

Name of meeting: Cabinet

Date: 18th October 2016

Title of report: Public Art Policy 2016

Is it likely to result in spending or saving £250k or more, or to have a significant effect on two or more electoral wards?	No
Is it in the Council's Forward Plan?	No - not applicable
Is it eligible for call in by Scrutiny?	Yes
Date signed off by <u>Director</u> & name	Ruth Redfern – 22 September 2016
Is it signed off by the Assistant Director – Financial Management, Risk, IT, Performance	Debbie Hogg – 23 September 2016
Is it signed off by the Assistant Director - Legal & Governance?	Julie Muscroft – 23 September 2016
Cabinet member portfolio	Cllr Graham Turner – Resources and Community Safety

Electoral [wards](#) affected: all

Ward councillors consulted: None

Public or private: Public

1. Purpose of report

To adopt a Public Art Policy for Kirklees.

2. Information to take a decision

2.1 In 2014-15, as part of the Cultural Offer Transformation Programme and in the move towards New Council, the Creative Economy Team reviewed their role in supporting the development of arts, culture and the creative industries in the district. The team identified that there is significant strategic work that only the Council can do. Policy development, advocacy and partnership building to enable more public art is a key area where the Council can make a vast difference to the cultural vibrancy of the district and the lives of its residents.

- 2.2 Through work with colleagues in Planning and specifically the Local Plan Team, it was identified that a Public Art Policy for the district would support the Local Plan; as well as support masterplan development within the Landscape Architects Team.
- 2.3 In partnership with the Planning Department and the Landscape Architects Team, the Creative Economy Team have developed a Public Art Policy.
- 2.4 This Kirklees Council Public Art Policy is to support those involved with the process of placemaking and shaping from: planners; those working in development, architecture, master-planning or urban and environmental design; active local residents; artists and creative businesses; decision makers and influencers, to have information on best practice, guidance and potential opportunity
- 2.5 Public art has an enormous impact on the creation and shaping of places and is at the heart of creating places that people want to live, visit, work and invest. *"Quality places and successful economies go hand in hand,"* Kirklees Economic Strategy. Great places are essential to the health of the people in Kirklees and the success of the district. Public art helps make great places and make places great.
- 2.6 Planning policy and implementation is a Local Authority statutory responsibility. Through the planning system, the Council can positively influence the investment in public art and the quality of that public art.
- 2.7 Desk research was undertaken by the Creative Economy team to review Public Art Plans, Strategies and Policies from across the region and nationally. The purpose of this desk research was to develop an understanding of best practice and to refine thinking on how best to approach a policy for Kirklees. As part of this, we also received advice and guidance from ixia, a national public art think tank
- 2.8 Having a Public Art Policy backed up with good practice guidance and advice enables the Council to encourage developers, investors and all those involved in place-making to embed public art in their plans and proposals to ultimately create better places and spaces in Kirklees.
- 2.9 The policy provides a definition of public art and explains the role of a public artists and the positive impact public art has for people and places. It highlights priorities and opportunities for public art that align with the Council's strategy priorities: quality places; revitalisation of Huddersfield Town Centre; transformation of Dewsbury; Leeds Road SMART corridor; Huddersfield Town Centre Public Realm Design Guide; local character, distinctiveness and good design for Local Plan developments; Enabling communities to do more for themselves; Locally-led place-making; celebrating local identity and heritage.
- 2.10 To complement the policy and ensure that it can be adopted by all, best practice guidance has been produced which gives good starting points and sage advice for people who want to get involved in public art whether as commissioners, artists or active residents. This will be published on-line.
- 2.11 The audience/users of the policy are planners; those working in development, architecture, master-planning or urban and environmental design; active local residents; artists and creative businesses; decision makers and influencers.

3. Implications for the Council

3.1 The Public Art Policy supports the Council to achieve against its strategic objectives, and is a framework to enable quality places.

3.2 The Council Vision:

Supporting communities to do more for themselves & each other – the policy encourages and supports active residents, artists and creative businesses to get involved and take a lead in local place-making and making the places they live even better through public art.

Doing what only the Council can do – planning policy and policy implementation is something only the Council can do. The public art policy encourages public art to be embedded within development and regeneration proposals. Having the policy to refer people to is likely to result in more and higher quality public art practice and outcomes for the district.

3.3 Council & district outcomes:

Enhanced health & well-being – the quality of the built and natural environments impact on people’s mental health. Happier and healthier people are more likely to be economically active and active citizens.

Communities & individuals doing more for themselves – the policy encourages artists, active residents and businesses to make places and spaces come alive with locally-led creative and cultural activity. People are encouraged to make things happen that make their villages, towns and green spaces culturally vibrant, interesting and enjoyable places to be.

Quality Places – the policy highlights opportunities to use public art to contribute to achieving against key economic priorities: revitalization of Huddersfield; transformation of Dewsbury; Leeds Road SMART Corridor. The policy complements the Local Plan, Neighbourhood Plans and future Area Action Plans through encouraging developers and active residents to make developments richer, high quality design that supports local identity and distinctiveness through public art. The policy supports current design through being a reference point in initiatives such as Huddersfield Town Centre Design Framework and the Leeds Road SMART Corridor Masterplan. The policy will be a reference point for future development and design initiatives in the district.

