



## City Arts Initiative Application Form

### APPLICANT DETAILS

|                           |  |                                |  |
|---------------------------|--|--------------------------------|--|
| Contact Name:             | Katherine Pearce   | Date:                          | 11/04/2024                                   |
| Company/<br>Organisation: | Destination City, in Partnership with<br>Bloomberg                                 | Email:                         | katherine.pearce<br>@cityoflondon.go<br>v.uk |
| Address:                  | Destination City, City of London<br>Corporation, Guildhall, West Wing, EC2V<br>7HH | Tel No:                        | 07734802805                                  |
|                           |  | Preferred day<br>time contact: |  |
|                           |  | Office Hours                   |  |

### PROPOSAL DETAILS

|   |   |
|---|---|
| Title of proposal   | Queen Street Mural repaint and maintenance programme              |
| Is the proposal being submitted on behalf of others? If so who or what company? | In partnership with Bloomberg Philanthropies, led by Helen Chiles |

Brief description of the proposal  
*Please refer to any supporting documentation as needed and ensure a visual representation is included as part of this submission*

In 2021 Bloomberg awarded the City Corporation £250k from the Bloomberg Asphalt Art Initiative grant programme to deliver public realm artworks in key locations across the City. The Asphalt Art programme responds to the growing number of cities around the world embracing art as an effective and relatively low-cost strategy to activate the public realm; creating visual interventions on the roadways, pedestrian spaces, and vertical infrastructure. The City of London initiative enabled the City Corporation and Bloomberg Philanthropies to collaborate as part of the City's recovery and reopening initiatives from the pandemic, to bring colourful, vibrant and attractive art to the public realm to transform and enliven space, create an attractive area to support the return to work and visitor engagement agendas.

The project was delivered by the Public Realm team, Environment, in collaboration with Culture and Visitor Services. The project was delivered in Partnership with the GLA, London Design Festival, Cheapside Business Alliance and Bloomberg Philanthropies.

In the City the project delivered 1 colourful crossing outside Cannon St Station and one larger-scale mural on the pedestrianised area of Queen Street, outside Bloomberg HQ. These locations were selected as a key food and beverage destination in the City, by Bloomberg Arcade, and an area of high footfall traffic for City workers (coming from over the river and Cannon St). See appendix 1 for background information regarding the Asphalt Art Programme.

The mural on Queen Street is now in a poor condition, becoming faded, dirty and in some areas completely worn away. See appendix 2 for images of the current artwork condition.

This application requests approval for the Queen Street mural to be improved and retained, with a complete repaint of the artwork in the original existing design (see appendix 3) to be carried out in June 2024, followed by a three-year maintenance plan for the artwork to be regularly cleaned and refreshed ensuring quality and impact is retained. The original artwork design was approved by CAI on 8 April 2021 and CHL on 14 June 2021 (see appendix 4 for background governance papers). This proposal does not seek any changes to the artwork. Appendix 5 outlines the proposed schedule and description of works for the repaint and maintenance plan.

This proposal will ensure the artwork continues to fulfil its purpose to:

- Enliven and enhance the public realm, creating a vibrant area that attracts footfall
- Encourage workers, residents, and visitors to spend time in the location
- Shift perceptions of the City, as a destination for high quality art and culture.

The mural will remain part of Bloomberg's global Asphalt Arts programme, driving profile and awareness for the City as a cultural and vibrant destination, promoted across Bloomberg's channels. Bloomberg's proposal for the Queen Street mural supports the Destination City agenda and outcomes from the new Corporate Plan to deliver a 'vibrant thriving destination' with 'flourishing public spaces'.

During the three years Bloomberg Philanthropies will be responsible for:

- Covering all costs associated with cleaning and repainting the artwork.
- Managing Bloomberg volunteer painting throughout the year, including applying for necessary permissions and providing documentation for the works, with advice and guidance provided by Destination City.
- Liaising with local stakeholders regarding works schedule when required, post the initial June repaint.

