

REPORT TO: PLANNING AND TRANSPORTATION COMMITTEE –
29 OCTOBER 2001

REPORT ON: DRAFT PUBLIC ART STRATEGY

REPORT BY: DIRECTOR OF PLANNING AND TRANSPORTATION

REPORT NO: 533-2001

1 PURPOSE OF REPORT

- 1.1 To advance the attached draft Public Art Strategy for consultation.

2 RECOMMENDATIONS

- 2.1 The Committee agrees to
- a approve the attached Draft Public Art Strategy, and
 - b send the Draft Strategy out to consultation with the Scottish Arts Council, Dundee Public Art Programme, Dundee Civic Trust, and Dundee's Community Councils. The results of this consultation will be reported back to Committee with the strategy for final approval at its February meeting.

3 FINANCIAL IMPLICATIONS

- 3.1 There are no financial implications associated with this Report.
- 3.2 The strategy will assist the Council's public art spending which is already monitored under Best Value on a project process that ensures quality and value for money is achieved.

4 LOCAL AGENDA 21 IMPLICATIONS

- 4.1 The inclusion of the public arts meets a key theme of Dundee 21:
- "Places, spaces and objects combine meaning and beauty with utility".

5 EQUAL OPPORTUNITIES IMPLICATIONS

- 5.1 The processes employed in delivery of public art involves the public either directly by participation in the community arts or indirectly by provision of civic artworks.

6 BACKGROUND

- 6.1 The draft public art strategy has been developed to further advance the future of public art in Dundee. Dundee City Council has received a lot of credit for its pioneering commitment to public art. It has contributed to the achievement of many national awards for environmental improvements.
- 6.2 The draft strategy is based on the desire to sustain previous success, to improve on quality and delivery, and encourage further private support and patronage. It aims to give a solid foundation for public art development. This is a young, and difficult arts process, that covers a wide range of artforms from traditional sculpture to contemporary works, in a wide variety of situations found in the urban area.
- 6.3 The strategy comprises of an introduction that covers the background, needs and effects of Public Art in Dundee. The next chapter deals with the strategic context and importance of

public art. This is followed by a section that deals with issues, strategic actions and enabling activities. An appendix section is to be added and continuously updated with further individual action plans for site specific and specialised areas such as the Cultural Quarter.

- 6.4 The Strategy will assist the development of a "Percent for Art" Policy for major developments in the city.
- 6.5 The approved strategy will assist the delivery and development of new public art projects by declaring the Dundee Partnership's commitment to the art in the urban environment. It will assist in applications to funding organisations such as the National Lottery and other arts funding bodies.

7 IMPLEMENTATION

- 7.1 Having developed a draft strategy, it will be necessary to communicate the strategy to employees involved in environmental design, the Council's external partners and the public. Implementation will require expertise from experienced staff and outside agencies, and will need to be considered as part of the overall set of priorities for the planning of developments throughout the city.
- 7.2 Detailed implementation briefs will be required to deal with specific sites and areas.
- 7.3 If the strategy is advanced by the Council, it is intended that reports on projects recommended for implementation will continue to be presented to committee on a case by case basis.

8 CONSULTATIONS

- 8.1 The Chief Executive, Director of Finance, Director of Support Services, Director of Corporate Planning, and the Director of Arts and Heritage, have been consulted and are in agreement with the contents of this report.

9 BACKGROUND PAPERS

- 9.1 Policy Paper "Facilitating the Arts" Article II agreed by the Dundee District Council Planning Committee on 21 November 1994.

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3 October 2001

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PUBLIC ART STRATEGY FOR DUNDEE



DRAFT

OCTOBER 2001

STRATEGY FOR PUBLIC ART

Introduction

Art in the public realm is an important part of revitalizing the city. Public art can make the city appear more vibrant, memorable and enjoyable for citizens, visitors and investors. It assists in developing the city as a regional centre for the creative arts. It encourages the redevelopment of the city's national image. It can be used to appeal to all levels of intellect and people of differing social background. It is socially inclusive.

