

Committees:	Dates:	
Planning and Transportation Committee Projects Sub Open Spaces Culture, Heritage and Libraries (<i>for information</i>) Resource Allocation Sub-Committee Barbican Resident's Committee	Urgency Delegated Authority Urgency 10 July 2017 Urgency Urgency	
Subject: Cultural Hub Public Realm Temporary Artistic Projects: Look and Feel 'Quick Wins' Phase 1	Gateway 5 Authority to Start Work Light	Public
Report of: Director of the Built Environment	For Decision	

Summary

Dashboard

- **Project Status:** Green
- **Timeline:** The project to be delivered between July 2017 and December 2018
- **Total Estimated Cost:** £565k for Phase 1 and development of Phase 2
- **Amount expended to date:** £30k
- **Overall Project Risk:** Low

This report updates Members about the Artistic installations for the public realm: the programme of events, temporary art installations, new street furniture, and greening for the Cultural Hub area of the City that has been termed the Look and Feel 'Quick Wins'.

The Cultural Hub Working Party and its Chairman expressed a strong desire to see a series of 'Quick Wins' across the Cultural Hub ahead of the proposed major capital interventions, and an indicative programme was endorsed by the Working Party on 1 February 2017. A Gateway 1/2/3/4 report was thereafter approved by Members in March 2017 to initiate the programme (see Appendix 1). Since that date a creative producer has been appointed to put the programme together; artists have been appointed to do some pre-evaluation work; designs have been drawn up and costs clarified; and we are now in a position to propose a number of Quick Wins to Members for approval at Gateway 5.

The artworks are deliberately timed to coincide with the public launch of the of the Cultural Hub in July 2017 which will include the unveiling of its new identity, as well as other major milestones such as: the start of Simon Rattle's tenure with the London Symphony Orchestra in September 2017; the 'Open Fest' series of events in March 2018 planned by the Cultural Hub partners; and the opening of the central section of Crossrail stations in December 2018.

Aside from artistic merit, the purposes of the project, to start in July 2017, are:

- To indicate the change to come in the Cultural Hub area in the future as

longer-term changes are realised and activate the street with artistic activities.

- To mark the public launch of the Hub in July 2017, which will be a significant moment and an opportunity to showcase the vision and the City of London Corporation's ambitions for the Hub.
- The temporary nature and the installations will provide the opportunity for the wider community to give feedback on which installations are preferred, with the option for popular installations to be retained for a longer period (subject to relevant permissions/ consents being attained). This feedback will inform the development of the 'Look and Feel' Strategy for the Cultural Hub public realm which is currently underway.

The Project has been programmed into phases, to allow for the project to build gradually, gaining audiences and giving the opportunity to learn from earlier experiments. The first phase will launch in July, and run throughout the summer. Later phases will be reported to Members for approval at Gateway 5 in due course. This report includes a recommendation of approval of funding for officers to develop phase 2 artworks as well. Phase 2 (November 2017 - March 2018) will include installations to build the Cultural Hub artistic programming and enhance visitor experience in the area.

In summary, the first phase of the programme includes:

- Large-scale and vivid installations in Silk Street and Smithfield Rotunda Gardens
- 'Playable City': playful street lamps that interact with visitors
- A static sign and/or projection or screen at the corner of Aldersgate and Beech Street (subject to relevant planning or listed buildings consents)
- Artistic hoarding around the future site of the Museum of London
- Cultural Hub walking trails to promote exploration of the area
- Pop up performances in public spaces through the Summer
- Improved way-finding in the Cultural Hub
- In addition, the Low Emission Neighbourhood project has included work to improve visitor welfare and way-finding, with a community garden on Moor Lane, and planting along the pedestrian bridge at the exit from Barbican Tube

These installations will be one of the first times that our residents and visitors experience the new 'cultural hub' concept, and as such a plan for consultation and engagement has been developed that will allow communities to become involved. The plan includes: resident's drop-in sessions prior to the installation of the artworks; pop-up events over the summer relating to the hub and the artworks, surveys and more, whilst the installations are in place; and public consultation to be undertaken on the draft Look and Feel Strategy in the autumn.

