



Culture, Heritage and Libraries Committee

Date: MONDAY, 14 JULY 2014
Time: 11.30 am
Venue: COMMITTEE ROOMS, 2ND FLOOR, WEST WING, GUILDHALL

Members:

Vivienne Littlechild (Chairman)	Sylvia Moys
John Scott (Deputy Chairman)	Barbara Newman
Deputy Ken Ayers	Deputy John Owen-Ward
Mark Boleat	Graham Packham
Deputy Michael Cassidy	Ann Pembroke
Dennis Cotgrove	Henrika Priest
Deputy Billy Dove	Judith Pleasance
Deputy Anthony Eskenzi	Emma Price
Kevin Everett	Deputy Gerald Pulman
Lucy Frew	Stephen Quilter
Alderman Sir Roger Gifford	Deputy Richard Regan
Deputy the Revd Stephen Haines	Delis Regis
Tom Hoffman	Alderman William Russell
Wendy Hyde	Deputy Dr Giles Shilson
Jamie Ingham Clark	Mark Wheatley
Deputy Alastair King	Alderman David Graves (Ex-Officio Member)
Paul Martinelli	Deputy John Tomlinson (Ex-Officio Member)
Jeremy Mayhew	

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Lunch will be served in Guildhall Club at 1PM

John Barradell
Town Clerk and Chief Executive

AGENDA

Part 1 - Public Agenda

1. **APOLOGIES**
2. **MEMBERS' DECLARATIONS UNDER THE CODE OF CONDUCT IN RESPECT OF ITEMS ON THE AGENDA**
3. **MINUTES**
To approve the public minutes of the meeting held on Tuesday 27 May 2014
For Decision
(Pages 1 - 8)
4. **2013-14 CULTURE, HERITAGE AND LIBRARIES OUTTURN BUSINESS PLAN**
Report of the Director of Culture, Heritage and Libraries
For Information
(Pages 9 - 30)
5. **REVENUE OUTTURN 2013/14**
Joint report of the Chamberlain and the Director of Culture, Heritage and Libraries
For Information
(Pages 31 - 34)
6. **PROVISION OF FOREIGN CURRENCY EXCHANGE SERVICES AT THE CITY INFORMATION CENTRE**
Report of the Director of Culture, Heritage and Libraries
For Decision
(Pages 35 - 44)
7. **REVIEW OF GUIDELINES FOR SPECIAL EVENTS ON THE PUBLIC HIGHWAY**
Report of the Director of the Built Environment
For Decision
(Pages 45 - 66)
8. **STREET TRADING POLICY**
Report of the Director of Markets and Consumer Protection
For Decision
(Pages 67 - 108)
9. **CITY ARTS INITIATIVE**
Report of the Director of Culture, Heritage and Libraries
For Decision
(Pages 109 - 112)
10. **LONDON METROPOLITAN ARCHIVES RECEIVES A THIRD INSCRIPTION ON THE UNESCO UK MEMORY OF THE WORLD REGISTER**
Report of the Director of Culture, Heritage and Libraries
For Information
(Pages 113 - 116)

11. **PRESENTATION OF THE LORD MAYOR'S AUTOGRAPH BOOK**
A verbal update from the Director of the London Metropolitan Archives
For Information
12. **QUESTIONS ON MATTERS RELATING TO THE WORK OF THE COMMITTEE**
13. **ANY OTHER BUSINESS THE CHAIRMAN CONSIDERS URGENT**
14. **EXCLUSION OF THE PUBLIC**
MOTION – That under Section 100(A) of the Local Government Act 1972, the public be excluded from the meeting for the following items on the grounds that they involve the likely disclosure of exempt information as defined in Part I of the Schedule 12A of the Local Government Act.
For Decision

Part 2 - Non-public Agenda

15. **NON PUBLIC MINUTES**
To approve the non-public minutes of the meeting held on 27 May 2014
For Decision
(Pages 117 - 118)
16. **FUNDING OF KEATS HOUSE INTERPRETATION PROJECT**
Report of the Director of Culture, Heritage and Libraries
For Decision
(Pages 119 - 122)
17. **TOWER BRIDGE AND MONUMENT PERFORMANCE: APRIL 2013-MARCH 2014**
Report of the Director of Culture, Heritage and Libraries
For Information
(Pages 123 - 130)
18. **TOWER BRIDGE 120TH ANNIVERSARY CELEBRATIONS**
Report of the Director of Culture, Heritage and Libraries
For Information
(Pages 131 - 134)
19. **NON PUBLIC QUESTIONS ON MATTERS RELATING TO THE WORK OF THE COMMITTEE**
20. **ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT AND WHICH THE COMMITTEE AGREE SHOULD BE CONSIDERED WHILST THE PUBLIC ARE EXCLUDED**

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CULTURE, HERITAGE AND LIBRARIES COMMITTEE

Tuesday, 27 May 2014

Minutes of the meeting of the Culture, Heritage and Libraries Committee held at the Guildhall EC2 at 11.30 am

Present

Members:

Deputy Ken Ayers	Sylvia Moys
Deputy Michael Cassidy	Barbara Newman
Deputy Billy Dove	Deputy John Owen-Ward
Deputy Anthony Eskenzi	Ann Pembroke
Kevin Everett	Judith Pleasance
Lucy Frew	Henrika Priest
Tom Hoffman	Alderman William Russell
Wendy Hyde	John Scott
Jamie Ingham Clark	Deputy Dr Giles Shilson
Vivienne Littlechild	Mark Wheatley
Paul Martinelli	Deputy John Tomlinson (Ex-Officio Member)
Jeremy Mayhew	

Officers:

Matthew Pitt	Town Clerk's Department
Mark Jarvis	Chamberlain's Department
Steven Chandler	City Surveyor's Department
David Pearson	Director of Culture, Heritage and Libraries
Nick Bodger	Culture, Heritage and Libraries Department
Natalie Cain	Culture, Heritage and Libraries Department
Vicky Carroll	Culture, Heritage and Libraries Department
Christopher Earlie	Culture, Heritage and Libraries Department
Geoff Pick	Culture, Heritage and Libraries Department
David Wight	Culture, Heritage and Libraries Department

1. APOLOGIES

Apologies were received from Mark Boleat, Alderman Sir Roger Gifford, Deputy the Revd. Stephen Haines, Graham Packham, Emma Price, Deputy Gerald Pulman, Delis Regis and Alderman David Graves.

2. MEMBERS' DECLARATIONS UNDER THE CODE OF CONDUCT IN RESPECT OF ITEMS ON THE AGENDA

Deputy Giles Shilson declared a non-pecuniary interest in item 19 as the Principal Executive Officer of the Honourable Artillery Company.

3. **ORDER OF THE COURT OF COMMON COUNCIL**

The Committee received the Order of the Court of Common Council, 1 May 2014 appointing the Committee and approving its Terms of Reference.

RESOLVED – That the Order be noted.

4. **ELECTION OF CHAIRMAN**

The Committee moved to elect a Chairman in accordance with Standing Order 29.

The Town Clerk read a list of Members eligible to stand and Vivienne Littlechild being the only Member indicating her willingness to serve was declared Chairman for the year ensuing.

5. **ELECTION OF DEPUTY CHAIRMAN**

The Board moved to elect a Deputy Chairman in accordance with Standing Order 30.

The Town Clerk advised the Board that John Scott, as immediate past Chairman, had opted to take up his right to serve as Deputy Chairman. John Scott was therefore declared Deputy Chairman for the year ensuing.

6. **VOTE OF THANKS**

RESOLVED UNANIMOUSLY: THAT at the conclusion of his term of office as their Chairman, the Members of the Culture, Heritage and Libraries Committee wish to extend to

John George Stewart Scott, J.P.

their sincere thanks and appreciation for the manner in which he has presided over their deliberations over the past three years. As the first Chairman of this Committee he has successfully developed and established the role of the Committee and has carried out the many and varied tasks expected of the Chairman with detailed care and interest. This service, coupled with his years' service as Chairman of the Libraries, Archives and Guildhall Art Gallery Committee, has made a real impact, setting a benchmark for others to follow.

His detailed knowledge of, and involvement with the rich culture and heritage offers within the City, together with his enthusiasm for the renewal of the City Corporation's Libraries has been of immense value to the Committee. His term of office has seen the production of new Cultural and Visitor Strategies for the City, the opening of Artizan Street Library and Community Centre, approval of a new Heritage Gallery in Guildhall Art Gallery, and records broken for income and visitor numbers at Tower Bridge and other key City attractions. Throughout the years, his support of partnership working with the City of London Festival together with new initiatives such as 'Sculpture in the City' has made a real difference to the City and its visitor experience.

His active engagement with the Worshipful Company of Carmen in re-establishing their link with the Committee is also to be commended.

Finally, the Committee wish to convey to him their thanks and good wishes for his future health and happiness.

7. **MINUTES**

RESOLVED – That the public minutes and non-public summary of the meeting held on 3 March 2014 be approved.

8. **MINUTES OF THE BENEFICES SUB COMMITTEE**

RESOLVED – That the public minutes and non-public summary of the Benefices Sub-Committee held on 3 March 2014 be noted.

9. **APPOINTMENT OF SUB COMMITTEES AND KEATS HOUSE CONSULTATIVE COMMITTEE 2014/15**

The Committee considered a report of the Town Clerk regarding the appointment of Sub Committees for the ensuing year (2014/15).

RESOLVED – That the following Memberships be agreed: -

Reference Sub Committee

Chairman of the Grand Committee (Ex-officio)
Deputy Chairman of the Grand Committee (Ex-officio)
Deputy Billy Dove
Deputy Anthony Eskenzi
Kevin Everett
Tom Hoffman
Jamie Ingham Clark
Ann Pembroke
Deputy Richard Regan
Deputy Dr Giles Shilson

Benefices Sub Committee

Chairman of the Grand Committee (Ex-officio)
Deputy Chairman of the Grand Committee (Ex-officio)
Deputy Billy Dove
Tom Hoffman
Wendy Hyde
Deputy Richard Regan

Keats House Consultative Committee

Chairman of the Grand Committee (Ex-officio)
Deputy Chairman of the Grand Committee (Ex-officio)
Barbara Newman – representative of the Culture, Heritage and Libraries Committee
Ann Pembroke – representative of the Culture, Heritage and Libraries Committee
Representative of the Hampstead Heath, Highgate Wood and Queen's Park Committee
Nigel Steward - Heath and Hampstead Society
Jim Burge - Heath Hurst Road Residents' Association
Diana Gore - Keats Grove Residents' Association*
David Kitchen - South End Green Association
Martin Humphery - Hampstead Conservation Area Advisory Committee*
Harriet Cullen - Keats-Shelley Memorial Association
Susan Kirby - Representative of the Keats Foundation
Stephen Bobasch - Representative of the Keats Community Library

Keats Foundation

Vivienne Littlechild Chairman for the time being
John Scott Deputy Chairman for the time being

10. **FUTURE PRODUCTION OF THE CITY OF LONDON POCKETBOOK**

The Committee considered a report of the Town Clerk recommending changes to the format and production of the City of London Pocketbook.

Discussion ensued as to whether the embossing of Members' initials on the front of the leather sleeves was a necessary expense. Members agreed to defer further consideration of this question to a future point at which point the practice would be reviewed.

RESOLVED – That,

- a) the recommendations of the Working Party be endorsed and implemented for the 2014 City of London Pocketbook;
- b) the embossing of Members initials on leather sleeves be reviewed before the next batch is ordered in 2018; and
- c) that the Town Clerk advise the General Purposes Committee of the Court of Alderman of the changes to the City of London Pocketbook through circulation of the report for information.

11. **CITY ARTS INITIATIVE: RECOMMENDATIONS TO THE CULTURE, HERITAGE AND LIBRARIES COMMITTEE**

The Committee considered a report of the Director of Culture, Heritage and Libraries seeking approval to the recommendations of the City Arts Initiative following their latest meeting.

In response to a Member's question, the Director of Culture, Heritage and Libraries responded that all proceeds from the Paddington Bear Trail and related merchandise would go to charity.

RESOLVED – That,

- a) the Paddington Bear Trail application be approved, subject to a reduction in the number of sculptures (from ten to five);
- b) Fields of Battle, Land of Peace 14-18 be approved subject to funding being secured; and
- c) the SANE: Black Dog Campaign statue be rejected.

12. **KEATS HOUSE FUNDING SUCCESS**

The Committee received a verbal update of the Principal Curator, Keats House in relation to funding at Keats House.

In response to a Member's question, the Principal Curator confirmed that her team worked closely with colleagues across the City Corporation in promoting events at the house.

In response to another Member's question, the Principal Curator undertook to look into car parking space as part of the Heath Car Park.

RESOLVED — That the report be noted.

13. **TOWER BRIDGE: LEARNING AND COMMUNITY ENGAGEMENT**

The Committee received a presentation by staff at Tower Bridge relating to its learning and community engagement offer.

In response to a Member's question, the Director of Culture, Heritage and Libraries responded that wherever possible, the City sought to work with the Tower of London to attract visitors.

RESOLVED – That the report be noted.

14. **CULTURE HERITAGE & LIBRARIES DEPARTMENT BUSINESS PLAN 2014-15**

The Committee considered a report of the Director of Culture, Heritage and Libraries seeking approval to the departmental business plan 2014-15.

RESOLVED – That the contents and underlying policy of the attached business plan documents, be approved.

15. **CULTURAL STRATEGY**

The Committee considered a report of the Director of Culture, Heritage and Libraries seeking approval to renew the City Corporation Cultural Strategy.

In response to a Member's question, the Director of Culture, Heritage and Libraries clarified that Gresham College would be included in consultation over the revised strategy.

RESOLVED – That,

- a) the proposal for the Director of Culture, Heritage and Libraries to begin work on a revised Cultural Strategy for 2015/20, be agreed;
- b) the process outlined in Appendix 2 of the report for achieving this, be adopted; and
- c) the new strategy be presented to your Committee in winter 2014/15.

16. **SPITALFIELDS MUSIC: MID-GRANT REPORT RELATING TO THE CITY OF LONDON FUNDING AGREEMENT 2013/14 TO 2015/16**

The Committee received a presentation by the Chief Executive of Spitalfields Music updating the Committee on the activities of that organisation and outlining the importance of the City Corporation grant to the work it carries out.

RESOLVED -- That the update be noted.

17. **CELEBRATING THE 120TH ANNIVERSARY OF TOWER BRIDGE'S OPENING CEREMONY**

The Committee considered a report of the Director of Culture, Heritage and Libraries providing details of the promotional activities and events planned in celebration of the 120th Anniversary of the opening of Tower Bridge by the Prince and Princess of Wales on 30 June 1894.

RESOLVED – That,

- a) the proposals outlined in the report be agreed; and
- b) an outturn report be produced and brought to the committee following the event.

18. **GREAT PARCHMENT BOOK AWARD**

The Committee received a report of the Director of Culture, Heritage and Libraries advising the committee of a European Succeed Award which had been received by the London Metropolitan Archives and University College London for their work in the preservation of the Great Parchment Book.

RESOLVED – That the report be noted.

19. **FIRST WORLD WAR COMMEMORATIONS**

The Committee received a report of the Director of Culture, Heritage and Libraries providing an overview of activities within the Culture, Heritage and Libraries department to commemorate the First World War.

RESOLVED – That the report be noted.

20. **LORD MAYORS GIFTS COLLECTION**

The Committee received a report providing Members with an update on items presented to Lord Mayors since 2010 and received by London Metropolitan Archives for the Lord Mayors Gifts collection.

RESOLVED – That the report be noted.

21. **CITY CORPORATION SUPPORT FOR THE 800TH ANNIVERSARY OF MAGNA CARTA**

The Committee received a report of the Director of Culture, Heritage and Libraries seeking approval to expenditure in support of the 800th Anniversary of Magna Carta commemorations.

RESOLVED – That the report be noted.

22. **QUESTIONS ON MATTERS RELATING TO THE WORK OF THE COMMITTEE**

There were no questions.

23. **ANY OTHER BUSINESS THE CHAIRMAN CONSIDERS URGENT**

There were no urgent items.

24. **EXCLUSION OF THE PUBLIC**

RESOLVED – That under Section 100A(4) of the Local Government Act 1972, the public be excluded from the meeting for the following items on the grounds that they involve the likely disclosure of exempt information as defined in Part 1 of Schedule 12A of the Local Government Act.

<u>Item No.</u>	<u>Paragraph No.</u>
25 & 26	3
27	-
28	3

25. **NON PUBLIC MINUTES**

RESOLVED – That the non-public minutes of the meeting held on 3 March 2014 be approved.

26. **NON PUBLIC MINUTES OF THE BENEFICES SUB COMMITTEE
RESOLVED** – That the non-public minutes of the Benefices Sub-Committee meeting held on 3 March 2014 be approved.
27. **NON PUBLIC QUESTIONS ON MATTERS RELATING TO THE WORK OF
THE COMMITTEE**
There were no questions.
28. **ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT
AND WHICH THE COMMITTEE AGREE SHOULD BE CONSIDERED
WHILST THE PUBLIC ARE EXCLUDED**
There was one urgent item.

The meeting closed at 12.27 pm

Chairman

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Committee(s):	Date(s):
Culture Heritage & Libraries Committee	14 July 2014
Subject: Business Plan 2013-2014 Outturn Report	Public
Report of: Director of Community, Heritage and Libraries	For Information
<p>Summary</p> <p>This report is provided to Members to demonstrate the outturn performance achieved against the business plan during the financial year 2013-14. Highlights of a successful year in all areas are provided (Appendix A) to show the range of services provided by the Culture Heritage & Libraries Department.</p> <p>The service objectives and key performance indicators (KPIs) (Appendix B) have been monitored on a quarterly basis by your Committee. Performance against the 10 key objectives for the year was good with all objectives achieved. Performance against the 10 KPIs has also been good with all KPIs being fully met, and some targets exceeded.</p> <p>Recommendation</p> <p>Members are asked to:</p> <ul style="list-style-type: none"> Note the contents of the report and appendices. 	

Main Report

Background

- In April 2013, Members approved the Culture Heritage & Libraries Department's Business Plan for the period 2013–2014. This report sets out the performance achieved against the objectives and key performance indicators in that business plan throughout the year. The information builds upon the quarterly progress reports presented to Committee during quarters 1–3.

Current Position

- The service objectives and key performance indicators (KPIs) (Appendix A) have been monitored on a quarterly basis by your Committee. Performance against the 10 key objectives for 2013-14 was good with all objectives achieved.

3. Performance against the 10 KPIs has also been good with all KPIs being fully met. Some targets were significantly exceeded:
- **CHL1** – London Metropolitan Archives – Making collections available to the public – target 25 million usages – achieved over 30 million usages.
 - **CHL5** – *Guildhall Library* – *To achieve an increase of 20% in event audiences - achieved 282.5% increase (5,650 annual attendees).*
 - **CHL7** – *Barbican & Community Libraries* – Minimum of 20 partnership projects/services delivered – achieved 40 partnerships.
 - **CHL9** – *Tower Bridge* – *To achieve the income target for retail of £534,000 - achieved £769,544.*
 - **CHL10** – Visitor Development – To secure £20,000 of external funding - achieved £65,000.

Corporate & Strategic Implications

4. The CHL business plan set out the strategic direction of the way we planned to move forward and develop over the medium term and support the key policy priorities in the Corporate Plan. The business plan objectives linked to our 3 departmental Strategic Aims:
- 1) To refocus our services with more community engagement and partnerships with others;
 - 2) To transform the sense of the City as a destination; and
 - 3) To continue to use technology to improve customer service and increase efficiency.
5. Assurance of Data Quality
The Director is satisfied that data collected for the monitoring and reporting of performance indicators and improvement objectives, is correct. Systems are in place for direct inputting at source where possible to limit the risk of mistakes by double data entry.

Appendices

- Appendix A - Business Plan 2013-2014 Outturn Highlights
- Appendix B - Service Specific Key Objectives and Key Performance Indicators 2013-14

Background Papers:

Culture Heritage & Libraries Department Business Plan 2013-14 (available upon request)

Financial Outturn Report (a separate report from Chamberlain's Department to this Committee)

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Culture, Heritage & Libraries: Outturn 2013/14: Highlights

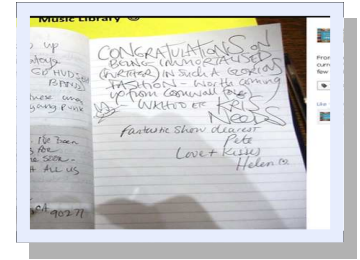
The success of the regular activities of Culture, Heritage & Libraries is captured in the Key Objectives/Key Performance Indicator statistics in Appendix B, which show that targets were achieved in all the various services which take place across the department. Much of our work is focused in areas which are not project-based, but which are built around transactions and personal interactions with our users and customers. This may be answering an enquiry, selling a ticket, or cataloguing a book; they all add up to the bigger picture that contributes to the quality of life of people in the Square Mile and beyond.

This section identifies some highlights from across the department which help to bring the statistics to life and illustrate the range of good work which is carried out. It includes some awards, some new additions to the collections, some noteworthy exhibitions and some celebrity visits. It also picks up on the increasingly important digital agenda, noting the developing e-book services and the groundbreaking project to use digital imagery to decipher a previously unreadable seventeenth-century archive. Partnership is a theme which runs through many of these examples, as working with other organisations in, around or beyond the Square Mile to deliver strengthened outcomes of mutual benefit is particularly important in the current financial climate. This all helps to paint a picture of a department which is diverse in its portfolio but achieving excellent work all round, pushing the boundaries while maintaining core services to the standards that both the Corporation and the customers expect.

