

London Manifestos 2016 – Culture, Media and Sport Round Up

All parties have recognised London's reputation as cultural and technological hub and consequently culture, media and sport are prioritised within the candidates' manifestos.

With arts and culture being so central to London, all parties are fighting to best show their ambition to cement London's place as a cultural capital. Labour have promised to deliver Creative Enterprise Zones, promote libraries and communities centres as hubs for the arts and introduce a "Love London" pass providing discounts to cultural attractions. The Conservatives want to ensure everyone has access to green spaces within a ten minute walk and access to super-fast communications technology.

Zac Goldsmith has focussed on laying out broadband development plans at the heart of his culture manifesto with a commitment to make broadband the "fourth utility" while Liberal Democrats have committed to expanding the GLAs digital inclusion strategy. The Conservatives also want to deliver superfast speeds with broadband and mobile communication speed on the tube and "broadband ready" new builds at the heart of it.

On the sport front, the Conservatives are looking to partner local football teams as sponsors for academies aimed at helping vulnerable young people. Sadiqi Khan has also pledged to help vulnerable young people through sport by protecting playing fields.

Building on the Olympic legacy as a hub for sport Labour want to bring an NFL franchise to London and campaign for a return of the Tour de France to London.

The Greens want to ban "junk food" companies from sports events and help the GLA offer healthy food options in addition to providing new cultural spaces in new developments. The Liberal Democrats want to diversify London's economy away from financial services and invest in creative industry and manufacturing.

Whatever the parties' views are on cultural investment nationally, they are in agreement that it is an important feature for Londoners.



The party will work with the boroughs to ensure **broadband** becomes the 'Fourth Utility'. (p10)

The party will use Transport for London's (TfL) 560km network of railway routes, tunnels and bridges to rapidly deliver **the superfast broadband** London needs, working in partnership with the private sector to lay cables at up to two kilometres a week, and also provide mobile signal and faster broadband on the tube. (p10)

The conservatives will ask **commercial premises, broadband providers and local authorities** to agree a standard, two-page agreement to tackle unacceptable delay in delivering fibre optic broadband service across London. (p10)

The party will amend the London Plan to ensure **new build property** is built 'broadband ready'. (p10)



Labour will use the 'London Plan' to **protect playing fields**. (p79)

Khan will work with the **capital's sports clubs** to support and expand their capacity for making a positive impact in their communities, especially among young people. (p79)

Labour will work to bring an **NFL franchise** to London. (p79)

Labour will campaign to bring the **Tour de France** back to London as well as other major sporting, cultural and artistic events. (p79)

Labour commit to rebuilding the **Olympic Legacy** and promote sport for more people of all ages. (p79)

Labour will produce a **Cultural Infrastructure Plan** for 2030 to develop a cultural sustainability strategy for the capital. (p77)

A London mayor will promote for **capital's cultural offering** to the rest of Britain and the world in a more proactive manner. (p78)

Labour will establish **Creative Enterprise Zones** with live-in spaces for those working in art and fashion sectors to flourish. (p78)

An '**Agent for Change**' rule will be introduced to protect venues, pubs and clubs from soundproofing costs when new developments are built. (p78)

Libraries, community centres and arts venues will be better promoted and protected. (p78)

A **London Borough of Culture competition** will be established to celebrate the city's arts and culture. (p78)

Theatres, galleries and museums will be encouraged to open up access to all Londoners and spread their presence across the city. (p79)

Labour will create a '**Love London Pass**' which will allow for discounts to exhibitions, galleries, restaurants, shows and concerts. (p79)



It will **treat broadband as an essential utility** in the planning and development process just like water, electricity and other services. (p57)

It will set up a **Mayor's Office of Data Analytics**, on the model established in New York, led by a 'digital ambassador'. (p57)

It will facilitate and encourage a common commitment to **open data and innovation**, involving London boroughs. (p57)

It will strongly support the roll-out of **superfast broadband** to tackle 'digital deserts' where speed and connectivity fall well short of global standards. (p57)

It will **treat broadband as an essential utility** in the planning and development process just like water, electricity and other services. (p57)

It will broaden the GLA's **digital inclusion strategy** to ensure the voluntary sector and social enterprises are better connected. (p58)

The installation of **superfast broadband** as a utility service will be treatment as just as important as water, electricity and phone lines. (P19)

The Lib Dems will **promote access to cultural events** and activities for all Londoners, so young people are not deterred by price or from false elitism (p86)

The party will encourage **greater attendance at borough and fringe theatres** and develop an Arts in the Park programme, showcasing opportunities and removing petty bureaucratic barriers (p86)

The party will discuss with the **national houses** how they plan to improve the diversity of their workforces (p87)

The party will press Ofcom to follow the example of the Arts Council of England and the British Film Institute and require each **commercial broadcaster** who is awarded a licence to collect and report equality monitoring data of their workforces. (p87)

The party intends to ensure London continues to be a **world centre for theatre and art**. (p62)

The party wants to work with London & Partners to host an official '**one stop shop**' for tourists to book accommodation, theatre tickets and access maps and guides. (p62)

The party will seek to diversify the London economy from its over-reliance on financial services, including **promoting the creative industries** and protecting manufacturing. (p54)



They would end the **sponsorship of sporting events** by junk food companies, and ensure all events given support by the GLA group offer healthy food options. (p15)

They would lobby Government for a fairer settlement on costs incurred from national and **'capital city status' duties** and for the power to recover all policing costs from commercial venues and events such as football matches. (p18)

The party would create a strategic appointment in City Hall to oversee the continued development of London's **digital industries**, supporting the development of ultra-fast broadband, protecting premises and helping start-ups and smaller firms gain access to promotion abroad. (p17)

They would improve **access to digital services** for older people including access to broadband at home and via mobile devices. (p27)

The party would define and protect areas where groups of businesses are of particular **heritage and cultural significance** to the city as a whole. (p17)

The party would include in planning rules a requirement for a **range of cultural spaces**, including arts and music venues, to be built in new developments. (p18)

They would protect **grassroots music venues** by supporting their listing as assets of community value and with planning rules and a new approach to licensing. (p18)

The party would set up a **register of 'meanwhile' temporary spaces** available to help arts and cultural organisations. They would help small arts organisations and existing and emerging artists to benefit from our new advertising policies for London's transport network. (p18)

On a permanent basis ensure that existing **digital advertising space** in Tube stations will be dedicated to art projects for one minute every hour. (p18)



UKIP will make it a **priority to promote London's cultural scene to the world and to Londoners**. (p21)

It will **encourage all initiatives seeking to make London's cultural scene as fully accessible to as many people as possible**. (p21)