

<b>Committee:</b>	<b>Date:</b>
Policy & Resources Committee	6 September 2018
<b>Subject:</b> Bid from Historic Royal Palaces to support <i>The Tower Remembers 2018</i>	<b>Public</b>
<b>Report of:</b> Peter Lisley, Assistant Town Clerk and Culture Mile Director	<b>For Decision</b>
<b>Report author:</b> Nick Bodger, Head of Cultural and Visitor Development	

### Summary

The City Corporation has been approached by Historic Royal Palaces (HRP) with a bid to support *The Tower Remembers* – a large-scale visual commemoration in the Tower of London moat that will reflect and build upon the award-winning and hugely-popular “poppies” installation of 2014 while marking the centenary of the end of the First World War.

Running for the 11 days leading up to Armistice Day on 11 November and delivered by “poppies” designer Tom Piper and his creative team, this new installation will see the Reveille sound at sunset to mark the beginning of a four-hour light and sound show that gradually fills the West Moat. The installation will be free to view from the Tower Hill concourse with admission charged for those wishing to enter the moat. A community and education programme runs concurrently.

The total cost of the work is £250,000. The request to the City Corporation is for a total one-off contribution of £25,000; this will see the City Corporation billed as a “top-tier supporter with recognition given at the event and across marketing collateral.

*The Tower Remembers* will provide a focal point of national remembrance. It will help build the City’s and London’s reputation as an exciting place to be for visitors, businesses and workers and offers an additional attraction to visitors following the Lord Mayor’s Show on 10 November, in the absence of the regular fireworks display

Strategically, the installation aligns with the Corporate Plan and Cultural Strategy as well as with our Creative Learning objectives and is therefore an appropriate but relatively low-level investment that will help the City Corporation to realise its corporate ambitions.

### Recommendation(s)

Members are asked to approve sponsorship of £25,000 to Historic Royal Palaces for *The Tower Remembers 2018*, to be paid for from your Committee’s 2018/19 Contingency Fund and charged to City’s Cash.

## Main Report

### Background

1. Historic Royal Palaces (HRP) manages a portfolio of palaces that form one of the most important groups of historic buildings in Europe. More than four million visitors come to the palaces every year to enjoy exhibitions, displays, live costumed interpretation, digital experiences and more. In addition, HRP runs one of the largest formal learning programmes in the UK's heritage sector, reaching more than 500,000 learners per annum.
2. Built by William the Conqueror in the 1070s, home to the Crown Jewels and a Grade I listed World Heritage Site, the Tower of London is the oldest, most visited palace in HRP's care and the most popular paid visitor attraction in the UK, attracting 2.9m visitors last year.
3. In 2015, HRP won the Sky SouthBank Award for Visual Art for *Blood Swept Lands and Seas of Red* – the hugely-popular poppies installation in the Tower's moat (delivered in 2014). It was the first heritage organisation to be recognised in this way.
4. Considered “the most popular art installation as well as arguably the most effective expression of commemoration in British history” (*Financial Times*), the installation became part of the fabric of national life, engaging a diverse and multi-generational audience.

### Current Position

5. Building on this experience, HRP will mark the centenary of the end of the First World War through a large-scale visual commemoration. Part art installation, part remembrance event, *The Tower Remembers* will combine the public's growing appetite for large-scale, thought-provoking and accessible art with the need to raise awareness about our history and heritage and its significance today.
6. Running for the 11 days leading up to Armistice Day on 11 November and delivered by “poppies” designer Tom Piper and his creative team, this new installation will see the Reveille sound at sunset to mark the beginning of a four-hour light and sound show that gradually fills the West Moat.
7. While all visitors will be able to view the commemoration from the Tower Hill concourse for free, there will be the opportunity for some paying visitors to enter the moat to experience the artwork evolving.
8. More than five million visitors saw the poppies installation and it reached hundreds of millions worldwide through the media. It is anticipated that *The Tower Remembers 2018* will have similar resonance.
9. In addition, HRP are developing related engagement activities, working with schools (particularly Key Stage (7-11) and Key Stage 3 (11-14)), families and communities groups. A description of the education programme is given in appendix 1.

10. The total cost of the work is £250,000. Admission charges for those entering the moat will raise a total figure of £112,00. With an HRP contribution of £58,000, the £80,000 remaining is being sought from trusts, livery companies, corporate sponsors and the City Corporation.

