

Culture Mile Annual Report  
2019–2020



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# Culture Mile Annual Report

## 2019–2020



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# Foreword



**Catherine McGuinness**

Chair of Policy and Resources Committee  
City of London Corporation

It is difficult to write this foreword without acknowledging how much has changed since March 2020. The COVID-19 crisis has had a major global impact and caused us to re-imagine how we work in the City.

During the period of activity that this report documents, London's creative economy employed one in six Londoners and contributed £47 billion to the economy. Culture Mile's research illustrates that creativity is a new commercial superpower: being part of a vibrant creative community attracts businesses and top talent to an area, leading to happier healthier staff and more productive and innovative businesses. Each year the City of London Corporation invests over £100 million in heritage and cultural activities of all kinds. We therefore know first-hand the positive social impact that accessing creativity can have on all of us. Creativity is not a 'nice to do' here in the City, but a core and growing part of the economy and a key component in rebooting the City post COVID-19.

Over the next ten years, the founding partners – the City of London Corporation, the Museum of London, the Barbican, the Guildhall School of Music & Drama and the London Symphony Orchestra – will physically transform the area between Farringdon and Moorgate. The Square Mile, already one of the world's most important financial markets, is being reimagined as a global leader in culture as well as commerce. Culture Mile presents a real opportunity to experiment and innovate by leveraging the concentration of world-class cultural organisations and significant heritage assets in the north-west part of the City of London.

With the expected arrival of Crossrail, the relocation of the Museum of London and the transformation of Beech Street, there is an overwhelming opportunity to provide an engaging destination filled with activity for the estimated 1.5 million extra visitors that Culture Mile will be welcoming annually.

As a major project that brings the civic, cultural and commercial sectors together in a powerful new alliance, Culture Mile will support London to maintain its leading position at an international level. Culture Mile has the potential to become a global hub of creativity, innovation and learning; adding billions to the economy and generating thousands of new jobs in the City of London. The Culture Mile Network has grown to over 50 members from sectors including property, healthcare, hospitality and professional services, each seeing value in connecting to the area's internationally renowned cultural cluster.

I am particularly enthusiastic about the role that we can play in the lives of young Londoners. Through our family of schools and academies, and the work of Culture Mile Learning, we have the potential to help provide tomorrow's workforce acquire the in-demand skills required by all sectors to weather the shifting nature of these turbulent times.

We recognise that COVID-19 is ushering in a 'new normal' for all of us. Within the new paradigm, developing the north-west corner of the City as a cultural district is a key priority for the City of London Corporation. Only 18 months since its launch, Culture Mile is already demonstrating how, by working together, organisations across the area can reach new audiences and be even stronger than the sum of its parts. We aim for its benefits to be felt by everyone, including residents, visitors, learners, entrepreneurs, businesses, creatives and workers.







# What is Culture Mile?

Culture Mile is the City of London's emerging cultural district, stretching from Farringdon through to Moorgate, led by the City of London Corporation, with the Barbican, Guildhall School of Music & Drama, London Symphony Orchestra and the Museum of London.

Together the five core partners are creating a vibrant cultural area in the north-west corner of the Square Mile, through a programme of inspiring activities in unexpected places.

From championing the area's unique creative enterprise ecosystem to stimulating the growth of the local economy, Culture Mile also strengthens the area's credentials as a place to do business.

**“ By bringing together some of the capital's top cultural organisations, Culture Mile is creating a major new cultural district in our city that will bring opportunity, inspiration and entertainment to Londoners and visitors for generations to come. ”**

Justine Simons, Deputy Mayor, Culture and the Creative Industries, Greater London Authority

# Where is Culture Mile?



- Venues**
- 1 Barbican
  - 2 Museum of London
  - 3 Guildhall School of Music & Drama  
Silk Street Theatre
  - 4 Guildhall School of Music & Drama  
Milton Court Theatre
  - 5 Guildhall City of London
  - 6 Smithfield Market (Grand Avenue)
  - 7 The Charterhouse
  - 8 St Bart's Hospital
  - 9 Smithfield Rotunda Gardens
  - 10 LSO St Luke's
  - 11 Beech St Tunnel



# Our Vision for 2019–2020

For Culture Mile to be recognised as a global leader in commerce and culture: a destination for creativity, innovation and learning.

## What We Do

- Accessible public art and performance
- Public realm enhancements
- Stimulating and developing partnerships
- Community outreach projects
- Major infrastructure projects
- Learning and skills development programmes

## What We Achieve

- Transformation of the area
- A thriving local economy
- Social mobility through arts and culture
- Unlocked potential through convening connections





# What We Achieved in 2019–2020





# Transforming the Area

Culture Mile works closely with and responds to the challenges of its local community, including core partners, network partners, young people and residents.

Culture Mile delivers a wide-range of need-based projects, from local community cultural engagement through to identity-enhancing improvements to the public realm, all of which transform the area into a vibrant, distinctive and welcoming destination.





# House of Wayward Plants: The Smithfield Greenhouse

Summer 2019

The House of Wayward Plants: The Smithfield Greenhouse was a new commission in Smithfield Rotunda Gardens. The pavilion, inspired by the architecture of Smithfield Market, became a temporary home for 230 ferns, promoting sustainability, wellbeing and plant re-use. All were rehomed locally following the installation.

A programme of events took place within the Greenhouse, including a Plant Adoption event which found new homes for 550 plants used at the RHS Hampton Court Palace Garden Festival and a further 33 free events and workshops, which were attended by over 2,000 people.

Partners  
Wayward

Wayward is a London-based landscape, art and architecture practice that pioneers new methodologies in the creative use of underutilised land and meanwhile spaces.

“ Culture Mile brings together the remarkable creative resources and audiences of the City of London’s major cultural institutions to activate the Square Mile’s public spaces. ”

Heather Ring, Founder and Creative Director, Wayward

## CASE STUDY

91%  
visiting House of  
Wayward Plants  
agreed that it makes  
the most out of  
green space

86%  
agreed that House  
of Wayward Plants  
positively impacts  
the surrounding area



© Culture Mile/Mark Allan



© Culture Mile/Mark Allan



# Musicity and Culture Mile Explorers

Summer 2019

Two new digital commissions encouraged exploration of Culture Mile for over 600 visitors across the summer.

For Musicity X Culture Mile, ten artists created ten individual new tracks in response to a building, area or aspect of Culture Mile that inspired them. The pieces used sound mapping data gathered by acoustic experts ARUP to explore the intrinsic connection between architecture and sound.

Culture Mile Explorers: A Beastly Family Adventure was a digital trail for families encouraging playful exploration of the highwalks between Barbican, London Wall Place and Museum of London inspired by the major immersive experience Beasts of London.

Partners  
ARUP, Musicity, Fish in a Bottle

**Musicity** is a site-specific sound/arts practice that invites musicians and recording artists to compose tracks in response to buildings and locations in cities around the world.

**ARUP SoundsLab** is an innovative virtual listening environment that allows clients and designers to hear the sound of existing spaces, and to test and map the sound of designs.

**Fish in a Bottle** is an award-winning digital production studio that creates digital products and platforms that entertain and educate people in the connected world.

“ All of the family loved the Beastly trail and how it helped us go from A to B on the Highwalks. ”

Play the Mile visitor

## CASE STUDY

600  
Journeys transformed by digital wayfinding trails Musicity x Culture Mile and Culture Mile Explorers: A Beastly Adventure within Culture Mile

.....

Additional exploration activity included Ready, Steady, GO across Barbican Highwalks, Museum of London tours, City Guides tours around Smithfield and night-time pub tours



© Culture Mile/Mark Allan



© Culture Mile/Mark Allan

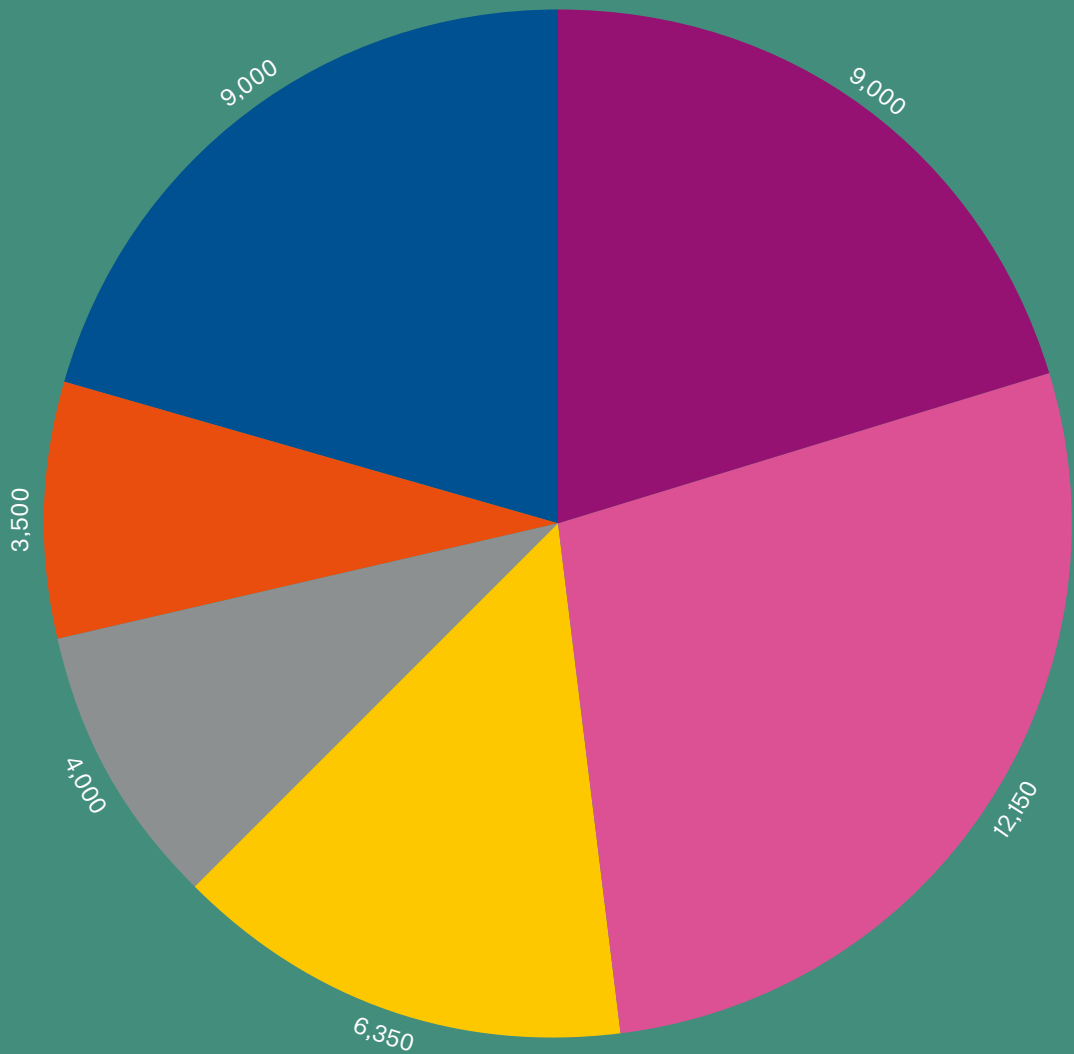


# Culture Mile Visitors

Culture Mile has transformed the local area by attracting a wide range of visitors.