4. Consultees and their opinions

4.1 This policy came about through joint recognition for the need for and value of a public art policy between Planning (specifically the Local Plan Team) and the Creative Economy Team.

4.2 As part of the development of the Kirklees Public Art policy, we have delivered a number of exploration and consultation events and an artist research commission.

- 4.3 Under the banner of *People.Make.Places.* the Creative Economy team organised three themed events exploring the role of culture in the context of developing healthy, economically vibrant, thriving places and people. A culmination of this activity we held a one day symposium titled *New Ways of Seeing*. The feedback and insight gained from this process was that quality public art is important to the reputation and success of Kirklees towns and villages; and that many stakeholders from business, community, the Council and artists have a role in the development of quality public art. Therefore, the Public Art Policy has reflected these different audiences and their perspectives.
- 4.4 Supporting these public events and discussions, the Creative Economy Team commissioned artist Jean McKewan to conduct active research and to deliver creative consultation. The project, *'Postcards from the Future'* explored the value of arts and culture as a way to engage people in imagining the future of places.

Over February and March 2016, Jean travelled across Kirklees with a little red suitcase to community centres, libraries, markets, arcades and other public spaces to gather knowledge, stories, thoughts and ideas from people about the places they live and work.

5. **Next steps**

The Public Art Policy will be published alongside the Local Plan.

The policy will be widely promoted internally and externally (we will use both the Council website and Creative Kirklees www.creativekirklees.com) to raise awareness of the policy and to promote good public art practice.

Where appropriate, planners will signpost the policy to developers during pre-application planning advice to promote the value of public art and encourage public art to be embedded into development proposals.

Officers in relevant services in the Council will be encouraged to signpost the policy to their partners and customers in businesses, communities and place-making professions.

6. **Officer recommendations and reasons**

- 6.1 It is recommended that the Public Art Policy is adopted to enable advocacy and implementation to help increase the quality of place-making and public art activity in the district.

7. **Cabinet portfolio holder's recommendations**

Cllr Turner recommends that the policy is supported.

8. **Contact officer and relevant papers**

Kath Davies, Creative Communities Operational Manager
EXT 71216 kath.davies@kirklees.gov.uk

Appendix 1 – Public Art Policy

9. **Director responsible**

Ruth Redfern, Director of Communities, Transformation and Change

PUBLIC ART POLICY

Making Great Places: Making Places Great Executive Summary

Vision

The Kirklees district is a place where the best public art thinking and practice is at the heart of ideas and designs for new developments and regeneration plans.

In truly making great places and making places great in Kirklees, people have vision to confidently make decisions and drive things forward, through incorporating public art and working with artists.

Artists and creative people make things happen which make our villages, towns and green spaces vibrant, interesting and enjoyable places to be; and our rich heritage, diverse communities and local creative cultures are showcased and celebrated.

Rationale and purpose

Public art has an enormous impact on the creation and shaping of places and is at the heart of creating places that people want to live, visit, work and invest.

“Quality places and successful economies go hand in hand”
Kirklees Economic Strategy.

Cultural vibrancy and lifestyle are significant factors influencing where businesses choose to locate their premises. And it is recognised that great places are essential to the health of the people in Kirklees and the success of the district.

Public art helps make great places and make places great.

This Kirklees Council Public Art Policy is to support those involved with the process of placemaking and shaping from: planners; those working in development, architecture, master-planning or urban and environmental design; active local residents; artists and creative businesses; decision makers and influencers, to have information on best practice, guidance and potential opportunity

Background

This Public Art Policy has come about through collaboration between the Planning Department and the Creative Economy team identifying a role for public art in supporting the successful delivery of the Local Plan and Area Action Plans as well as supporting masterplan development within the district.

Aims of the Public Art Policy

Planning policy and implementation is a Local Authority statutory responsibility. Through the planning system the Council can positively influence the investment in public art and the quality of that public art.

Having a Public Art Policy backed up with good practice guidance and advice for enables the Council to encourage developers, investors and all those involved in place-making, to embed public art in their plans and proposals to ultimately create better places and spaces in Kirklees.

The policy will help ensure that the best public art thinking and practice is at the heart of ideas and designs for new developments and regeneration plans: it will ensure that people who have vision, make decisions and drive things forward are truly making great places. The policy also affirms the Council's support for artists and creative people to make things happen that make our villages, towns and green spaces vibrant, interesting and enjoyable places to be.