David Pearson,

Director, Culture Heritage & Libraries

The Barbican Music Library has been awarded the **IAML Excellence award** for the second time. On this occasion, it was awarded on the basis of the library's outstanding programme of events and exhibitions, our unique "Peoples Pianos" project run in partnership with the Guildhall School of Music and Drama, the excellence of the stock and the professional expertise of the staff. Richard Jones was asked to give a presentation on the work of the Music Library at the annual IAML Conference.

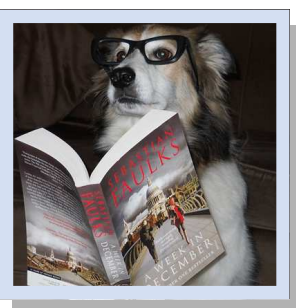


One of the **Barbican Music Library's** exhibitions: *All that Jazz - The Golden Age of British Popular Music, 1919-1950*, was a collaboration with the National Jazz Archive, the UK's national repository for the written and printed history of jazz. Barbican Music Library was the first public music library to showcase this important collection, and this exhibition featured on two national radio stations: Jazz FM and BBC Radio 2.

Artizan Street Library and Community Centre finished its first complete year of trading with a perfectly balanced budget. Every quarter, the library has recorded a steady and determined rise in visitors, room hire and income. Customers of all ages and abilities can choose books, CDs and DVDs to borrow, use a computer, and have the choice of a wide-range of activities and events to keep them occupied and healthy in mind and body. Choices include one to one advice sessions from City Advice, digital inclusion/computer skills classes from Adult Community Education, reading groups, *Read to Succeed* literacy support for primary school children, Stay and Play sessions, life-drawing classes, Pilates and of course, Zumba. The library has been positively received by City Workers and Middlesex Street residents alike.



© Clive Totman



Cityread is an initiative that aims to get all of London reading and talking about the same book, in this case, "A week in September" by Sebastian Faulks. The event is organised by Stellar Libraries and all London libraries participate. The second Cityread took place in April 2013 and comprised a month of popular and successful events and reading groups including a special group with the City of London Girls' School. The Barbican Library staff leading on the Cityread project were singled out for praise by the organisers for their enthusiasm, dedication and support for the project.

In 2013, City Business Library introduced a new *Doing Business in..* series of events to complement its regular programme of business seminars. The aim is to provide UK companies with an introduction to the main considerations, challenges and opportunities when trading overseas.

In December, we hosted the China-Britain Business Council, who ran *Doing Business in China*; this included a case study example, lively discussions and networking. This was followed by *Doing Business in Germany* in March, where we were pleased to welcome the Consul-General in Munich, Paul Heardman, to the City Business Library, who gave a talk on behalf of the UKTI. Further themed events are being developed in 2014.



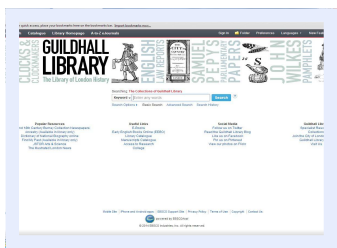
The cast and crew of the new production of **Coriolanus** were treated to a viewing of Shakespeare's First Folio (1623). Meeting with Guildhall Library's Dr. Peter Ross, they learnt about the Folio and other Shakespeare texts, as well as having the chance to read from *The Tragedie of Coriolanus*. The cast, which included Mark Gatiss and Tom Hiddleston, were described as "enormously excited" about the experience. The visit garnered an enormous amount of increased social media traffic increasing our Twitter feed by more than 100% and generating excellent publicity for the library and its collections in the Daily Telegraph and the Daily Mail. <http://www.telegraph.co.uk/culture/theatre/theatre-news/10465062/Tom-Hiddleston-meets-Shakespeares-Coriolanus.html>

Shakespeare and London, 28 May - 26 September 2013

In 1613 William Shakespeare purchased a property in Blackfriars, a location convenient for both the Globe and Blackfriars theatres. The deed which records the sale is one of only six documents in the world which bears his signature and is cared for by London Metropolitan Archives. To celebrate the 400th anniversary of this amazing document, LMA presented an exhibition exploring the relationship between The Bard and the capital, from his first recorded appearance in the city in 1592. A range of documents, posters, prints and photos from the collections dating from Shakespeare's lifetime to the present day were displayed, illustrating how his plays and influence have lived on through London's streets, performers, theatres and even pubs. Also on display was a 1951 model of the Globe Theatre created for the Festival of Britain (LMA collections) and a costume on loan from 'Shakespeare's Globe' Library and Archive.



This year saw three exhibitions in **Guildhall Library** relating to London livery companies: The Gardeners, The Needlemakers and the Basketmakers. The exhibitions are an opportunity to showcase the depth and importance of the collections, but are also an occasion for collaboration with major City institutions. All three exhibitions included artifacts as well as printed and manuscript materials and were supported by a series of related lectures and launch events.



One of the first e-resources launched this year was the introduction of the Guildhall Ebook service, which sees a growing collection of e-resources provided by EBSCO and focussing on London. Since the launch we have also developed the Guildhall Ebsco discovery service which provides a single search platform for all of our collections including AV, print and digital. This has opened up our collections to the world and our users can now search all of our holdings without having to use multiple sites.

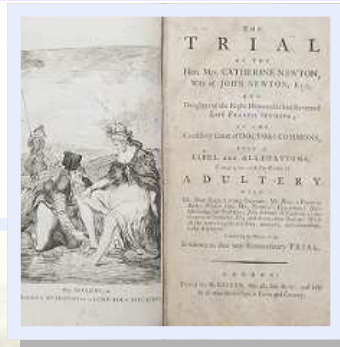


We have continued to expand and enhance our social media presence in the department with the launch of Tumblr for the City of London libraries. Currently our most popular Tumblr post has been the Miniatures (<http://cityoflondonlibraries.tumblr.com/page/9>) which have found fans across the globe. We have also been working with Guildhall Library on developing our Incunabular and making it more available both through the Library catalogue, social media and industry databases.

Some recent acquisitions:

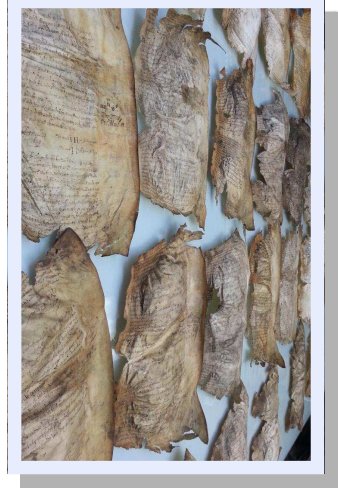
Despite having a fine collection devoted to the history of London, Guildhall Library continues to acquire historic material to fill in the small gaps in the collection.

Amongst the more important and intriguing items acquired over the last year are: an important work on Westminster Bridge - *Gephyralogia; an historical account of Bridges, antient and modern: including a particular history and description of the new Bridge at Westminster*, published in 1751: a very rare edition of a series of etchings by Marian Edwards showing views of Epping Forest (1877), and the racy and scandalous tale of a trial that took place at Doctor's Commons in London of one Mrs Catherine Newton, charged with numerous incidents of adultery with numerous young lovers.



London Metropolitan Archives, with several partners including the Centre for Digital Humanities at University College London (UCL), has been engaged in a ground-breaking project to conserve, digitally reconstruct, transcribe and publish the Great Parchment Book, an iconic item in the archive of The Honourable The Irish Society lodged at LMA. Through a challenging but rewarding collaborative process, the Great Parchment Book is now accessible online through a dedicated website which went live on 29 May 2013, in time for the opening of the exhibition *Plantation: Process, people, perspectives* in the refurbished Derry Guildhall on 10 June 2013. The website is central to the exhibition which has also featured an original folio of the Great Parchment Book. Both the website and the exhibition have been very well received: the exhibition has received nearly 325,000 visitors to date and the website has received over 50,000 page views since it was launched.

The project has attracted interest from around the world. One of the highlights on the website was a blog post by the First Minister of Northern Ireland, the Rt Hon Peter D Robinson MLA, "I cannot praise the work of the LMA & UCL highly enough. In completing this mammoth project they have succeeded in opening a veritable treasure trove of information relating to a most significant period in the history of Ulster [...]"



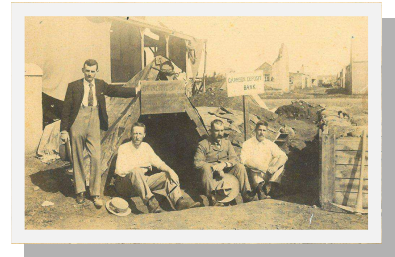
Science in the archive

LMA holds rich collections linked to the history of science and engineering. Over the last two years LMA has been developing innovative programmes for schools and adult learners around the use of its archives for the teaching of science subjects. The new school sessions which include disease, engineering, chemistry and conservation have proved extremely popular and in March 2014 LMA ran a number of workshops as part of National Science and Engineering week in partnership with the British Science Association, STEMNET, Thames Tideway Tunnel, and the Women in Engineering Society. LMA also hosted a science and archives conference, 'Opposites Attract'.



In January 2014 LMA completed a 3-year project, "**Windows on the World - Here for Good**", to catalogue around 350 metres of archives of the global financial institution Standard Chartered Bank. The project was undertaken in partnership with Standard Chartered Bank, which provided funding for the catalogue work in order to facilitate the writing of a history of the bank to celebrate its 160th anniversary. Records of the bank's two main predecessors, the Standard Bank of South Africa and the Chartered Bank of India, Australia and China were catalogued, along with those of subsidiaries including the British Bank of West Africa, the P&O Banking Corporation, E.D. Sassoon and Wallace Brothers.

Highlights of the newly-catalogued material include records of Chartered Bank's operations during the Second World War, including letters from bank staff interned in prisoner of war camps (1942). Another highlight is the 'Native Gold' branch register of Standard Bank (1931-1963) which details deposits of freshly-mined gold made to the bank in Zimbabwe. As part of the project, Standard Chartered Bank's extensive collection of photographs was also digitised and fully indexed, enabling it to be used by the bank in its own publicity and outreach work, as well as by researchers.



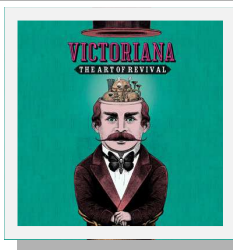
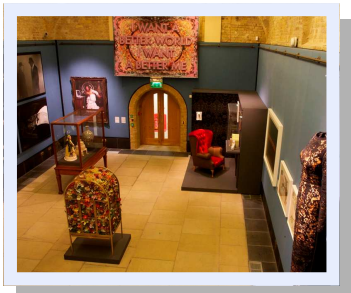
In 2013 the Royal Free Hospital decided that it could no longer support its own archive service and, in consultation with The National Archives, agreed that the records of the Royal Free Hospital and London School of Medicine for Women should be transferred to LMA. There was much to be done before the 150 linear metres of volumes, papers and photographs could be made available at LMA including keying the existing catalogues into the LMA electronic catalogue, labelling each item with a unique reference, creating a location index, packaging ready for the move, and knowledge transfer sessions for LMA staff by the Royal Free archivist. All this hard work paid off and the records were moved in December 2013 and made available for consultation at LMA before the year's end.

The archives are very important for the history of public health provision and the role of women in providing it, and greatly complement LMA's existing holdings. Significantly, they include some of the earliest surviving patient case notes from a British hospital (1899-1920) including case notes by some of the first women surgeons and physicians working at the Royal Free Hospital, and a near complete set of student files for the London School of Medicine for Women.



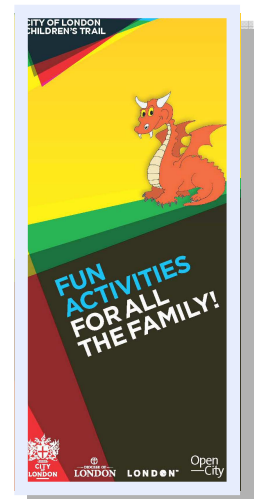
Guildhall Art Gallery

The Victoriana Exhibition created by Sonia Solicari enjoyed a 13 week run from 7 September to 8 December 2013, included a Private View, Guildhall Gothic Late View, Steampunk Symposium in partnership with Birkbeck College, University of London, Victoriana Christmas, and a series of special Curator Talks. The Gallery also collaborated with Birkbeck on a season of Neo-Victorian films at the Department of Film, Media and Cultural Studies. The exhibition received unprecedented media coverage, and was widely reviewed and well-received by critics. It was covered by radio, TV, print, social networks, blogs, and a public transport campaign. High-profile coverage included Sunday Telegraph, The Times, Mail on Sunday, Independent, Spectator, Time Out, BBC Radio 4 Front Row and Start The Week. Although the visitor figures did not match the acclaim of the media or art community a younger demographic was introduced as a Gallery audience and the challenge now is to retain their interest and support.



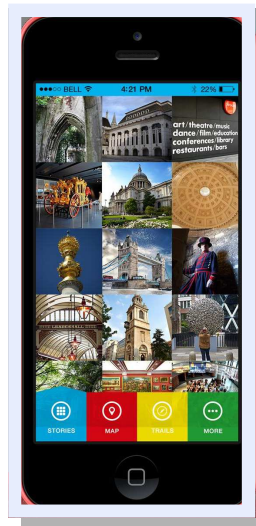
City Visitor Trail

The Visitor and Cultural Development Team officially launched its City Visitor Trail at Tower Bridge in March 2014 with guest speaker Loyd Grossman. Created to drive footfall between City attractions, increase dwell time and promote walking, the Trail ran for a pilot phase of a year prior to launch in order that it could be refined to align with feedback. Comprising a main map plotting six thematic routes across the City, a children's activity map promoting shorter routes for shorter legs and an audio app with stories about the attractions from those who know them best, the Trail has received plaudits in the local and national press with the app being voted 'App of the Week' in The Sun newspaper.



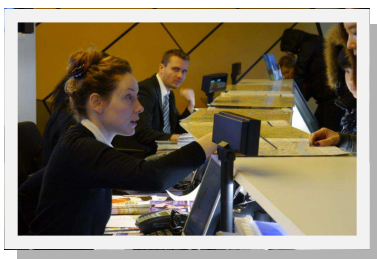
CITY achieves greater increase in visitor footfall than LONDON and the NATION in record year for tourism

In December 2013, the Court of Common Council approved a five-year Visitor Strategy for the City. Written by the Visitor and Cultural Development Team in consultation with a wide range of stakeholders, the strategy lists 59 actions to be achieved by 2017. As of March 2014, just under 60% of these were complete or being progressed. At the same time, the City recorded a 14% increase in footfall at its attractions, with 6.3m visits. This figure is higher than the national and London averages (3% national, VisitEngland Tourism Business Monitor; 12% London, Association of Leading Visitor Attractions) and so suggests a direct link between the strategy and the City's increase in footfall.

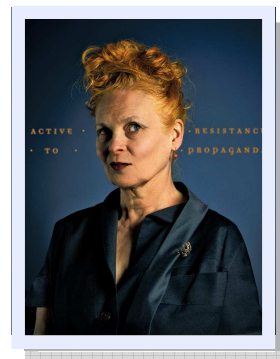


Winning Formula: City Information Centre (CIC)

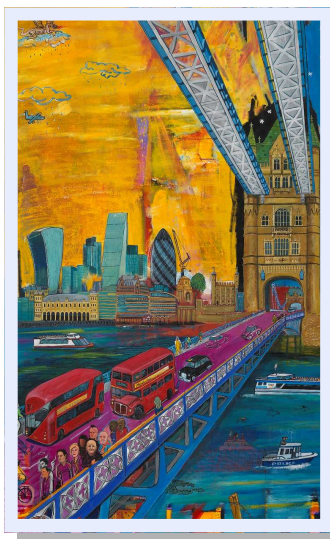
It's been a year for awards and recognition at the City Information Centre with the team achieving Platinum in the 2013 Clean City Awards Scheme, Bronze in the category Visitor Information Provider of the Year at the national VisitEngland Awards (one of only two London businesses to be placed in any category) and, for the fourth consecutive year and fifth time since 2009, first place at the London Pass Retailers Quiz Night - a highly-competitive London knowledge quiz for the London travel trade. In addition, the Centre's outreach work (training, volunteers and mobile van) has been selected by VisitEngland as a case study and model of best practice for the industry. In its annual user survey, the CIC achieved its highest ever score for overall satisfaction with visitors giving it 9.4 out of 10.



Keats House delivered 112 events in partnership with a wide range of literary organisations, a mixture of emerging artists and some high profile personalities in 2013. The highest profile event was held at the House on Saturday evening 19 October 2013 to celebrate Vivienne Westwood's Climate Revolution project. This tremendously popular event was hosted by Vivienne Westwood and was sold out very quickly. It provided a demonstration of constructive critical feedback of young poets performances accompanied by professional mentoring as a component of a project sponsored by Vivienne to create an anthology of climate change poetry.



© Christian Shambanait



Tower Bridge

Tower Bridge Exhibition worked in partnership with Southwark Arts Forum in organising a competition culminating in the display of 10 artworks in the Engine Rooms, entitled Art at the Bridge 5 – Connections. This project called on the talents of Boundless, a group within the Forum comprised of local disabled artists, and provided a platform for showcasing their work to the Bridge's visitors. The resulting exhibition was successfully launched on 12 February 2014 and has enjoyed positive media coverage and excellent feedback from visitors. Arising from this, one of the artists, Mentor Chico has produced a contemporary painting depicting the relationship between Tower Bridge and the City of London for display in the Exhibition in Guildhall Art Gallery celebrating the Bridge's 120 year anniversary.

Progress against Key Objectives and Key Performance Indicators 2013-2014 – Quarter 4 (01/01/14 – 31/03/14)

Ref:	Description	Annual Target	Q1 Progress	Q2 Progress	Q3 Progress	Q4 Result	Status
							R/A/G
<p>Objective CHL1: To transform access to our collections by making catalogues and digitised archive content available for use online around the world, and broadening and deepening access in all its forms.</p> <p>Q1 - Overall usage is on target.</p> <p>Q2 – Overall usage is on target. Both the number of physical visitors and productions of original documents are up again on the same period last year, by 21.5% and 5% respectively. There were small increases in usage for both the LMA online catalogue and Collage. Talks with Ancestry.co.uk regarding the digitisation of a further set of content continued.</p> <p>Q3 – Physical visitors and document productions were affected by LMA's annual Stocktaking (2 week closure in November). December saw a significant increase in visitors (6%) and document productions (17%) compared to December 2013. Usage on the LMA online catalogue and Collage was lower than 2012 figures. Progress was made in talks with Ancestry and a new phase of the 'New Deal of the Mind' Image London programme began, digitising the Metropolitan print collection.</p> <p>Q4 – Overall this has been another year of increasing usage, although total annual usages are only slightly up on last year (under 2%). Physical visitors are up by 13% and productions of original documents up 4.5% on last year; however, the number of remote enquiries fell by around 4% year on year. Other usages – mostly online – are also up by nearly 2%, and although Ancestry usage fell 1.75% year on year it still accounts for over 22.5 million usages; Collage use is marginally up and use of the LMA online catalogue slightly down overall, the latter reflecting the number of occasions the catalogue has been unavailable because of IS issues.</p>							G
KPI CHL1	Making collections available to the public [London Metropolitan Archives]	25 Million usages a) physical visitors b) other	6,795,636 usages a) 7,108 physical visitors (18,718 productions of original	7,187,109 usages a) 6,899 physical visitors (18,314 productions of original	7,139,381 usages a) 6,374 physical visitors (15,995 productions of original documents) b) 7,133,007 other usages mostly online, but including	Q4 - 8,379,631 usages (Annual total: 30,165,379 usages) a) 7,259 physical visitors	G

		usages	documents) b) 6,788,528 other usages, mostly online, but including 5,429 remote enquiries	documents) b) 7,180,210 other usages, mostly online, but including 5,600 remote enquiries	5,002 remote enquiries	(18,428 productions of original documents) b) 8,372,372 other usages mostly online, but including 5,534 remote enquiries			
<p>Objective CHL2: To refine our collections and assist business change by disposing of redundant items/collections and improving access to the remainder.</p> <p>Q1 – Steady progress continues to be made on the appraisal of Greater London Coroners' case files 1965-95 with around 12.5m of space made; retained files (around 18.5% of the total number) are being catalogued as an integral part of the process. With London County Council/Greater London Council Property Services case files, progress is similar to the last quarter with 4,379 files appraised and 896 kept; around a 20% retention rate.</p> <p>Q2 – The Coroners' case files project continues at a steady pace with another 7.55 linear metres of space made. With the Property Services files, we have destroyed a further 101 linear metres of material and appraised 4,008 files.</p> <p>Q3 – Work on the Property Services and coroners' case files projects continued. We have destroyed a further 103 linear metres of Property Services material with 4,695 files appraised and 838 kept, an 18% retention rate. The surge in the deaccessioning figures is due to the planned work undertaken during LMA's annual Stocktaking fortnight.</p> <p>Q4 – Work on the Property Services and Coroners' case files projects continued. We have destroyed a further 45 linear metres of Property Services material. The 52 linear metres of coroners' case files destroyed includes the annual destruction of non-inquest files which are more than 15 years old. This objective has been very successful this year owing to steady progress on long term projects and a concentrated effort during LMA's annual Stocktaking fortnight.</p>									G
KPI CHL2	Appraise and deaccession redundant items [London Metropolitan Archives]	1000m of shelves cleared	156.5m	120.15m Running total: 276.65m	847m Running total: 1,123.65m	Q4 106.3m Annual total: 1229.95m	G		

