



## **1.6 Links to Business Plan and Corporate Objectives**

**1.6.1.** The adoption and implementation of the public arts strategy directly supports the council's priority of protecting and improving the environment of Cheltenham. It recognises that public art can be employed to deliver a wide range of objectives within areas of environmental, social, educational, cultural and economic policy.

## **1.7 Statement on Risk (refer to Corporate Risk Register or Service Risk Assessment)**

**1.7.1** The adoption and implementation of a public art strategy is not identified within the corporate risk register.

## **2. Introduction**

**2.1.1** Cheltenham has been commissioning and overseeing the commissioning of public art for many years. However, it is recognised that in order to maximise and effectively manage the opportunities that it creates there is a need to clarify roles and responsibilities, in order to enhance the environment for local communities and visitors to the area.

**2.1.2** The need for Cheltenham to adopt and implement a public art strategy is considered to be particularly important at the current time, with changes at a national and local level, which directly affect the council's position with regard to public art. These include the production and implementation of the council's arts development strategy 2004 – 2007, a review of the existing public art panel, and impending changes to the planning system.

**2.1.2** This public art strategy, contained within Appendix A, has been developed by the Arts Development Officer, working with the existing public art panel, and Public Art South West (PASW).

**2.1.3** Research has taken place into current provision and resources and focused upon Cheltenham within the framework of regional and national contexts, and a small, time limited overview and scrutiny working party was set up in August 2004.

**2.1.4** Significantly, as part of Cheltenham Borough Council's Local Plan second review, draft supplementary planning guidance (SPG) has been produced, which states that the council will enter into discussions with developers to allocate up to 1% of the total building costs of the proposed development for the commissioning of public art as an integral part of the development. The draft SPG suggests that proposals for public art are scrutinised by the Cheltenham Public Art Panel.

**2.1.5** Members may recall Cheltenham Borough Council produced *Never a dull moment*, Cheltenham's cultural strategy 2002-2006. A key objective within the strategy was to add cultural vitality to the town centre through extending opportunities for public art, which the public art strategy aims to address and achieve.

**2.1.6** Cheltenham Borough Council is committed to the development of public art across the borough and to encouraging the commissioning of artists as part of the planning process in the public realm. This strategy will ensure that such development will help

to deliver the priorities identified in the community plan and the council's corporate business plan as part of a wider remit of improving Cheltenham's environment. It outlines key priorities for public art within the next three years and a core framework for delivery of public art in the borough.

### **3. Background**

3.1 According to Public Art South West, the regional development agency for public art, public art is "a principle and mechanism of improving the changing environment through the arts." Public art is the practice of involving artists in the conception, development and transformation of a public space and is normally achieved in three distinct but complementary ways.

- The integration of art into the whole of a development involving collaborations between artists, architects, urban designers and landscape architects amongst others. This can be a very small element such as a glazed entrance, through to street furniture or fully integrated traffic and planning initiatives.
- Landmark projects: sculptural or stand-alone works of art, which have a symbolic or commemorative intent.
- Temporary works: projects that aim to build innovation, risk and change into the sum total of public art activity, and projects with communities.

3.2 Public art can have many benefits which link closely with Cheltenham's community plan, cultural strategy and local plan including:

- Social and educational benefits
- Environmental benefits
- Cultural benefits
- Inward investment

### **4. Implementation and Action**

4.1 Section 5 of the strategy identifies in detail how the public art strategy will be implemented, monitored and measured. The framework is flexible enough to respond to the variety of opportunities created by the development of new regeneration schemes including Civic Pride, funding initiatives and partnerships.

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#### **Background Papers**

Corporate business plan

Council workplan

Overview & Scrutiny Committee (Social & Community)  
July 2004

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