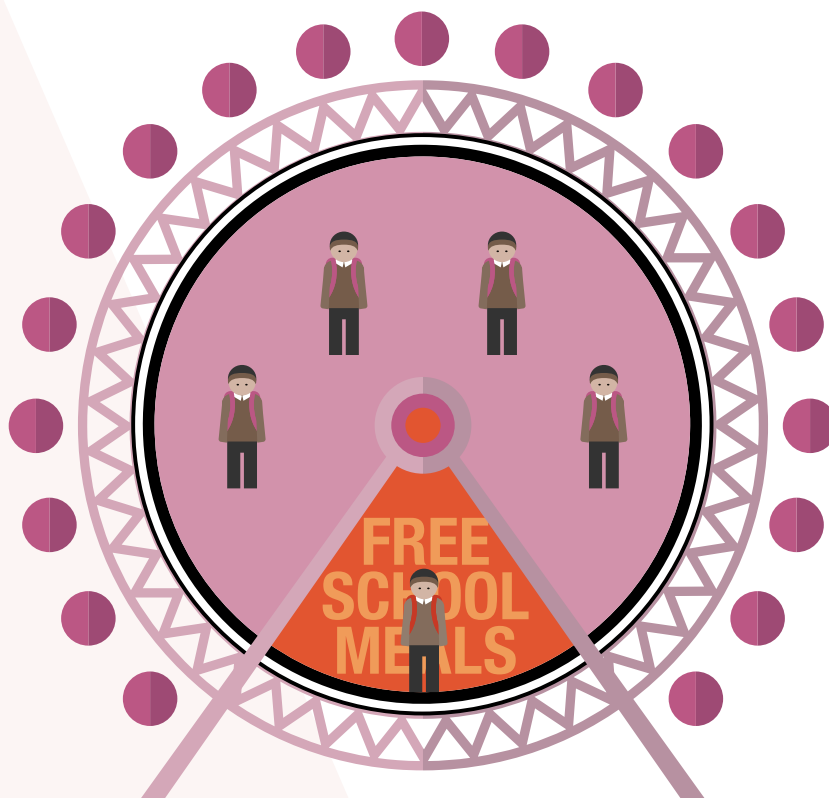


**LONDON IS THE 6TH
RICHEST CITY IN THE WORLD**

But 1 in 5 school pupils qualify for free school meals.

Economically disadvantaged young people are less likely to visit an exhibition or attend an event at a museum/gallery than their peers.



0.5M

children below the age of 20 in London live below the poverty line.

80% of

children from the richest homes are read to every day.

But only **40%**

of children from the poorest homes are read to every day.

WHY IS CULTURAL ENGAGEMENT AMONG ECONOMICALLY DISADVANTAGED YOUTH DISPROPORTIONATELY LOW?

How can we support greater engagement in cultural activity for all young Londoners?

