

Name of meeting: Cabinet
Date: 1st September 2020
Title of report: Huddersfield Public Art Plan

Purpose of report To seek approval for the Huddersfield Public Art Plan, a flexible framework that reimagines Huddersfield’s town centre and helps to reinstate Huddersfield as a vibrant, inspiring innovative town centre creating shared, interactive experiences that can’t be bought online.

Key Decision - 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
Key Decision - Is it in the <u>Council’s Forward Plan (key decisions and private reports)?</u>	No
The Decision - Is it eligible for call in by Scrutiny?	Yes
Date signed off by <u>Strategic Director</u> & name Is it also signed off by the Service Director for Finance? Is it also signed off by the Service Director for Legal Governance and Commissioning?	Karl Battersby - 29.07.20 Eamonn Croston - 29.07.20 Julie Muscroft - 28.07.20
Cabinet member <u>portfolio</u>	Cllr Rob Walker

Electoral wards affected: All

Ward councillors consulted: Yes

Public or private: Public report

Has GDPR been considered? Yes. No personal or sensitive data, or other information covered by GDPR, is included in this report.

1.0 Summary

- 1.1 The attached Huddersfield Art Plan report sets out an approach and suggests projects to support the cultural regeneration of Huddersfield as part of the Huddersfield Blueprint and in support of the adopted [Kirklees Public Art Policy](#) (2017).
- 1.2 The projects outlined in the plan range from permanent pieces, to temporary projects and interventions to support the cultural revival of Huddersfield.
- 1.3 This document is a sister document to the Dewsbury Public Art Plan, approved through the Better Places Strategy in 2019.
- 1.4 The Huddersfield Public Plan aims to support the development of Huddersfield Town Centre that over the next ten years will come alive through a programme of temporary and permanent public art commissions that invite residents, visitors and artists to smile, explore, unite and create. Commissioned artists will take inspiration from Huddersfield's rich heritage, diverse cultures and unique landscape to produce high quality artworks that residents, visitors and audiences can enjoy through all the senses.
- 1.5 The interventions will also allow the Council to contribute to our public health objectives, help address the climate emergency through encouraging a new relationship with Huddersfield Town Centre as a place to visit, discover and explore through a new lens, that builds on our rich and diverse heritage.

2.0 Information required to take a decision

- 2.1 The Kirklees Public Art Policy takes an expansive view of what public art is and describes public art as *'the ways that artists work in and creatively respond to the public realm'* siting that successful public art is relevant or directly responds to its context including the rich heritage and stories, diverse communities and local culture.
- 2.2 For the purpose of this plan public art is defined as permanent and temporary works from visual art practice that may be combined with other art forms such as music, literature and digital to produce bespoke interventions in the public realm. These could include permanent interventions that may be integrated into hard/soft landscaping, glazing, lighting, street furniture, sculptural, trails as well as utilising the power of temporary interventions to stimulate new perceptions, encourage play or act as a beacon for consultation.
- 2.3 For the purpose of this plan 'Artists' are defined as creative practitioners who may have expertise in multiple artistic disciplines and skills in socially engaged practice, and can also include collectives of artists, designers, landscape architects and architects.
- 2.4 No funding is sought to deliver the Huddersfield Public Art Plan direct, as projects will be identified through the regeneration of the town and the identified Blueprint projects, public realm enhancements and programme of active and dynamic animation – through events and other temporary interventions.

2.5 Delivering Huddersfield Blueprint Objectives

The Huddersfield Public Art Plan is already being delivered in part, through the approach laid out in the Kirklees Public Art Policy and the development of programme such as the Growing Seeds project (cultural interventions to support the opening of the towns), and through initiatives such as Temporary Contemporary and WOVEN in Kirklees, and is therefore already delivering on the Huddersfield Blueprint objectives

2.6 Monitoring and Review

As projects are delivered, we will assess the impact to understand the best practice and learning for future public art interventions and developments.

2.7 Funding Sources

Specific project funding for the Huddersfield Art Plan will be achieved through the projects within the Huddersfield Blueprint, other activity will be funded through other programmes and working in partnership with the Huddersfield BID.

3 Implications for the Council

3.1 Working with People

3.1.1 The Huddersfield Public Art Plan builds on the work and engagement already undertaken, for example through the ongoing engagement with residents around the planning for WOVEN in Kirklees and the future planning for the Temporary Contemporary initiative. In addition to this the work to explore the ambitions of the town through creative engagement 'Growing Cultures' in Queensgate Market has helped to define the stories and what is important to the people (residents, shoppers and students alike) of Huddersfield. It builds on the engagement as part of developing the Kirklees Public Art Policy (2017) and we ran a series of engagement sessions with stakeholders (internal and external) as well as running a well-advertised open shop for creative consultation. Furthermore, we have taken the learning from the engagement and consultation around the draft Play strategy and the Huddersfield Blueprint shop and consultation. All this combined, provide the basis for the ideas and cultural interventions within the plan.

