

## BARNSELY METROPOLITAN BOROUGH COUNCIL

**REPORT OF:** EXECUTIVE DIRECTOR OF SUSTAINABILITY AND GROWTH

**TITLE:** GUIDELINES FOR COMMISSIONING ART IN PUBLIC PLACES

<b>REPORT TO:</b>	<b>CABINET</b>
<b>Date of Meeting</b>	<b>14 June 2023</b>
<b>Cabinet Member Portfolio</b>	<b>Regeneration and Culture</b>
<b>Key Decision</b>	<b>Yes</b>
<b>Public or Private</b>	<b>Public</b>

### **Purpose of report**

The purpose of this report is to share with members new guidelines for the commissioning of art in public places and to get agreement to adopt the guidance.

### **Council Plan priority**

The development and implementation of this guidance supports all the Council Priorities:

#### **Healthy Barnsley**

- Art in public can surprise and delight having a positive impact on our physical health and mental wellbeing, contributing to our identity, fostering community pride and increasing a sense of belonging;
- It can encourage us to move and explore through improved wayfinding and legibility of a place;
- Increase a feeling of safety;
- Reflect our diverse communities;
- Create opportunities for shared experiences, new connections and promoting dialogue.

#### **Growing Barnsley**

- Engaging artists can help us to take risks, driving forward innovation and reflecting the boroughs ambitions through the commissioning of contemporary works and the integration of digital artworks;
- We can also support growth through nurturing our creative ecology and

embedding opportunities across projects for artists to connect;

- Enhance a sense of place and local distinctiveness;
- Influence longer term change, shaping regeneration schemes and landscapes;
- Art in public can encourage new and return visitors bringing economic benefits as well as encouraging inward investment and utilising local supply chains.

### **Learning Barnsley**

- Engaging our communities in arts programmes to explore and connect with their place whether that be physically, sharing our heritage or imagining our future, can encourage active citizenship;
- Inspire young people, enabling them to have a voice and raise aspirations around creative career pathways;
- Projects can embed opportunities to nurture creativity, and for artists and communities to learn from each other;
- Art in public can inspire and challenge audiences.

### **Sustainable Barnsley**

- Artists can shine a light on our relationship with the environment encouraging us to be more aware of our global impact and to reduce our impact on the local environment;
- Artists can utilise renewable technology and even incorporate materials that help to absorb carbon as well as encouraging active travel;
- Art in public can share and interpret Barnsley's rich heritage through a contemporary lens for all to enjoy.

### **Recommendations**

That Cabinet:-

Agree to the adoption and dissemination of the guidance

## **1. INTRODUCTION**

- 1.1 Following an upturn in commissioning of public art by a range of internal departments and external organisations across the Borough, the Culture team has worked with arts organisation BEAM to establish guidelines for commissioning art in public places across the Borough.
- 1.2 This guidance is for anyone involved in the commissioning of art in public spaces - from sculptural trails to murals, street furniture to temporary happenings, interactive digital installations to artist residencies in public spaces and everything in between.

1.3 It has been designed to help streamline processes, encourage best practice and inspire, ensuring that we build on the strong foundations and enthusiasm already established for introducing temporary and permanent art into our places and spaces across the borough. Importantly it also provides guidance on practical steps that need to be considered from commissioning an artist, to planning consent to consultation. It also highlights the vital need to consider ongoing maintenance and repair costs or de-commissioning in the planning stages.

1.4 The guidance encourages all creative project in the public realm to adopt the following values:

- Take a collaborative approach - develop projects for and with local communities;
- Engage the most suitable artist/s with the right set of skills, knowledge and experience;
- Be aspirational and consider how our heritage can be interpreted and shared taking a contemporary approach;
- Your project should be relevant and place specific;
- Strive for excellent quality and promote good practice;
- Trust in the creative process;
- Empower communities and young people;
- Promote equity, diversity and inclusion;
- Minimise negative environmental impact;
- Create opportunities to share learning.

1.5.1 Barnsley is undergoing an exciting period of change with a collective momentum working towards the vision set out in Barnsley 2030 strategy - 'Barnsley - the place of possibilities.'

1.5.2 The service could potentially be commissioned through any groups across the borough. Any ongoing maintenance costs, relating to the implementation of the guidelines will need to be contained within current service budgets. No other financial implications arising from the implementation.

1.6 Art in our public spaces can support the Barnsley 2030 ambitions for Health, Growth, Learning and Sustainability and act as a creative vehicle for bringing people together with a common goal and sharing the story of Barnsley.

1.7 Regionally, culture, arts and heritage are a priority with growing recognition of the significant contribution that these sectors make to our sense of place and identity, our wellbeing, our national and global visibility as well as the local economy. There are common regional values that chime with Barnsley 2030

ambitions including:

- Increasing equity, diversity and inclusion
- Increasing community engagement and co production
- Promoting sustainability
- Promoting fair pay
- Engaging a local supply chain - creative practitioners, fabricators, engineers, installers
- Maximising learning opportunities and skills development

- 1.8 On a National level, recent policy and investment demonstrates an understanding of the value of embedding arts and culture in shaping our places for the benefit of everyone. This can be seen in the National Planning Policy Framework (2019) stating *'Public art is therefore a clear opportunity to contribute to the cultural well-being of an area'* and in the Cultural White Paper of 2016 stating that *'Cultural placemaking can shape the fortunes of our regions, cities, towns and villages'*.
- 1.9 Barnsley Borough has been identified as a 'Priority Place' for investment by Arts Council England (2021-24) which may create further opportunities to engage artists in shaping our public spaces.

