



CULTURE



CREATIVITY AROUND EVERY CORNER

# Leading the Cultural Recovery

The Future of Culture Mile 2021 - 2023

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# OUTLINE

1. Evolution of Culture Mile in Three Phases
2. Continuing the Skills Building Agenda (with Culture Mile Learning at its heart)
3. Phase 3: Cultural Recovery: the Future of Culture Mile 2021 – 23
4. Next Steps

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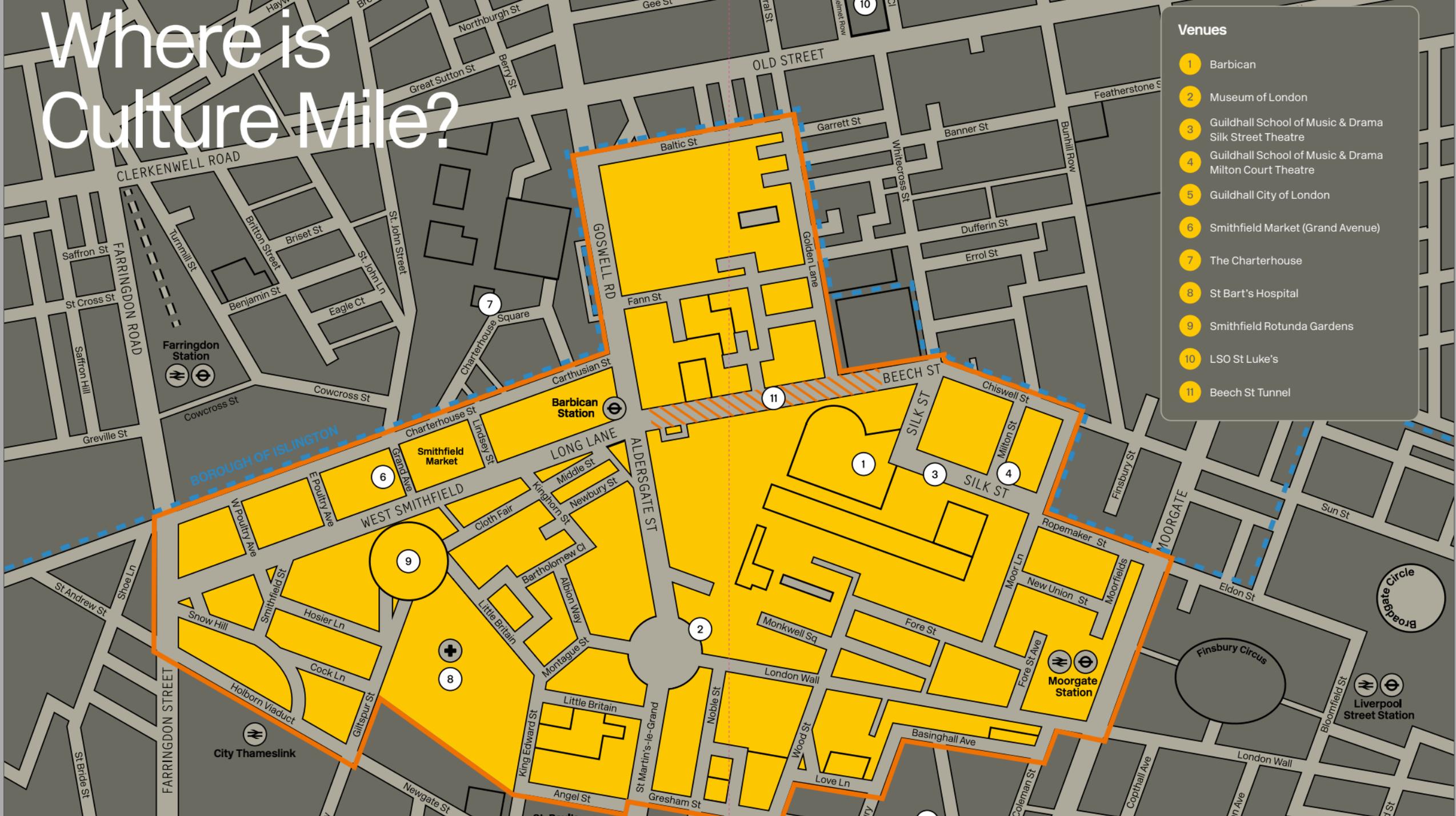
**“Culture Mile will support the Culture Strategy’s vision to seize a once in a generation opportunity to reposition the City as a world capital for commerce and culture, capitalising on its increased transport connections and harnessing the power of arts, heritage and learning to make the Square Mile far more open, creative, resilient and entrepreneurial.”**

