

**1. How will visitor data be collected which could support a more regular/permanent road closure?**

Please find our Monitoring & Evaluation (M&E) Framework for the NLA Aldermanbury Activation in pages two and three below.

**2. NLA need to check the movement routes through with the furniture to check there is enough space to move around.**

We have reviewed the furniture placement. Please find our marked-up plan showing access on page four below.

**3. The road is a key cycle route so NLA need to check the impact and if cyclists can still access the road.**

We've reviewed the plan and ensured that cyclists can still access the road safely, as shown in the marked-up plan. Please find the relevant details on page four below.

**4. NLA to confirm with Highways team if cleansing team are needed for this or not. NLA to follow up.**

Cleansing Team is not needed; however, we'll have event/catering staff stationed to ensure the area remains tidy throughout the event. The amount of litter produced by the event will be minimal. Any waste produced by the event will be managed by the Mange catering team and NLA Events Team. Food waste, glass recycling, and paper recycling will be disposed of within their respective bins, located within the Members Car Park of Guildhall.

**5. NLA to note that City Beerfest takes place on 3<sup>rd</sup> July in Guildhall Yard.**

We are aware of the City Beerfest taking place in Guildhall Yard. We plan to have everything cleared by 12pm on the 3<sup>rd</sup> of July.

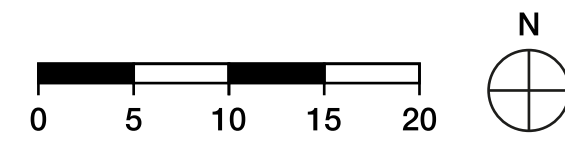
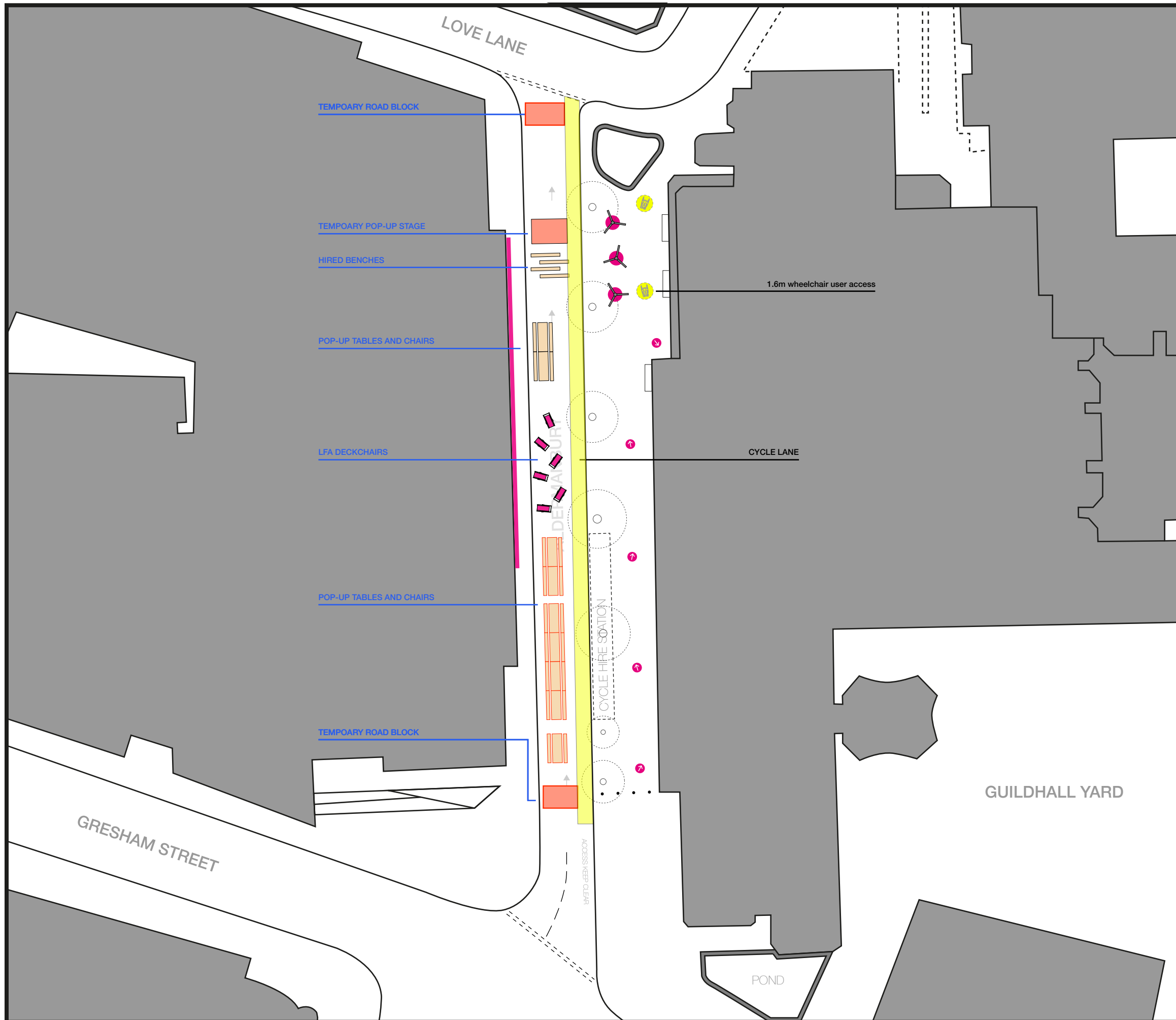


