

Subject: Creative Placemaking: A New Approach to Culture and Regeneration?

Report to: Regeneration Committee

Report of: Executive Director of Secretariat

Date: 12 July 2016

This report will be considered in public

1. Summary

- 1.1. This report sets out the background for a discussion with invited guests on how far creative placemaking can bring together London's cultural needs and regeneration goals.

2. Recommendations

- 2.1 **That the Committee agrees to hold a discussion with invited guests on the role of creative placemaking in regeneration and in enhancing London's cultural offer with the scope outlined in this report.**
- 2.2 **That the Committee notes the report as background to the discussion with invited guests regarding the role of creative placemaking in regeneration and in enhancing London's cultural offer, and notes the subsequent discussion.**
- 2.3 **That the Committee delegates authority to the Chair, in consultation with party Group Lead Members, to agree any output from the Committee's review of creative placemaking.**

3. Background

- 3.1 It is proposed that the first meeting of the Committee in the 2016/17 Assembly year be used to hold a meeting to discuss culture and regeneration as part of its 2016/17 work programme.

4. Issues for Consideration

Supporting and enhancing London's cultural offer

- 4.1 Affordability and funding issues are resulting in some smaller cultural venues shutting their doors, including artist's studios,¹ small theatres² and music venues³. The cultural offering available in outer London is, however, less well-known. Enhancing the cultural offer of suburban centres could help boost and diversify London's culture and enhance the benefits of regeneration programmes.

Creative placemaking in London

- 4.2 The loss of culture spaces and the regeneration opportunities offered by culture has led Mayor Khan to promise a Cultural Infrastructure Plan to identify London's cultural needs to 2030 and to introduce new Creative Enterprise Zones. In addition a wide range of organisations including London boroughs, businesses and charities, are involved in supporting the development of cultural assets, creative placemaking or similar projects in London.

Maximising the benefits of creative placemaking

- 4.3 Creative placemaking can have unintended consequences, including making a place increasingly unaffordable and inaccessible to the original beneficiaries or instigators of the regeneration project.⁴ Providing the means for artists to make money, subsidising cultural assets and sharing facilities are offered as potential solutions to this problem. Local authorities and the Greater London Authority could also develop policies and incentives to sustain creative placemaking, such as through the proposed London Borough of Culture scheme.

- 4.4 The following guests have been invited to the Committee's meeting on 12 July 2016:

- Debbie Jackson, Assistant Director - Regeneration, Greater London Authority (GLA);
- Justine Simons, Senior Manager - Culture and Creative Industries, GLA;
- Miriam Nelken, Programme Director, Creative People and Places Programme, Creative Barking and Dagenham (CBD); and
- Other guests to be confirmed.

- 4.5 The meeting will look to explore the following:

- The issues facing culture in London, particularly small cultural assets;
- The work of the GLA in funding and shaping regeneration projects with a cultural dimension;
- Further work that the GLA and boroughs could do to enhance the value of creative place-making particularly in Outer London;

¹ The Independent (2014), ['Mayor to investigate as artists fear being driven out of London by rising costs of studio space'](#)

² Economy Committee, 2013, [Summary findings of the London Assembly small theatre survey](#)

³ GLA, 2015, [London's Grassroots Music Venues: Rescue Plan](#)

⁴ Zukin, S. (1982), *Loft Living: Culture and Capital in Urban Change*

- The approach to and likely value added by designated certain areas as Creative Enterprise Zones; and
- The resources and powers available to the GLA and local authorities to maintain the affordability and accessibility of cultural assets over time.

4.6 The Committee is recommended to delegate authority to the Chair, in consultation with party Group Lead Members, to agree any output from the Committee's review of creative placemaking.

5. Legal Implications

5.1 The Committee has the power to do what is recommended in this report.

6. Financial Implications

6.1 There are no financial implications to the GLA arising from this report.

List of appendices to this report:

None

Local Government (Access to Information) Act 1985
List of Background Papers: None
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