Introduction

'Cultural place-making can shape the fortunes of our regions, cities, towns and villages'
The Culture White Paper. Department for Culture, Media and Sport

'Quality places and successful economies go hand in hand. Together they create sustainable communities where people of all ages and backgrounds enjoy good quality of life because they feel safe and secure and can easily access employment and high quality housing, green spaces and services. These conditions attract skilled people, tourists, entrepreneurs and investment, creating a virtuous cycle of improvement'
Kirklees Economic Strategy

'The Kirklees district is a place of creativity and experimentation. We create the conditions for the arts, creative industries, events and heritage to thrive and to be the catalyst for change. Cultural organisations are entrepreneurial and innovative. They create happy moments and treasured memories but they also challenge and stimulate our thinking and beliefs'
Culture Kirklees

Here in Kirklees we know that the quality of the places where we live, work and spend our time is vital to our wellbeing and the success of our district. We know that the quality of the environment affects how we feel and access to nature boosts our mental health. We know that public art has an important role in creating quality places and quality experiences. And we know that quality places that attract people, businesses and investment enjoy flourishing economies. We know all this and this is why we've put it down in writing: our public art policy asserts our commitment to public art across the district.

Kirklees Council will welcome the development of beautifully designed places, spaces and buildings and we welcome innovative practice and meaningful public engagement to enliven and create great places.

- We want our towns, villages and green spaces to be places that people love to visit, live and work; and places that people want to invest in.
- We want to see places and spaces come alive with creative and cultural activity.
- We want our rich and diverse local heritage and stories to be visible, shared and celebrated.
- We want artists, creative people, businesses and active residents to come together to make things happen that have meaning for themselves and the communities of Kirklees.
- We want to see public art integrated into regeneration and development schemes built on best practice and partnerships to achieve the highest quality public art and public realm.
- We want our diverse communities and young people to be integral to the creative engagement and thinking.
- We want to attract new developments that create quality places and make a positive difference to how people experience and enjoy the places in which they live and work.
- We want Kirklees to be a place that celebrates ideas and innovation; a place that not only attracts business but inspires new businesses and entrepreneurs.

This policy came about through joint working between the Planning Team and the Creative Economy Team. It works seamlessly with the Council's and wider region's development strategies (Appendix 1). It's designed to support the work and interests of developers, master-planners, urban planners, planning officers, environmental leaders, artists, businesses and active residents: in fact, it's for anybody involved in making quality places and spaces across Kirklees.

What is public art?

In our policy we take an expansive view of what public art is: we describe public art as *'the ways that artists work in and creatively respond to the public realm'*.

Public art is not an art form, it can be any artform: visual, light, sculpture, performance, dance, music, sound, literature, socially engaged, digital. The list is endless.

Public art can be but is not limited to:

- Designed features that are part of the built or natural environment
- Permanent features as part of buildings, landscaping or street furniture
- Landmark sculptures
- Trails and wayfinding features
- Temporary installations
- A creative process that invites public participation or interaction
- A spectacle, part of a festival or event
- A spontaneous creative act or 'happening'

One of the common features of successful public art is its relevance or response to a local context (including the rich heritage and stories, diverse communities and local culture) and Public art which is specific to a particular place, community or heritage adds to the unique identity and story of that place. This approach can apply to the way that artists engage people in a creative process and to the physical, ephemeral or permanent public art that's created.

The Council's Planning Design Policy describes public art as:

"works of art in any media, including functional elements of a proposal, which contributes to the identity, understanding, appreciation and enhancement of public places. Public art can promote a sense of place and pleasure, for example by evoking local history, be inspiring and/or thought provoking...public art is a process of engaging artists' creative ideas in the public realm and has a role to play in neighbourhood and community development and should be considered throughout the planning process."

[Images/examples will be included to illustrate points]

What can public art do for people and places?

Quality public art where people are meaningfully involved can do a lot for people and places in Kirklees. It can:

- Foster a sense of civic pride
- Build connections within and between neighbours and communities
- Enhance people's connection to a place and foster a stronger sense of community
- Contribute to people's feelings of belonging, cohesion and safety
- Help grow cultural activity and expression in a community
- Positively influence perceptions and experiences of places and spaces
- Re-define and change the use of places and spaces
- Engage, inspire, surprise and delight people
- Raise aspirations and confidence in an area amongst residents and businesses
- Enable people to have a voice and actively shape the future of a place
- Create unique and desirable places and spaces full of story and identity that go beyond purely functional design
- Create a destination that people want to come to visit
- Attract new residents
- Create places that attract and welcome businesses and investment
- Contribute to a flourishing economy

What can public art do for developments and regeneration schemes?

Quality public art can do a lot for the success of a development or regeneration scheme in Kirklees. It can:

- Help to make the case for the development or regeneration scheme, through exploring the sites past, current use and future
- Help to achieve local 'buy in' and resident engagement
- Contribute to local community support for the development or regeneration scheme through achieving a shared ownership and vision
- Contribute to the areas ambition and story, through the quality of the public art process
- Contribute to the marketing and communications strategy of the development or regeneration scheme
- Contribute to the perceptions of the quality of the development or regeneration scheme, in turn building a positive local reputation for the company or companies leading the scheme
- Can help reduce build costs through for example achieving local 'buy in' 'support' and 'ownership' (see case study for Dalton Rawthorpe Library and Information Centre)

[case study of Dalton Rawthorpe Library and Information Centre and images]

The role of a public artist

Some public artists have skills that combine the ability to think creatively, engage the public and apply their design expertise.

Some public artists have specific technical or artform expertise that they specialise in.

