

Definition

Culture compels us to feel something deeply personal; a spark of joy, pride, or possibility. It's what turns a collection of individuals into a community and the City into a place of belonging.

It can be found in our world-class institutions, in moments of reflection and in the meeting of tradition and change – forged in steel, stone and centuries of exchange, and brought to life by the soul and stories of our people.

Our pledge (commitments)

We're 2000 years old.

Our history is extraordinary. It's joyful and painful. It's certainly 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. Unashamedly.

We will make culture our everyday, as well as our escape from it.

This is the not-so-square mile.

Guarded by dragons. Shaped by people.

Priorities

1) Access Culture with Ease

Make culture simple to find and effortless to enjoy, unlocking what's hidden in plain sight and unleashing it onto our streets as part of daily life.

2) Balance the Cultural Mix

Create the conditions for a balanced cultural ecosystem; celebrating world class excellence and making space for independent culture that gives the City its distinct character.

3) Create Fairer Routes Into Culture

Nurture the next generation of creative talent; opening doors for those too often excluded, and building fairer routes into the City's creative future.

4) Reflect London, Locally and Globally

Ensure culture in the City represents London as a whole; its people, its diversity, and its reputation as one of the most cosmopolitan cities in the world.