

Mayor of London: 10 Years of Cultural Investment (2016–2026)

Technical Note on Headline Measures, Methodology and Data Sources

1. Purpose of this note

This technical note explains how the Greater London Authority (GLA) has calculated headline investment figures around the Mayor’s decade-long support for culture and the creative industries. The technical note includes the methodology, scope, data sources and limitations behind the figures presented.

It is intended to support transparency and consistent interpretation of the data by external audiences, including media, Assembly Members and researchers.

2. Headline measures covered

This note covers the following headline measures:

- direct Mayoral investment in culture since 2016
- funding leveraged from public and private sources
- total GVA and sales generated by Mayor’s investment
- square metres of new, improved, secured or protected cultural and creative space supported through Mayoral programmes and projects

These figures should not be interpreted as a measure of the total economic value of London’s creative economy or wider Gross Value Added (GVA).

Summary Table

Figure no.	Investment measures	Headline Amount
1	Leveraged funding and GVA impact*	£11.9 billion
	<i>* Consisting of:</i>	
	<i>Funding leveraged by the Mayor’s cultural investment since 2016</i>	<i>£783 million</i>
	<i>GVA and sales reported through Mayoral-supported cultural programmes since 2016</i>	<i>£11.1 billion</i>
2	Direct Mayoral investment in culture since 2016	£798 million

Figures are rounded; totals may not sum due to rounding.

Figure no.	Space measure	Headline Amount
3	Total square meters of new, increased, secured or renovated space	145,138 sq m (equivalent to around 20 football pitches or roughly 12 times the size of Trafalgar Square)

Note: Figures have not been adjusted for inflation. The above figures comprise a combination of different types of measure — and we are presenting it as such. This is done to provide an indicative measure of the range programmes and investments made to support culture in London.

The headline figures cover activity between 2016 and 2026, although individual programmes may cover shorter periods within this timeframe depending on programme delivery dates and data availability.

3. Summary of overall approach

The figures presented are drawn from programme and financial data held by the GLA's Culture, Creative Industries and 24-Hour London Unit, alongside information provided through monitoring returns, evaluations and partner reporting.

The totals are intended to provide an indicative and policy-relevant estimate of the scale of investment and activity unlocked through Mayoral intervention between 2016 and 2026. They are not intended to represent a comprehensive estimate of total economic impact.

The headline figure combines different types of measure, including leveraged funding, sales and Gross Value Added (GVA) estimates. These are presented together to illustrate the overall *scale of investment and activity unlocked over the period*, rather than as a single homogeneous economic metric.

Figures relating to Mayoral investment include funding that has been committed and allocated through formal decision-making processes over the period, alongside expenditure recorded through programme delivery.

4. Methodology for calculating leveraged funding

4.1 Definition of leveraged funding

For this publication, leveraged funding refers to external funding secured where Mayoral investment or support has played a demonstrable role in enabling or accelerating additional activity.

This includes funding where City Hall investment played a role in unlocking additional public or private sector resources.

4.2 What is included

Leveraged funding may include:

- match funding from local authorities, government departments and other public bodies
- private sector investment linked to cultural infrastructure projects
- sponsorship and philanthropic contributions connected to Mayoral programmes
- inward investment linked to culture-led regeneration projects

The Mayor's own grant or capital funding is excluded from leverage totals to avoid double counting.

4.3 Attribution

Leverage figures have only been included where they have been recorded through programme monitoring, partner reporting or evaluation evidence.

For large infrastructure and regeneration projects, funding has only been counted where the Mayor's contribution can be clearly identified.

Some figures are based on programme evaluations and partner reporting rather than audited accounting data.

5. Scope and coverage

5.1 Time period

The figures cover activity delivered between 2016 and 2026, corresponding with the Mayor's terms in office.

Monetary figures represent the period in which they were accounted for and have not been adjusted for inflation.

5.2 Programmes and investments in scope

The figures include a range of Mayoral cultural investment programmes and projects, including:

- major cultural infrastructure projects, including East Bank and the London Museum project
- place-based programmes, including London Borough of Culture and Creative Enterprise Zones
- the Good Growth Fund
- activity delivered through the Creative Economy Growth Programme, including support for:
 - Film London
 - Games London and the London Games Festival
 - London Design Festival
 - British Fashion Council programmes

Only funding directly linked to these programmes and interventions has been included in the headline totals or activity demonstrably associated with these interventions through evaluation or partner reporting.

The figures presented do not represent the total GLA culture budget over this period. They include only those programmes and investments where funding can be directly associated with measurable outputs such as leveraged funding, economic activity, sales, GVA or capital delivery.

