

Culture Mile Strategy Proposed Final Version – 04.07.18
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Culture Mile Strategy

Cultural and creative capital for London and the world...

Foreword by the Lord Mayor and the Chairman of Policy and Resources

We are proud to champion the development of Culture Mile as a cultural, creative and learning destination that will benefit current and future generations in and beyond London. London's creative economy employs one in six Londoners and contributes £47 billion to the economy. The City of London Corporation is the fourth largest funder of culture in England. Each year it invests over £100 million in heritage and cultural activities of all kinds. We therefore understand first-hand the positive social impact that releasing and accessing creativity can have on all of us.

Over the next ten years, the founding partners – which include the City of London Corporation, the Museum of London, the Barbican, the Guildhall School of Music & Drama and the London Symphony Orchestra – will physically transform the area between Farringdon and Moorgate. The Square Mile, already one of the world's most important financial markets, will be redefined as a global leader in culture as well as commerce.

Culture Mile presents a real opportunity to experiment and innovate. Its remit will evolve and adapt continually to the requirements of the day. Culture Mile will be vibrant, welcoming and sustainable. Its benefits will be felt by everyone, including residents, visitors, learners, entrepreneurs, businesses, creatives and workers.

We believe that there is a societal imperative to ensure that culture and creativity can be accessed and enjoyed by all. Culture enriches lives, builds trust and helps people to fulfil their potential. For these reasons, we are pleased to champion Culture Mile and we look forward to supporting its partners on their journey to develop a valued and world-leading destination for culture, creativity and learning.

Alderman Charles Bowman
Lord Mayor of the City of London
2017/18

Catherine McGuinness
Chairman of the Policy and Resources
Committee

Culture Mile Strategy, 2018-28

Cultural and creative capital for London and the world

Culture Mile is situated in the north-west corner of the Square Mile, between Farringdon and Moorgate. Transforming Culture Mile into a major cultural and creative destination will take 10 years. Current and future partners are committed to role-modelling new ways of collaborating and working together to ensure the success of Culture Mile. The founding partners are:

City of London Corporation	The Barbican	Guildhall School of Music and Drama	London Symphony Orchestra	Museum of London
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Our Vision:

The Square Mile is more than one of the world's most important financial markets: we want to redefine it as a global leader in both commerce and culture.

Our Values:

We commit to being: **Joined Up, Experimental, Generous and Agile**. These values underpin all that we do.

Our aims

To contribute to changing perceptions of the City to ensure that it is recognised as a global leader in culture, creativity and learning as well as commerce.

To develop Culture Mile as a vibrant and welcoming cultural, creative & learning destination for all.

Our outcomes

People enjoy spending time in the area and participating in activities that enrich their lives.

All have equal access to creative, cultural and learning activities, developing their skills, enhancing their social mobility.

Working together in innovative collaborations, we transform the area and realise the aims of Culture Mile.

Culture Mile is economically and environmentally sustainable.

Our activities

Partnership and community building
Public art and performance

Transforming the physical environment

Learning
Major investments

Our Signs of Success:

Culture Mile will be a valued destination for creativity, culture and learning in the Square Mile, City, London and beyond, delivered by a collaboration of individuals, communities and organisations from different sectors and with a global outlook, for the benefit of our audiences, made up of visitors, learners, workers and residents.

Culture Mile is here to bring the rich, diverse variety of culture, creativity and learning to the widest possible audience.

Vision

The Square Mile is more than one of the world's most important financial markets: we want to redefine it as a global leader in both commerce and culture.

About Culture Mile

Culture Mile is here to open minds, challenge prejudice and change perceptions – of the world, of the Square Mile, of the City, of ourselves.

Culture Mile is the destination in the north-west of the Square Mile, which is home to some of the world's greatest cultural institutions: the Museum of London, the Barbican Centre, the London Symphony Orchestra and the Guildhall School of Music and Drama. It is a 24/7 creative exchange where two thousand years of history collide with the world's best in culture, where creativity is the most valuable currency. Culture Mile brings culture and commerce together. Known meets unknown. Ancient and modern collide as the streets are animated with exhibitions, pop-ups events and vibrant environment and artistic and playful installations. Whether you're with family, friends or flying solo, there's something for everyone. And thanks to the new Elizabeth Line's connections at Farringdon and Moorgate within Culture Mile, the area is more connected than ever. Culture Mile will reach beyond borders to set new models of collaborations with partners and neighbours.