Many public artists are extremely versatile and are able to generate ideas using a limitless palette of materials and artforms; this enables them to respond in an open-ended creative way to different places and situations.

We value artists' ideas and the contribution they make to the development of a rich and meaningful public realm.

These are just some of the attributes and skills that artists can bring:

Seeking and strengthening relationships

- Building connections between people and places, histories and futures
- Connecting communities, groups, businesses and residents. This can be vital where new building developments are planned
- Finding and strengthening the links between the stories and identities of places and people's sense of belonging
- Using the stories of a place and its people to create designs that have depth and meaning

Engaging, inspiring and surprising

- Using creative tools to spark people's interest, to inspire them to be involved and enjoy being part of a meaningful experience
- Actively involving people in creating, or being, the artwork: in these cases it is the act of participation that is the artwork
- Enabling people to see places in new ways
- Creating design features and artworks that stir a reaction
- Making impromptu creative things happen in public spaces

Designing and making

- Providing creative ways of thinking that are valuable in master-planning, public realm design and place regeneration
- Combining community engagement with heritage and identity of place to create meaningful design features for development schemes
- Applying design skills to built and natural environments, public realm and architectural situations
- Versatility, ability to work with a diverse range of materials and design contexts

[Images/examples will be included to illustrate points]

Why is a public art policy needed?

Having a public art policy makes it clear what our aspiration for the district is and it enables us to achieve our vision.

We want Kirklees to be a great place to live, work and invest: we want the places and spaces that we live and work to be great. We want our rich and diverse local heritage and stories to be visible, shared and celebrated. We want the towns, villages and countryside of our district to be places that everyone enjoys and destinations that people want to visit and spend time. We know that the most successful places have some of the best public art: quality places and successful economies go together.

This policy is designed to attract and support innovative and inspiring public art practice in Kirklees. More and better public art, public spaces and buildings will boost people's perceptions of and confidence in Kirklees; this will strengthen the district's identity across the region and the country; which in turn will help attract people, businesses and investment.

This policy can be used to:

- Advocate and champion the value of having high quality public art.
- Attract and support imaginative, experimental and innovative projects and approaches that are of exceptional calibre and quality.

We don't just want to promote public art though; we want to make things happen, so this policy is designed to:

- Increase the amount and quality of public art to make the towns, villages, streets, buildings and green spaces truly great places.

Who is this policy for and how can it be used?

Do you work in Planning?

You decide what developments are given the go ahead. You're key in making sure the right decisions are made and good things happen.

You can use this policy to:

- Guide good public art practice
- Ensure new developments and regeneration schemes fit with our vision, priorities and opportunities for public art in the district
- Advocate and negotiate for public art to be built into development schemes and planning applications

Are you in the business of building development, architecture, landscape architecture, master planning or urban design?

You shape and create the places and spaces that people live and use. Your designs and developments can change people's lives and impact on the fortunes of a district.

You can use this policy to:

- Guide your thinking to embed public art into your development proposals and planning applications
- Find out more about sources of information and support for embedding public art into your development and design schemes
- Prepare for commissioning an artist and integrating public art into your projects

Are you an interested and active local resident?

You know what's special about your neighbourhood and having a great place to live is important to you.

You can use this policy to:

- Think about what public art can do for your neighbourhood
- Give you ideas for making things happen where you live
- Think about how you might make a positive community-led contribution to making new developments and regeneration plans for your area a greater success

Are you an artist or creative business?

You naturally add to the cultural life and vibrancy of the district: you help make a place great.

You can use this policy to:

- Think about how the planning system and new developments can invest in public art and shape physical spaces and places for culture
- Think about how you might get involved in shaping places
- Be encouraged to make things happen and turn your ideas into action

Do you see yourself as a decision-maker and influencer?

You can make a difference by championing public art and using your influence and decisions to ensure more quality public art happens more often.

You can use this policy to:

- Support your argument when making the case for public art
- Use your influence and inform your decisions to make public art happen

Strategic links:

Kirklees has two complementary strategies that set out future priorities and guide action in the district: The Kirklees Economic Strategy, which has been written in the context of the Leeds City Region Strategic Economic Plan; and the Joint Health and Well-being Strategy. The strategies have a shared commitment to ensure that Kirklees is a district combining great quality of life and a strong and sustainable economy leading to thriving communities, growing businesses, high prosperity and low inequality and where people enjoy better health throughout their lives.

[Images/examples will be included to illustrate points]

Our Public Art Policy Priorities

The priorities and opportunities for public art in Kirklees fit into four themes:

- **Designing and developing quality places**
- **Inspired by heritage and identity**
- **Enhancing local character and distinctiveness**
- **People making things happen in the places that they live**

These are not exclusive of each other, they are compatible and complementary. Opportunities for public art can span across and encompass all or some of the themes.

These themes and opportunities for public art all stem from and align with the Council's strategic vision and plans (for further information on the strategic context and opportunities see Appendix 1):

- Good design can contribute to the design principles identified within the Local Plan and good design is fundamental to making places more attractive, sustainable, safe and accessible.
- The character of each part of Kirklees is defined by the distinctive local landscape and townscape (buildings, open spaces and trees) and the presence of historic buildings.
- The local character and distinctiveness of Kirklees and its places will be retained. The natural, built and historic environment will be maintained and enhanced through high quality, inclusive design and safe environments, opportunities for play and sport, the protection and enhancement of green infrastructure, enhancement of distinctive and contrasting landscapes, tree and woodland protection, opportunities for local food growing, the enhancement of biodiversity and geodiversity and the protection and enhancement of heritage assets.

The stories of places and people are important ingredients in local distinctiveness and offer a meaningful starting point for public art:

- Kirklees has proud, diverse and distinct communities. The make-up of Kirklees communities is complex and each local area has a distinct character and balance of communities. Some defined by geographical or social identities and some by faith and ethnicity for example. This complexity and diversity is important to Kirklees as it brings a vitality that underpins economic, social and cultural strength.
- Kirklees has a rich social, industrial, natural and diverse cultural heritage and contemporary life Kirklees's strengths include, but are not limited to, textiles; digital and design; the Brontes; manufacturing; and a world class music offer.
- People and heritage have shaped and continue to shape the look and feel of the district's places, spaces and neighbourhoods and the activity that happens here. Each place, neighbourhood and community has its own evolving heritage and identity; public art can play an important role in expressing and making visible these distinct stories.

What do we want to achieve?

Through this policy we want to help make new developments and regeneration plans the best that they can be; and we encourage artists and communities to turn ideas into a reality whether as a commissioned piece of work or as self-initiated action.

We'll be working to ensure that high quality public art is built into development schemes so the most is made of the opportunity to create high quality places with distinct identities; and we welcome and encourage artists, businesses and residents to work together to make great things happen in the district's towns, villages and open spaces.

How will we achieve it?

Through planning applications:

- Pre-application planning advice will promote the value of public art, where appropriate, to enable early consideration by applicants.
- We will welcome proposals and applications which have public art firmly embedded within the approach to public engagement and design development.
- We will welcome applications where public art is built on meaningful local context and public engagement.
- We will review public art submissions to ensure quality of process or engagement and of delivery is achieved.
- Public art will be considered when making planning application decisions.
- We will look for environmental sustainability in public art proposals and will use the Public Art Sustainability Assessment (Appendix 3) to help assess this.
- We will draw on public art expertise to help assess applications and proposals.

Through development and regeneration schemes:

- We will look for the best public art and design practice to be built into all major development and regeneration schemes: this will include a quality creative public engagement process and quality public art incorporated within the design details, architecture and landscaping of the scheme.

- We will encourage developers to commission artists as part of the research, development and planning process. It's important to us that the skills, vision and ideas of public artists are integrated at the earliest possible stage: from the consultation and planning through to the design development and building processes.

Through heritage, identity and imagination:

- We will welcome imaginative use of urban and rural spaces, places and buildings
- We will encourage people to highlight the things that make places, spaces and neighbourhoods distinctive.
- We will encourage cultural activity and design that evokes and echoes local heritage, identity and stories

Through partnerships

- We will work with partners to increase awareness and promotion of public art; and increase investment for public art
- We will support partnerships that drive and achieve the highest quality practice

Through communities

- We will encourage communities to identify their own ambitions for locally-led place making
- We will welcome community-led neighbourhood focussed public art activity
- We will encourage public creative and cultural activity that enlivens and uplifts
- We will encourage people to make things happen where they live

Kirklees Council Creative Economy team support

- We can help people involved in shaping and making places find the advice, guidance, support and artists they need to ensure that best practice in public art is built into their proposals and projects
- We will support Planners in reviewing public art submissions, to ensure the best possible public art project is developed for all parties
- We will endeavour to keep up to date with best practice in public art so that we give the best information
- We will provide and signpost the most current public art practice information and advice

How we will measure success?

We will know if we delivered quality public art, through:

- An increase in successful planning applications that include quality public art considerations
- That new developments include and successfully deliver quality public art
- That strategic developments, master plans and policies refer to the public art policy and recognise the role of quality public art as integral to and not an afterthought
- That closer working and collaboration between Council departments, whereby the Creative Economy team support and enable colleagues to be confident advocates and champions for quality public art

Conclusions

To successfully deliver on the public art policy, we will have significantly contributed to Kirklees being a district whose towns, villages and green spaces are recognised as places that people love to visit, live and work; and places that people want to invest in. And we will have demonstrated the active role that public art can play in the development of economically successful and healthy places.

APPENDICES

Appendix 1

Strategic context and opportunities

Kirklees Economic Strategy and Joint Health and Well-being Strategy

Kirklees has two complementary strategies that set out future priorities and guide action in the district: The Kirklees Economic Strategy, which has been written in the context of the Leeds City Region Strategic Economic Plan; and the Joint Health and Well-being Strategy. The strategies have a shared commitment to ensure that Kirklees is a district combining great quality of life and a strong and sustainable economy leading to thriving communities, growing businesses, high prosperity and low inequality and where people enjoy better health throughout their lives.

