

Committee(s): Policy & Resources	Dated: 6
Subject: Culture and Commerce Taskforce: A Year of Fuelling Creative Renewal	For information
Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?	3, 4, 5, 7, 8, 10 and 12
Does this proposal require extra revenue and/or capital spending?	N
If so, how much?	N/A
What is the source of Funding?	Public
Has this Funding Source been agreed with the Chamberlain's Department?	N/A
Report of: Damian Nussbaum, Executive Director, Innovation & Growth	
Report author: Sian Bird, Head of Partnerships – Culture Mile	

Summary

This report presents the City Corporation's final report for its Culture & Commerce Taskforce *A Year of Fuelling Creative Renewal*. Published on 20 October 2021, the report sets out the impact, lessons and legacy of Taskforce activity which has been driven forward as part of the Lord Mayor of the City of London's *Global UK* programme.

Investment of £20,000 was allocated from your Policy Initiatives Fund (PIF) in the 2021/22 financial year in order to provide incubator funding to initiate City Corporation-led projects in support of the work described above. The outcomes of these projects and the potential future adoption of models in the City and nationally are described in the report.

Concluding the work of the Taskforce, a suite of materials has been published alongside the report. These include a film and digital knowledge bank (containing case studies, think pieces and 'how-to' guides). They are available here or as hard copies on request from the Director of Innovation & Growth.

Recommendations

Members are asked:

- to note the achievements of the Culture & Commerce Taskforce and lessons learnt (highlighted in the report's Executive Summary, pages 3-5 in appendix 1).
- To continue to support officers as they identify opportunities for culture and commerce to work together to have the strongest possible impact on recovery.

Main Report

Background

1. Chaired by the Lord Mayor, in partnership with the City Corporation and Culture Mile, the Culture & Commerce Taskforce was established in September 2020. In recognition that building a renewed creative sector drives economic growth and supports competitive advantage, the Taskforce assembled leading figures from across the capital to address the shared challenges faced by the creative and commercial sectors in the City, and London more widely, in the wake of the pandemic.
2. Taskforce activity comprised of 4 key phases:
 - a. Sep 2020 – Feb 2021: **Research & Development** (the Taskforce was established, roundtables and digital consultation were undertaken and the *Fuelling Creative Renewal* report was published, outlining recommendations)
 - b. Mar – May 2021: **Project design & planning** (92 expressions of interest were considered, start-up sessions were convened, and project groups were established)
 - c. June – Aug 2021: **Project Delivery** (the Action Plan was approved by City Corporation committees and implemented by project groups; incubator funding of £20,000 was awarded to the programme by your Policy and Resources Committee)
 - d. Sep – Oct 2021: **Wrap up** (a learning forum was held and activities evaluated, the final meeting of the Taskforce was convened, a 'One Year On' reception was hosted by the Lord Mayor with 150 guests at the Museum of London, and the final report and supporting materials were published).
3. The *A Year of Fuelling Creative Renewal* report (available at appendix 1) and supporting materials were published on 20 October 2021, setting out that collaboration between cultural and commercial sectors has stimulated economic recovery and that working together can have a stronger impact, particularly in relation to the three key recommendations made by the Taskforce in their original report:
 1. **Enabling creative activation** – bringing London alive through creativity
 2. **Facilitating culture and commerce exchange** – building skills and knowledge sharing between the sectors to navigate the post-pandemic world
 3. **Developing creative enterprise hubs** – providing space for cross-sector innovation
4. The report explores the five projects led or co-led by the City Corporation that have supported the above recommendations and a number of strategic goals set out in the Recovery Taskforce's [The Square Mile: Future City](#) report.
5. The five key projects tested how innovative new models of working across culture and commerce could put in to practice the Taskforce's recommendations:

- **Enhancing the City** has helped fill shops, offices and public spaces across the City with art, attracting visitors and workers and boosting footfall.
 - The **Creative Exchange** programme has linked businesses and creatives together to deliver a wide-ranging skills and knowledge-sharing programme
 - **Creative Skills** brought young people together to design solutions to address low numbers of young people opting for arts at GCSE and A level, especially those from backgrounds underrepresented in the creative industries
 - **Create in the City** has helped to establish creative workspace hubs that support small, diverse, creative Square Mile businesses
 - **Creatives for London** has analysed the ways in which the skills and expertise of creatives can be drawn upon to imaginatively deliver urban renewal projects.
6. The report highlights the key achievements and lessons learnt from these projects, including the delivery of **£623,000** worth of cross-sector projects, generating an **additional £157,000** of in-kind commitments, activating **40 commercial sites** with creative activity, securing **6,000 hours** of creative workspace and bringing together a community of **60 organisations** to create new partnerships and commit new investment.
7. Further information on the impact, lessons and legacy of the Taskforce's work is set out in a **suite of resources** that have been published to mark the conclusion of the Culture & Commerce Taskforce (a final report, film and digital knowledge bank). These are available here [INSERT LINK](#)] or as hard copied on request to the Director of Innovation & Growth

Current Position

8. As well as catalysing a range of projects that external partners continue to deliver, the work of the Taskforce will **inform the ongoing work** of your Cultural and Visitor Development and Culture Mile teams, the latter as it establishes its Business Partnership.
9. Wherever possible, the teams will continue to seek out opportunities to promote the mutual benefit of culture and commerce working together to enable economic growth, nurture and grow a community of partners, build upon the initiatives that have been shown to work, seek external investment for these, and share learning in order to inform related projects and strategies.

Corporate & Strategic Implications

- o **Strategic implications:** The work of the Culture & Commerce Taskforce has been closely aligned with and complements your Recovery Taskforce strategy [The Square Mile: Future City](#). Notably, it delivers on the objective "to enable City leisure sector businesses to thrive", as detailed under the Vibrant Offer dimension of the strategy. In addition, the approach strongly supports the objective "we will work with the property industry to enable and promote

sustainable, flexible and adaptable buildings” as detailed within the Outstanding Environments dimension.

Taskforce activity has aligned with the [Corporate Plan](#) across multiple outcomes in that the work undertaken has helped advance the City’s position as a global hub for innovation in financial and professional services, commerce and culture; supported and protected cultural facilities and programmes (and access to them); promoted a thriving economy by seeking to deliver competitive advantage for the City, and inspired enterprise, excellence, creativity and collaboration.

The approach has also aligned with core ambitions described within the City’s [Cultural Strategy 2018/22](#) and its [Visitor Strategy 2019/23](#) in that it has helped to deliver cultural excellence, promote our strengths, engage with business, develop clear leadership on culture, support local stakeholders and contribute to the economic resilience of the London and UK tourism industries.

- o **Financial implications:** As set out in the final report, £623,000 worth of cross-sector projects were delivered as part of Taskforce activity, generating an additional £157,000 worth of in-kind commitments. This builds on the City Corporation’s investment of £20,000 incubator funding to initiate five City Corporation-led projects from your Policy Initiatives Fund (PIF).
- o **Resource implications:** Delivery of Taskforce activities has required significant officer time, particularly by the Culture Mile, Cultural and Visitor Development and Mansion House teams. While officers will continue to lead culture and commerce initiatives as part of their ongoing teams’ workplans, Taskforce activity is now complete and no further resource implications have been identified.
- o **Legal implications:** Input from the Comptroller and City Solicitor was sought as appropriate, particularly where contractual obligations were required. This work is now complete and no further risks have been identified.
- o **Risk implications:** Taskforce activity has now been completed and the final report has been published, shared publicly and been welcomed in London and sector-specific media. No further risks have therefore identified.
- o **Equalities implications:** Enabling under-represented groups and individuals sits at the heart of all projects; notably supporting ethnically diversity, gender balance and young people. The Taskforce projects *Creative Skills* and *Create in the City* have been particularly strong in this area.
- o **Climate implications:** None identified.

Conclusion

10. The year-long activity of the Culture & Commerce Taskforce has found that there is significant **mutual benefit** to be gained through cross-sector collaboration, particularly in the areas of creative activation, skills and knowledge exchange and creative enterprise hubs. The report sets out how culture and commerce can work together to have a far stronger impact on recovery – significantly contributing to the attractiveness of the City and London as a place where

business, workers, visitors and residents may thrive. This, in turn, will enable a stronger and more robust return to the City and London, protecting jobs, driving investment, accelerating recovery and helping to drive global competitive advantage.

Appendices

- Appendix 1: *A Year of Fuelling Creative Renewal* (final report of the Culture & Commerce Taskforce)

Sian Bird

Head of Partnerships and Strategic Projects, Culture Mile
Innovation & Growth

E: sian.bird@cityoflondon.gov.uk