

From: Culture Mile [REDACTED]
Sent: 14 September 2020 12:13
To: [REDACTED]
Subject: [BULK] Test: Culture Mile's recent highlights

Some highlights from the last 6 months

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Welcome to Culture Mile's first email update



From a clarion call for intensified cross-sector collaboration and uncovering creativity in every corner of the City, through to homemade jingles and fantastical at-home adventures, it's been all-at-once an amazing, frustrating, challenging, inspiring time. Read on to find out more.

As one of our most valued contacts, we wanted to share this summary of what we've been up to, but, if you'd rather not receive this in future, please feel free to unsubscribe using the link below.

Happy reading
The Culture Mile Team

That was the year that was



Culture Mile's 2019/20 annual report is now available to read online. The report includes a summary of Culture Mile's vision and an overview of our achievements over the last financial year, told through our four central **STORIES**:

- Transforming the area
- Convening connections and unlocking potential
- Supporting a thriving local economy
- Utilising creativity to boost social mobility

We also have some hard copy versions of the report that we are sending to our key contacts. If you would like to receive a paper version of the report, please email johanna.taylor@cityoflondon.gov.uk

[READ THE ANNUAL REPORT >](#)

RECENT HIGHLIGHTS

Real world creativity at home for all the family



This summer, Culture Mile's **PLAY PACKS** have utilised the creative resources within our core partners to deliver tools for creative play to the families most at need within our community. Each Play Pack contains a selection of activity sheets, arts and craft materials and specially designed and commissioned Play Prompts.

This summer 7,000 Play Packs will be distributed out through food banks, community centres, charities and local services in City of London and our neighbouring boroughs (Tower Hamlets, Hackney, Islington, Camden & Southwark).

The response to our first three editions has been fantastic:

"We are so, so happy with the bags...They are amazing"

St Luke's Community Centre & Foodbank, Islington

"I'd be extremely grateful if you could pass on the community's thanks to everyone responsible for putting the play packs together... we are keen to express our gratitude to everyone who made this really positive initiative come together."

Resident, Middlesex Estate, Aldgate

[EXPLORE THE PACKS >](#)

Six solutions. One £50,000 prize.



Six finalists have been chosen for the inaugural **FUSION PRIZE**, a new competition – developed in partnership with [Foundation for Future London](#) - to find innovative ideas that develop the in-demand creative, communication, organisational and thinking skills of London's children and young people.

All six projects have been awarded £1,000 seed funding to develop their proposal further over the next few months, with one team then awarded £50,000 to pilot its idea later in the year.

Learn more about this unique partnership from Foundation for Future London CEO Maria Abedowale-Schwarte [here](#) and [explore the six finalists and their projects online](#).

[MEET THE FINALISTS >](#)

A hyper-local broadcast to the world



For two weeks in June, presenters Hunt & Darton went hyper-local with **RADIO LOCAL IN CULTURE MILE** – a daily live broadcast, bringing the sounds and stories of Culture Mile into people's homes.

120 local residents and business owners participated in interviews, challenges, games and talks over the fortnight and so far Radio Local in Culture Mile broadcasts have been listened to nearly 10,000 times.

Listen to the many voices of Culture Mile here, including Maxine Kwok from the London Symphony Orchestra, Brian Reeve from Charterhouse and Catsou Roberts from Vital Arts.

[LISTEN TO THE SHOWS >](#)

Creativity: The Commercial Superpower



At the end of March, Culture Mile brought together leaders from across the cultural, commercial and civic sectors for an exclusive event hosted by the Lord Mayor at Mansion House as part of his Global UK programme. The event explored the critical role that creativity plays in key issues facing businesses across the City of London.

If you couldn't make it, you can watch the full keynote address from Dan Makoski, the Chief Design Officer at Lloyds Banking Group [here](#) and more comments, provocations and content from some of the assembled guests and speakers in the YouTube playlist [here](#).

[READ MORE ABOUT THE EVENT >](#)

Spotlight on hidden creativity



THE HIDDEN CITY is a digital exhibition by photographer Emile Holba that tells the untold stories of Culture Mile, exploring what creativity means across a wide range of 18 organisations that make up this unique area of the City; from Linklater's LLP and Maggie's Centre, through to The Worshipful Company of Haberdashers and Create London.

The digital exhibition was featured in the [Evening Standard](#) and so far over 2,000 people have engaged with it online, while an additional 13,505 engagements have come through our social channels.

Together with The Hidden City's photographer, Emile Holba and Ella James, Deputy Subject Leader of Art at City of London Academy Highbury Grove, we developed an online photography module to support the teaching of A-Level and BTEC Art and Design. The resulting students' work is quite striking, you can see their triptych's [here](#).

[VISIT THE EXHIBITION >](#)

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