

WESTMINSTER CITY COUNCIL

CULTURAL STRATEGY

2020 – 2024

DRAFT FOR CONSULTATION



City of Westminster

FOREWORD

Culture brings people together, makes people happy and improves health, wellbeing and resilience, as well as firing the creative thinking and problem-solving skills that makes us different from computers and robots. Culture shapes our communities, and then, in turn, our communities collectively and individually shape and share it back again.

In Westminster, we are an amazing world-class destination for cultural and creative activity and the council is completely committed to delivering the excellent local services and policies we need to make our cultural infrastructure prosper; from placemaking initiatives and the evening and night-time economy to outdoor events, festivals and markets.

This refreshed Cultural Strategy for 2020 – 2024 signals our commitment to openness and ongoing dialogue, to be a broker, facilitator and partner; to ensure Westminster remains at the heart of London's diverse arts offer and creative economy, while supporting local residents, of all backgrounds and ages, to take advantage of the vibrant cultural opportunities on their doorstep.

As we now reach out to our partners and residents on our emerging cultural priorities, we are looking to draw on the council's ability to bring people together to share the benefits and social value culture can offer to achieve our vision of a City for All.

I look forward to hearing what culture means to you and finding out what we can achieve together.

***Councillor Paul Swaddle OBE,
Cabinet Member for Community Services and Digital***



'We were previously taught that art is a paint brush and paper, but today has shown us that art is a huge world'
– Ayad, a Westminster resident taking part in City Lions in Somerset House

EXECUTIVE SUMMARY

The Cultural Strategy will set the course to 2024 and demonstrates our commitment to culture as part of a City for All

The value of culture is undeniable. We recognise its contribution to our health and wellbeing, the development of skills and careers, the economy and the places where we live. Westminster City Council already runs successful programmes that deliver in all these areas. However, we can do more, by working more closely with partners, to make sure the positive benefits of culture can be felt by us all.

Focusing on four draft priorities, we want to make sure the great benefit of culture is felt by all those who live, work, and visit Westminster. Defining culture in the broadest sense, the strategy will bring together all forms of culture made and experienced in our city.

We want to use your feedback to develop these main priorities against our City for All vision:

- / To ensure **wider access and culture for all**, we will work with local venues and organisations to make sure more Westminster residents and families can take part in cultural activities, especially people who are least like to engage.
- / As we create a **healthier and happier city**, we will improve Westminster as a place to live, and make more connections between public health and cultural provision to increase opportunities for improving wellbeing.
- / To optimise the **unique opportunities** that being at the heart of the capital provides, we will work with cultural and creative employers to identify and tackle key challenges such as addressing skills gaps.
- / As a city that celebrates its **thriving and diverse communities**, we will continue to find opportunities for creative placemaking, ensuring cultural infrastructure is an important part of our City Plan 2020 – 2040, regeneration and public realm schemes.



Evening concert held in partnership with Sofar Sounds, Westminster Reference Library
Photography credit: Bruna Magalhaes – Kalopsia Konzept

INTRODUCTION

We want to celebrate and promote culture and its benefits

The council's City for All vision sets out our hopes to support thriving communities where people are able to enjoy great local facilities and access opportunities to build their lives and careers within a cleaner, greener and safer environment. Culture can make a positive impact on each of these areas and help create an environment that supports our communities to thrive and flourish.

We want to make sure that residents can take full advantage of the vibrant cultural world that is on their doorstep, whether it is for pure enjoyment or pursuing lifelong careers. To support this, we need a more open dialogue with the arts and community sector and demonstrate how we can support and work in partnership with them.

We want the definition of culture and the cultural sector to include everything that Westminster residents, businesses and institutions have to offer. This includes large-scale events, museums and galleries, public art and architecture, festivals and film sets, all of which make Westminster an international destination. It includes the local provision that brings culture to the doorstep of residents, such as community festivals, markets, local arts organisations

and charities, and our wonderful libraries, where many of our youngest residents will encounter culture for the very first time. And, of course, our definition includes Westminster's vibrant creative sector, including the film, visual effects, advertising, marketing, design, and video games industries, which continue to bring more and new types of employment and attract investment in our city.