As a result, some areas of cultural expenditure are not included, including revenue-funded programmes and activities where comparable measures are not available.

6. Definitions

Direct Mayoral investment - Funding allocated through GLA revenue or capital budgets and approved through Mayoral Decisions or delegated decision-making processes.

GLA investment - References to GLA investment refer only to funding directly controlled by the Greater London Authority.

Leveraged funding - External funding from non-GLA sources that can be clearly linked to Mayoral investment or support and recorded through programme reporting or evaluation.

GVA and sales generated by Mayor's investment - Measures of economic activity reported through programme evaluations and partner data. These are not equivalent to direct financial investment and are included to illustrate wider economic activity associated with Mayoral programmes.

Cultural infrastructure - The buildings, structures and places where culture is either consumed or produced.

Projects supported - References to “projects supported” describe the range of activity delivered through Mayoral programmes and should not be interpreted as measures of financial value or economic impact unless stated otherwise.

7. Data sources

The figures in this publication have been compiled using:

- programme monitoring and financial reporting data held by the GLA Culture, Creative Industries and 24 Hour London Unit
- [published Mayoral Decisions and Director Decisions linked to cultural expenditure](#)
- commissioned evaluation reports
- partner reporting submitted through grant funding agreements

Some underlying data has not been published in full where it contains commercially sensitive or partner-owned information.

8. Assumptions and limitations

The figures presented are based on programme reporting and evaluation methodologies which vary between programmes and projects.

In some cases, particularly for large regeneration or infrastructure projects, figures are based on project-level reporting and cannot be broken down further without reducing reliability.

The figures also do not capture all indirect or longer-term economic effects of cultural investment. They should therefore be treated as indicative of scale rather than a definitive measure of economic impact.

Some programme evaluations remain ongoing, and figures may be refined in future reporting.

Where available, estimates incorporate additionality assumptions derived from programme evaluation. For example, evaluation of industry-facing market and deal facilitation activity applies an additionality factor based on survey evidence from participants on whether commercial agreements would have occurred in the absence of that intervention.

In other cases, figures reflect wider activity supported by the cultural and creative ecosystem, within which Mayoral intervention plays an enabling role.

The figures are based on the most complete and consistent programme-level data available across the period. While they cover the major sources of Mayoral investment, leverage and associated activity, some smaller or less systematically recorded contributions are not captured. The totals should therefore be understood as a robust and representative estimate of overall scale rather than a fully exhaustive account of all activity associated with Mayoral intervention.

9. Relationship to other published statistics

The figures presented in this note should not be confused with:

- Gross Value Added (GVA) estimates for London's creative industries published by the Department for Culture, Media and Sport (DCMS) or GLA Economics
- wider visitor economy, tourism or employment statistics

The leveraged funding figure relates specifically to funding secured through Mayoral intervention and should not be interpreted as the total economic value of London's cultural or creative sectors.

Where relevant, Mayoral investment figures can be cross-referenced against published Mayoral Decisions and Director Decisions on the GLA website.

10. Revisions and updates

The figures presented reflect the best available information at the time of publication.

Where evaluations are completed or programme reporting is updated, figures may be revised in future publications.

Appendix A: Programme-level breakdown of headline figures

This appendix provides a programme-level breakdown of the headline figures referenced in the “10 Years of Culture” publication, including direct GLA investment, leveraged funding and cultural and creative space supported through Mayoral programmes between 2016 and 2026.

Figures are based on programme reporting, monitoring returns, evaluations and partner-provided data available at the time of publication.

1. Capital Funding Programme Investment into Cultural Infrastructure

Programme	GLA investment	Key notes
Royal Docks Good Growth Fund	£2.8 million	Mayors launch £13m fund to help transform Royal Docks London City Hall // DD2516 Royal Docks Good Growth Fund – The Factory Project London City Hall
Strategic Investment Fund	£660,000	MD2363 London Business Rates Pool – Allocation of the Mayor’s SIF London City Hall
Creative Land Trust	£4 million	MD2362 Creative Land Trust London City Hall
Good Growth Fund	£35 million	Figures relating to cultural and creative space remain subject to change as part of ongoing programme evaluation.
Getting Building Fund	£8 million	Includes support for Eastbrook Studios (£5million) and 3 Mills Studios (£3 million).
Creative Enterprise Zone Capital Programme	£3.1 million	Includes three rounds of capital funding between 2018 and 2026. <ul style="list-style-type: none"> • Round 1: Capital Funding, 2018-2021 - £533,000 • Round 2 Capital Funding, 2022-2025 - £1,215,000 <ul style="list-style-type: none"> • Round 3 Capital Funding - £1,350,000
Total GLA Investment	54 million	
Eastbrook Leveraged Investment	£300 million	Hackman Capital Partners to Build Largest Film and TV Studio in London, England - Hackman Capital Partners

