




DECISION NO: 18/132 *For Member Services use only*

Concurrence No: 066254

Action under delegated authority of Chief Executive	
Action under delegated authority of Director of Finance and Cabinet Member for Finance	
Action taken by Chief Executive in consultation with Cabinet Member(s)	✓

Subject: IMPLEMENTATION OF MONARCHS WAY ARTWORK


Signature and designation of officer(s) taking action:

 Chief Executive	11.10.18 Date	 Director of Finance	10.10.18 Date
		 Head of Financial Planning and Reporting	08/10/18 Date


Name of Cabinet Member(s) Consulted:

I have been consulted and concur with the proposals set out below:

Councillor Paul Seebly
Cabinet Member for Housing, Environment and Community


Signature: 16.10.18
Date:

Councillor Ken Ayling
Cabinet Member for Finance


Signature: 17.10.18
Date:

Name of any member who has declared a conflict of interest in relation to this decision: None

THIS DOCUMENT WILL BE PUBLISHED ON THE COUNCIL'S WEBSITE

The report overleaf sets out the decision to be taken, the reasons for the decision, and the details of alternative options, if any, considered and rejected.

Officer decisions are available for public inspection, both at the Borough Offices and on the Council's website, for a period of six years after the decision is made. Background papers are available for four years.

RECOMMENDED that:

approval be given to:

- (a) the installation of the proposed artwork at Appendix A, subject to any minor amendments;
- (b) an exception to Contract Standing Orders, section 3.8 (v), to allow the appointment of a specialist contractor to implement this project;
- (c) enter into an agreement with the landlord of the Pavilions Shopping Centre.

Purpose

To seek approval to install a piece of artwork on the flank wall of the Pavilions Shopping Centre facing Monarchs Way encouraging passers-by to visit Waltham Cross town centre.

For information Appendices 'A' and 'B' relate to this item.

The Project

The former Waltham Cross Development Group gave its support to the installation of the artwork in October 2017. The project has not progressed as quickly as anticipated due to difficulties in securing a landlord agreement permitting the artwork to be erected on the property. This has now been resolved.

A design of the artwork has been provided by T6 Initial Designs Ltd, a local company based in Hoddesdon, who have extensive experience of designing and installing similar type hoardings. The proposed artwork is detailed in Appendix 'A'

It is intended that the artwork will be:

- Erected a minimum of 2 metres above ground level to minimise the threat of vandalism/graffiti
- 20 metres long by 4 metres deep and attached to a flexible frame fixed directly to the wall and a digitally printed PVC Skin tensioned across the frame.
- The listing of businesses will be reviewed to ensure it is up to date and relevant. However, artwork will have capacity for names to be replaced at a later stage, if required.

Both HCC Highways and the Council's Planning Officers have confirmed that the earlier approvals still apply to the current artwork and no further approvals are required. T6 have held initial discussions with HCC Network Management regarding the traffic management requirements to allow installation.

The landlord has agreed to the artwork being erected for an initial period of 4 years, with a possibility to renew, subject to the agreement of both parties. The key terms of the agreement are included in Appendix 'B'.

Alternative Options Considered and Rejected

When officers sought initial expressions of interest to develop concept designs for the artwork, three separate companies were approached. However, it was decided to develop the project further with T6 as they were locally based, had significant experience in this type of work and offered various options for applying the artwork.

With regards the artwork, one option was for it to be applied to di-bond metal panels screwed into the surface of the wall (similar to the project on Waltham Cross railway station bridge). This would cost around £20k. A larger size variation measuring 33m x 5.5m would cost around £45k.

An alternative option is for a flexible frame to be fixed directly to wall and a digitally printed PVC Skin tensioned across the frame. This would cost around £16.5k. The second option is recommended by the design consultant as with increased height of the mounting of the artwork, the threat of vandalism is significantly reduced. It is also significantly cheaper.

Financial, Legal and Risk Implications

It has previously been agreed that funding for this project will be found from the existing capital budget for Waltham Cross Renaissance, which will be funded from s106 contributions.

The proposed landlord agreement will satisfy any challenge to the ability of the Council to erect this artwork on property belonging to a third party.

Through the necessary discussions and approvals officers have taken all reasonable steps to minimise any risks associated with this project.

Contributions to the Council's Objectives

This project will contribute to the Council's wider objectives to improve the vibrancy and vitality of its town centres and will contribute towards the Waltham Cross Renaissance Strategy.

Conclusion

Although it has taken some significant time to come to fruition, it is felt important that this project should be installed at the earliest opportunity.

Contact Officer:
Mr A. Cuffaro (extn: 5539)

List of Background Papers:
Report to Waltham Cross Development Group, 31 October 2017
Waltham Cross Renaissance Strategy

Action reported to the Cabinet on:

