



DERBY CITY COUNCIL

**COUNCIL CABINET**  
**25 APRIL 2006**

Cabinet Member for Leisure and Culture

## **ITEM 9**

### **Public Art: A Decision Making Framework**

#### **SUMMARY**

- 1.1 Now that the city centre is going through a period of intense redevelopment, opportunities are arising to use public art to improve the urban environment. We have an existing Public Art Strategy which provides a sound basis for action.
- 1.2 Public art is “the work of fine artists or craftspeople which is physically and/or visually accessible to the public, outside the traditional areas for art”. The current opportunities arise in open and enclosed public spaces.
- 1.3 Decisions about installing pieces of public art can be fraught, as they involve questions of appropriateness, quality, taste, impact and cost.
- 1.4 The Angel of the North is a good example where a bold and imaginative installation has helped to define the identity of a city or a region and to raise its profile.
- 1.5 Other benefits of public art include the encouragement of the creative industries; making Derby an attractive place to live, work, visit and invest; celebrating diversity and building on our cultural strengths.

#### **RECOMMENDATION**

- 2.1 To endorse the recent creation of an Officer Working Group with Cityscape to implement the Public Art Strategy.
- 2.2 To create a small Steering Group, chaired by the Cabinet Member for Leisure and Culture, which Cabinet could rely on for advice on the commissioning of artworks and the signing off of designs. The other members of the Group would be chosen on the basis of commitment to upgrading Derby’s urban environment and knowledge of the creative process. The Cabinet Member for Planning and Transportation would be kept fully informed of the emerging agendas and decisions of the Group. In this way, public art and the development of public realm would move forward in a co-ordinated way.

#### **REASON FOR RECOMMENDATION**

- 3.1 We need to grasp this opportunity to develop public art as a way of expressing Derby’s identity and aspirations.
- 3.2 Careful choice of members of the Steering Group will ensure independent, knowledgeable community-based input into challenging decisions.



DERBY CITY COUNCIL

**PCCM**  
**25 APRIL 2006**

Report of the Corporate Director of Regeneration & Community

## **Public Art: A Decision Making Framework**

### **SUPPORTING INFORMATION**

- 1.1 The Council has a Derby Public Art Strategy drawn up by consultants in 2001 and published on our website.
- 1.2 Now that the city centre is going through a period of intense and rapid development, the time is ripe to re-visit the recommendations in the Strategy and put in place mechanisms to implement those that would help us to achieve environmental and economic regeneration through public art.
- 1.3 The definition of public art in our Strategy is “the work of fine artists or craftspeople, which is physically and/or visually accessible to the public, outside the traditional areas for art”. Public art can be permanent or temporary and can incorporate any medium from the traditional bronze to digital projection and light works. It may be free standing, incorporated into the fabric, fixtures or furniture of a building or may be part of an environment.
- 1.4 Behind the Strategy lie these key aims:
  - To assist in developing the creative industries
  - To promote Derby’s attractiveness as a place to live, work, visit and invest
  - To extend partnerships with social, health, economic and environmental improvement agencies and the private sector
  - To adopt high standards of quality
  - To build on Derby’s cultural strength
  - To celebrate diversity and to facilitate access and enjoyment for all
- 1.5 The recommendations in our Strategy are:
  - 1.5.1 Establish effective management of public art programmes.
  - 1.5.2 Establish a public art and regeneration capability to produce and implement an Action Plan.
  - 1.5.3 Adopt common and shared commissioning practices.
  - 1.5.4 Establish a Public Art Steering Group.
  - 1.5.5 Establish effective working practice within the Planning function.
  - 1.5.6 Provide training opportunities for local artists and opportunities for education and participatory work throughout Derby’s communities
  - 1.5.7 Monitoring and assessment.

- 1.5.8 Establish effective public relations and promotion in relation to public art.
- 1.5.9 Develop a code of practice for the maintenance of works of public art.
- 1.5.10 Develop a Three Year Plan.
- 1.6 The way forward on each of these recommendations can be summarised:
  - 1.6.1 A cross-disciplinary Public Art Coordination Group has been set up with representation from the Council and Cityscape. It is meeting regularly. It brings together officers with expertise and authority in urban design, town planning, arts and events, design, transportation and project management. This is an appropriate Group to draft and manage a three year action plan. (Recommendations 1.5.1, 1.5.2, 1.5.3, 1.5.5, 1.5.7, 1.5.9, 1.5.10)
  - 1.6.2 The development of the city's public artworks should be placed in the hands of a small group of knowledgeable individuals charged with making detailed decisions on behalf of the Council Cabinet and the people of Derby. This Group would work under the Chairship of a Cabinet Member to advise him in the exercise of his full delegated powers to commission work and to agree designs. This would leave with Cabinet the job of determining the policy framework, but distancing Cabinet from arguments about artistic merit. Current thinking on this Steering Group suggests that it should consist of a Cabinet Member in the chair, an academic from the University or College and an entrepreneur from the Creative Industries. (Recommendation 1.5.4)
  - 1.6.3 A strong link with the Cultural City Executive and Derby's Arts Forum would be used to ensure that local artists were fully informed of the opportunities arising in the city out of this Strategy. (Recommendation 1.5.6)
  - 1.6.4 The close involvement of a Cabinet Member would permit the use of the Council's full public relations resources to be brought to bear on public art issues. (Recommendation 1.5.8)
- 1.7 Our existing public art vision statement includes an objective to "achieve for Derby a nationally distinctive character". This is even more relevant now than when it was written four years ago. Derby Marketing has provided a blueprint for expressing the identity of Derby, and we should take this opportunity to use public art to help to express that identity.
- 1.8 Derby Cityscape has commissioned a design brief for the City's Public Realm. This will set a framework within which public art can be developed.

