

Committees:	Dates:	
Streets and Walkways Sub-Committee Projects Sub-Committee Culture, Heritage and Libraries (for information)	23 January 2018 17 January 2018 22 January 2018	
Subject: Culture Mile Pop-ups	Gateway 6 Progress Report Light	Public
Report of: Director of the Built Environment		For Decision

Summary

Dashboard

- **Project Status:** Green
- **Timeline:** The project to be delivered between July 2017 and December 2018
- **Total Estimated Cost:** £1,035,000. This includes Phase 1 and the £470,700 requested for Phase 2.
- **Amount expended to date:** £416,000
- **Overall Project Risk:** Low

Culture Mile is an ambitious project to transform the northwest of the City into a world-class cultural destination. Cities around the world are creating cultural districts to enhance their offer and competitiveness. Officer research of existing districts has identified how important cultural programming is to achieving successful cultural districts. To reflect this, a new governance structure for Culture Mile places arts programming as a core component of Culture Mile activity, to be led by the Barbican Centre. The City's activities as described in this report, supports this broader programming workstream.

'Culture Mile Pop Ups' is the City's arts and events programme for this area, and this report updates Members on the project, and sets out proposals for the next phase of activity.

The first phase of the Pop Ups programme was approved by Planning and Transportation, Project Sub Committees and Resource and Allocation Sub Committee in July 2017, following endorsement of the programme from the Cultural Hub Working Party chaired by the Chairman of Policy and Resources Committee. This report now seeks to update Members on proposals for Phase 2 of the programme, from January 2018 to April 2018.

Phase 1 took place from July 2017 to November 2017 and delivered arts activity

and art installations in several locations in Culture Mile including Smithfield Rotunda Garden and Silk Street. The installations had an immediate and visible impact within the area marking it out as a creative destination, aiding way-finding for visitors and visually connecting the area, and gaining good press coverage and social media. On-street surveys confirmed this first phase being very successful, and 99% of the 200 respondents interviewed said they would like to see more art in the City. The total cost of Phase 1 was £565,000.

Phase 2 is proposed to be delivered from January 2018 to April 2018 and includes a series of artistic activities to be delivered following a seasonal approach that follows three themes:

- Spring: theme- 'Opening Up'
- Summer: theme – 'Festival'
- Winter: theme - 'Spectacle'

Phase 2 will deliver the 'Opening Up' Spring programme and planning for the Summer 'Festival' programme. This seasonal structure for the Pop Up programme was endorsed by the Culture Mile Working Party in October 2017. The Pop Ups programme is linked to larger Culture Mile events planned by our partners: Barbican Open Fest in March, and the Museum of London's Smithfield 150 in August. Specific highlights of the Pop Ups programme include: Beech Street lighting installations; Colourful Crossings; and a Wayfinding Pilot.

Financial Implications

To implement the next stage of the Pop Ups programme, approval is now sought for £470,700 to be allocated according to the table below. The proposed funding source for this piece of work is the £5m provision set aside by the Chamberlain from the City Fund for works associated with the Cultural Hub Look and Feel Strategy.

Phase 2 Project Costs

Item	Cost (£)
Fees	56,000
Works	364,700
Staff Costs	50,000
TOTAL	£470,700

See Appendix 2 for a detailed cost breakdown.

Beyond Phase 2 of the programme, the Town Clerk's and Chamberlain's Departments are reviewing the supplementary revenue requirements of Culture Mile, of which programming is a component. This revenue review will be presented to Committees in February. The amount sought for programming in

2018/19 will be comparable to 2017/18, however, thereafter Culture Mile will need to develop a fundraising strategy to create a mixed funding model whereby programming would be funded through a combination of increasing external contributions and decreasing City contributions. An amount of City seed funding will remain as a medium term supplementary revenue request. On this basis, this Pop Ups programme will be reported to Members as a business as usual activity following the conclusion of Phase 2.

Recommendations

It is recommended that:

Members of the Streets and Walkways and Projects Sub Committees:

1. Approve the outlined 'Phase 2' (2018) of the Culture Mile Pop-ups, comprising events, installations and greening in the public realm in support of the Culture Mile
2. Approve the Culture Mile way-finding pilot subject to approval of the agreed signage system for use across the City, as set out in the Gateway 3 / 4 report entitled 'City-wide way-finding signage review'.
3. Approve funding of £470,700 to implement the Culture Mile Pop-ups as set out in this report
4. Approve that officers seek any approvals, permits and consents necessary to implement Phase 2 of the Pop Ups programme.
5. Note that future reports on Pop Ups will be received on an annual basis.

Main Report

1. Reporting period	July 2017 – April 2018
2. Progress to date	<p><u>Culture Mile</u></p> <ol style="list-style-type: none"> 1. The City is currently developing Culture Mile and it aims to be an internationally renowned, vibrant and welcoming centre of arts, heritage and learning; a new cultural destination for London. This area is going through a huge transformation with the Museum of London moving to its West Smithfield site, plans to improve Beech Street, and the possibility of a new Centre for Music. 2. Culture Mile was launched publicly to the press in July 2017. Alongside this, Sir Simon Rattle has arrived at the LSO with celebrations in September 2017; the new Crossrail stations at Farringdon and Moorgate will open in December 2018. In addition, the City and the Mayor of London is supporting a series of low-emission initiatives in the area to improve air quality.