<p>Objective CHL3: To transform usage of the Art Gallery by delivering the exhibition, events and education programmes in partnership with others.</p> <p>Q1 - On target, 26 April saw the launch of the Painted Faces exhibition - showcasing works from the permanent collection. This exhibition has been delivered in partnership with British Land who has contributed a changing display of works from their collection.</p> <p>Q2 – 7 September saw the opening of the exhibition: <i>Victoriana: The Art of Revival</i>, witnessing a significant rise in visitors, including online usages via the web-site, Facebook and Twitter - towards the end of this quarter.</p> <p>Q3 – October and November witnessed the continuing success of the exhibition <i>Victoriana: The Art of Revival</i> in attracting new audiences and helping us to achieve the objective.</p> <p>Q4 – January saw an extension to the well-received <i>Painted Faces</i> exhibition (with recently conserved portrait miniatures and additional works on paper displayed), and the Gallery opened a new permanent display of London paintings, with a room showcasing the most recent addition to the collection ('Plenty and Progress', by Mark Titchner) to highlight the new contemporary art strand of the Gallery's Acquisition Policy.</p> <p>A new series of Amphitheatre Trail and Roman Object Handling Sessions, running during February and March, have seen an expansion of our education programme, encouraging repeat and new school group visits.</p>							G
KPI CHL3	350,000 public usages. [Guildhall Art Gallery]	350,000 public usages a) physical visitors b) other usages	Total usages: 89,571 a) 15,986 b) 73,585	Total usages: 89,303 a) 24,593 b) 64,710	Total usages: 88,619 a) 18,736 b) 69,883	Q4 Total usages: 66,179 a) 16,697 b) 49,482 Annual: 333,672	G
<p>Objective CHL4: To transform usage of Keats House by delivering the events, education and community programmes in partnership with others.</p> <p>Q1 – On target. Keats House has seen an increase in visitor figures in April, May and June compared with the previous year. The Keats Festival in May/June was a particular highlight, with 40 events featuring a diverse and international range of performers.</p> <p>Q2 – The Keats House Poet in Residence programme is proving a success, with Jo Shapcott offering popular writing workshops over the summer. A creative writing summer school for sixth form students was attended by over 20 students. In September Keats House launched an ambitious and diverse activities and events programme, which has so far included new monthly family days; monthly readings by the Keats House Poetry Ambassadors; and a new partnership with medicine Unboxed.</p>							G

<p>Q3 – On target. Visitor numbers were up on previous years due to an ambitious events programme, which included partnership events with the Poetry Society, 'Poetry and Biomedical Science', Vivienne Westwood, Poems on the Underground and the first partnership event with Keats Community Library. Family Days are attracting a new audience, with over 100 people attending in Oct and Nov. External grants were obtained for conservation equipment training, plus a £10,000 project to develop a partnership with UCL English Department (funded by the Arts Council).</p> <p>Q4 – Visitor numbers have continued to increase on previous years. 28 events were held during Q4, attracting over 1,100 people. This included a new series of 'Keats House Poets present...' events and workshops aimed at young adults, funded by Arts Council England. External funding was obtained from Arts Council England to revitalise the interpretation and improve the visitor experience during 2014-15 (£85,000). Currently finalising the details of a visual identity for Keats House to further promote the service to diverse audiences during the coming year.</p>							
KPI CHL4	320,000 public usages. [Keats House]	320,000 public usages a) physical visitors b) other usages	86,597 total usages; a) 7,457 b) 79,140	79,192 total usages; a) 7,972 b) 71,220	87,494 total usages a) 4,395 b) 83,099	<p>Q4 85,672 total usages a) 5,538 b) 80,134</p> <p>Annual: 338,955</p>	G
<p>Objective CHL5: To explore opportunities to support and promote London's communities, collections and heritage.</p> <p>Q1 - This was a very exceptional quarter for us because of the London play and the Huguenot Festival and resulted in circa 1,500 attendees against a base average figure of 500. Huguenot festival talks in GHL in April: 575; Launch of Gardeners' exhibition in May: 146; Evening events: 244; GHL hosted play on Complete History of London: 535.</p> <p>Q2 – We have exceeded the base figure and the target percentage increase. This is due in part to the successful Open Day we held in July which saw an additional 473 attendees to Guildhall Library. Evening events: 291; Afternoon events: 382; Daytime events: 479 = total of 1152 attendees.</p> <p>Q3 – Oct – Dec 2013 - Attendance for all events was 834. We had an additional 199 people attending the library as part of visits / tours and other similar events held in the library. We promoted Guildhall Library externally by giving talks to 56 people at other venues (two groups, one of 30 and one of 26). Total: 1,089 attendees this quarter.</p> <p>Q4 – January – March 2014 - Attendance for all events was 1277 (1013 afternoon and 264 evening). We had an additional 159 people attending the library as part of student/group visits, tours and similar events. Total: 1,436 attendees this quarter. This is a percentage increase of 187.2% for the quarter.</p>							G

KPI CHL5	To achieve an increase of 20% in audiences to events, exhibitions and talks. (Base average figure c.500 /quarter) [Guildhall Library & Bibliographic Services]	20%	200%	130%	118%	Q4 187.2%	Annual total: 5,650 attendees = 282.5% increase.	G
<p>Objective CHL6: To support local SMEs by organising a programme of themed day events.</p> <p>Q1 - On-going and on-track to deliver three themed events.</p> <p>Q2 - Fashion event planned for 3rd October and dates noted for two more events.</p> <p>Q3 - The Fashion Event has taken place; also held a theme day on Doing Business in China (December) and Speakers' Corner event in November. There is one more planned evening event for Jewellery late January.</p> <p>Q4 - The Jewellery event took place on 29th January; Doing Business in Germany on 17th March.</p>								G
KPI CHL6	To deliver a minimum of three themed days. [City Business Library]	3	Planned Fashion event for 3 Oct.	Dates noted for 2 more events.	Jan 2014 Jewellery event booked	Q4 2 events	Annual Total: 3 events held	G
<p>Objective CHL7: Consolidate and extend partnership working to improve the range and quality of services offered by Barbican & Community Libraries.</p> <p>Q1 - The target of 10 partnerships has been exceeded in the first quarter and will therefore be amended to 20 from Quarter 2.</p> <p>Q2 - A further 7 partnerships were added this quarter.</p> <p>Q3 - A further 13 partnerships were added this quarter.</p>								G

<p>Q4 - A further 9 partnerships were added this quarter.</p> <ol style="list-style-type: none"> 1. Collaborated with the London Symphony Orchestra by providing 37 copies of Rachmaninov's Vespers for a workshop on January 25th at St. Luke's. 2. Music Library exhibition, "Music Hall in London", is a partnership with London Metropolitan Archives. 3. Possible new partnership with choreographer from the Royal Ballet in relation to fitness sessions for mothers. 4. Inaugural meeting of the CoL Events Network (29.1.14) - partnership with Barbican & Community Libraries, CoL Festival, City Gateway, CoL Police, Spice, Fusion and FYI. 5. Outreach event to Linklaters (7.2.14). 6. Music Library exhibition, 'All that jazz: the golden age of British popular music, 1919-50' is a partnership with the National Jazz Archive. A supporting event was held, at which GSMD jazz students performed. 7. New partnership with the artist Morgan Howell of SuperSizeArt to provide music-related artworks in the Library. 8. New partnership with the recycling team. Artizan Street Library provided facilities to work whilst they were in the local area. 9. Partnership with Health in the City – Body Language talk 20/3/14. 							
KPI CHL7	Minimum of 10 partnership projects/services delivered. [Barbican & Community Libraries]	10 Increased in Q2 to 20	11	7 projects added	13 projects added	Q4 9 projects added as listed above	G
<p>Objective CHL8: To build on our e-strategy for books and e-commerce.</p> <p>Q1 – The Collection increased by 9% this quarter (2,454 to 2,680). Q2 - The Collection increased by 11% this quarter (2,680 to 2,983). Q3 - The Collection increased by 13% this quarter (2,983 to 3,370). Q4 –The Collection increased by 8.5% this quarter (3370 to 3658).</p>							G
KPI CHL8	5000 e-	5,000	1,375 downloads	1,565 downloads	1,476 downloads	Q4 1,701 downloads	G

	loans/downloads. [Barbican & Community Libraries]						
<p>Objective CHL9: Progressively launch Tower Bridge quality branded merchandise range for retail and online sales to develop retail income by March 2014.</p> <p>Q1 – On target. Progress to date on this objective includes selection of the design company, product lines and individual items. The main stock order has now been placed with prototypes due to arrive in the coming weeks.</p> <p>Q2 – On target. Prototypes for the full range have been received, inspected and signed-off. The stock is due onsite by the end of November and will be on sale in the Tower Bridge gift shop in time for the busy Christmas period.</p> <p>Q3 – The first items in the range went on sale in the gift shop in December and approximately 100 units have been sold to date. Visitor response to the items has been positive overall.</p> <p>Q4 – The full range is now in stock and sales of the new range have grown in the last three months of the financial year, contributing to a record end-of-year income figure for the Tower Bridge Exhibition gift shop.</p>							G
KPI CHL9	To achieve the income target for retail (£534,000). [Tower Bridge]	£534,000	£207,960 (134%)	£465,302 (139%) (cum.)	£623,447 (140%) (cumulative)	Q4 £769,544 (144%) (cumulative)	G
<p>Objective CHL10: To implement all elements of the Phase 2 plan for the City Visitor Trail by 31 March 2014.</p> <p>Q1 – On track; CVT has been launched and is bedding down (105k leaflets distributed and 214 downloads of app). A late launch (30 April rather than 30 March) has meant that the trail is delayed in that it needs time to gain currency before stakeholders can be approached for sponsorship. £10k of the total was realised through the sponsorship of the Diocese of London for the phase 1 elements.</p> <p>Q2 – Target exceeded. Funds of £45k have been secured via TfL's LIP funding for the City (LIP = Local Implementation Plan) and a further £10k has been secured over two years from the Diocese of London. A bid to cover the hard launch reception is with the Hospitality Working Group (internal funding) and an agreement for in-kind and contra support has been secured with LB Tower Hamlets (the Trail will promote their Market Mile and our Petticoat Lane Market; in exchange</p>							G

<p>LB Tower Hamlets will promote the Trail at their weekend markets driving City footfall at weekends - a time of high capacity). All elements of the hard launch are on track with work having started on the Children's Map (Guy Fox) and the new app.</p> <p>Q3 – The launch reception has been booked for 18 March 2014 at Tower Bridge and a press agency appointed (the Hospitality Working Group have agreed to meet all costs for the reception and the VDT have secured the CEO of London & Partners as a speaker). The map, app and children's map are all being developed and will be delivered ahead of the launch; all audio elements for the app are currently being recorded. The above-the-line campaign that will 'sell in' the Trail has been rescheduled for summer 2014 because it will have greater impact at this time when more tourists are in London. A film for the Trail has been developed and uploaded to YouTube – see here: http://www.youtube.com/watch?v=OWLLGF5BTjU</p> <p>Q4 – Completed and targets exceeded in Q2; launch at Tower Bridge undertaken as planned with Lloyd Grossman providing the guest speaker slot (replacing the CEO of London & Partners). All collateral delivered ahead of this date including new map and walking routes, children's map with stickers and new app. Headlines in this quarter include a partnership with LB Tower Hamlets which sees a new "market mile" walking route added to the map in exchange for weekend exposure at east end markets; a new partnership with Open City and Archi-Kids that will see the children's map promoted to over 40k subscribers and promotion within 140k printed programmes; the City Visitor trail app being selected as app of the week in The Sun and achieving 472 downloads in just 13 days (to end March) and a good spread of coverage of the Trail including BBC Radio London and The Times. (An above the line campaign with 75 bus sides promoting the Trail will take place in August 2014).</p>							
KPI CHL10	To secure external funding of £20k by August 2013. [Visitor Development]	£20,000	£10k Income schemes are being considered and potential sponsors identified.	£65k (Diocese of London and TfL sponsorship / funding) + in-kind and contra support from LB Tower Hamlets	Completed in Q2	Q4 Target exceeded.	G

Corporate Service Response Standards

	Description	Target	Q1 Actual	Q2 Actual	Q3 Actual	Q4 Actual	Annual 2013/14 Rating
SRS C	Emails to all published (external facing) email addresses to be responded to within 1 day	100%	100%	66%	100%	100%	Green
SRS D	Full response to requests for specific information or services requested via email within 10 days	100%	80%	100%	100%	100%	Green
SRS E	Telephone calls picked up within 5 rings/20 seconds	90%	92.9%	92.8%	93.4%	93.5%	Green
SRS F	% of calls answered by voicemail	<10%	5.5%	5%	4.9%	5.5%	Green
NOTES	<ul style="list-style-type: none"> <i>SRS A and SRS B are not applicable for Culture Heritage & Libraries Department.</i> 						

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Committee(s):	Date(s):	Item no.		
Culture, Heritage and Libraries	14 July 2014			
Subject: Revenue Outturn 2013/14		Public		
Report of: The Chamberlain and The Director of Culture, Heritage and Libraries		For Information		
<u>Summary</u>				
<p>This report compares the revenue outturn for the services overseen by your Committee in 2013/14 with the final agreed budget for the year. Overall total net expenditure during the year was £19.147m, whereas the total agreed budget was £20.172m, representing a decrease in net expenditure of £1.025m. The underspend on the Director's local risk was £1.049m.</p>				
Summary Comparison of 2013/14 Revenue Outturn with Final Agreed Budget				
	Final Approved Budget £000	Revenue Outturn £000	Variation Increase/ (Reduction) £000	Variation Increase/ (Reduction) %
Local Risk				
Director of Culture, Heritage and Libraries	8,180	7,131	(1,049)	(12.8)
City Surveyor	631	632	1	0.2
Total Local Risk	8,811	7,763	(1,048)	(11.9)
Central Risk				
Director of Culture, Heritage and Libraries	6,331	6,283	(48)	(0.8)
Total Central Risk	6,331	6,283	(48)	(0.8)
Capital & Support Services	5,030	5,101	71	1.4
Overall Totals	20,172	19,147	(1,025)	(5.1)
<p>The Chief Officer has submitted requests to carry forward £422,000 from the local risk underspend, and these requests will be considered by the Chamberlain in consultation with the Chairman and Deputy Chairman of the Resource Allocation Sub Committee.</p> <p>Recommendations</p> <ul style="list-style-type: none"> • It is recommended that this revenue outturn report for 2013/14 and the proposed carry forward of underspends to 2014/15 are noted. 				

Main Report

1. Actual net expenditure for your Committee's services during 2013/14 totalled £19.147m, an underspend of £1.025m compared to the final approved budget of £20.172m. A summary comparison with the final agreed budget for the year is tabulated below. In this and subsequent tables, figures in brackets indicate income or in hand balances, increases in income or decreases in expenditure.

Culture, Heritage and Libraries Committee – Comparison of 2013/14 Revenue Outturn with Final Agreed Budget

	Final Agreed Budget £000	Revenue Outturn £000	Variation Increase/ (Decrease) £000	Variation Increase/ (Decrease) %	Paragraph Reference
LOCAL RISK					
Director of Culture, Heritage and Libraries					
City Fund					
City Business Library	616	650	34	5.5	2
Barbican & Community Libraries	1,856	1,821	(35)	(1.9)	
Guildhall Library & Bibliographical Services	878	908	30	3.4	
Central Management	769	745	(24)	(3.1)	
Guildhall Art Gallery	407	465	58	14.3	3
London Metropolitan Archives & City Records Service	3,089	3,120	31	1.0	
Visitor Services & City Information Centre	720	705	(15)	(2.1)	
Lower Thames Street*	8	7	(1)	(12.5)	
Total City Fund	8,343	8,421	78	0.9	
City's Cash					
Monument	(129)	(164)	(35)	(27.1)	4
Keats House	193	193	-	-	
Mayoralty & Shrievalty*	88	80	(8)	(9.1)	
Total City's Cash	152	109	(43)	(28.3)	
Bridge House Estates					
Tower Bridge Tourism	(315)	(1,399)	(1,084)	(344.1)	5
Total Bridge House Estates	(315)	(1,399)	(1,084)	(344.1)	
Total City Surveyor	631	632	1	0.2	
TOTAL LOCAL RISK	8,811	7,763	(1,048)	(11.9)	
TOTAL CENTRAL RISK	6,331	6,283	(48)	(0.8)	
CAPITAL & SUPPORT SERVICES	5,030	5,101	71	1.4	6
OVERALL TOTALS	20,172	19,147	(1,025)	(5.1)	

*These budgets are held by the Director of Culture, Heritage and Libraries but relate to building maintenance work and as such any underspends relates to the City Surveyor and cannot be carried forward by the Director.

Reasons for Significant Variations

2. The overspend in City Business Library of £34,000 mainly relates to escalating costs of electronic databases, and the acquisitions spend for 2014/15 will be rebalanced accordingly.
3. The main reason for the £58,000 overspend at Guildhall Art Gallery was due to higher than anticipated costs for the Victoriana exhibition and lower ticket sales/book sales than had been hoped for. This exhibition was a new direction for the Gallery, and received critical acclaim as well as some new audiences; the Gallery will learn from this experience but it is important that it retains the ability to be experimental.
4. The Monument underspend of £35,000 was a result of minor works which were postponed until 2014-15, a planned reduction on advertising costs, due to the need to maintain visitor numbers for the preservation of the monument in the first half of the year before preservation works took place, and an increase in ticket income which has led to an overall increase in actual income above budget of 6%.
5. Tower Bridge Tourism underspend of £1,084,000 is mainly due to the excellent performance in generated income in respect of the increased number of visitors to the Exhibition (£229,000) and the number of events hosted at the Bridge venues (£166,000) and significant delays in the delivery of improvement projects commenced in 2013/14 (£677,000).
6. The £71,000 overspend in capital and support services is mainly due to higher than budgeted recharges from the Barbican Centre for utilities costs and higher than budgets recharges for the time spent by Surveyors working on Culture, Heritage and Libraries. Recharges have a corresponding contra entry in their own accounts. Consequently these charges have no overall impact on City Fund net expenditure. In addition, running costs of the Guildhall Complex were higher than budgeted.

Local Risk Carry Forward to 2014/15

7. The Director of Culture, Heritage and Libraries has a Bridge House Estates local risk underspend of £1,084,000 on activities overseen by your Committee. As a result of these activities the Director is proposing that £422,000 of his Bridge House Estates underspend be carried forward, all of which relates to activities overseen by your Committee. The following purposes are proposed: -

- complete project to install glass floor panels in the Tower Bridge walkways: **£250,000**
- refresh/refurbish exhibition content to complement the new glass floor feature in the walkways: **£75,000**
- Initial design fees for upgrading the Engine Rooms gift shop and reception area: **£30,000**
- Door access system at Tower Bridge: **£60,000**
- External digital screens for displaying Bridge lift times at Tower Bridge: **£7,000**

Contact:

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Committee(s):		Date(s):
Culture, Heritage and Libraries	- For decision	14 July 2014
Finance Committee	- For decision	22 July 2014
Subject:		Public
Provision of foreign currency exchange services at the City Information Centre		
Report of:		For Decision
Director of Culture, Heritage and Libraries		

Summary

As part of the service-based review, the City Information Centre (CIC) opposite St Paul's has begun to look at ways in which it could substantially increase its income, offsetting the £241k it costs the City Corporation to provide the service annually. A number of options have been considered and expansion of the Centre's product portfolio to increase sales is already underway. Discussions are also taking place with third parties about other potential revenue streams. One such option is the introduction of a foreign exchange (FX) counter service.

The CIC has undertaken extensive internal and external consultation to understand how best this might be delivered and has established a recommended route for a trial period of one year. That route is to "rent" a counter position to an FX service provider.

In addition, it is suggested that the CIC install FX ATMs inside and outside the Centre (subject to examination of spatial issues and necessary planning consents) – this could add a further £30k in income p.a.

A number of issues have been cited by teams from across the City Corporation during the CIC's investigations, these primarily centre on compliance, staff safety, building security (increased risk of break-in / robbery) and reputational PR.

This report summarises the issues and options and asks Members to approve, in principle, the introduction of this service, subject to officers being satisfied as to the suitability of the arrangements for the City Corporation, and subject to agreeing acceptable terms with any supplier.

Members are also asked to agree to a long-term contract for the service being formally tendered once the trial period is complete and subject to an assessment of its success by the Director of Culture, Heritage and Libraries.

Recommendation(s)

Members of the Culture, Heritage and Libraries Committee are asked to:

- Agree, in principle, that the City Information Centre (CIC) offers foreign exchange services through a supplier renting counter space and via the installation of up to two cash machines (internal and external), subject to officers being satisfied as to the suitability of the arrangements and subject to agreeing acceptable terms with any supplier.