- Sound Unbound
- Play the Mile Outdoor Performances
- Play the Mile Public Art Installations
- Play the Mile Family Events
- Play the Mile Workshops
- Smithfield Street Party

44,000  
attendances



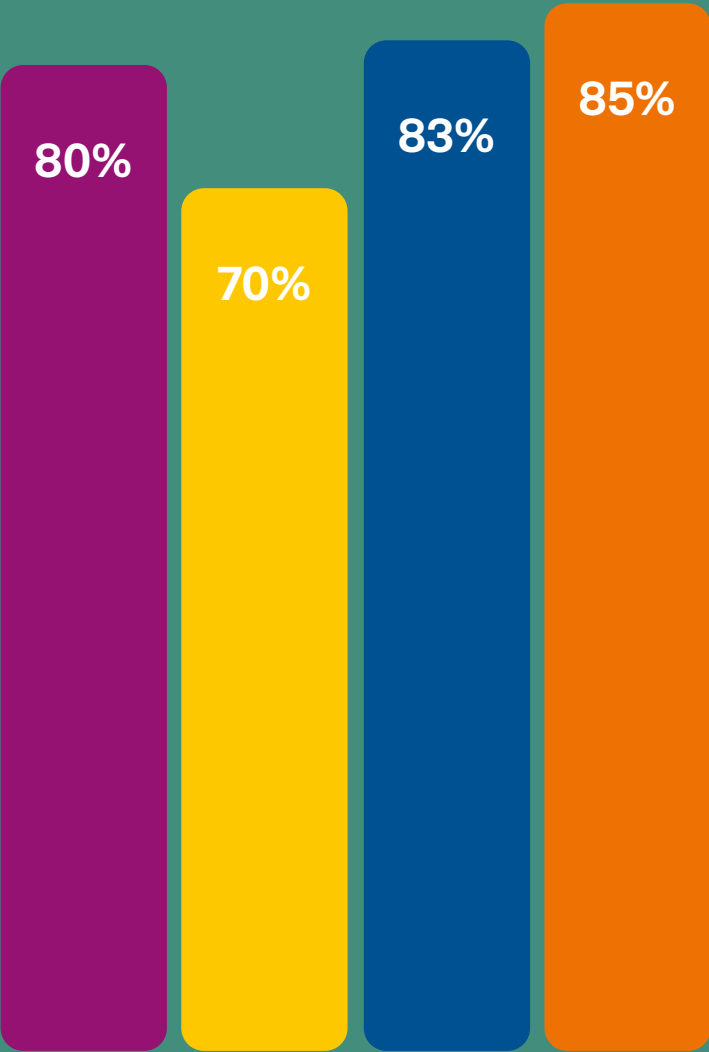
# Encouraging exploration through high quality content

Culture Mile spoke to visitors to understand whether engagement with Sound Unbound and Play the Mile altered their perception of the area.

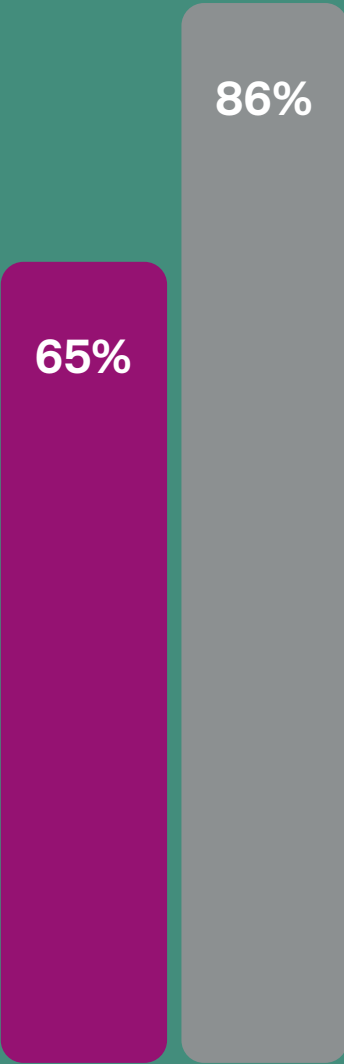
From Culture Mile commissioned quantitative research with agencies: BDRC (Sound Unbound, 375 participant) and The Nursery (Play the Mile, 350 participants).

- Sound Unbound
- Play the Mile
- Smithfield Street Party
- Culture Mile Nights
- House of Wayward Plants

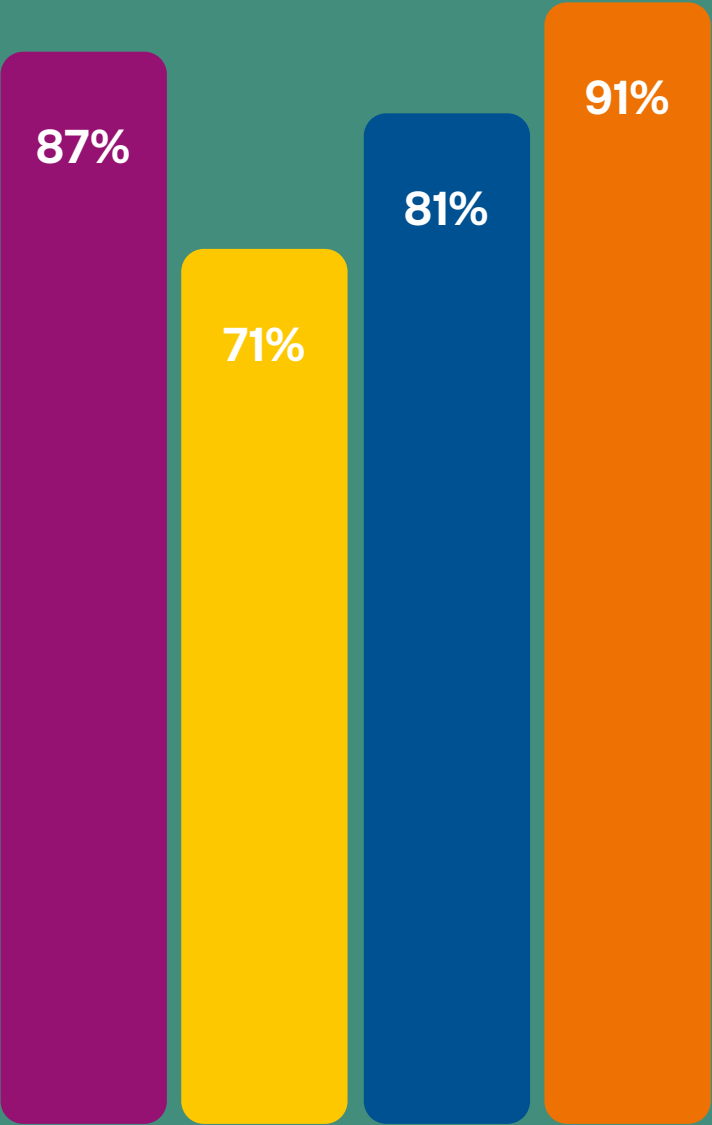
avg. **80%**  
rating for wayfinding accessibility and ease of exploring the area



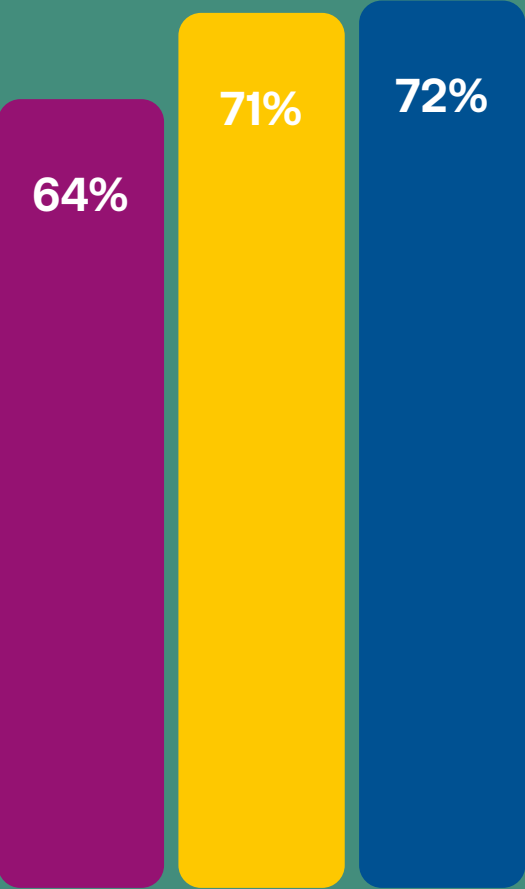
avg. **68%**  
agreed that they had a positive experience within Culture Mile



avg. **82.4%**  
rating for enjoyment of Culture Mile content



avg. **68.7%**  
visits found 'better than expected'





# Supporting a Thriving Local Economy

From stimulating local economic growth to highlighting the integral role of creativity in sustaining businesses, Culture Mile joins a wide-range of organisations together to jointly tackle shared challenges and sustain a thriving local business community.

