

Appendix D - Arts, Events and Play - Terms of Reference

1. Context

CORE STRATEGY STRATEGIC OBJECTIVE 5: To ensure the provision of inclusive facilities and services that meet the high expectations of the City's business, resident, student and visitor communities, aiming for continuous improvement in the City's rating in satisfaction and quality of life.

The Arts, Events and Play Working Group (AEP WG) was established in January 2014 in the context of CS5 and the ongoing community consultation process to develop the Aldgate Highway and Public Realm Improvement Scheme.

The Aldgate and Tower Area Strategy, adopted in 2011, set the following objective:

"To create simple, attractive, safe, enjoyable and welcoming streets and public spaces that meet the needs of the City community, to offer opportunity for play, leisure, installation of public art and cultural events"

In 2013 the public consultation on the early proposals for the Aldgate project identified events and play as a key priorities for the new spaces in Aldgate. The following three charts capture the responses received that have enabled the project team to develop the Western Space.

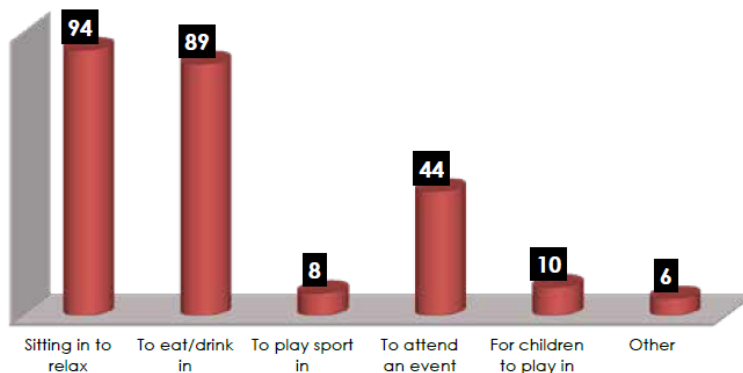
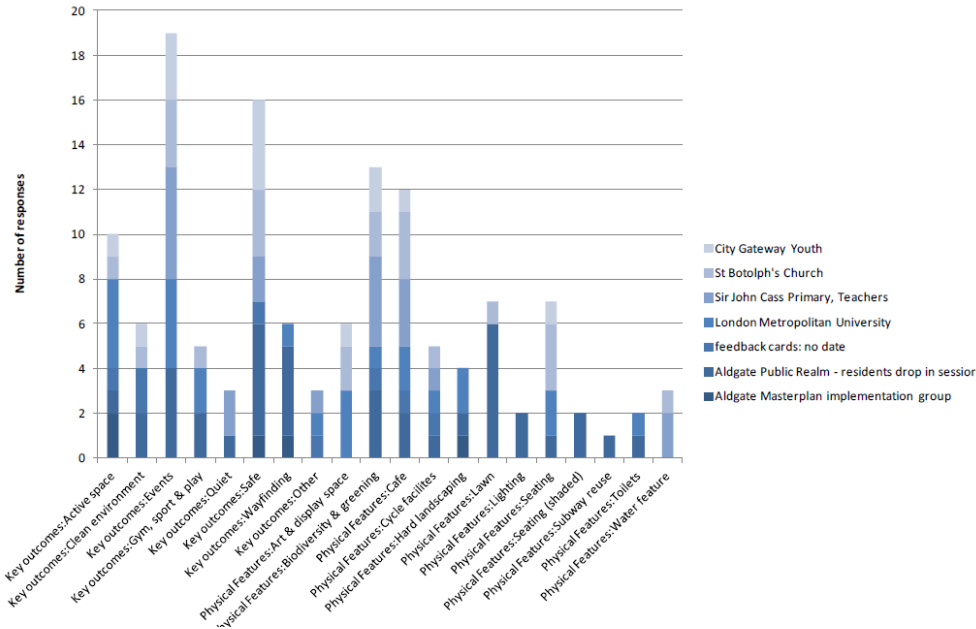


Chart 10: Potential ways respondents would use the western space.

