



### **Culture at Risk: Business Support Fund – partner pack**

At 9am on Thursday 30 April, the Mayor of London, Sadiq Khan, announced a £2.3m Culture at Risk Business Support Fund to help London’s creative and cultural industries at risk due to the impact of the coronavirus.

We’d love it if you could:

- Share the images and suggested posts below on your channels
- Tag @LDN\_Culture and use the hashtag #LondonTogether

### **Links**

Culture at Risk page: <https://www.london.gov.uk/what-we-do/arts-and-culture/cultural-infrastructure-toolbox/culture-risk-0>

Full media release: <https://www.london.gov.uk/press-releases/mayoral/new-fund-to-support-londons-at-risk-culture>

### **Assets to share**

6 x images; 3 versions each for Instagram, Twitter & Facebook – <https://we.tl/t-QagGlaneyo> (available til 7 May)

### **Suggested copy**

Below we have provided some suggested copy for newsletters/ web pages and social channels. Please feel free to amend to suit your tone of voice.

### **Twitter**

.@MayorofLondon’s new £2.3m Culture at Risk fund will help London’s creative & night time businesses most at risk due to #Covid19. It will deliver urgent support to protect grassroots music & LGBTQ+ venues, creative workspaces & indie cinemas. More here: [bit.ly/2Si7uAB](https://bit.ly/2Si7uAB)

.@MayorofLondon’s new £2.3m Culture at Risk fund, supported by @BloombergDotOrg will help @musicvenueTrust, LGBTQ+ Venues Forum, @SBN\_BCRP, @CreativeLandT, @BFI & @Film\_London deliver urgent support to some of the most at-risk small businesses in London [bit.ly/2Si7uAB](https://bit.ly/2Si7uAB)

London's culture brings us together while we're apart & will play a key role in helping us recover from this public health crisis. Find out more about [@MayorofLondon's](#) new £2.3m Culture at Risk fund to help independent creative businesses across London [bit.ly/2Si7uAB](https://bit.ly/2Si7uAB)

## Facebook/ Instagram

Culture, music and the arts bind us together. They're vital for our economy and will play a key role in helping us recover after #COVID19.

That's why the Mayor of London has launched the £2.3m Culture at Risk business support fund - a targeted emergency fund to help some of the most at-risk small businesses.

This much-needed funding will help keep our grassroots music venues, LGBTQ+ venues, creative workspaces and independent cinemas afloat. It boosts the work [@musicvenuetrust](#), LGBTQ+ Venues Forum, Safer Business Network, [@creativelandtrust](#), [@britishfilminstitute](#) and [@Film\\_London](#) are doing to deliver urgent support. #LondonTogether

*#culture #music #arts #London #LondonTogether #grassroots #cinema #coronavirus #covid19 #venues #cultureatrisk #businesssupport #funding #independentcinema #LGBT #LGBTI #LBGTQIA #LondonCulture #LondonLife*

## Newsletter/ web copy

London's culture, creative industries and night time businesses are vital for our economy and identity.

They will play a central role in accelerating our recovery from the Covid-19 pandemic – but they need support now to ensure they can restart in the future.

The coronavirus has had a devastating effect on London's culture and night life, with countless cancellations and closures. For hundreds of businesses not eligible for Government funding packages and unable to access loans, a lifeline is essential for their immediate survival. Current industry hardship funds cannot meet unprecedented demand.

That's why the Mayor of London has launched the £2.3m Culture at Risk business support fund - a targeted emergency fund to help some of the most at-risk small businesses.

It's designed to help grassroots music and LGBTQ+ venues, creative workspaces and independent cinemas by boosting existing industry support and hardship funds. This will help to avoid the permanent closure of hundreds of venues and the loss of thousands of jobs.

Find out more by visiting the Culture at Risk page here: <https://www.london.gov.uk/what-we-do/arts-and-culture/cultural-infrastructure-toolbox/culture-risk-0>

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