*Culture Mile Strategy Paper 2017*

# Where is Culture Mile?

## Venues

- 1 Barbican
- 2 Museum of London
- 3 Guildhall School of Music & Drama  
Silk Street Theatre
- 4 Guildhall School of Music & Drama  
Milton Court Theatre
- 5 Guildhall City of London
- 6 Smithfield Market (Grand Avenue)
- 7 The Charterhouse
- 8 St Bart's Hospital
- 9 Smithfield Rotunda Gardens
- 10 LSO St Luke's
- 11 Beech St Tunnel





# PHASE ONE: Establishing a Cultural District

April 2018 – March 2020  
*Profiling the high quality cultural  
offering in the area for external  
audiences*





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## PHASE TWO: Spearheading a hyper-local response

March 2020 – March 2021  
Responding to the needs of  
local communities



# PHASE THREE: Cultural Recovery

April 2021 – March 2023

Supporting communities to put culture at the core of London's post Covid-19 revitalisation

Culture Mile will act as a testbed for a set of bold creative initiatives that address these issues



## Isolated communities

Risk to wellbeing with vulnerable people facing isolation, poor mental health and digital exclusion



## Cultural catastrophe

UK's creative industries on brink of devastation & London to be hardest hit



## Doughnut effect

Significant drop in footfall for London's Central Activities Zone severely impacting businesses



## Unemployment

Unemployment at record levels & young people to be hardest hit. Focus on up-skilling

# PHASE THREE: Culture Mile Focus Areas



**MIXED  
ECONOMY  
MODEL**



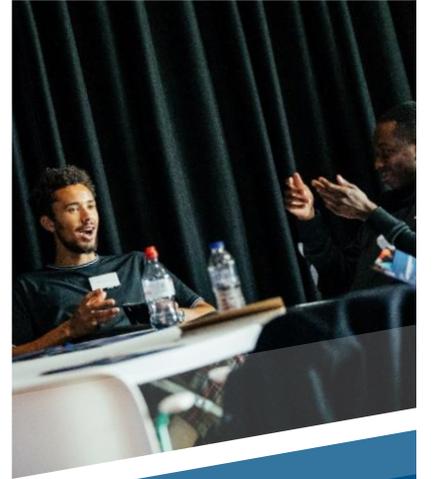
**CREATIVE  
LIVELIHOODS**



**CREATIVE  
PLACES**



**CREATIVE  
COMMUNITIES**



**SKILLS BUILDING  
AGENDA**

## A MUTUTALLY BENEFICIAL RELATIONSHIP

**Culture Mile Learning's relationship within Culture Mile puts learning, skills development and social mobility at the heart of its mission which will only grow in importance given the dramatic increase in youth unemployment as a result of the pandemic.**



# SKILLS-BUILDING AGENDA

Threading skills-building through all of Culture Mile's activities and programmes





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## KEY PROJECTS

Teaching The Hidden City – brought a professional artist into the classroom enabling skills development for teachers and pupils

Mentoring and work experience – the CM Network offers a diverse range of employability opportunities for young people

Fusion Prize - CM's focus on Creative Livelihoods and Places carries forward the vision and work of this important initiative



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## NEXT STEPS

Further programmes which highlight fusion skills as the integral creative, communication, organisational and thinking skills required by the 21<sup>st</sup> Century workplace

Continuing to support the development of fusion skills in schools, creative SMEs and business more widely



# MIXED ECONOMY MODEL

Maximising value for local partners to broaden income sources and build Culture Mile's sustainability

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## CONTEXT

Ecology of the Culture Mile area is interdependent and unique. Sectors need to address the impact of Covid-19 by working together for mutual benefit.

Culture Mile is bringing together the civic, commercial and cultural sectors to transform this part of central London into a vibrant, creative destination.

Need to establish a mixed income model that strengthens Culture Mile's future sustainability.