## Monitoring & Evaluation (M&E) Framework for NLA Aldermanbury Activation (30<sup>th</sup> June – 2<sup>nd</sup> July)

	INDICATOR	DEFINITION	DATA SOURCE	FREQUENCY	RESPONSIBLE	REPORTING
Goal 1	Celebrate area and support promotion of City as a world-class destination	Exhibition and programme of activity using city as a key hub for cultural activity.	Footfall monitoring of visitors to site + responses to digital feedback and comments board on exhibition	Daily	NLA Head of Programme or Head of Programme, LFA	Digitally through feedback forms and physically on comment boards
Goal 2	Support City Corporation's objective to activate the City and encourage City workers to spend time in the City through their working week	Programme of activity providing opportunity to bring together workers, residents, and visitors, encouraging them to reimagine Aldermanbury as a place to stop, rest, and engage.				
Goal 3	Support local businesses and stakeholders - incl:	Exhibition and programme of activity providing a platform to showcase different projects and local partners				



	signposting to existing programmes	including the City of London Corporation, Culture Mile, Guildhall Library and Archives, and The London Society, among others.				
<b>Goal 4</b>	Provide activities and support for school groups and young people and to inspire them	Exhibition and programme of activity providing opportunity to bring together young people to learn, upskill and be inspired about the city of London and Built Environment.	School groups and young visitors to exhibition and events	Daily	NLA Head of Learning	Digitally through feedback forms and physically on comment boards
<b>Goal 5</b>	Support ambition to activate/reactivate ground floor spaces and animate interstitial spaces	Exhibition and programme of activity and party - providing opportunity to bring together workers, residents, and visitors, encouraging them to reimagine Aldermanbury as a place to stop, rest, and engage.	Activation of road closure with temporary exhibition, speaker's corner, and seating areas, allowing programme	Daily	NLA Head of Programme	Digitally through feedback forms and physically on comment boards



DATE	21.03.2025
DRAWING	SITE PLAN AS EXSISTING + TEMP FURNITURE
PROJECT	NLA ALDERMANBURY ROAD CLOSURE





## City Arts Initiative Application Form

### APPLICANT DETAILS

Contact Name: <b>Lucy Millichamp</b>	Date <b>27 March 2025</b>
Company/ Organisation: <b>London Festival of Architecture, NLA (New London Architecture)</b>	Email <b>lucy.millichamp@nla.london</b>
Address:	Tel No <b>020 7600 8362</b>
<b>The London Centre, 3 Aldermanbury, London EC2V 7HH</b> or <b>5th Floor, 1 Gresham Street, London EC2V 7BX</b>	Mobile No <b>020 7600 8362</b>
	Preferred day time contact <b>11am - 5pm</b>