Through forging crucial connections across culture and commerce and connecting with multi-national CEOs, small business entrepreneurs and the City of London's world-leading workforce, Culture Mile plays a pivotal role in strengthening the City of London's credentials as a place to do business.





# Creative Enterprise and Innovation Research

Spring 2019

Culture Mile commissioned BOP Consulting and Publica to carry out a piece of research to explore what creative enterprise looked like in Culture Mile. It found that there is a once-in-a-generation opportunity for Culture Mile to become a global hub of creativity, innovation and learning that delivers significant economic growth and social mobility for London. The report set out recommended actions to capitalise on the area’s mix of sectors, infrastructure, connectivity and access to talent. Since then, Culture Mile has been addressing these recommendations and bringing together culture and commerce to create the conditions needed for creativity to flourish and deliver economic growth and social mobility for London.

Read the Report’s Recommendations at [culturemile.london/grow](https://culturemile.london/grow).

Partners:  
BOP Consulting, Publica

**BOP Consulting** is an international consultancy specialising in culture and the creative economy.

**Publica** is an urban design and public realm practice that surveys neighbourhoods, undertakes rigorous research and provides strategies and design for innovative, inclusive and sustainable growth, policy and planning.

“ Since 2010, growth of the creative industries across the City of London has outpaced that in surrounding boroughs, London and the rest of the UK. ”

From Creative Enterprise and Innovation report, 2019

## CASE STUDY

11  
City of London Corporation departments and core partners were represented in the Creative Enterprise and Innovation Working Group

19  
recommendations came out of the commissioned report



Culture Mile’s Tunnel Visions Array © Culture Mile / Justin Sutcliffe



© Culture Mile/Odera Okoye



# Culture Mile Nights

Autumn 2019

Culture Mile Nights was a programme of after-dark events that explored the night-time economy of Smithfield. Programming for the mini-festival included candlelit tours of St. Barts the Great church, a roundtable on the future of London’s nightlife in iconic venue, fabric, immersive spoken word from poet Joshua Idehen and a Smithfield pub quiz created by theatre makers Coney.

Culture Mile Nights brought a new, younger audience to the area - with over 1,000 people attending activity over three nights - and built new relationships with local venues and businesses who hosted content.

In addition, three radio shows were created for Culture Mile Nights, which celebrated Europe’s first black-owned radio station, Dread Broadcasting Corporation. 15,000 people listened to the broadcasts across NTS, Resonance FM, and Vibes FM radio stations, which were developed in partnership with Museum of London using Arts Council England funding.

“ I wish every night in Smithfield was the same as Culture Mile Nights, I was so impressed. ”

Eloise Harris, St Barts the Great

## CASE STUDY

7 non-traditional arts and culture venues hosted Culture Mile Nights within Smithfield, including St. Bartholomew the Great, Bird of Smithfield, fabric and The Rising Sun

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88% of visitors who came to the area specifically for Culture Mile Nights would return to the area for a night out



© Culture Mile/Odera Okoye



© Culture Mile/Odera Okoye

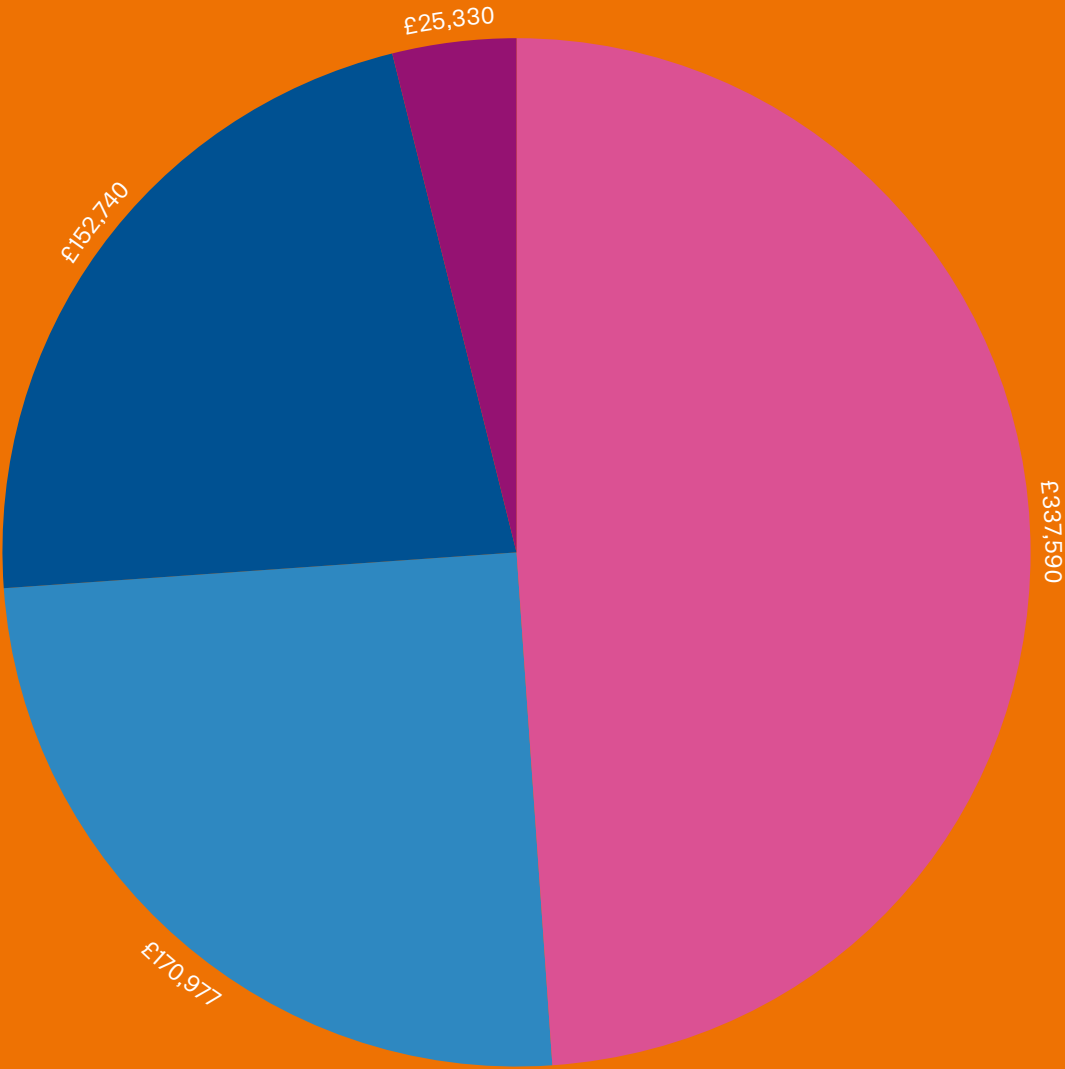
Estimated secondary spend  
What Culture Mile’s audiences spent with local businesses

- Play the Mile
- Sound Unbound
- Smithfield Street Party
- Culture Mile Nights

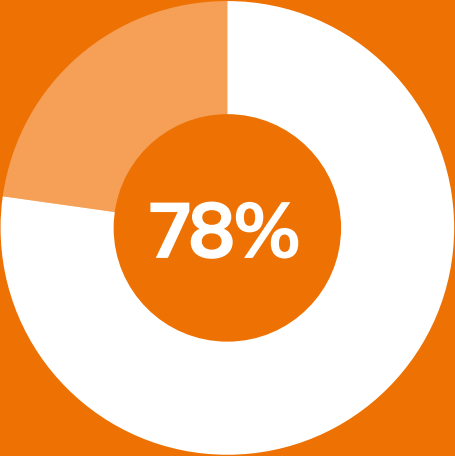
£686,650

total spend

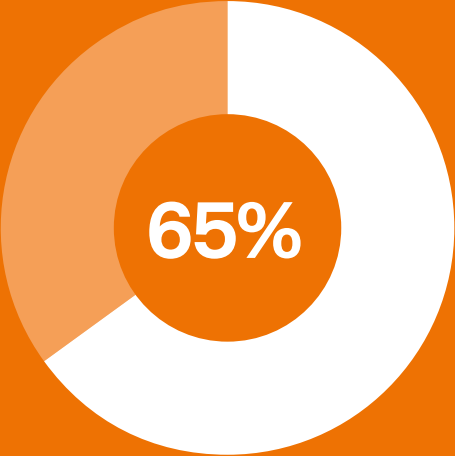
Secondary spend has been calculated by multiplying the average secondary spend figures per event with the estimated adult audience.