3. To coordinate all these changes in the public realm in the Culture Mile area, the City Public Realm team (CPR) is developing a “Look and Feel Strategy” that is currently out for formal public consultation.
4. As part of Culture Mile, the Pop Ups programme is being developed. The programme, whilst led by the City Public Realm Team, has been developed in conjunction with the Culture Mile team and partners (Barbican Centre, Guildhall School, LSO and Museum of London). In future, programming will be led by the Barbican with support from other partners including the City.
5. A Culture Mile branding and vision exercise, endorsed by Members, has stated that the principles for Culture Mile activity should be: ‘Joined Up’; ‘Experimental’; ‘Agile’ and ‘Generous’. The Pop Ups programme has been designed specifically to match these values.

Phase 1

6. Phase 1 took place from July 2017- November 2017 and delivered arts activity including: ‘Joy and Peace’ art installations at two locations in Smithfield Rotunda Garden and along Silk Street; a ‘Joy and Peace Week’ festival; ‘Shadowing’ lighting installations; ‘Folk in a Box’ mini performance venue, and ‘archikids’ families workshops.
7. These temporary artworks allowed people to see the beginnings of the changes proposed for this area. The programme was designed to fit with the emerging themes of the Look and Feel Strategy, with installations testing specific principles and allowing for public engagement.
8. The installations had an immediate and visible impact within the area, marking it out as a creative destination, aiding way-finding for visitors and visually connecting the area.
9. The first phase proved very successful, with the artworks enjoyed by the wider public and gaining good press coverage and social media. For example, a video of the ‘Shadowing’ installation had over 17,000 views online. On-street surveys were undertaken to understand public reaction to the artworks, with one survey (of 200 people over a series of days) noted viewer reactions as making them feel ‘cheerful’, ‘relaxed’, ‘interested’ and ‘welcomed’ – and very few negative comments. Notably, 99% of respondents said they would like to see more art in the

City. In addition, the City Public Realm team conducted engagement sessions with local residents, workers, visitors and passers-by. These sessions have been well-attended and it is notable that feedback on the installations had been positive.

Culture Mile Pop Ups: Strategy and Objectives and Phase 2

10. To create a structure and rhythm for the programme, a Culture Mile Pop Ups approach has been produced and endorsed by the Culture Mile Working Party. The approach is thematic, grouping activities into seasonal periods and links to major Culture Mile events. In 2018 these proposed events are 'Open Fest' in March, a programme of free events and performances in and around the Barbican, and the family festival at the Museum of London; and the street party to celebrate the 150th anniversary of Smithfield Market in August. In addition, there will be activity to mark the opening of Crossrail in December 2018.

11. The proposed Pop Ups programme (further details at Appendix 1) includes:

- **Spring: theme- 'Opening Up'.** Programme includes:
 - Beech Street large-scale lighting event and installation.
 - 'Colourful Crossings' to be implemented at the Beech Street/ Aldersgate Street junction
 - Other items include a lighting projection at the Aldersgate/ Beech Street junction
 - In addition, a 'Legible London' signage pilot has been proposed. This would see signage installed directing visitors to and from Barbican tube station and the Barbican Centre, Barbican Library, Guildhall School and Museum of London. This would be implemented only subject to a policy to install Legible London being approved at Gateway 3/ 4 (currently the City-wide signage is also being considered by Members via a separate report).
- **Summer: theme – 'Festival'.** Programme includes:
 - New playful, design-led street furniture in the Culture Mile
 - Summer programming: Smithfield Market 150th Anniversary festival events
- **Winter: theme - 'Spectacle'.** Programme to be developed.

Legible London

12. The City has undertaken a City-wide Wayfinding review; with that project currently being considered at Gateway 3/4. That project recommends that the City move to a 'Legible London' signage system. Legible London is a pedestrian wayfinding system developed by Transport for London to support walking and cycling journeys around London. The system is designed to provide a consistent visual language and wayfinding system across the capital. The pilot proposed in this report is subject to the recommendations set out in the City-wide Wayfinding Gateway 3/4 report being approved by Members.
13. Alongside this City-wide project, the City Public Realm and City Transportation teams have collaborated to set up a pilot scheme for Legible London in specific parts of the Culture Mile area. The trial will seek to install Legible London signage along routes:
- Between Barbican underground station and the Barbican Centre via the ground floor
 - Between Barbican underground station and the Barbican Centre via a highwalk route
 - Between Barbican underground station and the Museum of London;
 - Between St. Paul's underground station and the Museum of London

Beech Street

14. Beech Street comprises one of the most significant challenges in Culture Mile. As an area with high air pollution and traffic, it has consistently been singled out by local residents and stakeholders as being a priority for radical improvement, for example in the Barbican and Golden Lane Area Strategy. The Pop Ups approach to Beech Street is for temporary artworks, and does not pre-judge any longer-term changes for Beech Street, but rather provides short to medium-term activation of the space to support Culture Mile whilst long-term changes are being determined.
15. The Pop Ups programme is in two stages:
- i. a high-impact event, opened to thousands of visitors over a period of 2 days in March 2018. It has been designed by 59 Productions, a company that design ambitious artistic productions including lighting installations for the National Theatre, the Met Opera in New York, the Sydney Opera House, the Olympic

Games and more. The proposal is to transform Beech Street into an immersive audio-visual space, with the walls and ceiling of the tunnel becoming projection surfaces with artwork that responds to music. This event will involve the closure of the tunnel for the period, and appropriate permissions will be sought.