PROPOSAL DETAILS	INFORMATION
Proposal Title	Aldermanbury Activation – Summer 2025
Is the proposal being submitted on behalf of others? If so who or what company?	Culture Mile BID
Brief description of the proposal <b>Please refer to any supporting documentation as needed and ensure a visual representation is included as part of this submission</b>	The proposed Aldermanbury Activation will include a temporary road closure of Aldermanbury to create a dynamic space for knowledge-sharing, exploration, and exchange. Located next to The London Centre, this week of on-street activity will provide a platform to showcase different projects, test new ideas, and act as a catalyst for change. The exhibition "Voices of the Street" (working name) celebrates the 20th anniversary of NLA with an active exploration of public spaces, access and pedestrian connectivity in London. The exhibition highlights the evolution of public spaces through the lenses of history, community, and future visions.
Brief description of the artistic merits of the proposal <b>Please refer to any supporting documentation as needed</b>	The aims of the exhibition are as follows: <ul style="list-style-type: none"> <li>- To provide an overview of the evolution of public realm pedestrian-friendly projects in London over the past two decades.</li> <li>- To support the Destination City strategy.</li> <li>- Promote Culture Mile public realm strategy</li> <li>- To bring together all stakeholders of The London Centre.</li> <li>- To celebrate the 20th anniversary of NLA.</li> <li>- To pilot and assess the pedestrianisation of Aldermanbury Street.</li> </ul>
Does the proposal have funding and/or sponsorship? <b>Please give details, including how funding will be sought if not yet in place</b>	Yes, the project is being jointly funded by Culture Mile BID and NLA/LFA
When is the proposal for and how long will it be on site?	3 days (Monday 30 June, 12:00 – Thursday 3 July, 12:00)
Where is the proposal to be sited and why was this location chosen?	Aldermanbury, London EC2V 7HH  This location has been chosen for its proximity to The London Centre, which has been the home of NLA for the past 2 years.
What are the dimensions of the piece, including its weight if applicable? Are there any structural requirements?	The exhibition will be across 2 locations: On the east side, 4 cuboid demountable monoliths to be sourced from MBA Exhibitions will be set up on the pavement, which is widest just next to the entrance of TLC, so there is still ample room for pedestrian movement. The monoliths are approximately 1500 w x 1000 d x 2200 h (in mm) and weigh around 20kg, to be secured to the pavement during the exhibition. On the west side of the street, window vinyls ( 0.8m width by 2m height) will be put up on the ground floor of the currently unoccupied office of JP Morgan.
Is the proposal part of a series and/or related to something else in the City, or is it a one off?	The proposal coincides with the closing ceremony of the London Festival of Architecture, a month-long celebration of architecture and city-making that takes place every June across the capital. The proposal also aligns with the ambitions of the Culture Mile BID and the City of London Corporation's objectives. More detail below.
What are the maintenance	NLA's budget for the project includes cost for staffing, maintenance and necessary permissions for the road closure and use of the

PROPOSAL DETAILS	INFORMATION
requirements for the proposal and how are these to be funded?	street for events for the 3 day period when the exhibition is in place.
How does the proposal meet the City's commitments to Sustainability, Accessibility, Equality, Diversity and Inclusion?	<p>The exhibition is part of the wider activation of Aldermanbury as a pedestrian-friendly zone that supports the City of London's long-term vision for the street.</p> <p>The activation will bring together workers, residents, and visitors, encouraging them to reimagine Aldermanbury as a place to stop, rest, and engage.</p>
Does the proposal have any special requirements?	The requirements of the application are being sourced with advice and support from the City of London Highways Department.

### Please provide any other information that you consider would be useful

The proposal also aligns with the ambitions of the Culture Mile BID to:

- Celebrate the area
- Support Culture Mile Wayfinding/Signposting
- Activate the public realm with ground floor activation
- Highlight the public realm masterplan
- Support the Culture Mile Summer programme including the Summer of Sport
- Support local businesses and City workers
- Act as a hub for BID activity
- Curate exciting events

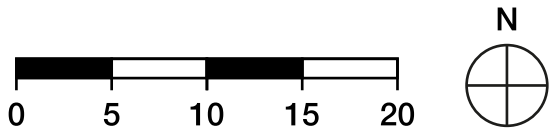
In addition it aligns with the City of London Corporation's objectives to:

- Support the promotion of the City as a world-class destination
- Support the City Corporation's objective to activate the City from Fridays-Mondays
- Support the ambition to activate/reactivate ground floor spaces and animate interstitial spaces
- To encourage City workers to spend time in the City through their working week and beyond
- To support local businesses
- To provide activities and support for school groups and young people and to inspire them with the City's offer

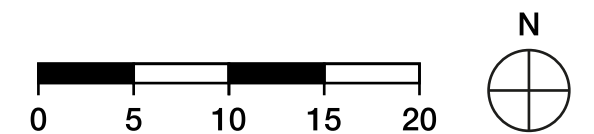
Please note that all information and images provided on your application (excepting contact details) may be published and accessible from the City Corporation's website before the application is either approved or rejected. **Recommendations of the City Arts Initiative are submitted to the City Corporation's 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 before the committee meeting. The report is discussed in the public session which may or may not be attended by the media.**