It is seen as an important contribution to urban design and regeneration initiatives and the quality of life experienced by residents and visitors alike.

This strategy is to assist the development public art in Dundee.

Achievements and Critical Acclaim

The former Dundee District Council played a major role in setting up the format for the present Dundee Public Art Programme Co Ltd (DPAP) in 1982 and has been one of the Programme's main clients for many years. With the expertise gained, DPAP has become known all over the UK and carried out many feasibility studies for other local authorities, many of which are now operating their own public art programs.

Some Public Art projects in Dundee received awards in the 1980's. The innovative integration of public art into many environmental improvement schemes and building design during the last 20 years enabled Dundee to win many awards for landscaping, planning and architecture.

Dundee was the one of the first cities to embrace public art as a positive additional means of improving the city's environment. This has set good example to many other local authorities up and down the country who have developed the role of public art in different ways. The introduction of public art into Dundee was seen as successful and innovative, becoming a catalyst to other art projects including the DCA.

Opportunities to Come

Retail and housing developments offer excellent opportunities for progressing art and architecture in a new and exciting way. Many developers are becoming more aware of the value of including public arts in their schemes. Dundee should optimise any potential.

Public Art in Dundee

In Dundee, public art is seen as an art form whose domain is predominantly the streets, buildings and spaces to which the public has access and can experience. It can be temporary or permanent installation, a static work or live performance. It can reflect any number of themes and utilize a vast array of materials, art techniques, traditional crafts, and high or low technology skills in its production. It ranges from traditional crafts to contemporary artworks. It can be a pure artistic statement or decorative and functional. It also embraces processes, which emphasise the importance of involving clients, and or immediate community.

Benefits to the Economy

The use of Public Art can assist to stimulate economic developments in Dundee by supporting the marketing of the city's cultural identity to companies and organizations considering inward investment. Encourage street activity and associated business use in public art enhanced areas.

Public art activity contributes to the local economy by creating greater employment opportunities for artists and fabricators of artworks and by utilizing local resources, skills and materials.

Public areas enhanced by Public Art assist in providing extra stimulus to tourism and leisure activities.

Apart from assisting the development of business and tourism, art can also generate local jobs.

Partnerships

The development of cultural activities in Dundee is considered better served through a broad partnership approach involving both public and private sectors. This leads to a healthy variety being commissioned. Therefore all appropriate local authorities, central government agencies, statutory bodies, educational institutions, voluntary organizations and private sector "umbrella" groups should be actively encouraged into partnerships.

The partnership between the arts and the private sector is developing. Various expressions of art as culture, not decoration, are an increasingly significant component of the business plans of companies seeking a serious market share in the national / international economic arena. Many companies will be interested in employing public arts to solidify goodwill, present an image of progressive management, show understanding of creative experience, besides simply setting oneself apart from the crowd.

Patronage

Patronage, in the form of private commissions, is another important avenue to be encouraged even though it may result in works that do not have local authority involvement, or are destined for private spaces away from the public. This work is needed to assist the local arts' community and arts economy.

Sponsorship

Private sponsorship funds, or in kind support, that can be raised either for individual works or general public art promotion must be encouraged. This avenue is difficult and time consuming to pursue. Having a strategy will make the process easier.

Percent for Art

In the past 'Percent for Art Scheme' has not been pursued as a Partnership policy. It was believed that in most cases it would have a negative effect in attracting new development to the city. In recent years, Dundee has been successful in attracting some major developments and experience has shown, that today, a 'Percent for Art' policy would not be such a negative factor.

A 'Percent for Art' policy would be designed to target major developments, taking into account that they were over a minimum value, sited in prominent locations and their type of usage.

Documentation

The documentation of public art projects is necessary for future promotion of public art, publicity for the city, and the provision of information to visitors and residents. It will assist 'Best Value' assessment of quality and good practice.

New documentation will be designed for the 20th anniversary of the Dundee Public Art Programme in 2002.

