

GREATER LONDON AUTHORITY

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD216

Title: *Sacrilege – Olympic Legacy Project*

Executive Summary:

Turner Prize-winning artist Jeremy Deller was jointly commissioned by the Greater London Authority (GLA) and Glasgow International to make a new interactive artwork, *Sacrilege*, as part of the London 2012 festival. *Sacrilege* is a full scale replica of Stonehenge as a bouncy castle. The work is fully accessible to all age ranges and is designed to hold as many as 200 users at any one time. *Sacrilege* toured 32 venues across the UK and was placed in several venues in London during the London 2012 Festival. *Sacrilege* has begun an international tour at leading international exhibitions such as Inflation! at M+ Museum for Visual Culture, Hong Kong and the Sydney International Festival 2014. This ADD only covers the exhibition of *Sacrilege* as part of the Perth International Arts Festival in Perth, Australia and relates only to the income through the hire fee, and the distribution of that income among the partner organisations.

Decision:

The Assistant Director approves the:

1. Entry into and the execution of a hire agreement between the GLA and The University of Western Australia (Perth International Arts Festival) and the receipt of £25,500 for the hire of *Sacrilege*.
2. Payments to Glasgow International and Jeremy Deller from the hire charge received by the GLA for the hire of *Sacrilege*.
3. Allocation of hire fees for the management and storage of the work until the end of the financial year 2014-15.
4. Entry into and execution of a contract with Jeremy Deller covering continuing hire arrangements and the fee structure.
5. Revised income and expenditure for *Sacrilege* hire to Sydney.

AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT:

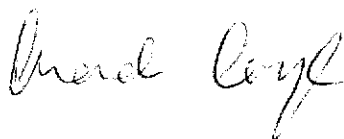
I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

Name: Amanda Coyle

Position: Assistant Director Health & Communities

Signature:



Date: 2 Oct 2014

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 The Mayor of London and Glasgow International Festival co-commissioned Jeremy Deller, a celebrated international artist to create an innovative piece of artwork that would showcase London and Britain as part of the London 2012 Festival. *Sacrilege* is the result of that commission and is a life sized replica of Stonehenge built as a fully functioning bouncy castle.
- 1.2 *Sacrilege* was shown to great success during the London 2012 Festival. It toured over 32 venues across the UK, was seen by an estimated 300,000 people and bounced on by almost 90,000 people. *Sacrilege* represents the first major Cultural Olympiad Legacy project on the international stage.
- 1.3 Following the success of the London 2012 Festival the GLA culture team has established the delivery of an ambitious Cultural Legacy programme as a key priority for 2013/14, building on three areas which are participation, London's position as a leading cultural destination and international partnerships.
- 1.4 This strategy will use signature cultural projects to retain and strengthen London's position as a world city of culture, capitalising on the aspiration, creativity and momentum created by the arts and creative industries during 2012. We will seek to build on the unprecedented numbers of people participating in culture during the Cultural Olympiad and maintain the strategic partnerships between cultural institutions, tourism partners, arts organizations, museums, galleries, corporate sponsors and agencies from countries participating in the Games.
- 1.5 As part of this strategy, *Sacrilege*, a signature project, has toured venues internationally and within the UK as part of the Cultural Olympiad legacy. The GLA is regularly approached by festivals and partners worldwide to show *Sacrilege* and the work has already been in Hong Kong and Sydney. Perth was an additional venue with others likely to follow.
- 1.6 A hire agreement was entered into between the GLA and The University of Western Australia for the Perth International Arts Festival covering all aspects of transportation, insurance, operational requirements and installation of *Sacrilege*. The hire period was from 7th February 2014 and followed directly from the previous hire to Sydney International Festival. In ADD105 it was outlined that the Sydney hire might extend to an additional venue in Perth and that this would impact upon the return delivery date to the UK and the overall hire agreement with Sydney (detailed in financial comments below).
- 1.7 *Sacrilege* was commissioned for the 2012 Cultural Olympiad. Following its success during 2013, the artist agreed that the work be hired out for international festivals and events under management of the GLA. The first hire was to Hong Kong in Spring 2013. The formal agreement is now ready for signature which will be actioned with this decision document.

2. Objectives and expected outcomes

- 2.1 As a work by a British artist, developed and manufactured by a British company, this is an opportunity to showcase British art and innovation to an international audience. However, as a work specifically commissioned by the Mayor and associated with the London 2012 Olympic and Paralympic Games, *Sacrilege* is an iconic arts ambassador profiling London as a cultural capital and highlighting its importance as a home to tourism, culture and industry.

- 2.2 To date over 330,000 people have bounced on *Sacrilege* worldwide, with numbers at a minimum of 2,500 per day of exhibition.
- 2.3 As set out in section 1, this is the first phase of a longer term strategy to celebrate the Legacy of the London Olympics and Cultural Olympiad, by highlighting a key, innovative and successful Olympic commission on an international stage.

3. Equality comments

This project is extremely suited to a wide range of audiences of different backgrounds and age ranges. Access to the work is free and over 300,000 people have participated directly in this work, with additional viewer numbers. The Perth International Festival has a policy relating to access as follows:

‘We will involve the people of Perth and beyond as active collaborators in the Festival in order to influence, shape and create irresistible events. We will continue to use free work and innovative ticket pricing to remove financial barriers, we will use digital work to remove time barriers and work in public spaces will remove the physical barriers.’

In addition, where appropriate, audio description and tactile tours for the sight impaired are offered throughout the Festival.

4. Other considerations

a) Links to strategies and Strategic Plan

- 4.1 The update to the Mayor’s Cultural Strategy *Cultural Metropolis* (2014) has a specific action on securing further touring dates for *Sacrilege* for Policy 1.3 “*The Mayor will ensure culture plays a full role in securing the legacy of the 2012 Olympics and Paralympics, both in relation to physical infrastructure, design and public art projects but also in terms of engaging with communities and young people, particularly those in east London*”.

- 4.2 The Mayor of London, through the Fourth Plinth programme has established a reputation for commissioning ambitious and high quality contemporary art for the public realm from world class artists. *Sacrilege* represents another exceptional artwork that will undoubtedly inspire others to commission artworks that are fun, interactive, mobile and still critically acclaimed.

b) Impact assessments and Consultation

- 4.3 This commission was developed in close partnership with the Glasgow International Visual Art Festival and the London 2012 Festival. Funds for production of the work were awarded by Arts Council England through an unprecedented condition-free grant. The tour of the work to international venues is the first Cultural Olympiad Legacy project on the international stage. The tour of the commission is being managed and developed by the Culture Team with support of a project manager and will be taken up as part of Visit Britain’s GREAT campaign to promote London internationally, providing further promotional opportunities.

c) Risk

- 4.4 A risk connected with this artwork is linked to health and safety. The Manufacturers of the artwork provided detailed and comprehensive installation and care guidelines and the work has been produced to a registered standard. The Perth International Arts Festival contracted directly and at its own cost, with SSG which has significant experience of managing this project, having managed the full Cultural Olympiad Tour of 32 locations in the UK and appropriate insurance to cover public liability risk as well as any other insurance that may be requested by the GLA was taken out as per the hire agreement.
- 4.5 Financial risks to the GLA are linked to damage or loss of the work either in transit or during the exhibition. This is mitigated by insurance that is required under the hire agreement for the full replacement value against all usual risks. The work has subsequently been returned to the UK.
- 4.6 The Perth International Arts Festival was responsible for providing insurance cover throughout the hire period and has provided the relevant insurance certificate as part of the hire agreement.

5. Financial comments

- 5.1 Approval is being sought for the GLA's activities relating to the exhibition of Sacrilege as part of the Perth International Arts Festival, Australia. This will include the entry into and execution of a hire agreement between the GLA and The Western University of Australia (Perth International Arts Festival), the receipt of £25,500 for the hire of Sacrilege and payments to Glasgow International, artist's fees and a new consultancy contract as described within the main body of this report. It is noted that following the agreement of the Sydney hire (ADD105), due to external circumstances and in part the additional hire to Perth, the hire fee to Sydney International was changed from £24,000 to £19,500. The reduction in fees payable to Glasgow International and Dellar have been reflected in the budget below, with a corresponding increase in the budget for repairs and contingency.
- 5.2 The cost of the Perth Festival is being met by the host organisation. However, the proposed GLA expenditure that relates to the exhibition of Sacrilege totals £25,500 and will be fully funded from the hire fee of £25,500 to be received. An estimated expenditure budget as provided by the Culture Team is summarised below taking into account the reduction in income from the Sydney hire and impact on fees to be paid out to commissioning partners:

Expenditure	£
Project Management contingency	5,000
Fees to Glasgow International (GI) & Dellar	7,990
Repairs & contingency	9,390*
Storage for 1 year	3,120
Total estimated expenditure	25,500

Total Income (Perth Festival) (25,500)

Net Cost to the GLA Nil

*includes overhaul before next hire – this amount will only be spent once next hire is confirmed.

- 5.3 The receipt of the hire fee income and the associated expenditure will be accounted for within the Culture Programme budget for 2014-15. The net cost to the GLA is nil based on the budgeted

costs, which includes contingency of £2,500. If this is exceeded, the GLA will be exposed to unbudgeted expenditure for which a source of funding will need to be identified by the Culture Team. Any changes to this proposal, including budgetary implications will be subject to further approval via the Authority's decision-making process. All appropriate budget adjustments will be made.

- 5.4 The Culture Team within the Health & Communities Unit (Communities & Intelligence Directorate) will be responsible for managing the GLA's activities relating to this project and ensuring that the receipt of income and the associated expenditure adheres to the Authority's Financial Regulations, Contracts & Funding Code and Expenses & Benefits Framework.

6.0 Planned delivery approach and next steps

- 6.1 A Consultant continues to work on the management of any hires and queries.
- 6.2 Hire agreements are put in place with host organisations to establish areas of responsibility, hire costs and payment terms.
- 6.3 All practical handling of the work including transportation, installation, exhibition management and insurance while touring was organised by Perth International Arts Festival, which contracted directly with the specialist management company SSG, a company with significant experience of handling *Sacrilege*, having managed the full UK tour during the Olympics period.
- 6.4 The work has now been returned to London and further hires will be pursued as appropriate.
- 6.5 Transport, insurance and all other cost considerations are the responsibility of an external provider and will be negotiated directly with the client.

Appendices and supporting papers:

- Appendix A -Contract with The Western University of Australia

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FOI Act) and will be made available on the GLA website within one working day of approval.

If immediate publication risks compromising the implementation of the decision (for example, to complete a procurement process), it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary.

Note: This form (Part 1) will either be published within one working day after approval or on the defer date.

Part 1 Deferral:

Is the publication of Part 1 of this approval to be deferred? NO

If YES, for what reason:

Until what date: (a date is required if deferring)

Part 2 Confidentiality: Only the facts or advice considered to be exempt from disclosure under the FOI Act should be in the separate Part 2 form, together with the legal rationale for non-publication.

Is there a part 2 form –NO

ORIGINATING OFFICER DECLARATION:

Drafting officer
to confirm the
following (✓)

Drafting officer:

Kirsten Dunne has drafted this report in accordance with GLA procedures and confirms that the Finance and Legal teams have commented on this proposal as required, and this decision reflects their comments.

✓

HEAD OF GOVERNANCE AND RESILIENCE:

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

Signature:



Date:

30.09.14