

## REQUEST FOR MAYORAL DECISION – MD1384

**Title: Fourth Plinth Commissioning Programme**

### Executive Summary:

The Fourth Plinth Commissioning Programme is a key deliverable forming part of the Mayor of London's statutory Cultural Strategy. Now entering its fifth commissioning round, for the 12<sup>th</sup> and 13<sup>th</sup> commission, the programme will deliver the next two artworks for the Fourth Plinth on Trafalgar Square. In advance of the 10<sup>th</sup> and 11<sup>th</sup> commission, 23 artists submitted their proposals, six artists were short-listed and the two winning artists have been announced. The winning commissions by Hans Haacke and David Shrigley will be unveiled in early 2015 and Summer / Autumn 2016 respectively. MD1153 approved the allocation of £254,000 GLA funding for the Fourth Plinth Commissioning Programme in the financial years 2013-14 and 2014-15; The case for investment covering 2015-16 to 2017-18 was endorsed by the Mayor's Investment Performance Board on the 20 May 2014.

### Decision:

The Mayor approves:

1. The annual GLA expenditure of £254,000 for the delivery of the Fourth Plinth Commissioning Programme in financial years 2015/16, 2016/17 and 2017/18.
2. The acceptance and associated expenditure of grant income from Arts Council England of £130,000 towards the delivery of the Hans Haacke and David Shrigley commissions covering the period April 2014 to July 2016.
3. The seeking of sponsorship and external income to assist in meeting the costs of delivering the Fourth Plinth Commissioning Programme.
4. The entry into and execution of appropriate grant funding agreements with the successful shortlisted artists for the fifth commissioning round and the two successful commissioned artists.

### Mayor of London

I confirm that I do not have any Disclosable Pecuniary Interests in the proposed decision, and take the decision in compliance with the Code of Conduct for elected Members of the Authority.

The above request has my approval.

**Signature**



**Date**

24<sup>th</sup> July 2014

## **PART I - NON-CONFIDENTIAL FACTS AND ADVICE TO THE MAYOR**

### **Decision required – supporting report**

#### **1. Introduction and background**

The Fourth Plinth Commissioning Programme is a powerful manifestation of London's leading position as a world class cultural capital, referred to as the 'smallest but most prominent sculpture park in the world'. Over the past 15 years the Fourth Plinth in the northwest corner of Trafalgar Square has been home to some of the world's most innovative artworks and has become a model of best practice in commissioning public art. Antony Gormley's commission generated unprecedented public engagement – including over 9 million website hits; Marc Quinn's *Alison Lapper Pregnant*, first commissioned by the Mayor of London's Fourth Plinth Programme, was televised across the world as part of the London 2012 Paralympic Closing Ceremonies. The current commission, *Hahn / Cock* by Katharina Fritsch, unveiled by the Mayor in July 2013 has been reported on worldwide and has been nominated a true London icon.

The shortlist exhibition of six proposals for the 10<sup>th</sup> and 11<sup>th</sup> commission took place at St Martin-in-the-Fields Crypt for 8 weeks, generating huge press interest and over 10,000 public comments. The evaluation of public comments concluded that the programme receives an unusually high level and quality of engagement from the public, with overwhelmingly positive responses (98%).

MD1153 approved the annual allocation of £254,000 GLA funding for the Fourth Plinth Commissioning Programme in the financial years 2013-14 and 2014-15. This funding covered the delivery of the Katharina Fritsch commission and launch event, long-listing and shortlisting for the 10<sup>th</sup> and 11<sup>th</sup> commissions, public exhibition and consultation on the shortlist and associated public engagement programmes including the annual Fourth Plinth Schools Awards competition. Funding also covers the production of the 10<sup>th</sup> commission by Hans Haacke, which will be unveiled early 2015.

GLA funding for 2015-18 will be used towards a grant for the 11<sup>th</sup> commission by David Shrigley, of up to £140,000, as a contribution towards the costs of fabrication of the artwork, and an award of £30,000 (as per the grant agreement), the project management of the production and the marketing and launch surrounding the commission. It will also be applied to the annual Schools Awards competition and the long-list and shortlist process for the fifth round of commissioning.

