

Culture and Commerce: Fuelling Creative Renewal

Executive Summary

February 2021

London has been hit hard by the global pandemic – new challenges have emerged for cities across the world and behavioural shifts have been accelerated. The creative sector has been disproportionately affected, unemployment levels are rising and the City’s attractiveness as a place to work and do business is at risk. Only those cities able to adapt and help shape the new environment will thrive.

London’s world-leading creative sector helps secure its position as one of the best international cities in which to live, work, visit and invest. **The creative sector has enormous potential to play a critical role in London’s recovery** - reanimating our spaces in unique ways that attract people back, equipping people with the skills needed for employment and innovation, and building the connections required internationally for London to remain a global hub for commerce and culture.

This report is a call for action by the cultural, civic and commercial sectors across London to work together to ensure the medium-term recovery from the Covid-19 crisis. By collaborating on three key recommendations, we can work together to build a renewed creative sector that accelerates economic growth and supports competitive advantage for London and the City.

The Taskforce welcomes partners from across London to explore how the ideas in this report can be tested and modelled within the City or any London borough.

This is the executive summary of the Full Report which is available [here](#).



Foreword by Lord Mayor



The pandemic has wrought havoc in many parts of London's economy, overturning well-established business models and severely restricting the activities of several sectors, not least the cultural and creative sector. Cultural and creative industries form a key part of the City's economy and play a vital role in making the City an attractive place to do business. A culturally diverse city drives a creative economy, fuels innovation, and delivers a flourishing society.

I am committed to ensuring that a strong and resilient economy emerges and continues beyond the pandemic. My mayoral theme, Global UK – The New Future, seeks to connect through trade, innovation, and culture. This includes championing the creative and commercial strengths of the City, London and the UK and highlighting the connection between culture, innovation and future employment.

The creative sector is critical for reinvigorating our city in a post-pandemic world, keeping London and the City – the historic heart of the capital – a desirable place to live, work, visit and invest. It is thanks to the unique creative strengths of London and the City, that we attract world-class talent, build international connections and remain a global hub of creativity and innovation.

Now more than ever, we must all work together for mutual benefit. It is in this spirit that this report has been written. It is a call to our cultural, civic and commercial sectors to work together to ensure an accelerated recovery from the Covid crisis.

Only by working together can we build a renewed creative sector, one that accelerates economic growth and supports London's competitive advantage.

The ideas set out here by the Culture & Commerce Taskforce will be essential in developing the new strategies needed to support London through the crisis, accelerate the recovery process, seize new opportunities and deliver mutual benefit across the cultural and business sectors.

As Lord Mayor, I am honoured to work so closely with every facet of the City – its long-standing financial sector, our entrepreneurs, tech innovators, the legal sector, the Livery and, of course, our world-renowned cultural institutions. Each area works alongside and supports the other, this is the way it has always been.

This report outlines how we can continue that supportive history and help build a more resilient future for the City, London and the UK as a whole.

A handwritten signature in black ink, appearing to read 'William Russell'.

The Rt Hon The Lord Mayor, Alderman William Russell

“The creative sector is critical for reinvigorating our city in a post-pandemic world, keeping London and the City – the historic heart of the capital – a desirable place to live, work, visit and invest.”

About us

Chaired by the Lord Mayor in partnership with the City of London Corporation and Culture Mile, the Culture & Commerce Taskforce assembles 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 global pandemic.

Why culture and commerce

The Culture & Commerce Taskforce comes together with the shared beliefs that:

- The pandemic has accelerated significant shifts in people's behaviours
- Whilst many creative entrepreneurs have been able to capitalise on these behavioural shifts, time is of the essence for the survival of much of London's creative sector
- London's competitive business advantage is at risk with a weakened creative sector

- London's world-leading creative sector is a major part of the city's attractiveness and economy
- The creative sector has a critical role to play in accelerating London's recovery
- Culture and commerce need to collaborate in new ways for mutual benefit
- The City of London has the potential to facilitate and model this in order to play a significant role in accelerating London, and therefore the UK's, recovery
- By working together in new ways, culture and commerce can build a renewed creative sector that accelerates economic growth and strengthens competitive advantage for the City and London.

Vision

Our vision is for culture and commerce to work together to ensure London's creative energy and competitive strengths retain its position as the best city in the world in which to live, work, learn and invest.



Key recommendations and proposed projects:

Key recommendations:

- 1) Enable **Creative Activation**, bringing London alive through creativity
- 2) Facilitate **Culture and Commerce Exchange**, building skills and knowledge sharing between culture and commerce
- 3) Develop **Creative Enterprise Hubs**, providing space for cross-sector innovation

Proposed projects:

- 1) Creatives for London
- 2) Celebrating London's creative offer
- 3) Enhancing the City
- 4) Createch
- 5) Creative Exchange Programme
- 6) Creative Skills London 2021
- 7) Creative Digital Acceleration Programme
- 8) International Creative Collaboration programme
- 9) Create in the City
- 10) Creative Freelancers Network

Recommendations

As a result of exploring five priority areas, the Taskforce has identified three key recommendations and ten proposed projects where culture and commerce can work together for mutual benefit and where action needs to be taken now to aid the recovery of the creative sector and boost the competitive business advantage of the City, London and the UK:

1) Enable Creative Activation, bringing London alive through creativity

Social distancing restrictions are resulting in reductions in footfall, the risk of empty spaces across London and the collapse of old engagement models for the creative sector. London's creative offer has the power to welcome and attract people back to these areas when restrictions allow. Every opportunity should be taken to visibly manifest London's creative energy – repurposing space

and embedding creativity in the fabric of the city in ways that reinvigorate the capital and build employment markets for the creative sector. These activations should engage the public through hybrid models that span digital and real-life engagement and be co-developed by the creative and commercial sectors to meet shared needs and draw on shared expertise. The City of London is well-placed to act as a testbed for these activations by drawing on its spaces, creative and digital strengths.

Proposed projects include:

- 1) Creatives for London
- 2) Celebrating London's creative offer
- 3) Enhancing the City
- 4) Createch



2) Facilitate Culture and Commerce Exchange, building skills and knowledge sharing between culture and commerce

The uncertainty of the post-pandemic world needs creative and business skills for recovery, but sector silos mean that despite London's strengths in these fields, these are not being optimised. With income dropping for many, increasing competition for post-pandemic jobs, and digital acceleration threatening to strengthen inequalities, London risks losing talent as it becomes an increasingly expensive place to live. Brexit and fierce competition from other global cities further compound the risks to London's international standing and connections.

There is a powerful opportunity to bring together London's creative and business strengths to strengthen professional skills, nurture talent and build international connections. Two-way models of exchange need to be developed domestically and internationally to facilitate knowledge and skills exchange, support organisational and personal

development, leverage digital acceleration and strengthen global trust and understanding. By drawing on each other, culture and commerce can better navigate the challenges of a post-pandemic, post-Brexit world.

Proposed projects include:

- 5) Creative Exchange Programme
- 6) Creative Skills London 2021
- 7) Creative Digital Acceleration Programme
- 8) International Creative Collaboration programme

3) Develop Creative Enterprise Hubs, providing spaces for cross-sector innovation

Workers are missing human connections and the post-pandemic appetite for collaboration is likely to be accelerated. Physical hubs are critical to enabling the cross-sector fertilisation of ideas for innovation.

The City is well-placed to develop medium/long-term bases with the potential to repurpose space, connect people from different sectors, draw on capital developments such as the Markets Co-location Programme and enhance the offer through its creative, commercial and digital strengths.

Proposed projects include:

- 9) Create in the City
- 10) Creative Freelancers Network



Next steps: Get involved

This report outlines the recommendations of the Culture & Commerce Taskforce in order to share and test which ideas have the most appetite to be taken forward.

The Taskforce is now calling on the creative, civic and commercial sectors to engage in the next phase of activity, to take forward the ten proposed projects outlined in this report. Working together will accelerate London's post-pandemic recovery and deliver mutual benefit for culture and commerce.