Best Value

'Best Value' will be an important part of the monitoring the use of resources and practice where public funding is involved. However the learning from this process will be valuable to all others.

The practice of 'Best Value' will provide continuous monitoring with indicators that will help to focus projects and ensure projects produce quality results suitable for their purpose. They will note financial leverage of public funds, numbers of local artists involved in Dundee's public arts, number of projects, and assessments will be made regarding the benefits of the projects after completion to the community.

THE STRATEGIC CONTEXT AND IMPORTANCE OF PUBLIC ART

Objectives of Public Art in the City

Public Art is still a young field with room for improvement, exploration, experimentation and innovation. As the role of the artist is developed then the contribution of public art can become stronger and more effective.

The Partnership has shown a great deal of commitment to the development of public art by developing mechanisms, which have been leading to a level of cultural activity and provision in the city. The success of these mechanisms needs to be built upon and continuously developed. Public Art is one of those mechanisms and needs commitment to flourish.

Commitment to public art means that the City will benefit by aspiring to the following aims and objectives:

1 Environment

- 1.1 're-imaging' the city to produce a more favourable commercial operating environment for Dundee business
- 1.2 enhancing the environment by introducing arts as a catalyst to quality, individuality and the creation of interesting spaces and places.
- 1.3 being a competitive European City in setting an example for the 21st century
- 1.4 ensuring the city is a regional centre with cultural responsibilities and ambitions.

2 Funding & Resources

- 2.1 seeking partnerships for funding and support from private and public bodies
- 2.2 ensuring that funding and resources are used in a manner appropriate to 'Best Value' practice.

3 Economic Regeneration

- 3.1 maximising arts and related expenditure in the local economy
- 3.2 developing the evening economy

4 Community

- 4.2 developing new opportunities for projects that bring in communities to participation
- 4.3 relating projects to their areas and reflect the aspirations of the surrounding community

5 Partnerships

- 5.1 developing a contemporary heritage for the future.
- 5.2 providing reciprocal advantages for existing initiatives like the Dundee Vision and the Tourism Strategy.
- 5.3 developing the effective role of the artist into the design processes of architecture and environmental improvements.
- 5.4 providing people and communities with the opportunity to participate in the development of their own local environment

STRATEGIC ACTIONS AND ENABLING ACTIVITIES

1 Environmental Improvement

The use of art will enhance the appearance of buildings and public spaces. It will also create a distinct identity and sense of place, for both the city and public spaces within it. Develop positive identities for different areas, aiding orientation

Public Art will be involved in new improvement schemes and new developments throughout the city to increase the level of quality within that site.

- *This can be enabled by ensuring that design briefs include public art as an important element and inform design teams of the city's wider aims and include information about who and when to approach to gain advice.*

2 Funding & Resources

Funding can be available for Public Arts from the Lottery and other arts based funding organisations where there is a high community involvement and interaction. Small amounts are available for highly collaborative schemes between artists and architects or specialist projects from other sources.

- *For any given project all avenues of funding from external bodies to be investigated as to their potential for funding.*

Sponsorship and 'Percent for Art'

Sponsorship from private companies and individuals must be encouraged to extra finance or in-kind assistance to public art projects. A 'Percent for Art' will enable funds to be made available for public art on major developments for those developments.

- *Seek out potential sponsors for art in public spaces. Inform potential sponsors of the potential benefit to them and citywide by investing in public art projects and creating place of value.*
- *Prepare and bring into use a 'Percent for Art' Policy for major developments in the city, to encourage developers to employ public art within their projects.*

3 Economic Regeneration

It is a current policy to attract science based, high technology business and industries. These enterprises employ staff, who, are design conscious, and have sophisticated tastes. Public Art and the Environmental Improvement Programme are helping to re-image Dundee. There are many references to the historic economy. However, there is little reference to the emerging economy of the cutting edge sciences presently developing in Dundee.

