

Committee(s):	Date:
Policy and Resources Committee	08 September 2016
Subject: Crossrail Art Programme – Farringdon Proposal	Public
Report of: Town Clerk	For Decision
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Summary

This report seeks Members' approval to the City of London Corporation varying the basis of its existing commitment to the Crossrail Art Programme to allow the City to fund the artwork at the Eastern Ticket Hall of Farringdon Station (Lindsey Street, EC1A) without there being a match-funding commitment from a private sponsor of an equivalent sum.

The City of London Corporation has allocated up to £3.5 million from City's Cash to match contributions from other sponsors for the Crossrail Art Programme (providing a total budget of up to £7 million) for the installation of artworks from international artists across the seven central London Crossrail (Elizabeth Line) stations.

Originally, there were no plans for an artwork at Farringdon Station's Eastern Ticket Hall. However, this seemed counterintuitive to the City's aspirations to develop a cultural hub bookmarked by the Farringdon and Moorgate Elizabeth Line Stations. Artist Simon Periton has developed an artwork and the City of London Corporation is being asked to fund the full cost of the artwork, pending confirmation of an underspend at the Western Ticket Hall. The City's funding commitment is provided on the basis it is match-funded and so it is proposed that the basis of the commitment be varied to allow the project to move forward.

Recommendations

That Policy and Resources Committee: -

1. Approve the proposal for the City of London Corporation to fund an artwork at the Eastern Ticket Hall of Farringdon Station from the existing funding allocation of up to £3.5m for the Crossrail Art Programme up to an estimated cost of £200,000 and to agree that the sum applied for this purpose does not need to be match-funded by another sponsor;
2. Delegate authority to the Town Clerk in consultation with two Deputy Chairmen to agree the final sum to be paid for the artwork from the remaining balance of the City Corporation's allocation of up to £3.5 million should the final cost be greater than £200,000;
3. Delegate authority to the Town Clerk to agree a variation to the terms agreed in respect of the City Corporation's match-funding commitment (provided by letter dated 22 June 2015 to the Crossrail Art Foundation and 4 November 2015 to

Crossrail Ltd) and which arise from decisions taken in accordance with paragraphs 1 and 2 above; and

4. Note that no additional resources are required.

Main Report

Background

1. On 12 December 2013, your committee approved the City of London Corporation's support for the Crossrail Art Strategy. The amount approved for administrative and project support expenditure was £250,000 and up to £3.5 million was additionally allocated from City's Cash to match private sponsorship to fund artworks to be installed at the central Elizabeth Line stations (originally eight, now seven, stations) through the Crossrail Art Programme. At Crossrail Ltd's request, the City and Crossrail Ltd's obligations associated with the City's funding commitment to the Crossrail Art Programme ("the Programme") were set out in a binding letter, dated 4 November 2015.
2. The seven central stations - Paddington, Bond Street, Tottenham Court Road, Farringdon, Liverpool Street, Whitechapel and Canary Wharf - have since been branded a part of the Culture Line and a registered charity and company limited by guarantee, the Crossrail Art Foundation, has been set up to implement the Programme. The City Corporation is represented on the Art Foundation's Board by your Chairman, Mark Boleat, Jeremy Mayhew and Sir Michael Snyder who are also all members of the company. Crossrail Ltd also has the right to nominate three directors/trustees to the Board (who are also members of the company). Michael Cassidy is Chairman of the Art Foundation Board in his capacity as a non-executive director at Crossrail Ltd. The City confirmed its funding commitment to the Art Foundation by letter dated 22 June 2015.
3. The Charity aims to bring together creativity from internationally renowned artists, with reputable contemporary London-based art galleries, corporate funders and world-class architects, designers and engineers, to deliver one of the leading public art programmes of a generation.

Current Position

4. To date, private sponsors have been identified for six out of the seven stations and the City Corporation has committed £2.89 million to match fund the equivalent binding financial commitments from private sponsors. There is currently £610,000 remaining of the City's match-funding allocation of up to £3.5 million. While the City Corporation contributes funding to the costs of the Programme at each station (or ticket hall as the case may be) together with the private sponsor, this is not always in equal proportions as the City Corporation's match-funding of a sponsor's contribution may be allocated across more than one station's (or ticket hall's) expenditure to allow flexibility in managing the Art Programme's overall budget.
5. At Farringdon Station, British artist Simon Periton will shortly be recommended to the Charity for selection for an artwork at the Western Ticket Hall, located just beyond the City of London boundary in the London Borough of Islington.

Originally, it was thought that the opportunities for an artwork at the eastern entrance to the Station were limited due to its relatively small size. The Eastern Ticket Hall is however located within the heart of the new cultural hub area, on a key east-west axis between Farringdon and Moorgate. It is anticipated that it will become a key gateway for those arriving at the cultural institutions within the City of London and will be particularly close to the proposed new developments at Smithfield Market and on London Wall. Work is also on-going to explore how the look and feel of this core cultural hub area can be improved and made more welcoming, distinctive and vibrant, with public art expected to form a key part of this. Having no artwork in the Eastern Ticket Hall would therefore represent something of a missed opportunity. The artist was therefore also asked to submit a proposal for an artwork at Farringdon's Eastern Ticket Hall.

