

Committee(s)	Dated:
Culture, Heritage and Libraries – For Decision	11/11/2019
Subject: City Corporation Cultural Strategy 2018/22: Year 1 Report	Public
Report of: Peter Lisley, Director of Major Projects	For Decision
Report author: Nick Bodger, Cultural and Visitor Development Director	

Summary

Your Court of Common Council approved and adopted the City Corporation's Cultural Strategy 2018/22 in December 2017, following its journey through relevant committees during in the 2017 committee year.

This report presents year one (18/19) findings, and measures performance against agreed objectives, following the collation of baseline data for the preceding year (17/18) to enable year-on-year comparisons.

The report (appendix 1) demonstrates strong growth across most areas of the City Corporation's cultural provision with case studies helping to illustrate how this has been achieved. A summary of headline statistics is provided within the report's Executive Summary.

It is anticipated that this report will be designed and published following your Committee's approval, and be used as a means to promote recognition of the City Corporation's contribution to the cultural life of London and the nation as well as an advocacy tool enabling greater partnership and external investment in the outputs we deliver. Furthermore, it is hoped that the report will help to strengthen the City Corporation's position as a key commentator and influencer within the national cultural landscape.

Recommendation(s)

Members are asked to:

- Approve the contents of the report (appendix 1) and, subject to your comments being incorporated, its publication in spring 2020.

Main Report

Background

1. The City's Cultural Strategy 2018/22 was approved and adopted by your Court of Common Council in December 2017 following its journey through relevant committees in the 2017 committee year.
2. In 2018, your officers sought to establish baseline data against which progress for the strategy's objectives may be measured following its first year of operation. The same datasets were then collated in 2019 to deliver a picture of the City Corporation's cultural performance across the year and its alignment with the strategy's ambitions.
3. The collation of data has been strongly determined by commonalities across cultural assets. That is to say, it has only been possible to provide statistical analysis where the data collected has been common to a number of assets – eg audience numbers. Datasets specific to one or two assets only have been excluded as these cannot provide a holistic picture of City Corporation performance.
4. All statistical data has been collated by the Audience Agency, delivering clear and impartial data management for this exercise. It is hoped that more qualitative data will be available in future years following the introduction of a survey that assets may use to canvas their audiences and interrogate perceptions, demography and satisfaction (for example).

Current Position

5. The draft *Year 1: City of London Cultural Strategy 18/22 Performance Report* is developed from the data collated from the Audience Agency with case studies collected from across the City's cultural portfolio by your Cultural and Visitor Development Team.
6. The report is divided into nine sections collectively covering the strategy's objectives, with case studies in each section demonstrating how the objectives have been met. It is attached in appendix 1.
7. The report demonstrates strong growth across most areas of the City Corporation's cultural provision. A summary of headline statistics is provided within the report's Executive Summary.
8. The original Cultural Strategy 2018/22 (against which this paper reports) is available on the City Corporation's website at www.cityoflondon.gov.uk/culturalstrategy. Full data reporting from the Audience Agency is available on request from the Director of Major Projects.

Proposals

9. Members are requested to review the contents of the appended draft report - *Year 1: City of London Cultural Strategy 18/22 Performance Report* – and to approve its publication in early 2020, subject to their comments from this meeting being incorporated.

Corporate & Strategic Implications

10. The City of London Corporation's Cultural Strategy 2018/22 provides the vision and objectives for the City Corporation's investment in, and provision of, culture across the strategy's five-year tenure. It is a core City Corporation strategy that responds to and supports the Corporate Plan.
11. The strategy contributes to all three core aims of the Corporate Plan – to contribute to a flourishing society, to shape outstanding environments and to support a thriving economy – through cultural activities, commissioning, education, partnership, public realm enhancements and outreach work delivering, amongst others, the following Corporate Plan outcomes:
 2. People enjoy good health and wellbeing
 3. People have equal opportunities to enrich their lives and reach their full potential
 7. We are a global hub for innovation in financial and professional services, commerce and culture
 8. We have the skills and talent we need
 10. We inspire enterprise, excellence, creativity and collaboration
12. The Cultural Strategy 2018/2022 is strengthened by the forthcoming Lord Mayor's Theme of Global UK: Trade, Innovation and Culture and its objectives will support the Mansion House in utilising the Mayoral Year to further promote the Corporation's position as global leader in culture, creativity and fusion skills.

Conclusion

13. The City Corporation is one of the UK's largest funders and providers of cultural activities. Its Cultural Strategy 2018/22 delivers the vision against which this investment is aligned, significantly contributing to the cultural life of London and the nation.
14. The draft *Year 1: City of London Cultural Strategy 18/22 Performance Report* will, when approved and published, help to drive recognition of the City Corporation's contribution, deliver an advocacy tool to support opportunities for partnership working and external investment, and strengthen the City Corporation's position as a cultural commentator and influencer.

Appendices

- *Appendix 1: Year 1: City of London Cultural Strategy 18/22 Performance Report*

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