

DRAFT: Westminster City Council's Cultural Strategy 2020 – 2024

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 2020-24 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 Iain Bott, Cabinet Member for Sports, Culture and Community

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 2020-40, regeneration and public realm schemes.

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.

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 discover new 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 are likely to 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 cultural activity 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 the role of culture 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 recognises that investing in social impact opportunities to improve criminal justice, education and health outcome are too often missed, or undervalued. At a local level we want to make sure we recognise the unique power of culture 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 our quality of life. 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 in society and can 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.²

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 to engage diverse audiences in Westminster's unique cultural offerings.

Data from the Department for Digital, Culture, Media and Sport indicates that certain groups are less likely to use museums, arts and heritage venues and activities. 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 has comparatively high numbers of groups who are less likely to engage with culture, indicating where we need to focus our efforts.

We want to make sure that all residents can access Westminster's cultural offering 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 cultural activities together.

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

KEY PRINCIPLES

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

CASE STUDY / MY WESTMINSTER DAY

My Westminster 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 My Westminster 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 My Westminster themed arts workshops, t-shirt painting with One Westminster volunteers and henna arts with Westminster Bangladeshi Welfare Trust.

My Westminster 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% of people said they met someone new at the event and 98% said the event helped them to feel positive about their community.

Lena Choudary-Salter, Director of Mosaic Community Trust, exhibitor at My Westminster 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 My Westminster's ethos."

RESILIENT COMMUNITIES

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

Why it's important

Engagement in arts and culture can help recovery from illness, keep us healthy and address major health and wellbeing challenges, such as mental health, isolation and ageing, all of which improves 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% 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.

Engagement in cultural activities reduces the risk of social isolation of which older people are at particular risk. Isolation has 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 currently 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.

Engaging 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.

KEY PRINCIPLES

- The social impact of culture is recognised and able to shape and influence council activity designed to help communities thrive
- 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
- Libraries and wider council services combine with partners to take a strategic approach to engaging audiences in cultural activities which improve health and wellbeing
- Council grant funds such as ward budgets invest in cultural and wellbeing outcomes
- Learn from best practice cultural projects that tackle crime and anti-social behaviours
- 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 & 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 facilitated 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 complex needs.

Many clients at EAC 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 homelessness and drug and alcohol dependence, 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% fall in complaints compared to the 16-week period before the trial, and aggressive and anti-social behaviour incidents fell by 54% and 49% respectively. This had a flow on impact, relieving pressure on ambulance and police call out services. Look Ahead is now seeking to deliver similar programmes more widely on an ongoing basis.

SKILLS FOR THE FUTURE

Supporting a thriving 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% 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 provides 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 like those in other industries: the need for affordable workspace, access to high-speed internet, 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 European Union 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%. 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
- The council provides or facilitates infrastructure and services to create an attractive and effective operating environment for cultural and creative businesses and organisations
- The council brokers affordable workspace for the cultural and creative sector to support existing businesses and attract new ones
- Learning and skills development for residents improves their access to lifelong cultural careers and helps to fill skills gaps
- Westminster is promoted regionally, nationally and internationally as a cultural and creative destination, supporting cultural spending and its positive externalities
- 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 Enterprise Space Network

The Westminster Enterprise Space Network was launched in October 2019 as the council's first ever workspace provider network. The network seeks to bring together members of the workspace provider community, in order to: (a) Strengthen, enhance and grow the flexible workspace industry in the City of Westminster (b) to ensure the delivery of proactive, meaningful business support within enterprise spaces to enable small businesses to survive, grow and thrive in the City of Westminster and (c) to ensure that opportunities are generated for local residents and the communities to benefit from within Westminster.

To date the network has 29 different organisations who have joined as members, who between them operate a total of 60 enterprise spaces in the borough. There are an estimated 1500 businesses occupying these enterprise spaces who are being supported by this network. The network boasts an abundance in diversity of types of spaces, including, coworking spaces, serviced offices, artist studios, makers spaces, accelerators and catering spaces. Enterprise space is defined as workspace which is affordable, offering flexible tenures (1-12 months), encourages peer support and collaboration opportunities, provides a proactive business support offer, and generates

opportunities to support local residents. If workspace operators are already undertaking these commitments or are willing to demonstrate that they will, they are then able to sign up to the network via an MoU agreement. The network is free, and is not legally or contractually binding and is part of a light touch business support programme.

