

Committee:	Executive	Agenda Item No.:	6
Date:	6 th April 2009	Status	Open
Category	1. Key Decision included in Forward Plan		
Subject:	A Public Art Strategy for Brook Park, Shirebrook and the Bolsover District		
Report by:	Leisure Operations Manager		
Other Officers Involved	Arts Development Officer Head of Procurement Head of Planning		
Director	Strategy		
Relevant Portfolio Holder	Social Inclusion		

RELEVANT CORPORATE AIMS

REGENERATION – Developing healthy, prosperous and sustainable communities

Develop vibrant town centres. Develop flourishing rural communities. Encourage inward investment and a local entrepreneurial culture to maximize sustainable employment opportunities.

SOCIAL INCLUSION – Promoting fairness, equality and lifelong learning

Promote the development of skills and learning within communities.

ENVIRONMENT – Promoting and enhancing a clean and sustainable environment

Protect, enhance and improve the natural and built environment in a sustainable way.

CUSTOMER FOCUSED SERVICES – Providing excellent customer focused services

Strengthen community consultation and involvement. Design and deliver services to meet the needs of customers.

COMMUNITY SAFETY – Ensuring that communities are safe and secure

Arts participation programmes contribute to the delivery of 40,000 hours of community based engagement to 5,000 young people and help 500 young people successfully complete leadership awards / active citizenship programmes by March 2011.

TARGETS

To adopt the Public Art Strategy by January 2009 and achieve all milestones by March 2012.

VALUE FOR MONEY

The strategy has been funded by EMDA (£12,000) with partnership funding from Bolsover District Council (£2,000) and in kind funding from Derbyshire County Council through the provision of officer time to manage the contractors involved with the strategy creation.

A new procedure has been developed as part of the Bolsover District Public Art Strategy to categorise into small, medium and large contracts and a route will be followed as to how the contract will be managed and whether that contract can be managed in-house as apposed to by an external Consultant.

The Procurement of Public Art Management and Delivery will demonstrate value for money due to competitive tendering when a Consultant is appointed for large scale Public Art Contracts and where small to medium sized contracts are managed in-house by the Arts Development Officer this will show savings of 20% on current charges levied by external consultants. There is an opportunity to charge 5% of the project cost (thus leaving a 15% saving overall) by charging an internal project management fee to offset any increases in salary for the Arts Development Officer as a result of any changes to the role that are directly attributed to the Public Art Management process.

THE REPORT

Members will recall during the presentation to Executive of the Bolsover District Arts Strategy 2008-13 on March 10th 2008, that the report recognised there had been a huge amount of development around Brook Park and Shirebrook. The report explained that with this in mind, EMDA had given funding for a "Public Art Strategy for Brook Park and Shirebrook" to be written. The strategy was to be jointly managed by BDC Arts Development Officer and DCC Arts Development Officer.

With this in mind it seemed sensible to further develop the work of the brief for Brook Park and Shirebrook to provide for a "Public Art Strategy for Bolsover District" which would include a revised Public Art Policy and Procedures for the management of Public Art.

Public Art includes but is not limited to, not only the obvious permanent structures such as sculptures, mosaics and ironworks etc. but also compositions, written works and participatory projects.

BENEFITS OF PUBLIC ART

The potential cultural, economic, social and environmental benefits of public art are now widely accepted. These include:

- enhancement of the built environment and contribution to urban design
- contributing to developing an environment that is attractive to existing and new businesses
- value is added to developer's schemes and product
- providing additional attractions to residents and visitors
- helping to develop a locally distinctive sense of place
- providing employment opportunities for artists and creative industries
- potential of increased ownership of public spaces by communities through involvement in design and evolution of artworks
- recognised as a tool of urban regeneration
- promoting the profile of the district
- adding value to existing commitments e.g. interpretation, street furniture
- introducing new heritage for future generations
- mainstreams art
- method of connecting spaces, including rural to urban

CURRENT POSITION

There is no formal or systematic mechanism that identifies and encourages public art opportunities. The Public Art function was, until recently, managed by Junction Arts, where most opportunities arose for one-off projects / commissions. These have been integrated into the environment with varying degrees of success, but have given the Authority experience of the various aspects of the public art process. Major regeneration opportunities now necessitate a coherent and holistic approach to public art, so that we can expect an improved quality of design.

Public art opportunities do exist in:

- large scale commercial developments
- housing developments
- urban and rural enhancements
- interpretation of historic monuments and historic sites
- signage
- lighting
- private developments e.g. business parks
- District Council developments e.g. depot

A number of suggested project strands have been identified via the strategy creation including * landscaping * signage * and works of art – as part of the strategy commission the consultants will, once the ideas have been further developed and agreed, write the funding applications to the various funding bodies also identified within the strategy.

