

Appendix 2 – BOP Consulting and Publica. Culture Mile Creative Enterprise and Innovation Research.
Extract from full report – Recommendations

Full Report: <https://www.culturemile.london/content/uploads/2019/02/Culture-Mile-Report-2019-Compressed.pdf>

Executive Summary:

<https://www.culturemile.london/content/uploads/2019/02/Culture-Mile-Report-2019-Exec-Summary-compressed.pdf>

Figure 11. Recommended actions to unlock the potential of Culture Mile as a hub of creativity, enterprise and innovation that delivers economic growth and social mobility for London

<p>Establish our creative identity</p>	<p>1. Develop a shared narrative and set of messages to change perceptions of the City; build upon and promote the spatial ecology of Culture Mile; and connect creative enterprises to global financial markets.</p> <p>3. Continue to deliver arts engagement work with communities (residents, students, workers and visitors) in the City of London, and in other London boroughs, to build and promote Culture Mile’s cultural and creative enterprise offer.</p>
<p>Secure our mixed ecology and meet infrastructure needs</p>	<p>2. Provide landlords with research to back qualitative evidence that maintaining a mix of uses and independent retail, food and beverage outlets drives take up and maintains rental values.</p> <p>4. Encourage increased private sector investment in development of workspace and production facilities for creative enterprise.</p> <p>5. Consider the opportunities for developing creative workspace and production infrastructure in capital developments.</p> <p>6. Align digital infrastructure developments and explore opportunities to connect with GLA and DCMS to promote the City’s capabilities.</p> <p>7. Embed measures in City of London Corporation planning policy to protect the existing range of informal and formal performance spaces.</p> <p>8. Align planning policy, supplementary planning guidance and spatial regeneration frameworks to take account of demand for flexible, project-based and affordable space from creative enterprises and facilitate its delivery.</p> <p>9. Provide forums in which investors, developers and City Corporation planners can engage with cultural and creative</p>

	<p>businesses to ensure that design of new cultural venues, production facilities and office space reflects needs and growth opportunities of creative enterprises.</p> <p>10. Work with developers and workspace providers to develop an offer that takes into account a range of creative enterprise uses.</p> <p>19. Maintain and promote a directory of affordable office and production space for both longer tenures and ‘meanwhile’ uses.</p>
<p>Tell our story to strengthen our competitiveness to attract talent & investment</p>	<p>17. Develop a suite of marketing material to promote Culture Mile and the City as a location for creative enterprise.</p> <p>18. Engage investment promotion agencies in London and national government in promoting Culture Mile to creative and digital investors.</p>
<p>Facilitate cross-sector innovation</p>	<p>11. Promote Culture Mile as a ‘sandbox’ for creative innovation to translate new creative forms and technology, developed through public funding of risk-taking arts and culture, into commercial Intellectual Property for exploitation by UK creative enterprises.</p> <p>12. Create collaborative initiatives and bids for research and innovation in cultural production and cross-sectoral working.</p> <p>15. Support networking events to promote collaboration and knowledge exchange by creative enterprises in and around Culture Mile.</p>
<p>Support our businesses to grow</p>	<p>13. Put in place a business support framework for creative enterprise.</p>
<p>Increase Fusion Skills and Employment opportunities</p>	<p>14. Provide skills training, building upon existing learning initiatives (Culture Mile Learning ‘Fusion Skills’ programmes and City of London Family of Schools), and promote employment opportunities in new ‘fused’ occupations among target communities.</p> <p>16. Develop frameworks and formal agreements for collaboration between City of London Family of Schools, FE and HE in support of creative enterprise and innovation in Culture Mile and the City of London.</p>