

Appendix 3 - Cultural Strategy Consultation Plan



Section 1 - Cultural Strategy Consultation Plan, March – June 2025

Method	Description	Purpose	Activity	Stakeholder	Timeline
Creative consultation with the public	Creative activity that ‘meets people where they are’ exploring their feelings towards the City and their cultural preferences currently & for the future.	To provide a qualitative snapshot of how the public perceive the City, its cultural provision and their future aspirations for that provision.	2 x micro artist residencies utilising creative research methods, including casual conversations, interviews, audio vox pops, observations and visual documentation including photography and illustration to develop a creative zine that offers a unique and thought-provoking commentary on culture in the City today and in the future.	General public including visitors, workers, residents and community groups	31 March to 16 May
Online and in person survey	A short online survey that is designed to provide a platform for local people and stakeholders to give light-touch input, including feedback on cultural provision, barriers to engagement, and aspirations for the future.	To capture broad, high-level feedback from a wide range of participants, generating quantitative data that complements the qualitative insights gathered through other consultation methods.	Online and in person survey, distributed through digital channels and networks to a total distribution list of 250k+. Hard copies displayed in key City assets including CIC, Guildhall Art Gallery, Libraries, City Corporation Housing Estates.	General public including visitors, workers, residents and community groups Cultural and heritage networks Corporate and business community BIDS GLA, TFL, London and Partners	31 March to 16 May
One-to-one Conversations	A series of structured yet informal interviews with key stakeholders, offering a confidential space for in-depth discussions about cultural priorities, challenges, and opportunities in the City.	To gather nuanced insights and specialist perspectives that may not emerge in group discussions, while also strengthening relationships with key partners.	15 x 1:1s with key stakeholders who need to have detailed input and partners where relationship building is required.	National cultural and heritage organisations National funders Local government and borough councils City Corporation Chief Officers Corporate partners	21 April to 4 July

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Focus Groups	A series of 2-hour, in-person workshops designed to engage targeted sector groups in structured discussions, using participatory methods to generate feedback and co-design elements of the strategy.	To gather detailed information from key sector groups, test emerging themes and recommendations, and build relationships with cultural partners.	10 themed focus groups: Local residents City workers Young people and families Place, leisure and tourism Global exchange Creative enterprise Culture Heritage Cultural investors Property developers	200 stakeholders invited to participant in appropriately themed group. Mix of external stakeholders and City Corporation officers invited. Residents Community groups Library and community services/organisations City workers Employee networks Corporate businesses Education providers Young people's services/organisations Cultural and heritage organisations Artists and creatives Creative enterprise organisations BIDS Leisure and hospitality businesses Tourism bodies Place making organisations Developers, landowners and managing agents Architects Cultural strategists Funders Liveries	31 March to 4 April

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Go and See Visits	Organised trips and creative sessions to cultural venues designed to provide an opportunity for participants to explore a place in the City they would not normally have access to with a tour, followed by a creative session, with strategy presentation and Q&A.	To provide creative activity and inspiration throughout the strategy development and offer an informal platform for input and feedback.	3 x creative sessions at strategic points during the strategy development.	Open to all on a first come, first serve basis (including those who took part in other consultation methods to provide further engagement and to provide an additional opportunity for those who expressed an interest in being involved but had an opportunity	5 June to 11 September
Out and About Visits	Informal visits to stakeholders in the City to capture a broad and diverse range of insights.	To ensure all stakeholders who have expressed an interest in being involved but have not been able to engage by other means are part of the process.	Weeklong residency in the City where TMP will visit stakeholders for informal but structured discussions.	Open to stakeholders who have expressed an interest in being involved but have not been able to engage by other means.	19 – 23 May
City Question Time	Open forum for resident engagement to provide a presentation on the development of the strategy and respond to Q&As.	To ensure multiple opportunities for residents to engage in the process and ensure transparency.	Attend one City Question Time.	Local residents	22 May

Method	Description	Purpose	Activity	Stakeholder	Timeline
Cultural Strategy Development Group	A structured forum bringing together representatives from culture, business, education, heritage, and tourism to co-create and refine the strategy through a series of interactive workshops.	To ensure cross-sector collaboration and shared ownership of the strategy, creating a framework that is both ambitious and achievable.	<p>3 x structured workshops at strategic points during the strategy working through an interactive and iterative process, ensuring a strategy that is both informed by expertise and responsive to real-world needs. Points of engagement include:</p> <p>Defining Priorities - exploring key themes emerging from previous engagement and research, helping to identify a collective definition of culture, an overarching vision and the core cultural priorities that will shape the City's future cultural vision.</p> <p>Co-Creation of the Cultural Framework – shaping a strategic framework that positions culture as a vital force within the City, connecting it to broader sectors such as business, education, heritage, and tourism.</p> <p>Refining Recommendations – refining a set of strategic recommendations, balancing quick-win initiatives with longer-term transformational projects.</p> <p>Ensuring Feasibility – exploring practical considerations such as funding, governance, and implementation to ensure that the final strategy is both ambitious and deliverable.</p> <p>Draft review – reviewing the draft strategy for comment ahead of final approval.</p>	40 participants from a diverse range of voices, from cultural institutions and community organisations to businesses and policymakers, ensuring the strategy reflects both ambition and practicality.	22 May to 17 October

Method	Description	Purpose	Activity	Stakeholder	Timeline
City Corporation Officer Workshops	A structured forum bringing together the Culture Team and other key officers to co-create and refine the strategy through a series of interactive workshops.	Cross-departmental working and shared internal ownership of the strategy, ensuring objectives are ambitions yet achievable and delivery is successful.	3 x structured workshops at strategic points during the strategy development including: Consultation headlines and cultural priorities Cultural Framework Development Action Plan Development & Measuring Success Draft review	Culture Team Environment Dept Surveyors Dept Communications Team Destination City Team Community and Children's Services Dept	7 May to 17 October
City Corporation Member session	Informal sessions outside of the Committee forum to update on the development of the strategy and provide feedback with a Q&A session.	To ensure Members are kept informed at key points in the development of the strategy and provide the opportunity to input and feedback.	3 x sessions at strategic points during the strategy development including: Consultation headlines, definition and vision Cultural priorities and Framework Development Recommendations, Action Plan Development & Measuring Success	CHL Members	23 May to 12 September

For questions or further information contact:

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