We agree with the Arts Council in their 'Shaping the Next Ten Years' consultation paper that local people should be able to have access to and shape the culture around them. We want to make sure that we can support grass-roots performance and production spaces, highlighted in the GLA's recent 'Cultural Infrastructure Plan', to ensure the next generation of creative people have the spaces they need to test out and showcase their talent.

We will work with Creative and Cultural Skills, UK Skills Alliance and Creative Industries Federation to facilitate creative apprenticeships and careers education for Westminster's diverse and dynamic workforce as part of the Department for Digital, Culture, Media and Sport (DCMS) Creative Careers programme.



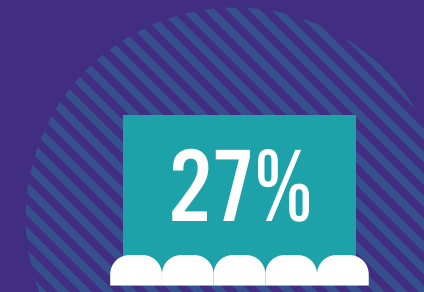
London is one of the most visited places in the world. Hosting a record breaking
31 MILLION
visitors in 2016, Westminster is at the heart of this



18 per cent of the city's residents come from the EU and
180
nationalities are represented



There are more than
130 MAJOR ESTABLISHMENTS
including 8 historical buildings, 56 theatres, 5 concert halls, 3 other music venues, 13 comedy clubs, 15 cinemas, 24 museums and 16 art galleries



of all London's jobs in music, performing and visual arts are based in Westminster



Westminster is home to
6 OF THE UK'S MOST VISITED
free cultural destinations



The borough is home to Soho, one of the world's most influential media clusters. More than
1 IN 5 JOBS
in London's creative economy are in Soho

VALUE OF CULTURE

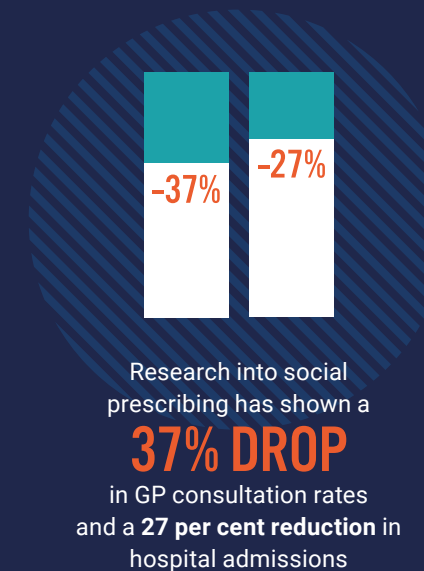
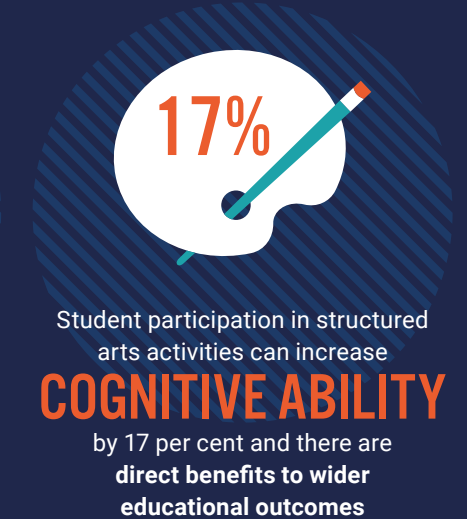
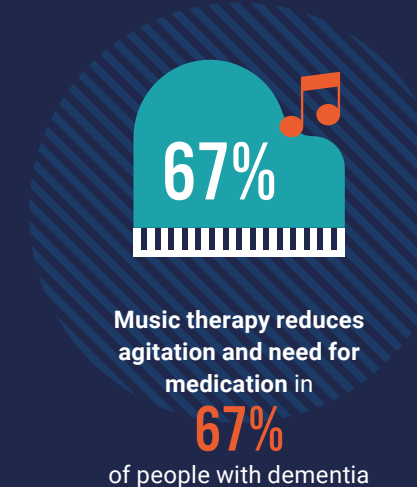
The potential of culture to enhance our lives is undeniable

Experiencing and taking part in cultural activity can open us up to new perspectives and people, and change the way we think about the world, and ourselves. Evidence tells us that culture is good for our wellbeing, and can help us to spot interests, strengths and careers that we had never considered. Art helps us question pressing social issues of the day, from human trafficking to climate change, and the consequences of our consumer culture.

