cultural

exchange involving young musicians from Los Angeles and the UK working with Maestro Dudamel as part of a national youth orchestra conference.

Other Artistic Associates have continued to push the boundaries of creative enterprise and digital innovation. Boy Blue – for example – have been Artistic Associates at the Barbican since 2009, where have been at the forefront of innovation in dance, elevating hip hop culture.

During their tenure, they have performed critically-acclaimed productions that include R.E.B.E.L, a dance and film production that captures the voices of young people; REDD, a dance performance that explores how, after trauma, we find inner peace; and Blak Whyte Gray, a personal response to their experiences and observations of the world.

In 2017, Boy Blue were nominated for Best New Dance Production at the Olivier Awards, and they recently made their US premiere at the Lincoln Centre in New York with Blak Whyte Gray.

[FULL PAGE PICTURE]

In early 2017, State Street Global Advisors (SSGA) set out to address the gender imbalance within Russell 3000 companies, placing a *Fearless Girl* statue in New York's financial district. On 5 March 2019 (International Women's Day), SSGA brought *Fearless Girl* to the City for three months. Situated in Paternoster Square, the statue generated significant media interest becoming a front-page story for the *Financial Times*.

[Insert full page picture of Fearless Girl with credit above]

WE ARE CULTURAL LEADERS AND NURTURE TALENT

The City Corporation occupies numerous vital roles for the cultural sector. We are a leading investor, a custodian of world-renowned institutions and a convening body for culture and heritage providers. Through these responsibilities, we are committed to providing strategic guidance and support for the greater benefit of people across London and the UK.

Across 2018-19, the City Corporation has contributed key guidance towards government initiatives which have informed policies and promoted the interests of the culture sector's workforce and its audiences. Several local networks led by the City Corporation have also continued to provide valuable catalysts for engagement, facilitating partnerships and supporting the collective development of the Square Mile's cultural and touristic offerings.

During the year, we have unlocked more opportunities for people to play a role in the cultural sector in the UK, paving the way for a stronger future through a broader, more inspired workforce. In 2018/19, 148 people took part in internships, apprenticeships or work experience across our assets and those we fund. We also supported 93 new commissions with 74 different artists, up from 35 new commissions in 2017/18.

The Barbican and Museum of London have continued to offer work experience designed specifically for students with special educational needs, ensuring that more people have opportunities to enrich their lives and reach their full potential through culture.

On the international stage, the City has further cemented its leadership role. In 2018/19, we developed cultural partnerships across five different continents with activities encompassing research, co-commissions and exhibition tours. 72 productions and exhibitions entertained audiences across Europe, Asia and the Americas.

Cultural organisations also welcomed 679 creative practitioners from around the world, harbouring opportunities to share knowledge, bridge institutions and foster international talent. This great geographical span further positions the City Corporation and our partners as a leading voice and authority.

CASE STUDY 25

Launch of the National Open Youth Orchestra (NOYO)

[Insert image: NOYO – to be sourced]

The National Open Youth Orchestra (NOYO) is the world's first disabled-led national youth orchestra which offers a progressive, inclusive training environment that is set to redefine the orchestra for the 21st Century. Its London Training Centre, jointly run by the Barbican and the Guildhall School of Music and Drama, was launched in November 2018 alongside two other training centres in Bristol and Bournemouth.

The majority of participants define themselves as disabled musicians. Joined by non-disabled musicians, the orchestra features a range of instrumentalists including string, brass and woodwind players, a pianist, percussionists, guitarists and clarion players. The clarion is an instrument that can be played by moving any part of the body, including the eyes.

NOYO is collaborating with cutting-edge composers to create new music for a diverse range of musicians and instruments. They are expanding their repertoire, filling the gap for creative career progression routes and playing an active part in advocating for disabled young people. The orchestra's first public performances are scheduled for Spring 2020.

CASE STUDY 26

Domestic Tourism Consortium: contributing to London's success

In early 2019, London and Partners identified a declining trend in domestic audiences, with day visits to London down 3% year-on-year during 2017.

In response, they launched a Domestic Tourism Consortium to deliver campaigns to win back this valuable audience. Comprising 12 strategic partners, the City Corporation joined the consortium, committing £100,000 a year for three years from 2019 to 2021.

While this contribution will enable the City Corporation to represent local stakeholders in the development of plans, it also provides an opportunity to support capital and country, building a robust and sustainable sector for the benefit of all, both in London and across the nation, noting the capital's role as gateway to the UK.

Participation was a natural choice for the City Corporation. Support for the UK's tourism industry sits at the heart of our new Visitor Destination Strategy (2019/23) and we have long recognised the importance of tourism to the economic growth of London and the nation.