## **OTHER OPTIONS CONSIDERED**

- 2.1 The Public Art Co-ordination Group could report directly to Cabinet and provide Officer advice on the merits of competing schemes. This would not fulfil the objective of providing informal independent community-based input into the process.
- 2.2 The Cabinet Member for Planning and Transportation could be added to the Steering Group, but this would create a group dominated by the City Council.
- 2.3 The Arts Forum Infrastructure Group could play the part proposed for the Public Art Steering Group, but this would place overwhelming influence with the arts community when what is needed is a balanced view on artistic quality, public impact, value for money and the impact on investor confidence.

**For more information  
contact:**  
**Background papers:**  
**List of appendices:**

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Public Art Strategy, available at  
<http://www.derby.gov.uk/Environment/PublicArt/DerbyPublicArtStrategy.htm>  
Appendix 1 – Implications  
Appendix 2 – Terms of Reference of the Public Art Steering Group  
Appendix 3 – Terms of Reference of the Public Art Officer Coordination Group

### IMPLICATIONS

#### Financial

1. There is no specific funding for public art within City Council budgets. However, public art opportunities are being pursued within new development and improvement projects and we will use funding through S106 agreements where possible. This will be used as match funding in a wider search for external funding as part of our proposed Action Plan. Responsibility for addressing S106 requirements and allocating any funding lies with the Planning Control Committee.

#### Legal

- 2.1 Section 106 agreements contain limitations on the geographical location of the resulting spend as well as on the purpose of that spend.

#### Personnel

3. None.

#### Equalities impact

- 4 The composition of the Public Art Steering Group will be finalised taking into account the need for an appropriate ethnic and gender mix.

A renewed effort to introduce public art in the city provides opportunities for Derby to highlight and celebrate its variety of cultures.

#### Corporate objectives and priorities for change

- 5.1 Objective: to improve the quality of life in Derby's neighbourhoods.
- 5.2 Priority: to reinvigorate the city centre and river areas.

**DRAFT TERMS OF REFERENCE**

**27 February 2006**

**1. Purpose**

- 1.1 Provide professional, political and community inputs into the drafting of Derby's 3-Year Plan for Public Art.
- 1.2 Assess, select and sign off individual public art projects.
- 1.3 Receive monitoring reports on public art projects and forward them to Council Cabinet and Derby City Partnership as appropriate.
- 1.4 Oversee the Council's and DCP's public relations activities in relation to public art.
- 1.5 Initiate and participate actively in public debate about the value and impact of public art.
- 1.6 Advocate the value of public art, in terms of cultural, economic and social impact.

**2. Membership**

- 2.1 Members will be nominated by Derby City Partnership's Cultural City Executive and confirmed or rejected by Council Cabinet.
- 2.2 Membership will consist of:
  - The Cabinet Member for Leisure and Culture (in the Chair)
  - A nominee with an academic background and an expertise in art or design
  - A nominee with an entrepreneurial background and an expertise in art or design
- 2.3 This membership is empowered to call upon the advice of any other experts or interested parties to help with its deliberations.

**3. Operational Arrangements**

- 3.1 The Steering Group will operate under all the protocols of the Derby City Partnership in relation to the conduct of meetings.
- 3.2 Resolutions from the Steering Group will be referred for adoption by Council Cabinet before implementation.
- 3.3 Administration and support for the group will be supplied through members of the Coordination Group.

**DRAFT TERMS OF REFERENCE**

**27 February 2006**

**1. Purpose**

- 1.1 Provide interdisciplinary coordination and management of Derby's public art programme.
- 1.2 Draft a 3-Year Plan, updated annually, to implement Derby's Public Art Strategy. The Plan is to be approved by the Corporate Director for Regeneration and Community.

The Coordination Group's tasks within the Strategy are:

- 1.2.1 Interdisciplinary information exchange.
- 1.2.2 Identification of roles and responsibilities which are to be reflected in members' individual and business unit workplans.
- 1.2.3 Identify sources of external funding and work collaboratively on bids.
- 1.2.4 Agree and adopt best practice on commissioning public art works and installations.
- 1.2.5 Identify and make known training and development opportunities for local artists (resident in Derby or Derbyshire).
- 1.2.6 Monitor the progress of public art projects.
- 1.2.7 Liaise effectively with the City Council's Communications Consultation and Research Unit on media coverage and public consultation for public art.
- 1.2.8 Develop a code of practice for the effective maintenance of works of public art.
- 1.2.9 Maintain an effective two-way communication with the Cabinet Member for Leisure and Culture.

**2. Membership**

- 2.1 The Group will consist of one Officer representative from each of these agencies:
  - Development Control
  - Cityscape, Derby's Urban Regeneration Company
  - Design Services
  - Arts and Events
  - Transportation
  - Urban Design

2.2 The Group will be chaired by the Assistant Director for Cultural Services.

### **3. Communications**

3.1 The Group will maintain regular communications with a number of associated agencies by circulation of minutes. These will include the heads of these Business Units.

- Museums
- Parks
- Finance
- Property Services: Maintenance
- City Development & Tourism
- Tourist Information Centre
- City Centre Management Team
- Assistant Director – Regeneration

3.2 Contact with Arts Council England will be maintained through the Arts and Events Team.

3.3 Administration and support for the Group will be provided through members of the Group.