

Committee Culture, Heritage and Libraries	Dated: 25/01/2021
Subject: Delivering Culture Through Planning – draft Supplementary Planning Guidance	Public
Which outcomes in the City Corporation’s Corporate Plan does this proposal aim to impact directly?	3, 4, 5, 10,11
Does this proposal require extra revenue and/or capital spending?	N
If so, how much?	£0
What is the source of Funding?	N/A
Has this Funding Source been agreed with the Chamberlain’s Department?	N/A
Report of: Director of the Built Environment	For Information
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Summary

The City Corporation is preparing a revised Local Plan, City Plan 2036, which will update existing statutory planning guidance for the City and provide a framework for future development up to 2036.

The draft Local Plan seeks to support cultural activity and developments across the City. Developers will be required to submit Cultural Plans setting out how their development would contribute to the enrichment and enhancement of the City’s inclusive cultural offer and detailing how this would be delivered and secured. A Supplementary Planning Document is being prepared to provide further guidance to developers on how to prepare a Cultural Plan and what it should contain.

This report outlines the structure and proposed content of the draft Supplementary Planning Document for information and comment.

Recommendation

Members are asked to comment on the draft outline and proposed content of the Cultural Plan Supplementary Planning Document.

Main Report

Background

1. The City Corporation is preparing a new City of London Local Plan, City Plan 2036. This draft Local Plan will set out a framework for how the City will develop over the period to 2036, providing detailed policy guidance for a range of new development, including further office and economic development, new housing, social and community facilities and cultural provision. The Plan aligns closely with the ambitions of the City Corporation’s Climate Action Strategy, its Cultural Strategy and Visitor Strategy and aims to deliver a healthy and inclusive environment for all of the City’s communities.

2. The draft Local Plan is due to be considered by the Court of Common Council on 14 January 2021. Subject to the approval of the Court, it will then be subject to a statutory 6 week public consultation, before being formally submitted to the Secretary of State for public examination. Public hearings into the Plan's proposals are likely to be held by an independent planning inspector later in 2021, with the Plan formally adopted by the City Corporation in 2022.

Current Position

3. The draft City Plan 2036 seeks to maintain and enhance the City's contribution to London's world class cultural offer, in particular through draft Strategic Policy S6: Culture Visitors and the Night-Time economy:

Strategic Policy S6: Culture, Visitors and the Night-Time Economy

The City Corporation will maintain and enhance the City of London's contribution to London's world-class cultural offer and the City's communities will be able to access a range of arts, heritage and cultural experiences, by:

- Providing, supporting, encouraging access to and further developing a wide range of cultural facilities across the City, and delivering a major destination for culture and creativity in the north west of the City through the Culture Mile initiative.
 - Requiring developers to submit Cultural Plans for major development outlining how the development will contribute to the enrichment and enhancement of the City's inclusive cultural offer.
 - Protecting and enhancing existing cultural buildings and facilities where a continuing need exists and ensuring there is no overall loss of cultural facilities or diversity in the City.
 - Supporting the development of creative enterprise through appropriate workspace and digital infrastructure, particularly within Culture Mile.
 - Allowing hotel development where it supports the primary business or cultural role of the City, and refusing new hotels where they would compromise the City's business function or the potential for future business growth.
 - Enabling a vibrant evening and night-time economy, while ensuring that operators proactively manage night-time entertainment premises to minimise potential impact to residents and workers.
 - Maintaining the City's existing collection of public art and culturally significant objects and pursuing opportunities to commission new, high quality pieces in appropriate locations.
 - Maintaining and enhancing the City's open spaces and/or streetscape to accommodate cultural events and activities that are accessible to all City communities and which celebrate the City's unique cultural offer.
4. The draft Plan requires proposals for new development and changes of use to protect existing arts and cultural facilities where they are needed and, where necessary, to require appropriate replacement. This approach reflects the long-standing planning approach in the City to cultural and arts provision.

