

<b>Committee(s)</b>	<b>Dated:</b>
Policy & Resources Committee – For Decision	21/09/2017
<b>Subject:</b> Bid from Worshipful Company of Chartered Architects to support Livery Halls book	<b>Public</b>
<b>Report of:</b> Peter Lisley, Assistant Town Clerk and Cultural Hub 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 the Worshipful Company of Chartered Architects (WCCA) with a bid to support a new publication exploring the City of London's Livery Halls.

The WCCA has quoted a total fee of £45,000 for delivering the book, of which the Company has committed £22,500 (50%) from its own resources, proposing to make up the remainder by approaching other Livery Companies for their support. It is anticipated that this will leave a £5,000 funding gap. The request to the City Corporation is to bridge this gap.

If approved, funding would help cement the special relationship the City Corporation shares with the Livery and demonstrates its support for cultural assets outside of the Culture Mile, for which it has recently received significant publicity for its financial support. In return, the City Corporation would receive prominent recognition within the book and ten free copies for its libraries and/or other non-retail use (equating to a total retail value of £450). If the WCCA raises more than its funding target, it has pledged to donate the excess to the Lord Mayor's Appeal.

The City Corporation's commitment is sought with some urgency by the WCCA which is aiming to have the book published in September 2018 to coincide with its 30<sup>th</sup> anniversary of achieving full livery status. The City Corporation's commitment is viewed as an endorsement that will help underpin the fundraising campaign.

### Recommendation(s)

Members are asked to:

- Approve sponsorship of £5,000 to the Worshipful Company of Chartered Architects for the publication of a new book entitled *The Livery Halls of the City of London*, to be paid for from your 2017/18 Policy & Resources Committee Contingency Fund which, at the time of this meeting, has an uncommitted balance of £348,200.

## **Main Report**

### **Background**

1. The City Corporation has received a bid from the Worshipful Company of Chartered Architects (WCCA) for £5,000 support towards the cost of a new book showcasing the City's Livery Halls. The £5,000 requested constitutes 11% of the total fee for producing the book, which has been quoted at £45,000.
2. The book will be authored by Anya Mathews and Henry Russell with a foreword by Alderman Charles Bowman. A new library of images of the Halls will be created by photographer Andreas von Einsiedel for use within the book.
3. It is anticipated that this will be a visually-exciting, high-quality publication exploring the histories and varying architectural styles of the Livery Halls. A partial mock-up of the book is shown in appendix 1; it is suggested that the book is sold at a retail price of £45 per copy.
4. The WCCA has identified that no recent and up-to-date book showcasing the City of London's Livery Halls in one volume currently exists and – because most Halls are closed to the public (being available only through private hire) – that the book will offer a rare opportunity for the public to see inside these buildings, demystifying the City and its Livery, which are sometimes perceived as closed and inaccessible. Furthermore, if interest is strong, the WCCA suggests that the book may provide a new stimulus for the Halls to open more regularly.
5. The Chairman of the Livery Committee has been consulted during the writing of this report and recognises that the book may help to foster a greater understanding of the history of the City and of the City Civic.

### **Current Position**

6. Merrell Publishers have been selected by the WCCA to produce the book. WCCA have quoted a total fee of £45,000 for developing its contents (text and images) with Merrell undertaking editing, production and marketing (the cost of which will be met by income from sales).
7. Of the £45,000 total required, the WCCA has committed £22,500 from its own resources. The remainder, it anticipates, will be made up of the City Corporation grant and contributions from other Livery Companies, who it is yet to approach.
8. The City Corporation funding is sought urgently so that the fundraising campaign may begin and the book be published in time to coincide with the 30<sup>th</sup> anniversary of the WCCA achieving full livery status (this being September 2018). It is anticipated that a commitment from the City Corporation will help endorse the project in the eyes of potential funders.
9. The WCCA estimate that it is likely to raise £17,500 from the Livery, citing the £5,000 from the City Corporation as an essential bridge in the funding gap.

10. The £45,000 total fee and the suggested model the WCCA are proposing accords with the City Corporation's commissioning of Thames & Hudson to produce *The City of London: Architectural Heritage and Innovation in the Square Mile* edited by Sir Nicholas Kenyon in 2010. This book was sponsored by your Committee and is of a similar quality, format and retail price proposed for the Livery Halls publication.

## **Proposals**

11. The request to the City Corporation is for a contribution of £5,000 towards the total fee of £45,000. This commitment is seen as an essential endorsement of proposal and one which may help to lever funding from other Livery Companies and funders. The commitment (if approved) is also seen as reaffirmation by the City Corporation of its special relationship with the Livery and – it is suggested – will help to cement this relationship going forward.

12. In return for its contribution, the WCCA has offered the City Corporation prominent recognition within the book and ten free copies for its libraries and/or other non-retail use (equating to a total retail value of £450). If the WCCA raises more than its funding target, it has pledged to donate the excess to the Lord Mayor's Appeal.

## **Corporate & Strategic Implications**

13. A precedent for the City Corporation funding publications of this nature was set in 2010 when your committee approved funding to commission Thames & Hudson to produce *The City of London: Architectural Heritage and Innovation in the Square Mile* (edited by Sir Nicholas Kenyon), albeit this was project-managed in-house.

14. A contribution to the cost of the publication to be produced by the WCCA helps cement the special relationship the City Corporation shares with the Livery and demonstrates its support for cultural assets outside of the Culture Mile, for which the City Corporation has recently received significant publicity for its financial support.

15. The book helps to provide the public with a rare opportunity to glimpse inside the City of London's Livery Halls, noting most are closed to the public and only accessible through private hire. It is considered that the book – should it drive strong interest in these assets – may help to act as a stimulus for Halls to open more regularly.

16. The proposal accords with two of the three strategic objectives of the City Corporation's new draft Corporate Plan in that it will help:

- a. Shape the City of the future: by strengthening its connections, its capacity and its character as a great place to work, live and visit; and
- b. Contribute to a flourishing society: by inspiring everyone to play their part in an inclusive culture of creativity and opportunity

## Implications

17. The requested sponsorship sum of £5,000 cannot be met by departmental local risk budgets on a number of counts, most specifically because this is an external bid for a project promoting assets outside of the City's Corporation's property portfolio. As such, the bid does not align with local business plan objectives and so support would inevitably have a negative impact on the programmes and activities developed to realise these. The proposal would also not be eligible under the City's Central Grants Programme in that it does not meet the published criteria sufficiently enough to achieve funding.
18. This is a one-off bid to the City Corporation. No further request for support of this project is anticipated from the WCCA, noting £22,500 of the total £45,000 target has already been committed (50%) which, with a City Corporation contribution of £5,000, rises to 61%. With discussions with a number of uncommitted Livery companies underway, the shortfall is expected to be made up in good time for the publication of the book in September 2018.

## Conclusion

19. The Livery Halls within the Square Mile are often closed to the public with no comprehensive resource existing that enables exploration of their history and architecture. This bid for funding, if successful, will help to demystify the City and the Livery and promote understanding. Furthermore, if interest is strong, the book may provide a stimulus for the Halls to re-examine access and result in more regular openings.
20. Approval of this request of £5,000 towards the publication underpins the special relationship between the City Corporation and the Livery and recognises the Livery's importance in City life.
21. Recognition of the City Corporation's contribution with the book and other benefits cited in this report also justify the modest sum requested.

## Appendices

- Appendix 1: partial mock-up of *The Livery Halls of the City of London*, to be published by Merrell in association with the Worshipful Company of Chartered Architects.

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