- Delegate authority to the Director of Culture, Heritage and Libraries, in consultation with fellow officers, to negotiate a lease/licence and agree suitable terms with a supplier and to take any steps necessary to implement the proposals, instructing the Comptroller and City Solicitor accordingly.
- Recommend that the Finance Committee agree to waive procurement regulations in accordance with regulation 9.2 to enable a one-year pilot of the service to take place.
- Agree to the Director of Culture, Heritage and Libraries proceeding to the formal tender of a three-year contract for this service in consultation with the Chamberlain and subject to compliance with procurement regulations, following his assessment of the benefits of offering the service specifically in terms of income potential, demand and value of the service to customers.

Members of the Finance Committee are asked to:

- Receive for information the contents of this report and the recommendations of the Culture, Heritage and Libraries Committee.
- Formally waive the procurement regulations in accordance with regulation 9.2, so enabling the City Corporation to procure the service for a one-year trial period to commence, with the option to extend the trial to a maximum period of eighteen months if the tender process for a three-year contract is not complete within the trial period and continuity of service is required.

Main Report

Background

1. The City Information Centre (CIC) opened in its current, purpose-built premises in November 2007. It employs eight multi-lingual staff (4 x F/T and 4 x P/T) and runs a seven-day-a-week operation helping visitors to London achieve the most from their stay.
2. The CIC is the only *official* Tourist Information Centre (TIC) in central London and is widely considered to be a leader in its field, training GLA “Ambassadors” (2012-14), spear-heading a nationwide TIC exchange programme with Tourism South East, chairing the pan-London TIC group and partnering with VisitEngland in 2012 (and on-going) to be their approved London centre for national product. It is a much-valued asset locally and plays an integral role in the City Corporation’s provision of services to London and the nation.
3. The CIC’s net cost to the City is £241k p.a. (2013/14). It generates gross revenues of around £601k from the sale of tickets, souvenirs and books, and delivers profits of around £82k on ticket sales.

4. In early 2014, as part of the service-based review, your Officers were asked to consider the services the City Corporation provides and explore ways in which they may be delivered differently and at less cost to the City.

Current Position

5. As part of this exercise, the City Information Centre began to look at ways in which it could generate greater profits and as a result introduced new products to its sales portfolio. It also considered whether the provision of a foreign exchange (FX) service would deliver sufficient income to warrant perceived set-up costs and if this would be a something that customers would not only use, but value as well.
6. Initial investigations indicated that as much as £80k (net) could be generated by the introduction of such a service (with most set-up costs being covered by the supplier or offset against profit), while data collected by staff at the Centre revealed that the CIC has received approximately 1,400 unprompted enquiries about foreign exchange (FX) services over the last financial year and about 250 enquiries in the last 2 months (c. 4 per day). This suggests that the introduction of an FX service would be seen as a positive enhancement to our existing service provision by many customers, especially those from overseas who accounted for around 85% of all CIC users in 2013.
7. The idea of providing an FX service at the CIC is not new. A paper was received by your Policy and Resources Committee in March 2008 proposing that Thomas Cook provide a similar service, generating £10k in income and delivering staffing support to a value of £15k. It was hoped that the overall value of this partnership (£25k) would offset the additional cost of delivering a new seven-day-a-week operation (increasing from six). The proposal was rejected because the value was not considered enough to warrant investment and the additional income sought was awarded to the CIC as a budget enhancement.
8. 2014 is a different landscape, with potential income from an FX service now substantially greater than it was in 2008 (up to 33% of CIC expenditure in comparison to the 11% that the Thomas Cook proposal would have generated (the CIC budget being estimated at £231k at the time)).
9. Research undertaken by VisitEngland has revealed that few TICs across the UK provide an FX service giving us no real data or experience to inform our thinking and against which we can benchmark income potential. This is not surprising as many visitors to the UK will enter through London and have numerous opportunities to change money before travelling to cities outside of the capital. There is also less demand on the FX facilities that exist in other cities than there is on those in the City. This, plus the captive audience of visitors to the CIC, has led potential suppliers to suggest an optimistic return for the provision of an FX service at the Centre and Members are asked to acknowledge that, while projected income is a best guess, it is probably best case scenario.
10. In the immediate environs of the CIC, there is a limited provision of FX services (a newsagent in Paternoster Square offers this service and there are exchanges in Fleet Street and Cannon Street). Across the City, provision is

better but, anecdotally, most see customers having to queue at peak times (eg lunchtime) and, with the exception of the newsagent local to the CIC, none yet identified offer a service at weekends (which the CIC could do).

11. A number of hotels and travel agents within London and nationally offer an FX service. In most cases, staff deliver the service themselves (on behalf of a supplier) and, in most instances, this is done over an open counter. The Paternoster Square newsagent has no protective barrier between customer and operative and the Post Office in Eastcheap operates an open counter service (low glass). This provides a model for the CIC to follow (subject to any relevant security measures suggested by the City Police, Security and Contingency Planning etc) and negates the need for significant building works to take place in order for an FX service to be commissioned. Pictures of the examples cited are given in appendix 1.

Options

12. By market testing, the CIC has informally discussed the idea of an FX service with three potential suppliers, asking them to consider a one-year trial period so that either party may withdraw if the service is not a success. From this, the options for delivering the service have been identified as follows:
 - a. provision of a Euro/Sterling cash machine generating up to £20k per annum for an external machine and £10k per annum for an internal facility
 - b. provision of a cash-based open counter service with the supplier “renting” and staffing a space and FX services only being available from that counter position (one of the low-level, wheelchair positions is suggested); this option is estimated to deliver up to £80k per annum from rental income and commission in year one, rising in following years after set-up costs are recouped
 - c. provision of a bespoke (caged) bureaux de change inside the Centre, purpose-built, branded heavily and staffed by the supplier; this option is estimated to deliver up to £65k per annum from rental income and commission in year one, rising to £80k+ in subsequent years after set-up costs are recouped
 - d. the CIC staff being trained by the supplier to deliver an FX service themselves from all counter positions so mitigating any queuing concerns (at the one position); this option is estimated to deliver up to £60k through commission and staffing supplements in the first year with commission rising if the pilot year were successful and the supplier won the contract for a three-year term.
13. Clearly, option 12b is the most beneficial route in that it delivers the highest return with the least level of investment (installation and training). It is therefore recommended that this route is adopted for a one-year trial period, noting that income is indicative at this stage and can only be confirmed once set-up costs have been calculated and set against commission, and demand for the service is more fully understood (affecting commission levels).

14. In addition, the provision of an FX cash machine (ATM) both within and outside of the CIC is suggested (and can be accommodated alongside option 12b). This would be subject to appropriate sites for the ATMs being identified, any necessary planning permissions being obtained and set-up costs being appropriate to a one-year trial period only.
15. Option 12d is attractive in that it enhances our service level with all counter positions able to offer FX services, so alleviating any queue situation. It also mitigates customer frustration in the CIC's busiest months when all counter positions are busy with enquiries and – as per option 12b or 12c – the staff member manning a position for the FX exchange is free but unable to help customers with visitor enquiries because s/he is not trained to do so and does not have access to City Corporation systems. Conversely, this option places significant risks with the CIC and concerns have been raised by HR and others about staff safety (this is discussed more fully in paragraph 33).
16. Option 12c is not preferred because the installation of a bespoke unit to provide this service will reduce floor space and thus leaflet racking and queuing space. Heavy branding would also be considered inappropriate within the CIC and may set a precedent that is difficult to unpick.
17. Of the three potential suppliers with whom we have informally discussed the idea, one has declined to offer anything more than the cash machine, noting that the investment required to do so could not be justified for such a short tenure; the other two can supply the FX service as described in 12d, with only one able to provide all options.
18. It is likely that the service will be contracted on a mixed concession / commission basis, with the supplier paying some rent and a share of profit to the CIC. Final amounts and percentages will depend on the supplier and the level of investment and risk the supplier takes to deliver the service (the income estimates in item 12 are based on data received through soft market testing).
19. It should be noted that any agreement that allows either shared occupation of the CIC with an FX supplier or enables an external organisation to install and maintain ATMs will need to be regularised by the City granting either a lease or licence. In any proposal, the City Surveyor will be consulted and the Comptroller and City Solicitor will be instructed to complete an appropriate lease or licence. It is not anticipated that anything other than minor works will be required to accommodate proposals in this report.

Proposals

20. Given the income potential potential of an FX exchange service which has been identified, it is recommended that a one-year pilot is approved to be implemented as soon as possible to encompass (at least part of) the peak summer period. Subject to the success of the trial (to be measured by the demand for it, the value customers place on it and level of income achieved), it is also recommended, that an on-going service is installed at the CIC working with the City of London Procurement Service team (CLPS) to ensure compliance with our procurement regulations and protocols.

21. Members are therefore requested to delegate authority to the Director of Culture, Heritage and Libraries to appoint an FX supplier to the CIC for a one-year pilot period, subject to consultation with the teams listed in para 30 to ensure all relevant matters for proper implementation of the proposal are satisfactory to the City Corporation, the City's insurers and any other external body that will be affected by the proposal.
22. It is also proposed that the one-year pilot be undertaken subject to a waiver to the City's Procurement Regulations from the Chamberlain under regulation 9.2 and agreement from your Committee, noting that some market testing has already been carried out with three potential suppliers, of which only one can offer the preferred delivery route.
23. Members are also requested to delegate authority to the Director of Culture, Heritage and Libraries to extend the trial period up to a maximum period of eighteen months if the tender process for a three-year contract is not complete within the year and continuity of service is required because success warrants it.
24. Subject to the success of the trial, Members are asked to agree to the Director of Culture, Heritage and Libraries proceeding to a formal tender process for a three-year contract for this service, to be led by CLPS and which would conform with the City's Procurement Regulations.
25. The success of the pilot would be assessed on two specific criteria:
 - a. **income for the CIC** (while initial estimates show income could be as much £110k these may be optimistic; a total annual income of at least £20k would need to be achieved to warrant continuance)
 - b. **demand / service level** (if income is less than £20k but more than £5k, assessment will be made via the CIC's annual user survey of the current and potential demand for the service and its value as a service enhancement for customers)
26. If the continuance of the service is not assessed by the Director of Culture, Heritage and Libraries as beneficial, any equipment and alterations made to accommodate the service will be removed or corrected at the supplier's expense excepting those measures that enhance the building's security and which would cost the supplier to "make right" (eg the removal of back office panic buttons).
27. At this stage, administering a formal tender process for the one-year pilot is not recommended because it will be time-consuming and will exclude a number of suppliers unwilling to invest in such a short tenure (thereby limiting the pool from which to choose a supplier and so comply with the City's Procurement Regulations as well as ensure best case income for the CIC).

Corporate & Strategic Implications

28. The proposal to deliver FX services at the CIC enhances our value to customers and helps to improve the City visitor experience, aligning with action A3.11 of the City's Visitor Strategy 2013/17: "to deliver service improvements at the CIC by introducing WiFi, feedback systems, new products and QR coding"

29. The proposal also aligns with KPP2 of the Corporate Plan 2013/17, our priority to “maintain the quality of our public services whilst reducing our expenditure and improving our efficiency”

Implications

30. A very wide process of consultation has taken place with HR, Security and Contingency Planning, City Surveyor's, Chamberlain's, Comptroller's, PRO, City of London Police and the CLPS to understand the issues around the CIC delivering this service and to ensure that these are addressed. The headlines are as follows:

- a. **Negative PR – why is the City providing banking services?:**
consultation with the Director of Public Relations suggests that the City Corporation entering into the provision of this service is defensible in the current climate of cuts and that the service is appropriate to the business accommodating it
- b. **Staff safety:** while the suggested route primarily places risk on the supplier's operative manning the FX desk (an open counter), risk for all CIC staff is increased with the additional level of money kept within the building; the City will also become a technical landlord and responsible for ensuring basic legally-required safety considerations.

All appropriate risk assessments will be undertaken including a resilience review of the building's design with regard to robbery and target hardening, staff will be fully trained in conflict management (the Maybo programme has been suggested), regular cash collections will be a part of the contract and enhanced safety measures (such as more cameras and panic buttons) will be installed at the supplier's expense.

- c. **Financial compliance:** with the recommended route being managed and delivered by the supplier, compliance is the responsibility of the supplier; a separate safe, PDQ lines and till will be installed at the supplier's expense and any equipment required to counter fraud will also be supplied by them
- d. **Building safety:** the supplier will be required to supplement existing building security to comply with insurer and/or independent risk assessor requirements; this must be undertaken at the supplier's expense but may be offset against year one income.

The risk profile of the CIC will increase and as such will be captured on the appropriate risk registers. Delivery of the service cannot therefore commence until all the controls have been implemented and deemed as working. In its current state the CIC could not safely deliver the service but with the appropriate controls in place this risk can be mitigated.

- e. **Roles and responsibilities:** as part of the process of engaging a supplier, CIC and supplier roles and the liabilities for which each will be responsible will be clearly identified and policies (eg insurance) revised to reflect increased risk.

Conclusion

31. The City Corporation is investigating a series of money-saving measures in order that it can continue to deliver valued services for its residents, workers, visitors, London and the nation. The City Information Centre is a vital resource for all these audiences and one that has received plaudits from across the industry for its contributions to the visitor experience in the capital and across the UK.
32. The introduction of an FX service at the CIC increases its value to customers while reducing the strain on the public purse. If successful, the service could save as much as 33% of the Centre's running costs, ensuring a more secure future for it and for the provision of visitor information in London.
33. Issues of safety, reputational PR, compliance, insurance and training have all been discussed and it is recognised that any provision of service will need to address officer concerns in these areas.
34. It is therefore recommended that Members agree to a one-year pilot of an FX service during which time demand and concerns can be assessed more fully and – depending on success – inform the development of an on-going three-year contract that is formally tendered, so reducing the cost to the City Corporation of funding the CIC on an on-going basis.

Appendices

- Appendix 1 – pictures of open counter FX services currently offered in the City of London

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Appendix 1 – pictures of open counter FX services offered in the City of London



Thrive News in Paternoster Square offers FX services using an open counter



The Post Office in Eastcheap also offers FX services using an open counter (position to right of picture is the FX counter)

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Committee(s):	Date(s):
Planning & Transportation Committee	1 July 2014
Policy & Resources Committee	3 July 2014
Streets & Walkways Sub Committee	9 June 2014
Culture, Heritage & Libraries Committee	14 July 2014
Subject:	Public
Review of Guidelines for Special Events on the Public Highway	
Report of:	For Decision
Director of the Built Environment	

Summary

This report summarises the findings of a review of the current procedure for considering applications to hold major special events in the Square Mile. This review has resulted in seven proposals being made to Members for their agreement. These cover:

- The establishment of an Event Assessment Matrix;
- A revised Event Diary assessment process;
- Three year ‘root and branch’ reviews for regular events;
- An amended Member engagement and Committee reporting process;
- The consideration in the future of a Special Events strategy;
- A revised set of fees and charges;
- Improvements to the liaison between City Corporation departments.

This report also informs and updates Members on three events, namely:

- Children’s Parade for the City of London Festival (27 June)
- The Royal Marines 350 Year Anniversary Parade (25 July)
- Walk a Mile in Her Shoes (proposed for March 2015).

Recommendations

Members are recommended to:

1. Agree the proposals for a revised Special Events consideration process.
2. Agree the revised fees and charging structure.
3. Note the changes to the Children's Parade event, which will be subject to a full post-event review.
4. Agree to support the Royal Marines Parade.
5. Agree to accept the application for the 'Walk a Mile in Her Shoes' event.

Main Report

Background

1. The annual report summarising the major special events for 2014 was brought to Members of the Streets & Walkways Sub Committee and the Policy & Resources Committee for their consideration in January.
2. The current process for receiving and assessing event applications has been in place since 2011, and the above report recommended that officers undertake a review of the current procedures.
3. This report now summarises the outcome of that review, which has involved officers of the Highways Team within the Department of the Building Environment, the Film & Event Liaison team and Policy Officers from the Town Clerks, the Visitor Development team at Culture, Heritage & Libraries, the City Police, and officers from the Environmental Health group within Markets and Consumer Protection.
4. This report also summarises other major event requests and issues since the annual report in January.

Current Special Event Approval Structure

5. The Director of the Built Environment has delegated authority to make traffic orders to allow roads to be closed for special events. As such, formal Member approval for each major event is not required but an annual summary report of planned events is presented for Member information.

6. Typically, more than 60 applications to hold events on the City's streets are received annually, of which around 15 might be considered to be major as they require roads to be closed.
7. These applications are considered in the first instance by officers of SEEG, the Significant External Events Group, which comprises representatives from Highways, Public Relations, Culture, Heritage & Libraries and the City of London Police. The merits of each event are considered against a 'test of reasonableness', which can include some, or all, of the following factors:
 - Public safety
 - Traffic impact & proportionality
 - Environmental / community impact
 - Clash with other activities
 - Capability of event organiser
 - Past / likely complaints
 - Cost to the City Corporation of implementation
 - Advertising / branding
 - Inappropriate content or scope
 - Available notice & resources
8. SEEG also confirms whether any fees should be charged to an event based on whether it is deemed to be commercial, community based or statutory in nature.
9. Should an event pass this test of reasonableness, it is given provisional approval subject to a technical assessment of the event by the Safety Advisory Group. The purpose of this group is to receive and assess the fine organisational detail of major events from organisers in order to enable the event to proceed safely. This meeting typically covers a wider range of interests, including external parties such as the emergency services and Transport for London.

10. There is a further level of large-scale event management for London, with the London Events Steering Group established by the GLA to consider and coordinate pan-London event proposals. Its aim is to ensure effective collaboration and liaison between agencies on planned major events, and to advise on transport, people movement and crowd management policies.

Approval Process Review

11. Given the City has become an increasingly attractive location to hold events since the 2012 Olympics, it was thought appropriate to reconsider whether anything more than a test of reasonableness needed to be applied to event applications. This review has now been concluded, with the following findings:

Relative Strengths of the Current Process

12. The review reiterated that the current procedure has worked well for most applications and circumstances. In particular, its strengths briefly include:
 - Highly experienced, joined up and committed staff within DBE, City Police, Public Relations and Culture, Heritage & Libraries, who understand the needs of City stakeholders and the ‘art of the possible’.
 - Experienced event managers, who have worked with the City over a number of years to deliver safe events with the minimum of impact.
 - Established channels for communication with the public about the impact of upcoming events through the City website, e-mail and Twitter account.
 - A well rounded formal application process with guidelines for applicants, and appropriate officer forums to consider applications, namely SEEG, SAG and the London Events Steering Group.

Relative Weaknesses

13. The review did identify a small number of relative weaknesses in five areas.
14. Comparisons between events
 - There is a lack of clarity around the relative merits of events, with the focus being on branding events in black and white terms, rather

than recognising that all events have their relative merits and weaknesses.

- Direct comparisons between events are over simplified, so that they can revolve around whether an event is primarily charitable or commercial, whereas most events involve elements of both.
- The lack of a policy context to indicate whether events support the wider City agenda amplifies this lack of balance in considering the relative merits of events.

15. The Review Process

- Although operational problems are dealt with before, during and after an event, and some major events (such as the Lord Mayor's Show) do have a full debrief process, others are not subject to a comprehensive root and branch review, with a full pan-organisational debrief.
- Once an event has been granted approval for the first time, event organisers take this to imply a semi-permanent agreement that can be difficult for officers to overturn.
- Without an established path for Members to raise problems with past events, concerns can lie dormant and unresolved, allowing them to surface and become amplified when the annual report reaches Committee.

16. The Annual Report to Members

- The importance of the annual report is over-emphasised, so that it's seen as an 'all or nothing' discussion, rather than part of a regular process of appropriate Member dialogue and engagement.
- The positive benefits of some events can be under-valued as they are not necessarily drawn out in the report, which tends to focus on the volume, concentration and cumulative impact of events.
- Members are unclear as to their purpose in considering the annual report. Are they endorsing approval already made under delegated authority, or are they still effectively able to veto event applications before final permission has been granted?

- Event organisers are typically unaware that the annual report can represent a significant risk to their event, in that comments made at Committee can effectively unravel permission for an event.

17. Fees and Charges

- The current structure for fees and charges looks to band events into three types; statutory, community and commercial. However, in practice, the difference between these bands can be marginal, leading to the vast majority of events being deemed to be community events, and therefore supported largely free of charge.

18. Co-ordination with Private City Events

- There can be gaps in information between the City's on-street event management teams in DBE and the City Police, and its private hospitality and event teams with the Remembrancers and Public Relations. This can have consequences if private events are affected by matters on the highway, or vice versa.

Key Principles of the Revised Event Consideration Process

19. Seven key proposals have been set out that are intended to form an improvement plan for considering special events.

Proposal 1: Event Assessment Matrix

20. *Question: 'How do you assess the relative merits of a not-for-profit event that raises small amounts for charity vs a commercial event that generates £'000s for charitable causes?'*
21. **Recommendation:** Events will no-longer be assessed in terms of good vs bad, but rather in the context that an event can create more than one type of positive benefit, whether in terms of policy deliverable, charitable contribution, community support etc, and that all events cause some degree of disruption and have the capacity to cause complaint.
22. It is proposed that an Event Assessment Matrix (see Appendix 1) will be used to highlight the relative benefits and disbenefits of different events. In particular, it will focus on an event's disruption and potential for complaint, versus its level of community or charitable benefit, and whether it fits with the City's corporate strategies. This EAM will be applied to all major event applications, provided they still pass the 'test of reasonableness' outlined earlier.