5. In recognition of the critical importance of culture to the City of London, particularly in the context of COVID recovery and the need to reinvigorate the Square Mile as a destination for business and cultural experiences, the draft Local Plan goes further than previous planning policy. The Plan actively seeks to expand and develop the City's cultural offer and help deliver the ambition for a City for which culture and business are equally well-regarded and known, where the creative and commercial sectors collaborate in new ways to generate innovation and drive competitive advantage.
6. In doing so, the Plan complements the work of the COVID Recovery Taskforce (in particular its 'Vibrant Offer' workstream) and underpins the recommendations of the Lord Mayor's Culture and Commerce Taskforce (which are also presented to your Committee today).
7. To deliver on these points, developers will be required to submit Cultural Plans as part of the planning application for major new development (i.e. where there is an increase of 1,000 sqm floorspace or more than 10 dwellings), setting out how their development will contribute towards enriching and enhancing the City's cultural offer, facilitate public access and support the interpretation of heritage assets, provide permanent or temporary space for creative enterprises, optimise the design of new public spaces for cultural activities and incorporate public art either within the design of buildings or as discrete installations. As such, Cultural Plans will serve all City communities, growing the City's attractiveness as a place in which to invest, locate business, work, live, learn or visit. The quality of Cultural Plans will be assessed by the Department of the Built Environment and colleagues in Town Clerks and the public benefit arising from proposals will contribute significantly to whether a scheme is granted planning permission. Monitoring will ensure that Cultural Plan proposals are maintained and implemented in the long term.
8. The draft Local Plan provides the overarching policy framework, but further guidance is needed setting out how Cultural Plans should be developed and what they should include. The intention is to provide this guidance as a Supplementary Planning Document (SPD) alongside the Local Plan. As well as providing further guidance, the SPD would be formally part of the statutory plan and developers will be required to have regard to the guidance in developing and presenting their cultural proposals.
9. This approach builds upon the experience of other local authorities which have sought to provide greater focus on cultural placemaking through development, including in Wandsworth (https://www.wandsworth.gov.uk/media/4550/cultural_planning_guidance.pdf) and Kensington and Chelsea (<https://futurecity.co.uk/wp-content/uploads/2015/10/RBKC.pdf>).
10. The draft SPD is being developed by a working group of officers from across the City Corporation, including the Culture Mile Manager, the Cultural and Visitor Development Director and officers from the City's Environmental Enhancement, Design and Planning Policy teams. Drawing upon the experience and expertise of officers and their wider professional networks, the aim is to develop SPD guidance which meets statutory requirements, but also aligns with and delivers

the City Corporation's wider culture, heritage and visitor ambitions, especially those around recovery and the levelling up agenda.

11. This report sets out the broad scope of the draft SPD. Members are asked to consider this scope and provide comment and advice to officers to assist in the further drafting of the SPD. The final draft SPD will then be brought back to this Committee for consideration, before approval is sought from the Planning & Transportation Committee for statutory consultation on the draft SPD. Any comments received through the consultation will be carefully considered and suggested revisions to the SPD will again be brought to this Committee for comment before formal adoption through the Planning & Transportation Committee.

Proposals

12. The structure of the draft SPD is set out below. It is intended to set the policy framework for the delivery of cultural projects through planning as well as setting out practical guidance for developers on how to prepare and implement Cultural Plans.

Why Cultural Placemaking is important

13. This section will set out how culture is vital for wellbeing and inclusiveness, how it supports economic development and the City's commercial function and how it can bring in new investment to the City post Covid. Examples of successful cultural placemaking in the City and elsewhere, including internationally, would be included.
14. The approach proceeds from an understanding, supported by high profile examples over the past decade, that property sector investment in culture can deliver PR, brand development, commercial benefit and 'authenticity' to new development, rather than being an add-on or an additional financial obligation necessary to secure planning permission.

