



Press Release
16 November 2017

Public's views invited about Culture Mile's 'Look and Feel'

From Wednesday 22 November 2017 to Sunday 4 February 2018, people are being encouraged to share their views about plans to transform Culture Mile, the north-west corner of the City, into a major cultural and creative destination.

Over the past year, the City of London Corporation has developed a 'Look and Feel' strategy for Culture Mile with Fluid, a London-based design and creative agency, and Culture Mile's core partners – Barbican, Guildhall School, London Symphony Orchestra and the Museum of London - through workshops, consultation with local stakeholders, and public engagement events during the summer.

The strategy aims to set out an approach for creating an unrivalled visitor experience, making visible the area's history, cultural riches, wealth of activity and varied character into a unified vision. It identifies key projects across the area including the essential improvement of Beech Street, new public space around the new Museum of London at West Smithfield, as well as setting out plans for better signage and wayfinding, public information, lighting, public art, greening, and measures to improve air quality.

There are four key aims set out in the strategy:

- **Cultural Spine:** Create a 'spine' through Culture Mile, which will deliver intuitive pedestrian connections at ground level, creating direct routes but also providing visitors with the confidence to wander and explore. Vibrant cultural activity will take place along the length of the 'spine' and will ensure that key sites on the edges of Culture Mile, such as St Paul's and LSO St Luke's are inextricably linked to the heart of the area.
- **Take the inside out:** Bring the area's world-class cultural activities into the streets to activate them and create a destination known for both generating and consuming culture by using vacant or under-utilised spaces and providing cultural infrastructure that helps animate the streets and the area's hidden activities.
- **Discover & Explore:** Celebrate the area's rich and diverse story to generate cultural programming and reveal the area's social, cultural and architectural history. Create an environment that can serve as a backdrop for contemporary life and a place and destination that people want to discover and explore.
- **Be recognisable & be different:** Culture Mile will become recognised for its distinction and difference in its physical appearance. Ambitious planning policy tailored to suit the

area will enable diverse life; maintain the area's character as an urban oasis in a forward-looking and experimental manner; smart infrastructure will help curate vibrant activity; and the area's key streets will welcome pedestrians and embody an identity and spirit that will define the area.

The public consultation, hosted by the City of London Corporation, is a chance for the public to share their views on the draft Strategy, as well as the long-term plans for the area. To get in touch, please visit www.cityoflondon.gov.uk/lookandfeel from 22 November to access the strategy, email feedback to citypublicrealm@cityoflondon.gov.uk and find out details of consultation events. Six drop-in sessions will be held at different locations across Culture Mile to enable people to find out more and ask questions on 24, 28 and 30 November and 5, 6 and 7 December (see full schedule in Notes to Editors). Further sessions and workshops will be held in the New Year.

Plans for Culture Mile were announced in July and will see the five partners, led by the City of London Corporation, transform the area over the next decade and beyond, improving their offer to audiences with imaginative collaborations, outdoor programming and events seven days a week. Links between venues will be improved and major enhancements to the streets and wider public realm will enliven the area which, as Culture Mile expands and flourishes, will be regenerated. Crossrail's new Elizabeth Line connections at Farringdon and Moorgate, which open in December 2018, will make it much easier to travel to, and from, the City. Around 1.5 million additional visitors a year will be within a 45-minute journey of the area when the Elizabeth Line becomes fully operational in December 2019 and the North-South Thameslink line is upgraded.

The City of London Corporation invests over £100m every year in heritage and cultural activities of all kinds. It is the UK's largest funder of cultural activities after the government, the BBC, and Heritage Lottery Fund. It is also developing Culture Mile between Farringdon and Moorgate – a multi-million pound investment which will create a new cultural and creative destination for London over the next 10 to 15 years. This includes £110m funding to support the Museum of London's move to West Smithfield and £2.5m to support the detailed business case for the proposed Centre for Music.

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Notes to Editors

Drop-in session timetable:

24th Nov	Golden Lane Estate	15.00 - 20.00
28th Nov	Charterhouse	12.00 - 14.00
30th Nov	Guildhall School	18.00 - 20.00
5th Dec	Moor House	12.00 - 14.00
6th Dec	Barbican Centre	18.00 - 20.00
7th Dec	West Smithfield	17.00 - 20.00

About Culture Mile

Culture Mile is a corner of London's working capital, where creativity is fast becoming the most valuable currency. The City of London Corporation, together with the Barbican, Guildhall School of Music & Drama, London Symphony Orchestra and the Museum of London, are leading the animation of the whole neighbourhood with imaginative collaborations and events. Culture Mile brings commerce and culture together in a wealth of creativity. Known meets unknown. Ancient and modern collide as the streets are activated by exhibitions, gigs, pop-ups and events. So whether you're with family, friends or flying solo, there's something for everyone. And thanks to Crossrail's new Elizabeth Line connections at Farringdon and Moorgate, the area is more connected than ever. Join us today where two thousand years of history collide with the world's best culture. www.culturemile.london

About Fluid: Architecture | Urbanism | Participation

Fluid sits on the threshold between architecture, traditional planning and creative practice offering a dynamic approach to planning and urban design. It is an ambitious practice recognised through awards for stretching boundaries and ensuring the relevance of design through collaboration and participation. Bespoke teams address complex situations and the multiple requirements of stakeholders and local people to build propositions that are fresh, relevant, distinct and real. Fluid works across all scales from area strategies to discrete urban interventions and one off buildings that are both finite outcomes and important catalysts for larger scale, longer-term change. Research-based and participatory practice and creative narrative approaches inform project objectives that define change and build ownership. Proposals are unique for each situation and reunite the spatial and urban with wider understandings of people, place, history and economy. www.fluidoffice.com

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