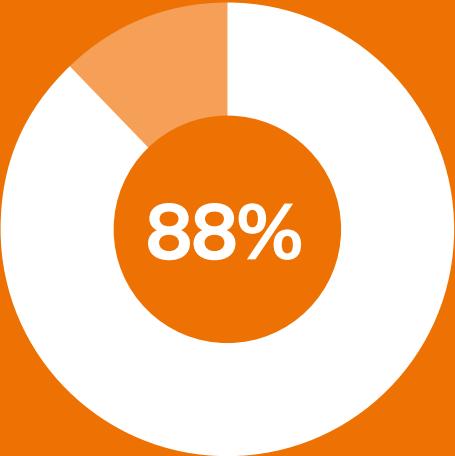
Encouraging new and repeat visits



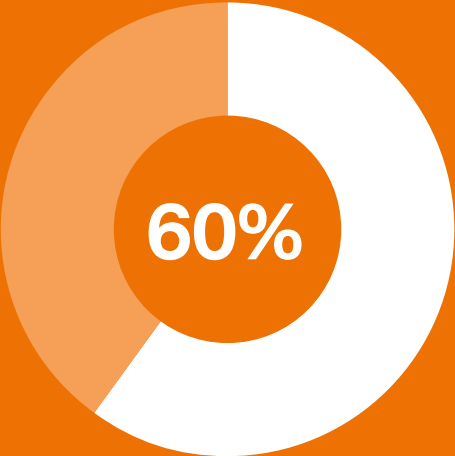
said that Play the Mile made them want to revisit the area



said that Sound Unbound made them want to revisit the area



said that Culture Mile Nights made them want to revisit the area



Smithfield Street Party visitors were visiting the area for the first time

“ We hosted a weekend event in May featuring six amazing artists. Over 700 people attended who had never been to our venue before. Culture Mile brings new people and a more diverse dynamic to the area and I hope the collaboration between us all continues to expand. ”

Bob McKie, Piano Smithfield

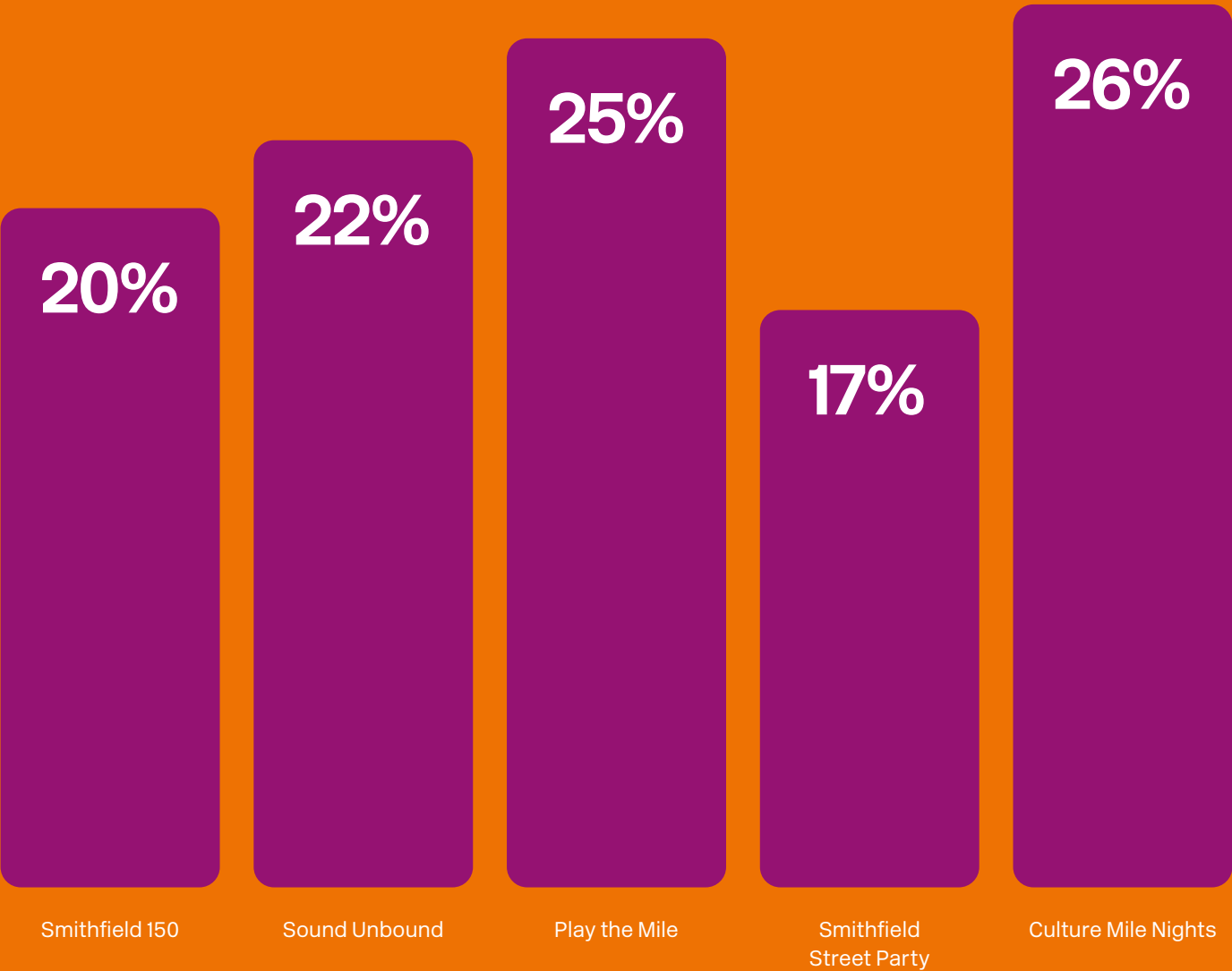


# Engaging with City of London workers

Culture Mile is creating a district that engages with its local working population. Over the last year, several activities were well attended by City of London workers, including Play the Mile Friday workshops at Smithfield Rotunda Gardens and the Gardens at St. Alphage's Place, as well as Culture Mile Nights.

9,737  
total workers

City workers made up more than 1 in 5 of Culture Mile's audience members across assessed events 2019-2020



# Positioning Culture Mile, sharing knowledge and developing skills

259  
attendances across Culture Mile TALKS, Culture Mile EXCHANGE and Culture Mile EXPLORE programmes including small business owners and local workers

40  
speaking engagements across international trade fairs and networks, ministerial engagements, sector leadership events and conferences, including the below



# Utilising Creativity to Boost Social Mobility

Culture Mile is a unique, inspirational learning destination that values the power of culture and everyday creativity to enhance well-being and transform lives.

Culture Mile facilitates cultural and creative experiences that support wellbeing, boost confidence and develop in-demand fusion skills needed for young people's employability in the 21st century.





Ongoing

The Schools Visits Fund was launched in November 2015 to help schools in disadvantaged areas of London make visits to the cultural venues supported by the City of London Corporation, all of which are Culture Mile Learning partners. From April 2018 eligibility was widened to include not-for-profit educational organisations that work with school-age children (age 4-18) who face barriers to cultural engagement, to enable even more children to benefit from the fund.

“ Our pupils face significant social, cultural and language barriers in access to mainstream education. Trips like these are successful in overcoming these barriers, improving educational attainment and pupils’ confidence. ”

Tom Martin, The Rainbow Club  
(Action for Refugees in Lewisham)

94%  
of teachers strongly agreed that their pupils’ confidence and motivation increased as a result of their visit through the Schools Visits Fund



© Museum of London



© Museum of London



# Fusion Prize

2019–2020

Culture Mile and Foundation for FutureLondon at East Bank partnered on the Fusion Prize, a competition with a £50,000 prize fund that invited schools, universities, charities, businesses and others to work together and pitch innovative ideas that develop the creative, communication, organisational and thinking skills of London’s young people through cultural experiences. Over 1,000 people engaged with the Fusion Prize and 66 applications were received for the judges’ consideration.

Foundation for FutureLondon connects the communities of East London - Hackney, Newham, Tower Hamlets and Waltham Forest - with the dynamic place that the East Bank will become.

“ The Fusion Prize is both exciting and vital, it’s a project that is directly building and developing the skills that young people need to flourish, in work and personally. ”