Cultural Opportunities in the City of London

15. This section will set out the range of existing unique cultural opportunities in the City, including the City's Roman heritage, its history as a centre of commerce, the historic guilds, liveries and Lord Mayor, St Paul's Cathedral and Wren Churches, the Barbican and Museum of London. It will also highlight the role of Culture Mile and cultural connections to other boroughs, including to Tate Modern, Shoreditch and Whitechapel.
16. This section will also address the role of new development in preserving and enhancing open spaces and historic routes as well as opening up new public spaces which allow communities to interact with and appreciate the City and its history, e.g. the Temple of Mithras or redevelopment of 50 Fenchurch Street.
17. Successful case studies and good practice will be used wherever possible to illustrate the opportunities in the City.

Preparing your Cultural Plan – a project toolkit

18. This section will provide practical guidance to developers, building owners and occupiers on how to develop a Cultural Plan. It will include information on what is meant by 'culture' in the City context, covering 'traditional' culture and arts such as museums, theatres, galleries and temporary and permanent public art and

exhibitions, including pop up facilities and events. At the same time, it will acknowledge that culture can be much wider and include things like food, urban greening, sport and affordable workspace for creative activity. The intention is that the definition will be flexible and adaptable, recognising that creativity and innovation are key elements of art and culture and that our definition will change over time.

19. This section will also guide developers in the practical steps needed to prepare a Cultural Plan, covering advice on how to convene a cultural team with the right experience and breadth of ideas; how to understand a specific development site and its context, its heritage and social and community ecologies and how culture could support these; how to develop a specific Cultural Plan, identifying key stakeholders, cultural deliverables, resources and necessary permissions; how to engage with local stakeholders; and how to implement and deliver the Plan, including commissioning, maintenance, decommissioning and legacy of projects.

Planning Application Process

20. Whilst the SPD will be aimed at developers who have experience of, and understand, the planning process, the SPD also needs to recognise that many of those individuals, communities and organisations involved in the development and implementation of a Cultural Plan, will not have a detailed understanding of the planning process. This section will therefore set out practical guidance on how Cultural Plans should be prepared alongside other planning requirements, including requirements for engagement and consultation, and information on how Cultural Plans will be secured through planning conditions or legal agreements to ensure implementation and long term success.

Further Guidance

21. This section will point developers and others to the wide range of guidance available elsewhere which will help them develop their Cultural Plans, including City Corporation strategies, dynamic priorities and guidance on culture, visitors and Culture Mile, as well as the Mayor's London Cultural Infrastructure Plan.

Committee Engagement

22. The cross-Corporation officer working group is currently drafting the proposed SPD. Comments from Members of your Committee on the overall structure set out in paragraphs 12-21 above will assist in ensuring that the SPD is sufficiently comprehensive in scope to meet City Corporation ambitions. Members are also asked to comment on specific issues, activities and proposals that the Committee would like to see included within the SPD. Time for a discussion with relevant officers who will be happy to take your questions is scheduled in your Committee agenda today.

Corporate & Strategic Implications

23. Strategic implications – Development and delivery of the SPD will support delivery of the three aims of the City's Corporate Plan, the City Corporation's Local Plan, Visitor and Cultural Strategies, implementation of Culture Mile and delivery of the City Corporation's Public Realm and Transportation Strategies. Furthermore, it will complement and support the work of the COVID Recovery Taskforce and Lord Mayor's Culture and Commerce Taskforce.

24. Equalities and Sustainability Implications – the Local Plan has been subject to an Integrated Impact Assessment, which incorporates an Equalities Impact Assessment and a Sustainability Assessment. The SPD will be subject to further EqIA and SA screening.
25. There are no financial, resource, legal, risk or security implications arising from this report.

Conclusion

26. The draft City of London Local Plan seeks to support cultural activity and developments across the City. Developers will be required to submit Cultural Plans setting out how their development contributes to the enrichment and enhancement of the City's inclusive cultural offer. A Supplementary Planning Document is being prepared to provide further guidance to developers on how to prepare a Cultural Plan and what it should contain.

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