The Taskforce seeks partners from across London who are able to contribute to the delivery and potentially take on a leadership role in progressing one of more of the ten projects.

To get involved, please contact the Culture & Commerce Taskforce, referencing which project(s) you are interested in contributing to:

cultureandcommerce@cityoflondon.gov.uk



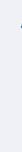
Culture and commerce working together to ensure London and the City remain an attractive place in which to live, work, visit and invest.

Outcomes for London and the City

Renewed
world-leading creative sector at the heart of London's offer



Strengthened
competitive advantage for London as a place to work & do business



Accelerated
economic recovery

Priority areas

Grow
a sustainable creative sector that addresses its long-term structural issues

Secure
the spaces needed to reanimate London and attract people to live, work and visit

Strengthen
professional skills and nurture the talent needed for innovation

Accelerate
digital transformation to maximise engagement and growth

Build
the international connections needed to remain a competitive place to do business

Key recommendations and proposed projects

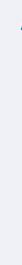
Creative Activation

- Creatives for London
- Celebrating London's creative offer
- Enhancing the City
 - Createch



Creative Exchange

- Creative Exchange Programme
- Creative Skills London 2021
- Creative Digital Acceleration
 - International Creative Collaboration



Creative Enterprise Hubs

- Create in the City
- Creative Freelancers Network

Current context

London has been hit hard by the global pandemic

Accelerated shifts in behaviours are resulting in:

- Much of the creative sector facing devastation
 - Unemployment levels rising
- City's competitiveness as a place to work and do business at risk

London's world-leading creative sector has the potential to play a critical role in accelerating recovery

Priority areas and actions

The Taskforce's exploration into five priority areas identified a number of actions where culture and commerce can work together for mutual benefit, to aid the recovery of the creative sector and boost the competitive business advantage of the City, London and the UK:



A Grow sustainability and investment

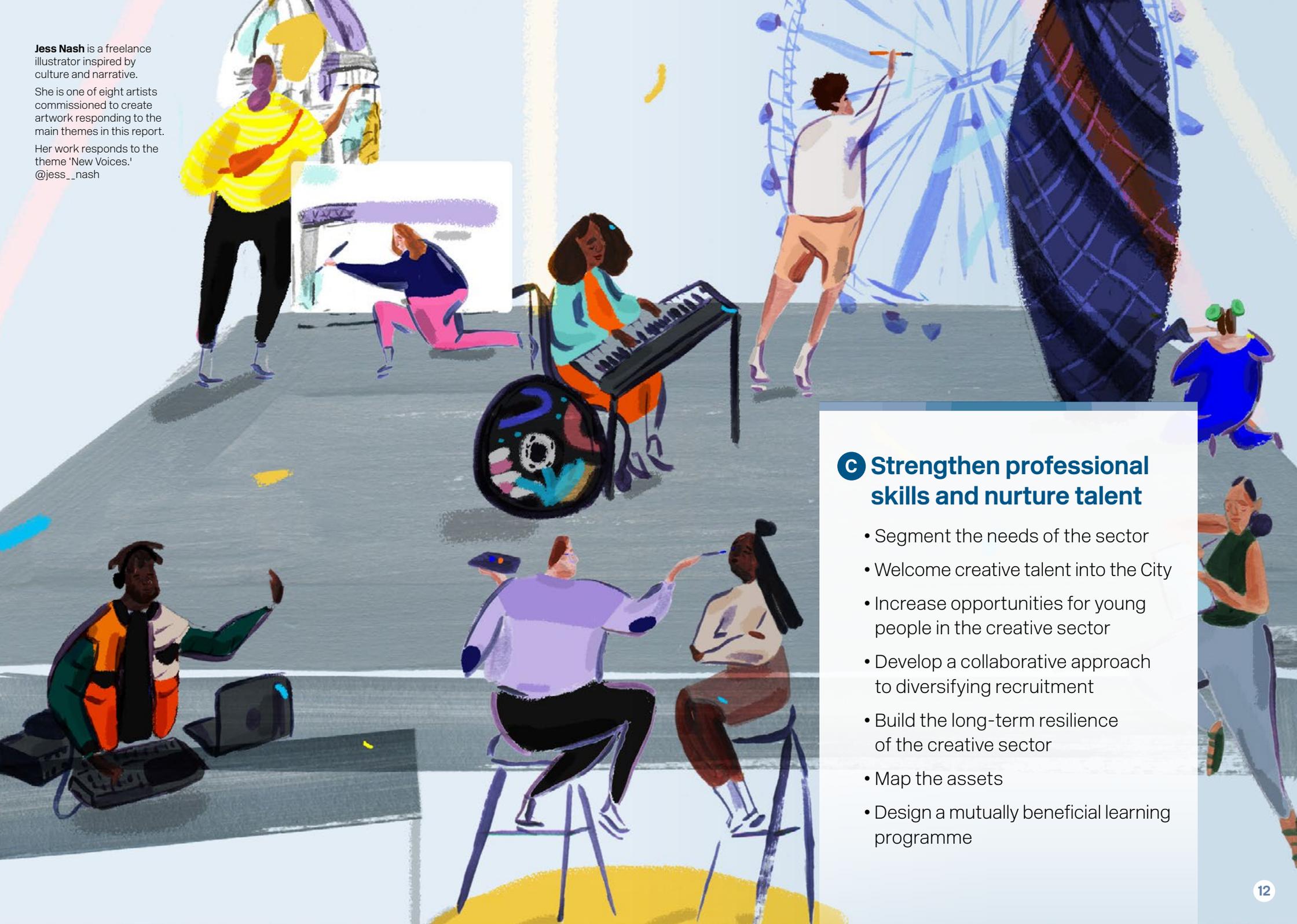
- Build a more sophisticated understanding of cultural value
- Use significant, visible creative activities to attract footfall and join up initiatives across London districts
- Grow employment opportunities and new markets
- Develop a Freelancers Compact
- Grow access to finance

B Secure space

- Make a bold statement welcoming people to the City
- Demonstrate collaborative solutions for repurposing space
- Identify how much space and where
- Target a set of priority categories and sectors
- Establish a mentoring and brokerage model for creative meanwhile use
- Nurture ecosystems of uses
- Invest in long-term integrated spaces
- Maximise opportunities arising from emerging City of London Corporation developments
- Lay the foundations for future Smithfield vision, as part of the Markets Co-location Programme

