

<b>Committees:</b>		<b>Dates:</b>
Community and Children's Services Committee		12/02/2016
Streets and Walkways Sub Committee		22/02/2016
Culture, Heritage and Libraries Committee		07/03/2016
<b>Subject:</b> Aldgate Arts, Events and Play Strategy	<b>Gateway 6 Progress Report</b>	<b>Public</b>
<b>Report of:</b> Director of the Built Environment		<b>For Information</b>

### Summary

1. The Aldgate Arts, Events and Play (AEP) programme, is an emerging work stream of the Aldgate Gyratory highways and public realm enhancement project and has an approved budget of 95,762k.
2. The Aldgate AEP programme is conceived as a rolling programme of events, installations and activities throughout the calendar year with a focus on, or support for, the arts and play.
3. The programme has been conceived to reduce anti-social behaviour and improve perceptions of safety through the creation of vibrant and active spaces. It will enhance the City's cultural offer and provides opportunities to improve health and well-being for residents and workers. Its aim is to attract visitors and grow the local economy. In so doing the programme supports several of the Corporation's policies and aims.
4. The programme is to be developed during 2016 and initiated fully in 2017 and if successful will continue as a 3-5 year programme.
5. A proposed governance structure for the programme has been drafted and endorsed by the Aldgate Gyratory project board (Appendix 2). Under this structure, the day-to-day programme will be managed by the Environmental Enhancement Section reporting to a programme board of senior officers across the relevant departments and to an external stakeholder working party. All relevant decisions will be made by the respective Committees.
6. To deliver the quality of programme that can meet the Corporation's aims, external funding will be required. A funding model will be developed to determine the best approach however this is likely to require income generated by offering the Aldgate spaces to appropriate mainstream event organisers, by securing sponsorship from local businesses or from a combination of the two.
7. Beyond the initial establishment costs already approved, there will be minimal costs incurred by the Corporation. The intention is that the programme itself is cost-neutral with external funding covering future project management costs, fees, cleansing and maintenance associated with the hosting of events.
8. Over the next 12 months officers and appointed consultants will:

- Identify likely programme content (type and scale of events) and liaise with event organisers, art galleries and cultural institutions
- Create an operational framework (to resolve permitting, licensing and other statutory or practical requirements to facilitate the programme)
- Develop a funding strategy to secure external funding for the programme

9. Regular progress reports will be presented to this Committee at key milestones during the development of this programme, with the next report likely to be May 2016.

**10. Recommendations**

- It is recommended that the report be received and the contents noted.

**Main Report**

<p><b>1. Reporting period</b></p>	<p>1. June 2014 – January 2016</p>
<p><b>2. Progress to date</b></p>	<p>2. In January 2014, key stakeholders from the Aldgate area met to develop objectives and desirable outcomes for the Arts, Events and Play (AEP) programme. These objectives inform the likely framework for the programme and are set out in Appendix 1.</p> <ul style="list-style-type: none"> <li>• The June 2014 Gateway 5 Streets and Walkways Sub Committee Report approved by Members set out the following approach in respect of Aldgate AEP.</li> <li>• That progress on Aldgate AEP be reported as an annual Gateway 6 report through the relevant Committees including Culture, Heritage and Libraries, Community and Children’s Services, Streets and Walkways Sub, Licensing and Projects Sub.</li> <li>• That the programme be run using a self-sustaining funding model, similar to the Eastern City Cluster Sculpture in the City programme.</li> <li>• That the City Property Advisory Team (CPAT) will work with the Environmental Enhancement Section to support the raising of external funding to achieve the objectives of the AEP.</li> </ul> <p>3. The anticipated benefits of the programme include enlivened spaces, local participation in arts, events and play, an enhanced local identity, a reduction in anti-social behaviour, increased visitor numbers, growth of the local economy and improved relations between the Aldgate community and the City Corporation.</p>

4. The calendar of events is intended to commence in December 2016, however the principal space, Aldgate Square, will be completed in April 2017 and it is anticipated that the bulk of the programme will be timed to coincide with the availability of this space. The venues for the Aldgate AEP programme will not be limited to Aldgate Square but will make use of the other spaces in the area created through the Aldgate Gyratory project.
5. The Aldgate Partnership (TAP) an emerging business and developer led partnership may support specific opportunities that fit within their emerging key themes of Place, Prosperity and People.
6. The content and operational requirements of the Aldgate AEP programme will be developed in conjunction with key stakeholders from the Aldgate area, internal stakeholders from the relevant City Corporation Departments and reported to Committee for approval.
7. The annual programme of events will be considered by Committees as follows:
  - Culture, Heritage and Libraries – The programme will provide an enhanced cultural offer for the area and the City as a whole. Approval for the programme's content will be sought from this Committee.
  - Community and Children's Services – The programme will offer venues and funding for community-led events and activities within Aldgate. There will be a relationship between the programme and the Pavilion Café in Aldgate Square, for which the Community and Children's Services Department manages the contract. This Department will also play a role in raising the profile and encouraging participation from the significant local residential population. Approval for the programme's content will be sought from this Committee.
  - Streets and Walkways Sub – The benefits of place activation derived from the programme will include a reduction in anti-social behaviour and improved perceptions of safety and comfort for pedestrians in the area. Approval will be sought for events on the highway as appropriate through the Special Events Programme management.
8. The approved budget of £95,762k is intended to cover staff costs required to develop the operational and licensing framework for the programme, consultant fees for an event manager who will have responsibility to liaise with event organisers and develop the programme's content in conjunction with stakeholders, health and safety consultants to review the practicality of events within the spaces in Aldgate and the costs of the temporary 'artistic' street furniture