<<Insert map>>

Establishing Culture Mile as a permanent and major cultural, creative and learning destination will take 10 years. Everyone involved is committed to new ways of collaborating and working together to ensure the success of Culture Mile. The founding partners have come together as a devolved collaborative partnership to successfully realise the breadth of ambition linked to Culture Mile. They are:

City of London Corporation

The City of London Corporation invests over £100m every year in heritage and cultural activities of all kinds. It is the UK's largest funder of cultural activities after the government, the BBC, and Heritage Lottery Fund. The City Corporation's commitment to Culture Mile includes £110m funding to support the Museum of

London's move to West Smithfield and £2.5m to support the detailed business case for the proposed Centre for Music. The City Corporation has developed a distributed model for Culture Mile for the next two years, from 2017 onwards, with the other four core partners. Each partner is taking responsibility for different areas, with the City Corporation leading the management of this model, and on Property – exploring the development of property assets to support and enhance the new destination & Public Realm – to transform the public spaces between venues.

www.cityoflondon.gov.uk

The Barbican

A world-class arts and learning organisation, the [Barbican](http://www.barbican.org.uk) pushes the boundaries of all major art forms including dance, film, music, theatre and visual arts. Over 1.1 million people attend events annually, hundreds of artists and performers are featured, and more than 300 [staff](#) work onsite. The architecturally renowned centre opened in 1982 and comprises the Barbican Hall, the Barbican Theatre, The Pit, Cinemas 1, 2 and 3, Barbican Art Gallery, a second gallery the Curve, foyers and public spaces, a library, Lakeside Terrace, [a glasshouse conservatory](#), conference facilities and three restaurants.

The Barbican leads on Programming and Communications for Culture Mile. In March 2018 it delivered the first major artistic project *Tunnel Visions: Array*, as part of *Barbican Openfest* which brought 25,000 visits to the area over a weekend.

www.barbican.org.uk

Guildhall School of Music & Drama

The Guildhall School is a vibrant, international community of young musicians, actors and theatre technicians in the heart of the Square Mile. Twice-rated No.1 specialist institution in the UK by the Guardian University Guide, the School is a global leader of creative and professional practice which promotes innovation, experiment and research, with over 900 students in higher education, drawn from nearly 60 countries around the world. It is also the UK's leading provider of specialist music training at the under-18 level with nearly 2,500 students in Junior Guildhall and Centre for Young Musicians. The School is widely recognised for the quality of its teaching and its graduates, and its new building, Milton Court which opened in September 2013, offers state-of-the-art facilities to match the talent within its walls, ensuring that students enter their chosen profession at the highest level.

The Guildhall School leads on Partnerships for Culture Mile including the growing Culture Mile Network which currently comprises of twenty organisations from across the public and private sectors, based in and around the area, which are playing a critical role in realising the ambitions of Culture Mile, alongside the five core partners.

www.gsmd.ac.uk

London Symphony Orchestra

One of the best-loved orchestras in the world, the London Symphony Orchestra has been the sole resident of the Barbican since it opened its doors 40 years ago, giving 70-80 performances a year at its London home, undertaking more international touring than any other major UK orchestra, presenting 60 concerts a year in North and South America, Europe and Asia, and reaching listeners in over 148 different countries worldwide through its own-recorded digital initiatives and partnerships.

More locally, at LSO St Luke's music education centre five minutes from the Barbican, LSO Discovery has a home offering over 60,000 people a year the chance to make their own music. As LSO St Luke's has been building a sense of community with people who live and work within a two-mile catchment of the building for the past 15 years, a new Community Engagement Manager has been appointed and the London Symphony Orchestra will take the lead in building upon existing processes and designing new ways in which local people in and around Culture Mile can take part in the two Culture Mile flagship projects every year, and in responding to what residential groups and individuals want to create themselves, so that they are an integral part of building Culture Mile on their own back doorstep. www.lso.co.uk

Museum of London

The Museum of London tells the ever-changing story of this great world city and its people, from 450,000 BC to the present day. The museum is on the move and will tell the extraordinary story of London and Londoners in a new museum in West Smithfield, which itself is a deeply fascinating and historic area. We want to engage Londoners with their city and its history and display many more objects from our rich collection.