Total GLA and Leveraged	£354 million	
--------------------------------	---------------------	--

2. Major Cultural Infrastructure Projects

Project	Investment	Key notes
East Bank – Mayoral Investment	£600 million	UAL, London College of Fashion and UCL floorspace has not been included within the cultural infrastructure totals, as education space has been excluded from these calculations.
East Bank – Leverage	£164 million	£151m was contributed by the Government . £3m has been provided by Bloomberg. £10m was provided by Westfield to Foundation for Future London.
London Museum – Mayoral Investment	£95 million	
London Museum – Leverage	£292 million	Additional funding secured through City of London and fundraising contributions.
Total	£695 million	£222m has been officially confirmed. The Museum also has a fundraising target of £100m, of which £70m has been raised to date

3. Creative Enterprise Zones (non-capital funding)

Measure	Funding	Key notes
Establishing and Delivering Zones	£4.2 million	MD2196 / MD2807
Skills Programme (including European Social Funding)	£4.1 million	MD2391
GLA investment	£8.4 million	

Leveraged funding (including local authority match funding)	£4.1 million	Confirmed through programme funding agreements.
Combined total	£12.5 million	

4. London Borough of Culture

Measure	Funding	Key notes
GLA investment	£13 million	Includes Cultural Impact Awards funding across 12 awards. MD2107 London Borough of Culture London City Hall MD2287 London Borough of Culture London City Hall DD2364 London Borough of Culture – Stakeholder Engagement and Legacy London City Hall MD2450 London Borough of Culture 2019 – 2024 London City Hall MD3113 London Borough of Culture Round Three 2023-28 and Liberty 2024-27 London City Hall
Leveraged funding	£24 million	Includes funding secured from Arts Council England, multiple sources of data.
Combined total	£37 million	Includes full data for rounds 1 and 2, and partial data for round 3.

Borough of Culture breakdown

Round	Boroughs	Key information
Round 1	Waltham Forest, Brent	Full reporting complete.
Round 2	Lewisham, Croydon	Full reporting complete.
Round 3	Wandsworth, Haringey	Final reporting for Wandsworth not yet available.

5. Creative Economy Growth Programme

The figures below include a combination of direct GLA investment, sales/deal values and Gross Value Added (GVA) estimates reported through programme evaluations and partner reporting.

These measures are separate and should not be aggregated into a single economic value figure, as they represent different types of economic activity and use different methodologies.

Links to Mayoral Decision sources:

- MD2110 - <https://www.london.gov.uk/decisions/md2110-creative-industries-201718-202021>
- MD2261 - <https://www.london.gov.uk/decisions/md2261-games-london-inward-investment-programme>
- MD3342 - <https://www.london.gov.uk/who-we-are/governance-and-spending/promoting-good-governance/decision-making/decisions/md3342-creative-economy-growth-programme-2025-29?ac-236475=236460>
- MD2963 - [MD2963 Culture and Creative Industries Unit Budget | London City Hall](#)
- MD2791 - <https://www.london.gov.uk/decisions/md2791-culture-and-creative-industries-2021-22-recovery-programmes>

Film London

Measure	Funding	Key notes
GLA investment	£13.5 million	Covers 2017/2018 – 2025/2026
Gross Value Added (GVA)	£9.3 billion*	<ul style="list-style-type: none"> • *Refers to estimated total cumulative GVA generated over 10-year period • GVA estimates have not been adjusted for inflation. • Based on estimated production activity in London, adjusted and reported using established Film London and BOP evaluation methodologies. <ul style="list-style-type: none"> • Estimates relate to GLA-funded activities. • These figures reflect the scale of production activity associated with London’s screen industries rather than a direct measure of grant-attributable impact.

		<ul style="list-style-type: none"> For more detail on the methodology for estimating GVA please see below.**
London Screenings sales	£47 million***	<p>Based on sales generated through the London Screenings programme.</p> <p>***London screening data includes other funding in addition to the GLA funding – the amount has varied over the period 15/16 to 25/26</p>

****Note: Additional detail on estimating GVA for Film London**

Across the period 2015/16 to 2025/26, Film London is estimated to have supported approximately £9.3 billion in cumulative GVA.

