



The Culture Diary launched in 2010 as an online tool for London’s cultural sector. Events organisers used it to share activities and avoid clashes while public services and local authorities could coordinate planning around city events.

HOW?

arts & events organisations share upcoming events
&
local agencies e.g. police can access content
&
information also fed to tourism agencies, media and websites

WHY?

avoid events clashes during London 2012 Olympics
↓
ensure good range and coverage & promote partnerships
↓
showcase London’s cultural offer



“ *The Culture Diary has provided an invaluable service to London. Not only as a high-level overview of thousands of events to help citywide planning but it allowed us to profile smaller, intimate cultural events amongst the big and bold spectaculars and paint a much more colourful cultural landscape of London. This momentum continues as we look to further develop its potential value and legacy beyond 2012.*

Mike Clewley
culture officer, Mayor of London Office

RESULTS

local agencies have complete picture of events in London
&
organisations recognise importance of centralised planning tool
↓
relaunched in 2013 as a clash diary



NUMBERS AND FIGURES

3,827
registered users

95%
positive
feedback

€150,000
budget
2010-2012

5,000
cultural events
registered