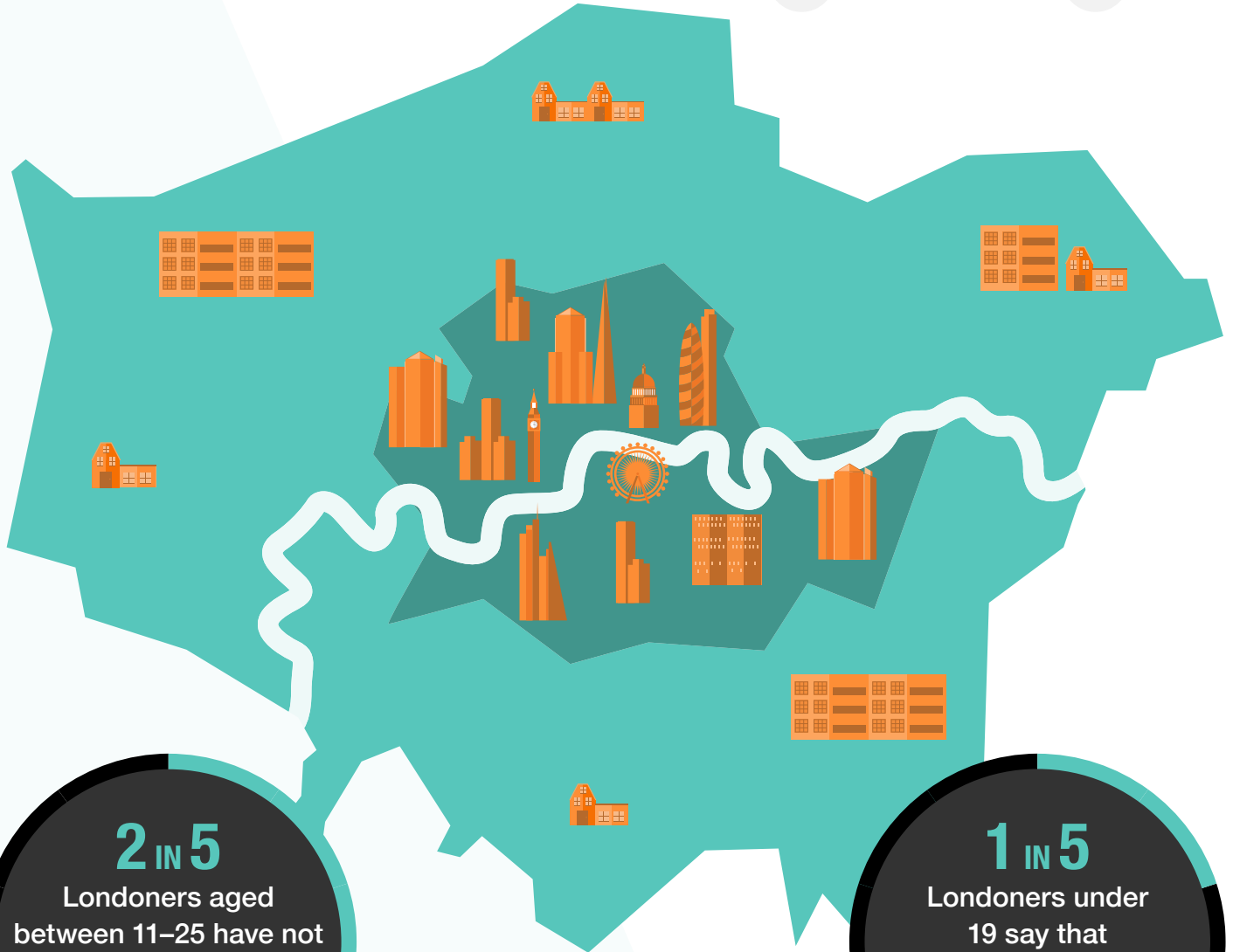
Can we ensure family income does not determine access to culture?

EQUITY AND GEOGRAPHY

THE CREATIVE AND CULTURAL
SECTOR IS PARTICULARLY DENSE
WITHIN CENTRAL LONDON.

64%

of school pupils live in
outer London.



2 IN 5

Londoners aged
between 11–25 have not
been to an art exhibition
or live music event in
the last year.

1 IN 5

Londoners under
19 say that
theatres and art
centres are difficult
to get to.

HOW CAN WE ENSURE
ACCESSIBILITY TO CULTURAL
RESOURCES FOR ALL YOUNG
LONDONERS?

Can we refocus London's
cultural offerings based on
where young people live?

Can we ensure that future
cultural plans consider
accessibility for all young
people?

WHAT IS ARTS & CULTURE TO YOUNG PEOPLE (AGED 13–19)?

“The term ‘arts & culture’ doesn’t alienate me personally but I think for a lot of teenagers in London it would and it’s not really seen as a cool thing to do.” (18yrs)



The strongest spontaneous associations with

‘ARTS’

Visual arts
(Painting and drawing)
Performing arts
(Dance and music)

The strongest spontaneous associations with

‘CULTURE’

Food & drink (28%)
Religious events (21%)
Music (15%)
Fashion (14%)

