

EAB 14 November 2016
Public Art Strategy
Summary of key points and questions for EAB

1 Introduction and background

1.1 Purpose

The Council requires a new Public Art Strategy to be produced, which is able to respond to the Council's overall objectives and the National Planning Policy Framework, in the provision of public art projects.

1.2 The key aims identified for the Public Art Strategy are:

- to produce a five year strategy identifying key priorities for public art
- to map current provision and identify gaps and priorities for the Council's public art programme for the next five years
- to explore funding streams for public art both through the Council's planning system and externally
- to review the process of delivering public art to ensure current practice is aligned with corporate procedure
- to review the Council's Public Art Advisory Group to ensure it is able to support the objectives of the new strategy
- to address the lack of a dedicated maintenance and decommissioning budget for public art and recommend a programme

1.3 What is public art?

Rather than define public art by its end product, for example a piece of sculpture or a decorative bench, it is useful to think of public art as the process of artists working in the public realm and with communities. This helps create a broad definition of public art that is open to future opportunities.

1.4 Key benefits of public art:

The Public Art Strategy will aid the delivery of the Council's Corporate Plan 2015-2020 themes of Our Environment, Our Society and Our Economy.

- public art can foster civic pride, a sense of place and local ownership and identity by creating a unique local landscape
- high quality public art initiatives can enchant, excite and provoke discussion for local participants and audiences
- good public art contributes to the local economy by raising the profile of Guildford as a vibrant cultural centre and by introducing new skills to the area through the artists and community involved

1.5 How this strategy fits in with other Council strategies:

It is important that the public art strategy follows the Corporate Plan and aligns with the aims of the Arts Development Strategy but also that it works with the Council's Local Plan and Supplementary Planning Document.

2 Public art and the planning system

When adopted by the Council the Community Infrastructure Levy (CIL) will have implications for the future funding of public art. A fundamental feature of this strategy will be to address these implications through the strategy process.

3 Approach

Our approach will be to engage an external consultant to support the process, who has:

- demonstrated experience of producing public art strategies and has knowledge of other local authority public art provision
- knowledge and experience of applying national planning policy and the legal framework
- an outside perspective to challenge our current policy and practice
- anticipated costs in the region of £5,000-6,000

4 Considerations for the EAB:

- consideration of the outline process and consultation
- groups/ individuals to include in consultation
- consideration of the membership and skill set of the public art advisory group
- opportunities for promoting current and future public art and raising the profile of the wider benefits of public art