

**JOINT MEETING - CABINET MEMBERS FOR REGENERATION AND
DEVELOPMENT SERVICES AND STREETPRIDE**

Venue: 3rd Floor Training Room, **Date:** Monday, 2 March 2009
Bailey House, Rawmarsh
Road, Rotherham. S60
1TD

Time: 10.00 a.m.

A G E N D A

1. To determine if the following matters are to be considered under the categories suggested, in accordance with the Local Government Act 1972 (as amended March 2006).
2. To determine any item which the Chairman is of the opinion should be considered later in the agenda as a matter of urgency.
3. Public Art Framework for Rotherham Town Centre (report attached) (Pages 1 - 4)
Lizzy Alageswaran, Principal Officer – Public Arts, to report.

Please note that copies of the Appendices referred to have been made available at the Town Hall Reception and in the Members' Room.

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Joint Cabinet Member meeting for Streetpride and Regeneration and Development Services
2.	Date:	2nd March, 2009
3.	Title:	Public Art in Rotherham – responding to new standards for consultation
4.	Programme Area:	Environment and Development Service

5. Summary

To propose a panel to supervise the development and implementation of a strategy for Public Art in Rotherham, with reference to:

- Toolkit for involving communities in Public Art
- proposals for a public art scheme on the St Ann's Roundabout

6. Recommendations

That Cabinet Member approves the proposed panel and works and note the funding arrangements.

7. Proposals and Details

The contribution of Public Art to improving the environment and as a means of consulting with the community and involving them in environmental improvements has been widely recognised in the Borough

The Gateway Improvement Plan (Approved 22nd June 2005, Cabinet Item 37 highlights the introduction of works of public art along Gateway corridors as being a key objective in order to celebrate the Boroughs cultural and historic heritage.

The Public Realm Strategy Group includes within its Strategy the provision for Public Artworks and enhanced lighting for the Town centre area.

In early 2008, Community Arts Officer, Public Arts, Jennifer Booth, was commissioned with funds from Housing Market Renewal to consult with the public on possible creative interventions for public art for the Town Centre and also to recommend methods of consultation and involving communities which facilitate a meaningful contribution by individuals and residents. The accompanying document (Appendix 1) is intended as a background information document which can be used to inform community public art development across the borough, not just in the town centre.

As the capacity within the creative community of Rotherham to respond to calls for public art is still limited, many of the projects are taken on by the Community Arts Service, which has included training for local artists in public art projects.

Current projects include the Bradgate Roundabout, (the subject of a previous report) a lighting project for Rawmarsh church, Section 106 funded works in Laughton Common, and enhancements to the pedestrian underpass of St Ann's roundabout. (further details in Appendix 2). This latter scheme was commissioned with funding released from other projects and the timescale for completion is very short to comply with funding restrictions. This is not an unusual situation, and highlights the need for interested agents to be able to respond to request for a fast turnaround on projects without sacrificing quality – both of the final works and of the consultation process. We have also been asked to contribute to the development of Public Art for the Waverly Development.

The development of these projects has raised a number of issues, the chief of which is an ad-hoc development of Public Art across the borough, with each scheme conforming to different strategies depending upon the funding criteria and the strategy for the individual site.

Other issues include;

- The commuting and management of sums to support maintenance, repair and replacement of established artworks.
- Ownership of sites and work
- Streamlining of the commissioning process
- Development across the borough and preventing duplication
- A consistent quality of work and consultation with the public

To ensure that these issues are addressed in a consistent and informed manner we are proposing a Public Art Steering Group for Rotherham Borough. The role of the Group would include the aims to:

- Provide interview panel members for local proposals to ensure a high standard of quality and innovation and a consistent approach.
- Oversee the development of an overarching strategy for Public Art for the borough
- Review current provision
- Develop funding to develop and implement the strategy
- Ensure that development was fairly spread across the borough
- Develop strategies for managing issues such as ownership, process, maintenance and decommissioning
- Link development to local Tourism Initiatives
- Advise and inform on community engagement.
- Publicise existing works in Rotherham and the programme.

The membership of the panel should have representation from agents who would be involved in installation and maintenance as well as commissioning and creative development, including from Planning, Transportation, Tourism, Streetpride, Housing Services, and Cultural Services,

A key panel member would be the Cabinet member for Regeneration, and we would also be requesting support form outside agencies, including Arts Council England. Support from the local media would be welcomed.

8. Finance

The Panel would be the application body for funds from Arts Council England to develop the Strategy, and other sources identified by the Community Arts Service for implementation.

9. Risks and Uncertainties

None over and above those normally associated with small scale construction works.

10. Policy and Performance Agenda Implications

The proposal contributes to the 'Rotherham Proud' agenda by providing support for projects which would enhance the main 'Gateway' routes into the Borough with high quality public realm works.

The proposal contributes to the Community and Corporate Plans by:

Supporting the Housing Market Renewal Programme.

Improving and promoting the image of Rotherham and addressing negative views both within and outside the borough, through the environmental improvement of Gateway Corridors which form many peoples first impression of the borough, as well as a backdrop to the lives of many of its residents.

Providing sustainable neighbourhoods of quality, choice, etc, by contributing to an improved environment within many residential districts.

Supporting the Rotherham Town Renaissance, by contributing to the improvement of approach routes to the Town Centre.

Development and support of Public Artworks in key Gateway or satellite areas in Rotherham were identified as a breakthrough project in the Community Arts Service Plan from 2002 onward, developed in conjunction with Arts Council England (Yorkshire) as part of our Partnership agreement.

11. Background Papers and Consultation

Public consultation has been carried out by the Project Officer and the designs have been approved by the Rotherham West HMRA Steering Group, which includes the three local Ward Members.

Further background papers include:

The Gateway Improvement Plan (Approved 22nd June 2005, Cabinet Item 37)

Gateway Improvement Plan, Annual Review 2007/08/Annual Plan 2008/09
(Approved 18th June 2008, Regeneration and Asset Board, Item 7)

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