Opportunities for public art echo and support the Kirklees Economic Strategy and the Joint Health and Wellbeing Strategy priorities:

- Developing Kirklees as a quality place where people want to live, work and visit
- Delivering high quality green infrastructure and associated measures that attract investment, prevent flooding and build environmental resilience
- Leeds Road corridor alignment of design, investment in transport, green infrastructure and flood alleviation
- Maximising scope to deliver a high quality urban landscape
- For Huddersfield as the main focal point in the district, the focus is on economic revitalisation and maximising the town's potential as a sub-regional centre based on its unique character; its innovative manufacturing, digital and creative industries; and distinctive built and natural environment
- Cultural events; festivals; good attractions; and a good ambience drive footfall, encourage people to return and stimulate further private investment
- The town must invest strategically and ensure good connectivity between locations, particularly the central and outer zone; a high quality physical asset base; and imaginative uses for key buildings in prominent town centre locations
- Building a sustainable future for the town of Dewsbury
- Provision of high quality housing offers to reconnect people to Dewsbury's centre
- Locally-led place making empowering communities to identify their own ambitions centred on core functions, assets and local needs

- A strong tourist offer across the district and particularly in hubs in South Kirklees and Huddersfield. Building local distinctiveness will be critical
- Across the district we will seek to maximise our cultural offer
- People have a safe, warm, affordable home in a decent physical environment within a supportive community
- Improving homes and neighbourhoods through encouraging greater involvement and joint action
- People take up opportunities that have a positive impact on their health and wellbeing through strong communities, active and safe travel; access to green and open spaces and leisure services

There are opportunities for public art within the work that stems from Council master-planning and public realm strategies:

- Huddersfield Town Centre Public Realm Strategy
- Leeds Road SMART corridor masterplan

There are opportunities for people to take a lead in making the places they live even better through public art:

- Enabling individuals and communities to do more for themselves and each other is part of the Council's vision
- Through www.comoodle.com the Council is sharing its own assets with groups who want to do something for the benefit of their community.

Culture Kirklees: The Kirklees Council Vision for Arts, Creative Industries, Heritage and Museum services at Kirklees Council

There are opportunities for public art ideas, support and development through the Kirklees Cultural Vision:

Culture Kirklees Vision:

At the centre of the North of England, the towns and villages of Kirklees have a culture that is rich, diverse and down-to-earth. Born from a striking landscape, a proud industrial heritage and our people - our cultural offer is the heart and soul of our communities and the economy.

The Kirklees district is a place of creativity and experimentation. We create the conditions for the arts, creative industries, events and heritage to thrive and to be the catalyst for change. Cultural organisations are entrepreneurial and innovative. They create happy moments and treasured memories but they also challenge and stimulate our thinking and beliefs.

Our Museums and Galleries help everyone to learn, explore and feel good. They tell the unique story of how our area grew and prospered: the stories of our towns, villages,

communities, landscape and nature. They are the stories of how people lived and worked and the textiles they produced, causes they believed in and the art and culture that shaped them, here and around the world. They connect local people to their heritage so they feel a sense of belonging and are thus inspired to invest personally in Kirklees' future and communities.

Cultural activities are always on view digitally or in shared spaces – outdoors, work places, community centres and cultural venues. They shape our places, tell our stories and enable Kirklees to be part of a world class cultural offer in the North of England.

Culture Kirklees Outcomes

Cultural

- More people engaging with the collections, heritage and the arts in Kirklees
- Kirklees cultural activities recognised as significant contributors to regional, national and international cultural programmes

Economic

- More visitors spending more money in the local economy
- More businesses choosing to stay or relocate to Kirklees because of the cultural scene
- Vibrant, innovative urban centres created by cultural businesses and groups working with and inspiring others
- A strong sense of place established through our cultural assets

Health and Well-being

- Residents feeling more connected to their heritage leading to a sense of belonging and desire to be involved in their communities
- An enhanced learning offer enabling more transferable and creative skills to be developed
- Improved health and well-being through engagement with cultural activities

Leeds City Region Green Infrastructure Strategy

The Leeds City Region has one of the most significant and powerful economies in the UK. The area covers some of the UK's grandest areas of natural beauty and landscape, which has created a strong regional identity and provides a natural resource around which to plan and deliver sustainable growth for future generations. The vision for the green infrastructure will shape the future economic, social and environmental success of the Leeds City Region by harnessing the potential of existing environmental resources to promote sustainable economic growth and to tackle climate change.

The Leeds City Region Partnership is at the forefront of economic planning and delivery in the UK. The partnership's mission is *'to develop an internationally recognised city-region; to raise our economic performance; to spread prosperity across the whole of our city region and to promote better quality of life for all those who live and work here.'*

National Planning Policy Framework (NPPF)

The NPPF sets out the Government's planning policies for England and how these are expected to be applied. It provides a framework within which local people and local councils can produce their own distinctive local and neighbourhood plans which reflect the needs and priorities of their communities.

NPPF attaches great importance to the creation of well-designed built environments that respond to local character and history. Vibrant communities are seen as positive contributors to making places better for people.