23. Being able to better visualise the respective pros and cons of an event will help inform the decision making process as to whether an event should be supported, and an event's individual assessment can be reported to Members as part of the consideration process. Appendix 1 indicates how this year's current list of major special events would be assessed on this basis.

Proposal 2: Event Diary Assessment

24. *Question: It is often suggested that 'The Event Calendar is full, and there's room for no more', but how can space still be found or justified when a sufficiently prominent event such as the Tour de France is proposed?*
25. **Recommendation:** The idea of a fixed and simple cap on the total number of events is not an effective concept of control. Instead, it is proposed that the assessment process will account for the concentration of events at different times of year, as well as their cumulative impact.
26. Breaking down each event's impact by 'time of year' (see Appendix 2) challenges the perception that the City's diary is full of events, and clearly indicates that there are times when another event can often be accommodated. Equally, there are other times when the event calendar clearly is 'full' and no further events can be supported, or where room must be left for other highway works to take place (eg utilities, major City schemes, Crossrail etc).
27. In terms of the geographical location of events and their particular impact on residents, an assessment of the current events would suggest that organisers tend to favour the City as a destination, and so look to focus on iconic sights such as St Pauls, Guildhall and Bank, or they are looking for distance events that typically pass through the City along Upper / Lower Thames Street and Victoria Embankment (often taking in Tower Bridge).
28. Of the City's four major residential estates, three (Golden Lane, Middlesex Street and Mansell Street) are rarely impacted by events, with the fourth (the Barbican Estate) affected by just two; Lord Mayor's Show and the Great City Race. However, the new process described above would ensure that any additional major event application that might affect any of these areas would be received and considered by Members before approval.
29. In fact, the impact of events is felt most by the residents around Globe View in High Timber Street due to the frequency of events organised by TfL along Upper Thames Street, but again this visibility of process will

better enable officers to raise issues with TfL for both current events and future requests.

Proposal 3: Three Year Root & Branch Reviews

30. *Question: Why do we always have the same events every year, run by the same companies, and why can't we say no to those events that always seem to cause problems?*
31. Recommendation: In order to make it clear to event organisers that an existing event approval does not constitute approval in perpetuity, it is proposed to run a rolling cycle of three year 'in principle' agreements, allowing organisers to plan in the long term for their events, but equally offering the City a natural opportunity to end its support for an event if it is deemed appropriate to do so.
32. An informal feedback loop already takes place as part of the learning process for annual events, but it is proposed that a full root and branch review should take place every three years, at which point a decision is taken as to whether to support that event for a further three years. Correspondingly, this root and branch review could recommend that the City end its association with a particular event, subject to Member approval.
33. This root & branch review would cover:
 - A structured debrief of the event over the previous three years.
 - The safety of the event.
 - The community impact.
 - The effectiveness of the event planning.
 - The effectiveness of the event communications.
 - The number, type and severity of any complaints.
 - The benefits to the City Corporation and City stakeholders (including economic impact).
 - The amounts raised for charitable causes and where this has been distributed / spent?
 - The responsiveness and flexibility of the event organisers.
34. These reviews would be staggered over a three year period to allow for the potential to gradually turn over events. Event organisers would also be on notice regarding where their particular event would sit in the three year cycle. It is accepted that some events are fully fixed in the City's or TfL's respective diaries (eg Lord Mayor's Show, London Marathon), but the

discipline of holding a full root and branch review every three years would still be desirable

35. It would still be made clear that a three year rolling cycle would not prejudice the City's right to cancel an event due to poor management or other extenuating circumstances without liability before the three years are up.

Proposal 4: Amended Member Engagement and Committee Reporting

36. *Question: What form of reporting would allow for improved dialogue between officers and Members on special events?*
37. *Recommendation:* Instead of a singular annual report, a new reporting protocol will be established with shorter but more regular reports covering:
 - Any major new proposals considered by SEEG and requiring an EAM assessment (when there is sufficient time to do so);
 - A summary on feedback from 'first year' events;
 - Recommendations for supporting or rejecting those events that have been considered as part of the three year review process.
38. Event organisers will also be informed that their particular event will be the subject of a report, discussion and decision, so that they have the opportunity to attend the public gallery if they so choose.
39. With the inclusion of policy matters (such as the City's Visitor and Cultural Strategies) for the first time in the event assessment process, it was thought appropriate to bring this report to the Culture, Heritage & Libraries Committee. The assessment of how far an event meets the City's policy aims and objectives would typically be made by officers from the Culture, Heritage and Libraries Department, in conjunction with the Public Relations Office and the Town Clerks.
40. However, given that planning for major events is a dynamic process, there needs to be a way in which Members can still have effective oversight when the structured Committee reporting process is not sufficiently responsive to matters on the ground, or able to cover the depth of information that an event may require.

41. For such circumstances, a protocol will be established to engage more regularly with Chairmen and Deputy Chairmen of the respective committees to seek their informal views at an early stage of event planning, or where there is insufficient time to allow for the standard reporting process to be followed.
42. It is not intended to relinquish the delegated authority of the Director of the Built Environment to make traffic orders to facilitate special events, but rather this authority will be enacted in conjunction with the views of Members, either through this dynamic engagement or the more structured reporting process to Committee.
43. This enhanced level of Member involvement would be of particular assistance in dealing with applications that arrive through a political rather than an operational route, for example via the Mayor's Office and the GLA direct to the Town Clerks.

Proposal 5: A Special Events Strategy

44. *Question: Should the City have an events strategy that considers a number of wider questions regarding the role of the City in facilitating major special events?*
45. Recommendation: As part of this review, officers identified a number of wider points that should be considered in order to help establish a wider events strategy. These would be subject to a later report to Members, but include:
 - How can events better help deliver the City's Corporate Plan, as well as its Cultural, Visitor and Health & Wellbeing agendas?
 - Should the City promote and market itself as an event host, rather than just receive and consider those events that are proposed by others?
 - Should limits be placed on the number of events that any one particular organiser can promote in the City?
 - How can the new powers to authorise street trading be best utilised in the context of major special events?
 - What approach should be adopted for considering requests to use the City's bridge lighting over the River Thames for events?

Proposal 6: Revised fees and charges

46. *Question: Is it still appropriate that event applications per se are free of charge, with full cost recovery only applying to what are a small number of fully commercial events?*
47. **Recommendation:** The vast majority of events are currently supported free of charge because of their community or charitable status, but this does not take into account the officer time in considering applications, which can be considerable. Where there is a direct cost to the City, eg advertising traffic orders or suspending parking bays, full cost recovery is possible, but given the non-commercial nature of most events in the City, full cost recovery of the officer time is unlikely. Fees have therefore been set in order to reflect a reasonable charge for the service.
48. It is therefore proposed to introduce a new set of flat rate fees and charges, irrespective of the type of event, which will help:
- Filter out speculative events
 - Manage demand
 - Contribute to covering administration costs
49. The proposed scale of charges is similar to the existing fee structure used for filming requests by Public Relations and is detailed in Appendix 3. Fees would apply to all event applications (except City Corporation events), but requests to waive fees would only be considered in exceptional circumstances, and an approved ‘production credit’ would also be required. Any concessions would be reported as a Benefit in Kind as part of the annual report to Members of the Finance Grants Sub Committee, but event organisers would generally be referred to the City’s charitable application procedure.

Proposal 7: Improved liaison between the City’s public and private-facing departments

50. *Question: How can communications be improved between the respective departments?*
51. **Recommendation:** The Remembrancer’s Department will be invited to join SEEG and to bring details of their events that overlap the public

highway due to security or road closure requirements, for discussion and review.

52. The Remembrancer, DBE and the City Police will also review contingency plans for major set piece events to ensure the necessary level of close co-operation is maintained.

Update on Previously Agreed Events

Children's Parade (Friday 27 June)

53. Through January's annual event report, Members agreed for a Children's Parade to be held as part of the City of London Festival, requiring approximately a one hour road closure from Guildhall Yard to Paternoster Square via Cheapside, Newgate Street and Warwick Lane.
54. We have since been told by organisers that they have invited around 1,400 participants to take part, instead of the original 1,000, leading to concerns from officers that the closure duration will extend beyond the original one hour. The organisers have assured the City that the event will not require a longer closure, but in accordance with the above revised procedure, officers will look to undertake a full scale review of the event after this year before deciding whether to recommend it taking place again in 2015. The Festival has been informed of this approach and has been asked to co-operate fully with the review.

New Event Notifications / Applications

55. In the context of providing Members with more frequent information regarding major event notifications and applications, two requests are worthy of note.

Royal Marines 350 Year Anniversary Parade (25 July 2014)

56. The Royal Marines will be celebrating their 350th anniversary this year, and have asked to exercise their Privilege to march from the Honourable Artillery Company Grounds in Islington to Guildhall, via the Mansion House, with 'drums beating, colours flying and bayonets fixed'. The Privilege to march through the City dates back to 1664 when the Royal Marines' Royal Warrant granted them the right to recruit from within the City 'volunteer militia' or 'citizen soldiers', which they exercised by marching recruiting parties through the City streets.
57. This march is now routed via Moorgate and Bank junction to Guildhall at around 12 noon, with the Lord Mayor taking the salute in front of

Mansion House. A non-public report was agreed by Members of the Hospitality Working Party, the Policy & Resources Committee and the Court of Common Council last year for the City to support this event, including a lunchtime reception at Guildhall at its conclusion.

58. The Remembrancers seek to ensure, where possible, that the number of regiments exercising their freedom to march through the City is limited to one per annum, and the impact of these events (such as last year's Atlantic Parade) is typically limited, with the march managed under a 'bubble' closure by the City Police.
59. This particular event is expected to be larger, with some road closures and diversions of around 30mins required, in addition to a police 'bubble'. It is also likely to attract some media interest, and will be publicised by the national Royal Marine associations.
60. Based on the proposed criteria outlined above, officers would currently assess the event as follows:

Benefit

- Policy Aims & Objectives: +5 (City Heritage)
- Charitable / Community Support: +5 (Overwhelming stakeholder support)

Dis-Benefit

- Disruption & Impact: -3 (Medium impact)
 - Likely complaints: -1 (Small number)
61. This net assessment (+10, -4) would place the event in the green zone of the Event Assessment Matrix. Officers therefore recommend that the event is supported.

Walk a Mile In Her Shoes (proposed for March 2015)

62. We have been approached by the event organiser for a new event called 'Walk a Mile In Her Shoes'. This would be a first time event with a view to becoming an annual event, intended to link with International Women's Day (Sunday 8th March 2015).
63. The event is for sponsored men to walk in stilettos around a one mile course, and has been inspired by similar events in the USA and Canada. In summary:

- The proposed date is Thursday 5th March 2015, between 7pm and 8pm, involving 1,000+ participants.
 - A number of routes are being considered, each about a mile long, with perhaps multiple routes being used to spread the participants. It would involve a small number of roads being closed in the evening, with the majority of the event confined to the footway.
 - The event will seek to target City workers from major corporations, with a nominated women's charity as the beneficiary.
 - The existing marketing for the event would appear to highlight the opportunities for brand partnerships, public relations and corporate social responsibility.
64. The event plan as it stands would currently pass the City's 'test of reasonableness' in terms of organisation and management, and there is sufficient capacity in the City's event calendar at this time of year not to rule the event out. Based on the new assessment criteria outlined above, this would be sufficient to require the event to be brought to Members for their initial consideration.
65. Based on the proposed criteria outlined above, officers would currently assess the event as follows:

Benefit

- Policy Aims & Objectives: +4 (International significance.)
- Charitable / Community Support: +2 (Small charitable contribution)

Dis-Benefit

- Disruption & Impact: -1 (Minor road closures, equivalent to the current Bloomberg Square Mile Run)
 - Likely complaints: -1 (Small number)
66. Adding the scores together, this net assessment (+6, -2) would significantly place the event in the green zone, so officers therefore recommend that the current proposal is accepted.
67. For information, using the Event Assessment Matrix can help track how the planning for an event can develop over time, as its benefits change or its impact reduces. In this instance, the original proposal involved a

significant number of major weekday evening road closures, with London Wall desired as a location. That would have changed the event impact (Dis-Benefit) as follows:

Benefit

- Policy Aims & Objectives: +4 (International significance.)
- Charitable / Community Support: +2 (Small charitable contribution)

Dis-Benefit

- Disruption & Impact: -4 (Evening major road closures, equivalent to the impact of the Great City Race)
- Likely complaints: -4 (Numerous & political; equivalent to the Great City Race and likely to affect the Barbican))

68. This net assessment (+6, -8) would have placed the event well towards the red zone, and would have led officers to recommend that the event proposal be rejected. Instead, the organisers revised their proposal in order to significantly change this assessment, resulting in a much more reasonable and acceptable proposal.

Legal Implications

69. The City as traffic authority may temporarily restrict the use of roads for sporting events, social events or entertainments held on a road under section 16A Road Traffic Regulation Act 1984. In carrying out its traffic authority functions the City must also have regard to its duty to secure the expeditious, convenient and safe movement of traffic (section 122 Road Traffic Regulation Act 1984), and its duty to secure the efficient use of the road network avoiding congestion and disruption (section 16 Traffic Management Act 2004).
70. The approval of an event does not remove the need for the event organiser to secure all other necessary consents (such as advertising), approvals and road closures, and these are processed separately in accordance with the applicable procedures and statutory requirements. This is made clear in the Guidance issued to applicants.

Corporate and Strategic Implications

71. The proposals align with our Corporate Plan 2013/17 (KPP5) in that they help the City Corporation to better manage events and so deliver the objectives described in its Visitor and Cultural Strategies, specifically those around animating the streetscape, supporting national and London celebrations and enhancing our offer for the enjoyment of all our publics.
72. The proposals also enable the City to better address its Community Strategy Theme of ‘A World Class City’ and ‘A Vibrant and Culturally Rich City’ through its encouragement of filming and its management of special events.

Consultees

73. The Town Clerk, the Chamberlain, the Comptroller and City Solicitor, the City of London Police Commissioner, the Remembrancer, the Director of Culture, Heritage and Libraries, the Director of Public Relations, and the Director of Markets and Consumer Protection have been consulted in the preparation of this report and their comments included.

Conclusion

74. The City seeks to support a series of charitable, cultural and fund-raising organisations by facilitating special events on its road network, and accommodating similar events on Transport for London’s Road Network. This report summarises the results of the recent review of the current event application process, and provides an update on a number of recent issues where the views of Members are sought.

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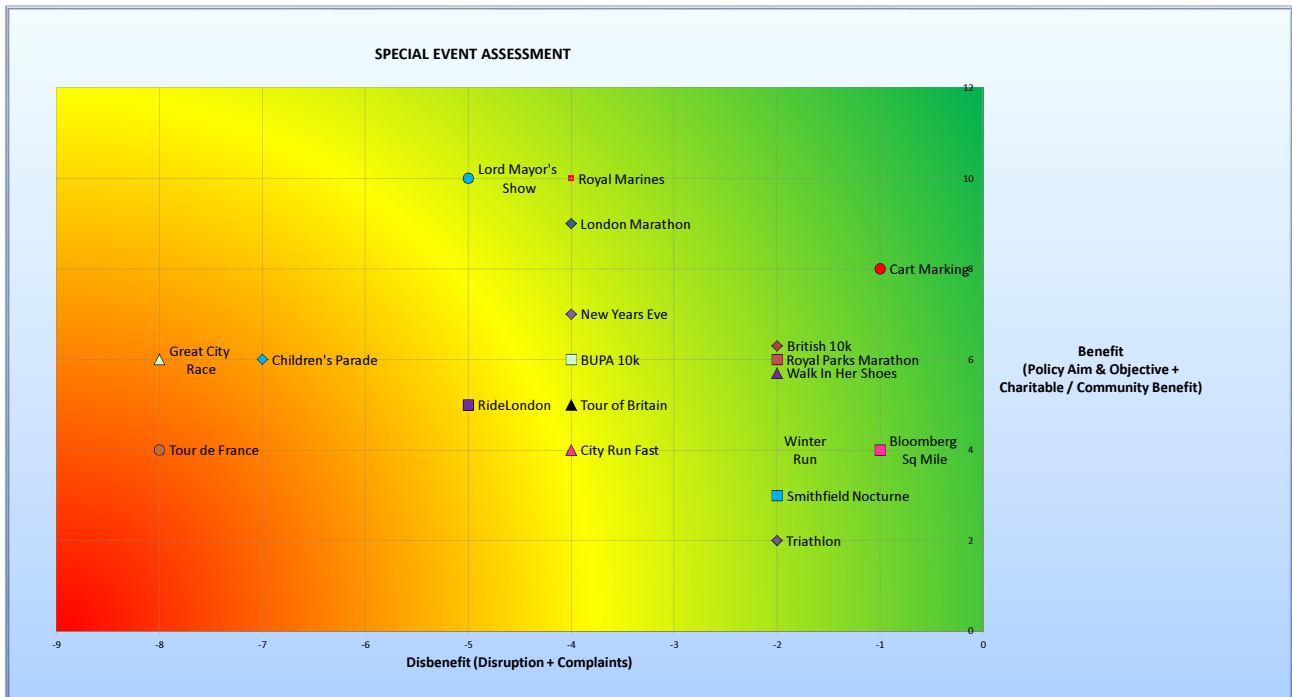
APPENDIX 1: EVENT ASSESSMENT MATRIX

Company	Date	Location	Disbenefit			Benefit		
			Disruption & Impact	Past / Likely Complaints	Total	Policy Aims & Objectives	Charitable / Community Benefit	Total
London Marathon	13-Apr-14	Embankment / Thames St	-2	-2	-4	4	5	9
BUPA 10k	25-May-14	Central City	-3	-1	-4	2	4	6
Smithfield Nocturne	07-Jun-14	Smithfield	-2	0	-2	3	0	3
City Run Fast	22-Jun-14	St Pauls / Bank / GH	-3	-1	-4	2	2	4
Children's Parade	27-Jun-14	GH / Cheapside / St Pauls	-5	-2	-7	3	3	6
Tour de France	07-Jul-14	Embankment / Thames St	-5	-3	-8	4	0	4
SC Great City Race	10-Jul-14	Central City	-4	-4	-8	2	4	6
British 10k	13-Jul-14	Embankment / Thames St	-2	0	-2	2	4	6
Cart Marking	16-Jul-14	GH / London Wall	-1	0	-1	5	3	8
Royal Marines	25-Jul-14	Moorgate / Bank / GH	-3	-1	-4	5	5	10
Triathlon	03-Aug-14	Embankment / Thames St	-2	0	-2	2	0	2
RideLondon	9&10-Aug-14	Central City	-3	-2	-5	4	1	6
Tour of Britain	14-Sep-14	Embankment / Thames St	-2	-2	-4	4	1	5
Bloomberg Sq Mile	18-Sep-14	GH	-1	0	-1	2	2	4
Royal Parks Marathon	05-Oct-14	Embankment / Thames St	-2	0	-2	2	4	6
Lord Mayor's Show	08-Nov-14	City	-3	-2	-5	5	5	10
New Years Eve	31-Dec-14	Western City	-3	-1	-4	4	3	7
Winter Run	Jan/Feb 2015	Embankment / Thames St	-2	0	-2	2	2	4
Walk In Her Shoes	05-Mar-15	To be finalised	-1	-1	-2	4	2	6

Scoring Criteria

Disbenefit	
Disruption & Impact	Past / Likely Complaints
Daytime major road closures / Major impact (-5)	Serious, numerous & political (-5)
Evening major road closures (-4)	Numerous & political (-4)
Extensive weekend road closures / Medium impact (-3)	Numerous non-political (-3)
Limited weekend road closures (-2)	Some political (-2)
Traffic holds / bubble / minor road closures (-1)	Small number (-1)
No road closures / No impact (0)	None (0)

Benefit	
Policy Aims & Objectives	Charitable / Community Support
City heritage / cultural 'difference' / Corporate Plan (inc visitor & cultural strategies) (5)	Not for Profit / Large charitable contribution / Overwhelming stakeholder support (5)
London / National / International significance (4)	Charitable contribution (4)
CoL Partner / City stakeholder (3)	Significant City community non-charitable benefit (3)
CoL Community Strategy (2)	Small charitable contribution (2)
Member-only support (1)	Small community benefit (1)
No policy objective / No Member support (0)	Fully commercial (0)



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Appendix 2: Special Event Timeline

Date	Event	Disruption
13/04/14	London Marathon	-4
25/05/14	BUPA 10k	-4
07/06/14	Smithfield Nocturne	-2
22/06/14	City Run Fast	-4
27/06/14	Children's Parade	-7
07/07/14	Tour de France	-8
10/07/14	SC Great City Race	-8
13/07/14	British 10k	-2
16/07/14	Cart Marking	-1
25/07/14	Royal Marines	-4
03/08/14	Triathlon	-2
09/08/14	RideLondon	-5
14/09/14	Tour of Britain	-4
18/09/14	Bloomberg Sq Mile	-1
05/10/14	Royal Parks Marathon	-2
08/11/14	Lord Mayor's Show	-5
31/12/14	New Years Eve	-4

	Embankment / Thames St only (w/e)
	Embankment / Thames St (Mon daytime)
	City (w/e)
	City (Mon-Fri, evening)
	City (Mon-Fri, daytime)

Month	Week	Cumulative Disruption																	
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Jan	1																		
	2																		
	3																		
Feb	4																		
	5																		
	6																		
Mar	7																		
	8																		
	9																		
Apr	10																		
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	44																		
	45																		
D/J	46																		
	47																		
	48																		
D/J	49																		
	50																		
	51																		
D/J	52																		
	1																		
	2																		

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Appendix 3

Proposed Fees and Charges

The fees that will apply to special event applications are proposed to be as follows:

- Application fee
 - £300 for a major event (ie typically one that will close a road)
 - £65 for a minor event
- Traffic order - £600
- Parking bay suspension - £15 per space
- Dispensation - £32 per day
- Vehicle removal / enforcement – at cost price plus 15% CoL administration
- Cleansing costs - at cost price plus 15% CoL administration
- Hoarding licence
 - £50 - Major event
 - £25 – Minor event

The list above includes specific event-related road closure & hoarding licence fees, reflecting the difference involved in administration requirements and costs between the needs of special events and building sites. Pre-application advice on event planning would also continue to be provided free of charge.