**CAN WE COMMUNICATE
ARTS & CULTURE MORE
EFFECTIVELY?**

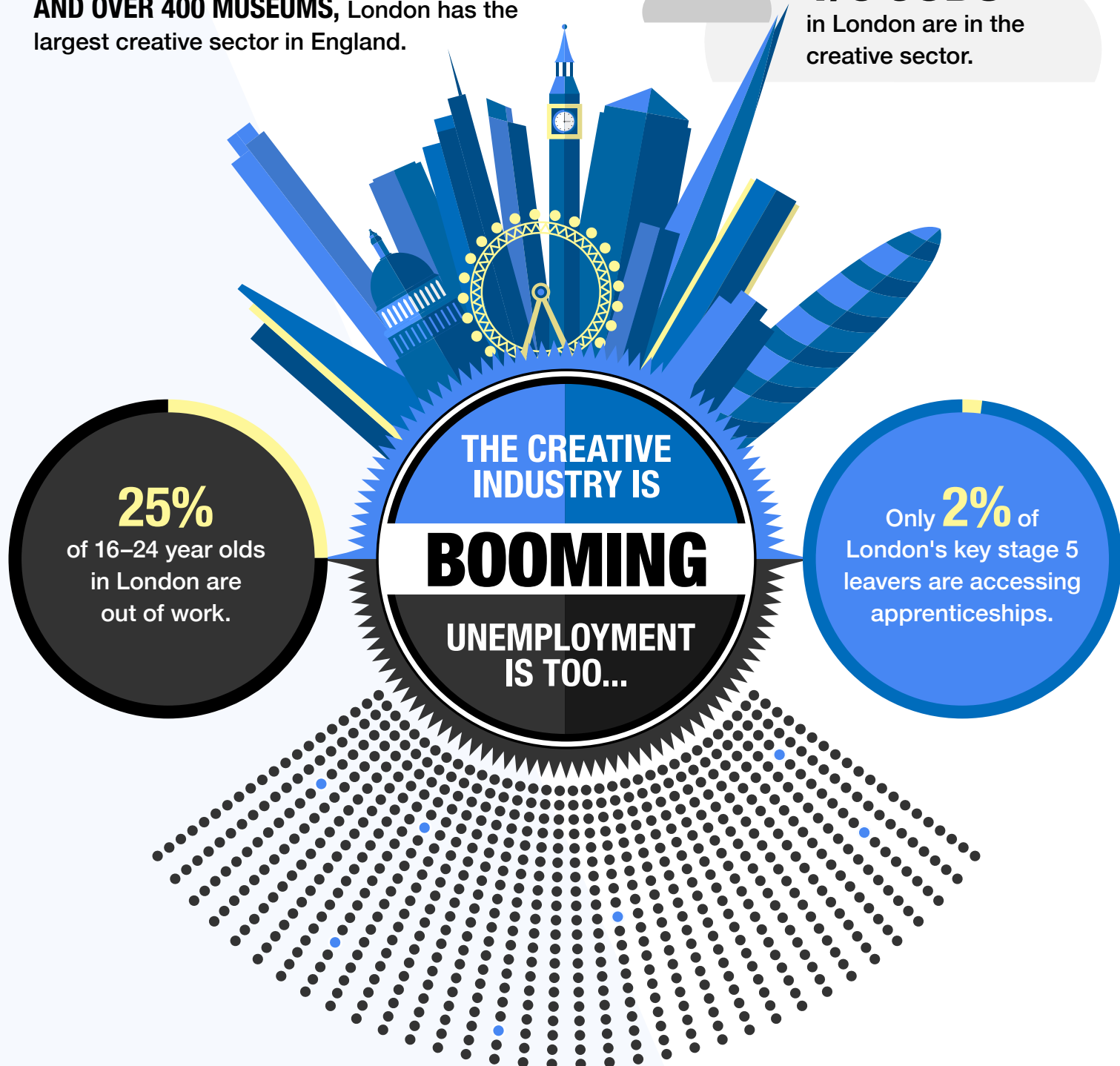
Can we ensure young people are better able to influence what arts and cultural organisations do?

Can we build cultural provision that children and young people want?

ENTRY TO EMPLOYMENT

WITH HUNDREDS OF ARTS ORGANISATIONS AND OVER 400 MUSEUMS, London has the largest creative sector in England.

1/6 JOBS
in London are in the creative sector.

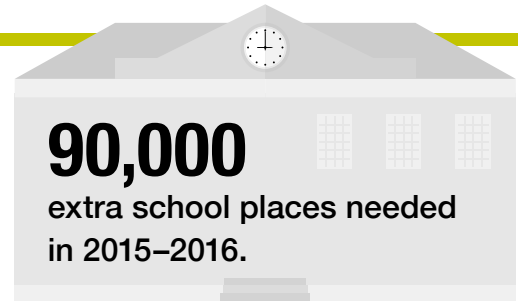


HOW DO WE ATTRACT AND FACILITATE YOUNG LONDONERS INTO CREATIVE CAREERS?

Can we ensure all young people benefit from the growth and employment opportunity in creative and cultural industries?

Can we break down existing barriers to secure greater diversity within London's creative and cultural sectors?

330,000 MORE PEOPLE IN LONDON
since 2008. From 2011–2021 the population
is expected to rise by 1million.



*Equivalent of 360 new schools.

PARK ROYAL

50,000 JOBS BEING CREATED

22,000 NEW HOMES

ELEPHANT & CASTLE

£3 BILLION REGENERATION PROGRAMME

4,000 NEW HOMES BEING BUILT

NINE ELMS

£8 BILLION INVESTMENT & 25,000 JOBS

16,000 NEW HOMES

THE ROYAL DOCKS

£22 BILLION INVESTMENT

11,000 NEW HOMES

**HOW DO WE ENSURE CULTURAL
EDUCATION IS PART OF THE
FOUNDATION FOR LONDON'S
GROWTH AND DEVELOPMENT?**

Can we create new models
of working which cement
the provision of cultural
education for all?