Alison Coward, Founder, Bracket

## CASE STUDY

30  
London boroughs  
were represented  
in the event attendees

17  
London boroughs  
were represented  
in the total number  
of Fusion Prize  
applications



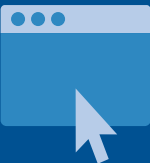
© Culture Mile/Odera Okoye



© Culture Mile/Odera Okoye



Fusion Prize in numbers



50K+

visits to the Fusion Prize webpage



647

people signed up to updates via newsletter



45

Fusion Prize advice sessions, symposiums and drop-ins



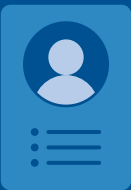
23

one-to-one feedback sessions



270

people attended 3 Fusion Prize symposiums



66

Fusion Prize applications received



48

speakers, experts and advisors at the Fusion Prize symposiums



12

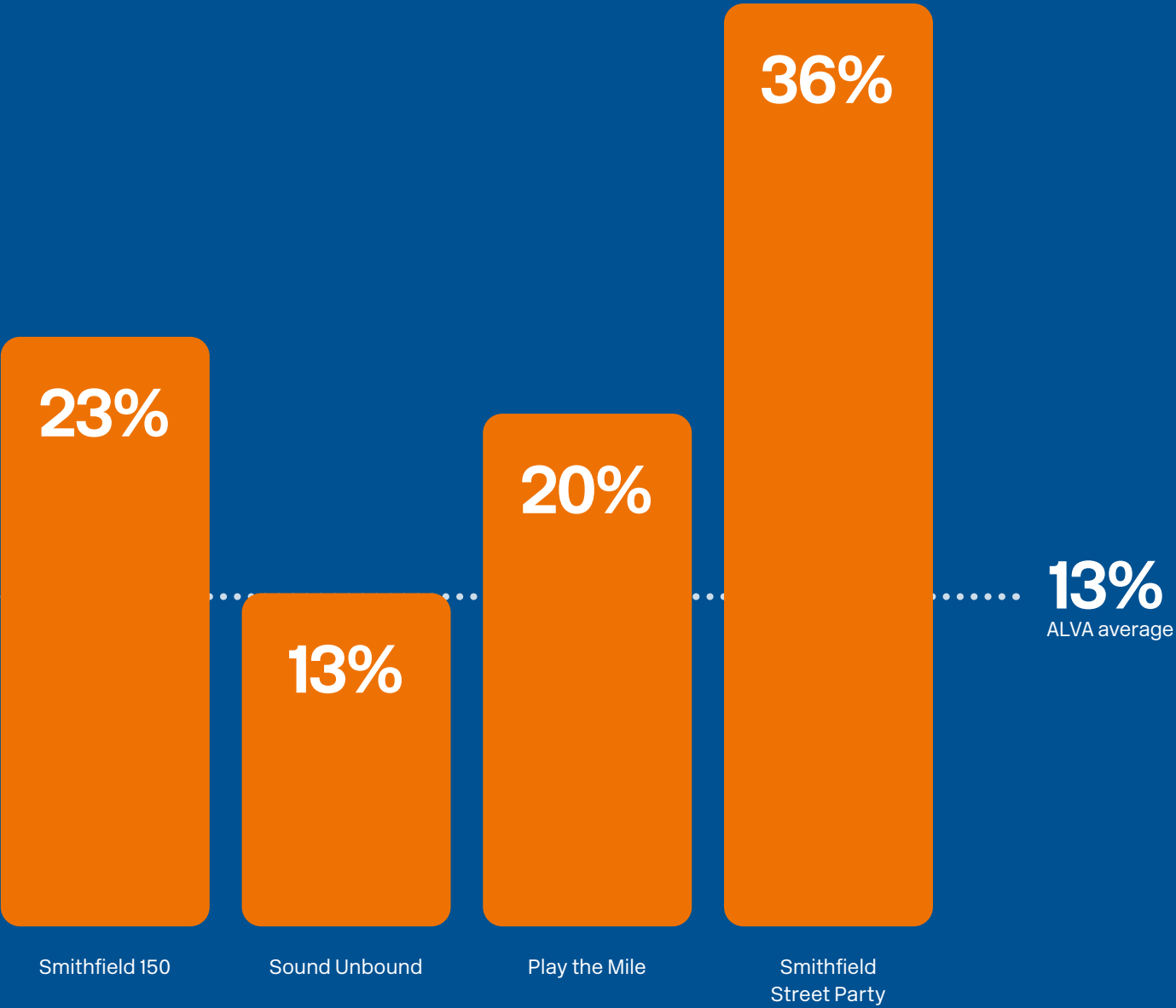
performers at the Fusion Prize symposiums





## Increasing Diversity in the City

Culture Mile welcomed an increasing number of audiences from BAME backgrounds to the area, and commits to doing more to improve the diversity of those engaging with Culture Mile in the future.



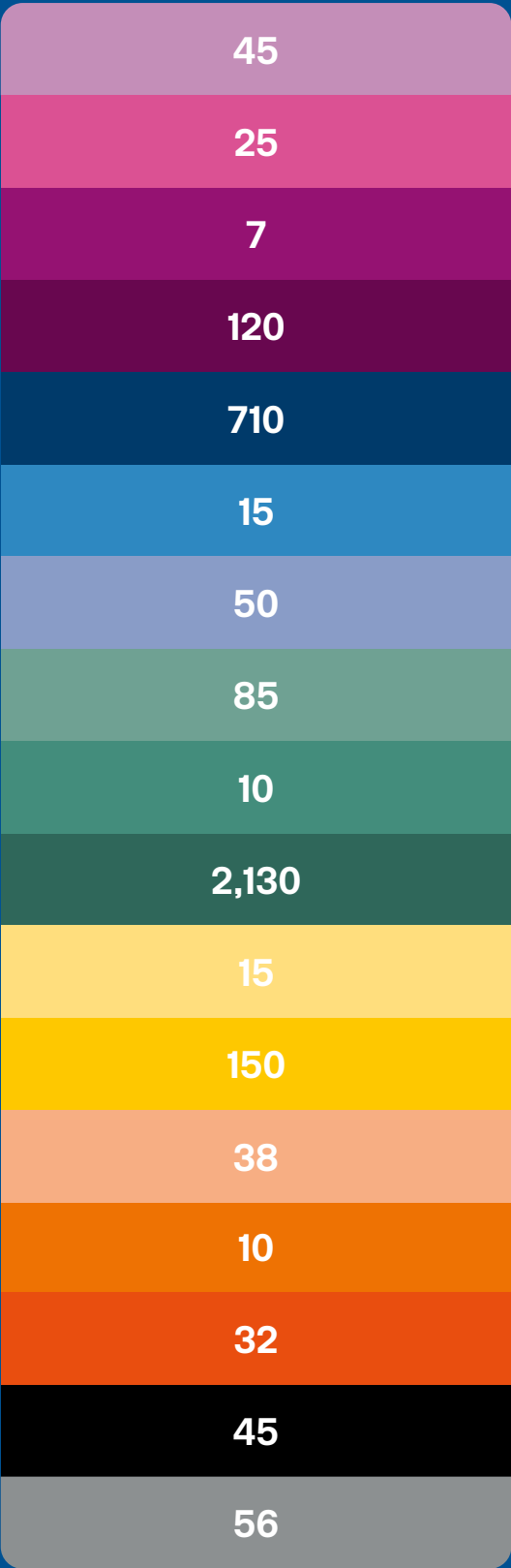
ALVA is the Association for Leading Visitor Attractions. Its members are the UK's most popular, iconic and important museums, galleries, palaces, castles, cathedrals, zoos, historic houses, heritage sites, gardens and leisure attractions within the UK. Each year it publishes a summary of members' audiences throughout the country, so each member can benchmark its attendances.

## Engaging with local community groups

Culture Mile has programmed activities for the local community, like Take Stock Exchange, Poet in the City and David Lang's the public domain. Community groups that engaged with these events include:

- Age Concern City Group
- Bags of Taste
- Barbican Library Writers Group
- City Connect
- City of London Corporation Staff
- Friends of Fortune Street Park
- Golden Baggers
- Golden Lane Community Group
- Heart of the City
- Islington and City of London Residents
- Golden Lane Knitting Group
- The City Memory Group
- St Luke's Community Centre / Multicultural Women's Group
- Whitecross Community Centre Bingo Group
- Women for Refugee Women
- YMCA Youth Group 1 (8-11)
- YMCA Youth Group 2 (12-16)

3,545  
total attendees








Engaging with schools

 **19,218**  
children and young people were welcomed to cultural venues as part of the School Visits Fund

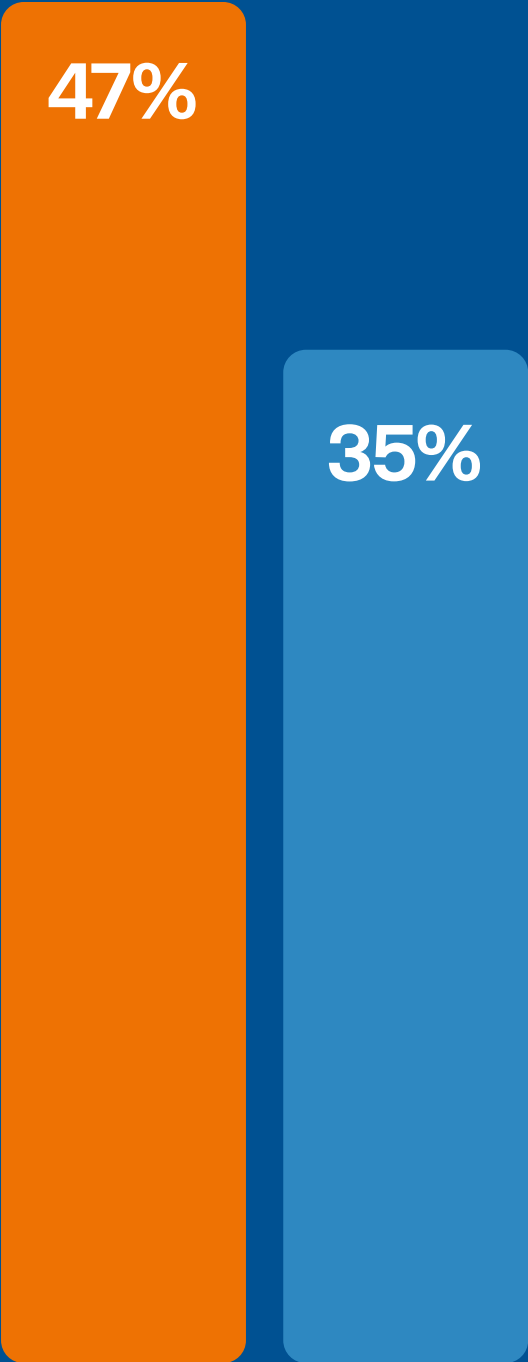
 **424**  
successful applications to the School Visits Fund

 **32**  
schools from

 **15**  
London boroughs took part in the Young City Poets project, benefitting

 **877**  
pupils

Proportion of School Visits Fund beneficiaries qualifying for pupil premium rates



School Visits Fund      London average

Engaging with local residents

**500**  
singers were recruited by LSO and Culture Mile from the local community to perform David Lang's the public domain at Barbican Centre

**1,300**  
people attended two Culture Mile Community Days at LSO St. Lukes

**82%**  
agreed or strongly agreed that Culture Mile benefitted the local community

**90**  
volunteers were drawn from the local community of residents and workers



# Convening Connections and Unlocking Potential

Culture Mile champions collaborative working as a means to deepen resilience and to strengthen the area as a whole.

Through facilitating mutually beneficial connections across its footprint, Culture Mile brings together culture and commerce, unlocks the district's strengths and expertise, forges new working relationships and delivers innovative approaches to unprecedented challenges.





Ongoing

Culture Mile has developed, and continues to develop, a diverse network of organisations in and around the area which, alongside the core partners, are playing a critical role in realising the ambitions of the cultural district. These organisations represent the changing face of the City of London and share a deep-rooted commitment to transform the area.