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## NEXT STEPS

Primera contracted to verify appetite of local businesses to support a pre-BID partnership by mid Dec

By March 2021:

Establish complimentary approach to wider membership to maximise value for local partners and secure regular income alongside the City Corporation's founding investment

Develop chargeable services for commercial clients e.g. public space animation, creative meanwhile content, cultural place-making consultancy



# CREATIVE LIVELIHOODS

Supporting the regrowth of SMEs and entrepreneurs in the creative sector





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## CONTEXT

Many falling between the cracks of central government  
COVID-19 support

Potential for a big move that brokers links between freelancers, commercial partners, school/youth settings

Culture Mile has developed dialogue with partners including GLA and DCMS



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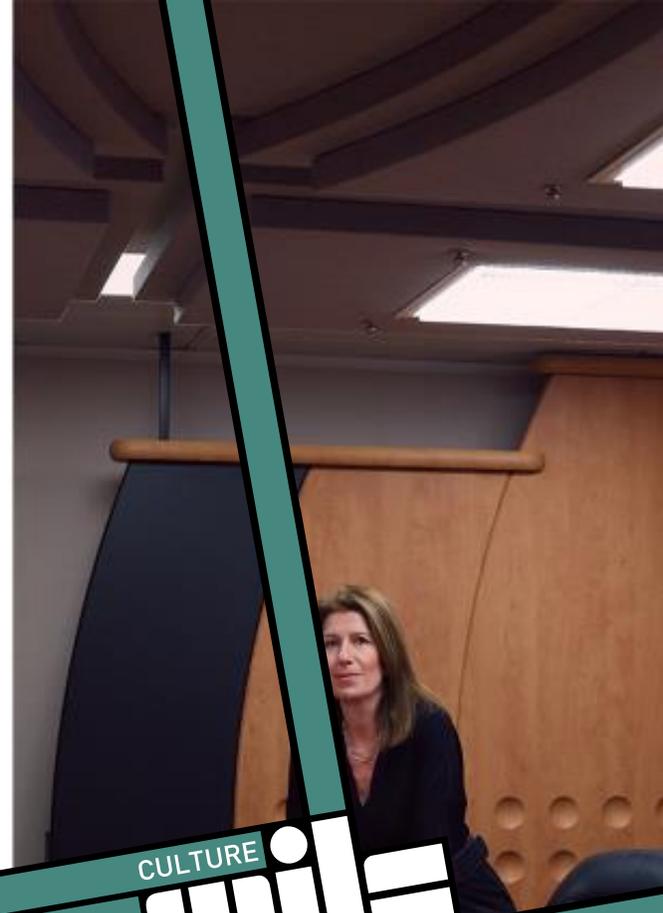
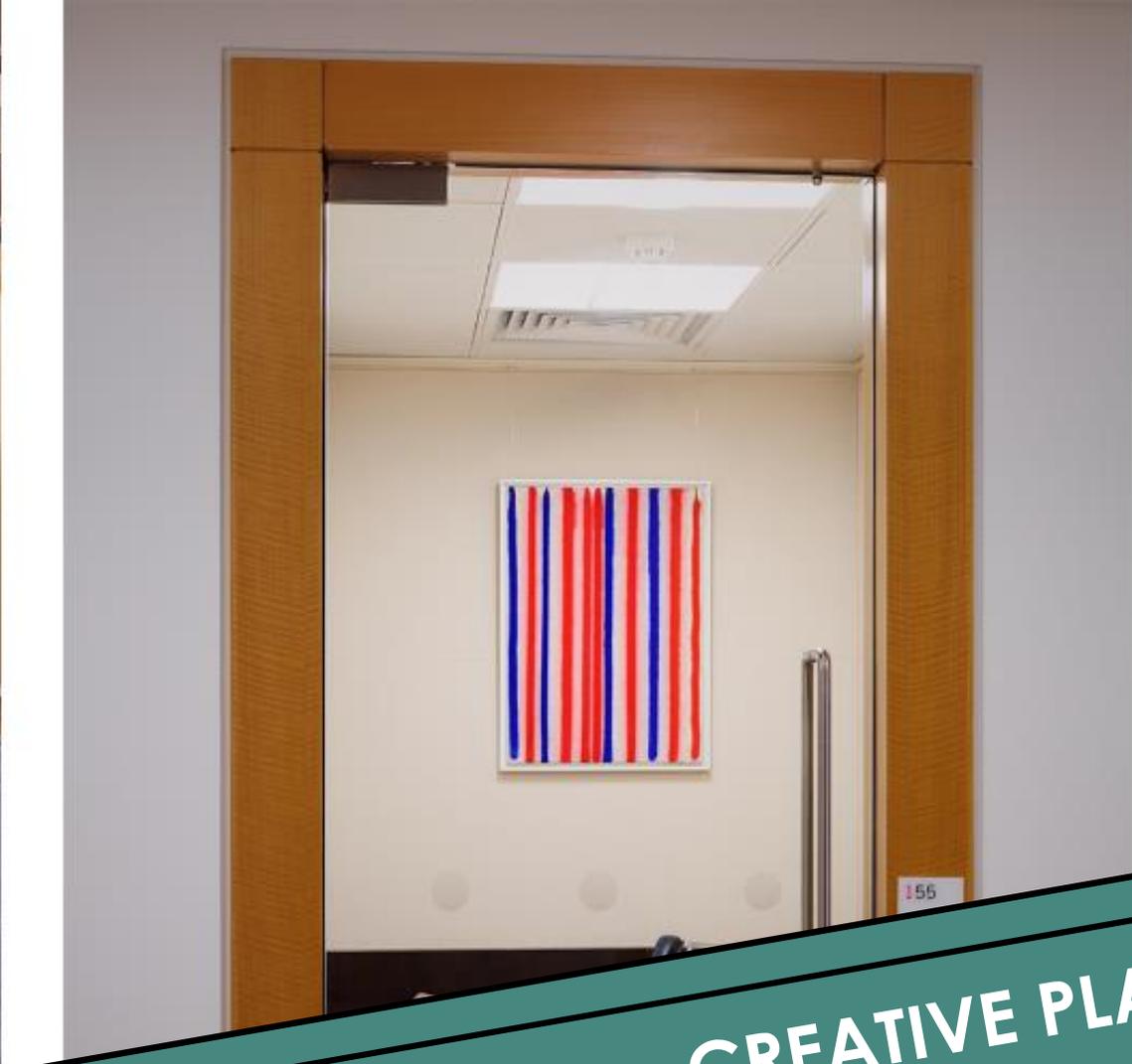
## NEXT STEPS