Encouragement in the use of innovative ideas and new technologies to enhance public areas will reflect the city's cutting edge work in the science field.

- *The creation of links between and public artists with the bioscience industries will encourage artists to use ideas and technologies from those industries and bring them into the public setting.*
- *Maximize DCA's impact on the city. This new city function should be expressed through new civic-developments, especially in the form of contemporary arts by bringing the contemporary arts to the wider public through means of participation processes.*

Cultural Investment

The placement of works of art in public spaces displays the cultural wealth and ambitions of the city to all. It adds to the heritage base for the city's future. It records and reflects today's heritage and commemorates the city's past.

- *Civic based public art projects should have lasting aesthetic qualities and reflect the city's hopes and ambitions.*
- *Ensure that new artworks are relevant for their situation and caring for existing works can enable this by ensuring good maintenance practice.*
- *Ensure that maintenance is considered from the design stage of any project.*

Encourage the reintroduction of traditional craft skills that displays individuality care to detail and quality.

- *The Façade Enhancement Grant Scheme has and will continue to bring arts based crafts into shopfront design.*

Enrich the Cultural Economy

The increasing levels of arts activity and provision in the City must serve all the people of a culturally diverse regional centre. There must be access to appropriate artistic provision for all the geographic, socio-economic, cultural and generational communities of the city. The strategy must be unequivocal in its support for community as well as economic development.

A very high percentage graduate artists leaving Duncan of Jordanstone College Art have in the past always left Dundee to further their careers or seek opportunities and employment. This has meant that the arts community in Dundee has always been small. Artists are encouraged to stay in the city after graduating from college if there are various and suitable opportunities. The direct employment of local artists strengthens and encourages the local arts community, who in-turn create activities valuable to the city.

- *Ensure that projects employ local artists and graduates when possible.*

Patronage

Patronage is another important avenue to be encouraged even though it may be to commission new public arts works for private buildings and spaces.

- *Seek out new patrons and sponsors to become involved in commissioning works of art for public spaces and their own public image. Inform potential patrons of the potential benefit to them and citywide by investing in public art projects. Provide support and advice when necessary to those inexperienced in commissioning artists*

The Evening Economy and 'The Public Realm'

Culture in its widest sense can be used to animate the city centre and, in a very real sense, return it to Dundonians as a common public space. Well-lit streets, which appear to be lively with art events and public art, will draw people and business into the city centre to enjoy the cultural ambience.

- *Artworks should be designed to work aesthetically well by and night and enliven public spaces and streets to attract people to use those spaces.*

4 Partnerships and Community

Providing community groups with environmental 'artwork' projects in a site in their neighbourhood stimulates design awareness and promotes respect and pride of their areas. This demands high levels of participation from that community. The employed artist and the community will determine the direction of aesthetic matters and explore and develop the community's ideas and aspirations.

- *Involve the communities in the process of consultation, discussion and creation of artworks in their neighbourhoods. Develop environmental awareness, respect, and raise morale through encouraging a sense of pride and place. Reflect the best aspirations of Dundee, its communities, its businesses, existing and new.*

Arts Advisors

Proper advice from those experienced in Public Arts is vital for success. Projects without this expertise frequently suffer from inexperience and unfamiliarity with arts practice. As a result, artists can become frustrated, projects compromised, and the potential for controversial or negative reception of new works is greatly increased.

- *Arts advisors such as the Dundee Public Art Programme will be brought to advise clients on aesthetic matters, advise on artists' availability and project manage commissions. Their role will also cover that of advising the artist and guiding new artists in the public art field.*

5 Monitoring and Evaluation

Documentation

All projects must be documented for evaluation of practice, record purposes, and maximize publicity.

- *Every project will be documented with a written assessment and visuals. Further publicity documentation will be made available for public distribution for visitors and residents. Funding for this process must be structured into individual project budgets where possible.*

(Appendix of references, other strategy papers such as the 'Dundee Cultural Strategy', and further individual strategy papers on site specific and specialized areas such as the cultural quarter to be added)