	delivered during the capital project.
<b>3. Next steps</b>	<p><b>9.</b> Over the next 12 months officers and appointed consultants will:</p> <ul style="list-style-type: none"> <li>• Identify likely programme content (type and scale of events) and liaise with event organisers, art galleries and cultural institutions</li> <li>• Create an operational framework (to resolve permitting, licensing and other statutory or practical requirements to facilitate the programme)</li> <li>• Develop a funding strategy to secure external funding for the programme</li> </ul> <p><b>10.</b> Regular progress reports will be presented to this Committee at key milestones during the development of this programme, with the next report likely to be May 2016.</p>

### Appendices

<b>Appendix 1</b>	Aldgate AEP programme objectives as identified in stakeholder workshop held January 2014
<b>Appendix 2</b>	Proposed programme governance structure
<b>Appendix 3</b>	Plan of Aldgate Gyrotory highways and public realm enhancement proposals

### Contact

<b>Report Author</b>	Simon Glynn
<b>Email Address</b>	Simon.glynn@cityoflondon.gov.uk
<b>Telephone Number</b>	0207 332 1095

## Appendix One

Aldgate AEP programme objectives as identified in stakeholder workshop held January 2014

Arts, Events and Play Programme content: objectives					
ID	Resident (R), Worker (W), Visitor (V) and Internal officer (I) Aspirations	Outcome / objective	Next steps/Examples of activities	Priority level	
				Short Term	Long Term
	To have access to services (R, W)	To support the local economy and encourage the provision of services	Service directory (R)		
	To shop (R, W, V)		Craft markets (W, V)		
	To have access to transport (R, W)	To complement the transportation and public realm changes being implemented in the area as part of the Aldgate project	<i>(Delivered through Aldgate Gyrotory Project)</i>		
	To be able to commute (R, W)		Cycle safety (W)	High (W)	
	That Aldgate be a gateway (V)	To support Aldgate as an attractive destination and create a bridge between the City and the East End	Centre piece art (W)		High (V)
			Sculpture (V)		
			Aldgate Branding (I)		High (I)
	To relax (R, W, V)	To allow opportunities for quiet relaxation to exist alongside activities and events	<i>(Delivered through Aldgate Gyrotory Project)</i>		
	To dwell (R, W, V)				
	To stay (V)				
	To exercise (R, W)	To identify and implement play and exercise activities	Fitness classes (R)		High (R)
			Lunchtime exercise (W)		
	Tea dance (R)				
	To play (R)		Sports days (R)		
			Play projects (R) e.g. Petting Zoo		High (R)
			Children's clubs (R)		
	To feel part of the	To identify and	Corporate Social		

	community (R )	implement activities that facilitate community cohesion and social engagement	Responsibility (I)		
	To engage socially (R, W)		Graduation Ceremonies (I)		High (I)
			School Events (I)		
	To take pride in the area (R )	To encourage participation through involvement and volunteering	After work socials (I)		
	To have a connection with the area (R )		Volunteering (R )		
	To take ownership (R)		Community Art and Design (R )	High (R )	
			Church Events (I)		
			Student Exhibitions (I)		
	To work (R, W)	Community Planting (R )			
	To do business (R, W)	Lighting Project (R, V)	High (R )		
		To support business activities and implement events that promote business	Internet access (R, W, V)	High (W)	
		After work socials (W, I)			
		Business to Business Guide (I)	High (I)		
	To be entertained (R, W)	Aldgate Business Forum (I)		High (W)	
		Outdoor Meeting Space (I)			
		Concerts/Sponsored Concerts (R, V, I)			
		Lunchtime concerts (W)			
		Amateur dramatics (R )			
		Film Festivals (R, V)			