## **2. PROPOSAL**

- 2.1 To accept adopt as official Council guidance and values in respect of commissioning art in public places.
- 2.2 To disseminate the guidance widely internally and externally to ensure it reaches those involved, or interested in, the commissioning of art in public places across the borough.
- 2.3 That proposals for art in public places across the Borough involve proper and early consultation with the Culture & Visitor Economy team.

## **IMPLICATIONS OF THE DECISION**

### **3.1 Financial and Risk**

- 3.1.1 Consultation on the financial implications has taken place with colleagues in Financial Services on behalf of the Director of Finance (S151 Officer).
- 3.1.2 Any ongoing maintenance costs, relating to the implementation of the guidelines will need to be contained within current service budgets.
- 3.1.3 No other financial implications arising from the implementation.

### **3.2 Legal**

3.2.1 There are no legal implications arising.

### **3.3 Equality**

Equality Impact Assessment Pre-screening completed determining full EIA not required but that individual commissions of public art would require an EIA.

Barnsley Museums have developed a suite of Equality and Diversity Principles that guide its work

#### **We believe:**

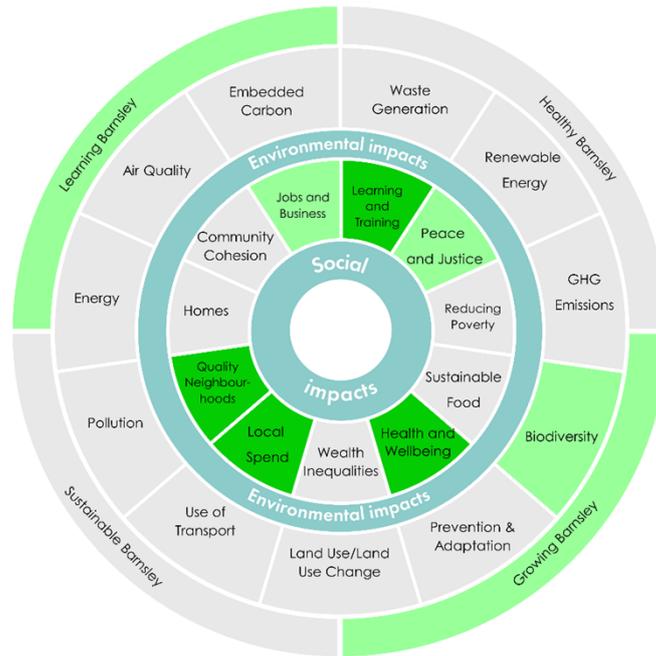
- In making everyone feel welcome
- In remaining relevant to audiences
- In caring about people
- That we are a safe place to experience, challenge and inspire
- That everyone has the opportunity to learn
- In fun and wellbeing
- That the people of Barnsley are the custodians of their own stories

#### **We want to:**

- Be diverse and inclusive
- Record, share, archive and celebrate the stories of Barnsley past, present and future
- Be welcoming and relevant to all, including and involving everyone
- Have ongoing conversations, being responsive to change
- Create innovation for the sector
- Be interesting, authentic, aspirational and fearless
- Be reflective of our audiences
- Take risks, be ambitious and experimental

### **3.4 Sustainability**

Decision-making wheel completed. It shows that high quality public art can lead to significant benefits in terms of supporting Healthy Barnsley, Learning Barnsley and quality of local neighbourhoods.



### 3.5 Employee

There are no employee implications.

### 3.6 Communications

The Barnsley Museums marketing and communication officer will be preparing a media release about the new guidance, sharing information on social media and update our public art website pages.

## 4. CONSULTATION

Extensive consultation has taken place during the preparation of this guidance including with the Council's Culture & Visitor Economy team, arts & events team, Senior Conservation Officer, Senior Urban Design Officer, Digital Media Centre, Arts Council England and South Yorkshire Mayor Combined Authority Culture lead as well as local artists. Further briefings to internal council services and members are planned.

## 5. ALTERNATIVE OPTIONS CONSIDERED

The alternative approach is to not to adopt the guidance which will lead to continued confusion about the process and poor-quality commissioning.

## 6. REASONS FOR RECOMMENDATIONS

- 6.1 To ensure high quality, innovative and compliant commissioning of art in public places which enhances the Barnsley Borough as a place to live, work and invest.

**7. GLOSSARY**

ACE – Arts Council England

**8. LIST OF APPENDICES**

Appendix 1 - Guidelines for Commissioning Art in Public Places document

**9. BACKGROUND PAPERS**

None

If you would like to inspect background papers for this report, please email [governance@barnsley.gov.uk](mailto:governance@barnsley.gov.uk) so that appropriate arrangements can be made

**10. REPORT SIGN OFF**

<b>Financial consultation &amp; sign off</b>	Senior Financial Services officer consulted and date  <i>Ashley Gray</i> 20/03/2023
<b>Legal consultation &amp; sign off</b>	Legal Services officer consulted and date  <i>Sukdave Ghuman</i> 22/03/2023

**Report Author: Lynn Dunning**  
**Post: Group Leader – Arts & Heritage**  
**Date: 21 March 2023**