The intention is that these interventions will provide unifying elements across the Hub area, with visitors being able to experience enhanced public realm across the area. The programme has been developed to support the Cultural Hub aspirations, as well as to provide a signal of the real and lasting change to come in the area: the temporary artworks are a fitting introduction to the new Cultural Hub concept for our residents and visitors.

A full draft schedule is included at Appendix 2 with a map in Appendix 3.

Financial Implications

To date £30k has already been spent on this project to Gateway 5. To implement phase 1 of the Quick Wins programme, approval is now sought for £535,000 to be allocated according to the table below. The proposed funding source for this piece of work is the £5m provision set aside by the Chamberlain from the City Fund for works associated with the Cultural Hub Look and Feel Strategy.

Total Phase 1 project Cost

Item	Cost (£)
Fees (including 30k approved at G4)	£141,000
Works	£287,000
Staff Costs	£107,000
TOTAL	£535,000

See Appendix 4 for a detailed cost breakdown.

Recommendations

It is recommended that:

Members of Planning and Transportation and Projects Sub Committee:

1. Approve, in principle, the outlined 'Phase 1' of the Quick Wins project, comprising events, installations and greening in the public realm in support of the Cultural Hub

Members of the Open Spaces Committee

2. Approve the temporary installation in Smithfield Rotunda Garden, see paragraph 9 b) of this report

Members of Resource Allocation Sub Committee:

3. Approve funding of £535,000 to implement the Look and Feel Temporary Artistic Projects in the Cultural Hub for the 2017-2018 financial year

Members of the Barbican Residential Committee:

4. Approve the temporary installation along the façade of Speed House carpark on Silk Street, see paragraph 9 a) of this report

Members of Culture, Heritage and Libraries Committee:

5. Receive this report for information

Main Report

Design summary	<ol style="list-style-type: none">1. The City is currently developing a Cultural Hub that aims to be an internationally renowned, vibrant and welcoming centre of arts, heritage and learning; a new cultural destination for London This area is going through a huge transformation with the Museum of London moving to its Smithfield site, plans to improve Beech Street, and the possibility of a new Centre for Music.2. Alongside the development of these large projects, a number of other milestones in the Cultural Hub project are approaching. The new brand and identity of the Hub has been developed and will form part of the media launch planned on 20th July 2017; Sir Simon Rattle to arrive at the LSO in September 2017; the new Crossrail stations at Farringdon and Moorgate will open in December 2018. In addition, the City, alongside the Mayor of London, has agreed to support a series of low-emission initiatives in the area that should dramatically improve air quality.3. To coordinate all the changes in the public realm in the Cultural Hub, Members approved in October 2016 that a “Look and Feel Strategy” be developed, to be presented to Members for adoption at the end of 2017.4. However, prior to this, the City of London’s vision and ambitions for the Hub will be launched, providing a significant moment, in which the aims of the Cultural Hub will be communicated to the wider public.5. A number of temporary artworks (Look and Feel Strategy Quick Wins) in the public realm to coincide with the launch date. These interventions will mean the press and the public begin to see the changes proposed over the past few years in City of London strategies, events and media releases.6. At Gateway 4, Members endorsed the project of a series of temporary installations and cultural activities within the public realm that will initiate and test the changes that the Cultural Hub ‘Look and Feel Strategy’ will deliver. A list of possible artistic installations was endorsed at that point (see report in Appendix 1).7. After the Gateway 4 approval, a creative producer was appointed to curate the Look and Feel Quick Wins Programme with project management support from the City Public Realm team. The programme, whilst lead by the City Public Realm Team, has been developed in conjunction with the Cultural Hub Team and partners (Barbican Centre,
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GSMD, LSO and Museum of London).