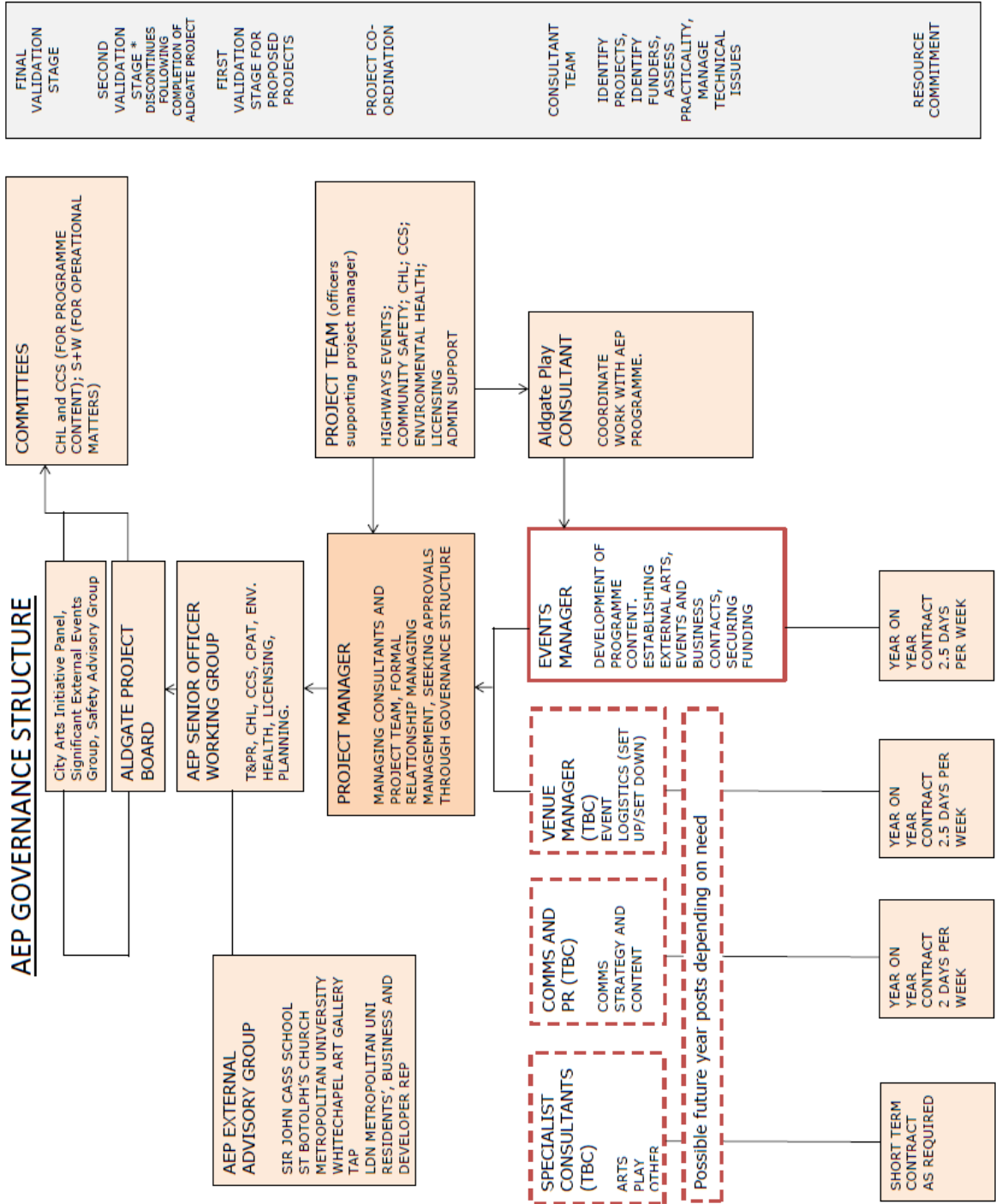
	To have an experience (V)		Architectural Festivals (W, V)		
			Fashion Events (W,V)	High (V)	
			Jack the Ripper Tours (V)	High (R)	
			East End Tours (V)	High (R)	
			Open House Events (I)		
			Ceremonial Events (I)		
			Vehicle Shows (V)	High (V)	
	To learn (R, W)	To identify and implement opportunities for education, learning and information sharing	Local History Groups (R)		
			Local History Events (W)	High (I)	
			Drop In Talks (I)		
			Lunchtime Walks (W)		
	To obtain information (V)		Information Hubs (W)		High (V)
			Careers Fairs (I)		High (W)
			Public Information Events (I)		
	To have lunch (W)	To facilitate the purchase of food and drink and provide places to sit and eat	Cookery Festivals (R, W, V)		
			Markets (R)	High (W)	
	To eat (V)		Gourmet markets (W, V)		
	To escape (W)	To provide activities,	Sculpture (V)		

		art and events that encourage escapism and exploration	Outdoor art space (I)	High (V)	High (V)
	To explore (V)		Art en route to the office (I)		
			Arts Trails (V)		
<b>ID</b>	<b>City of London Aspirations</b>	<b>Outcome / objective</b>	<b>Next steps/Examples of activities</b>		
	Encourage on-going activities in the Aldgate area	To create and manage a rolling programme of events in Aldgate, with a focus on the arts and on play			
	Secure the long-term future of the programme	To identify and maintain funding for the programme through partnership, sponsorship and contribution from the private sector	Offer opportunity for sponsorship of events within the space (I)		High (I)
	Reduce anti-social behaviour	To support an active and vibrant public realm which minimises opportunities for anti-social behaviour			



## Appendix Two

### Proposed programme governance structure



### Appendix Three

### Plan of Aldgate Gyratory highways and public realm enhancement proposals