The museum will lead on the marketing and learning for Culture Mile, as well as the Smithfield 150 event in 2018. All the while working towards the transformational New Museum project which will be the first and biggest capital project in Culture Mile. www.museumoflondon.org.uk

There are already various initiatives linked to Culture Mile that are being developed by the founding partners and organisations within the wider partnership, such as Culture Mile Learning – which brings together organisations across the Square Mile and beyond to work together to build a world-leading learning destination, specialising in the fusion of the creative, technical, educational and emotional skills needed for success in the 21st century. Over the next 10 years there are likely to be a breadth of diverse Culture Mile initiatives, delivered by Culture Mile's ever-growing partnership, all committed to the successful delivery of Culture Mile.

Our values

The following values underpin all Culture Mile activities and approaches:

1. Joined Up

Together we create a new kind of wealth, made up of shared creativity, inclusive experiences and dynamic relationships.

2. Experimental

We are the enemies of mediocrity, disrupting the ordinary, animating the spaces in between, opening new pathways.

3. Generous

We are for everyone, dissolving barriers and inviting the world to share imaginative opportunities.

4. Agile

We dance on the deep history beneath our feet, playing, sharing and reaching out to the audiences of the future.

Our aims and outcomes

Over the next ten years, working with a wide range of collaborative partnerships, we aim to:

- 1) Contribute to changing perceptions of the City to ensure that it is recognised as a global leader in culture, creativity and learning as well as commerce.
- 2) Develop Culture Mile as a vibrant and welcoming cultural, creative & learning destination for all.

To achieve these aims, we are pursuing the following outcomes:

- a) People enjoy spending time in the area and participating in activities that enrich their lives.
- b) All have equal access to creative, cultural and learning activities, developing their skills, enhancing their social mobility.
- c) Working together in innovative collaborations, we transform the area and realise the aims of Culture Mile.
- d) Culture Mile is economically and environmentally sustainable.

Links to other strategies

Culture Mile is a major strategic initiative of the City of London Corporation, part of the City Corporation's Corporate Plan for 2018-23, and part of the City Corporation's Culture Strategy for 2018-22.

The Corporate Plan outlines a vision that as the governing body of the Square Mile, the City Corporation is committed to a vibrant and thriving City, supporting a diverse and sustainable London within a globally-successful UK. It aims to do this by contributing to a flourishing society, shaping outstanding environments and supporting a thriving economy, through strengthening the character, capacity and connections of the City, London and the UK for the benefit of people who live, learn, work and visit here. The outcomes, as written in the Corporate Plan, that Culture Mile directly supports and prioritises are as follows:

- Outcome 2: People enjoy good health and wellbeing.
- Outcome 3: People have equal opportunities to enrich their lives and reach their full potential.
- Outcome 4: Communities are cohesive and have the facilities they need.
- Outcome 5: Businesses are trusted and socially and environmentally responsible.

- Outcome 7: We are a global hub for innovation in finance and professional services, commerce and culture.
- Outcome 8: We have access to the skills and talent we need.
- Outcome 10: We inspire enterprise, excellence, creativity and collaboration.

Culture Mile also meaningfully contributes to the following outcomes – however, they are not Culture Mile’s primary focus:

- Outcome 6: We have the world’s best legal and regulatory framework and access to global markets.
- Outcome 9: We are digitally and physically well-connected and responsive.
- Outcome 11: We have clean air, land and water and a thriving and sustainable natural environment.
- Outcome 12: Our spaces are secure, resilient and well-maintained.

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, harnessing the power of arts, heritage, learning and libraries to make the Square Mile far more open, creative, resilient and entrepreneurial. The strategy insists upon working collaboratively with cultural partners to drive social and economic change and contribute to a thriving city. Whilst Culture Mile will support every strategic objective set out in the strategy, and it is most directly responsible for fulfilling the following objectives:

- Objective 2: Develop Culture Mile in the north west of the City which will become an exciting destination for London and act as a catalyst for change across the rest of the Square Mile.
- Objective 3: Support cultural excellence in a range of fields and champion an ethos of creative risk taking, innovation and artistic citizenship.
- Objective 4: Support the City of London’s Education Strategy through the nurturing of an exemplary Cultural Education Partnership, Culture Mile Learning, and enable our world-leading institutions to cultivate the creativity, skills and knowledge of the next generation.