See a full list of [Culture Mile Network](#) members as of March 2020 on [page 91](#)

“ For me, it is this area of prioritising discovery and understanding the needs and voices of the different sectors working so geographically close yet often so far away in concept and understanding that is so important. Culture Mile can broker these relationships through their network to create tangible new outcomes and new solutions to harness the value and power of culture across sectors. ”

Tessa Marchington, Founder, Music in Offices

CASE STUDY

24 organisations signed up to the Culture Mile Network during 2019. Taking the total from 23 to 47 by the end of 2019

7 new sectors were represented in the Culture Mile Network. Taking the total from 6 to 13 by the end of 2019



© Culture Mile / Mark Allan and Ask Knotek



© Culture Mile / Odera Okoye



# Sound Unbound

May 2019

Sound Unbound is the Barbican Centre’s biennial free classical music festival of unexpected music in unexpected places. In 2019 it took place in the Barbican and, for the first time, across an array of venues in Culture Mile. The programme included everything from authentic medieval sounds to hypnotic minimalist masterpieces.

500 performers in 23 orchestras and ensembles delivered over 160 sessions or concerts which attracted a total audience of over 9,000 people - increasing Sound Unbound’s capacity by over fourfold overnight. The Barbican Centre and Culture Mile programmed across 27 stages, including 13 new venues, building closer relationships with our neighbours and uncovering new ways of working.

“ Partnering with Culture Mile has had an undoubted impact in terms of attracting new visitors to the Charterhouse. Sound Unbound used the Charterhouse to its maximum potential, highlighting its excellence as a music venue, and entrancing a very diverse audience who discovered the site for the first time. ”

Charlotte Borger, Marketing Manager, The Charterhouse

## CASE STUDY

95%  
of those who visited  
fabric for Sound  
Unbound were first  
time visitors to the  
iconic venue

25%  
of the Sound Unbound  
audience visited  
more than 3 venues  
in Culture Mile across  
the weekend



Charterhouse Square during Sound Unbound. © Culture Mile/Mark Allan



© Culture Mile/Mark Allan and Ask Knotek



Uncovering new ways of working

Play the Mile included 100 days of activity across 50 venues: Barbican Cinema, Barbican Conservatory, Barbican Exhibition Halls, Barbican Fountain Room, Barbican Frobisher Room, Barbican Hall, Barbican Highwalk, Barbican Lakeside, Barbican Level G, Barbican Life Rewired Hub, Barbican Martini Bar, Barbican Music Library, Barbican Sculpture Court, Beech Street, Bird of Smithfield, Charterhouse Chapel, Charterhouse Great Chamber, Charterhouse Norfolk Cloister, Charterhouse Norfolk Garden, Charterhouse Square, CityPoint, Cloth Fair, Cripplegate, fabric, Golden Lane Community Centre, Gresham Centre, Guildhall Yard, Linklaters, London Wall Bar and Kitchen, LSO St Lukes, Milton Court Concert Hall, Museum of London, Piano Smithfield, Rising Sun, Salt Stores, Salters Garden, Smithfield Grand Avenue, Smithfield Rotunda, Smithfield Rotunda Car Park, St Alphages Lower Garden, St Alphages Ruins, St Bart’s the Great, St Bart’s the Less, St Barts Hospital Atrium, St Giles Terrace, The Gardens at London Wall Place, Wood Street.

Cultural activities at St Alphage London Wall were enabled through new relationships developed with Brookfield Properties and City of London.

Culture Mile brought together the core partners for the first time to explore a shared approach to income generation and investment; helping to enable collaborative bids to new investment partners.

Over the last year, the Culture Mile Network employed a variety of new ways of convening, collaborating and developing new projects

- 1

The facilitation of regular network sessions for local partners to connect and collaborate on share issues.
- 2

A shared digital platform, enabling local partners to directly connect and share information and knowledge.
- 3

A dedicated Culture Mile Network newsletter enabling communication throughout the local area.
- 4

TALK Culture Mile, a series of panel discussions, giving local partners a platform and enabling them to develop cross-sector thinking on local issues.
- 5

EXPLORE Culture Mile, public tours of private corporate art collections; enabling access to the fabric of the City and supporting local companies aiming to increase their public engagement.
- 6

Culture Mile EXCHANGE, a series of business support sessions providing skills development for businesses in the creative and tech industries.



# Sharing resources toward shared goals

During Play the Mile, Culture Mile Network partners played a key role in delivering Culture Mile activities, including the provision of:



36

speakers at Culture Mile events



35

social media channels supporting Culture Mile activity



4

events utilising technical equipment



4

venue hires



3

receptions

“ Being involved in Sound Unbound felt like being part of a wider family. It made sense for us to connect with Barbican and Culture Mile and our artists really enjoyed performing. ”

Clare Taylor, City Music Foundation





# Highlights





# Play the Mile

A summer season of events, spanning 100 days of inspiring activities that explored the value of play and creativity in everyday life.





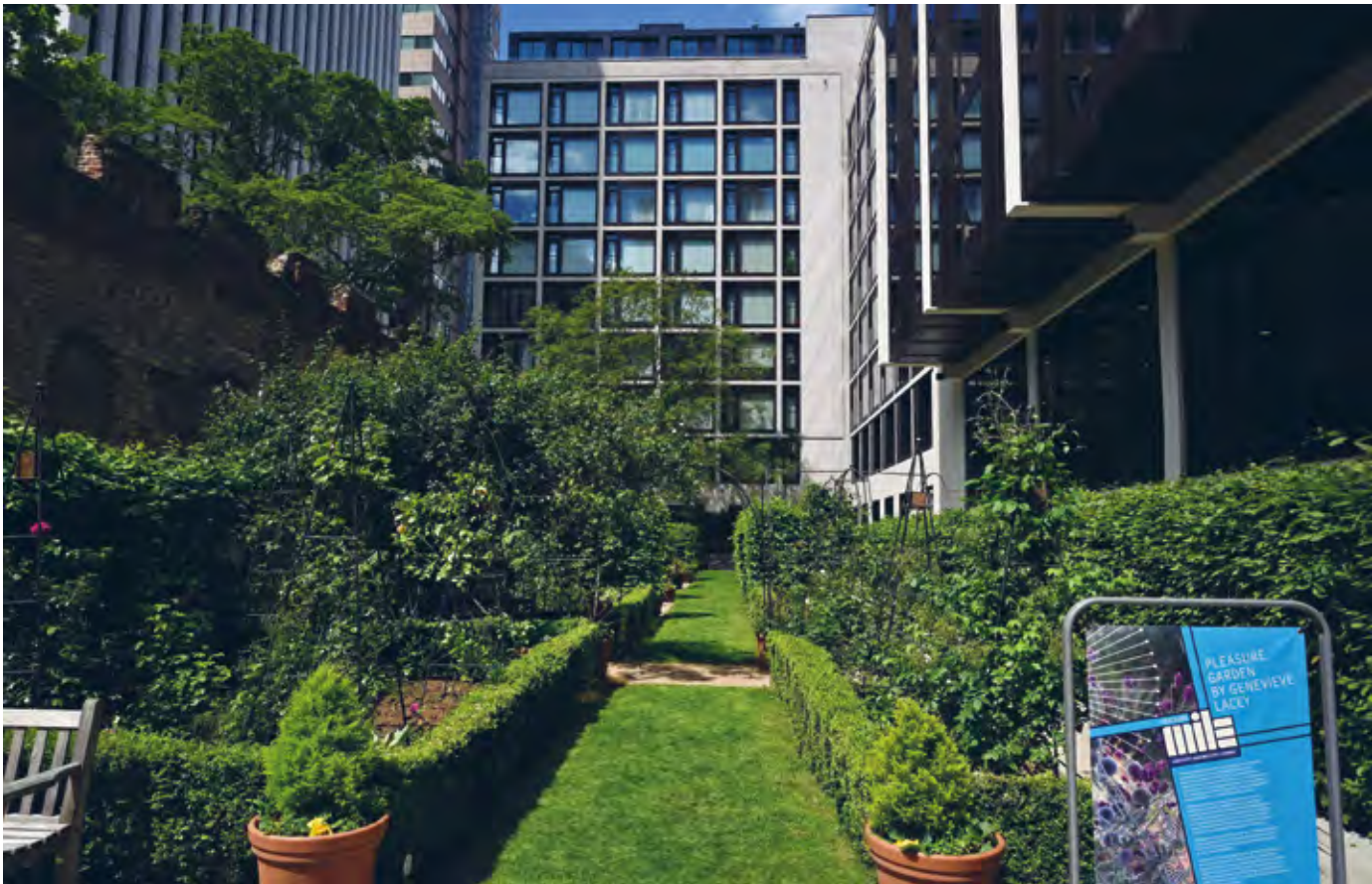
# Pleasure Garden

Part of Play the Mile

May – July 2019

An interactive sound installation in Salter’s Hall Gardens, where music and environmental sounds combined to create a listening garden – a gently interactive instrument.

In partnership with artistst Genevieve Lacey



© Culture Mile/Mark Allan

# Play Sessions at St. Alphage’s Gardens

Part of Play the Mile

June – August 2019

From mindfulness sessions and yoga through to showcasing City Music Foundation and Guildhall School of Music & Drama artists, a programme of lunchtime events curated for City workers to rest, relax, pause and explore their everyday creativity in a peaceful environment.



© Culture Mile/Mark Allan



# Outdoor Explorers Kids' Club

Part of Play the Mile

May – July 2019

A series of weekend events for families to connect with some of the City’s most beautiful green spaces through activities exploring nature, the animals we share our world with and sustainable futures.



© Culture Mile/Annie Harmeston

# Bodies in Urban Spaces

Part of Play the Mile

July 2019

Artist Willi Dorner’s imaginative, immersive performance where walking tour meets parkour. Viewers watched performers squeeze their bodies into seemingly impossibly tight nooks and crannies hidden around Culture Mile, prompting them to reconsider their surroundings.

In partnership with City of London Corporation, part of Fantastic Feats: the Building of London



© Culture Mile/Mark Allan



# Community Day at LSO St. Luke's

Part of Play the Mile

July 2019

A free day of interactive activities built around everyday creativity to engage with the local community, from capturing the movement of capoeira dancers through to experimenting with new sounds in a gamelan workshop.