In a world of artificial intelligence and advancing robotics, culture and creativity is one of the important areas that will remain human. According to the World Economic Forum, critical thinking, complex and creative problem-solving and creativity are the top three skills that will survive in the face of automation. Access to arts and culture, both through formal and informal settings, will provide our residents with opportunities needed to develop these critical skills.

Culture brings a measurable contribution to central outcomes in Westminster, spanning across four broad themes: access and community cohesion, health and wellbeing, economy and employment, creative placemaking and the public realm. These themes are the main priorities in this new strategy and will guide our current and future work. Understanding culture's role in these themes will help us embed it into our services and add social value to what we deliver for residents, businesses and visitors.

We support the DCMS Committee's recent report 'Changing Lives: the social impact of participation in culture and sport', which says we don't fully recognise the positive social impact of culture on criminal justice, education and health. At a local level we want to make sure we recognise the unique power of culture, as well as sport, to change lives, transform cities and break the cycle of crime.



// CULTURE FOR ALL

Ensuring Westminster's amazing cultural offer is open to all residents, businesses and visitors

WHY IT'S IMPORTANT

Access to culture benefits overall quality of life and makes us who we are

We want to ensure that everyone in the city has the opportunity and ability to access the Westminster's amazing cultural offer. Engaging in cultural activity brings enjoyment and inspiration and can improve our outlook on life. Evidence tells us that culture – whether visiting a museum, going to the theatre or joining in a class or activity – significantly increases overall life satisfaction¹.

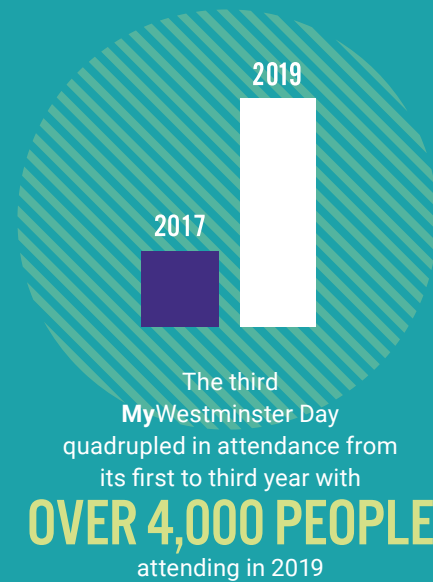
Taking part in culture helps engage people and promote civic behaviours such as voting and volunteering. It can even encourage people to think about other topics such as climate change or road safety, when used as a basis for reflection, education and debate. Culture provides a vital tool for educating and building healthier and happier communities, even when used indirectly².

The council already deliver projects that aim to make culture accessible to our residents; our Music Hub provides music education and performance opportunities for Westminster school children and our Westminster City Save scheme offers free or reduced-price access to cultural venues and activities. Our evening and night-time vision will look at fresh ways new of reinforcing the best of Westminster's heritage and culture related experiences, and broadening their appeal to a more diverse range of audiences.

Data from the DCMS shows that some people don't visit museums, arts and heritage venues and take part in activities as much. Older people, those in lower socio-economic groups, unemployed, living in social housing, from a BAME background or living with a disability or long-term health condition all have lower levels of participation³. The city is home to some of the country's most deprived neighbourhoods, and also has high numbers of older people and other groups who are less likely to engage with culture, indicating where we need to further focus our efforts.

We want to make sure that all residents can access Westminster's cultural offer and that anyone from any background is aware of the variety of cultural activities in the city; our libraries, as democratic and freely accessible spaces, will play a key role in this. More needs to be done to make sure parents and carers know about these offers so that families can enjoy culture together.

By ensuring culture for all, we can improve the health and wellbeing of residents, while increasing their economic prosperity and strengthening our communities.



Each week our Music Hub provides a music education for over **500 PUPILS** from **50 different schools** across Westminster, Kensington & Chelsea and Hammersmith & Fulham



40% of MyWestminster Fund has been awarded to organisations or projects with cultural outcomes

KEY PRINCIPLES

- Council-led cultural activity is targeted towards people living in the neighbourhoods with the lowest levels of resident engagement in culture
- Communities and residents are supported to deliver their own cultural activities and events in libraries and other community spaces
- Barriers to cultural participation (social, economic and physical) are identified and addressed through support for an inclusive local offer and targeted initiatives
- Events delivered or supported by the council are good quality, embrace Westminster's diversity, and appeal to residents, Londoners and tourists
- Residents have an improved awareness of Westminster's amazing cultural offer, including evening and night-time arts experiences
- Opportunities for cross-promotion across council services will be pursued to extend the cultural offer to more residents



CASE STUDY /MYWESTMINSTER DAY

MyWestminster Day is our annual community festival hosted by the Leader of the council at Paddington Recreation Ground. The free festival brings together residents from different backgrounds to take pride in their diverse and vibrant city. The first **MyWestminster Day** was in 2017 with 1,000 visitors, which has since grown to 4,500 attending in 2019.

The event has free live music, dance and food from across the world from local people and organisations. Community and voluntary organisations deliver activities and workshops for all ages including **MyWestminster** themed arts workshops, t-shirt painting with One Westminster volunteering and henna arts with Westminster Bangladeshi Welfare Trust.

MyWestminster Day promotes a local and accessible form of culture for the city's neighbourhoods to take part in. The event provides a great opportunity to involve residents, community groups and local businesses and helps people access cultural activity. In 2019, 62 per cent of people said they met someone new at the event and 98 per cent said the event helped them to feel positive about their community.

Lena Choudary-Salter, Director of Mosaic Community Trust, exhibitor at **MyWestminster Day** for the past three years, said "The people who visited Mosaic's marquees felt uplifted and proud to identify themselves as part of Westminster and its rich diversity of culture. The event gave us – the BAME groups – a unique opportunity to showcase our own positive contributions to **MyWestminster's** ethos."



// RESILIENT COMMUNITIES

Helping culture to improve the health and wellbeing of residents and to strengthen our communities

The annual Silver Sunday Tea Dance hosted by the Sir Simon Milton Foundation and held at the Grosvenor House Hotel. It attracts over 1,000 Westminster residents aged over 65

WHY IT'S IMPORTANT

Evidence shows that taking part in arts and culture can help recovery from illness

It keeps us healthy and addresses major health and wellbeing challenges, such as mental health, isolation and ageing, all of which improve the lives of our residents. A report by our Health and Wellbeing centres task group found that using the city's assets, including national and local arts organisations, offered the potential to improve the overall maintenance of good health, and contribute to building strong communities. Around 20 per cent of GP visits are made for non-medical reasons⁴, such as loneliness, and arts-based therapies have been shown to be effective in treating stress and mental health issues. In general, those who take part in arts and culture are more likely to report good health and increased life satisfaction.

Using initiatives such as social prescribing, whereby activities such as visiting art galleries and museums are 'prescribed' instead of medication, reduces GP and hospital visits and the use of medication. It has even been estimated to save short-term costs due to drops in GP consultation rates per year and long-term costs as longer lives are lived more healthily.

Taking part in culture can also help people feel less lonely; older people are at particular risk of social isolation and loneliness, both of which can have serious health implications including depression, dementia, high blood pressure and cardiovascular disease, as well as impacting quality of life and overall wellbeing⁵. Westminster has a higher than national average over-65 population, with a high or very high risk of loneliness for older residents.

It may be less well-known that 16 – 24 year olds are the most likely group to identify as feeling lonely, indicating where we may need to extend provision⁶. By targeting cultural activity at those most at risk, we can tackle some of our most important health issues and provide more positive health outcomes for our residents, as well as savings to our health services.

We are already helping to prevent loneliness through initiatives such as ‘Out and About’, which provides free tickets to cultural activities, such as concerts and theatre performances to any resident over 65. Other council-supported initiatives such as ‘Silver Sundays’ offer important opportunities for older people to try something new and meet new people, while visiting cultural venues such as the English National Ballet.

Our libraries attract people from a wide range of backgrounds and can play an important role in social prescribing and community referrals. They provide access to lots of cultural activities – from dance classes to jewellery making – which can have a positive impact on individual wellbeing and resilience, especially for people feeling lonely, isolated or living with poor health.

Research has found taking part in culture can increase community cohesion, promote civic participation, make communities feel safer and stronger and even play a role in tackling crime. Research shows a strong link between participation, culture and volunteering, particularly amongst younger people; with volunteering improving people’s sense of belonging and engagement in their local area⁷. Using culture will improve community cohesion and will empower Westminster residents to feel safer and more engaged with their local community.



‘Westminster Sings’ has supported
10 COMMUNITY CHOIRS,
providing mental health support
and tackling social isolation



Every year
400 RESIDENTS
over the age of 65 enjoy
free tickets to cultural events
hosted by our partners
across the borough

KEY PRINCIPLES

- The social impact of culture is recognised and able to shape and influence council activity designed to help communities thrive
- Council grant funds such as ward budgets invest in cultural and wellbeing outcomes
- Support for programmes targeting those less likely to take part in culture, such as older adults at risk of loneliness, and young people not in education, employment or training
- Learn from best practice cultural projects that tackle crime and anti-social behaviours
- Libraries and wider council services combine with partners to take a strategic approach to engaging audiences in cultural activities which improve health and wellbeing
- Commitment to cultural projects that promote active engagement in civic society such as volunteering

CASE STUDY

/WESTMINSTER SINGS

Westminster Sings brings together several projects that promote the health and wellbeing benefits of choirs, and which support new and existing choirs to reach more residents.

Six new community choirs have been established, one of which specifically focuses on improving mental health. The programme includes grants which have gone towards start-up costs for each of the choirs, such as marketing and venue hire costs, and in some cases specialised mental health training. The choirs were formed with the help of community champions throughout several wards, with our most deprived wards such as Westbourne and Harrow Road being prioritised.

At a performance celebrating the 70th anniversary of the Abbey Centre, members of our Churchill Gardens and Tachbrook Community Champion Choirs said that “the singing brings happiness and relaxation”, and noted the importance of “meeting local residents in a friendly environment”, they agreed singing is a good way to help with social and mental health issues.





CASE STUDY /LOOK AHEAD

During Spring 2019, the council invested in a trial programme of cultural activities at a social service centre for some of Westminster's most vulnerable people. Edward Alsop Court (EAC) is a 24-hour, 79-bed accommodation service managed by Look Ahead Care. It provides support for older homeless men who have developed complex needs, often following a life of rough sleeping and substance abuse.

Many clients at EAC consistently presented challenging behaviours both for service staff and the neighbouring community. To promote personal wellbeing and positive social experiences a 16-week programme of 72 activities was developed which offered art therapy, music, photography, creative writing, cooking, alongside a range of sports activities including fishing.

Peer Support Volunteers (PSV), who had personal experience of being homeless and drug and alcohol misuse, were selected to become Activity Coordinators. One PSV, who later moved from running the programme into full-time employment, commented: "the mentality of the customers seems to have changed from a sentiment of 'nothing ever happens around here!' to a more inclusive, 'things are happening, what can we do next?'"

The reduction in local complaints and incidents during the programme was staggering. There was a 98 per cent fall in complaints compared to the 16-week period before the trial, and aggressive and anti-social behaviour incidents fell by 54 per cent and 49 per cent respectively relieving pressure on ambulance and police call out services. Look Ahead wants to deliver similar programmes more widely on an ongoing basis.

// SKILLS FOR THE FUTURE

Supporting a thriving cultural and creative economy and opening up career opportunities for residents

WHY IT'S IMPORTANT

There are over 100,000 creative and cultural jobs in Westminster, which make up 15 per cent of all jobs in the city

This is three times more than in London as a whole. Westminster employs more people in every cultural or creative sector than any other London borough⁸.

There are many ways the council supports its vibrant culture sector, including the Westminster Culture Network, which has offered networking opportunities for the past 11 years. Our City Promotions, Events and Filming team facilitate large-scale events such as London Film Festival outdoor screenings in Embankment Gardens. We have funded the development of affordable creative enterprise spaces and artist studios including those at Somerset House and we are supporting five more new spaces that will be launched by 2022. There are further opportunities for us to help create the conditions for the sector to thrive and develop in a challenging economic climate.