Destination City will support by:

|  |   |
|--|---|
|  | <ul style="list-style-type: none"> <li>• Receiving funds from Bloomberg to contract the supplier on Bloomberg’s behalf in June 2024 to carry out the first total repaint of the existing artwork.</li> <li>• Contract the supplier to undertake the first repaint of the artworks in June 2024.</li> <li>• Ensure all necessary permissions and documentation for the June works are completed.</li> <li>• Liaise with local stakeholders regarding the June works.</li> <li>• Provide Bloomberg with advice and guidance, the necessary documentation, stakeholder information and City Corporation contacts to deliver the rest of the programme.</li> </ul> <p>Beyond June 2024 ongoing support and resource provided by the Destination City team will be determined and agreed subject to the recommendations in the Destination City Review. Following the outcomes of the Review, roles and responsibilities between Bloomberg and the City Corporation will be revisited.</p>   |
| <p>Brief description of the artistic merits of the proposal<br/><i>Please refer to any supporting documentation as needed</i></p>                  | <p>The mural was designed by Yinka Ilori as a commission in 2021 for Bloomberg's Asphalt Art project. Yinka Ilori is a major artist of British-Nigerian heritage whose work is known and celebrated internationally. He is a multi-disciplinary artist and designer whose bold visual language draws on his British-Nigerian heritage to convey new narratives through contemporary design.</p> <p>Yinka Ilori was selected as the lead artist for the project by the London Design Festival who partnered on the project. In addition to the City artworks, Yinka designed 11 crossings in Tottenham Court Road. He was selected for his ability to tell stories through colour and his experience and passion for creating artworks in the public realm.</p> <p>Yinka Ilori is a London institution, with his artworks familiar to many Londoners. His works are found in a mini golf course at Greenwich Peninsula, on basketball courts at Canary Wharf, and on dodgems at Somerset House. He is a major British artist working with the British Fashion Council, Marks and Spencer’s (shopping bag design), the V&amp;A Dundee, Lego Group and man more.</p> <p>More information on Yinka Ilori can be found here - <a href="#">About - Yinka Ilori Studio</a></p> |
| <p>Does the proposal have funding and/or sponsorship?<br/><i>Please give details, including how funding will be sought if not yet in place</i></p> | <p>Bloomberg Philanthropies will cover all costs associated with the proposal.</p>  |
| <p>When is the proposal for and how long will it be on site?</p>   | <p>The proposal is for a 3 year repaint and cleaning maintenance programme. See appendix 5 for details.</p> <p>The first total repaint is proposed for June 2024. Discussions with Highways and Environmental Health regarding the works are already underway and the original contractor is primed to complete the work subject to approval.</p> <p>At the end of 3 years Bloomberg Philanthropies will decide whether to return to CAI with a request for the maintenance programme to continue or the artwork will be removed. Bloomberg Philanthropies will be responsible for the removal of the artwork, covering all costs, contracting suppliers, stakeholder engagement and gaining necessary permissions from the City Corporation.</p>   |

|   |  |
|---|--|
|   | <p>All works carried out would be in consultation and agreement with key stakeholders including Highways, Environmental Health, The Sugarloaf Pub and Homeslice. Both Destination City and Bloomberg have existing relationships with these key stakeholders and will continue ongoing communications through the 3-year programme. Residents would be notified of any out of hours working through the Site Hours Variation process.</p>  |
| <p>Where is the proposal to be sited and why was this location chosen?</p>  | <p>Queen Street pedestrianised and cycle route area, adjacent to the Bloomberg building. The site was and still is identified as a key gateway into the City; close to local transport and with high commuter footfall traffic. As well as a F&amp;B hub, attracting visitors to the City at the evening and weekends. Restoring the artwork will enliven the area, improve aesthetics and enhance the worker, resident and visitor experience, contributing to the Destination City and Corporate Plan agendas.</p>   |
| <p>What are the dimensions of the piece, including its weight if applicable? Are there any structural requirements?</p>       | <p>Painted work on paved area of Queen Street.<br/>Total artwork dimensions 421sqm.<br/>See appendix 4 for details.</p>  |
| <p>Is the proposal part of a series and/or related to something else in the City, or is it a one off?</p>                     | <p>The artwork was originally funded and delivered through the Bloomberg Asphalt Art Initiative grant programme in 2021. The project was delivered in Partnership with the GLA, London Design Festival, Cheapside Business Alliance and Bloomberg Philanthropies. As part of the London Design Festival, 11 crossings were installed on Tottenham Court Road and the Queen Street pedestrian areas and 1 crossing outside Cannon St Station was delivered in the City. Originally the City project was due to be larger in scale with 10 crossings. However, the programme was reduced in size due to accessibility challenges. See next section for details.</p> <p>The artistic direction was led by London-based artist Yinka Illori, who worked with three art students from the University of the Arts London to develop some of the crosswalk designs. A mass community painting of the Queen Street mural was also carried out, where local residents and workers helped to paint the artwork.</p> <p>Originally the artworks were approved to be in place for 12 months. The Queen Street mural has been in for 18 months now and the condition of the artwork is poor. It is no longer fulfilling its purpose and in its current state is detrimental to the visual identity of the area and perceptions of the City. A complete repaint of existing mural in the original design is required, with an ongoing cleaning and maintenance plan.</p> |
| <p>What are the maintenance requirements for the proposal and how are these to be funded?</p>                                 | <p>This proposal outlines a 3-year maintenance plan for the artwork to ensure it is regularly cleaned and refreshed to ensure quality and impact is retained. A regular schedule and description of works is outlined in appendix 5.</p> <p>The works will be funded by Bloomberg Philanthropies.</p>  |
| <p>How does the proposal meet the City's commitments to Sustainability, Accessibility, Equality, Diversity and Inclusion?</p> | <p>During the original Asphalt Art programme significant accessibility challenges arose regarding colourful crossings.</p> <p>As part of the process of implementing the original artworks, comprehensive and extensive consultation was undertaken with the City of London Accessibility Group (COLAG) and other access organisations. This included multiple consultation sessions for COLAG to provide information regarding accessibility and feedback specifically on</p>   |

