

Committee(s)	Dated:
Culture, Heritage and Libraries – For Decision	14 June 2021
Subject: City Arts Initiative: recommendations to the Culture, Heritage & Libraries Committee	Public
Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?	3, 7 and 10
Does this proposal require extra revenue and/or capital spending?	N
If so, how much?	N/A
What is the source of Funding?	N/A
Has this Funding Source been agreed with the Chamberlain's Department?	N/A
Report of: Damian Nussbaum, Director of Innovation and Growth	For Decision
Report author: Nick Bodger, Cultural and Visitor Development Director	

Summary

This report presents the recommendations of the City Arts Initiative (CAI) which met on 8 April 2021. At this meeting, the CAI considered the following public art and Blue Plaque proposals:

- 1. Asphalt Art:** approval for a series of 'colourful crossings' to be installed across five locations in the City
- 2. The Potter Family - 5 Pemberton Row:** approval for a Blue Plaque to be installed on 5 Pemberton Row

Recommendation(s)

Members of the Culture Heritage and Libraries Committee are asked to:

- Ratify the City Arts Initiative's recommendations in relation to the proposals above as follows:

- **Asphalt Art:** approve a series of artworks to be installed across five sites in the City, subject to approval of designs from the City Arts Initiative and ongoing consultation with Planning and Highways.
- **The Potter Family - 5 Pemberton Row:** approve a Blue Plaque to be installed on 5 Pemberton Row subject to planning permission and Listed Building Consent.

Main Report

Background

1. The City Arts Initiative (CAI) 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. More recently, the CAI has assumed oversight of the City's blue plaques scheme.
2. The CAI comprises elected Members drawn from your Committee and relevant officers across Planning, Highways, Open Spaces, and Cultural and Visitor Development, as well as those with specific expertise in the visual arts including some from external organisations.
3. At your Committee in September 2020, Members reconfirmed that those occupying the roles of Chairman and Deputy Chairman on the Culture, Heritage and Libraries Committee, and the Chairman of the Sculpture in the City Partner Board should have permanent seats on the City Arts Initiative. Your Committee also elected Judith Pleasance and Tom Sleigh to serve on the CAI for the 2020/21 committee year.
4. Apart from officer time handling enquiries and managing the installations, there are no resource implications other than where specifically noted.

Current Position

5. The CAI met on 8 April 2021 to consider the proposals outlined below.
6. Further background information is circulated electronically with this report and are available in appendix 1. Full details of all the applications to the CAI are available on request from the Director of Innovation and Growth.

Proposals

Asphalt Art

7. The CAI received a proposal from officers in your Department for Built Environment (DBE) and Cultural and Visitor and Development Team (CVDT) for a series of new artworks across several locations in the City as part of

Bloomberg's *Asphalt Art* initiative.

8. The *Asphalt Art* Initiative was established by Bloomberg Philanthropies and responds to the growing number of cities around the world embracing art as an effective and relatively low-cost strategy to activate their streets, responding to the pandemic and improving the attractiveness of cities as places in which to dwell and spend time. This is a major theme of your Recovery Taskforce Strategy – [The Square Mile: Future City](#)
9. The focus of the initiative is to design visual, artistic interventions on roadways and pedestrian spaces in order to improve public safety and create vibrant urban areas.
10. The City Corporation was approached by Bloomberg to implement the programme in the Square Mile. The City Corporation is currently working in partnership with the GLA, the City of Westminster and London Design Festival to deliver the project, creating streetscapes in the City and West End.
11. The artworks will be painted, 2D illustrations on the road and public highway. Officers in DBE and CVDT have focused on four key considerations to determine locations in the City:
 - a. Gateways to the City (key routes/entry points into the City)
 - b. Attracting people back to key retail and hospitality destinations
 - c. Visitor destinations
 - d. Complementation to other recovery measures and programmes across the City
12. Through consultation with Bloomberg and following a Stage One Road Safety Audit, five separate sites have been identified between Cannon Street Station and Cheapside. The sites focus on large intersections and junctions with pedestrian crossings.
13. Across the five locations 13 'colourful crossings' are proposed. In addition to the 13 crossings, a significant area of pedestrian walkway would also be the site of a newly commissioned mural.
14. The proposed number of artworks and selected locations are:
 - a. Two crossings on Cannon St (outside Cannon Street station),
 - b. One crossing at the junction of Cannon Street/Queen St and pedestrian/cyclist way on Queen Street,
 - c. Three crossings at the junction of Queen Street/Queen Victoria Street,
 - d. Four crossings at the junction of Queen Street/King Street/Cheapside
 - e. Three crossings at the junction of Cheapside/New Change
15. The Cheapside Business Alliance has been consulted and are supportive of the proposals for artworks within their footprint.