PUBLIC ARTS STRATEGY - STRATEGIC OUTCOMES

The draft Public Art Strategy has a number of benefits for a co-ordinated approach to public art:

- provide a framework for officers and members to achieve the maximum benefits from the programme
- complimenting the work of other BDC departments and initiatives, such as tourism, economic development and community cohesion
- provide a long lasting high quality legacy of public artworks and programmes for the local community and wider public
- provide a distinctive and innovative approach to public art that will enhance the District
- build partnerships with stakeholders and encourage further relationships through recognising the benefits of public art programmes
- build the creative industries sector in the District to further develop creative occupations and activities

KEY OBJECTIVES

The key objectives of the Public Arts strategy are to:

- develop an integrated approach by BDC to the section 106 process and other public art initiatives
- develop mechanisms that will allow all partners and the community to work together productively
- demonstrate public arts role in enhancing the social, economic and cultural life of the District and generate new public art schemes
- provide a contextual framework that will offer support in developing greater understanding, enjoyment and engagement with public art and wider creative activities
- integrate public art projects into the BDC arts programme

THE MANAGEMENT OF PUBLIC ART

When the Arts Strategy was adopted by the Council in March 2008, it was agreed that the previous custom and practice of commissioning permanent works of art would be replaced by a more flexible approach. As a result, monies available for art projects can now be used for more community based projects including the development of participatory arts programmes.

The Public Arts Strategy provides a new flowchart to indicate how commissions will be placed for any art projects, this is included at appendix 1. The flowchart process, ensures that there is a dialogue between Planning Officers, the Arts Development Officer and local members at an early stage to map out the potential art input and to engage with the developers. At this stage, and as an intrinsic part of the S106 agreement if a public art project is proposed, a public art expert will also work with the developer and the Arts Development Officer to propose the most appropriate public art scheme and

the mechanisms by which they might be achieved along with any wider arts input as part of the S106 agreement.

The current process for planning applications, where there is no pre-application discussion the planning officers will flag up a shopping list with developers. Ideally, one officer in the department should be a one-stop coordinator for each application, disseminating information to each partner which can include the ADO or a public art consultant. The potential for planning officers to raise issues with developers concerned with integrating artist- and craftsperson-designed elements would also be considered at the earliest possible opportunity within the planning process. The priorities for this approach are currently subject to a review of section 106 priorities by Executive and PPMG Chairs. Subject to the outcome of any decisions arising from this review, there may be an impact on the number of opportunities for public arts projects that are progressed.

There are three scales of project outlined - which are:

- within the design team,
- tendering or
- working directly with the community, either singly or in combination.

The scale of the project should also determine how the project is managed. The management of the project is either directly through the ADO for relatively small and uncomplicated programmes, through a quotation system with a preferred supplier list for larger projects and the possibility of a tendering system for the largest and most complex projects.

The strategy proposes that for a project of under £20,000 (a development of some £2 million) it is suggested that the programme should be managed internally by the Arts Development Officer, with or without the assistance of a public art expert. The project could be either a commissioned art work of any art form, a participatory arts programme or a combination. For a project from £20,000 to £50,000 the project could be either managed in house or could be tendered to the preferred supplier list, who would project manage the process, including timetabling, contracting, applying for necessary approvals, and arranging for the long term future of the project. For a project of over £50,000, the project could either be tendered to a preferred Project Manager or if it is substantial, have an open tender or directly contract. The direct contract route is only likely where a specific artist or type of artwork is required for a nationally important project.

Attached is a copy of the strategy for consideration.

ISSUES/OPTIONS FOR CONSIDERATION

Members are asked to adopt the Public Art Strategy.

If approved, the strategy will be reviewed annually and subject to a report to Executive on progress.

IMPLICATONS

Financial: Associated to the various developments within our District there are monies identified as Per Cent For Art contributions via Section 106 agreements or planning conditions amounting to over £1m. An efficiency saving of 20% on all small and medium sized contracts funded through Per Cent For Art monies when managed internally has equated to over £24,600 for 08/09 that would have previously been paid in management fees to external organisations/contractors. There is an opportunity to charge 5% of the project cost (thus leaving a 15% saving overall) by charging an internal project management fee to offset any increases that may apply following Job Evaluation assessment in salary for the Arts Development Officer as a result of any changes to the role that are directly attributed to the Public Art Management process.

In addition, the 'in house' management of the Public Art function has meant that revenue monies totalling £99,000 have been received for arts related community projects as an alternative to works of art.

Legal: None

Human Resources: The 'in house' management of the Public Art function is additional to the Arts Development Officers current Job Description and may have JE implications which are being considered.

RECOMMENDATION(S) that;

- 1) Executive approves the Public Art Strategy for Brook Park, Shirebrook and the Bolsover District,**
- 2) the Leisure Operations Manager be given delegated authority to make minor changes as necessary to the document in consultation with Director of Strategy and Portfolio Holder for Social Inclusion,**
- 3) Executive approves the opportunity to levy a charge of 5% of the total project cost (thus leaving a 15% saving overall based on previous management arrangements) for internal project management fees.**

REASON FOR DECISION TO BE GIVEN IN ACCORDANCE WITH THE CONSTITUTION

To adopt a Public Art Strategy for Brook Park, Shirebrook and the Bolsover District. To give approval for the Procurement of Public Art Management and Delivery.

ATTACHMENTS: Y
FILE REFERENCE: None
SOURCE DOCUMENT: Background papers held by Arts Development Officer.