artwork design and crossing locations. The consultation process resulted in direct mitigations and modifications being applied to the artworks from the feedback received, which included design, colour, locations and the number of crossings. For the Queen Street mural minimal feedback was received as it was not a crossing, but the feedback that was received was applied to the artwork details of this can be found in Appendix 6.

In addition to the consultation, an Equalities Analysis and Equality Action Plan was developed and delivered as part of the project implementation.

Appendix 6 details the accessibility mitigations that were delivered during the project and supporting documentation.

During the project, the GLA/TFL undertook research into the impact of colourful crossings for people with neurodiversity. During the research, a pause on the installation of colourful crossings in London was proposed by the Mayor of London. Due to this recommendation, the Asphalt Art programme was paused, with only one colourful crossing installed.

The Queen Street mural was exempt from the above recommendation and was successfully installed in September 2021.

In 2023 an update to CAI was provided via email, regarding maintenance of the mural being undertaken, with a full repaint of the artwork proposed. No objections were received from CAI members at the time. But the request was not presented to CHL committee for approval.

At the time the GLA were also consulted regarding the repaint, who confirmed support, stating that the maintenance of an existing artwork on a pedestrian walkway did not infringe on the research being undertaken regarding accessibility and colourful crossings.

The maintenance was due to take place in July 2023. However, could not be carried out due to gas works on Cannon St.

This request is now being revisited through this proposal but has been revised to consider a longer-term maintenance plan.

In preparation for the work to be completed a Road Safety Audit has already been undertaken at the request of the City Corporation's Assistant Director of Highways. The audit did not raise concerns regarding the safety of the artwork and as a result the Assistant Director of Highways has given his approval for the works to be carried out. The Road Safety Audit is detailed in Appendix 7.

The GLA/TLF have also provided continued support for the artwork to be retained and maintained.

Will Norman, Head of Walking & Cycling at TFL, has provided support and guidance that the Queen Street Mural does not fall under the mandated pause on colourful crossings. Stating – the review that TfL is doing is specifically looking at crossings and not pedestrianised areas. In the original letter from the Mayor's Office, it specifies 'I have asked TfL to introduce a temporary pause on the installation of any new colourful crossing on its network. TfL will also be advising boroughs to temporarily pause any future colourful crossing projects'. As this location isn't a crossing, or new, there are no issues with repainting the area.

|   |   |
|---|---|
|   | <p>The GLA have confirmed their support. Stating that as this is maintenance of an existing project and it is not a crossing, there are no areas of contention from the GLA and that it does not infringe on TFL's research-based road crossings.</p> <p>The installation company, Standard8, are a locally-based supplier. See Appendix 8 for their Sustainability and Environmental Policies, details on the paint product, and an example of the carbon tracker programme they are engaged with as a business to manage and minimise their carbon footprint.</p> |
| Does the proposal have any special requirements?                  | N/A   |
| Please provide any other comments that you think might be useful: |   |

Please note that all information and images provided on your application (excepting contact details) may be published and accessible from the City Corporation's website prior to approval or rejection of the application. **Recommendations of the City Arts Initiative are submitted to the City Corporation's Culture, Heritage and Libraries Committee for ratification. As part of our legal obligations as a public body, that report (with imagery) is uploaded to our website at least one week prior to the committee meeting. The report is then discussed in public session which may or may not be attended by the media.**

Please email the completed form to [publicart@cityoflondon.gov.uk](mailto:publicart@cityoflondon.gov.uk) along with any supporting documentation.