

Culture & Commerce Taskforce: A Year of Fuelling Creative Renewal Transcript

0:08

as the 692nd lord mayor of london i know

0:11

that being a center for culture is one

0:13

of the unique selling points which makes

0:15

london so attractive

0:17

trade innovation and culture are the

0:20

three interweaving strands of my mayoral

0:22

theme global uk the new future

0:25

all cities have been hit hard by the

0:27

pandemic and london's creative sector

0:30

has been hit harder than most but this

0:32

world-leading sector has a huge role to

0:35

play in accelerating london's recovery

0:37

this is why we established the culture

0:40

and commerce task force

0:42

chaired by the lord mayor the culture

0:44

and commerce task force brought together

0:46

industry leaders who champion projects

0:49

that unite business and the creative

0:51

industries for mutual positive benefit

0:54
after having set out a blueprint for how
0:56
culture and commerce could work together
0:58
in a report called fueling creative
1:00
renewal more than 60 organizations came
1:04
together over the last 12 months through
1:06
new innovative models
1:08
five key projects led or co-led by the
1:11
city of london corporation became the
1:13
focus of the task force's work and
1:16
clearly tested how these models can work
1:20
enhancing the city involved filling
1:22
shops offices foyers and spaces across
1:25
the city with art
1:27
animating the area attracting visitors
1:30
and workers and boosting football
1:33
what we've seen is
1:35
the city emptying itself from visitors
1:38
from workers and what we want to do is
1:41
bring people back and give them exciting
1:43
reasons to come back and what's better

1:46
than to use the city as a backdrop for a
1:49
big art exhibition
1:51
projects that meet the aims of enhancing
1:53
the city include
1:56
a university of the arts london theater
1:59
graduate showcase that took over 30
2:01
commercial sites across the city of
2:03
london and north bank
2:06
free and accessible community space
2:08
gaia's garden which welcomed over 1 600
2:12
young diverse creatives to a series of
2:15
events throughout the summer
2:18
asphalt art visual interventions in the
2:21
public realm created by artist yinka
2:24
ilori that use art and community
2:27
engagement to improve street safety and
2:29
revitalize public space
2:33
and harmony at london wall place an
2:36
immersive music and augmented reality
2:39
experience

2:42
the creative exchange program is a
2:44
wide-ranging skills and knowledge
2:46
sharing program that offers two-way
2:48
skills development between commercial
2:51
and cultural professionals exchanging
2:54
talent and expertise across sectors
2:57
the co-mentoring pilot has just been
2:59
amazing for me i've generated an
3:01
additional 55 000 pounds worth of
3:03
revenue just in the 12 weeks i've been
3:05
doing the program and it's been entirely
3:07
down to the way that working with a
3:09
creative has
3:11
made me think and behave in a very
3:14
different way
3:16
creative skills was a week-long career
3:19
pathways workshop for young people to
3:21
develop peer informed solutions that
3:23
address the low numbers of young people
3:25
opting for arts subjects at gcse and a

3:28
level particularly those from
3:30
backgrounds underrepresented in the
3:32
creative industries
3:36
i've developed a lot of leadership
3:38
skills
3:40
lots of organization because of course
3:42
this project involves a lot of critical
3:45
thinking problem solving to really get
3:48
down to that end finish
3:52
[Music]
3:54
create in the city was a set of projects
3:56
exploring how creative workspace and
3:59
creative enterprise hubs can be
4:00
established through a range of models
4:02
involving the cultural civic and
4:05
commercial sectors
4:07
this space and the facilities that it's
4:09
going to offer have been brought
4:11
together in response to the demand that
4:13
we've been seeing from freelancers in

4:15
the arts across the country
4:17
over the next year it's going to provide
4:19
a football of
4:20
roughly 80 000 artists with free space
4:24
to develop new projects training and
4:27
design resources all completely free of
4:29
charge it's a unique project and it
4:32
wouldn't have been possible without
4:34
the unique partnership between new
4:36
diorama and british land to bring the
4:38
resources and partnerships together
4:41
creators for london entailed a review of
4:43
five city corporation urban renewal
4:46
projects which employed creatives as an
4:48
integral part of the planning team
4:51
creativity can change the status quo i
4:54
think in the example
4:56
of smithville public realm and having
4:58
larry achimpong involved is that he's
5:01
really brought about a much less

5:04
milestone focused design process which
5:06
often does dominate the way that we have
5:08
to approach projects and made it much
5:10
more about being iterative
5:13
and learning from itself
5:18
we have had 92 expressions of interest
5:21
to work on these projects we have met
5:24
with 35
5:26
potential partners
5:28
and we have secured
5:30
435 000 pounds in contributions with
5:33
more in the pipeline and there are
5:36
currently 60 people working on these
5:38
projects
5:39
the word is spreading
5:41
but we want to spread that word further
5:47
we all have a responsibility to be
5:49
ambassadors and bring what we can to the
5:51
table whether it's skills ideas
5:54
resources or investment

5:58

i think for those of us in the cultural

6:00

sector it's been an absolute lesson that

6:02

culture is not in a little world of its

6:05

own if you bring culture together with

6:07

the commerce agenda and with the civic

6:10

agenda you're talking to all sorts of

6:12

people that you haven't engaged with

6:14

before and it means that culture is

6:17

totally embedded in people's lives and

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is a key part of the recovery as we come

6:23

out of the pandemic into a new world

6:36

you

English (auto-generated)