An application was made to Arts Council England to support the Fourth Plinth Commissioning Programme to deliver the Hans Haacke and David Shrigley commissions during 2014/15, 2015/16 and 2016/17. The funding is directed at public engagement with the programme including scoping for merchandising, increasing the impact of the Schools Awards competition, the development of educational resources and the scoping of a touring exhibition / history of the Fourth Plinth Commissioning Programme.

The annual Mayor of London Fourth Plinth Schools Awards programme engages schools across London with the Fourth Plinth Commissioning Programme, by inviting students to respond to the commissions on the Plinth. The programme aims to include students from all Boroughs in London and encourages children to engage with the commissioning process and consider the issues of use of public spaces. Winning entries are exhibited at City Hall. Further resources will be developed for teachers and students, including schools packs and teacher inset sessions.

The GLA will be responsible for procuring and entering into contracts for the de-commissioning of the current sculpture, and the production and safe installation of the

sculptures by Hans Haacke and David Shrigley. The GLA will also begin the process of assembling the next longlist and shortlist for the fifth commissioning round.

In consultation with the Fourth Plinth Commissioning Group a long list of up to 25 key worldwide artists will be drawn up as part of the fifth commissioning round. Following a shortlisting from these artists, 6 artists will be given grants, of up to £6,000 to produce maquettes of their works, which will be displayed as part of a Public Engagement Programme (Shortlist Exhibition). A venue for the Shortlist Exhibition is yet to be determined, but it is envisaged that this will be in a location in close proximity to Trafalgar Square.

On selection of the two winning works, a feasibility study will be undertaken in order to realise each idea and planning applications will be made to Westminster City Council Planning Team, in order to gain final planning approval.

Once commissioned, each of the two winning artists will receive a grant of up to £140,000, as a contribution towards the costs of fabrication of the artwork, and a prize of £30,000 will also be paid to the artist.

### **Funding & Sponsorship**

Additional sponsorship funding will be sought by the GLA, in accordance the GLA's Sponsorship policy to assist in meeting the costs of delivering and enhancing this project. In addition the GLA will support the artists in generating the necessary production funds for their work where appropriate.

## **2. Objectives and expected outcomes**

### Objectives:

To promote and support an enhanced public realm in London through an internationally recognised commissioning programme and extend the reach of the Fourth Plinth Engagement Programme across London and globally.

### Outcomes

- (i) Production and launch of the 10<sup>th</sup> Fourth Plinth commission, Hans Haacke's Gift Horse.
- (ii) Production and launch of the 11<sup>th</sup> Fourth Plinth commission, David Shrigley's Really Good.
- (iii) Delivery of the annual Schools Awards and Public Engagement Programme.
- (iv) Delivery of resources for schools and families for more in depth engagement with the Fourth Plinth and built environment, particularly Trafalgar Square.
- (v) Scoping of Merchandising Strategy for the Fourth Plinth commission.
- (vi) Support for a Public Art App for London featuring major modern and contemporary art works to encourage wider engagement with public sculpture and spaces.
- (vii) Increase engagement through social media through the provision of a Social Media internship Programme (3 x internships over 2 years).
- (viii) Delivery of the fifth commissioning round including evaluation of current model and scoping for other routes for further public engagement.
- (ix) Delivery of the next Fourth Plinth shortlist and Shortlist Exhibition in September 2016.

## **3. Equality comments**

The Programme will ensure that more children and young people in London have an opportunity to access free arts and cultural activities through the delivery of the Fourth Plinth Schools Award -an art competition for children in London's primary and secondary schools

across all London Boroughs. Participation in 2014 from Outer London Boroughs was 48% submissions.

The Fourth Plinth commission on Trafalgar Square is accessible and the commission is a key component to bringing high quality art to all. The Shortlist Exhibition is also situated in an accessible venue and encourages all equality groups to participate in public life.

We will work in partnership with key strategic agencies to monitor and continue to develop our programmes (e.g. SHAPE, Interactive, Attitude is Everything) to ensure that communication around the programme also meets the needs of equality groups that are different from the needs of others.