Supporting the cultural sector can provide many positive benefits, from creating jobs and developing skills, to attracting visitors and improving the view of Westminster as a place to do business. Not only are the creative industries the most resilient to automation, nationally the sector is currently worth over £100 billion and is growing at twice the rate of the rest of the economy⁹.

Many of the challenges facing the sector are similar to those in other industries: the need for affordable workspace, access to high-speed broadband, business advice and support, the need for a talented and skilled workforce and access to capital, markets and networks. Concerns about the lack of good-quality labour, which slows down productivity and affects the long-term potential of the sector, are particularly true for the cultural sector. Businesses are uncertain about the effect of the UK's changing relationship with the EU and what the future international opportunities might be for Westminster, as a global centre of excellence in cultural and creative industries.

Because of these challenges, it's important to foster new talent to help the cultural and creative sectors continue to develop and bridge the skills gap. With fewer students taking arts and creative subjects in schools, it is important that children and young people are exposed to opportunities in this vibrant sector, so they can consider creative careers.

Cultural education can also bring additional value; research has shown that participation in structured arts activities can increase cognitive ability by 17 per cent. Direct links have also been found with employment; the employability of students who study arts-based subjects is higher and they are more likely to stay in employment than those who do not¹⁰.

By supporting emerging talent in the creative and cultural economy, we can ensure Westminster continues to be at the forefront of cultural and creative inward investment, benefiting our businesses and residents alike.



KEY PRINCIPLES

- Young people and schools are connected to cultural opportunities and meaningful work experiences
- Learning and skills development for residents improves their access to lifelong cultural careers and helps to fill skills gaps
- The council provides or facilitates infrastructure and services to create an attractive and effective operating environment for cultural and creative businesses and organisations
- Westminster is promoted regionally, nationally and internationally as a cultural and creative destination, supporting cultural spending and its positive externalities
- The council brokers affordable workspace for the cultural and creative sector to support existing businesses and attract new ones
- Culture underpins wider council policies supporting thriving formal and informal culture such as street entertainment, the evening and night-time economy, and our city-wide Market Strategy

CASE STUDY /WESTMINSTER BUSINESS UNIT

The Westminster Business Unit provides a front door for Westminster businesses, offering guidance and coaching on issues such as business support and consultancy, assistance with the apprenticeship levy and an ongoing voucher programme to improve broadband connectivity.

A big part of their work is facilitating and supporting the development of affordable workspace. This includes conditional grant funding for a 60,000 sq ft facility at Great Western Studios, an enterprise space home to more than 300 people working in the creative industry. Within the 106 studios, there are a huge number of creative enterprises, from designers, makers, artists, and fashion designers all under one roof, allowing them to meet, network, and grow.

The studios are 100 per cent occupied, demonstrating its success as well as the great need for these types of affordable workspaces that allow creative businesses to thrive in Westminster. The team is set to launch several more workspaces over the next few years.

CASE STUDY /CITY LIONS

We recognise that despite a vast selection of institutions to discover, activities to do and rich and rewarding career opportunities available across Westminster, many young people lack the means or connections to explore this extraordinary offer themselves.

In response, the council developed City Lions, its programme for 13 – 16 year-olds which aims to broaden their horizons and give young people the creative skills they need to get on in life.

In its first year City Lions gave over 800 young people a taste of the creative world and guidance on how to start a career within it. Participants accessed work experience, behind-the-scenes and workshop opportunities with Somerset House, Society of London Theatres, London Transport Museum, Wigmore Hall and the Exhibition Road Group, among others.

Creative employers are partnering with City Lions to improve their reputation within their local communities, address skills gaps, develop talent and engage with those from disadvantaged backgrounds.