Programme led by LSO St. Luke's



Guildhall School of Music & Drama musicians performing at Culture Mile Community Day © Culture Mile/Alma Rosaz

# London's Biggest Play Street

Part of Play the Mile

August 2019

Two days of free family adventure play within Smithfield Market's Grand Avenue that reclaimed Culture Mile's spaces – from giant den-building and chalk drawing, through to DIY mask-making and water play.

Awarded an inaugural Meanwhile Prize by The Developer, 2019.

In partnership with the Museum of London, ZCD Architects and Islington Play Association.



© Culture Mile/Annie Harmeston



# MOVE Culture Mile

Part of Play the Mile

July 2019

A community participation project that invited local residents and workers to co-create a brand new movement and dance piece alongside artist Clare Farrow and MovE17 dance group.



© Culture Mile/Mark Allan

# TALK Culture Mile

Part of Play the Mile

June – August 2019

A series of free lunchtime talks and discussion panels covering a range of business imperative topics, from the interplay between creativity and business through to building fusion skills.



© Culture Mile/Jekaterina Drozdovica



# EXPLORE Culture Mile

Part of Play the Mile

June - July 2019

A series of free public tours of the extensive art collection of law firm Linklaters' headquarters, hosted by curator Catherine Shearn.



© Linklaters

# Culture Mile EXCHANGE

Part of Play the Mile

July - August 2019

A series of free sample sessions highlighting the local business support available to enterprises and organisations across Culture Mile.

In partnership with City Business Library and Guildhall School of Music & Drama



© Culture Mile/Jekaterina Drozdovica



Smithfield Street Party:  
A Beastly Adventure

Part of Play the Mile

August 2019

A free summer party within and around Smithfield Market, inspired by Museum of London and Guildhall School of Music & Drama’s immersive Beast of London experience.

Programme led by Museum of London



© Linklaters

You, Me, the World and Culture Mile

December 2019

A community outreach project that told the story of Culture Mile through the lives of its local residents and workers, culminating in a public performance and shared meal.

In partnership with take stock exchange



© Culture Mile/Alma Rosaz



# Around the Corner

Ongoing

A trail of 12 installations located between Millennium Bridge and Barbican which animate the Culture Mile ‘North South route’ while supporting wayfinding and navigation.

The installation is inspired by the quote “What are you going to meet when you turn this corner” from Virginia Woolf’s seminal novel Jacob’s Room, encouraging visitors to explore, pause and reflect.

Partners KHBT Studio



© Linklaters

# City Parklets

June – September 2019

A design competition to transform underutilised kerbside areas into creative and engaging public spaces. Three winning designs by emerging architects were selected from over 90 entries: “The London Cablet” by Fatkin, “Pavement Art Gallery” by Patrick McEvoy and “Rocks and Reeds” by PARTI.

In partnership with the London Festival of Architecture



© Culture Mile/Alma Rosaz



# A New Museum for London



View across the campus from the south-west © Secchi Smith

The Museum of London is transforming itself and on a journey to relocate to West Smithfield in the coming years, challenging what a 21st century museum for London could and should be. The new museum will welcome even more visitors from London and around the globe, create world-class learning experiences for schoolchildren, and will tell the story of the capital in more compelling and innovative ways. Larger and more accessible public spaces will be capable of hosting a broader range of blockbuster exhibitions and events.

In moving, the museum will help preserve a number of historic market buildings in Smithfield which have a rich history, but that have sadly fallen into decline in recent years and form a key part of the vision for Culture Mile that runs from Farringdon to Moorgate.

## Looking ahead

The project is progressing well.

Following an extensive public consultation in Summer 2019, where the museum received overwhelmingly positive feedback, a planning application was submitted in December 2019.

The award-winning design team, Stanton Williams and Asif Khan with Julian Harrap Architects, is working closely with the City of London Corporation and other key stakeholders aiming to achieve successful planning consent for the West Smithfield site in 2020 and move into the new museum in 2024.



# Centre for Music



Public Viewing Gallery. Concept Design - Centre for Music. Courtesy of Diller Scofidio + Renfro

The Centre for Music's vision is to inspire a new generation with a love of music, harnessing the power of three internationally recognised cultural organisations, the Barbican, LSO and Guildhall School.

Located in a world-class building on the site of the current Museum of London, the Centre for Music would not only provide state of the art facilities for experiencing, making and learning about music, but also reimagine and transform the layout and public realm of the north-west corner of the City, benefiting people who work and live locally as well as the millions who visit London every year, and providing a focus for the City's emerging Culture Mile.

National cultural and education partnerships would widen access and engagement with the arts and support the City's commitment to culture for the whole UK. The Centre would play a key role in developing skills, providing jobs and training, and bring about positive social outcomes, reinforcing the vital role music plays throughout society.

## Looking ahead

New funding of £1.95m from the City of London Corporation will progress the wider site masterplan, alongside detailed development of the design, funding and business model.

Development of the Centre's learning and discovery offer for all is ongoing.

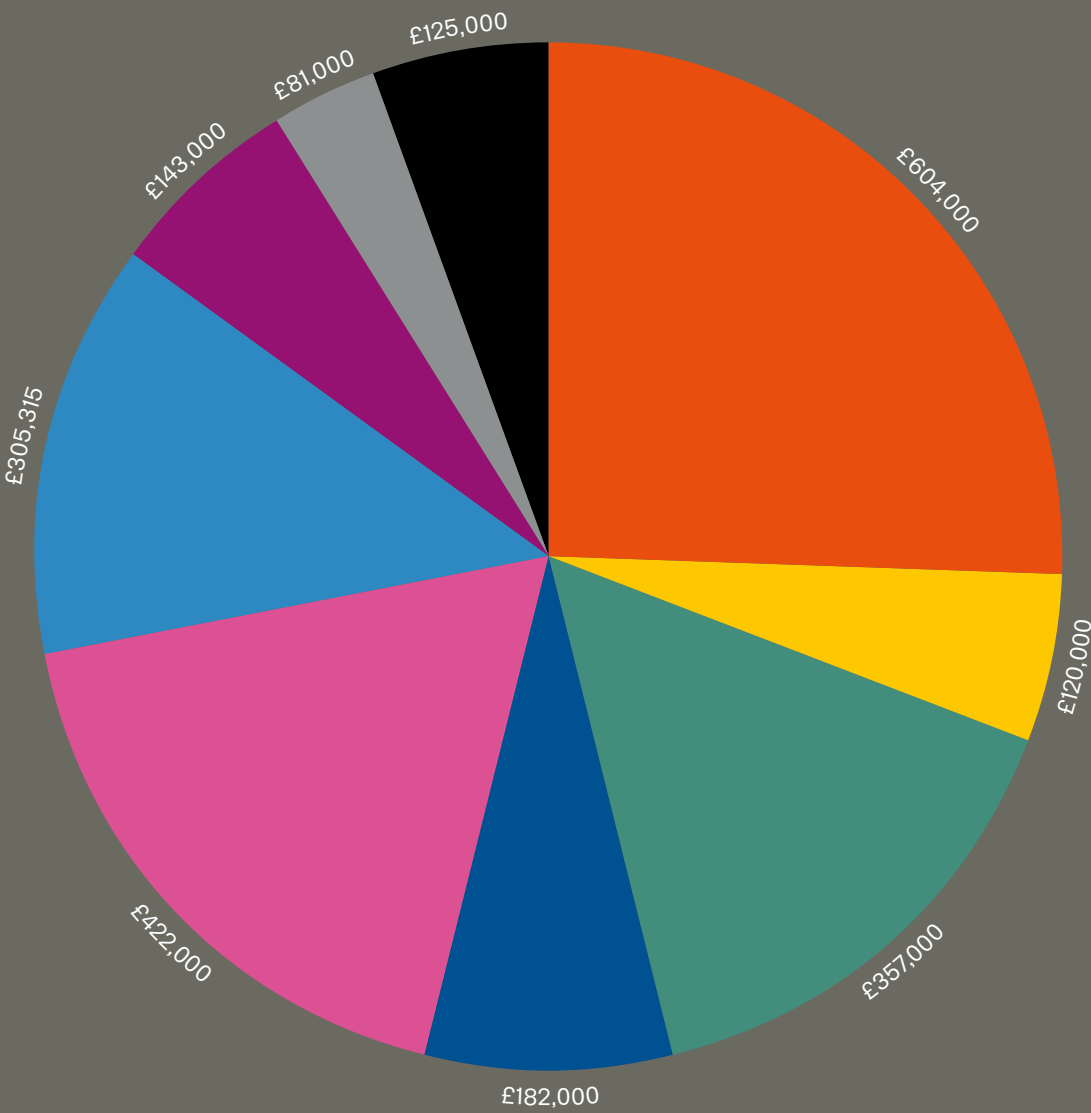


# Financial Review

- Public Realm
- Property
- Programming
- Partnership
- Marketing
- Learning
- Communities
- Communications
- Central Coordination

During 2019–2020 Culture Mile received a total of £2.4m annual budget across all of its activities from the City of London Corporation through Revenue and Capital budgets.

Each £1 invested by the City of London Corporation during 2019–2020 attracted more than £1 investment again towards Culture Mile activities from partners and Culture Mile Network members.









# Looking Forward

Our first Annual Report focusses on Culture Mile's achievements in 2019–20 and identifies four themes which we can use confidently now, and in the long term, to define the unique value of Culture Mile and how it can shape the emergence of a powerful and compelling new cultural district for London.

However, since the bulk of this report was completed, the COVID-19 crisis has taken hold, and begun to radically rewrite even the most rudimentary aspects of social interaction. What will the role of placemaking and cultural districts be in the new era? Across the globe, cultural districts have been forced to reimagine the things that previously we had all been able to take for granted. How might people congregate in public spaces? How might cultural buildings and creative urban design work under social distancing stipulations?

