

# **Elevate Burnley – Artist Injection**

## **Creative Homes Award Application**

### **Background Information**

There have been a lot of exciting developments over the last year in Burnley – all of which are lighting the way to a brighter future.

Through Elevate East Lancashire, one of the government's nine housing market renewal pathfinders, Burnley Council is aiming to give new life to neighbourhoods that are suffering from low housing demand.

More green spaces, housing acquisitions and demolitions, development opportunities, face-lifting and street scene improvements are tackling poor housing conditions, falling property prices and abandonment head-on.

Through the £15 million housing market renewal funding and with further funding from English Partnerships, the Housing Corporation and the NWDA, the face of some of Burnley's neighbourhoods is changing.

But it is not just physical changes; landlord licensing and accreditation schemes, anti-social behaviour schemes, extensive consultations and neighbourhood management are helping shape the heart of Burnley's neighbourhoods too.

(Please see attached Elevate Neighbourhood action plans for three initial areas)

### **Lead Developer Procurement**

With interest coming ranging from local to national developers, the first stage of gauging private developer interest in transforming inner Burnley's neighbourhoods proved very successful.

Following on from this, eight developers have been short-listed and are currently involved in a negotiation process to possibly become a lead developer in a particular neighbourhood.

### **Project Links**

This project also looks to tie in with and compliment on a more local level the Design East Lancashire 'Face Lift' project, which aims to:

- Develop a strategic urban design training and development programme for young people in East Lancashire to enable their full and active participation in the process of Housing Market Renewal.
- Inform the development of consultation and engagement procedures which ensure the meaning full involvement of young people on an ongoing basis, through the demonstration of best practice.
- Facilitate the engagement of young people in the physical regeneration of public space in their neighbourhoods.

### **Communications**

With over 25 public consultation events already this year, thousands of Burnley residents have had their say on plans that will shape their future neighbourhoods.

Newspaper articles and adverts, outdoor posters, radio and a leaflet through all properties in the area have been successful in attracting people to have their say.

However, research undertaken by community consultants has highlighted an under representation of young people at public consultation events.

### *Elevate Burnley Communications Strategy*

Some of the key points from the Elevate Burnley communications strategy that support this project are:

- Target Audience: Young people

As publicity for public consultations to date has been aimed at a mass audience, it has not directly appealed to young people. Having a say on plans is not likely to either; however, an arts project could provide that distinctive, inspirational angle to attract young people into consultation process.

- Key messages: Planning for the future

Elevate is about 'planning for the future'. As Elevate is a 10-15 year programme, today's young people are the inheritors of tomorrow's new neighbourhoods. Engaging young people at an early stage of the Elevate programme is key to the programme's success.

- Consultation with residents

The Elevate Burnley communications strategy highlights the need to employ non-traditional communication methods: methods like text messaging, the Internet and email facilities, all of which could be used creatively to inspire and engage young people.

### **Project Aim**

To employ a lead artist to be integrated into the council's Policy and Environment team in Planning and Environment Services, providing creative influences to the design of Elevate areas. Working with the community to gain design ideas and encourage ownership of the new developments.

### **Objectives**

- To integrate an artist into Burnley's Elevate multidisciplinary design team
- To provide private developers with creative urban design ideas that are influenced by local people, history and culture.
- To create a link between the community (in particular young people) and the developers
- To support a group of young people understand and develop urban design ideas in the areas and spaces they live.

### **Role of Artist**

Elevate is a scheme that will effect many people within Burnley. This project aims to not only inspire developers design teams to think creatively but also to provide a link between the community and the private developers. Burnley is trying hard to improve its regional and national profile and this project will help show how the area is moving forward and is open to being innovative and unique. In turn assisting in increasing the profile and attractiveness of the area as a place to live and work.

Through consultation the artist will gain influences for their urban designs which will be presented to the private developers and the community. It is hoped that this process will encourage a sense of ownership within the developed areas, celebrating history yet moving forward. Burnley Borough Council representatives will ensure that the contracted developer and its partners are aware of and supportive to the project ensuring that the artist is fully integrated into the multidisciplined team. It is

hoped that as a result of this project; schemes, concepts and pieces of work will be commissioned within elevate developments.