// CREATIVE PLACEMAKING

Making sure culture features heavily in our public spaces, supporting residents to engage in and benefit from the impacts of regeneration

Mural by Heather Agyepong at Cockpit Theatre in Church Street, celebrating Mary Seacole, prominent historic British-Jamaican nurse and local resident. Part of GLA Tate Collective's LDN WMN Trail. Photography credit: Beth Crockatt

WHY IT'S IMPORTANT

Culture improves spaces and can develop local ownership of places

Regeneration, both in the physical and economic sense, can offer better homes, improved infrastructure, provide a boost to the local economy and many other benefits. But it can also provoke genuine fears about the possibility of local areas losing their unique character, and residents and businesses often worry about being overlooked or forced out.

It's important that the council involves residents and businesses in regeneration plans, and actively supports them to reap the benefits: it's not enough to assume that benefits will flow to local people without any action. Culture can provide a useful method of engaging communities, preserving their local character and improving the benefits of regeneration. Cultural and creative activity needs to be brought into broader regeneration and economic development plans to have real, measurable benefits.

New cultural venues and creative business space can be created, the public realm can be enhanced through design and

public art, and local communities can benefit from participating in events and festivals. Art and culture in public spaces should not just be about making an area more appealing, but also about the social cohesion and identity of a neighbourhood. Green Plaques and City of Sculpture celebrate local cultural and heritage stories, and we are committed to increasing to increasing local relevance and wider input from the community as these programmes develop.

We have a number of place-based approaches in which culture is paramount, a new cultural quarter forms the heart of plans for Church Street, and innovative plans for the Strand-Aldwych and Northbank areas will see culture hardwired into the public space. Oxford Street regeneration will promote good-quality opportunities for live music, and cultural experiences that enhance day, evening and night-time economies. In turn, culture and creativity will attract new business and investment to an area to support its regeneration.

Over 120 Green
Plaques around the
borough celebrating
Westminster's people
and places



Create Church Street fund
has enabled almost thirty
community-based art projects to take
place in Church Street, allowing over
1,000 RESIDENTS
to creatively engage directly with the
regeneration of their local area

KEY PRINCIPLES

- > Culture is used to actively engage residents in placemaking, and to encourage local involvement and ownership
- > We work with Neighbourhood Forums and Community Champions to ensure local opinions are reflected and promoted
- > The council partners with local organisations to develop place-based approaches to cultural activity
- > The council's planning policies and City Plan 2020 – 2040 implementation will support culture by protecting cultural infrastructure existing arts, cultural and community facilities, and by promoting an enhanced cultural offer
- > Local identities, cultural assets and activities are and celebrated used to promote areas to visitors, businesses and investors
- > The unique character and heritage of neighbourhoods are conserved, enhanced and promoted e.g. Soho



Exhibition of 'Traders' by photographer Rosalind Hobley, celebrating local traders and business people photographed with an object symbolising their trade. Traders was funded by Create Church Street

CASE STUDY /CREATE CHURCH STREET

The Create Church Street project encouraged arts and culture in the Church Street ward to involve local residents in a large-scale regeneration scheme. The project awarded small grants, totalling £200,000, to organisations and individuals to deliver creative activities to benefit local people of all ages and backgrounds. The project has encouraged residents to build a sense of ownership and pride in the area, bringing people from all backgrounds together, as Church Street goes through a process of great change.

The fund has proved highly popular with the local community, funding a total of 29 projects. The programme has helped to foster productive relationships between artists, arts and local organisations, given young people a voice, showcased local artists and introduced residents to new creative opportunities.

Working closely with local gallery The Showroom increased the schemes applications by 19 per cent, demonstrating the value of local partnerships. More generally, the project shows how culture can be used successfully to celebrate local communities, helping them to feel involved and engaged in matters that affect them, whilst developing trust between the council and communities.



CASE STUDY /WEST END LIVE

Since 2004, Westminster City Council has hosted West End LIVE in Trafalgar Square. In partnership with the Society of London Theatre, the event showcases free performances from the most popular musicals in the West End. The annual weekend-long programme promotes the West End as a world-class destination for culture and theatre as well as promoting Westminster's cultural offer to an international audience. The event attracts huge audiences, with Trafalgar Square quickly reaching its maximum capacity and allowing almost 120,000 people to enjoy the performances over the weekend. In 2019, over 30 different theatre productions were showcased.

The event also drives footfall into the West End, subsequently providing a boost in ticket sales for participating shows. It is one of Westminster's true highlights, loved by audiences, theatres, and local businesses alike.

