

Consultation response from Goldsmiths, University of London
Culture for all Londoners: Mayor of London's draft culture strategy

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The [Mayor of London's draft Culture Strategy](#) has four priorities:

- **Love London** - more people experiencing and creating culture on their doorstep
- **Culture and Good Growth** - supporting, saving and sustaining cultural places
- **Creative Londoners** - investing in a diverse creative workforce for the future
- **World City** - maintaining a global powerhouse in a post-Brexit world

The Mayor's Office has invited feedback from interested organisations and individuals and Goldsmiths is pleased to have the opportunity to respond.

What impact does the capital's culture have on quality of life for Londoners? What could the Mayor do to amplify and support these areas?

Goldsmiths, University of London supports the contextual analysis set out in Chapter Two of the draft Strategy and the breadth of ambition to create a city where "every child, young person and adult [has] the chance to enrich their lives through culture". For all the reasons set out in the draft Strategy, Goldsmiths staff and students would agree that the arts help contribute to an enhanced quality of life for all Londoners.

The Arts Council for England has collected together a range of compelling statistics to demonstrate the positive impact of the arts and culture on quality of life, including health and wellbeing benefits and economic growth: <https://www.artscouncil.org.uk/why-culture-matters/case-art-and-culture#section-1>

Do you agree that London must embrace a broad definition of culture that includes less formal places and spaces? If yes, what could the Mayor do to best support informal culture?

Yes, we agree. The policies and priorities set out in chapter three (Love London) of the draft Strategy appear to encompass a comprehensive range of activity within the Mayor's powers.

How could the Mayor help to remove barriers that prevent all Londoners from securing creative jobs? What examples of good practice are you aware of in this area?

We are fully supportive of this aim and hope that Goldsmiths can continue to play a part in nurturing a talent pipeline for the creative industries which is fully reflective of the diverse communities served by those sectors. We would welcome all of the initiatives set out in the draft Strategy to help meet this aim.

Goldsmiths would also propose that the Mayor considers adopting and sponsoring a pan-London Creative Internship Platform of the type envisaged by the Borough of Lewisham in its emerging Creative and Digital Industries Strategy. This concept would enable CDI businesses to appoint interns through a co-ordinated programme, reducing the costs and risks of seeking to appoint an intern under their own steam; in turn it offers the interns a guarantee of the London Living Wage, and access to a wider range of work experience across different organisations to help develop their skills and experience. At its most basic level this could be a web-based system to match up interns with opportunities (with basic safeguards and terms attached for both parties), but could be developed to enable reviews to be left for both interns and employers. If adopted on a London-wide scale, the potential for generating a world-leading pool of creative talent is quite remarkable. Such a scheme could be transformative for the creative sectors if efforts were focused on marketing the programme to BAME communities in particular.

Goldsmiths would be supportive of initiatives such as the Mayor's Good Work Standard (p119 of draft Strategy), though would caution that the large number of similar hallmark and accreditation schemes in this area may cause confusion for stakeholders looking to understand what they each represent. Like many responsible employers, Goldsmiths already holds a number of accreditations and is working towards others: we are a London Living Wage Employer, a Disability Confident Employer, a Stonewall Diversity Champion, and a member of the Athena SWAN charter (a scheme designed to seek gender equality within the higher education sector: <https://www.ecu.ac.uk/equality-charters/athena-swan/>). We would encourage the Mayor's Office to consider ways of using existing accreditations as a starting point for the Good Work Standard, rather than generating overlapping criteria and benchmarks. As a large employer (over 1,500 employees) committed to reflecting the diversity of London, Goldsmiths would be interested in serving as a pilot for any such scheme, should this be of use.