If your application is approved in principle by the City Arts Initiative and ratified by the Culture Heritage and Libraries Committee it can then be progressed. **It is important to note that this approval is not a guarantee that your proposal will go ahead. It will still be subject to agreement of the logistical considerations by the Special Events and Highways team and you will need to apply for other individual permissions as required such as Hoarding Licences, Planning Permission and permissions from building managers/owners depending on the specifications of your application. Officers will be able to advise on next steps, which will vary from application to application.**

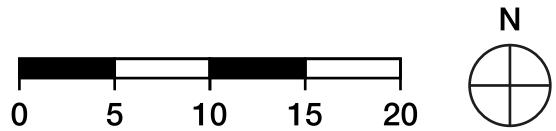
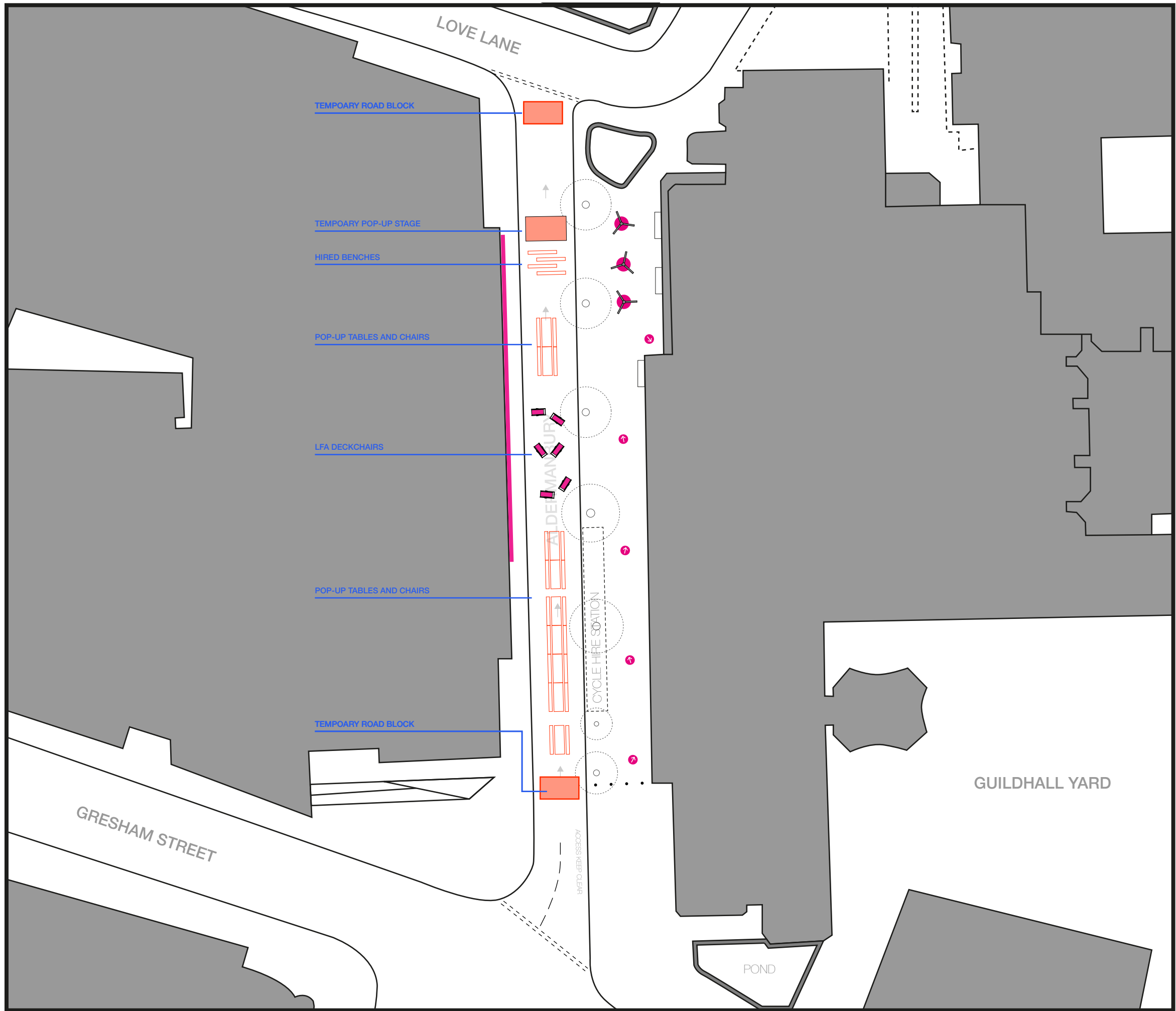
Please email the completed form to [public art](#) with any supporting documentation.