#### **4. Other Considerations**

##### **a) Links to strategies and Mayoral and corporate priorities**

The Fourth Plinth Commissioning Programme is identified in the Mayor's Culture Strategy as a deliverable to encourage public awareness of London's public art, architecture and urban design by creating high-quality and memorable work. It is also an integral aspect of the promotion of Trafalgar Square as a world class public space and venues for cultural activity.

The Mayor's statutory Cultural Strategy (2010) specifically recommends support of the Fourth Plinth Commissioning Programme in Policy 4.5: *"Through the Fourth Plinth Commissioning Programme.....the Mayor will continue to ensure that high quality public art enhances the public realm and contributes to the vitality of living in London"*

##### **b) Impact assessments and Consultation**

In relation to the commissioning round that resulted in the selection of the winning commissions there was an extensive public consultation that involved 12,000 members of the public.

The aim of the programme is to facilitate maximum public engagement in the Fourth Plinth Commissioning process. The public were asked to express their preferences on the proposed sculptures within the context of participation in art. In both rounds, the culture team worked closely with both the consultation and marketing teams to ensure maximum engagement.

A similar process will take place during the short-listing of the artists for the future commissioning round.

Consultation will also take place with the Fourth Plinth Commissioning Group, which includes:

- Iwona Blazwick, Director, Whitechapel Gallery
- Mick Brundle, Principal, Arup Associates
- Jeremy Deller, Artist
- Tamsin Dillon
- Ekow Eshun, Writer, Broadcaster (Chair)
- Jo Baxendale, Relationship Manager, Visual Art, Arts Council England
- Grayson Perry, Artist
- Matthew Slotover, Co-director, Frieze
- Jon Snow, Broadcaster
- Justine Simons, Greater London Authority (Project Director)

##### **c) Risk**

Final fabrication cost for each work can be higher than the production allowance within the GLA budget. This is enshrined in the grant agreement as the responsibility of the artist as the owner of the work and the GLA Risk Register Form will be completed.

Sliding timescales for production of work would result in reputational damage on delivery of project. A dedicated Project Manager oversees the production and communication with artists is carefully managed

Stakeholder Commitment – Arts Council funding ends in 16/17. Arts Council England has been a long term supporter of the Programme, which is considered a strategic priority. The continued good relationship with this key funder is being maintained and an Arts Council representative sits on the Commissioning Panel. Most of the project as outlined in this paper will have been delivered by the time the Arts Council England Grant ends.

## 5. Financial Comments

### Background

- 5.1 Approval is being sought for the GLA allocation and associated expenditure relating to the Fourth Plinth Commissioning Programme for the period between 2015-2018 and the acceptance of an Arts Council grant and associated expenditure of £130,000 for the period to July 2016. This will involve the procurement of goods and services relating to the programme, the award of grants, prizes to winning artists and seeking sponsorship income to supplement / enhance the Fourth Plinth Commissioning Programme over the next 3 financial years (The details of the associated expenditure has been detailed within the main body of this report).

### Cost & Budget

- 5.2 As endorsed by the Mayor's IPB Panel on the 20<sup>th</sup> May 2014, an annual GLA budget provision of £254,000 has been agreed in principle for the Fourth Plinth Commissioning Programme for the financial-years 2015-16 to 2017-18. However, budgets are approved on an annual basis and future year budgets are subject to formal approval as part of the annual budget setting process. In addition and as detailed within the main body of this report, a grant towards the Fourth Plinth Commissioning Programme has been awarded by Arts Council England totalling £130,000 to be utilised over the 2014-15, 2015-16 and 2016-17 financial years in order to enhance the programme. Therefore, in total, approval for gross expenditure of up to £892,000 for the period 2014-15 to 2017-18 is being sought via this report (GLA net cost being £762,000). An indicative project budget as provided by the Culture Team is summarised below:

	2014-15	2015-16	2016-17	2017-18	Total
	£	£	£	£	£
<b>Expenditure</b>					
Commission	22,000	215,000	100,000	149,000	486,000
Launch & Marketing	0	9,000	58,000	60,000	127,000
Schools Awards & Education	2,000	40,000	40,000	40,000	122,000
Maquettes Exhibition	13,500	20,000	0	0	33,500
Storage	0	5,000	5,000	5,000	15,000
Internship	5,500	5,000	5,000	0	15,500
Shortlist Exhibition	0	0	50,000	0	50,000
Engagement Programme	22,000	12,000	9,000	0	43,000
<b>Total Expenditure</b>	<b>65,000</b>	<b>306,000</b>	<b>267,000</b>	<b>254,000</b>	<b>892,000</b>
<b>Income</b>					
Arts Council	-65,000	-52,000	-13,000	0	-130,000
<b>Total Income</b>	<b>-65,000</b>	<b>-52,000</b>	<b>-13,000</b>	<b>0</b>	<b>-130,000</b>
<b>Net Cost to GLA</b>	<b>0</b>	<b>254,000</b>	<b>254,000</b>	<b>254,000</b>	<b>762,000</b>

- 5.3 As noted within the main body of this report, during the course of the Fourth Plinth Commissioning Programme, officers will seek further external contributions via sponsorship and grant income in order to enhance the programme. If secured, this will be subject to further approval via the Authority's decision-making process.
- 5.4 All income received and programme expenditure will be accounted for within the Fourth Plinth budget, held within the Health & Communities Unit. All appropriate budget adjustments and virements relating to this programme will be made.

#### Project / Programme Management

- 5.5 The Culture Team (Health & Communities Unit) within the Communities & Intelligence Directorate will be responsible for managing this programme of work and must ensure all activities relating to the programme complies with the Authority's Financial Regulations, Contracts & Funding Code, Expenses & Benefits Framework and Funding Agreement Toolkit. Consequently, officers are advised to liaise with the Legal, Procurement & Finance Teams whenever applicable to ensure all activities undertaken for the above-mention programme comply with the above noted Authority guidance and rules.

## **6. Legal Comments**

### **Legal Powers (general):**

- 6.1 Sections 1 to 3 of this report indicate that:
- 6.1.2 the decisions requested of the mayor fall within the statutory powers of the Authority to do such things as may be considered facilitative of or conducive to the implementation of the mayor's cultural strategy which is prepared and published pursuant to section 376 of the Greater London Authority Act 1999 ("Act") and the duty of the Authority to promote tourism in Greater London under section 378 of the Act; and
- 6.1.3 in formulating the proposals in respect of which a decision is sought officers have complied with the GLA's related statutory duties in sections 30 to 33 of the GLA Act and section 149 of the Equality Act 2010 ("2010 Act") to:
- (a) pay due regard to the principle that there should be equality of opportunity for all people (further details on equalities are set out in section 3 above) and to the duty under section 149 of the 2010 Act to have due regard to the need to eliminate unlawful discrimination, harassment and victimisation as well as to advance equality of opportunity and foster good relations between people who share a protected characteristic and those who do not<sup>1</sup>;
  - (b) consider how the proposals will promote the improvement of health of persons, health inequalities between persons and to contribute towards the achievement of sustainable development in the United Kingdom; and
  - (c) consult with appropriate bodies.
- 6.2 Any works, services or supplies required must be procured by Transport for London Procurement who will determine the detail of the procurement strategy to be adopted in accordance with the GLA's Contracts and Funding Code.

Officers must ensure that appropriate contract documentation is put in place and executed by the successful bidder(s) and the GLA before the commencement of the works, services or supplies.

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<sup>1</sup> The protected characteristics and groups are: age, disability, gender reassignment, pregnancy and maternity, race, gender, religion or belief, sexual orientation and marriage/ civil partnership status.

### **6.3 Funding and Sponsorship**

Under section 378(9) of the Act the Authority may when exercising the tourism power charge for its services and receive contributions towards its expenses in carrying out any of its functions under that section.

Officers must ensure that sponsorship is sought in accordance with the sponsorship policy and appropriate sponsorship agreements are put in between and executed by the Authority and sponsor(s) before any reliance is placed on the sponsorship income and/benefits in kind.

Appropriate agreements must also be put in place and executed with any third parties providing any other funding, including (without limitation) Arts Council England (should the Authority's application prove successful) before any reliance is placed on such funding.

## **7. Investment & Performance Board**

The case for investment covering 2015-16 to 2017-18 was endorsed by the Mayor's Investment Performance Board on the 20 May 2014.

## **8. Planned Delivery Approach and Next Steps**

These projects will be managed through the GLA Culture Team, within the Communities and Intelligence Directorate, and working to the lead of the Deputy Mayor for Education and Culture. The Cultural Team will be responsible for developing and negotiating all terms of agreement and monitoring performance progress against objectives in order to ensure that all conditions and targets are met for the duration of the delivery period.



<b>Milestones, deliverables and promotional activity</b>	<b>GLA lead</b>	<b>Planned date</b>
Scoping Merchandising Strategy Fourth Plinth Commissions		<b>July 2014</b>
Development Social Media Internship Programme	Culture & Web	<b>July 2014</b>
Announcement Schools Awards Competition	Culture	<b>Sept 2014</b>
Launch Schools/Families materials to support Haacke commission	Culture & Education	<b>Sept 2014</b>
Development Marketing Campaign Hans Haacke	Culture & Marketing	<b>October 2014</b>
De-Installation Katharina Fritsch Hahn / Cock	Culture	<b>Feb 2015</b>
Production Hans Haacke Gift Horse	Culture	<b>From Feb 2014</b>
Installation & launch Hans Haacke Gift Horse	Culture	<b>March 2015</b>
Schools Awards Winners exhibition at City Hall	Culture/Sport	<b>May 2015</b>
Production period David Shrigley Really Good	Culture	<b>Jan 15-July 2016</b>
Longlisted artists selected and commissioned	Culture	<b>July 2015</b>
announcement Schools Awards Competition	Culture	<b>Sept 2015</b>
Schools Awards Winners exhibition at City Hall	Culture	<b>Sep 2014</b>
Longlist Process for Commissioning Round 5	Culture	<b>May 2015</b>
Deinstallation Hans Haacke Commission	Culture	<b>Summer 2016</b>
Installation & Launch David Shrigley Commission	Culture	<b>Summer /Autumn 2016</b>
Launch and unveil David Shrigley Commission	KD/Events	<b>Autumn 2016</b>
Shortlist Public Evaluation	KD /Marketing	<b>Sept 2016</b>
Evaluation Marketing Campaigns	Marketing	<b>Oct 2016</b>
<b>Delivery Fourth Plinth Schools Awards 2016</b>	KD	<b>March 2016</b>
Announcement Commissions 12 & 13	KD	<b>Feb 2017</b>
<b>Delivery Fourth Plinth Schools Awards 2017</b>	KD	<b>Mar 2017</b>
Unveil and launch commission 12	KD	<b>Early 2018</b>
Delivery Fourth Plinth Schools Awards 2018	KD	<b>Mar 2018</b>

#### **Appendices and supporting papers:**



**Public access to information**

Information in this form is subject to the Freedom of Information Act 2000 (FOI Act) and other legislation. Part 1 of this form will be made available on the GLA website within 1 working day of approval. Any facts and advice that should not be made automatically available on request should not be included in Part 1 but instead on the separate Part 2 form. Deferment is only applicable where release before that date would compromise the implementation of the decision being approved.

Is the publication of this approval to be deferred? NO  
If yes, for what reason:

Until what date:

Is there a part 2 form - NO

**ORIGINATING OFFICER DECLARATION:**

	Tick to indicate approval (✓)
<b>Drafting officer:</b> <u>Kirsten Dunne</u> has drafted this report in accordance with GLA procedures and confirms the following have been consulted on the final decision.	✓
<b>Assistant Director/Head of Service:</b> <u>Amanda Coyle</u> has reviewed the documentation and is satisfied for it to be referred to the Sponsoring Director for approval.	✓
<b>Sponsoring Director:</b> <u>Jeff Jacob</u> has reviewed the request and is satisfied it is correct and consistent with the Mayor's plans and priorities.	✓
<b>Mayoral Adviser:</b> <u>Munira Mirza</u> has been consulted about the proposal and agrees the recommendations.	✓
<b>Advice:</b> The Finance and Legal teams have commented on this proposal.	✓

**OFFICER APPROVAL****Executive Director, Resources**

I have been consulted about the proposal and confirm that financial and legal advice have been taken into account in the preparation of this report.

Signature



Date

21.7.14

**Chief of Staff**

I am satisfied that this is an appropriate request to be submitted to the Mayor

Signature



Date

21:07:2014