With the creative industries delivering one in seven jobs in the capital and 11.6% of London's GDP, and with a projected growth to 40m visits a year by 2025 (an increase of 30% on 2016), London's attractiveness to visitors has a major role to play in its – and the country's – continued success.

CASE STUDY 27

Leading celebration and conversation

[Insert image of LGA dinner or #CultureIsDigital – to be sourced]

Through our Remembrancer, Hospitality Working Party and other relevant departments, the City Corporation continues to provide a platform for national and London cultural organisations, initiatives and ideas, and to contribute to industry and Government enquiries and consultations across an arts and tourism spectrum.

Over the last year, highlight events have included the hosting of the Local Government Association's Annual Culture and Tourism Conference at Guildhall; a reception exploring DCMS's *#CultureIsDigital* report with the Secretary of State for Digital, Culture, Media and Sport at the Barbican; the London launch of the two-year programme for Mayflower 400 at Guildhall; a celebration of the role of women in culture and the arts, co-hosted with London's Deputy Mayor for Culture and the Creative Industries at Museum of London; and the launch of the UK's first 5G public and permanent demonstrator with King's College London at the City Centre.

Locally, the City Corporation continues to facilitate City industry networks including our City Culture Network; our City Hotels, Attractions and Retail Network (CHARN); and regular meetings for London's Mayflower 400 and Becket 900 contributors.

As one of the UK's largest funders of culture, we also play a lead role in public and industry consultations across culture and tourism. In 2018, we contributed to enquiries across diverse topics including the impact of Brexit on the cultural and creative industries, the Mayor's vision for London's night-time economy, and music education.

CASE STUDY 28

Keats House – Poet in Residence

Keats House has a well-established Poet in Residence programme, which aims to nurture poets to create new work inspired by Keats and share this with its audiences. Previous Poets in Residence include former Children's Laureate Michael Rosen, Benjamin Zephaniah, Jo Shapcott and Daljit Nagra. In 2018/19, Hannah Lowe joined to explore the themes of family, multiculturalism, heritage and London.

During her residency, Hannah curated several events which showcased the creativity of established and upcoming poets. In June 2018, a day celebrating the poetic legacies of the arrival of the Empire Windrush in 1948 featured distinguished poets Grace Nichols and Karen McCarthy Woolf as well as rising stars Nick Makoha and Roger Robinson, and the poetry and prose of Anthony Joseph. In July, Indian poet and dancer Tishani Doshi performed at Keats House, supported by London-based poets Amy Key and Abby Parry who were reading from their new collections.

Hannah concluded her residency in January 2019 with the launch of *The Neighbourhood*, published by Outspoken Press. Inspired in part by comments left by visitors to Keats House, the poems explore how communities survive under extreme pressure and how children negotiate the many meanings of neighbourhood.

During the *Keats200* bicentenary, a programme of shorter, three-month residencies is being offered to members of the Keats House Poets, who first engaged with the House as teenagers during the London Cultural Olympiad from 2010-2012 and are now rising and established poets.

[FULL PAGE PICTURE]

The Museum of London's *Generation Windrush* workshop. Developed for Black History Month, the schools programme reached over 6,000 secondary students across 17 schools in 12 boroughs

[Insert full page picture of Generation Windrush with credit above]

WE COMMEMORATE AND CELEBRATE EVENTS OF LOCAL AND NATIONAL SIGNIFICANCE

The Square Mile is the historic centre of the capital; a witness to over 2,000 years of significant moments which have shaped the country and its people. Anchored in heritage, the City Corporation is committed to commemorating, celebrating and sharing times of national importance. 2018/19 has been a year of major anniversaries and centenaries – from WWI to women's rights – and these moments have played an integral role in our cultural programming.

While offering a national platform for reflection, the City also remains committed to supporting local events, helping partners to build on their successes while further embedding the Square Mile into London's cultural calendar. Throughout 2018/19, the City facilitated and promoted a series of major festivals and weekends, including *Open House*, the *London Festival of Architecture* and the *London Games Festival*, each serving diverse sections of London's population.

In partnership with Westminster and the national charity *Tommy's*, the City also hosted and facilitated the London Landmarks Half Marathon for the second year running. Welcoming over 49,000 spectators – with 40% visiting from outside of London – the event is proving to be an increasingly popular day in the national diary, one which unites sporting achievements with the City's history and architecture.

CASE STUDY 29

Women: Work and Power – celebrating women's rights and achievements

[Insert image: Upswing/Motionhouse in Guildhall Yard, part of Women: Work and Power]

Two thousand and eighteen saw significant anniversaries around women's rights and equality, including the centenary of (some) women achieving the right to vote. In response, the City Corporation dedicated its outdoor arts and culture programme to women with a season of 53 events from a range of partners under the banner *Women: Work and Power*.