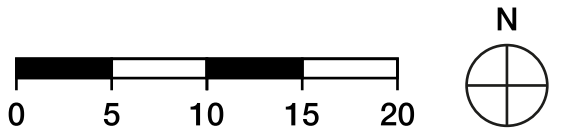
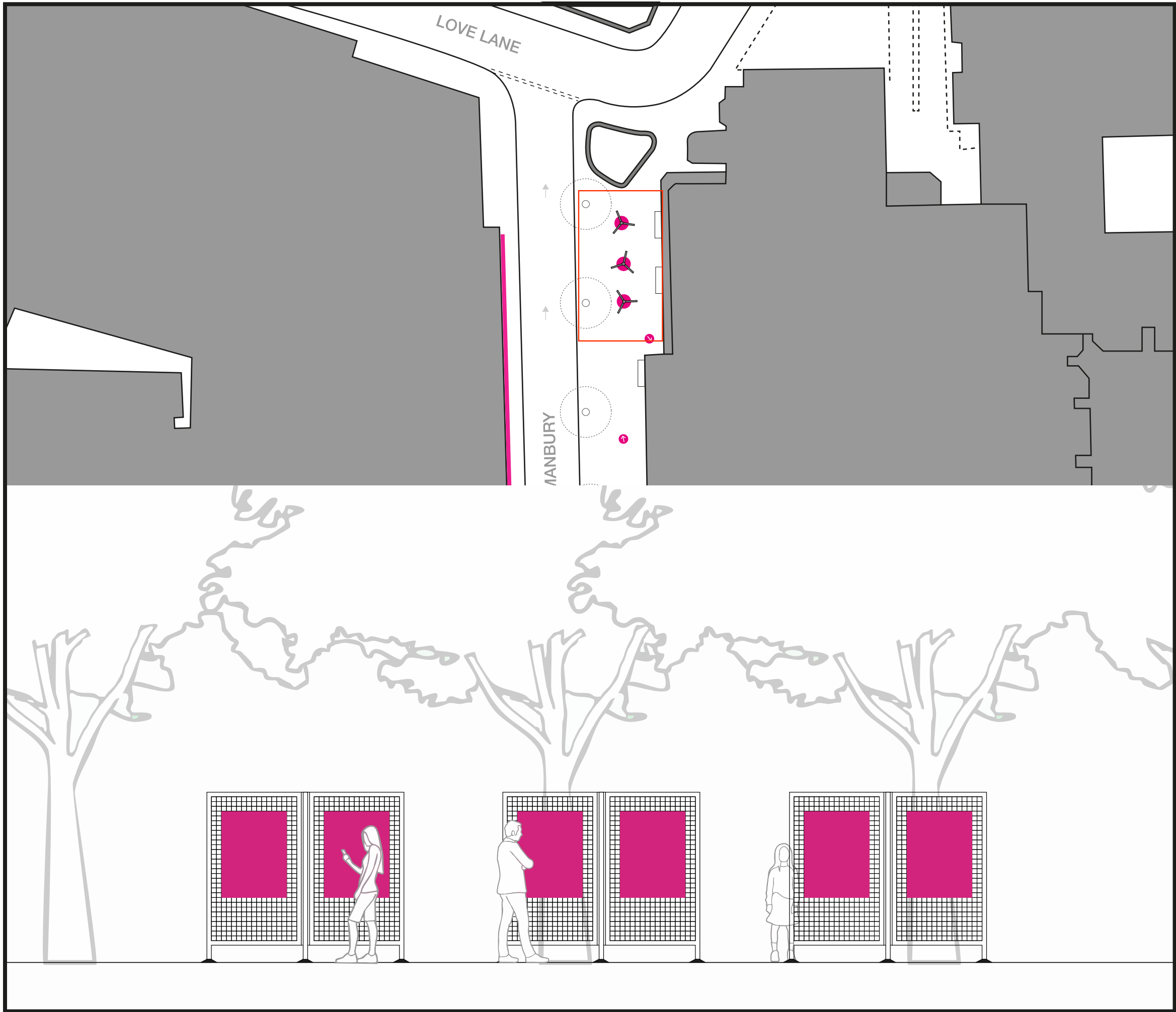
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PROJECT	NLA ALDERMANBURY ROAD CLOSURE