Cultural wellbeing is asserted as one of the twelve core NPPF principles, which underpin both planning and achieving sustainable development. The principle advocates taking account of *'local strategies to improve health, social and cultural well-being for all and deliver sufficient community and cultural facilities'*.

Planning Policy Guidance (PPG) complements the NPPF and provides advice on how to deliver policies. The PPG states that public art and sculpture can have an important role to play in making stimulating and enjoyable places for people.

Advice on the provision of public art via the planning system provided to iXia by the planning barrister, Ian Dove QC, states that: *'Public art is an obviously legitimate expectation of development in circumstances where there is an evidence base in the form of design requirements or established public art policies and programmes which demonstrate the link between proposed development and public art.'*

Community Infrastructure Levy and Section 106 Agreements

The Community Infrastructure Levy (CIL) is a system to charge developers to help pay for extra infrastructure across the district. The council is working on the evidence needed to implement the CIL at Kirklees. It is the council's intention to implement CIL in early 2017.

The CIL must go through periods of consultation and an examination by an independent inspector before it can be charged. CIL charges have to be based on evidence about infrastructure funding gaps and the impact that any charges will have upon the viability of future development. Money collected by the CIL will be spent on infrastructure that meets the needs of growth brought by the Local Plan.

The CIL is intended to replace off-site and tariff based planning obligations (Section 106 Agreements) which are being restricted after April 2015. Section 106 Agreements still remain for affordable housing and can be used for on-site infrastructure.

When the council implements the CIL it will identify which types of infrastructure will be funded by either the CIL or Section 106 Agreements. In an area where CIL is raised, a proportion can be passed to local people to spend on their infrastructure priorities.

This policy supports the arts to be seen as integral to new developments and regeneration and therefore part and parcel of infrastructure that may be funded through the CIL or Section 106.

The Town and Country Planning Association

Improving Culture, Arts and Sporting Opportunities through Planning: A Good Practice Guide (2013) presents full justification for the use of arts and culture in planning, mapped against the National Planning Policy Framework. Useful guidance and toolkits show how public art can be integrated into good public realm and town planning schemes.

Department for Culture, Media and Sport

The Culture White Paper (2016) asserts that the government will ‘*support our cultural sectors over the coming years and how culture will play an active role in building a fairer and more prosperous nation that takes a lead on an international stage*’. The paper recognises that the cultural sector makes a crucial contribution to the regeneration, health and wellbeing of our regions, cities, towns and villages. It explains how the government will help to secure the role of culture in our society, using it to inspire our young people, rejuvenate our communities and enhance our influence as a nation across the world. Place-making is one of the White Paper’s four key ambitions, recognising how transformative arts and culture can be. Through a new *Great Places* funding scheme national arts and heritage funding is being directed to communities who want to put culture at the heart of their local vision, supporting jobs, economic growth, education, health and wellbeing.

Arts Council England

The report *Place Making as a Priority* (2015) concluded that arts and culture boost the economy through attracting visitors, creating jobs and developing skills, attracting and retaining business, revitalising places and developing talent. The report also recognised the positive impact art and culture can have on health and wellbeing and wider social benefits; those involved in arts tend to be more active as volunteers and contribute more to social capital and community cohesion. The Arts Council is one of the funding partners in the *Great Places* scheme.

The Farrell Review

This review, published in 2013, was a national review of architecture and the built environment. The review highlights and aims to strengthen the critical contribution of landscape, urban design and public art in making great places. The role of arts and culture in improving our everyday experiences of places is emphasised through:

- Contributing design and place making skills to architecture and public realm
- Animating public space and creating a sense of place through permanent and temporary art, performance and street arts
- Engaging people of all ages and backgrounds in debating, conceiving, planning, designing and vitalising the public realm.

Appendix 2

BEST PRACTICE GUIDANCE

There are some key factors that make for a good project. Key points particularly relevant for commissioning artists to work on development and regeneration projects are listed here, more information can be provided by *ixia*, the public art think tank (Appendix 3).

Commissioning artists for development schemes

Build the money into the budget

Embed public art in the project finances and pay artists a fair professional daily rate. Build public art into the budget lines already in the build schedule as well as having a distinct budget line for public art. For example, public art design features can be achieved through bespoke treatments and designs within the paving, fencing, street furniture or lighting schemes and their respective budgets; bespoke design can sometimes be a higher cost than off the shelf items and the artist's time must be factored into the budget, therefore a budget line for the artist's time, engagement and design costs is recommended.

Engage an artist early on

Seek to engage an artist at an early stage so that the artist is part of the core team and their work can be appropriately embedded in the project, the design development and the build schedule.

Provide a brief

Rather than having a pre-determined outcome in mind, consider writing your brief open enough to allow the artist to explore the local context and develop ideas inspired and informed by that context. In many projects it's beneficial for the commissioner to be open-minded about what the artistic outcome could be.

Having a clear purpose, but not a pre-determined solution, can be useful. If you have specific things that you want to achieve, you can be very clear about these: perhaps you want to build relationships between existing residents and new tenants; or you want your development to reflect the heritage of the site; maybe you want to make people feel positive and involved in the development; or you want to help people navigate through an area, space or building; perhaps you want to build the relationship between the construction workers and the local community; or you want to make your development ecologically friendly: the possibilities are endless. Having a clear purpose gives direction for the creative work whilst not limiting the creative approach or outcome.