The programme delivered an audience of 68% who identified as female, 16% as Black or Black British and 10% as Asian or Asian British – the first two results being significantly higher than the London profile and demonstrating the resonance the season had with a non-traditional City demographic.

Highlights included Artichoke's *Hidden Voices* which worked with Bengali and Jewish women, sex workers and the homeless in Aldgate to record their experiences and present these in a soundscape; an exhibition – *British Barbadian Nursing Revolution* – for which the audience comprised 26% identifying as from a Black or Black British ethnic background; and sponsorship of *Sculpture in the City* to enable, for the first time, a 50/50 gender balance of sculptors whose work was represented.

Overall, 95% of respondents to the audience survey agreed that the programme was good for the City's image.

Furthermore, a legacy project – *Recognition of Women* – has been launched. The aim of the project is to better represent women within the City collections and its public realm.

CASE STUDY 30

Smithfield 150

[Insert image: Smithfield 150 celebrated the 150th anniversary of the Victorian markets in Smithfield on August Bank Holiday weekend 2018 (credit)]

Smithfield 150 celebrated the 150th anniversary of the Victorian markets in Smithfield on August Bank Holiday weekend 2018.

Led by the Museum of London, working alongside the Smithfield Market Tenants Association (SMTA) and all Culture Mile partners, *Smithfield 150's* programme reflected the creativity and diversity of London and Londoners.

Six festival zones featured over 300 performers, ranging from Nadia Rose through to *Horrible Histories*. Four parades also took place, including a giant puppetry procession created by local school children and a Sausage Dog Parade which featured over 200 dachshunds.

Over the two days, 25,000 people enjoyed *Smithfield 150*, with the majority coming from the Boroughs of Hackney, Islington and Tower Hamlets and the City of London.

Over a fifth of *Smithfield 150's* visitors identified as BAME (compared to the ALVA benchmark of 13%), with well over half of all attendees expecting to visit the area for leisure within the next 12 months and 66% of first-time visitors to Smithfield agreeing that Culture Mile is more creative and vibrant than they had previously realised.

In terms of halo effects for the local economy, around half of all visitors stayed in the area after the event (6,000 to go for a meal/drink nearby) with several neighbouring pubs breaking with convention and remaining open for the two days; the Charterhouse experienced its second busiest day ever and St Bart's the Great church, which usually welcomes 200 people a week through its doors, recorded over 5,000 visitors over the weekend.

CASE STUDY 31

Launch of Keats200

[Insert image: Live interpreters playing the roles of Keats, his friend Charles Brown and guardian Richard Abbey – to be sourced]

Keats House in Hampstead is currently celebrating the bicentenary of Romantic poet John Keats living at Wentworth Place (now Keats House).

The *Keats200* bicentenary is a celebration of Keats's life, works and legacy. Running through to February 2021 and beyond, it is led by three major partners – Keats House Hampstead, the Keats Foundation and the Keats-Shelley Memorial Association. Its programme of planned activities is open to all individuals and organisations with an interest in Keats or poetry.

Opening on 1 December 2018 to mark the exact date when Keats was invited to lodge at the House, the programme began with a ceremonial launch by the Mayor of Camden followed by live interpreters playing the roles of Keats, his friend Charles Brown and guardian Richard Abbey, who recreated the historic walk taken by Keats from Well Walk across Hampstead Heath to the House.

The House was then thrown open for free with a programme of talks and activities for all. Since that date, live interpreters have continued to tell the story of Keats's life during this period and a range of exhibitions and special projects are being delivered.

CASE STUDY 32

A year of remembrance

[Insert image: The Tower remembers at Tower of London, supported by the City corporation – image to be sourced]

Commemoration of the centenary of the First World War has delivered thought-provoking and innovative events and activities across the country led by the national *14-18 NOW* programme.

With its links to the military and a strong recognition of the resonance this anniversary has for the UK, the City Corporation has been keen to ensure that it plays a valuable role in supporting and enabling a local, London and national response.

Through our sponsorship of Artichoke's *Processions* in June 2018 (part of the *14-18 NOW* programme), as well as funding support for *The Tower Remembers* in the Tower of London's moat in November of the same year, we have helped to deliver engagement for tens of thousands across the UK.

At a local level, we have supported the 100th anniversary of the RAF in Guildhall Yard with a display of aircraft and engines representing British aviation achievements over the last century, as well as hosted the *Fields of Battle, Lands of Peace 1418* initiative with three exhibitions and related education, talks and walks programmes.

Exploring how time and nature have healed the scars of war and transformed places of suffering into landscapes of beauty and tranquillity, the exhibitions sought to offer a simple metaphor for reconciliation through Michael St Maur Sheil's moving photographs of battle

sites as they are today. Beginning in 2016 and culminating 2018, the exhibitions drew a London audience in excess of 30,000 before touring nationally and abroad.