3.2 Working with Partners

3.2.1 Officers have also been working closely with partner organisations such as the Huddersfield BID, Discover Huddersfield, creative organisations and networks, and the University of Huddersfield. All of whom have contributed to shaping the plan and, in some cases, the immediate delivery of some objectives.

3.2.2 With regard to the delivery of some projects, we are working closely with the Huddersfield BID who have already begun to deliver and commission artists for the Town, such as Peter O'Toole, the artist who delivered the Year of Music mural, and who is looking at creating illustrations for Huddersfield that can be used by the Huddersfield BID across the town.

3.2.3 In addition, the approach is being adopted by independent artists who are delivering creative interventions in the town, such as Helen Williamson who has the Byram Art and Design Studio, and who delivered a textiles installation in Byram Arcade.

3.3 Place Based Working

3.3.1 The proposals set out in the Huddersfield Public Art plan are in line with the existing place-based cultural development approaches that builds on our cultural heritage and the unique rich and diverse stories around textiles and music, that is the Kirklees cultural DNA.

3.4 Climate Change and Air Quality

3.4.1 The development of quality public art, public realm and creative interventions supports the community-based tourism approach and supporting residents to enjoy their home and urban centre. It provides quality cultural experiences for all, on the doorstep. All commissions that result from the plan shall include environmental considerations in the planning and delivery.

3.5 Improving outcomes for children

3.5.1 Improvements of the public realm and cultural interventions in Huddersfield town centre open will positively impact on the health and wellbeing of children and adults, by creating quality cultural environments for play, for discovery and understanding.

3.6 Covid-19

3.6.1 In the short term, public art [projects within the town centre will have a significant positive impact on the council's response to Covid-19 and the district's economic recovery. In the longer term, environments will be created to support safe gathering should something like this happen again.

3.7 **Other (e.g. Legal/Financial or Human Resources)**

- 3.7.1 As set out in the funding sources section there is currently no dedicated funding available for the proposed cultural interventions highlighted in the plan. The approach is to embed public art within the specific Blueprint projects as part of the public realm and capital developments. Other projects or funding sources will support the delivery of the temporary public art / creative interventions in Huddersfield. No budget is request specifically for the plan.

4 **Consultees and their opinions**

- 4.1 We have drawn on the consultation that took place as part of 'Growing Cultures' in Queensgate Market, feedback from the cultural sector via initiatives such as Temporary Contemporary, and the feedback from the Huddersfield Blueprint consultation. In addition to this, a series of specific Public Art consultation workshops with stakeholders (internal and external) were held in early 2020, and a further open day was held (pre-COVID) in a shop in the Piazza for residents and visitors to share their views on a Public Art for the town.

5 **Next steps and timelines**

- 5.1 To embed the Huddersfield Public Art Plan within the Huddersfield Blueprint, and engage with all projects to ensure we deliver quality cultural public realm, public art and support creative interventions.

6.0 **Officer recommendations and reasons**

- 6.1 To approve the Huddersfield Public Art Plan, with examples of best practice and suggested projects to support the delivery of the Huddersfield Blueprint.

7.0 **Cabinet Portfolio Holder's recommendations**

Cllr Rob Walker

'This plan represents an ambitious approach to building on current projects in public art whilst looking forward in supporting our aspirations in the Huddersfield Blueprint. Whilst the plan looks outwards to learn from successful public arts projects it is very much focused on inspiration and ideas that are made in Huddersfield. It draws on our cultural heritage and our community's aspirations for the future. I welcome the intention to use local artists and creative organisations that have strong roots in Huddersfield. Art that engages local people of all ages whilst inviting them to perceive the world in different ways is a vital element in improving the quality of our public realm'.

8.0 **Newsome Ward Members**

Briefing held Thursday 9th July. Feedback was to support the plan and to recommend that we be brave in the commissions, when we get to this point.

9.0 **Huddersfield Ward Members**

Email, sent 14th July, informed Huddersfield Ward members of the plan.

10.0 **Contact officers**

Kath Davies
kath.davies@kirklees.gov.uk

11.0 **Background Papers and History of Decisions**

Kirklees Public Art Policy, 2017, <https://www.kirklees.gov.uk/beta/planning-applications/pdf/public-art-policy.pdf>

12.0 **Service Director(s) responsible**

Naz Parkar, Service Director – Growth and Housing
naz.parkar@kirklees.gov.uk

13.0 **Appendices**

Appendix attached: Huddersfield Public Art Plan