Select fairly

There are different ways of approaching the commissioning process, three most common ways are: an open call inviting artists to register their interest; direct invitation to one artist because of their particular expertise; or a limited competition between a shortlist of recommended artists. An artist should be appointed through a fair and

transparent selection process that provides equal opportunities to all regardless of age, gender, sexual orientation, ethnicity or disability.

Engage communities

Build community engagement into the artist's brief. 'Community' can be defined in many ways: it could be local businesses; a local interest group; residents of a street; local farmers; or town centre visitors, to name a few. You may want the artist to involve specific groups of people such as families, young people or older people.

Ensure safe working

Ensure artists carry their own insurance cover. Require artists to risk assess their activities;
provide technical and plant support during the project; and to facilitate safe installation where required.

Build in evaluation

Build in measures to monitor and evaluate the successes, outcomes and impact of the project. Consider using ixia's Guide to Evaluation, Matrix and Project Analysis; and the Public Art Sustainability Assessment to evaluate your project (Appendix 3).

Build in sustainability

Require that those involved in the project work in a sustainable way in terms of the materials used; local, ethical sourcing of materials; resources lifespan and life-cycle; minimising waste; transport and travel; using natural light; renewable energy use and sources.

Think ahead

Consider the longevity of the work created: agree with the artist the lifespan of the materials and construction. Agree between all partners the maintenance schedule and responsibilities. Agree between all partners who owns the finished work and who is liable for it. Where appropriate agree between all partners any decommissioning processes and responsibilities.

Community-led public art and cultural activity

We support people's right for creative and cultural expression and we welcome community-led, artist-led activity. The important thing here is getting the balance right between creative informality with making sure an activity or event is safe for all involved either as the instigators, organisers, participants or audience.

People who make things happen out in the public realm have a responsibility to assess risks and take care to minimise these.

Where necessary, insurances, permissions and licenses should be in place. Artists whose practice involves working in the public realm are advised to have public liability insurance cover in place.

If children or adults at risk are going to be involved, safeguarding their welfare is important. A straight forward safeguarding policy, code of conduct and procedures should be drawn up and followed by everyone involved in running the activity or event. Support and information can be found through the Kirklees Safeguarding Children's Board. <http://www.kirkleessafeguardingchildren.co.uk/>

Writing and following an event management plan is an ideal way to ensure all aspects of running an event have been thought through. A guide for writing an event management plan can be found on:

www.creativekirklees.com/resource-page/running-an-event

Artists who work in public spaces in a subversive or spontaneous street art, guerrilla art fashion, still have a responsibility to ensure that their work does not impinge on the rights of others.

Appendix 3

Evaluation

Public Art Sustainability Assessment (PASA)

The Public Art Sustainability Assessment is an initiative developed by the artist-led public arts agency *Chrysalis Arts*. PASA was produced in response to the need for specific guidelines for promoting and assessing good sustainable practice in public art.

PASA is available for artists, commissioners and anyone else who may be involved in the development, creation, maintenance and decommissioning of public art. It is distributed free of charge to promote sustainable practice in public arts; and is comprised of a set of guidelines and an assessment method.

PASA is intended as a tool for use at any point during the development, creation, maintenance and decommissioning of a public art project. It can be used in several ways:

- At the start of a project, as a useful sustainability checklist or for assessing the feasibility and implications of an idea or the merits of one activity or site over another.
- During an existing project, to assess the activity and identify changes that can be made to improve the project's sustainability.
- Retrospectively, to assess a past project as a case study so as to understand what changes could have been made to improve the sustainability of the project.

There are five areas that the assessment takes into account:

- Artistic Practice and Approach
- Project Management
- Community Involvement
- Environment and Resources
- Site and Context

The full guidelines and checklist are available to download from:
www.pasaguidelines.org

ixia

ixia is England's public art think tank. The organisation promotes and influences the development and implementation of public art policies, strategies and projects by creating and distributing knowledge to arts and non-arts policy makers and delivery organisations within the public and private sectors; curators; artists; and the public. ixia's website has a wealth of valuable information, case studies and resources.

The ixia Guide to Evaluation and Evaluation Toolkit have been developed to assist those who need to measure outcomes and impacts of artistic practice in the public realm.

Following attendance at an ixia Toolkit Seminar all the evaluation tools, Evaluation Matrix, Evaluation Database and Personal Project Analysis tools are free to use. More information can be found here:

Evaluation Introduction

www.ixia-info.com/research/evaluation/

Public Art: A Guide to Evaluation

www.ixia-info.com/wp-content/uploads/2009/01/ixia-Public-Art-A-Guide-to-Evaluation4th-Edition-20141.pdf

Evaluation Matrix

www.ixia-info.com/wp-content/uploads/2009/01/ixiaMatrixFormVS7PTHS_new.pdf

Personal Project Analysis

www.ixia-info.com/wp-content/uploads/2009/01/ixiaPPAformVis5PTHS_new.pdf