ABOUT THE CITY OF LONDON CORPORATION

The City Corporation is the governing body of the Square Mile. We are dedicated to a vibrant and thriving City, supporting a diverse and sustainable London within a globally successful UK.

Through our Corporate Plan, we aim to:

- Contribute to a flourishing society
- Shape outstanding environments
- Support a thriving economy

We do this by strengthening the character, capacity and connections of the City, London and the UK for the benefit of people who live in, learn in, work in and visit London.

Definitions

‘The City / The Square Mile’

The City of London is also known as ‘the City’ or ‘the Square Mile’. It’s the financial district and historic centre of London. It is one of the 33 areas with local authority responsibilities into which London is divided.

The City Corporation’s ‘cultural offer’

For the purpose of this report, the City Corporation’s ‘cultural offer’ consists of all City Corporation departments, teams and assets that play a role in the provision of culture and heritage across the Square Mile, Greater London and the UK. This term also encompasses work delivered by the external organisations for which we provide core funding such as London Symphony Orchestra (LSO) and Museum of London. Certain grants from City Bridge Trust have also been included, as they support cultural initiatives.

Data contributors

- Barbican and Community Libraries
- Barbican
- Cultural and Visitor Development
- City of London Police Museum
- City Bridge Trust
- Culture Mile / Culture Mile Learning
- Guildhall Art Gallery & London’s Roman Amphitheatre
- Guildhall School of Music & Drama
- Keats House
- London Metropolitan Archives
- London Symphony Orchestra
- Museum of London
- Open Spaces Learning Teams
- Queen Elizabeth’s Hunting Lodge
- Sculpture in The City
- The City Centre (New London Architecture)

- The Monument
- Tower Bridge

Please note that all statistics have been anonymised and aggregated to present a collective review of the City Corporation's cultural output during 2018/19. Data by contributors was only submitted where figures were available.

DELIVERING OUR CORPORATE PLAN 2018/23

Everything we do at the City Corporation contributes to the achievement of 12 outcomes which are set out in our Corporate Plan. This helps to ensure that our work takes us closer to achieving our vision of a vibrant and thriving City, a diverse and sustainable London and a globally successful UK.

Through our 2018-2022 Cultural Strategy, the following outcomes were achieved in 2018/19.

Contribute to a flourishing society:

2. People enjoy good health and wellbeing

- 2a: Promote equality and inclusion in health through outreach to our working, learning and residential communities and better service design and delivery -
- 2b: Raise awareness of factors affecting mental and physical health
- 2d: Provide inclusive access to facilities for physical activity and recreation

3. People have equal opportunities to enrich their lives and reach their full potential

- 3a: Promote and champion diversity, inclusion and the removal of institutional barriers and structural inequalities
- 3b: Provide access to world-class heritage, culture and learning to people of all ages, abilities and backgrounds
- 3c: Promote effective progression through fulfilling education and employment –
- 3d: Cultural excellence in academia, sport and creative and performing arts

4. Communities are cohesive and have the facilities they need

- 4a: Bring individuals together to share experiences and promote wellbeing, mutual respect and tolerance
- 4b: Support access to suitable community facilities, workspaces and visitor accommodation

Support a thriving economy:

7. We are a global hub for innovation in financial and professional service, commerce and culture

- 7a: Support organisations in pioneering, preparing for and responding to changes in regulations, markets, products and ways of working
- 7b: Strengthen local, regional, national and international relationships to secure new opportunities for business, collaboration and innovation
- 7c: Preserve and promote the City as the world-leading global centre for financial and professional services, commerce and culture
- 7d: Promote London for its creative energy and competitive strengths
- 7e: Promote the UK as open to business and enterprise and for its world-leading education offer

8. We have access to the skills and talent we need

- 8a: Promote the City, London and the UK as attractive and accessible places to live, learn, work and visit
- 8b: Champion access to global talent
- 8c: Identify future skills needs, shortages and saturations –
- 8d: Champion investment in relevant skills and diverse talent pools

Shape outstanding environments:

9. We are digitally and physically well-connected and responsive

- 9b: Develop and trial smart innovations and better manage demand
- 9d: Improve the experience of arriving in and moving through our spaces

10. We inspire enterprise, excellence, creativity and collaboration

- 10a: Provide world-class spaces for businesses and markets to thrive -
- 10b: Curate a vibrant, attractive and complementary blend of uses of space –
- 10c: Create and transform buildings, streets and public spaces for people to admire and enjoy
- 10d: Protect, curate and promote world-class heritage assets, cultural experiences and events
- 10e: Champion a distinctive and high-quality residential, worker, student and visitor offer