### **Proposals**

11. The request to the City Corporation is for a total contribution of £25,000; this aligns with the level of support HRP are seeking from individual corporate sponsors and will see the City Corporation billed as a “top-tier supporter”.
12. In return, recognition of the City Corporation’s support will be given on on-site banners and screens above the admission kiosks, in HRP’s member magazine *Inside Story* (35,000 households), on its You Tube channels (32,700 subscribers), in press releases, on HRP’s website (4m visits per year) and on donor accreditation boards at the event. City Corporation representatives will also be invited to experience the immersive soundscape experience in the moat.
13. Members are recommended to support this request for one-off sponsorship awarded from your Committee’s 2018/19 Policy & Resources Contingency Fund.

### **Corporate & Strategic Implications**

14. In August this year, the City Corporation became a Gold Level Armed Forces Recognised Employer as assessed by the Ministry of Defence. As part of the assessment process, the City Corporation’s cultural programmes were considered; these included *Fields of Battle*, *Lands of Peace* in Guildhall Yard, readings by Keats House Poets of First World War poetry, and a major WWI-focused strand of the Barbican’s classical music season entitled *For the Fallen*. Support of this initiative further underpins the City Corporation’s commitment in this area.
15. *The Tower Remembers* will take place over 11 evenings including that of the Lord Mayor’s Show day, contributing to the animations and other activities being planned and offering an additional attraction to visitors following the Show, in the absence of the regular fireworks display (that there are no fireworks also makes it more logistically viable in terms of crowd management on that evening). As was the case with the “poppies”, your Highways Team will work with HRP on operational planning, highlighting and resolving potential logistics issues in partnership.
16. Support of the *The Tower Remembers* aligns with the City Corporation’s Corporate Plan under outcome 10 (*We inspire enterprise, excellence, creativity and collaboration*) in that it helps to:
  - a. Create and transform buildings, streets and public spaces for people to admire and enjoy;
  - b. Protect, curate and promote world-class heritage assets, cultural experiences and events; and
  - c. Champion a distinctive and high-quality residential, worker, student and visitor offer.

17. It also aligns with the City Corporation's Cultural Strategy 2018/22 in that it supports the aims: to
  - a. Transform the City's public realm and physical infrastructure, making it a more open, distinct, welcoming and culturally vibrant destination;
  - b. Support cultural excellence in a range of fields and champion an ethos of innovation, creative risk taking and artistic citizenship;
  - c. Support the City of London's Education Strategy ...and enable our world-leading institutions to cultivate the creativity, skills and knowledge of the next generation; and
  - d. Better promote our world class culture and heritage offer and use our wealth of outdoor spaces to widen appeal to a more diverse audience, enabling communities in the City and beyond.

### **Financial Implications**

18. It is proposed that the required funding of £25,000 is to be drawn from your Committees 2018/19 Contingency and charged to City's Cash. The amounts available in your Committees 2018/19 Contingency Fund is £202,950 prior to any allowances being made for any other proposals on today's agenda.

### **Implications**

19. HRP is an independent charity, receiving no funding from Government or the Crown. The income it generates through visitor admissions is sufficient only for it to meet its fundamental duties of care and access to the palaces. Support it receives from donors and sponsors enables it to undertake special projects that have a lasting impact and improve standards of care.
20. The requested sponsorship sum of £25,000 cannot be met by departmental local risk budgets on a number of counts, most specifically because this is an external bid for activity outside of the City's Corporation's cultural portfolio. As such, the bid does not align with programmes and activities cited in local business plans and so support would inevitably have a negative impact on these.
21. This is a one-off bid to the City Corporation. No further request for support of this project is anticipated from HRP, noting £180,000 of the total £250,000 target has already been secured or is anticipated (72%) which, with a City Corporation contribution of £25,000, rises to 82%. With positive discussions with uncommitted corporate sponsors, trusts and livery companies underway, the shortfall is expected to be made up in good time for November 2018.

### **Conclusion**

22. *The Tower Remembers* will provide a focal point of national remembrance, engage audiences and communities across London and beyond and encourage people to engage with their national history and understand the significance of the First World War.
23. It will help build the City's and London's reputation as an exciting place to be for visitors, businesses and workers, grabbing headlines in the UK and further afield and contributing to an already thriving cultural programme in the City, and it will

demonstrate our support for a key attraction and tourism stakeholder that helps to drive visits to the City as a destination.

24. The installation offers an additional attraction to visitors following the Lord Mayor's Show on 10 November in the absence of the regular fireworks display, as well as contributes to and underpins the City Corporation's position as a Gold Level Armed Forces Recognised Employer.
25. Strategically, it aligns with our aims within our Corporate Plan, Cultural Strategy and Creative Learning Strategy and is therefore an appropriate but relatively low-level investment that will help us to realise our corporate ambitions

### **Appendices**

- Appendix 1: *The Tower Remembers 2018*: education work with schools

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