

POLICY AND PERFORMANCE SCRUTINY PANEL

Thursday, 23 June 2022

PUBLIC ART STRATEGY 2022 - 2027

Report of the Head of Arts and Culture

Recommendation(s)

It is recommended that the Panel considers and comments on the reviewed and updated Public Art Strategy 2022-2027 at Appendix 1.

Summary

Eastleigh Borough Council (the Council) is in the process of reviewing and developing a new Public Art Strategy 2022 – 2027, which will replace the current strategy, which ran from 2015 – 2019. The purpose of the Strategy is to provide a framework for public art in Eastleigh Borough over the next 5 years. It has been developed as a shared vision to embed public art into the fabric of the Borough, with the vision to deliver a sustainable, innovative, and distinctive public art programme which celebrates the Borough's diverse culture, heritage, and biodiversity, as well as engage its communities and bring about a renewed sense of pride and ownership.

The Strategy is informed by current National Planning and Policy Framework (NPPF revised 20th July 2021) and local planning policies, new development opportunities for Eastleigh and current best practice in project management, commissioning artists and engaging communities in the creation of the public realm.

Focus for Scrutiny

The panel is asked to consider and recommend that the new strategy is approved at Cabinet.

Statutory Powers

Localism Act 2011

Strategic Implications

1. The Council's Public Art Strategy 2022-2027, together with the emerging Culture Strategy 2022-2027, encourages greater participation in cultural activity and provides better access to cultural assets across the Borough.
2. The Public Art Strategy sets out why public art, and the processes of creating public art, have a positive impact on the physical, environment and the health and wellbeing of people that live, work and visit Eastleigh Borough. It includes methods to ensure that the best possible value is obtained in the commissioning of public art and illustrates why public art delivers the Council's corporate priorities: A Green Borough, Healthy Communities and A Prosperous Place.

Introduction

3. The aims of the Strategy (Appendix 1) are:
 - To set out the vision and principles for public art in Eastleigh Borough;
 - To explain the benefits of public art and how it fits with the Council's corporate priorities;
 - To serve as an effective working document for the Council and its partners;
 - To set a clear delivery process and guidance for best practice in commissioning and maintaining and if required decommissioning of public art;
 - To explain the relationship between public art and the development process;
 - To promote new commissioning opportunities available over the next 5 years.
4. While it is recognised that many commissioning opportunities will arise through new developments in the Borough, the principles of the Strategy also apply to those commissioning public art in other contexts including the Council, other public sector agencies and community organisations.
5. The process of creating the new strategy involved undertaking a review of the Public Art Strategy 2015-2019 and carrying out research on existing best practice in community engagement and public art project management. Updates from the National Planning Framework have also been added along with changes to local planning. Other changes include a new Borough wide project list and Community engagement case study.
6. Consultation has taken place with colleagues from Planning and Economy, Strategy, Local Area Management together with regional and national agencies to establish the new strategy.

7. The intention following approval is to have the strategy designed and promoted to support best practice in the commissioning of Public Art in the Borough.

Financial Implications

8. The majority of Public Art projects will be funded by Developer Contributions and commissions are required to highlight the ongoing maintenance costs of their proposed designs, so these can be included in planning obligations where necessary. Other funding sources may include direct commissioning or grant funding.

Risk Assessment

9. The Public Art Strategy is key to ensuring the delivery of clear processes and best practice in commissioning, maintaining and if required decommissioning of public art. Risk Assessments are required on each commission to ensure appropriate mitigation is in place for any potential risks.

Equality and Diversity Implications

10. This report deals with internal or procedural matters only. Therefore, it is considered that for this decision the Equality Duty does not apply and an Equality Impact Assessment (EqIA) has not been carried out.
11. An Equality Impact Assessment will be completed from individual projects.

Climate Change and Environmental Implications

12. The Public Art Strategy and the process of developing artworks will:
 - Ensure consideration to reduce and mitigate carbon emissions from each public art project;
 - Contribute to the creation of an excellent environment for all through quality design and emphasis of local distinctiveness to reinforce a sense of place;
 - Raise awareness of green routes and more sustainable means of transport to encourage a modal shift away from single occupancy vehicles to reduce congestion;
 - Enhance infrastructure to improve accessibility and legibility through and between key economic areas, local facilities, and open spaces;
 - Raise awareness of the aims of Eastleigh Biodiversity Action Plan and promote community involvement to safeguard and protect local biodiversity and increase contact with the natural environment for residents living within an urban setting;
 - Support residents and businesses in working more sustainably by encouraging more environmentally friendly materials, minimising energy usage and reducing waste and emissions,

Conclusion

13. The Panel is asked to consider the Public Art Strategy 2022 - 2027 and recommend to Cabinet that it is approved.

NICKOLA MOORE, HEAD OF ARTS AND CULTURE, ANDREW SAUNDERS
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Appendices Attached: Appendix 1: Public Art Strategy 2022-2027

LOCAL GOVERNMENT ACT 1972 - SECTION 100D

The following is a list of documents which disclose facts or matters on which this report or an important part of it is based and have been relied upon to a material extent in the preparation of this report. This list does not include any published works or documents which would disclose exempt or confidential information.

List Background Papers: None.