



City Arts Initiative

Application Guidance Notes

These notes accompany the application form which should be completed when approaching the City of London Corporation with a proposal to place temporary or permanent public art on City-owned or publicly accessible land, buildings, spaces or highway within the City of London boundary.

The information requested will allow the proposal to be assessed by the City Arts Initiative. This group consists of City of London elected Members, senior officers and representatives with specialist arts knowledge.

The group's remit is to consider proposals for public art to be placed in the City of London. This includes (but is not limited to):

- Freestanding and integrated artwork within the public realm
- Permanent features as part of buildings
- Feature sculptures.
- Trails and wayfinding features.
- Murals
- Pavement artwork
- Facade animation
- Lighting and projections
- Soundscapes
- Statues and memorials

For the group to make a decision it is particularly important that the following information is provided:

1. A **visual representation** of the work being proposed. This can be a photograph or an artist's impression (if the work is yet to be created).
2. A precise, suggested **location** within the City
N.B. Officers can give advice in advance of the application form being submitted as to which space/s might be suitable although this does not guarantee that the space/s will be available or approved.

3. An assurance that **funding** is in place to cover all aspects of the proposal. This should include (but is not limited to) installation and de-installation costs, insurance, interpretation, and ongoing maintenance.
4. A **proposed date** that the artwork is to be installed and the **duration** that it will be in place for.

Application Criteria

Proposals are considered by the City Arts Initiative on their **artistic and cultural merit and feasibility**. The primary aim of City Arts Initiative is to ensure the City's public realm is enhanced by inclusive, diverse and high-quality artworks which are appropriate to their locations.

The panel will assess applications on the following criteria (please note it is not a requirement to meet each criterion):

1. The proposed work is of high artistic quality and merit.
2. The proposed work is accessible and inclusive and can be readily appreciated and enjoyed by all, as far as possible.
3. The work is appropriate in scale, orientation and siting.
4. There is community and/or public benefits including educational, economic, social and/or environmental.
5. There is evidence of community and stakeholder engagement.
6. The project is financially viable and can be delivered in the timescale required.
7. The project is fully planned out and has given careful consideration to risk management and public safety supported by RAMS covering all stages of implementation and dismantling where appropriate.
8. The project has considered the impact on the environment and sustainability from its inception through to implementation and disassembly.
9. The project applicant has investigated any potential controversial or negative associations through the work's production, narrative or financial delivery.
10. The artist's background including established, emerging artist, LGBTQ+ or from a marginalized, under-represented group.
11. The project has considered the maintenance of the artwork where the artwork is to be shown outdoors as well as any relevant insurance policies.

Licenses and Permissions

It is important that the applicant is aware that the project/installation can only go ahead if the required licences and permissions are obtained. The permissions needed will vary from project to project but may include:

- Hoarding Licences
- Planning Permission
- Listed building consent

- Permissions from building managers/owners depending on the specifications of your application.

Applicants are strongly encouraged to consult with and gain the required approval from the following:

- [The Highways team](#) will assess the suitability of the structure and ensure that it will not restrict other activities (e.g. special events) that may take place at the desired location.
- [The Planning team](#) will assess the accessibility of the structure and ensure it does not cause any obstruction or detract from the surrounding environment. The Planning team will also advise if listed building consent should be obtained.
- [The District Surveyor team](#) will assess the health and safety of the structure and grant a special or temporary license. The District Surveyor has the final decision on what public art is permitted in the City.

Officers will be able to advise on next steps, which will vary from application to application.

Health & Safety

As part of the process for approving proposals for artwork in the City, health and safety is an important consideration to ensure people and property remains safe from harm or damage. Often, there will be minimal risks associated with artwork, but some may introduce risks which need to be managed.

The health and safety guidance provides advice on potential areas to be considered.

If any H&S risks are identified, the applicant should fill out a H&S risk assessment form and to submit this alongside the City Arts Initiative application form.

Both, the health & safety guidance and risk assessment template can be found on the City Arts Initiative [webpage](#).

Panel Meetings

Meetings of the City Arts Initiative take place approximately six times each year. Dates can be found on the [webpage](#). Completed application forms should be submitted by email to publicart@cityoflondon.gov.uk at least **two weeks** in advance of the meeting date so that they can be added to the agenda and circulated to the group.

The CAI panel may ask the applicant to give a brief presentation to the panel. In such cases, the presentation will be at an allotted a time. The applicant will then answer any questions and be asked to leave the meeting before discussion on the merits of the scheme take place.

An officer will be in touch within seven days of the meeting taking place to inform applicant of the decision. This will either be:

- Approval (in principle)
- Amendments and re-submission required
- Rejection

Approval Process

All decisions by the City Arts Initiative take the form of recommendations which then need to be ratified by the relevant authority or the City of London's Culture, Heritage & Libraries Committee (and occasionally by other service committees as appropriate) before being made final. Culture, Heritage & Libraries Committee meetings generally take place a month after City Arts Initiative meetings. All applications for permanent artwork will go to the CHL committee.

Please note that if your application does go the CHL committee to be ratified all information and images provided on your application (excepting contact details and any finances disclosed in the application form) may be published and accessible from the City Corporation's website prior to the Committee meeting. The report is then discussed in public session which may or may not be attended by the media.

If your application is approved, 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.**

Pre-application Advice

Applicants may arrange a pre-application meeting to go over any details or questions around the City Arts Initiative process or gain preliminary feedback on their proposal in advance of submitting their application.

To arrange this or if you need additional information or have any further questions, please email publicart@cityoflondon.gov.uk.