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Committee(s):	Date(s):
Port Health and Environmental Services (For decision)	13 May 2014
Planning and Transportation (For Information)	10 June 2014
Culture, Heritage and Libraries (For Information)	27 May 2014
Licensing (For Information)	21 July 2014
Subject: Street Trading Policy	Public
Report of: Director of Markets and Consumer Protection	For Decision
<p><u>Summary</u></p> <p>The City of London (Various Powers) Act 2013 has made changes to the long established street trading regime within the City of London. The City Corporation will have the authority to issue temporary street trading licences so that commemorative and seasonal events will be able to include a street trading element.</p> <p>Powers of enforcement against illegal street trading have been strengthened with items used to facilitate illegal sales being subject to seizure. This includes vehicles such as ice cream vans.</p> <p>This report provides an introduction to the attached combined policy and procedure document. This report:</p> <ul style="list-style-type: none"> • Explains the legislation affecting street trading in the City of London; • Sets out the City Corporation’s policy in respect of the regulation of street trading, including its enforcement; and • Offers guidance as to the procedure to be followed in seeking a street trading licence <p>The report outlines matters considered by the licensing service in setting the proposed temporary licence fees which follow legally established guidelines. The fees set out in the policy are designed to cover the costs associated with the licensing process. Authorities, including the City Corporation, are not able to include the costs of enforcement against unlicensed street traders within their fees.</p> <p>Recommendations</p> <p>Port Health and Public Protection</p> <p>It is recommended that your Committee:</p> <ul style="list-style-type: none"> • Agree the proposed policy attached as Appendix 1 to this report. • Agree the fees, incorporated as part of the Policy document, and replicated as Appendix 2 to this report. 	

Planning and Transportation

Members are invited to note the contents of this report

Licensing

Members are invited to note the contents of this report

Main Report

Background

1. A report was considered by the Port Health and Environmental Services Committee on 11 March 2014 and the Planning and Transportation Committee on 18 March 2014 outlining the main changes introduced by the City of London (Various Powers) Act 2013. The present report concentrates on the City Corporation's policy response to the changes in the law.
2. Prior to the 2013 Act the only street trading permitted in the City of London was in part of Middlesex Street and only on Sunday mornings. Under the new measures, the City Corporation may issue temporary street trading licences for up to 21 days in any area of the City of London other than Middlesex Street. It remains the view of the City Corporation that street trading is generally not suitable within the City of London.
3. Where a temporary market is proposed, the Act provides for one person to apply on behalf of a number of traders. Provision is made by the Act for charging of fees for applications for and grant of temporary licences and for the imposition of licence conditions as to charges and the recovery of expenses.
4. A new seizure power applies to goods being unlawfully sold, and to equipment and vehicles used by unlawful street traders. This will enable, for example, an ice cream van operating in the City to be seized.

Current Position

5. A prohibition on street trading in the City of London, other than in Middlesex Street, has been in force for many years. The 2013 Act liberalises the arrangements so as to permit street trading to take place for temporary periods in defined areas.
6. A combined policy and procedure document has been produced for the purpose of:
 - explaining the legislation affecting street trading in the City;
 - setting out the Corporation's policy in respect of the regulation of street trading, including its enforcement; and
 - offering guidance as to the procedure that should be followed in seeking a street trading licence.

The document can be seen as Appendix 1.

7. Of particular note is paragraph 4.3 of the document which establishes the type of occasion where a temporary licence will be acceptable i.e. as part of a one-off street festival or charity event, seasonal event or a specialist market.
8. Paragraph 4.4 looks at the criteria which will be considered prior to issuing a licence. The criteria are designed to ensure that before a temporary licence is issued environmental and public safety considerations will be taken into account, together with any other relevant City Corporation policies and strategies.
9. Also of note is paragraph 7.16 which ensures any receptacle has been approved by the City Corporation before being placed on the highway.
10. Before preparing the policy the views from a number of City Corporation services were sought including Planning, Highways, Cleansing, the Remembrancer's Office, the Comptroller's Office, and Environmental Health. Their comments were taken into consideration in the preparation of the policy.

Fees

11. The City Corporation may charge such fees for applications for and the grant of temporary licences as it may determine and as may be sufficient in aggregate to cover the reasonable administrative or other costs it incurs in connection with street trading applications.
12. A high court case held on 16 May 2012 (*R (Hemming and Others) v Westminster City Council*) concluded that the amount of the fee is required to be determined every year and further that a local authority was precluded from making a profit from the licensing regime. A full account of the fee income and expenditure would therefore need to be considered to ensure a surplus is not being made.
13. In determining the proposed fee structure for temporary street trading licences the following factors have been taken into account:
 - Officer time spent on processing applications including site inspections and the issue of any licence
 - Officer time spent on the development and maintenance of processes and guidance notes
 - Training of staff as necessary
 - A percentage of the service costs such as accommodation and equipment
 - Officer time spent on inspections to ensure compliance with terms and conditions of any licence
14. Costs associated with the enforcement of unlicensed street trading activity have not been taken into account in setting the proposed fees, which are set out in Appendix 2.

Corporate & Strategic Implications

15. The proposed policy and the introduction of temporary street trading in the City of London meets one of the City Corporation's aims, as stated in the Corporate Plan 2013-2017, 'To provide modern, efficient and high quality local services and policing within the Square Mile for workers, residents and visitors with a view to delivering sustainable outcomes'.
16. It also meets one of the five key policy priorities KPP2, in that it seeks to 'support and promote the international and domestic financial and business sector.

Implications

17. If fees are set lower than those recommended the result will be a deficit for 2014/15 as costs of administering the licence will not be fully met from income received. Fees set higher than those recommended will result in a surplus i.e. an income which exceeds the cost of providing the service.
18. Any such surplus or deficit for 2014/15 will be calculated after the end of that financial year and carried forward to be taken into consideration when fees are set for 2016/17. Ignoring a surplus or deficit could result in the City Corporation being subject to legal challenge.

Appendices

Appendix 1 – Street Trading policy and Procedure

Appendix II – Proposed fees

Background Papers:

Port Health & Environmental Services Committee Report 11 March 2014: 'City of London (Various Powers) Act 2013 London Local Authorities and Transport for London (No. 2) Act 2013'

Transcript of (*R (Hemming and Others) v Westminster City Council*)

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City of London Corporation

POLICY & PROCEDURE

Street Trading

(In accordance with section 16H of the
City of London (Various Powers) Act 1987)

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1. Introduction

- 1.1. The purpose of this document is to:
 - explain the legislation affecting street trading in the City;
 - set out the Corporation’s policy in respect of the regulation of street trading, including its enforcement; and
 - offer guidance as to the procedure that should be followed in seeking a street trading licence.
- 1.2. For many years street trading within the City of London was not permitted except for a Sunday market held in part of Middlesex Street. This general prohibition has now been amended by the City of London (Various Powers) Act 2013 which permits licences to be issued for street trading elsewhere in the City of London for limited periods.
- 1.3. Separate provision is made for ice cream trading outside food premises in the City. Please go to *[web link to be inserted]* for more information about this.
- 1.4. It is intended to review the Corporation’s policy on street trading every three years although minor amendments may be made between general reviews.

2. Definitions

1965 Act: The City of London (Various Powers) Act 1965

1987 Act: The City of London (Various Powers) Act 1987

2013 Act: The City of London (Various Powers) Act 2013

Middlesex Street licence: A licence granted under section 8 of the 1987 Act.

Licensed street trader: A person, including a temporary licence holder, licensed to engage in street trading by a street trading licence granted under the 1987 Act. This includes both Middlesex Street traders and temporary licence holders.

Receptacle:	Includes a vehicle, trailer or stall and any basket, bag, box, vessel, stand, easel, board, tray or other structure or thing which is used as a container for, or for the display of, any article or thing.
Street trading:	The selling or exposing or offering for sale of any article or thing in a street.
Street trading licence:	A licence to engage in street trading granted under the 1987 Act. This includes both Middlesex Street licences and temporary licences.
Temporary licence:	A licence granted under section 11A of the 1987 Act which is valid for a period of up to 21 days.
Trading area:	An area which is specified in a temporary licence as the area within which street trading is permitted.

3. Legislation

- 3.1. The legislation applying to street trading in the City of London is contained primarily in the City of London (Various Powers) Act 1987 as amended by the 2013 Act.
- 3.2. Licences may be granted under section 8 of the 1987 Act for street trading in the part of Middlesex Street between the junctions with Widegate Street and Sandys Row. Street trading under such a licence can only take place between the hours of 9 a.m. and 2 p.m. on Sundays (other than on Christmas Day when that day falls on a Sunday). Middlesex Street licences expire at the end of each calendar year.
- 3.3. Temporary licences may be granted under section 11A of the 1987 Act. Temporary Licences permit the licence holder to carry on street trading in a designated area set out in the licence for a maximum period of 21 days.
- 3.4. The City of London Corporation may make byelaws under section 21 of the 1965 Act (applicable to Middlesex Street trading only) and section 14 of the

1987 Act (applicable to all street trading) concerning, amongst other things, the manner in which street trading is carried on and the dimensions of receptacles. Applicable byelaws are attached as Appendix 1.

- 3.5. Sections 8(1) and 11A(4) of the 1987 Act provide that an application for a street trading licence must contain certain information. The grounds for refusing to grant or renew a Middlesex Street licence are set out in section 8 of the Act.
- 3.6. It is an offence under section 16(1) of the 1987 Act for any person to engage in street trading in the City of London other than in accordance with a street trading licence.

4. City Corporation's policy in respect of temporary street trading

- 4.1. As a global financial and business centre with a small resident population and a very large daily workforce, the City requires an environment which meets its special needs. This was recognised at the beginning of the 20th century with the enactment of the City of London (Various Powers) Act of 1911. This brought to an end the problems of maintaining order, safety and hygiene created by large numbers of street traders being crowded into the City's many narrow and winding streets.
- 4.2. With one exception to the prohibition, for that part of Middlesex Street which is within the City, the general City restriction on street trading has been maintained until the present day. It remains the view of the Corporation that street trading is generally not suitable within the City. However, the 2013 Act enables the prohibition to be lifted so as to permit street trading to take place for temporary periods in specified areas.
- 4.3. The intention is to enable limited street trading to take place in relation to one-off street festivals or charity events such as the 800th anniversary celebration for London Bridge in 2009, the annual Smithfield Nocturne, and, where appropriate, for seasonal events such as may occur at Christmas. This could also include, for example, the licensing of short term specialist markets.
- 4.4. In considering an application for a temporary licence, the City Corporation will have in mind environmental and public safety considerations, the public's

right to use and enjoy the highway, together with any other relevant City Corporation policies and strategies. Specific factors to be taken into account will include:

- The proximity and nature of any rail and tube stations, road junctions, and pedestrian crossing points;
- The volume of pedestrian footfall especially at peak times;
- Whether the proposed Trading area would enable continued free access to members of the public using the road, pavement, other footpath, footway or walkway or cause obstruction to e.g. pedestrians, prams and wheelchairs;
- The presence of existing street furniture;
- Any other factors which might put safety at risk;
- Whether the proposed street trading might have a negative effect on the character and appearance of the area in particular near heritage sites, conservation areas and listed buildings;
- The number of other temporary licences that have been issued for areas in or near the proposed trading area;
- Other events taking place within the City of London
- The nature of goods proposed to be sold;
- Any relevant factors relating to the applicant;
- Waste disposal arrangements;
- Any adverse impact on private rights – especially impacts on access to property/security of premises.

4.5. It is important that the public are able to pass along footpaths without the risk of coming into contact with vehicular and other traffic. In particular those using wheelchairs, mobility vehicles, pushchairs and buggies should be able to pass on pavements. As a guide, there should be a minimum width of unobstructed footway of two metres between the edge of a trading area and the edge of the footway. Where pedestrian flow rates are greater than 1200 persons per hour this distance may be increased, and such distances will need to take account of street furniture such as bollards, benches, cycle racks and bus stops etc. Permission will not be granted where the street trading might interfere with a fire escape. Further details of safe distances and how they should be measured are set out in Appendix 2.

4.6. Other potential hazards which will be considered include the impact on emergency services accessibility and whether the street trading would result in poor sight lines affecting vehicular or pedestrian traffic. In particular, street

trading will not normally be permitted within five metres of a pedestrian crossing.

- 4.7. To protect the attractiveness of the City's streets, it is important that the granting of a temporary licence does not result in detriment to the street scene. Street trading activity should not cause environmental problems or detract from the amenities of adjacent retailers/occupiers. Regard will be had to any potential problems associated with crime and disorder or anti-social behaviour. Street trading activity should not represent, or be likely to represent, a substantial risk of nuisance to the public or business from noise, particularly in residential areas and close to sensitive premises/areas e.g. schools, banks, listed buildings, conservation areas etc.
- 4.8. Where an event is to take place over a large area, such as a processional route, applications are more likely to be granted where they are along the route designated for that event or close to the event area. In these circumstances the number of temporary street trading licences granted in the same street or area, (where part of a single application), will be of less significance than in other cases. However, consideration will be given to the sufficiency of existing trading outlets to serve the needs of the event.
- 4.9. Temporary Licences will usually be connected with a particular event. It is expected that the duration of the licence will be the same as the duration of that event, up to the statutory maximum of twenty-one days.
- 4.10. In order to restrict the possibility of noise nuisance, the playing of amplified or non-amplified music is unlikely to be permitted unless it is an integral part of the event. Each application will be considered individually taking into account the likelihood of disturbance to residents, businesses and other sensitive premises. Further information can be obtained from the Corporation's Environmental Health Pollution Team or can be found on the Corporation's website [*web link*]. Under certain circumstances the playing of music may require a Temporary Event Notice. This would be in addition to the Street Trading Licence. For more information on Temporary Event Notices please go to (*insert web link*).
- 4.11. The use of generators may be permitted subject to the consideration of noise and emissions. Applications must include a detailed location plan indicating full details of generators and associated noise control. Further information can

be obtained from the Corporation's Environmental Health pollution Team or can be found on the Corporation's website [*web link*].

- 4.12. Artificial lighting will only be permitted if it does not cause a public nuisance.

5. Terms and conditions of licences

Middlesex Street Licences

- 5.1. The conditions (or "prescriptions") which are applied to Middlesex Street licences are set out in section 9 of the 1987 Act. These include the position or place in Middlesex Street where the licensee may trade, the articles which may be traded and the nature of any receptacle or equipment which may be used. A standard set of conditions for a Middlesex Street licence is set out at Appendix 3.
- 5.2. A street trading licence is granted to an individual and may not be transferred, sold or sublet to another individual.
- 5.3. A completed indemnity certificate is required before a licence is issued giving evidence of public liability insurance to the minimum value of £2,000,000 per incident.
- 5.4. Failure to comply with any conditions of a Middlesex Street licence may lead to its revocation in addition to any enforcement action.

Temporary Licences

- 5.5. Temporary licences will specify, in addition to the area and time of street trading, the terms and conditions in accordance with which any street trading must take place (section 11A of the 1987 Act). Conditions will include the licence holder's responsibilities to maintain public safety, prevent nuisance and generally preserve the amenity of the locality. The standard conditions for temporary licences, which may be subject to alteration in the circumstances of each case, are set out in Appendix 4.
- 5.6. Permission will not normally be granted for temporary street trading to begin earlier than 09:00 Monday to Friday and 10:00 Saturday or Sunday. The

terminal hour will not normally be later than 21:00 Monday to Friday and 20:00 Saturday or Sunday. In considering the trading times, the Corporation will take into account the need to service the pitch e.g. to stock and re-stock, and the time needed to set up and take down any stall or other receptacle against the likelihood of disturbance to nearby residents and businesses.

- 5.7. A street trading licence is granted to an individual and may not be transferred, sold or sublet to another individual.
- 5.8. Where applicable, waste transfer arrangements must be provided on request to a City of London authorised officer. Any arrangement must comply with the City Corporation's Time banding Regulations. Further details can be obtained by clicking *[insert web link]*.
- 5.9. The licence holder must ensure that there is no litter around his place of trading and in a 3 square metre immediate vicinity of the trading area (regardless of whether the litter emanated from his business). The licence holder will ensure any staining of the footpath is removed before the end of trading on each day to the required standards of the City Corporation. Failure to achieve this will result in the City Corporation arranging removal of any staining and recharging the licence holder. The expected rates for additional cleansing can be seen as part of Appendix 9.
- 5.10. A completed indemnity certificate is required before a licence is issued giving evidence of public liability insurance to the minimum value of £2,000,000 per incident. Where the trading area and/or receptacle is large e.g. a marquee, a trading area containing more than two receptacles, the minimum value of public liability insurance may have to be increased. If in doubt as to the amount of insurance required please consult the licensing team.

6 Enforcement of street trading laws

- 6.1 It is an offence under section 16 of the 1987 Act for any person to engage in street trading in the City of London unless they are a licensed street trader who is:
 - trading in accordance with a Middlesex Street licence, or
 - trading in accordance with a temporary licence granted under section 11A of the 1987 Act.

- 6.2 Any person convicted of an offence under section 16 is liable to a fine up to Level 3 on the Standard Scale (£1000).
- 6.3 A police officer or authorised officer of the City Corporation may, where they have reasonable grounds for believing that a person has committed an offence of unlawful street trading, seize any article or thing being offered for sale (whether or not the items are displayed), or any receptacle or equipment being used.
- 6.4 The procedure to be followed for seizure, including information about how goods may be returned, is explained in Appendix 5. Special provision is made for perishable goods and motor vehicles.
- 6.5 The City of London Port Health and Public Protection Department's Enforcement Policy will always be taken into consideration before any enforcement action is taken. The City of London Corporation's general approach is to assist traders in meeting their legal obligations and to work with them in putting things right. Further information on the Enforcement Policy can be found at *[insert web link]*.

7. Making an application for a street trading licence

General

- 7.1 It is recommended that potential applicants contact a licensing officer prior to submitting an application.
- 7.2 In order to obtain a street trading licence, or renew an existing Middlesex Street licence, an application must be made in writing to the City of London Licensing Service.
- 7.3 An application for a Middlesex Street licence must be in the form set out in Appendix 6 (new) or 7 (renewal). An application for a temporary licence must be in the form set out in Appendix 8. There is no renewal process for a temporary licence.
- 7.4 An application form must be accompanied by two recent photographs of the applicant and the appropriate fee.

- 7.5 On receipt of an application form, licensing officers will check to ensure it is completed correctly and complies with all statutory requirements.
- 7.6 Street trading will not normally require planning permission. However the selling of articles on the highway may require planning permission or affect the current planning use of the premises where that premises is connected with the licensed street trader. In these circumstances planning permission must be obtained in the normal way. Similarly, where temporary street trading will involve the closure of a road, a closure order under the Road Traffic Regulation Act 1984 will need to be applied for. [*link to relevant parts of CoL website*]
- 7.7 Where an LPG fuelled appliance is to be used, a copy of an up-to-date competent person's form certifying that the appliance has been properly checked and is sound must accompany the application form.

Middlesex Street Licences

- 7.8 Under section 8(2) of the 1987 Act, an application for renewal of a Middlesex Street trading licence should be made no earlier than three months, and no later than two months, before the date on which that licence, unless revoked or surrendered, will cease to be valid.
- 7.9 Late applications will be considered and processed so far as reasonably practicable. However, applicants should be aware that if the application is submitted late it may not be processed before the existing licence ceases to be valid. This may result in a period of time during which the applicant cannot carry on any street trading.
- 7.10 Where a renewal application has been made, and there have been no justified complaints or enforcement issues, and all fees have been paid on time, the licence will normally be renewed.
- 7.11 If an application for a Middlesex Street Licence is refused on the grounds that there is no available space, the applicant will be given the option of having his details added to a waiting list. When a suitable space becomes available, the person next in line on the waiting list will be contacted and invited to re-submit an application form for the now vacant position.

Temporary Licences

- 7.12 Full details of the trader, the goods proposed to be traded and the area of trading must be included on the application form. The application form must be accompanied with a plan showing the proposed Trading area outlined in red.
- 7.13 Where a number of stall holders come together as part of a single market, event, commemoration, or similar, a single application may be made. Such an application must list the names and addresses of all proposed traders.
- 7.14 Applications should be made no earlier than six months before the date on which a licence is required, and no later than twenty-eight days before the start of the proposed licence. As with Middlesex Street applications, if the application is submitted late it may not be processed in time for the proposed first trading day.
- 7.15 Before the grant of a temporary licence a site visit will be carried out by Licensing Officers and/or other officers of the City Corporation.
- 7.16 The design and appearance of any receptacle which is to be used will need to be agreed with the Licensing team and/or planning officers. If a large structure, the receptacle may need to be inspected by the City Corporation's District Surveyors.

8 Appeal Procedure

- 8.1 Any person aggrieved by the refusal of the City Corporation to grant or, in the case of a Middlesex Street licence, renew, a street trading licence, or by the revocation or variation of a street trading licence, or by any prescription of a Middlesex Street licence, may appeal to the magistrates' court.
- 8.2 Any appeal must be made within fourteen days from the date on which the refusal, revocation, variation or prescription which is the subject of the appeal is notified to such person.

- 8.3 Further details of the appeal procedure can be found in the Licensing section of the City of London website (*web link to be inserted*) or by contacting the licensing team.

9 Fees and charges

Middlesex Street Licences

- 9.1 The fee for an application for the grant or renewal of a Middlesex Street licence is set by section 10 of the 1987 Act at £5. The fee should be submitted with the application. In the case of a Middlesex Street application, the fee will be returned to the applicant if the application is refused.
- 9.2 In addition to the application fee a further fee will be charged (a 'licence' fee) to recover the City Corporation's costs in issuing and maintaining the licence. This fee is currently set at £780 per annum. Where a licence is granted part way through the year the 'licence' fee will be reduced on a pro-rata basis. For example, if a licence was granted at the beginning of April only 75% of the fee will be payable. The fee for a Middlesex Street licence can be paid on a quarterly basis at no additional cost to the licence holder.
- 9.3 A list of current fees and charges is set out in Appendix 9.

Temporary Licences

- 9.4 The fee for an application for a temporary licence is determined by the City Corporation and is currently set at £300 plus an additional 'trading' fee dependant on the length of time the licence is granted and is currently set at between £73 and £370.
- 9.5 Where the application is for multiple traders and/or trading areas, the fee will be determined individually in each case.
- 9.6 In addition to the application fee, charges may be payable including for the removal of refuse or other services provided to licensees.
- 9.7 An application for a temporary licence must be accompanied by the relevant total fee. The fee is for the duration of the temporary licence.

9.8 A list of current fees and charges is set out in Appendix 9.

10 Contacts

Write to: Licensing Service
Walbrook Wharf
Upper Thames Street
EC4R 3TD

Email: licensing@cityoflondon.gov.uk

Telephone: 020 7332 3406

You can also find more information and links to other sources of information on the City of London's website. Please click on the link below:

[Street Trading further information](#) *(link to be inserted)*

BYELAWS AS TO STREET TRADING

BYELAWS made by the Mayor and Commonalty and Citizens of the City of London acting by the Common Council with respect to Street Trading in the said City pursuant to Section 21 of the City of London (Various Powers) Act, 1965.

1. In these Bylaws:-

“the Act” means the City of London (Various Powers) Act, 1965;

“the Act of 1911” means the City of London (Various Powers) Act, 1911;

“the Corporation” means the Mayor and Commonalty and Citizens of the City of London acting by the Common Council;

“licensed street trader” means a person licensed to engage in street trading by a licence granted under Part III of the Act;

“registered street trader” means a person registered as a street trader under Section 24 of the Act of 1911;

“receptacle” includes a vehicle or stall and any basket, bag, box, vessel, stand, easel, board, tray or other structure or thing which is used (whether or not constructed or adapted for such use) as a container for, or for the display of, any article or thing;

“article or thing” includes any living thing;

“street traders’ certificate” means a certificate issued to a registered street trader under Section 24 of the Act of 1911;

“street trading” means the selling or exposing or offering for sale of any article or thing in a street;

“street trading licence” means a licence to engage in street trading granted under Part III of the Act.

2. A licensed street trader shall not use a receptacle under the authority of a street trading licence unless it is so constructed as to be easily and immediately removable without the necessity of undressing the receptacle, and no accessories shall be attached thereto which would be likely to cause damage to the street.

3. A licensed street trader shall not, except for the purposes of supplying artificial light, cause or permit a receptacle used by him to be connected physically in any manner with any other receptacle, or any premises or property.

Provided that any connection for the purpose of supplying artificial light shall be readily detachable.

4. A licensed street trader shall not use a receptacle for street trading exceeding 7 feet in length, 4 feet 3 inches in width and 10 feet in height measured from the ground level.
5. *[no longer applicable]*
6. A licensed street trader shall not place a receptacle in such a manner as to project over the footway and where practicable shall place the receptacle along the curb-line. A receptacle may have an awning or roof projecting not more than 2 feet to the front and 2 feet to the rear of the receptacle (the front of the receptacle for this purpose is the side facing the footway).

Provided that any such awning or roof, including its supports, if any, shall insofar as they so project be in every part not less than 7 feet above the highway, and no articles or things shall be suspended from such awning or roof so as to reduce the headroom to less than 7 feet.

7. *[no longer applicable]*
8. A licensed street trader or a registered street trader shall not cause or permit any article or thing to project beyond or be placed alongside or around any receptacle used by him or be placed above the height of 10 feet measured from ground level.

Provided that the space immediately beneath the receptacle may be used for the deposit of articles or things, provided always that the street gullies are not obstructed thereby.

9. *[no longer applicable]*
10. *[no longer applicable]*
11. A licensed street trader or his assistant, shall when required by an officer of the City of London Police immediately remove his receptacle, articles or things temporarily, for so long a period as may be necessary from the space in front of any premises where their presence unduly obstructs or hinders the approach to or departure from such premises of persons or vehicles.

12. A licensed street trader or his assistant, or registered street trader, shall immediately remove his receptacle, articles or things temporarily for so long as may be necessary if required to do so by an officer of the City of London Police in the event of an emergency or in the exercise by the Corporation of any of their powers and duties.
13. A licensed street trader whilst engaged in street trading shall produce his street trading licence, [...], for inspection when requested to do so by an officer of the City of London Police or by an Inspector appointed by the Common Council of the City of London under the Shops Act, 1950.
14. *[no longer applicable]*
15. A licensed street trader shall cause all refuse, scraps, waste material, litter or rubbish arising from his street trading to be placed in suitable covered containers which shall be supplied by him and shall be kept exclusively for that purpose and he shall cause all such containers to be kept in a reasonably clean state, regard being had to the purposes for which they are provided, and shall cause such containers to be emptied as often as they are full into Refuse Containers provided by the Corporation.
16. A licensed street trader and any assistant shall demonstrate, offer for sale or sell goods only whilst standing at ground level or whilst sitting on a chair, box or other object placed at ground level, the height of such chair, box or other object not being in excess of 20 inches.
17. A licensed street trader shall not use or cause or permit to be used on any receptacle used by him for street trading, any system of lighting which includes any of the following types of equipment:-
 - (a) equipment not readily detachable.
 - (b) electricity leads exceeding five yards in length.
 - (c) candles or other naked lights unless the same are surrounded by a non- flammable and windproof shield.
18. The amount of the charges which the Corporation are authorised to make under Section 19 of the Act for the removal of refuse or other services rendered by them to licensed street traders, in respect of expenses incurred by them in the administration of Part III of the Act, and in the cleansing of that part of Middlesex Street in the City of London in which street trading takes place, shall not exceed *[£15 per week]*.

19. Any person who shall offend against any of the foregoing byelaws shall be liable on summary conviction to a penalty not exceeding [£500] and in the case of a continuing offence, to a further penalty not exceeding [???] for each day during which the offence continues after conviction therefor.

Examined.

(Signed) DESMOND HEAP,
Comptroller and City Solicitor

The Common Seal of the Mayor and Commonalty and Citizens of the City of London was affixed to these Byelaws at a duly constituted meeting of the Court of Common Council held on the 29th day of June, 1967 and in my presence.

(Signed) E. H. NICHOLS.
Town Clerk

The Secretary of State this day confirmed the foregoing Byelaws and fixed the date on which they are to come into operation as the first day of November, 1967.

(L.S.) (Signed) H. B. WILSON.
An Assistant Under
Secretary of State

Whitehall
4th October 1967

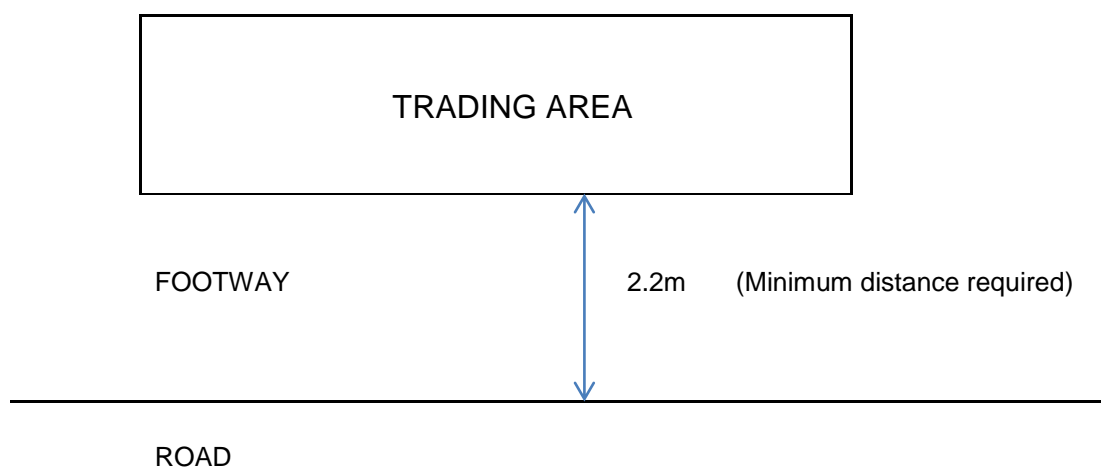
NOTE.

Section 13(2) of the City of London (Various Powers) Act, 1965, is in the following terms.

“(2) A person who is a licensed street trader may, subject to the provisions of this Part of this Act, engage in street trading in that part of Middlesex Street in the City which lies between the junctions of that street with Widegate Street and Sandys Row at any time between the hours of 9 a.m. and 2 p.m. on Sundays other than Christmas Day when that day falls on a Sunday.”

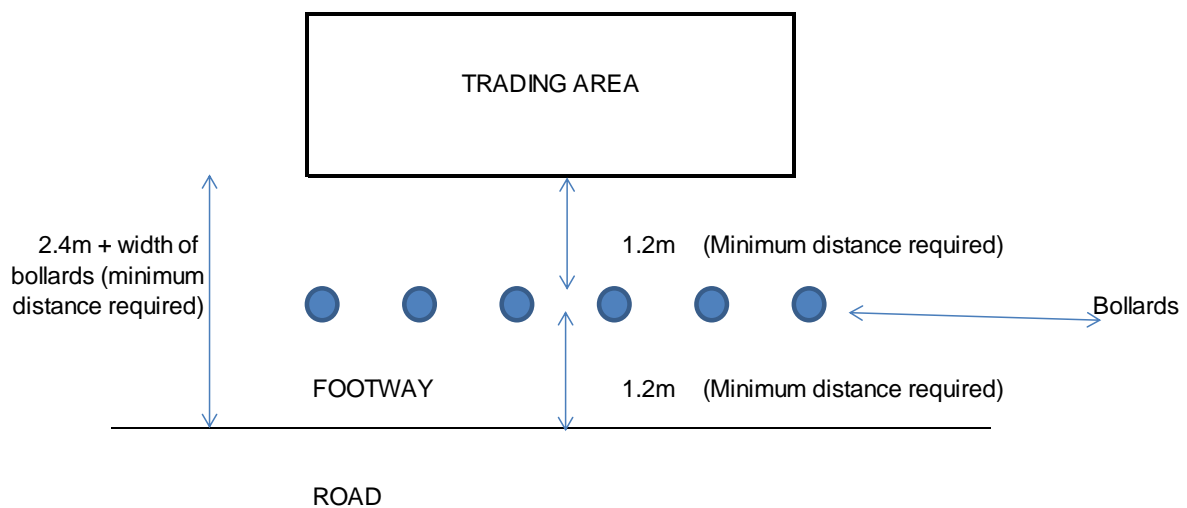
Measurement of Available Footpath

- a) There must be a minimum width of unobstructed footway of 2.0 metres between the edge of the trading area and 200mm from the edge of the footway. The 200mm distance is to allow for the fact that pedestrians cannot be expected to walk on the edge of the footpath.



- b) Please note that the measurement is taken from the edge of the trading area and not the receptacle that may be used for trading. This is to allow for people browsing or queuing at the trader and not interfering with passing pedestrians.
- c) Where pedestrian flow rates are greater than 1200 persons per hour, particularly near a tourist attraction, this distance may be increased taking into consideration the likelihood of pedestrians stopping to observe shop fronts/the attraction etc. There is no exact formula for determining the minimum width of footpath and each case will be determined on its merits. The overriding factor will be the comfort of pedestrians and their ability to pass along the footpath safely.

- d) Where the footpath contains other street furniture such as lamp posts, bollards, parking meters, telephone booths, benches etc., the minimum unobstructed width will be measured between the edge of the trading area and 200mm from the item(s) in question plus the additional distance between the item(s) and 200mm from the edge of the footpath if each distance is not less than 1.2 metres.



- e) The positioning of the trading area should never discourage pedestrians from using the footway. The available pedestrian route must be straight, obvious and unobstructed and not pass through the trading area. An exception may be made where a street market occupies the whole of the Trading Area and the pedestrian route passes through the centre of that market.

Standard Conditions for Middlesex Street Licences

1. The holder of any street trading licence, and any receptacle used for the purpose of street trading, must comply with all relevant road traffic and highways legislation.
2. The holder of any street trading licence, and any receptacle used for the purpose of street trading, must comply with all relevant food hygiene legislation.
3. The licensed street trader shall only trade from a receptacle approved by the Corporation in writing.
4. The licensed street trader shall maintain the receptacle in a clean condition and its structure, where appropriate, shall be kept in good order, repair and condition to the satisfaction of a licensing officer.
5. The licensed street trader shall conduct his business in such manner to ensure that he does not:
 - Cause a nuisance to the occupiers of adjoining property
 - Cause an obstruction to the vehicles or pedestrians using the highway
 - Cause a danger to occupiers of adjoining property or to users of the highway
6. A copy of the licence, suitably protected against the weather, shall be displayed in a prominent position on the stall or vehicle at all times when trading is taking place
7. No process or operation shall be carried out which would give rise to a nuisance by reasons of noise, vibration, smoke or smell.
8. No poster, advertisement, signage or decoration of an unsuitable material or nature shall be displayed, sold or distributed on or about the vehicle or premises. For the purpose of this condition, material is unsuitable if, in the

opinion of an authorised officer of the City Corporation, it is indecent, scandalous, offensive or likely to be harmful to any person likely to apprehend it. Material may also be considered to be unsuitable if it is of such a nature as to distract motorists driving on the highway.

9. Failure to comply with any condition attached to the street trading licence may result in the revocation of that licence

Standard Conditions for Temporary Street Licences

1. The holder of any street trading licence, and any receptacle used for the purpose of street trading, must comply with all relevant road traffic and highways legislation.
2. The holder of any street trading licence, and any receptacle used for the purpose of street trading, must comply with all relevant food hygiene legislation.
3. The licensed street trader shall only trade from a receptacle approved in writing by the Corporation.
4. Trading shall only take place in the area specified on the licence.
5. The licensed street trader may only offer for sale the commodities specified on the licence.
6. The licensed street trader shall maintain the receptacle in a clean condition and its structure, where appropriate, shall be kept in good order, repair and condition to the satisfaction of a City Corporation licensing officer.
7. The licensed street trader shall conduct his business in such manner to ensure that he does not:
 - Cause a nuisance to the occupiers of nearby property
 - Cause an obstruction to the vehicles or pedestrians using the highway
 - Cause a danger to occupiers of nearby property or to users of the highway
8. Refuse storage must be provided adjacent to the trading area. The storage must be of substantial construction and waterproof. The trade waste must be removed at the end of each working day or, if the amount of refuse warrants it, when the container is full, whichever is the sooner.

9. A copy of the licence, suitably protected against the weather, shall be displayed in a prominent position on the stall or vehicle at all times when trading is taking place.
10. No process or operation shall be carried out which would give rise to a nuisance by reasons of noise, vibration, smoke or smell.
11. Nothing in any licence has the effect of granting to the holder any other licence or permissions needed under any other enactment or requirement and the licence holder is specifically advised to obtain such other approvals as may be required.
12. No poster, advertisement, signage or decoration of an unsuitable material or nature shall be displayed, sold or distributed on or about the vehicle or premises. For the purpose of this condition, material is unsuitable if, in the opinion of an authorised officer of the City Corporation, it is indecent, scandalous, campaigning, offensive or likely to be harmful to any person likely to apprehend it. Material may also be considered to be unsuitable if it is of such a nature as to distract motorists driving on the highway.
13. Failure to comply with any condition attached to the street trading licence may result in the immediate revocation of that licence.

Procedure Relating to Seized Items

Goods other than vehicles or perishable goods

- Goods (includes any articles or things) may only be seized if they are to be used as evidence in proceedings for illegal street trading or may be the subject to forfeiture in such proceedings.
- If legal proceedings **have not** been instituted within 28 days of seizure, the goods will be returned to the person from whom the goods were seized before the end of the 28 day period.
- Where legal proceedings **have** been instituted within 28 days of seizure, the goods will be returned to the person from whom they were seized following the conclusion of proceedings.
- If proceedings have been instituted within the 28 day period but discontinued, the goods will be returned to the person from whom they were seized once proceedings have been discontinued.
- Goods will not be returned if the person from whom they were seized, or the owner if different, cannot be identified or refuses to accept them. In these circumstances we will apply to the Courts for a disposal order.
- Goods will not be returned if a forfeiture order is made under section 16C of the 1987 Act.
- Where costs are awarded to the City Corporation following the conclusion of proceedings, and they have not been paid within 28 days of the order for costs being made, goods will not be returned until the costs are paid. In these circumstances, the City Corporation may dispose of the goods and secure the best possible price for them. Where the sum obtained from the disposal of the goods exceeds the costs awarded by the court, the excess shall be returned to the person to whom the goods belong.

Motor Vehicles:

- Vehicles may only be seized if they are to be used as evidence in proceedings for illegal street trading or may be the subject of forfeiture in such proceedings.
- We will make a request to the Secretary of State within 14 days of seizure in order to ascertain the identity of the person from whom the vehicle was seized.

- Where the results of the above request **have been** received by the City Corporation within 14 days of seizure and legal proceedings **have not been** instituted within 28 days of seizure (the 'proceedings period'), the vehicle will be returned to the person from whom it was seized before the end of the 28 day period.
- Where the results of the above request **have not been** received by the City Corporation within 14 days of seizure the 'proceedings period' will be extended to 14 days following receipt of the requested results. In these circumstances, if legal proceedings have not been instituted within the 'proceedings period' the vehicle will be returned to its owner before the expiry of that period.
- Where legal proceedings **have** been instituted within 28 days of seizure, the goods will be returned to the person from whom they were seized, or the vehicle's owner, following the conclusion of proceedings.
- If proceedings have been instituted within the 28 day period but discontinued, the vehicle will be returned to the person from whom they were seized once proceedings have been discontinued.
- A vehicle will not be returned if the person from whom it was seized, or the owner if different, cannot be identified or refuses to accept it. In these circumstances we will apply to the Courts for a disposal order.
- A vehicle will not be returned if a forfeiture order is made under section 16C of the 1987 Act.
- If the vehicle is used for ice cream trading, the owner or registered keeper of the vehicle will be permitted to collect it within three days of notifying us of their intention in writing irrespective of whether legal proceedings are being instituted.
- However, the owner or registered keeper of an ice cream vehicle will not be permitted to collect it if they have been convicted of an offence under s.87 of the 1987 Act (illegal street trading) within three years of the seizure taking place.

Perishable Goods

- Perishable Goods (includes articles or things) may only be seized if they are to be used as evidence in proceedings for illegal street trading or may be the subject of forfeiture in such proceedings.
- Where perishable goods are seized we will give to the person from whom they are seized a notice detailing how the goods may be collected from the Corporation.

- If perishable goods are not collected within 48 hours of seizure the City Corporation may dispose of them. In disposing of perishable goods the City Corporation will secure the best possible price for them. Whilst waiting for perishable goods to be collected the City Corporation will store them at an appropriate temperature.
- If legal proceedings **have not** been instituted within 28 days of seizure, the goods will be returned to the person from whom the goods were seized before the end of the 28 day period (unless disposed of as above)
- Where legal proceedings **have** been instituted within 28 days of seizure, the goods will be returned to the person from whom they were seized following the conclusion of proceedings (unless disposed of as above).
- If proceedings have been instituted within the 28 day period but discontinued, the goods will be returned to the person from whom they were seized once proceedings have been discontinued (unless disposed of as above).
- Goods will not be returned if the person from whom they were seized, or the owner if different, cannot be identified or refuses to accept them. In these circumstances we will apply to the Courts for a disposal order.
- Goods will not be returned if a forfeiture order is made under section 16C of the 1987 Act.
- Where costs are awarded to the City Corporation following the conclusion of proceedings, and they have not been paid within 28 days of the order for costs being made, goods will not be returned until the costs are paid. In these circumstances, the City Corporation may dispose of the goods and secure the best possible price for them. Where the sum obtained from the disposal of the goods exceeds the costs awarded by the court, the excess shall be returned to the person to whom the goods belong
- Where proceedings are not instituted within 28 days of their seizure, and the goods have been disposed of by the City Corporation following non-collection within 48 hours of seizure, compensation may be recovered from the City Corporation by any person who had a legal interest in the goods at the time of their seizure.



