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DEFINITION, COMMITMENT & PRIORITIES

City of London

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This document reflects the collective process that has shaped the Cultural Strategy so far. The definition, commitment and priorities were first drafted through workshops with the Cultural Strategy Development Group, the Officer Group and the Member Group, building on the evidence gathered through the consultation phase.

Following those sessions, a first draft was circulated and tested through further workshops with the same groups. The version you are reading now is the second iteration, refined in response to the broad and detailed feedback received.

One change to note is a shift in terminology: what was previously presented as the Manifesto is now framed as the Commitment, reflecting its role as a shared pledge rather than a political statement.

This draft is intended to capture the conclusions of that process. It is being shared with you for awareness and to provide a final opportunity for comment before it is taken forward.



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WHAT CULTURE MEANS TO THE CITY

Culture in the City of London goes deeper than surface level. It's not just what we see in our internationally celebrated institutions, but in the stories we have to tell, the creativity that runs through our communities and the hidden gems nestled in our alleyways.

Culture invites us to feel something deeply personal, a spark of recognition, pride, or possibility. It connects our heritage with the ideas shaping tomorrow, reminding us that the City of London belongs to all of us and that we each have a part in its story.

It shows up in bold ideas, quiet moments, and the space between tradition and change. It's where old and new collide, constructing a steel and stone tapestry, distinctive in appearance and unmistakably ours.

We're at a pivotal moment. A chance to come together, to showcase our City and share with the world what makes it exceptional.

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OUR COMMITMENT

We're 2000 years old.

Our history is extraordinary. It's painful. It's complicated.

We will carry its beauty, its weight, and make space for all it holds.

We don't need to be perfect.

Creativity is bold. Progress is messy. Failure isn't fatal.

We will be brave enough to take risks and learn openly when we do.

We are many voices.

We speak different languages. We carry different stories. We belong in different ways.

We will shape a City where no one is left questioning their place.

We all have a role to play.

Culture is too human to belong to just a few.

We will share the power that shapes it.

We don't need to contain culture.

It bounces across pavements and sprouts from the cracks in-between.

We will let it breathe, spill out, and take up space.

We want to feel joy.

Electric. Unruly. Weird.

We will make culture our everyday, not our escape from it.

This is the not-so-square mile.

Guarded by dragons. Shaped by people.

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OUR PRIORITIES

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OUR PRIORITIES

Embrace Culture that Represents London

We will create space for more people to inform what culture looks like in the Square Mile - making it relevant locally, reflective of the capital as a whole, and resonant on a global stage.

Make Experiencing Culture Easy

We will work together to showcase our cultural provision with more clarity, not just sharing what's on, but breaking down barriers, opening up spaces and making the amazing things we have easier to find and more simple to navigate.

Make Everyday Joyful, Comfortable and Surprising

We will shape a public realm that is open to all, creating spaces that are welcoming, comfortable and culturally active. Places where everyday moments feel a little less ordinary, while still feeling familiar and ours.

Support Independent Culture, From the Ground Up

We will create the conditions for independent culture to thrive; making space, removing barriers, and testing new ways to support the people and projects that help the City's cultural landscape evolve from the ground up.

Nurture the Next Generation of Creatives

We will lay the groundwork for the next generation of makers, thinkers and cultural leaders; opening up routes into creativity, supporting early ambition, and building creative careers into the City's long-term future.

Work Together for Greater Cultural Impact

We will build something far greater than the sum of our parts by working together. It's time to put our collective strengths to better use, fuelling shared ambition and creative opportunity across the Square Mile.

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THANK YOU

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