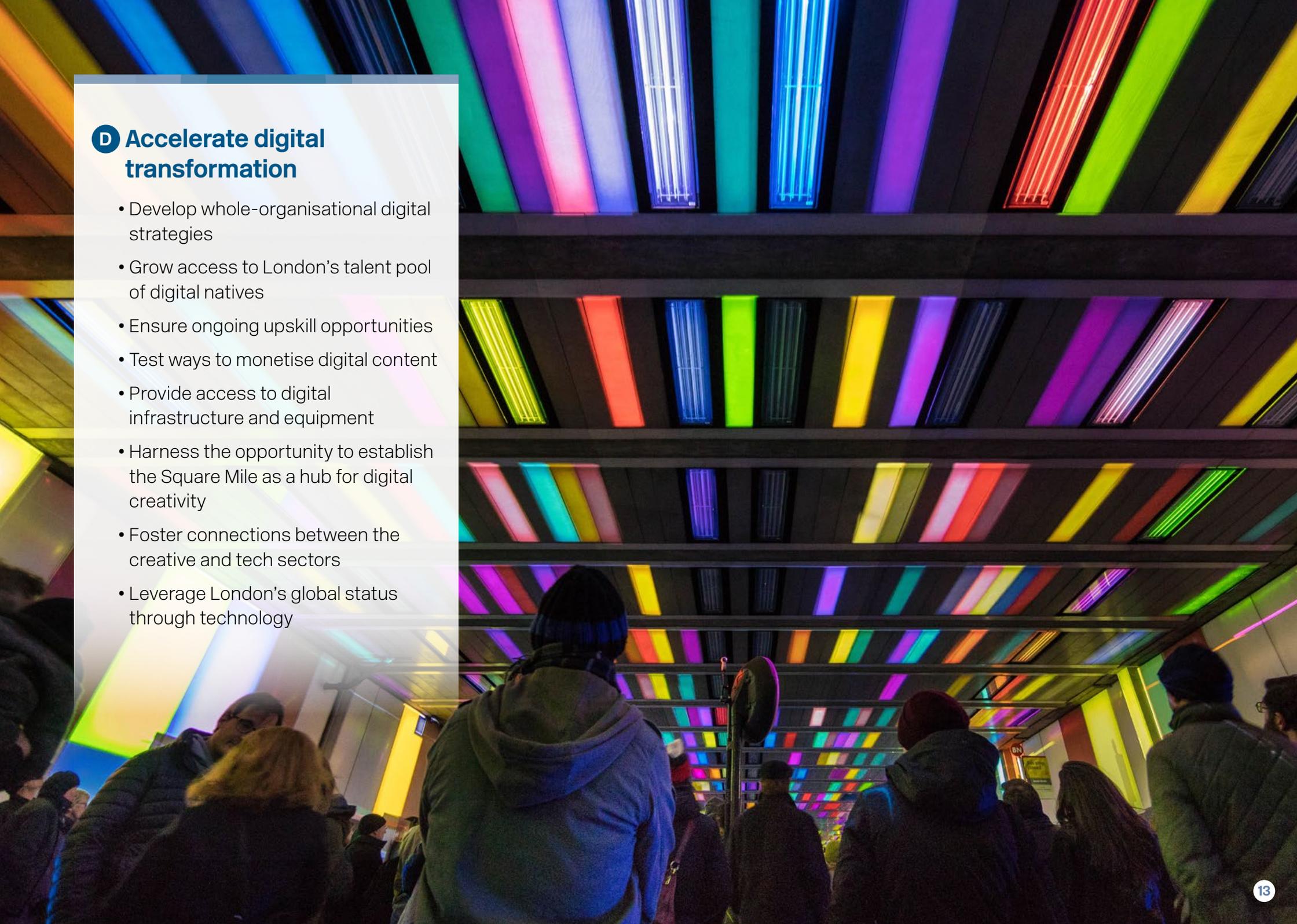


Jess Nash is a freelance illustrator inspired by culture and narrative. She is one of eight artists commissioned to create artwork responding to the main themes in this report. Her work responds to the theme 'New Voices.'
@jess__nash



C Strengthen professional skills and nurture talent

- Segment the needs of the sector
- Welcome creative talent into the City
- Increase opportunities for young people in the creative sector
- Develop a collaborative approach to diversifying recruitment
- Build the long-term resilience of the creative sector
- Map the assets
- Design a mutually beneficial learning programme



D Accelerate digital transformation

- Develop whole-organisational digital strategies
- Grow access to London's talent pool of digital natives
- Ensure ongoing upskill opportunities
- Test ways to monetise digital content
- Provide access to digital infrastructure and equipment
- Harness the opportunity to establish the Square Mile as a hub for digital creativity
- Foster connections between the creative and tech sectors
- Leverage London's global status through technology

E Build international connections

- Protect and invest in our creative assets
- Be bold and grow our international connections
- Super-charge the 'GREAT' campaign and join up international work
- Reimagine trade visits to incorporate collaborative learning
- Foster an ethos of two-way exchange
- Develop imaginative hybrid models for cultural exchange
- Strengthen London's flagship creative events