How can cultural education
be permanently woven into
future regeneration and
planning agendas?

A SUPER-SERVED SYSTEM

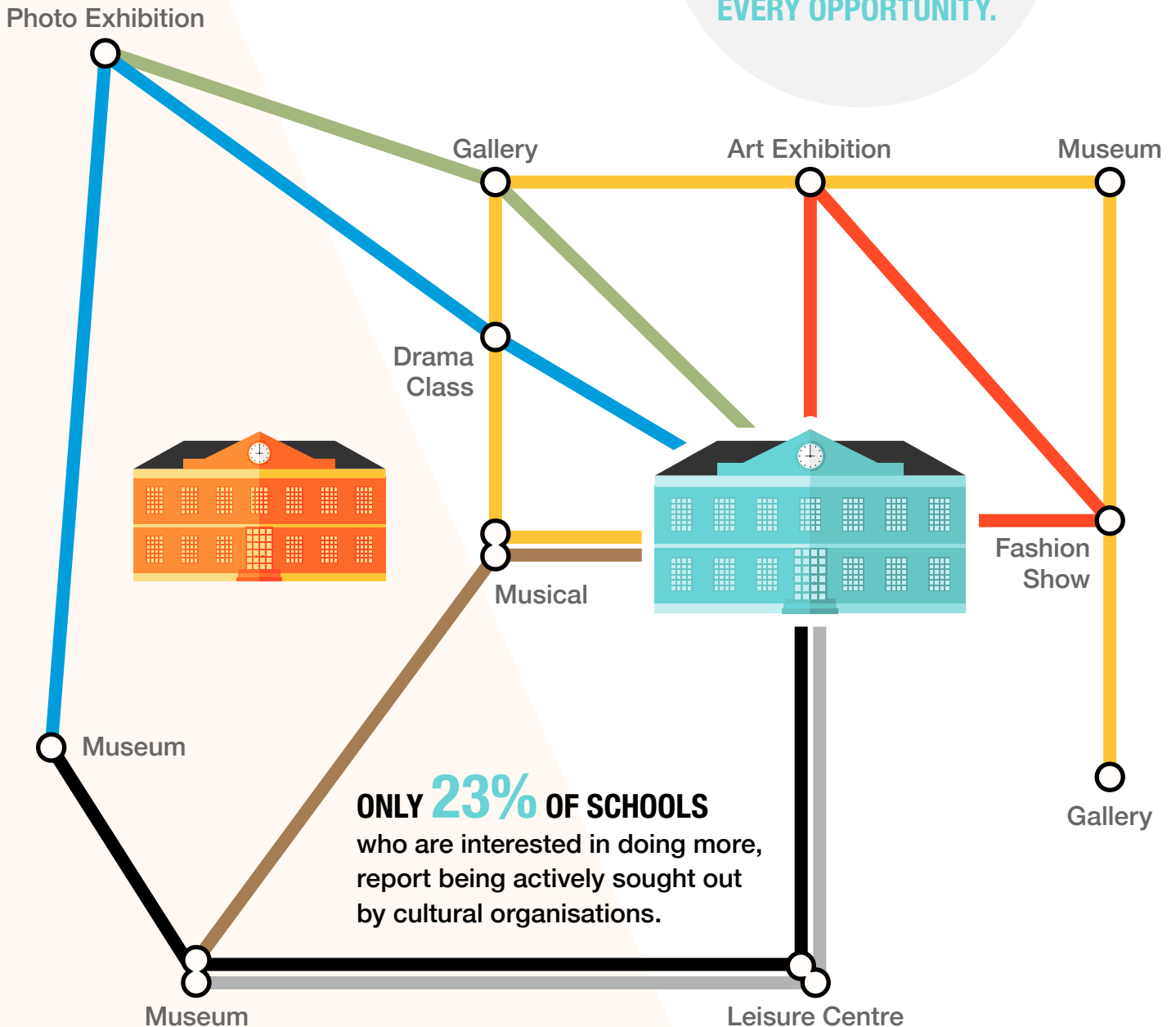
86% OF SCHOOLS

feel lack of information is a barrier to their cultural engagement.



SOME SCHOOLS

FIND IT HARD to get information about London's cultural offer **AND OTHERS GRAB EVERY OPPORTUNITY.**



WHY DO THE MAJORITY OF CULTURAL ORGANISATIONS AND SCHOOLS REPORT DIFFICULTIES IN WORKING WITH EACH OTHER?

How can we create more opportunities for school pupils to engage with cultural organisations?

How do we ensure all schools have an opportunity to work with cultural organisations, not just the best connected?