16. Installation of the artworks will take place between July and September 2021. For the largescale street mural, City workers, residents and visitors will be invited to participate in painting the artwork over a weekend in September.
17. Bloomberg have committed initial funding to deliver the project across some of the intended locations. However, the final number of artworks is still subject to further funding being agreed with them and additional external partners. If the additional funding cannot be sourced, then the number of artworks will be reduced.
18. London-based multidisciplinary artist Yinka Ilori will be the artistic lead for the project, working with emerging London artists to design and create the artworks
19. The commissioning process is still underway. Once artworks are shortlisted and submitted, your City Arts Initiative will review all proposals.
20. The artworks will be installed on a temporary basis, noting the 'colourful crossings' will be delivered in thermoplastic which will last up to 3 years, while the community mural will be short term with an anticipated lifespan of 6 to 12 months based on the durability of the paint. These are short to medium-term interventions aligned to anticipated recovery timeframes.
21. Your Department for Built Environment has advised that the materials used will be easily removable and contain grit to ensure road safety. The same product has been used for previous on-street activations in the City.
22. Your officers in Planning will be consulted to ensure the designs will not impact negatively on the surrounding heritage landmarks and listed buildings. They will also ensure designs fulfil relevant accessibility requirements. Stage 2 and 3 road safety audits will also be completed across confirmed sites.
23. It should be noted that the project will support aims set out in the Recovery Taskforce as referenced above and aligns strongly with the Culture and Commerce Taskforce recommendations in their [Fuelling Creative Renewal](#) report.
24. **The CAI recommends the application for approval subject to approval of artworks from the CAI and ongoing consultation with City Highways and Planning Teams.**

The Potter Family - 5 Pemberton Row

25. The CAI received an application for a Blue Plaque to be installed on 5 Pemberton Row to commemorate the Potter Family, Flute Makers (1764-1837)

26. The application was submitted by Paul Clarke of Heritage Unlimited, on behalf of the property owner.
27. The Potter Family has been nominated for a Blue Plaque in relation to their contribution to 18th and 19th-century music through the improvement of the flute.
28. Richard Potter (1726-1806) was born in Mitcham. After serving his apprenticeship, he founded his own musical instrument business in 1745 at Green Dragon Court, Foster Lane, Cheapside. In 1764, he moved his business to 5 Pemberton Row.
29. The flutes made by the Potter family had an international reputation for quality without any form of advertisement. They were also widely copied. Richard Potter's flute was also favoured by Mozart. Examples of their flutes can be seen at the Horniman Museum.
30. The three individuals highlighted in the application are: Richard Potter (1726-1806), Richard Huddleston Potter (1755-1821), and William Henry Potter (1760-1848). Further information on their lives can be found in appendix 1.
31. The application demonstrates a satisfactory connection between the family and the chosen site of the plaque. While in 1764, Potter moved his business to 5 Pemberton Row, in 1786 the business was moved to 5 Johnson's Court with 5 Pemberton Row retained as a family home.
32. Upon receipt of the application, officers at the London Metropolitan Archives ran background research and confirmed that the Potters were well known flute makers and did live and work at 5 Pemberton Row.
33. The building is privately owned. The installation of the plaque will require Listed Building Consent. The applicants have been notified.
34. All manufacturing, installation and planning costs will be met by the building owner.
35. **The CAI recommends the application for approval subject to Listed Building Consent being granted.**

Corporate & Strategic Implications

36. The City Arts Initiative was formed to support the City's management of public art which supports the delivery of the City's Cultural and Visitor Strategies. The first proposal within the report supports the City Corporation's recovery ambitions as highlighted in its Recovery Taskforce Strategy – [The Square Mile: Future City](#) – and its Culture and Commerce Taskforce recommendations in their [Fuelling Creative Renewal](#) report.

Conclusion

37. This report summarises the discussions of the City Arts Initiative and presents recommendations in relation to the public art applications considered on 8 April 2021.

Appendices

- Appendix 1: History of the Potter Family, 8 April 2021

Background Papers

Full details of the applications received by the City Arts Initiative are available on request from the Director of Innovation and Growth.

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