CASE STUDY/ CITY LIONS

Despite a vast selection of institutions to discover, and rich and rewarding career opportunities available, many young people lack the means or connections to explore this extraordinary offer themselves.

In response, the council developed City Lions, a targeted programme for 13-16-year-olds which aims to connect young people with the creative sector to explore opportunities available to them in this growing sector.

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 is embedded in our public spaces, supporting residents to engage in and benefit from the impacts of regeneration

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. Urban regeneration programmes can provoke concerns about the possibility of local areas losing their unique character, with residents and businesses raising concerns of 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. Our public realm programmes such as Green Plaques and City of Sculpture celebrate local cultural stories, and we are committed to increasing local relevance and wider input from the community as these programmes develop.

We have several emerging place plans across Westminster 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.

KEY PRINCIPLES

- Culture is used to actively engage residents in placemaking, and to encourage local involvement and ownership
- The council partners with local organisations to develop place-based approaches to cultural activity
- Local identities, cultural assets and activities are used to promote areas to visitors, businesses and investors

- We work with Neighbourhood Forums and Community Champions to ensure local opinions are reflected and promoted
- The council's planning policies and City Plan 2020-2040 implementation will support culture by protecting existing arts, cultural and community facilities, and by promoting an enhanced cultural offer
- The unique character and heritage of neighbourhoods are conserved, enhanced and promoted e.g. Soho

CASE STUDY/ CREATE CHURCH STREET

The Create Church Street project encouraged arts and culture in the Church Street ward to involve 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%, 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 drives footfall into the West End, subsequently providing a boost in ticket sales for participating shows. Almost 70% 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.

West End LIVE is one of Westminster's true highlights, loved by audiences, theatres, and local businesses alike.

CONSULTATION QUESTIONS

Following feedback from partners and residents on our draft Cultural Strategy, we will develop an action plan, and ways to measuring this to show how we are doing. We welcome your thoughts on:

- **what the council might deliver**
- **anything we have missed**
- **how you can help us deliver the strategy.**

Culture for All

- Work with all our residents to design the council's cultural offer
- Work with more local venues and organisations to increase the number of cultural offers for Westminster residents
- Make sure all residents know about the local cultural offer through all our communication channels including website, social media and newsletters
- Support residents to deliver their own cultural activities and events in libraries and other community spaces

Resilient Communities

- Make sure cultural activity is targeted at residents that are least likely to access it, including people experiencing health issues and loneliness
- Use evidence of health and wellbeing outcomes associated with culture across the council to integrate cultural activity into a greater number of our services
- Collaborate with local NHS link workers and primary care providers to develop a joint approach to promoting wellbeing in Westminster
- Support for programmes that employ culture to improve the lives of young people and other groups who are at risk

Skills for the Future

- Develop talent pipelines for the creative sector by making stronger links between the sector, schools and further education by supporting programmes such as City Lions
- Encourage dialogue with cultural and creative employers to address key challenges, for instance around skills and careers

- Improve cultural education opportunities for young people in Westminster through creation of a borough-wide Local Cultural Education Partnership
- Support affordable creative workspaces and create more links with council Business Unit services

Creative Placemaking

- Ensure both grass-roots and institution-led culture is at the heart of our regeneration schemes, such as Church Street, Oxford Street District and Strand-Aldwych
- Continue to promote our community public realm programmes, such as our Green Plaque scheme, to highlight local places and identities
- Improve the quality and impact of City of Sculpture art works in public and community settings by working with partners and sponsors
- Support the council's City Plan aspiration to champion culture through protecting existing arts, cultural and community facilities

RELATED COUNCIL STRATEGIES

- City for All
- Health & Wellbeing Strategy
- Active Westminster
- West End Partnership Vision
- Street Entertainment Policy
- Licensing Policy
- City Plan 2019-2020
- Markets Strategy
- Greener City Action Plan 2015-2025
- Events & Filming Strategy*
- Open Spaces & 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 & 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 & 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,

- arts council.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, **arts council.org.uk/sites/default/files/download-file/Arts_culture_contribution_to_economy_report_July_2015.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 **arts council.org.uk/publication/draft-strategy-2020-30**
 - Sectors Economic Estimates GVA, DCMS 2016, **gov.uk/government/statistics/dcms-sectors-economic-estimates-2016-regional-gva**