DATE	21.03.2025
DRAWING	SITE PLAN AS EXSISTING + PARKING SUSPENSION
PROJECT	NLA ALDERMANBURY ROAD CLOSURE



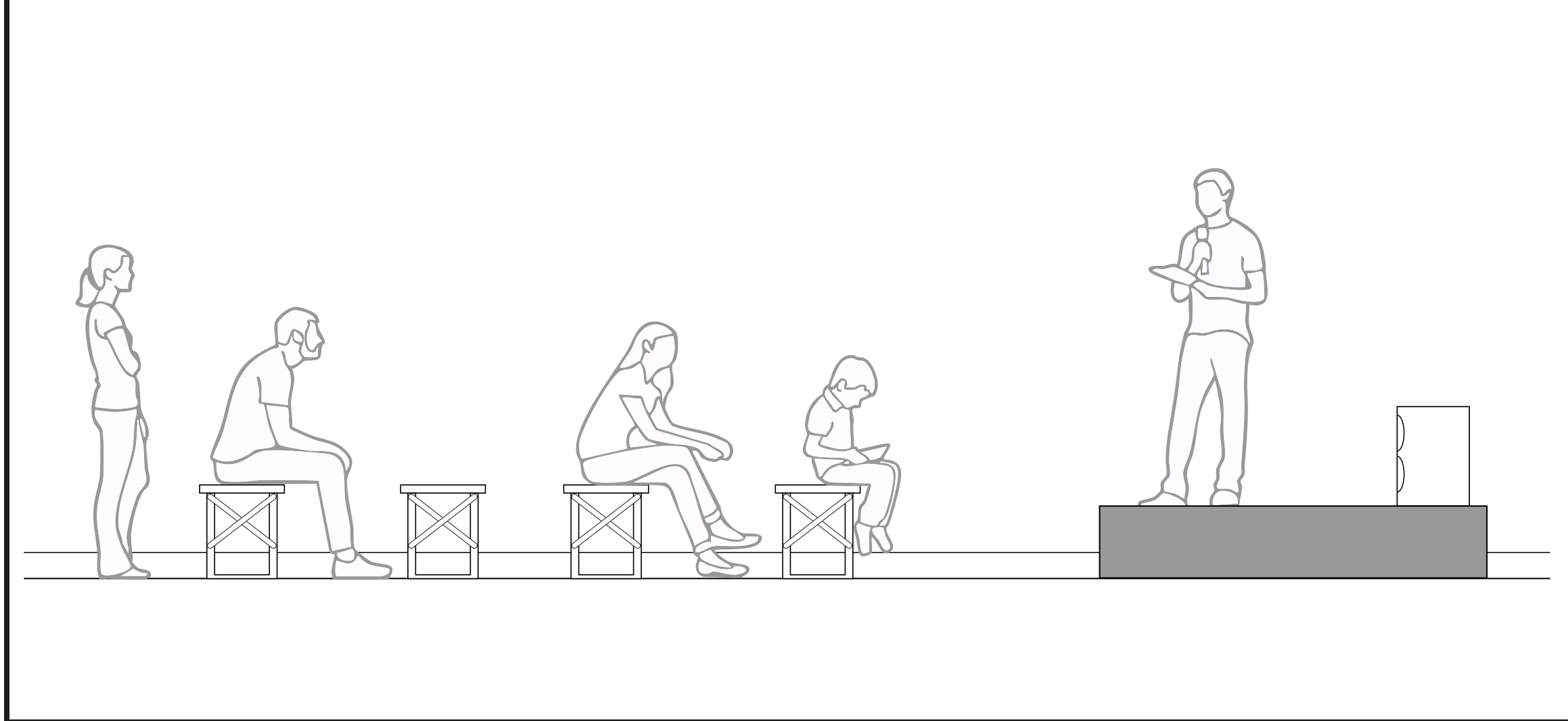