6. It is intended that the artwork at the Eastern Ticket Hall would be printed on the high level glazing around the Station entrance. This is a high profile location which would be visible 24 hours a day from both inside and outside of the Station. It has been confirmed by the station contractor that this could be achieved at a relatively low cost by maximising the use of materials and installation works within their existing contract. A summary of Simon Periton's proposal for the Eastern Ticket Hall and two concept images giving a visual impression of the proposed artwork, its transparency through to the Barbican inspired station ceiling and its scale, can be viewed at Appendix A. It should be noted that the specific design has not yet been approved but is likely to be based on the one shown in the appendix – Members are not being asked to approve the design, this responsibility falls to the Trustees of the Art Foundation.
7. The trade-off for delivering such a high profile artwork at relatively low cost is that the final artwork design would need to be delivered to the station contractor no later than November 2016. In order to meet this deadline, funding needs to be secured in the next few weeks.
8. The funding for the honoraria paid to the artist at Farringdon Station has been donated to the Crossrail Art Foundation by the Barbican Centre Trust and their £10,000 donation was matched by the City of London Corporation from the existing £3.5 million allocation. The Art Foundation has secured a private sponsor for the artwork at the Western Ticket Hall but has now exhausted all options for further private sponsorship at the Eastern Ticket Hall. Given the tight timeframe required to take advantage of the existing station works contract and the natural interest the City has in securing a permanent artwork from a world renowned British artist within the cultural hub, it is recommended that the City vary the terms of its original match-funding commitment of up to £3.5 million to allow the City Corporation to fund the artwork at Farringdon East and without a binding commitment for an equivalent financial contribution from a private sponsor towards the Art Programme i.e. there will be no requirement that the sum will be matched. Crossrail Ltd has given its *in principle* support to the proposal as has the Art Foundation.

Proposal

9. It is proposed that the City of London Corporation vary the basis of its commitment of up to £3.5m to the Programme to allow the City to fund the artwork at Farringdon Station's Eastern Ticket Hall from its existing commitment without requiring that sum to be matched by another sponsor, and noting that any underspend at the Western Ticket Hall would also be directed to the costs at the Eastern Ticket Hall and the City's contribution for these purposes would be reduced accordingly.
10. Further development work, including technical and budgetary reviews, will be undertaken by Crossrail Ltd during September and October 2016 with a view to finalise and submit the final budget for the fabrication and installation of the artworks to the Art Foundation for its approval in October 2016. At this stage it will also be clear whether there is likely to be any underspend from the Western Ticket Hall artwork which could be used at the Eastern Ticket Hall. The final sum required from the City in order to deliver a second artwork at the Elizabeth line station at Farringdon will be defined at that stage, but it is not anticipated to exceed £200,000. A further recommendation is therefore that the final decision on the exact figure the City agrees to put towards the artwork on the revised terms noted above be delegated to the Town Clerk in consultation with two Deputy Chairman (given the Chairman's interest as a Trustee of the Art Foundation).

Financial Implications

11. The exact cost of the artwork is unknown at the time of writing, however it is estimated that the cost of the Eastern Ticket Hall artwork would be no more than £200,000. This is significantly less than artworks at other stations across the Elizabeth Line and represents excellent value for both the Art Foundation and the City of London Corporation.
12. This amount would be funded from the City's existing £3.5 million funding allocation to the Art Programme agreed in December 2013, and would not require the commitment of additional resources. It would leave £410,000 remaining of the City's original match-funding commitment for the development and installation of an artwork at Whitechapel Station, noting that a sponsor for that station is still to be identified and that the City's contribution at that station would be limited to the balance of the City's commitment remaining (estimated to be £410,000) in the event a sponsor contributes a greater sum.

Conclusion

12. The City of London Corporation has been given the opportunity to become the principal, if not sole, sponsor of a unique artwork, created by world renowned artist, Simon Periton, in the Eastern Ticket Hall of Farringdon Station. This art forms one part of the much larger Culture Line across the seven central London Elizabeth Line stations, and the Farringdon East Station entrance sits astride a key east-west route within the new cultural hub being developed in the City of London. It has not been possible for the Art Foundation to identify a private sponsor for the Eastern Ticket Hall and without the City's intervention artwork is unlikely to be installed. In order to provide funding for the artwork at Farringdon Eastern Ticket Hall, approval is required to vary the basis of the City's existing

funding commitment which is on a match-funding basis. This will require the letter setting out the associated terms which have been agreed with Crossrail Ltd to be varied and the Art Foundation also formally advised of the variation. Your approval would enable the City to become the principal sponsor of an artwork utilising the existing funding commitment to the Art Programme at no additional cost. It is therefore recommended that Members approve the recommendations set out in this report.

Appendices

Appendix A - Simon Periton Summary of artwork proposal and concept images

Background Papers

1. Crossrail – Report to the Policy and Resources Committee, 12 December 2013.
2. Crossrail Art Foundation – Report of the Policy and Resources Committee to the Court of Common Council, 24 July 2014.

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