Additionally, Goldsmiths is already developing plans to build on its existing specialism and reputation for delivering entrepreneurship, cultural management and policy education to the creative and cultural sectors, to offer a specific short programme for local people keen to develop their ideas. Our Institute for Creative and Cultural Entrepreneurship (ICCE: <https://www.gold.ac.uk/icce/>) delivers a range of academic programmes and presents activities and events to promote an environment in which creative and cultural entrepreneurship can flourish. We would be keen to work with the Mayor's Office and other partners to act as a beacon institution for delivering courses locally to help 'hot house' innovative social and cultural ideas that have the potential to create positive change. Access to such training could be offered as part of a blended package of support for projects as part of the Creative Entrepreneurs Programme, about which little detail can be found at present in the draft Strategy.

How can the Mayor increase participation in the arts and cultural life of the capital, particularly for people who don't currently have access to it? Who should he be partnering with?

We endorse the aspirations and proposals set out in chapter two and chapter three of the draft Strategy.

At Goldsmiths, we deliver a broad range of projects designed to raise the aspiration and academic attainment for students from local schools and colleges, while also providing opportunities for them to enhance their cultural capital. Some examples of such opportunities

include our participation in the National Saturday Art & Design Club, involving around thirty 13-16 year olds from local schools and colleges who attend a free weekly Saturday club to develop their art and design skills, run by Goldsmiths alumni. As part of this project we have collaborated with the English National Opera, and students have been taken on visits to galleries such as the Saatchi Gallery and Tate Modern. We also run a parallel Music Saturday Club, which offers three hours of free music support every week for 15 13-16 year olds from local schools, and provides opportunities for students to engage in cultural activities such as attending opera performances or exhibitions at the Barbican and performing for musician and documentary maker Professor Green.

We have also continued to invest resources in extending and promoting our cultural offer to the local community. In the last five years we have opened a cinema on campus – helping fill a void in cinema provision in our part of South East London – which is fully open to the public, showing a range of independent films alongside the latest blockbusters. We are in the process of renovating the George Wood Theatre, a flexible performance space on campus that will reopen in the autumn of 2018 and will be made available for affordable hire by community groups. We have a stated aim to specifically encourage BAME theatre groups to utilise this provision, opening up an accessible performance space within the Borough to reach new audiences.

We have also underwritten considerable philanthropic investment in a major new contemporary art gallery, due to open in September 2018 (<http://goldsmithscca.art/>). At the time when many gallery spaces are closing, we are proud to be opening the doors on a new venture that will bring truly world-class art to Lewisham, with an integrated community education programme alongside.

This investment is not without financial exposure, and we would encourage the Mayor to help celebrate and promote examples such as this of third party organisations who seek to encourage wider participation in the arts at their own risk, particularly in areas where such opportunities for local people are otherwise limited.

Other higher and further education providers are well placed to support the aims of this Strategy in a similar way, and we would encourage the Mayor's Office to provide assistance through the levers open to it – including through grant funding where appropriate – to support the initial stages of such investments by anchor institutions.

What other opportunities are there to support culture in the capital?

Goldsmiths is an enthusiastic supporter of Creative Enterprise Zones and we are proud to be working closely with Lewisham Council on the development of the case for New Cross and Deptford to continue to attract support as one of the first such designated areas in the city. We very much hope to be successful in our bid to be one of the inaugural CEZs and we believe Lewisham North is well placed to be able to rapidly generate a return on investment in terms of the provision of affordable workspace and the development of a cohesive identity to attract more SMEs into the area.

Winning CEZ status would be a huge endorsement of the partnership work already underway in the Borough, and would be particularly beneficial for unlocking necessary investments in public realm and legibility/navigation of the area, which has particular physical barriers created by the intersections of major highways and railway lines. Any wider support the Mayor's Office can provide to this area and others like it – particularly through the discharge of TfL's responsibilities – would be greatly welcomed as an opportunity to nurture

creative enterprise. For instance, the recent extension of a through-the-night service on the Overground to New Cross Gate has been beneficial to the local night time economy and a boost for the creative and cultural offer of the area.

While there are a range of studio-based spaces available in and around New Cross, a particular local concern is the availability of affordable space for production-based activity. Some of our most innovative SMEs require production facilities to fabricate robotics and other materials. As recognised in the draft Strategy, it is important that the London Plan and other initiatives offer joined-up solutions to competing demands for space in and around the capital.