In Culture Mile, we have focussed on the specifics of the place to help us understand the path we should take. This has led us to commit to a strong focus on engaging and delivering value for local communities (including residents, business and young people) from 2020–21.

Three main reasons underpin this decision. First, Culture Mile contains the largest concentration of City of London residents – the majority of whom are in flats, with limited personal outdoor space. There are needs, beyond the critical services provided by the City of London Corporation, that Culture Mile can and should respond to, such as helping create a sense of togetherness and addressing social isolation. Second, when lockdown finally eases, our closest neighbours will be the ones who feel most comfortable and confident visiting the area. And third, because

the depth and breadth of expertise in cultural and creative learning is a significant asset within the Culture Mile partnership: using this strength to connect to our immediately local audiences and tune into their interests will take us further and faster in our journey to build a remarkable destination for creative learning as well as for culture.

We are far from the end of what is an unprecedented journey for all of us. We are encouraged, however, that we are still able to deliver Culture Mile's four central themes, reimagined for an era of change.

## Transforming the area

Major changes to the look and feel of Culture Mile are already underway, with culture and creativity at its core. The transformation of Smithfield, in anticipation of the Museum of London's relocation, has begun. Award-winning architectural practice Hawkins\Brown have been appointed to develop new public realm designs and are leading a team which will have artistic voices at its heart. Working alongside them, a team led by Studio Egret West has begun to boldly reimagine the future of the Central Markets Buildings.

As we move through the COVID-19 crisis, our priority is to rebuild confidence in Culture Mile as a safe and preferred place for physical interaction and cultural experiences – for residents, visitors and those returning to the workplace. We will be working closely with our cultural and Network partners to achieve this through distinctive creative branding and wayfinding through the area.



**Tim Jones**  
Culture Mile Manager

## Supporting a thriving local economy

The local economy across Culture Mile is suffering hugely from the effects of the pandemic. We are committed to supporting the range of businesses in the area and are mapping business needs, signposting to assistance, and convening meetups to sustain their businesses as 'the new normal' emerges.

In March 2020, days before the COVID-19 lockdown began in the UK, Culture Mile partnered with the Lord Mayor of London, William Russell, to deliver 'Creativity: the Commercial Superpower'. This event for the City's business community looked at the ways in which themes of place, culture and creativity can enable all sectors to thrive in a globalised economy. Bringing commerce and culture together will remain a cornerstone of the Culture Mile mandate going forward and we are convening a unique taskforce of senior leaders to identify how the area's creative DNA can support businesses to succeed in the years to come.

## Utilising creativity to boost social mobility

We remain committed to broadening engagement opportunities with culture and developing life skills through creative participation. One of Culture Mile's specialisms is in creative and cultural learning, through Culture Mile Learning's partnership of 29 organisations that embed learning opportunities into their cultural offer, across the Square Mile and beyond.

Our recent announcement of the six Fusion Prize finalists, delivered in partnership with the Foundation for FutureLondon at East Bank, reflects our ongoing determination to join

the dots between education, culture and the nourishment of the fusion skills required for employment in the fast-changing 21st century workplace.

## Convening connections and unlocking potential

Culture Mile is a visionary exercise in new and creative collaboration. We understand an important role for the district, in and beyond the pandemic, is to broker meaningful opportunities for our partners and for the many and diverse organisations that have joined the Network in the past two years.

Culture Mile's governance began with the City Corporation and four major cultural partners. As we move forward, we will be reviewing and widening this approach, so that more of our stakeholders and residents can directly influence the future of the district.

## Creative Reimaginings

For all of us, the 2020–21 year will present huge and unprecedented challenges as we navigate our way towards a 'new normal'. Culture Mile has quickly shifted gear.

We are reimagining our programme to answer the pressing needs for residents, local businesses and young people wherever we can: offering a sense of togetherness and positivity, addressing social isolation, and strengthening resilience. We will work with our partners to ensure that Culture Mile is a safe, welcoming and vibrant destination with culture and creativity at its heart, appreciated by the public as they return with excitement and justifiably high expectations.



# Personnel

as of March 2020

Thanks to the many people and organisations who have supported Culture Mile on its journey to date.

## The Culture Mile Working Party

Culture Mile’s Senior Advisory Group, consisting of City of London Corporation Members and Senior Officers.	Jeremy Simons Member City of London Corporation
Deputy Catherine McGuinness (Chair) Chair of Policy & Resources Committee City of London Corporation	Mark Bostock Member City of London Corporation
Andrew Buckingham Media Officer City of London Corporation	Nicholas Gill Investment Property Director City of London Corporation
Annie Hampson OBE Chief Planning Officer and Development Director City of London Corporation	Peter Lisley Assistant Town Clerk and Culture Mile Director City of London Corporation
Caroline Al-Beyerty Deputy Chamberlain City of London Corporation	Peter Young Corporate Property Group Director City of London Corporation
Deputy Alistair Moss Member City of London Corporation	Randall Anderson Member City of London Corporation
Deputy Jamie Ingham Clark Member City of London Corporation	Sharon Ament Director Museum of London
Deputy Michael Cassidy Member City of London Corporation	Sheriff Christopher Hayward Member City of London Corporation
Graham Packham Member City of London Corporation	Sir Nicholas Kenyon Managing Director Barbican
Henry Colthurst Member City of London Corporation	Tijs Broeke Member City of London Corporation
Jeremy Mayhew Member City of London Corporation	Vivienne Littlechild Member City of London Corporation

## The Culture Mile Executive

The cultural district’s strategic and operational oversight group, including City Corporation and cultural partner Chief Executives and Senior Officers.	Mathew Pitt Head of Major Projects Office City of London Corporation
Peter Lisley (Chair) Assistant Town Clerk and Culture Mile Director City of London Corporation	Nick Adams Acting Head of Communications Barbican
Andrew Cross Assistant Director City Fund & Strategic Property City of London Corporation	Nick Bodger Cultural & Visitor Development Director City of London Corporation
Andrew Marcus Head of Communications Museum of London	Rachel Smith Senior Producer Barbican
Professor Anne Bamford Strategic Education & Skills Director City of London Corporation	Sean Gregory Director of Learning & Engagement Barbican and Guildhall School of Music & Drama
Carolyn Dwyer Director of Built Environment City of London Corporation	Simon Glynn Assistant Director Environmental Enhancement City of London Corporation
David Bianco Culture Mile Property Director City of London Corporation	Sir Nicholas Kenyon Managing Director Barbican
Frazer Swift Head of Learning Museum of London	Sharon Ament Director Museum of London
Julie Smith Head of Finance City of London Corporation	Tim Jones FRSA Culture Mile Manager City of London Corporation
Kathryn McDowell CBE DL Managing Director London Symphony Orchestra	
Lynne Williams AM Principal Guildhall School of Music & Drama	



# Personnel

as of March 2020

Thanks to the many people and organisations who have supported Culture Mile on its journey to date.

## The Culture Mile Team

The day-to-day delivery team, drawn from the organisations across the partnership and including several posts funded separately by partner organisations, and working in alignment with the Culture Mile strategy.	Lauren Parker Head of Creative Partnerships (Smithfield) Museum of London
	Na’amah Hagiladi Senior Project Manager Public Realm
	Rob Timmer Project Manager Public Realm
	Rosemara Mather-Lupton Learning Programme Manager
Anna Casey Producer	Sabrina Begum Learning Apprentice
Anna Dabrowski Communications Manager	Sian Bird Partnerships Manager
Beth Crosland Senior Manager Learning Programme	Sarah Jane Enson Project Manager Public Realm
Christina Lee Property Assistant	Stefania Pizzato Project Manager Public Realm
Clarisse Tavin Group Manager Public Realm	Stella Ioannou Curator Public Realm
Elizabeth Mischler Partnerships Programme Manager	Tim Bifield Production Manager
Faiza Mahmood Learning Programme Coordinator	Tim Davy Tours & Projects Manager London Symphony Orchestra
Helen Kearney Project Manager Public Realm	
Iona McTaggart Communities Manager	
Jamie Reece Senior Marketing Manager	
Jo Chard Creative Partnerships & Programme Manager Guildhall School of Music & Drama	
Johanna Taylor Culture Mile Coordinator	

## Culture Mile Network

A cross-sector coalition of organisations based in and around the cultural district with a shared commitment to its success.	Royal Shakespeare Company St Giles' Cripplegate and City Churches The Charterhouse The Haberdashers' Company The Salters' Company The Skinners' Company The Stationers' Company University of Chicago / Booth School of Business University of Liverpool in London VOCES8 Foundation Vital Arts Barts Health NHS Trust
ABRSM Academy of Ancient Music Academy of Ideas ARTIQ Barts Heritage Beaumont UK Blue Orchid Hotels Cardboard Citizens City and Guilds Foundation City Music Foundation City University CO-RE Create London DeBeers Deloitte Deutsche Bank Dominus DLA Piper fabric Foundation for Young Musicians Great Portland Estates Gresham College HB Reavis Helical Ironmongers Innovation Warehouse Landsec Linklaters Maggie’s Centre Malmaison London Music in Offices Nuffield Health Old Bailey Hotel Old Red Cow One Square Mile ORA Singers Oriole Bar Orion Capital Managers Piano Bar Premier Inn Queen Mary University Richard Cloudesley School	<b>Culture Mile Learning Network</b>  Organisations supported by the City of London Corporation that have united to provide a collective creative and cultural learning offer.  Bank of England Museum Barbican & Community Libraries Barbican Centre Billingsgate Roman House and Baths City Business Library City of London Corporation City of London family of Schools City of London Police Museum Epping Forest Goldsmith’s Centre Guildhall Art Gallery Guildhall Library Guildhall School of Music and Drama Hampstead Heath Keats House London Metropolitan Archives London Symphony Orchestra London’s Roman Amphitheatre Museum of London Museum of London Docklands St Paul’s Cathedral The Charterhouse The City Centre The Monument The Worshipful Company of Salters Tower Bridge West Ham Park