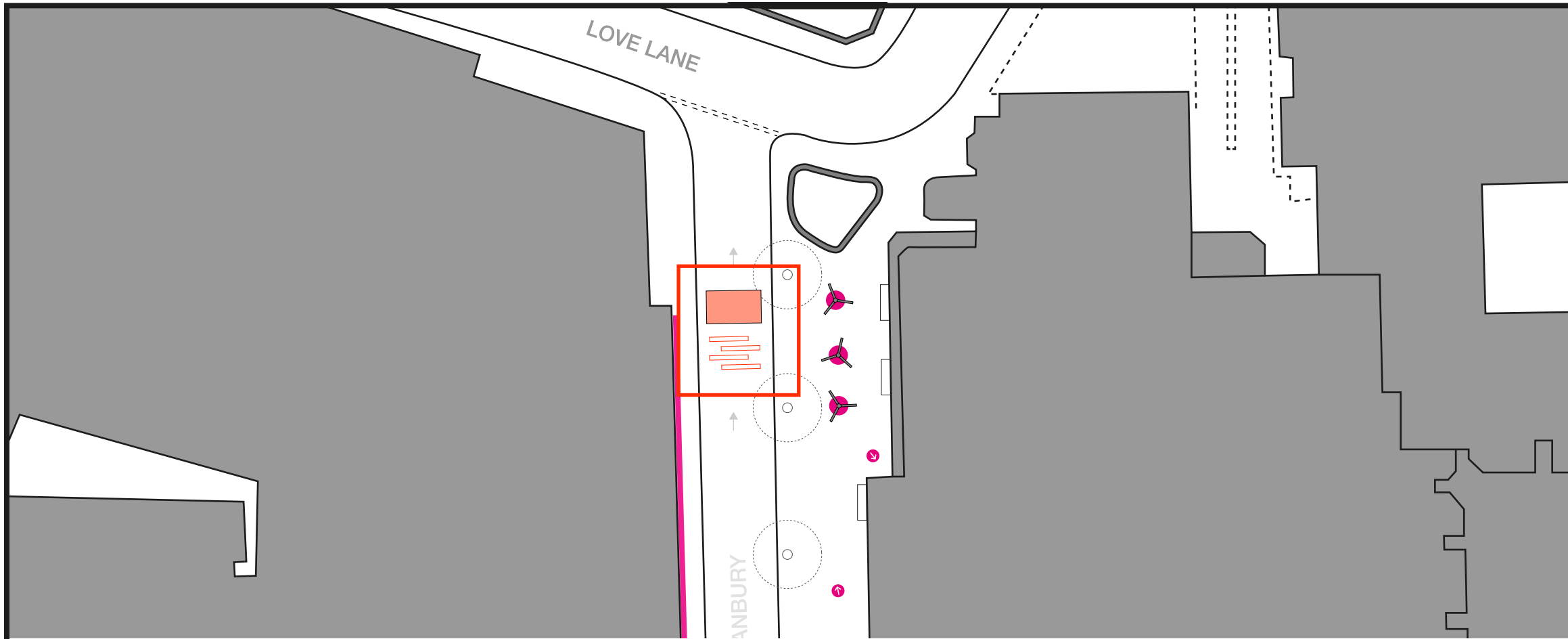
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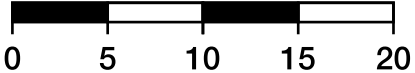
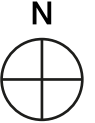