#OMGB

HOME OF AMAZING MOMENTS



Culture & Commerce Taskforce: Members



CHAIR
ALDERMAN WILLIAM RUSSELL
The Rt Hon The Lord Mayor



MARIA ADEBOWALE-SCHWARTE
Foundation for Future London
CEO



CHARLES ARMSTRONG
The Trampery
Founder and CEO



RUTH DUSTON OBE, OC
Primera Corporation Ltd
Managing Director



SIR NICHOLAS KENYON
Barbican
Managing Director



STELLA IOANNOU
Sculpture in the City
Artistic Director
Lacuna
Director



DAN MAKOSKI
Lloyds Banking Group
Chief Design Officer



TONY MATHARU
Integrity International Group
Founder and Chairman
Central London Alliance



GIDEON MOORE
Linklaters
Firmwide Managing Partner



LUCY MUSGRAVE, OBE
Publica
Founding Director



TONYA NELSON
Arts Council England
Director, London



CAROLINE NORBURY
Creative Ewngland & Creative
Industries Federation
CEO



BEATRICE PEMBROKE
King's College London
Executive Director, Culture



JEMMA READ
Bloomberg LP
Global Head of Bloomberg
Corporate Philanthropy



DAN SCANLON
Brookfield Properties
Senior Vice President, Developments
City Property Association
Chair



RUSS SHAW
Tech London Advocates
& Global Tech Advocates
Founder



JUSTINE SIMONS, OBE
Greater London Authority
Deputy Mayor for Culture
& Creative Industries



TOM SLEIGH
Barbican Centre
Chairman of the Board
Amazon Business UK
Head of Public Sector Alliances
and Partnerships



JOHN STUDZINSKI CBE
Genesis Foundation
Founder and Chairman
PIMCO
Vice Chairman
and Managing Director



JASMINE WHITBREAD
London First
CEO

Appendix

Global UK - The New Future is the Lord Mayor William Russell's mayoral programme and seeks to connect through Trade, Innovation & Culture.

#GlobalUK

The City of London Corporation is the governing body of the Square Mile dedicated to a vibrant and thriving City, supporting a diverse and sustainable London within a globally-successful UK.

www.cityoflondon.gov.uk

[@visitthecity](https://twitter.com/visitthecity)

Culture Mile is the City of London's new cultural district, stretching from Farringdon to Moorgate. Led by the City of London Corporation, with the Barbican, Guildhall School of Music & Drama, London Symphony Orchestra and Museum of London, the five partners are together creating a vibrant, creative area in the north-west corner of the Square Mile.

www.culturemile.london

[@CultureMileLDN](https://twitter.com/CultureMileLDN)

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Commissioned Artworks

In order to celebrate the value, resilience and vibrancy of the creative industries, as well as supporting those artists who work within them, the Culture & Commerce Taskforce commissioned eight new artworks which have been threaded throughout the Culture & Commerce: Fuelling Creative Renewal report and its executive summary.

The artworks and artists have responded to themes contained within the full report:

Yvonne Courtney – Acceleration

Ferha Farooqui – International Connections

Patrick Bullock – New Approaches

Hannah Starkey – New Spaces

Catherine Yass – Skills

Soofiya – Digital

Jess Nash – New Voices

Kit Finnie – Resilience

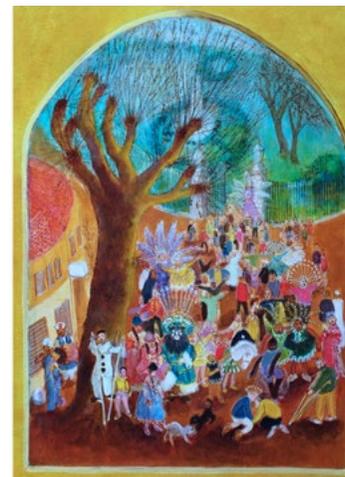
More information about the artists and their work is available on the [Culture Mile](#) website.



Patrick Bullock – New Approaches



Soofiya – Digital



Ferha Farooqui
– International Connections



Hannah Starkey – Space



Kit Finnie - Resilience



Catherine Yass is a Turner Prize-shortlisted English artist, who is known for her wall-mounted lightboxes. She is one of eight creatives commissioned to create art work responding to the main themes in this report. Her work responds to the theme, 'New Skills.'