- ii. The second stage is a longer-term, interactive installation, placed within the tunnel and that will improve experiences for people walking through it on a day-to-day basis. This installation is intended to have a duration of 18 months – 2 years; beginning in April 2018.

Colourful Crossings

16. These are art installations that are painted onto the road surface at signalised crossings. They have been successfully implemented in Lambeth and Southwark, and provisional data from the Brixton colourful crossing project suggests that collisions have reduced since their installation. The project is being developed with the Road Safety team at the City. The designs are bright and eye-catching, and liven up otherwise tired parts of the city in a simple way. The proposal is that the colourful crossings be placed over two crossings at the Beech Street/ Aldersgate Street junction. The installation will take place only after a full safety audit has been undertaken.

Development

17. Members are also recommended to approve funding for the development of the Pop Ups programme in 2018, with the following elements planned:
 - a. Culture Mile temporary street furniture: New playful, design-led temporary street furniture including seating, is planned to be installed in the area of the Culture Mile, to be installed to coincide with the Clerkenwell Design Week, which will take place on 22-24 May 2018.
 - b. Smithfield 150: As a major part of the Pop-Ups programme for 2017/18, the City Public Realm team will contribute to the Smithfield Market 150th anniversary celebrations. During the next few months officers will work with the Museum of London and the Market to develop proposals.
 - c. In addition, the programme will be developed to include items such as: poetry and dance projects; partner/champion projects (e.g. a possible

	<p>wayfinding/ digital project); a summer artwork; a Pop Up Parks family trail; sound installation; mural commissions; further greening; and branding design schemes.</p> <p>18. Each project within the Pop Ups programme will be subject to various appropriate permissions. Road closure applications; planning permission; and listed building consents will be applied for where appropriate.</p>
<p>3. Next steps</p>	<p><u>Reporting</u></p> <p>19. As the Pop Ups programme is identified as a core component of Culture Mile activity with a proposed revenue budget being established for Culture Mile programming (to be reported on in February 2018), Pop Ups would therefore transition to a 'business as usual' activity and would be reported to Members on that basis in subsequent Gateway 6 reports.</p> <p>20. In addition, Culture Mile programming is governed via the Culture Mile processes, which include reporting to the Members' Culture Mile Working Party and the Chief Officer's Culture Mile Programme Board.</p> <p><u>Financial Implications</u></p> <p>21. To date £565k has been allocated to phase 1 of the Pop Ups project (£416k spent to date; £149k committed). To implement the next stage of the programme, approval is now sought for £470,700 to be allocated according to the table below. The proposed funding source for this piece of work is the £5m provision set aside by the Chamberlain from the City Fund for works associated with the Culture Mile Look and Feel Strategy.</p> <p>Please see Appendix 2 for a detailed cost breakdown.</p> <p><u>Procurement</u></p> <p>22. City Corporate procurement processes will be followed throughout.</p> <p>23. In some cases artists will be selected and appointed via the Artistic Exception route that takes into account the specialist nature of commissioning artworks. This approach has been agreed with City Procurement.</p>

	<p>24. In the case of the Legible London signage, TfL have a framework contract in place that it is proposed the City use; the Comptroller and City Solicitor, and the Procurement service have been consulted on this matter.</p> <p><u>Recommendation</u></p> <p>25. This report recommends approval of £470,700 for implementation of artworks and design development for the next phase, to include the City Public Realm team's contribution to the Smithfield Market 150th Anniversary events.</p>
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Appendices

Appendix 1	Pop Ups Objectives and Draft Programme
Appendix 2	Costs

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Appendix 2: Costs

<u>Phase 2 Implementation</u>	Works	Fees	Staff Costs
Legible London	90,000		10,000
Jason Bruges Studio	99,700		5,000
59 Productions	50,000		15,000
Branding and signage		10,000	
Artistic installations, events, and other seasonal programming	125,000		10,000
Evaluation and monitoring		5,000	
Sub-totals	364,700	15,000	40,000
<u>Implementation total</u>	419,700		
<u>Next phase design</u>	Works	Fees	Staff Costs
Street Furniture: Culture Mile trail design		15,000	5,000
Project development for: champion projects, design fees, development of summer artworks, greening, pop-up parks, sound/ digital installation, mural commission, branding work		26,000	5,000
Sub totals		41,000	10,000
<u>Design Total</u>	51,000		
GRAND TOTAL:			470,700