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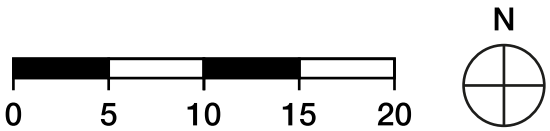
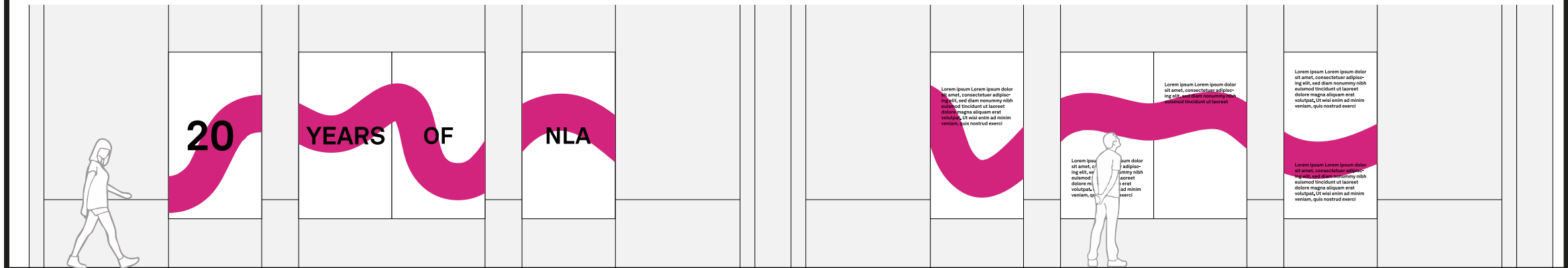
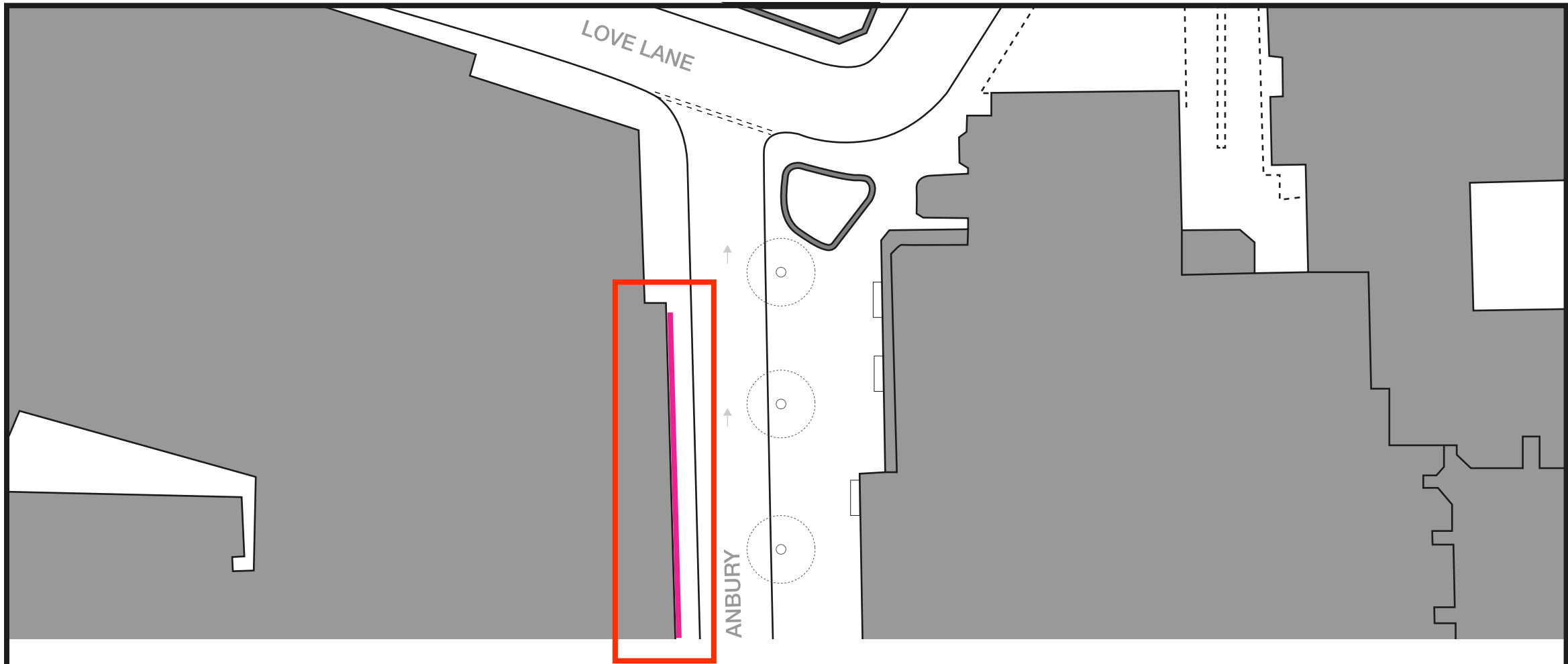
DRAWING SITE PLAN AS EXSISTING + EXHIBITION

PROJECT NLA ALDERMANBURY ROAD CLOSURE



 	
DATE	21.03.2025
DRAWING	SITE PLAN AS EXSISTING + STAGING
PROJECT	NLA ALDERMANBURY ROAD CLOSURE





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DRAWING	SITE PLAN AS EXSISTING + WINDOW VINYLs
PROJECT	NLA ALDERMANBURY ROAD CLOSURE