8. The programme was developed based on the long list of installations listed as possibilities at Gateway 4, then refined and scheduled into phases. The first phase, to coincide with the launch, includes the artworks listed at Appendix 2, alongside a map of the area showing the artworks' locations at Appendix 3.

Phase 1 programme

9. Some key elements of the phase 1 programme will launch on 20 July 2017, with additional elements of phase 1 to be programmed throughout the summer of 2017. The key proposed installations for 20th July are as follows:

- a) Silk Street Art Installation: Morag Myerscough installation – Silk Street (car park grilles)
- b) Smithfield Rotunda Garden (entrance and central podium): Morag Myerscough installation
- c) 'Shadowing' installation by Chomko & Rosier (a Playable City Award-winning project) – making use of six street lamps/poles in the Cultural Hub area
- d) 'Folk in a Box' pop up performances (proposed location is the Cromwell Tower forecourt on Silk Street)
- e) Wayfinding at Beech Street/Aldersgate junction

10. Morag Myerscough (items a and b) is a high-profile artist and graphic designer, very experienced in producing large scale artistic interventions in the public realm. Her work would provide an immediate and visible impact within the Cultural Hub area, marking it out as a creative destination, aiding way-finding for visitors and visually connecting the emerging 'East-West spine' of the Cultural Hub (the journey along West Smithfield, Long Lane, Beech Street and Silk Street). The Smithfield Rotunda Garden installation has been designed to encourage greater engagement in the Garden and provide additional social opportunities and host pop up programming for the Cultural Hub.

11. The Shadowing installation (item c) is a light fitting that can be installed on existing posts and that captures shadow images and replays them, offering a unique use of technology to enable visitors to interact and play with conventional urban infrastructure. It allows for moments of surprise and engagement for visitors across the Cultural Hub area, encouraging social interaction and further dialogue.

12. Folk in a Box (item d): This tiny performance venue has a proven track record of providing unusual and moving

performance experiences for audiences in festival and installation settings internationally. Audiences experience a one-on-one live music performance, giving them an unforgettable musical moment to take with them, and opening up audience response and feedback afterwards as well. For those not engaging in the experience the 'Box' also provides an engaging focal point to encourage curiosity in the Cultural Hub and aid way-finding to the Barbican Centre's main entrance.

13. Education, Outreach, Community involvement: the project has been developed to include elements of community involvement. This will take various forms, from simply viewing artworks to interaction with the installations- for example, Shadowing, which replays your shadow and therefore encourages people to react to the site and space by moving to create new shapes. In addition, education programmes are included, such as the commissioned artists working with local school children to create work; or family activity planned in collaboration with the Museum of London.
14. After the launch, additional artistic and events programming in the Public Realm from September 2017 onwards should build on the first phase of the installations in the Cultural Hub.

Phase 2 programme

15. As an indication, Phase 2 (November 2017 - March 2018) will include artworks to build the Cultural Hub artistic programming and enhance visitor experience in the area. These will include lighting/ projection experiments, way-finding trials, new events/ pop ups, and more. It will draw links to partner programming and festivals where possible. The phase will continue to trial ideas and explore the potential for Cultural Hub public spaces as potential artistic and regularly-programmed spaces.
16. The budget figures given in this report includes recommended funding for design and evaluation of £65,000 for phase two, to work up briefs for commissioning and artistic proposals to be submitted to the Cultural Hub for future installations. Then a further Gateway 5 report will be presented to Members once the feasibility of new installations has been understood.
17. This design and evaluation figure includes £15,000 for a Cultural Hub Wayfinding trial that will install 'Legible London' signage along key routes as a pilot for a longer-term signage strategy in the area. This is a joint project

between the Cultural Hub team and the City's transportation team, who are leading on the City-wide Wayfinding Strategy. The test area will be routes from the Barbican underground station to the Barbican Centre and Museum of London. This initial phase is related to appointing a consultant to deliver a scoping exercise and prepare a sign placement plan for the pilot.