Almost 70 per cent of visitors to West End LIVE said they would not have come to this part of London if it were not for West End LIVE, generating a net gain of £4.5m to the local economy.



RELATED COUNCIL STRATEGIES

- / City for All
- / Health and Wellbeing Strategy
- / Active Westminster
- / West End Partnership Vision
- / Street Entertainment Policy
- / Licensing Policy
- / City Plan 2020 – 2040
- / Markets Strategy
- / Greener City Action Plan 2015 – 2025
- / Events and Filming Strategy*
- / Open Spaces and Biodiversity Strategy*
- / Dementia Strategy*
- / Evening and Night-Time Strategy*
- / Economic Opportunity Strategy*

*** In development at time of publishing**

REPORTS

- / Community Cohesion Report
- / Armed Forces Community Covenant
- / Libraries Advisory Board Report
- / Health and Wellbeing Centres Task Group Report
- / Access to Culture Task Group Report

KEY PUBLICATIONS AND SOURCES CONSULTED

- / Creative health: the arts for health and wellbeing, All-Party Parliamentary Group on Arts, Health and Wellbeing 2017, artshealthandwellbeing.org.uk/appg-inquiry/Publications/Creative_Health_Inquiry_Report_2017_-_Second_Edition.pdf (1 and 5)
- / Changing Lives: the social impact of participation in culture and sport, DCMS, 2019, publications.parliament.uk/pa/cm201719/cmselect/cmcumeds/734/73402.htm (2)
- / Social Prescribing, GLA 2017, london.gov.uk/what-we-do/health/social-prescribing (3 and 4)
- / The Loneliness Experiment: a national survey led by University of Manchester and BBC, seed.manchester.ac.uk/education/research/bbc-loneliness-experiment (6)
- / The value of arts and culture to people and society, Arts Council England 2014, artscouncil.org.uk/sites/default/files/infographics/Evidence_review_Infographic_March_2014.jpg (7)
- / UK Business Register and Employment Survey: 2017 Results, Office for National Statistics (8)
- / Britain's creative industries break the £100 billion barrier, DCMS 2018, gov.uk/government/news/britains-creative-industries-break-the-100-billion-barrier (9)
- / The case for cultural learning, Cultural Learning Alliance 2017, culturallearningalliance.org.uk/wp-content/uploads/2017/08/CLA-key-findings-2017.pdf (10)
- / Visitor Attraction Trends in England 2017, Visit England, visitbritain.org/sites/default/files/vb-corporate/Documents-Library/documents/England-documents/vva_2017_trends_in_england.pdf
- / Contribution of the arts and culture industry to the national economy, Arts Council England 2015, artscouncil.org.uk/sites/default/files/download-file/Arts_culture_contribution_to_economy_report_July_2015.pdf
- / Cultural Tourism Vision for London, GLA 2015, london.gov.uk/sites/default/files/cultural_tourism_vision_for_london_low_res_version.pdf
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- / 10 skills for the rise of automation, World Economic Forum 2018, weforum.org/agenda/2018/07/the-skills-needed-to-survive-the-robot-invasion-of-the-workplace
- / 2018 Snapshot, Visit Britain, visitbritain.org/2018-snapshot
- / Culture for All Londoners: Mayor of London's Culture Strategy, 2018, london.gov.uk/sites/default/files/2018_culture_strategy_final_0.pdf
- / Cultural Infrastructure Plan: A Call to Action, GLA 2019, london.gov.uk/sites/default/files/cultural_infrastructure_plan_online.pdf
- / Understanding the value of arts and culture, AHRC 2016, ahrc.ukri.org/documents/publications/cultural-value-project-final-report
- / Global Trade Report, Creative Industries Federation 2018, creativeindustriesfederation.com/sites/default/files/2018-01/Federation%20Global%20Trade%20Report_0.pdf
- / Shaping the Next Ten Years: Draft Strategy for Consultation, Summer 2019, artscouncil.org.uk/publication/draft-strategy-2020-30
- / Sectors Economic Estimates GVA, DCMS 2016, gov.uk/government/statistics/dcms-sectors-economic-estimates-2016-regional-gva