Film London submits information for the annual update of the Economic Impact Analysis of Film London, based on an approach agreed in 2015/16. This includes inward investment figures for animation, film and high-end television, alongside London Screenings and Production Finance Market financial figures.

GVA is estimated by first calculating the additional revenue generated through Film London’s activities, and then converting this into GVA using ratios provided in official statistics. Additional GVA refers to GVA generated through this inward investment, which would not otherwise be generated in London and so is additional to London's economy. Additionality rates are assumed to be consistent with previous surveying of Film London beneficiaries.

Direct additional revenue

We start with sales figures associated with Film London’s different activity strands. These are adjusted using an additionality ratio derived from a stakeholder survey run in 2016, which assessed the extent to which revenues would have occurred in the absence of Film London.

For example, agents and buyers/distributors involved in deals at London Screenings were asked to rate Film London’s importance to each deal on a scale of 1 to 10, where 10 meant the deal would not have happened without Film London, and 1 meant it would certainly have happened anyway. Responses were weighted by deal size, so larger deals had a proportionately greater influence. The survey results indicate that 76% of the value of deals would not have occurred without London Screenings, giving an additionality ratio of 0.76, which we apply to relevant revenues.

Indirect additional revenue

We estimate indirect effects using a supplier spend ratio from the Annual Business Survey (ABS), based on the proportion of sector turnover spent on goods and services.

Total impact and conversion to GVA

Direct and indirect impacts are summed and then multiplied by a standard multiplier of 1.25 to cover induced impact, as recommended by the Department for Business guidance. This total turnover impact is then converted into GVA using turnover-to-GVA ratios from the ABS.”

Source: Film London

Games London

Measure	Funding	Key notes
GLA investment	£3.5 million	Covers 2017/2018 –2025/2026
Game Changer Programme (UK Shared Prosperity Fund) [Leverage]	£1 million	Supports diverse founders and SMEs in the games sector.
Gross Value Added (GVA)	£56 million	Refers to the additional net contribution to the economy based on the ‘Sales’ line, accounting for the wider secondary economic impact of the sales and deals plus the festival itself, such as travel and hotels. Refers to GLA related funding
Sales/deals generated	£.5 billion	Sales figures include revenue generated through the Games Festival

London Design Festival

Measure	Funding	Key notes
GLA investment	£2.2 million	Covers 17/18–25/26.

Sales/deals generated	£131 million	
Gross Value Added (GVA)	£1.1 billion	Based on programme evaluation methodologies.

British Fashion Council

Measure	Funding	Key notes
GLA investment	£5.6 million	Covers 17/18–25/26.
Low Carbon Transition Programme (UK Shared Prosperity Fund) [Leverage]	£1.8 million	Supports decarbonisation planning for London fashion SMEs.
Sales/deals generated	£349 million	Includes London Fashion Week-related activity.

Square meters of new, increased, secured or renovated space

Project or Programme	Space Supported	
Getting Building Fund	59,670	
BBC Music Studios	8,245	
Sadler's Wells East	8,004	
V&A East Museum	6,796	
V&A East Storehouse	16,000	
London Museum	28,529	

Creative Land Trust	3,345	This includes secured space not built yet
Creative Enterprise Zone Sustainability Fund	8,000	
Retained creative workspace at Acme Studios Propeller Factory through freehold purchase	6,549	
Total	145,138 sq m	

Appendix B: Sources and evidence base

Programme	Primary source(s)
Royal Docks Good Growth Fund	DD2516 Royal Docks Good Growth Fund – The Factory Project
Strategic Investment Fund	MD2363 London Business Rates Pool – Allocation of the Mayor’s SIF London City Hall London Assembly question response: Strategic Investment Fund;
Creative Land Trust	Creative Land Trust reporting and funding information
Good Growth Fund	Good Growth Fund reporting and evaluations
Getting Building Fund	MD2692 Getting Building Fund allocation for London
Creative Enterprise Zones	Relevant Mayoral Decisions, programme monitoring and funding agreements
East Bank	Programme reporting and partner financial data, LLDC quarterly reports

London Museum	Programme reporting and partner financial data
London Borough of Culture	Programme monitoring returns, Arts Council England reporting and final evaluation reports Waltham Forst evaluation report Brent evaluation report Lewisham evaluation report Croydon evaluation report
Film London	Figures provided by Film London
Games London	Figures provided by Games London
London Design Festival	Figures provided by London Design Festival
British Fashion Council	Figures provided by British Fashion Council

Creative Enterprise Zones – relevant Mayoral Decisions

- MD2807 - <https://www.london.gov.uk/decisions/md2807-mayoral-creative-enterprise-zones-programme>
- MD2196 - <https://www.london.gov.uk/decisions/md2196-creative-enterprise-zones-programme-2017-2021>
- MD3039 - <https://www.london.gov.uk/who-we-are/governance-and-spending/sharing-our-information/foi-disclosure-log/md3039-increase-creative-enterprise-zones-sustainability-capital-grant-fund>
- MD3115 - <https://www.london.gov.uk/who-we-are/governance-and-spending/promoting-good-governance/decision-making/mayoral-decisions/md3115-culture-and-creative-industries-unit-budget-2023-24?ac-210283=210268>
- MD2045 - <https://www.london.gov.uk/decisions/md2045-new-culture-work-streams-2016-17>
- MD2129 - <https://www.london.gov.uk/decisions/md2129-core-cultural-programme-2017-18?ac-99891=998842017-MD3426>
- MD3426 - <https://www.london.gov.uk/md3426-delivery-plan-helping-local-economies-thrive>

London Borough of Culture – relevant Mayoral Decisions

- MD2107 - [MD2107 London Borough of Culture | London City Hall](#)
- MD2287 - [MD2287 London Borough of Culture | London City Hall](#)
- DD2364 - [DD2364 London Borough of Culture – Stakeholder Engagement and Legacy | London City Hall](#)
- MD2450 - [MD2450 London Borough of Culture 2019 – 2024 | London City Hall](#)
- MD3113 - [MD3113 London Borough of Culture Round Three 2023-28 and Liberty 2024-27 | London City Hall](#)

Creative Economy Growth Programme

- MD2110 - <https://www.london.gov.uk/decisions/md2110-creative-industries-201718-202021>
- MD2261 - <https://www.london.gov.uk/decisions/md2261-games-london-inward-investment-programme>
- MD3342 - <https://www.london.gov.uk/who-we-are/governance-and-spending/promoting-good-governance/decision-making/decisions/md3342-creative-economy-growth-programme-2025-29?ac-236475=236460>
- MD2963 - [MD2963 Culture and Creative Industries Unit Budget | London City Hall](#)
- MD2791 - [MD2791 Culture and Creative Industries 2021-22 Recovery Programmes | London City Hall](#)

Appendix C: Projects included within capital funding calculations

The projects listed have been used to calculate the figure provided for GLA capital investment into cultural infrastructure. For those projects which were funded as part of the Good Growth Fund it should be noted that evaluation is still ongoing and this reflects emerging findings and they could be subject to change as the evaluation is finalised. Spaces that have been identified may also have additional functions which are not only culture. Please also note the projects are named under grant names awarded, rather than the premises. Where projects are part of the Creative Land Trust some of the spaces are secured and not completed.

- 198 CAL, Herne Hill
- 3 Mills Studios
- Acme Studios Propeller Factory

- Affordable Workspace for Creative Industries in Hackney
- Africa Centre
- Bedford House Community Centre - A Vital Community Development
- Boston Manor
- Brixton Rec quarter
- Centre of Memory and Learning (Penton Street)
- Charlton Workstack
- Chiswick House and Gardens Studios
- Cockpit Arts Deptford
- Connecting Wood Green
- Digital Creative Lab, Croydon
- East London Fashion Cluster: Lower Lea Threads
- Eastbrook Studios
- English National Ballet (Bridging Neighbourhoods - Growing Talent)
- Estate of Play (SPID)
- Every One Every Day Warehouse
- Fashion Enter Tailoring Academy
- Future Polka
- Hackney Community Bath House
- Harrow Arts Centre
- Inclusive Growth in Finsbury Park
- Ludham Undercroft
- Mountview: A new public cultural hub for south London
- National Youth Theatre Holloway Road
- New Creative and Future Galleries (BAFTA)
- Old Vic Annex
- Park Royal Open Workshop
- Raw Materials

- Reigniting the Festival Church
- Reimagining Rich Mix
- Securing A Future Home
- Securing Southwark Playhouse's Future
- Securing the Future of the Yard Theatre
- Somerset House IRL
- Southbank Undercroft Transformation
- Stanley Arts, Croydon
- Studio 3 Arts - Changing the boundary
- Studio Voltaire
- The Bricklayers Arms Oasis
- The Forge
- The Spark
- TURF Studios, Croydon
- UK Talent House for Urban Culture
- Second Floor Studios
- Wallis Road Hackney
- Alice Billings House
- Friary Park Acton
- Holborn Viaduct
- BBC Music Studios
- Sadler's Wells East
- V&A Museum
- V&A Storehouse
- London Museum