Sector research and dialogue  
with ACE, DCMS

Collaborative interventions with  
corporate partners, other  
partners (East Bank, CIF) and in  
in schools

Explore mentoring (virtual and in-  
person) and work experience  
with CM Learning

Continue supporting creative  
sector through lobbying, skills-  
building programmes and follow  
up to the Fusion Prize



# CREATIVE PLACES

Exploring new approaches to creative meanwhile in the City that can be scaled across the Square Mile.

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## CONTEXT

Huge amount of ground floor retail and commercial office space becoming vacant or considering repurposing

Need to bring together London's creative meanwhile providers together and create a training camp to meet the needs for ongoing animation and vibrancy



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## NEXT STEPS

Work with City Surveyors/CPAT to make use of Culture Mile relationships to ensure vacant spaces can be filled quickly, with high quality, locally relevant content

Develop **The Smithfield Exchange** as a key exploratory project, including residency for artists and Fusion Prize winners

Develop "Library of Things" for local community spaces



## CREATIVE COMMUNITIES

Positioning local residents and schools as primary stakeholders, developing creative projects with and by local people.

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## CONTEXT

Requirement to address social isolation, digital exclusion and the need for a creative curriculum

Culture Mile now linked to Community & Children's Services, the City Family of Schools and increasingly to adjacent boroughs

Delivered deep engagement through successful hyper-local community need activations (Radio Local, Play Packs)



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## NEXT STEPS

Continue to build relationships with local people and schools through creative engagements

Brokering cultural partners into local community opportunities

Biennial creative exchange events

BY 2023

Through these initiatives, Culture Mile aims to put culture at the core of London's post COVID-19 revitalisation & contribute to:

Transformation of the area and resilient communities

A thriving local economy with an innovative creative sector that maintains the City's competitiveness as a 'place to do business'

Increased employment pathways that increase social mobility through arts & culture

Unlocked potential through convening connections

## WHAT'S NEXT?

**Nov – December:** Extensive City committee engagement and dialogue

**January 21** – Culture Mile 2021 – 23 Strategy & Vision papers delivered for P&R Committee

**February 21** – Distribution of papers for each focus areas including full detail of future plans



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