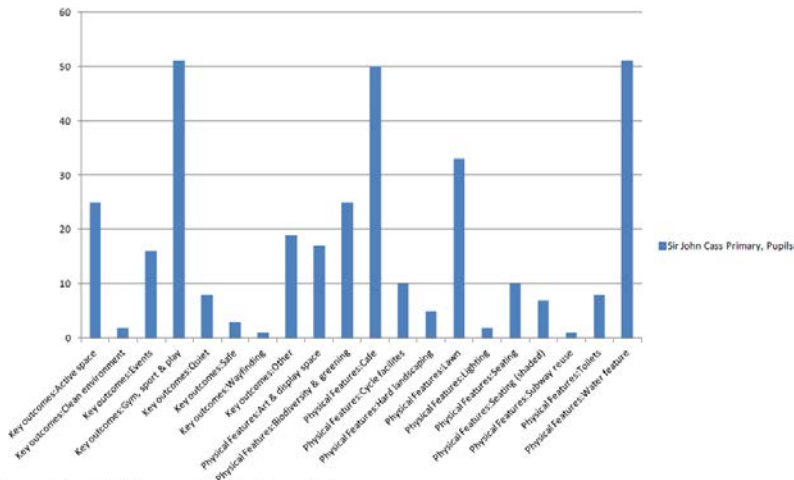
Chart 1: Public consultation, use of the Western Space



Summary of Consultation Responses (excluding the Sir John Cass Primary Pupils)

Chart 2: Workshop results – what do stakeholders want for the Western Space

Meetings with stakeholders, including the children at the Sir John Cass Primary school also identified strong support for play and events initiatives in the new public spaces as the chart above and the following chart demonstrates.



Summary of Consultation Responses - Sir John Cass Primary Pupils

Chart 3: Workshop results – what do children want for the Western Space

The proposed post Gateway 5 continuation of the AEP WG is intended to establish a practical framework to achieve these objectives and priorities.

2. Scope and Longevity

The AEG WG is concerned with the Aldgate and Portsoken areas. The AEG will operate for 5 years from the initiation of construction of the Aldgate Highway and Public Realm Improvement scheme.

3. Membership

The membership of the AEG WG will include representation from the City of London (Members and officers) and key community stakeholders. Representation will be extended as required to meet the objectives of the AEG WG.

4. Chairmanship

The Chairman will be a local ward Member from the Aldgate, Tower or Portsoken Ward.

5. Objectives

The objectives of the AEP WG are as follows:

- To create and enhance community structures in the Aldgate area;
- To promote usage of the new public spaces by local residents, stakeholders and businesses;
- To develop a clear branding of Aldgate to support promotion of the area;
- To identify, commission and manage the delivery of a range of public art and play features in the Aldgate area;
- To deliver a range of events in the new public spaces and surrounding area;
- To deliver joined up initiatives around the Aldgate area;
- To identify and secure third party monies to achieve arts, events and play initiatives in Aldgate; and
- To support use of the new pavilion in Aldgate.

6. Purpose and Functions

The AEP WG will have the following functions:

- To act as a strategic and coordinating forum for developing arts, events and play initiatives in Aldgate;
- To advise the Project Board on matters specifically relating to arts, events and play in Aldgate;
- To identify sources of funding and grants to support arts, culture and special events related activities in Aldgate;
- Provide leadership in, and actively promote community activities related to the arts, cultural and special events;

- Provide liaison, linkages and networks to assist community activities and organisations; and
- Ensure a joined up approach with CPAT in engaging business and the community in Aldgate.

7. Facilitation

The AEP WG will be facilitated by administrative and technical support from CoL officers and external resources as required. The structure of this is yet to be established; the project structure includes a Project Board with working groups reporting to the board.

8. Reporting

The AEP WG will report through the Aldgate Highway and Public Realm Improvement Scheme reporting structures. The AEP WG will approve an annual report to be presented to Members, attached to the six monthly project Issues Report, setting out the achieved outcomes of the groups' work. At the completion of the Aldgate project the Gateway 6 reporting process will continue, as in the case of the Eastern Cluster Arts initiative. The ongoing Gateway 6 will not only report on the AEP achievements but also on the monitoring and outcomes of the project.

9. Funding

The overall funding model concept is to create a basis of a self-sustaining arts, events and play programme as already demonstrated by the Eastern City Cluster arts initiative. In Aldgate, this model would seek to generate self-sustainability through:

- Event fees;
- Sponsorship from local businesses;
- Facilitating pro bono and contributions in kind; and
- Collaborative working with other local initiatives.

The City Property Advisory Team (CPAT) will be responsible for raising third party funding (including income generation, business and grant contribution) to achieve the objectives of the AEP WG. The target funding schedule (broken down by facilitation and initiative spend) is as set out in the table below:

	2014/15	2015/16	2016/17	2017/18	2018/19	GRAND TOTAL
Facilitation	£20,000	£20,000	£20,000	£20,000	£20,000	£100,000
Initiatives	£50,000	£65,000	£80,000	£95,000	£110,000	£400,000
Grand Total	£70,000	£85,000	£100,000	£115,000	£130,000	£500,000

Levered funding may be in cash or in contributions in kind (for example expert resources or event spaces.)