

Committee(s)	Dated:
Culture, Heritage and Libraries – For Decision	24/10/2016
Subject: City Arts Initiative: recommendations to the Culture, Heritage & Libraries Committee	Public
Report of: David Pearson, Director of Culture, Heritage and Libraries	For Decision
Report author: Nick Bodger, Culture, Heritage and Libraries Department	

Summary

This report presents the recommendations of the City Arts Initiative (CAI) which met on 16 September 2016. At this meeting, the CAI received monitoring and evaluation information relating Premier's pan-London BFG: Dream Jar Trail approved by your Committee on 25 November 2015 and considered the following proposals:

1. **Global Street Art:** a presentation outlining the work of the street murals specialist which sought an in-principle decision to explore opportunities for working with the City to transform some of its hoardings into a temporary street gallery
2. The **Coppa Club Commission** (Ships) by Andrew Webb, a permanent (20-year) art/seating installation to be sited outside The Coppa Club, Tower Bridge
3. **The Welsh Dragon**, proposed by Weber Shandwick on behalf of Visit Wales, to be sited on the North Bank in late October and near a City DLR station in November where visitors to World Travel Market at Excel may engage with it.

Recommendation(s)

Members are asked to:

- Note the monitoring and evaluation headlines relating to the BFG: Dream Jar Trail
- Ratify the City Arts Initiative's recommendations in relation to the above proposals as follows:
 - **Global Street Art:** approve subject to a suitable brief being developed and approved by the CAI
 - The **Coppa Club Commission:** reject on the grounds that the structure is too large for the space and will obscure and diminish a key approach view to the Tower of London World Heritage Site

- **The Welsh Dragon:** approve the October dates subject to no advertising appearing on or near the structure and a suitable site being identified; and reject the November dates on the grounds that visitors to World Travel Market do not begin, break or end their journey to the exhibition from City locations.

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 2015/16 Committee year.
3. Apart from officer time handling enquiries and looking after the installations, there are no resource implications other than where specifically noted.

Current Position

4. The City Arts Initiative met on 16 September 2016 to receive headline monitoring and evaluation information relating to the BFG: Dream Jar Trail which was a pan-London exhibition raising money for Save the Children and appearing on City streets from early July to end August 2016. The trail was devised by Premier, coincided with the recent release of the movie *The BFG*, and featured various artistic interpretations of "Dream Jars" by celebrities. It was particularly popular amongst families – a target audience for City visitor activities.
5. The headlines are as follows:
 - a. £500,000 was raised for children's charities with more to follow;
 - b. Around 330,000 visited the website generating 1.4m page views;
 - c. 385,000 viewed the website's maps page with 70,000 downloads of the map (indicating a strong intent to visit);
 - d. Reach on Twitter totalled 146m with 5.5m on Instagram;
 - e. The trail generated the highest participation in any social media photo competition run by London and Partners; and
 - f. It also generated 1.2 million+ video views and extensive media coverage including being featured on national TV and within international print media.
6. The City Arts Initiative also received a presentation from **Global Street Art** which sought an in-principle decision to explore opportunities for working with the City to transform some of its hoardings into a temporary street gallery; and applications for the **Coppa Club Commission** (Ships) by Andrew Webb, a

permanent art/seating installation, and **The Welsh Dragon**, proposed by Weber Shandwick on behalf of Visit Wales.

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

Proposals

Global Street Art

8. Since 2012, Global Street Art has organised 1,300 legal art murals, working with artists from 50 countries. It manages a number of hoardings in London as arts spaces on behalf of developers.
9. The group seeks to improve the appearance of building sites using street artists to create murals on hoardings. The murals are developed either on a commission basis to a brief, or offered freely but with an open brief in which artists are given permission to develop content without the hoarding owner or local authority imposing restrictions.
10. The art helps to reduce nuisance tagging, integrates with local community themes, helps to improve relations between developers and planning authorities (being used within tenders), contributes to the Considerate Contractors Scheme (with a number of sites listed in the scheme's best practice hub), provides PR and social media benefits for commissioning developers and authorities and offers a low-cost alternative to other finishing options. Furthermore, it animates the streetscape and engages local audiences with their surroundings.
11. The work of Global Street Art is supported and endorsed by the Mayor's Office and aligns with the Mayoral priority to widen Londoners' access to culture, while maintaining the capital's international reputation for excellence.
12. The proposal sought an agreement in-principle to work with City Corporation officers to develop a brief which may then be commissioned for roll out at designated building sites within the City. The suggested subject of the commission was dragons (reflecting City heraldry) with the work forming part of the programme of activities developed by the City's Cultural and Visitor Development Team year-on-year and costs met from their local risk budget (or through external sponsorship).
13. The City Arts Initiative recommended this proposal for approval subject to the brief being developed with relevant officers and approved by the CAI. The CAI particularly noted the project's potential to engage with City workers (especially those of a younger and less culturally-committed demographic). This group is a target audience for the City's cultural activities.
14. No timeline for the brief or installation was discussed but it is suggested the project may be piloted late next year.