18. Officers are currently also developing proposals for an artistic installation along Beech Street in 2018. This project is a key part of Phase 2 of the 'Quick Wins', but will be reported to Members separately. This is because it is a complicated project requiring feasibility studies, assessment of funding requirements, and much departmental collaboration.
19. It is proposed that these installations are grouped under one programme to provide a joint and coherent approach, and to feed into the development of the Look and Feel Strategy for the Cultural Hub. A narrative will be developed to publicise these installations and events that ties them clearly to the new Cultural Hub brand.

Consultation

20. Consultations with local workers, visitors and residents will be organised throughout the development of the Quick Wins phases and will include several means through which stakeholders will be engaged, both before and during the installation period. Methods include resident's drop in sessions, questionnaires and qualitative surveys, exhibition boards and a temporary structure where consultation could take place, as well as online evaluation and surveys. This will inform the development of both the Look and Feel Quick Wins Programme and the Look and Feel Strategy, and a formal public consultation on the draft Strategy will be organised in October 2017 following Members approval.
21. Residents within the Cultural Hub area will be consulted via the means outlined above; via a dedicated 'drop-in' session about phase 1 of the project before the installations; through pop-up events and surveys during the installations; and through usual planning channels.
22. Planning permission and listed building consents and any other necessary consents/approvals will be sought where applicable. The Look and Feel "Quick Wins" will only be implemented when permissions/consents are in place. There may be a risk of changes in programme if consents take longer than anticipated. Similarly, alternative designs or locations may be considered in response to planning

	<p>advice.</p> <p>23. The artworks will be designed to ensure that activity will not have any adverse equalities implications.</p>
<p>1. Delivery team</p>	<p>The project is led by the City Public Realm team, working with other City departments, e.g. Open Spaces, Lighting, City Transportation, where appropriate. The planning service is a partner in the delivery team through the Planning permission and Listed Building consent process.</p> <p>The project involves close collaborative working with the Cultural Hub partners:</p> <ul style="list-style-type: none"> - Barbican - Guildhall School - Museum of London - London Symphony Orchestra
<p>2. Programme and key dates</p>	<p>Overall programme: through 2017 2018</p> <p><u>Phase 1: July – October 2017</u></p> <ul style="list-style-type: none"> - First installations to be in place for July 2017 to be linked to launch of Cultural Hub brand/ identity - Commencement of Simon Rattle tenure at LSO in September 2017 - Cultural partners' Spring programmes in 2018 - Crossrail opening in December 2018 <p><u>Phase 2: November 2017 – March 2018</u></p> <p>Other phases to be confirmed at later dates where appropriate.</p>
<p>3. Outstanding risks</p>	<p>Any necessary permissions/consents not received on time</p> <p>Delays to the programme, resulting in the missing of major milestones caused by procurement and consents processes or unforeseen difficulties during implementation</p>

4. Budget	Item	Cost (£)
	Fees	141,000
	Works	287,000
	Staff Costs, including: CPR; curatorial; Open Spaces; Lighting; City Transportation	107,000
	Total	£535,000
	Please see Appendix 4 for a detailed cost breakdown on an artwork-by-artwork basis.	
	<u>Procurement</u>	
	City Corporate procurement processes will be followed throughout; this includes artists being selected and appointed via the Artistic Exception route that takes into account the specialist nature of commissioning artworks. This approach has been agreed with City Procurement.	
5. Success criteria	A well-received programme of events and installations delivered for the public realm in the Cultural Hub area that begins the process of transforming the area into a key cultural destination and attracting new visitors.	
6. Progress reporting	Monthly updates to be provided via Project Vision and any project changes will be sought by exception via Issue Report to Spending and Projects Sub Committees	

Appendices

Appendix 1	Gateway 1/2/3/4 report
Appendix 2	Draft schedule
Appendix 3	Map
Appendix 4	Detailed costs outline

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