How can you or your organisation contribute to the Mayor's vision for culture and pledge to support the final strategy?

Goldsmiths, University of London, is a leading centre in the UK for research and new learning for and with partners in the creative industries; covering sectors including music, games, VR/AR, film, television, journalism and theatre. From Damien Hirst and Mary Quant to Vivienne Westwood and Steve McQueen, Goldsmiths has nurtured some of the most important cultural figures of the last 20 years.

Our academic legacy stretches back to 1891, but we are always looking forward. Through its unique interdisciplinary set of practices, research methods and techniques Goldsmiths' vision is to act as a catalyst for innovation in our local community.

Goldsmiths' 10,000 students and 1,500 staff are based on a single-site campus in New Cross, South East London, and we are proud of our roots in the area and keen to perform a leadership and partnership role in supporting 'good growth' for our Borough and beyond.

We offer creative SMEs access to the latest technologies to support their innovations. Our recent partnership with Lewisham Council on the ERDF funded dEK Growth Programme will further extend our engagement with the local SME community and from September 2018 the opening of a new Centre for Contemporary Art – the first major modern art gallery to open in South East London in 125 years – will further enhance Goldsmiths' contribution as a cultural hub for the Borough.

A locus for some of the world's most creative and ambitious minds, from undergraduates to world-leading researchers, Goldsmiths attracts bold, innovative people who make things happen and make Lewisham – and the wider capital – their home.

As outlined elsewhere in our response, Goldsmiths can pledge to:

- First and foremost, continue our legacy of providing high quality education across the creative arts, in an increasingly interdisciplinary context. We will prepare our graduates to fulfil their ambitions in a changing world of work, one which they will help shape;*
- furthermore, we will continue to make available our research to support creative and cultural industries and to help inform cultural policymaking where appropriate;*
- assist with development of Creative Internship Platform, should this be an idea the Mayor's Office is keen to explore;*
- serve as a pilot large employer to test the emerging Good Work Standard;*
- offer tailored training courses to support those taking part in the Creative Entrepreneurs Programme (subject to funding), or indeed any such initiative seeking developmental support for their idea;*

- *continue to develop and promote the College's own cultural offer for South East London, including continuation of our new listings magazine which is delivered freely to around 30,000 local households to advertise the events happening on campus to which local resident are welcome.*

Is there anything else that could be considered in relation to the draft Culture Strategy?

We warmly welcome the reference in chapter six of the draft Strategy to the importance of continuing to promote inward migration of international students for the duration of their studies here, and for providing meaningful routes to longer-term stay for the most talented graduates who can support the UK's cultural economy. Goldsmiths has joined with other London universities in lobbying Government for the removal of international students from the annual net migration target, and we would encourage the Mayor to continue to use his influence to encourage the Migration Advisory Committee to reach a similar conclusion through its current investigation into the impact of international students in the UK.

Similarly, the cultural economy in London (particularly as developed through SMEs) could be assisted by steps to enhance the overall work study proposition for international students, by allowing a more flexible approach for certain categories of students to seek work for a period after their graduation. The Mayor's Office could be a strong advocate for such policy proposals, or indeed any steps to maintain London's predominant position as an attractive destination for international students.

We would encourage the Mayor's Office to consider how digital spaces might be embraced by the Cultural Infrastructure Plan. While we acknowledge the importance of physical place in terms of the Mayor's statutory responsibilities, given the increasing dominance of the digital realm when it comes to engagement with arts and cultural activities, any mapping of this sphere would be incomplete without some attempt to chart the key online destinations used by Londoners. Mapping of the key digital spaces for events listings and promotion, the sharing of ideas and inspiration, will be critical to properly fulfilling the stated aim of providing a sound evidence base to underpin and inform planning policy.

Do you agree with the Integrated Impact Assessment (IIA) conclusion that the draft Culture Strategy contributes positively to every IIA objective in some way?

Yes

No

Is there anything else that could be considered in relation to the IIA?

N/A