

CLACKMANNANSHIRE COUNCIL

Report to Council

Subject: A Strategy for Art in Public in Clackmannanshire

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1.0 Summary

- 1.1. In March 1999 the Council commissioned the production of a strategy for art in public in order to develop effective mechanisms for pursuing Public Art provision in Clackmannanshire. In order to achieve this and to become eligible to pursue external funding for Public Art an explicit policy framework is required. As part of the commission an extensive public consultation exercise was carried out. The proposed strategy is now ready for consideration and formal adoption.

2.0 Recommendation

It is recommended that Clackmannanshire Council formally adopt the policy for Art in Public in Clackmannanshire.

3.0 Background

- 3.1. Since 1992, there have been Development Plan policies which generally support the provision of Public Art. These are incorporated in the Structure Plan, Central 2000, which was approved by the Secretary of State in August 1992 and the Clackmannanshire Local Plan, which was adopted in August 1994.
- 3.2. In May 1997, the Council approved the principle of supporting a "Percent for Art" scheme. As such, there is general Council policy that "Percent for Art" projects should be promoted throughout Clackmannanshire. The "Percent for Art" policy confirms the Council's support for Art in Public but it is not backed up by an effective statutory framework.
- 3.3. It is considered that incorporation of policies through the statutory Development Plan process would provide an enhanced framework for encouraging artwork as part of the development process, together with controls through Council property disposal.
- 3.4. This does not limit individual sculptures or other works being provided outwith wider development projects by the Council, or by businesses.

- 3.5. This proposed Art in Public strategy is an extension and implementation plan growing from the "Percent for Art" policy.

4.0 Work Implemented, Recent Work and the Way Forward

- 4.1. In the last four years the Council has been involved in commissioning artworks including the large development project at Lidl, at Safeway in Alloa and this year artworks will be installed at the new bridge at the River Devon in Tillicoultry. There are artworks commissioned in Clackmannan and at Tait's Tomb in Dollar as part of the interpretation for the new pathway network. Most recently the Council successfully secured £12,000 for the inclusion of an art feature as part of the planning application for the nursing home/flatted development at Marshall.
- 4.2. In 1999, the Council commissioned a local artist to form part of the design team for Alloa Town Centre's Redevelopment Programme. The artist has produced detailed proposals for the incorporation of artworks into the design and existing fabric of Alloa Town Centre.
- 4.3. While progress has been made, it is considered that the existing Development Plan Policies on Public Art, while promoting general support for the provision of public artworks, are not sufficiently explicit.
- 4.4. In order to become eligible to apply for external funding for Art in Public the Council must have a formal strategy as part of its statutory framework.

5.0 Summary of Recommendations

- 5.1. The proposed strategy outlines a series of recommendations and an implementation plan that would allow the Council to effectively pursue funding for Art in Public and to implement a programme of Public Art throughout the community. It recommends that the Council should:

commission artwork of high quality from a range of artists both residents locally and outwith the area as appropriate

involve local residents in the art in public programme in a range of ways appropriate to the individual development

work across Council services to ensure maximum impact on the physical environment and overall attractiveness of the area whilst utilising available skill and expertise

seek collaboration and partnership in art in public developments with local businesses and incoming developers

ensure sustainability of the art in public programme through negotiated and actioned maintenance contracts

seek external funding for the art in public programme, through the National Lottery and internally through Council redevelopment works and external planning applications.

6.0 Implications to Council

- 6.1. Officer time across Council services to implement the Art in Public Strategy
- 6.2. A maintenance budget to be secured either from internal sources or from negotiated Public Art commissions. This budget should, at any one time, be in the range of £3000. In future, commissioned artworks should build in maintenance costs.

7.0 Values and Key Objectives

A strategy for Art in Public would assist in realising corporate Council aims and objectives including:

- contributing to community capacity building and engendering social inclusion
- engendering increased awareness and a sense of pride of place in the residents of Clackmannanshire overall and in individual communities in particular
- re-establishing a living heart in town or village centres through the creation of distinctive and meaningful markers or events
- improving the environment through the integration of an effective Public Art policy framework in the Development Plan and in the creation of planned and integrated artistic components into otherwise functional and purposeful developments
- increasing the area's attractiveness which an augment inward investment and business growth
- promoting the area's attractiveness for new residential development
- providing opportunities for community participation and involvement in local redevelopments or upgrading programmes
- establishing links with educational programmes, at an range of levels, across the community
- building a reputation as an area within which the work of artists is appreciated and within which artists are respected.

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