What we will do

Culture Mile is a long-term strategic project which will extend beyond the range of this strategy. The core founding partners – the Museum of London, the Barbican Centre, London Symphony Orchestra and the Guildhall School of Music and Drama with the City of London Corporation – will aspire to develop Culture Mile in the following areas of activity:

1. Partnership and community building

We will:

- Develop an extensive network of organisations from multiple sectors and geographies to design and deliver Culture Mile activities and experiences and make it a major destination for creativity, culture and learning.

- Collaborate and create innovative partnerships throughout Culture Mile and beyond to maximise the economic and social benefits, and improve people's awareness, perceptions and experiences of Culture Mile.

2. Public art and performance

We will:

- Animate the whole neighbourhood with imaginative collaborations and events seven days a week, including events, pop ups and art installations.
- Develop programming that reflects and represents the distinct characteristics of the area, the creative and cultural industries and global audiences.
- Extend the reach of this work beyond the geographical boundaries of Culture Mile too, reaching out to attract more people in to the area.
- Support people to produce creative and cultural experiences in the area, through policy, curation of the land uses, incentivisation and more.

3. Learning

We will:

- Champion informal, formal and lifelong learning that is inclusive and accessible.
- Ensure inspirational learning opportunities are available to people of all ages and backgrounds, reaching out to all parts of London and beyond, including the agreement between the City Corporation and Foundation for Future London to develop the shared ambitions of Culture Mile and the East Bank.
- Develop a collaborative partnership model with other high-quality learning providers, including the City of London Corporation family of schools, to successfully deliver the learning ambitions of Culture Mile, which includes learning as a way of enabling social mobility.

4. Transforming the physical environment

We will:

- Transform and regenerate the look and feel of the area and raise its property profile too.
- Make it easier to find your way around the area and between venues by enhancing the streets through better signage, public information, lighting, green spaces and hoardings on development sites.
- Make it easily recognisable to all visitors that they are in Culture Mile.

5. Major investments

We will:

- Make economically and environmentally sustainable major investments in to the physical environment of Culture Mile, with a clear focus on regenerating the area. This will include the relocation of the Museum of London to West Smithfield, the transformation of Beech Street and supporting the proposed Centre for Music.

Delivering Culture Mile

Culture Mile's success relies on existing and new partners collaborating successfully to deliver the vision, aims, outcomes and activities that have been set out in this strategy – as well as the outcomes and principles set out in linked strategies such as the City of London Corporation's Corporate Plan and Culture Strategy.

To support with delivery, all core partners involved in Culture Mile have been assigned clear roles and responsibilities. Further details relating to delivery are being captured through the development of project plans that outline clearly step-by-step the key milestones that need to be achieved for all Culture Mile projects, and the timeframes for their delivery.

Culture Mile will require significant investments of time, talent and money, and all involved are committed to exploring sustainable and innovative funding models linked to the public, private and philanthropic sectors in the coming years. All funding and investments associated with Culture Mile will be managed responsibly and in the public interest, with the governance and management associated with Culture Mile reviewed regularly to accommodate for the development and progression of Culture Mile.

Conclusion

This strategy, which will be reviewed regularly, sets out an ambitious vision to establish Culture Mile as a permanent cultural destination over the next 10 years, with collaboration and partnership at its heart. By 2028 Culture Mile will be:

1. A collective of partners from different sectors, and with a global outlook, which work together in the best interests of Culture Mile and all that it represents.
2. A recognised and valued destination, hub and brand for creativity, culture and learning in the Square Mile, the City, London and beyond, attracting visitors, learners, workers and residents in high numbers.
3. Committed to a positive learning culture to sustain and grow the impact and influence of Culture Mile.
4. A physically and economically transformed area in terms of the look and feel of Culture Mile and the public art and programming activities.