The Coppa Club Commission (Ships) by Andrew Webb

15. The CAI received a proposal submitted on behalf of Strada Trading Ltd for a permanent work (with a lifetime of at least 20 years) to be sited outside The Coppa Club, Tower Bridge on the pedestrian walkway on the North Bank, near to the Tower of London.
16. The proposal responds to the requirement of Strada Trading Ltd to deliver a public art work as part of their planning conditions. The budget for the artwork has been assigned to the artist and totals £50,000.
17. The installation, which also functions as seating, is designed by Andrew Webb who works in the fields of sculpture and metalwork, using photography and drawing from the built environment to inspire his work.
18. It takes its influence from the rich history of the Thames and the shipping trade at St Katharine Docks. Focussing on the toil of the working man, the shapes of Thames barges, the ribs of shipbuilding and the wear of ropes on ironwork, as well as the ships made at the Thames Ironworks, the sculpture would replace an existing seating and planter installation.
19. The City Arts Initiative recognised that the proposal has artistic merit but felt that the size and height of the structure would obscure and diminish a key approach view to the Tower of London World Heritage Site.
20. The CAI therefore recommended that the proposal be rejected and that the applicant be asked to work with City officers to re-scope the artist's brief so that a design that would not impact in this way could be resubmitted for consideration at a later date.

The Welsh Dragon

21. The City Arts Initiative also received an application from Weber Shandwick on behalf of Visit Wales to install a four by two metre Welsh dragon from the 24 to 27 October on the North Bank of the Thames (or in an area of high tourist footfall) and from 5 to the 9 November near to a City DLR station to attract the attention of those visiting World Travel Market at this time.
22. The dragon is a physical representation of Wales' much loved national symbol. It has reptile-like black and red scales, smoke-flaring nostrils, and an outreached claw ready to capture passers-by. Dragons feature in many of Wales' great myths and legends with the sculpture intended to ignite people's interest in Welsh history and culture and hopefully inspire them to find out more about the *Year of Adventure* Visit Wales are celebrating in 2016.
23. The City Arts Initiative recognised that while the sculpture was part of a wider PR campaign for Visit Wales, it is not dissimilar to the Olympic mascots, Paddington, Shaun the Sheep and the Dream Jars initiatives that have provided "brief episodes of fun" for the City in recent years, changing the way families view the City and London as a whole and helping to make the City inclusive for all.

24. The CAI also noted that granting permission for this installation may well help to serve the City's agenda to support the regions at a time when focus for investment in tourism and culture is moving away from the London and significant efforts are being made to share the economic benefit of these sectors with disadvantaged communities across the country.
25. However, the proposed locations – on the North Bank and outside a DLR station – were not considered feasible and the CAI asked that the applicant liaise with the City of London to establish a more suitable position for the October dates, noting that in November it is unlikely that the applicant will capture footfall to the World Travel Market within the City as visitors are unlikely to start, break or end their journeys at City DLR stations.
26. The City Arts Initiative therefore approved this proposal for the October dates subject to there being no advertising on or near to the structure during its installation (to align with City on-street advertising policy) and an appropriate area for it to be sited being agreed with the City.
27. The City Arts Initiative rejected the application for the November dates because of the reasons cited above.

Corporate & Strategic Implications

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

Conclusion

29. This report summarises the discussions of the City Arts Initiative and presents recommendations in relation to the public art applications considered on 16 September 2016.

Background Papers

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

Nick Bodger

Head of Cultural and Visitor Development

T: 020 7332 3263

E: Nick.Bodger@cityoflondon.gov.uk