

<b>Committees:</b> Streets and Walkways Sub Committee - <i>for decision</i>  Projects Sub Committee - <i>for decision</i>	<b>Dates:</b> 15 February 2022  17 February 2022
<b>Subject:</b> City Cluster Area – Activation and Engagement programme  <b>Unique Project Identifier:</b> City Cluster Vision Phase one – 12072	<b>Gateway 3 Regular Progress Report</b>
<b>Report of:</b> Executive Director, Environment  <b>Report Author:</b> Melanie Charalambous	<b>For Decision</b>
<h1 style="text-align: center;">PUBLIC</h1>	

<b>1. Status update</b>	<p><b>Project Description:</b> A programme of activities and interventions in the City Cluster area with the following objectives:</p> <ul style="list-style-type: none"> <li>• To contribute to the creation of a pleasant street environment and welcoming destination where people can enjoy spending time outdoors.</li> <li>• To support businesses and build upon the areas existing cultural offer.</li> <li>• To develop the area as a vibrant destination, for both workers and visitors, and aid the City's recovery.</li> </ul> <p><b>RAG Status:</b> Green</p> <p><b>Risk Status:</b> Low</p> <p><b>Total Estimated Cost of Project (excluding risk):</b> £200-300K per year, initially for a 3 year programme</p> <p><b>Spend to Date:</b> £35,701</p> <p><b>Costed Risk Provision Utilised:</b> none</p>
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<b>2. Key points to note</b>	<p><b>Next Gateway:</b> Gateway 4/5 combined detailed options appraisal and authority to start work</p> <p><b>Key Points:</b></p> <ul style="list-style-type: none"> <li>• The programme has been impacted by the ongoing pandemic and the resulting uncertainty and delays to workers returning to the area;</li> <li>• Nevertheless, officers have delivered some summer activities in 2021, developed designs for temporary greening and seating installations and agreed an approach for the delivery of future activities with the EC Partnership;</li> <li>• This report sets out details of this approach and requests funding towards staff costs for the City's Outdoor Arts Programme team, initially for the first year of the programme with the EC Partnership providing match funding.</li> </ul>
<b>3. Reporting period</b>	<p>May 2021 - present</p>
<b>4. Recommendation</b>	<p>It is recommended that Members note the project update and approve funding of £20,000 for staff costs for the City's Outdoor Arts Programme team, to be funded from the Pinnacle S106, with match funding provided by the EC Partnership</p>
<b>5. Progress to date</b>	<p>5.1 A Gateway 3 report was approved in May 2021 which included an outline approach to developing the Activation and Engagement programme in collaboration with the EC Partnership, alongside initial funding for summer 2021 interventions.</p> <p>5.2 The pandemic has delayed and restricted the development of the programme. However, one event (Nocturnal Creatures) was able to be delivered in July 2021 and was positively received, although attendances were down compared with previous years.</p> <p>5.3 Officers have worked closely with the EC Partnership to understand the needs of the area at this challenging time and have developed designs for seating and planting installations that will assist post-pandemic recovery by providing attractive spaces to meet and rest outdoors (see initial designs in appendix). This project is proposed to be joint funded by the City and the EC Partnership and will be taken forward as part of the parallel Wellbeing and Climate resilience programme.</p>

	<p>5.4 It is proposed that a programme of events and activities in the area will commence in summer 2022 as office workers are expected begin to return in greater numbers. Indeed, it is hoped that the activities and interventions will make the area more attractive and vibrant, supporting this return.</p> <p>5.5 Officers have developed an approach to prepare and implement the programme which will be managed by the City, with the City and the EC Partnership sharing the cost of staff resources, initially for one year with future years to be agreed, subject to funding. The match funding and approach was approved by the EC Partnership Board at its last meeting in December 2021.</p>
<b>6. Next steps</b>	<p>6.1 It is proposed that the City's Outdoor Arts Programme team prepare the activation and engagement programme. This would be a similar delivery model to the one successfully used to programme events at Aldgate Square in coordination with the Aldgate Connect BID.</p> <p>6.2 The planning and preparation would include:</p> <ul style="list-style-type: none"> <li>• Identification of suitable event venues both indoor and outdoor</li> <li>• Engagement with event companies and suppliers</li> <li>• Creation of a draft event schedule and proposed budget</li> <li>• Creation of a draft delivery programme</li> <li>• Approval of the above by the City and the EC Partnership Board</li> </ul> <p>6.3 For the funding of programme itself, it is proposed that there will be three main funders, namely the City of London, the EC Partnership (subject to successful ballot) and external event organisers and event sponsors. Opportunities for funding by third parties can be explored by the Venue and Events Coordinator as part of their role.</p> <p>6.4 A Gateway 4/5 report will be put forward in May when the programme and funding strategy has been prepared.</p>

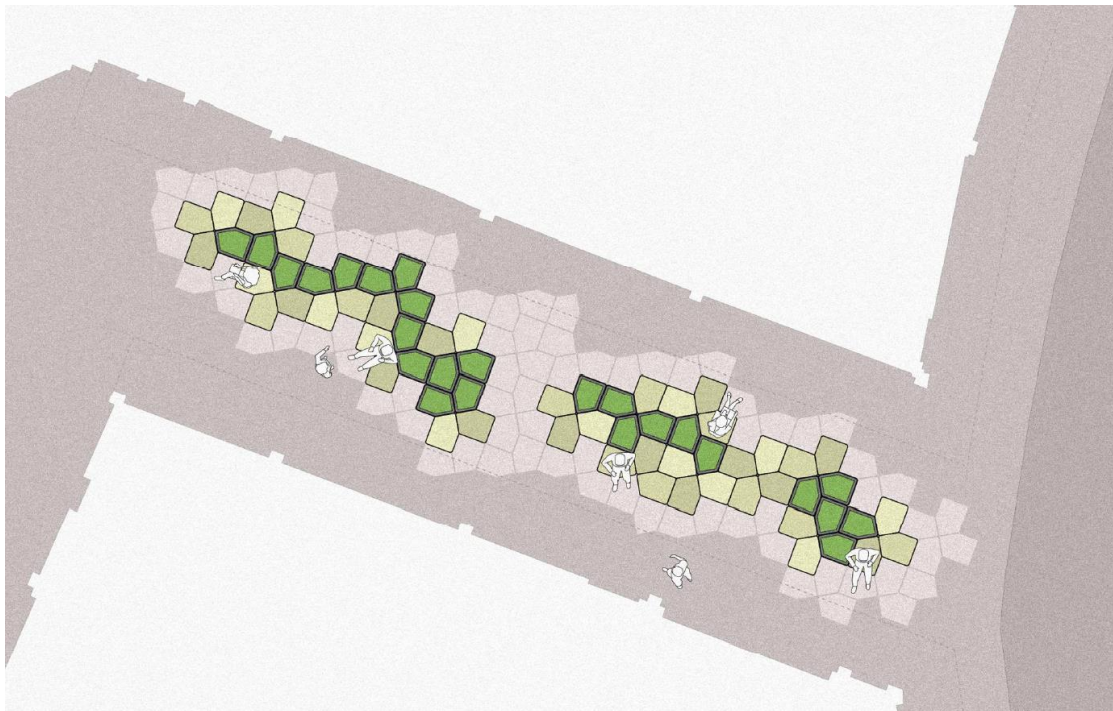
### **Appendices**

<b>Appendix 1</b>	Proposed designs for seating and greening
<b>Appendix 2</b>	Images from summer event (Nocturnal Creatures)

### **Contact**

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## Appendix 1: Designs for Greening and Seating (concept design)



## Appendix 2: Images from Nocturnal Creatures event July 2021