CITY OF LONDON (VARIOUS POWERS) ACT, 1987 (PART III)
APPLICATION FOR A MIDDLESEX STREET TRADING LICENCE

I hereby apply to the City of London Corporation, under Part III of the City of London (Various Powers) Act 1987 for a licence to engage in street trading in Middlesex Street: to be valid until 31 December and supply the following information: -

Please answer all questions in BLOCK CAPITALS

1) FULL NAME AND ADDRESS OF APPLICANT

Name: _____

Address: _____

_____ Postcode: _____

Tel No: (Home) _____ (Work): _____

2)	Date of birth: -----	
3)	Nature of articles and things to be sold or exposed or offered for sale. (These must be precisely defined).	
4)	Type of receptacle or equipment (i.e. stall, trailer, stand, etc.) to be used in connection with street trading. (Not exceeding 7ft x 4ft 3"/ 2.13m x 1.30m per pitch)-	
5)	Location for storage when not trading;	
i)	of articles or things for sale:-	i)
ii)	of receptacle or equipment used in connection with street trading:-	ii)
6)	Do you hold a City of London Corporation Street Trading Licence at present? If so, state	
i)	Licence number	i)
ii)	Pitch number	ii)

7)	Do you hold any other Street Trading Licence or Licences at present? If so, give full details	
8)	Have you ever been refused a Street Trading licence or consent in this or any other area? If yes, give details.	
9)	Do you, or are you involved in any way with any Company or partnership that, own, operate or assist at any retail or wholesale premises at or near Middlesex Street? If yes, give full details.	
10)	Do you understand that you will only be permitted to trade at the pitch prescribed by a Street Trading Licence which may be granted to you and only between the hours of 9am and 2pm on Sundays, and not when that day is also Christmas Day?	
11)	Do you understand that you must also comply with any other legislation which may affect your business, and with Bylaws for the time being in force, which govern street trading within the City?	
12)	I confirm that the £5.00 renewal/application fee has been paid.	

In the event of a street trading licence being granted to me I agree to conform to the conditions in the licence, and to pay such charges as the City of London Corporation may direct for the removal of refuse or other services, for the cost of administration and the cleansing of that part of Middlesex street where the market is held.

Any person who by wilful misrepresentation obtains a Street Trading Licence or the renewal of any such Licence shall be guilty of an offence and liable on summary conviction to a fine not exceeding level 3 on the standard scale.

Any alterations desired by current traders from the terms and conditions of an existing City of London Corporation Street Trading Licence should be made in writing and enclosed with this application form.

NEW APPLICATIONS will require a £5.00 application fee to accompany this form.

N.B. (The renewal application fee of £5.00 required from existing traders will be included in the next quarterly invoice and should be paid in the normal way).

ALL APPLICATIONS will require two passport sized photographs (taken within the preceding twelve months and signed by the applicant on the reverse side), to accompany this form.

I declare that I have checked the information on this application form and to the best of my knowledge and belief it is correct. I further declare that the licence is for my use only.

Signed Date:
(Signature of Applicant)

**Completed forms and their enclosures should be returned to:-
City of London Corporation
Department of Markets & Consumer Protection
Port Health & Public Protection - Licensing Office
P O Box 270
Guildhall
London, EC2P 2EJ.**

Telephone: 020 7332 3406



CITY OF LONDON (VARIOUS POWERS) ACT, 1987 (PART III)
APPLICATION FOR A MIDDLESEX STREET TRADING LICENCE (RENEWAL)

I hereby apply to the City of London Corporation, under Part III of the City of London (Various Powers) Act 1987 for a licence to engage in street trading in Middlesex Street: to be valid until 31 December and supply the following information: -

Please answer all questions in BLOCK CAPITALS

1) FULL NAME AND ADDRESS OF APPLICANT

Name: _____

Address: _____

_____ Postcode: _____

Tel No: (Home) _____ (Work): _____

2)	Date of birth: -----	
3)	Nature of articles and things to be sold or exposed or offered for sale. (These must be precisely defined).	
4)	Type of receptacle or equipment (i.e. stall, trailer, stand, etc.) to be used in connection with street trading. <i>(Not exceeding 7ft x 4ft 3"/ 2.13m x 1.30m per pitch)-</i>	
5)	Location for storage when not trading: i) of articles or things for sale:- ii) of receptacle or equipment used in connection with street trading:-	i) ii)
6)	Do you hold a City of London Corporation Street Trading Licence at present? If so, state i) Licence number ii) Pitch number	i) ii)

7)	Do you hold any other Street Trading Licence or Licences at present? If so, give full details	
8)	Have you ever been refused a Street Trading licence or consent in this or any other area? If yes, give details.	
12)	Do you, or are you involved in any way with any Company or partnership that, own, operate or assist at any retail or wholesale premises at or near Middlesex Street? If yes, give full details.	
13)	Do you understand that you will only be permitted to trade at the pitch prescribed by a Street Trading Licence which may be granted to you and only between the hours of 9am and 2pm on Sundays, and not when that day is also Christmas Day?	
14)	Do you understand that you must also comply with any other legislation which may affect your business, and with Bylaws for the time being in force, which govern street trading within the City?	
12)	I confirm that the £5.00 renewal/application fee has been paid.	

In the event of a street trading licence being granted to me I agree to conform to the conditions in the licence, and to pay such charges as the City of London Corporation may direct for the removal of refuse or other services, for the cost of administration and the cleansing of that part of Middlesex street where the market is held.

Any person who by wilful misrepresentation obtains a Street Trading Licence or the renewal of any such Licence shall be guilty of an offence and liable on summary conviction to a fine not exceeding level 3 on the standard scale.

Any alterations desired by current traders from the terms and conditions of an existing City of London Corporation Street Trading Licence should be made in writing and enclosed with this application form.

NEW APPLICATIONS will require a £5.00 application fee to accompany this form.

N.B. (The renewal application fee of £5.00 required from existing traders will be included in the next quarterly invoice and should be paid in the normal way).

ALL APPLICATIONS will require two passport sized photographs (taken within the preceding twelve months and signed by the applicant on the reverse side), to accompany this form.

I declare that I have checked the information on this application form and to the best of my knowledge and belief it is correct. I further declare that the licence is for my use only.

Signed Date:
(Signature of Applicant)

Completed forms and their enclosures should be returned to:-

**City of London Corporation
Department of Markets & Consumer Protection
Port Health & Public Protection - Licensing Office
P O Box 270
Guildhall
London, EC2P 2EJ.**

Telephone: 020 7332 3406



CITY OF LONDON (VARIOUS POWERS) ACT 1987 (PART III)
APPLICATION FOR A TEMPORARY STREET TRADING LICENCE

I hereby apply to the City of London Corporation, under Part III of the City of London (Various Powers) Act 1987 for a licence to engage in temporary street trading in the City of London.

<i>Please answer all questions in BLOCK CAPITALS</i>		
1.	Full Name and Address of Applicant Name: Address: Post Code:	Tel: No. Home Mobile: Work: Email:
2.	Date of Birth	
3.	Type of Street trading activity proposed and nature of articles and things to be sold or exposed or offered for sale.	
4.	Type of receptacle or equipment (i.e. stall, trailer, stand etc.) to be used in connection with street trading (photograph if possible).	
5.	Area in which it is proposed that street trading will take place (a location plan must accompany this application) See Note 1 below.	
6.	Period (not exceeding twenty one days) for which it is desired that the licence should have effect.	
7.	Particulars of days and times during which trading will take place.	

8.	Is there any proposal to permit by agreement, individuals other than the applicants, to trade under the provisions of any licence granted? See Note 2 below	
9.	Have you ever been refused a Street Trading licence or consent in this or any other area? If yes, please give details	
10.	Do you intend to use generators, other noise making equipment, artificial lighting or intend to play music. If yes, please give details	
11.	Do you understand that you must also comply with any other legislation which may affect your business, and with bylaws for the time being in force, which govern street trading within the City?	

In the event of a Temporary Street Trading Licence being granted to me I agree to conform to the conditions in the licence.

Any person who by wilful misrepresentation obtains a Temporary Street Trading Licence shall be guilty of an offence and liable on summary conviction to a fine not exceeding level 3 on the standard scale.

ALL APPLICATIONS must be accompanied by i) two passport sized portrait photographs (taken within the preceding twelve months and signed by the applicant on the reverse side), and, ii) an application fee of £xx.

I declare that I have checked the information on this application form and to the best of my knowledge and belief it is correct.

Signed: Date:

.....
(signature of applicant)

Notes

1. The application must be accompanied by three copies of a site plan, to a scale of 1.50 or larger, which show the precise position of the proposed pitch or pitches to be used for street trading.
2. Where an agreement is proposed between the applicant and any person(s) that provides for such person(s) to become a temporary licence holder by virtue of the temporary licence to which this application relates, you must provide full details of the agreement on the continuation form provided.

Completed forms and their enclosures should be returned to:-
City of London Corporation
Licensing Office
P O Box 207
Guildhall, EC2P 2EJ

CITY OF LONDON (VARIOUS POWERS) ACT 1987 (PART III)

CONTINUATION FORM

**DETAILS OF AGREEMENT WITH PROPOSED
TEMPORARY LICENCE HOLDER(s.11A(4)(f))**

Name of Applicant:

Proposed Trading Dates:

Name(s) of proposed temporary licence holder(s) if different:

Details of Agreement:

FEES

Middlesex Street Licence

Application Fee (statutory)	£5 (refundable if application not granted)
Annual Fee	£780 (payable by quarterly invoice)
TOTAL FEE	£785

(n.b. For persons renewing their licence the £5 application fee will be included in the first quarters invoice.)

Temporary Street Licence

Application Fee	£300 (non refundable)
-----------------	-----------------------

In addition to the application fee a trading fee will be charged depending on the length of the licence (this fee is refundable if for whatever reason the licence is not granted):

Trading Fee	1 days	£73
	2 - 3 days	£106
	4 - 7 days	£172
	8 – 14 days	£271
	15 – 21 days	£370

TOTAL FEE (temporary licence for a single trader)*:

1 day	£373
2 – 3 days	£406
4 – 7 days	£472
8 – 14 days	£571
15 – 21 days	£670

*Where the application is for two or more traders, or for two or more trading locations, the temporary licence fee will be decided individually in each case. The fee will take into account the number of traders, the size and number of trading areas and the duration of the licence. The fee will cover the costs of administering the licence and ensuring applicable conditions are met..

The following is a **guide only** as to the fee for temporary licence applications for multiple traders/trading areas:

2 – 3 traders	Increase single trader fee by approximately 75%
4 – 5 traders	Increase single trader fee by approximately 100%
6+ traders	Increase single trader fee by approximately 150%

Please contact licensing team to obtain a precise fee.

N.B. In addition to the above fees, charges may be payable for the removal of refuse or cleaning the highway at the rate of £55 per hour.

STREET TRADING FEES

Middlesex Street Licence

Application Fee (statutory)	£5 (refundable if application not granted)
Annual Fee	£780 (payable by quarterly invoice)
TOTAL FEE	£785

(n.b. For persons renewing their licence the £5 application fee will be included in the first quarters invoice.)

Temporary Street Licence

Application Fee	£300 (non refundable)
-----------------	-----------------------

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The following is a **guide only** as to the fee for temporary licence applications for multiple traders/trading areas:

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6+ traders	Increase single trader fee by approximately 150%

Please contact licensing team to obtain a precise fee.

N.B. In addition to the above fees, charges may be payable for the removal of refuse or cleaning the highway at the rate of £55 per hour.

Committee(s):	Date(s):
Culture, Heritage & Libraries	14 July 2014
Subject: City Arts Initiative	Public
Report of: Director of Culture, Heritage and Libraries	For Decision
<p>Summary</p> <p>This report presents the recommendations of the City Arts Initiative (CAI) which met on 24 June 2014. The group considered the following proposals:</p> <ul style="list-style-type: none"> • Festival of Azerbaijan Arts • Shakespeare Night Art Trail (Barbican) • Light Night London 2015 • Whizz-Kidz in the City <p>Recommendations</p> <p>It is recommended that:</p> <ul style="list-style-type: none"> • Additional information be requested regarding the Festival of Azerbaijan Arts in order for a decision to be made at a future CAI meeting • Shakespeare Night Art Trail be approved subject to consultation with, and agreement by, Barbican residents and other relevant stakeholders • Additional information be requested regarding Light Night London 2015 once the project has been further developed • Additional information be requested regarding Whizz-Kidz in the City in order for a decision to be made at a future CAI meeting 	

Main Report

Background

1. The City Arts Initiative was established to improve the management of public art in the City. It provides advice to your Committee and other service Committees as appropriate on proposals for new public art, the maintenance of the City's existing public art and, if necessary, decommissioning.
2. Your Committee appointed your Chairman, Deputy Chairman and Barbara Newman to sit on the City Arts Initiative Group in the 2014/15 Committee year.

Current Position

3. The City Arts Initiative met on 24 June 2014 to consider four applications, as outlined in the summary.

4. Full details of the agenda and applications are available on request from the Director of Culture, Heritage and Libraries.

Proposals

Festival of Azerbaijan Arts

5. A proposal submitted on behalf of Buta Arts who have been actively promoting Azerbaijan arts and culture since 2004 and who organised the inaugural Festival of Azerbaijan Arts in London during 2009/10.
6. It is proposed that one, two or three newly commissioned pieces of artwork by Azerbaijani artists be positioned at locations, yet to be confirmed, in the City for a maximum of six months from October/ November 2014 to March 2015 as part of the London-wide Festival.
7. The Festival of Azerbaijan Arts has full funding from a private source and all costs would be covered. The commissioned work will be site specific, and are thus yet to be created, and there is flexibility as to the length of time that they are in situ. The Festival will also be putting on a series of events within the City, including the annual Caspian Corridor Conference.
8. The City Arts Initiative requested further information about the wider political context as regards Azerbaijan and this is to be investigated further by officers.
9. The City Arts Initiative noted that it was difficult to come to a decision without a better idea of the nature of the artwork or the locations proposed. It was also suggested that six months was too long a time for the artworks to be on-site.
10. Further information was requested from the event organisers, in addition to a better understanding of the political context, to be presented to CAI for decision at a future date.

Shakespeare Night Art Trail

11. A proposal from the Barbican's Head of Theatre, for the Theatre Department to work with video artists *Creatmosphere*, to create a Shakespeare Night Art Trail in Feb-Apr 2016 as part of the Barbican's wider commemorations of the 400th anniversary of Shakespeare's death.
12. The trail will take audiences on a journey through a narrative and visual environment inspired by Shakespeare's work via a route along the Highwalks between the Barbican and Museum of London, an area of the City of London in which Shakespeare lived for a short period.
13. It was noted that in order for this project to succeed Barbican residents will need to be consulted and their approval gained, given the location and the night time nature of the event.
14. The City Arts Initiative recommended this for approval subject to approval from Barbican residents and other stakeholders such as Built Environment.

Light Night London 2015

15. This proposal is in the early stages of its conception. It is modelled on the 'Nuit Blanche' initiative inaugurated in Paris in 2002. For one night specially commissioned light installations, street art and video and live art performances will be shown in locations across London and galleries, museums and similar venues will be open until late.
16. It was noted that support from the GLA has yet to be ascertained and that this is likely to dictate the timing and success of the event.
17. The City Arts Initiative requested to be kept updated with progress with a view to a decision being taken at a future meeting.

Whizz-Kidz in the City

18. An art trail of wheelchair themed art installations is proposed for Summer 2015, as part of a six week celebration of diversity and inclusion in the City of London, by Whizz-Kidz, the UK's leading disability charity for young people.
19. Each artwork will be sponsored by a City partner and designed by leading artists, disability role models and Whizz-Kidz patrons. The exact number, locations and timings are yet to be confirmed and will be decided in liaison with the City Arts Initiative.
20. The proposal is related to a range of other activities proposed to take place in the same six week period including employability sessions and work placements for young people with disabilities, panel discussions and establishment of peer networks and mentor schemes.
21. The City Arts Initiative requested further information about the installations including a design brief, suggested locations and dates with a view to a decision being taken at a future meeting.

Corporate & Strategic Implications

22. The City Arts Initiative was formed to support the City's management of public art which supports the "vibrant and culturally rich" strand of the City Together Strategy and the delivery of the City's Cultural and Visitor Strategies.

Conclusion

23. This report summarises the discussions of the City Arts Initiative and presents recommendations in relation to the public art applications considered on 24 June 2014.

Appendices

None

Background Papers:

Full details of the applications are available on request from the Director of Culture, Heritage and Libraries.

Emma McGovern

City Culture Executive, CHL

T: 020 7332 3567

E: emma.mcgovern@cityoflondon.gov.uk

Committee(s):	Date(s):
Culture, Heritage and Libraries	14/07/2014
Subject: London Metropolitan Archives receives a third inscription on the UNESCO UK Memory of the World Register	Public
Report of: The Director, Culture, Heritage & Libraries	For Information
Summary	
<p>London Metropolitan Archives (LMA) has been successful in having a third item from its collections inscribed on the UNESCO UK Memory of the World Register. This follows two previous nominations being accepted for 2010 and 2012. The UK Memory of the World Register highlights documentary items of outstanding importance to UK history and disseminates information about them and the organisations which care for them.</p>	
Recommendation(s)	
<p>Members are asked that:</p> <ul style="list-style-type: none"> • The achievement of the inscription be noted. 	

Main Report

Background: UNESCO UK Memory of the World Register

1. The United Nations Educational Scientific and Cultural Organisation's (UNESCO) Memory of the World Initiative was set up in the 1990s to preserve and promote outstanding global documentary heritage. Following this, in 2010 UNESCO started a UK Register for items with cultural significance specific to this country which complements the International Register.
2. Heritage inscribed on the Register, which can be a single document or a collection and may be in a digital format, is nominated for inclusion in annual rounds of applications to UNESCO. Applications are assessed against criteria which include authenticity, rarity, integrity, social, spiritual or community significance. The impact of the item(s) on the course of UK history and its significance against other documentary heritage is also important.
3. The Register is available for view online at http://www.unesco.org.uk/uk_memory_of_the_world_register#subs.
4. Between 2010 and 2012 London Metropolitan Archives (LMA) successfully nominated two of its holdings. Both these items are owned by the City of London Corporation and they are:
5. **The William Charter (1067). Inscribed on the UK Register for 2010**
The William Charter is the oldest item in LMA's care. It was drawn up soon after the Battle of Hastings in 1066 and just before William I entered London. Written in Old English and drawn up by the native London scribes, rather than the in-coming Normans, it appears to be the earliest royal or imperial

document which guarantees the collective rights of the citizens of a town. It also has the earliest impression of the seal of the new King of England.

6. The document also expresses the circumstances of the City of London at the time of the Norman Conquest, one of the largest, wealthiest and most powerful cities in the country and one of the leading cities of the world.
7. **The London County Council Bomb Damage Maps (1940-45). Inscribed on the UK Register for 2012.**

These maps provide the most detailed and accurate record of the bombing of the 117 square miles of inner London during the Second World War. The maps were drawn up the Architects Department of the former London County Council (LCC) by annotating 1916 Ordnance Survey maps, using a colour code to denote the severity of bomb damage building by building.
8. The maps are symbolic of the resilience and strength of London and Londoners throughout the Second World War. After the war the maps were used by Patrick Abercrombie and John Henry Forshaw in work for the Greater London Plan (1940) and they continue to be used today by planners, architects, surveyors, family and local historians. They were also used for the current Crossrail project as engineers navigated their way under London's streets.

Current Position: third successful nomination

9. LMA nominated the Robert Hooke Diary in the 2013 round of nominations and this application has also been successful.
10. **The Robert Hooke Diary (1672-83).**

Robert Hooke was a major scientific figure, at the forefront of physics, astronomy, microscopy, physiology and geology and was the first UK professional experimental scientist, appointed as Curator of Experiments to the Royal Society in 1662.
11. Hooke contributed greatly to the rebuilding of the City of London after the 1666 Great Fire and the Diary contains daily entries for his work as the chief City Surveyor for the rebuilding of the City, measuring and arbitrating rival property claims so that the City could quickly grow anew. With Sir Christopher Wren, he was employed to rebuild the City Churches and several hundred site visits to these are recorded (the Diary also notes so many meetings and conversations with Wren that it is a key source for Wren's career).
12. The Diary's daily entries are written in great haste and squeezed in to record memoranda of meetings, conversations with a large number of people at every social level, thoughts, observations, ideas and results of experiments. Hooke notes his several employments and his leisure hours in coffee houses, taverns and in parks equally. Sketches of achieved and intended inventions, such as barometers, scales and his spring balance watch are to be found in amongst the entries.
13. The Diary is a rich and importance source for both the history of the City of London and the history of science. It the only extant personal diary of an English scientist in the seventeenth century and it gives us a vivid and fascinating portrait of one of the great figures of his age.

Conclusion

14. The UNESCO UK Register of the World recognises the national significance and importance to the history of the UK of these archives held by the City of London. The Register is able to highlight these particular items to a wide audience and the role of the City in their stewardship is also evident.

Appendices

None

Geoff Pick

Director London Metropolitan Archives

T: 020 7332 3833

E: Geoff.pick@cityoflondon.gov.uk

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of the Local Government Act 1972.

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