The young people from the elevate areas, some of whom will be involved in the Design East Lancashire project, will be engaged by the artist to obtain information about the local community, its needs, desires and culture. In addition these young people will also be given the opportunity to look at their local environment and propose regeneration ideas and initiatives of their own design. The artist will support this process and help the young people create a portfolio of work to be exhibited and presented to developers. Burnley Borough Council and Lancashire County Council Youth and Community Service are also keen to see a design from the young peoples project created with in an appropriate area as a follow on from this project.

### **Artist Appointment and Monitoring procedures**

An experienced public art project manager/company will be appointed by the steering group, based on previous experience and references. It is hoped that a suitable regional appointment can be found so that they have an understanding of local people and the area. The expertise that this person/company have will be used to inform the process of artist appointment, lead on the project evaluation and source funding to commission some of the work devised through this process.

In addition to suitable candidates known by the public art project manager/company. The Artist commission will be advertised through an- magazine, local websites, such as Lancashire Artist Network, Creativity works, Nalgao email and other artists network and local newspapers. Artists will be asked to submit a CV with references and information about previous projects. Three short listed artists will be chosen by the steering group and project manager based on their CV's and previous experience based on the information in the applications.

The shortlisted artists will be requested to devise a short presentation, detailing their previous experience and suggestions as to how they propose to work on this project. This will form part of their interview with the steering group (the developers are hoped to be part of this group by this time).

Once appointed the artist will be introduced to the elevate team and will be asked to report a progress report to the steering group at regular intervals, highlighting any issues or problems that could effect timescales or the success of the project.

The steering group will comprise of Burnley Borough Council's; Policy and Environment team in Planning and Environment Services, the Strategic Arts Development Officer, Lancashire County Council's Youth and Community Service District Team, Burnley Borough Council's Elevate team and representatives of young people in each elevate area.

The council's Strategic Arts Development officer will have more regular meetings with the project manager and the artist to oversee progress and help solve any practical issues that may occur during the process. If needed the steering group or key members will be consulted on relevant issues separately to the regular update meetings.

### **Public Consultation**

Young people from the elevate areas will be invited on the interview panel and asked to be on the steering group for the project.

The artist will work with the community (in particular young people from Burnley who have been involved in the east Lancashire public space project) and explore themes,

cultures, and traditions etc that are specific to Burnley and how they can influence future designs for the area.

The elevate communications team, supported by the youth and community service will manage and promote this process, liaising with the artist and key partners to ensure the project aims are achieved and the community are successfully engaged.

In addition young people interested in developing their ideas further will be supported in sessions to create designs for features within the new environment being created. These ideas will be shown alongside the artist's end exhibition and project report as a separate scheme and may also influence some of the work/ suggestions created by the artist. This end exhibition will be used as a tool to engage yet more community representatives, raise the profile of the scheme and encourage further work with creative professionals in local regeneration and housing renewal schemes.

The project manager and artist will be asked to document the project and produce a report that explains the project's processes and findings as well as providing recommendations for future work.

The press campaign will be managed by the elevate communications team. They will also work closely with the artist and the youth and community service throughout the scheme to ensure local understanding and support for the project is gained. The final exhibition will be promoted nationally as a model of good practice and support from developers for future work will be encouraged.

### **Planning Implications**

#### **The Burnley Local Plan Second Stage Deposit 2003, Policy E243- Public Art**

This policy supports the objectives of the Burnley Cultural Strategy by encouraging the development of the programme of the Public Art, advocating a greater role for Public Art in major regeneration schemes, especially in relation to the town centre, and developing the role of Public Art by raising awareness amongst private and public sectors.

#### **E243-Public Art**

When dealing with applications for large scale (over 750sq. meters) or prominent development at gateways or along through routes the Council will require projects to include works of Public Art. This will be secured either by a unilateral undertaking by the applicant or via a section 106 agreement.

The Council will require at least one percent of the capital budget of the building to be put aside for commissioning new works by artists and craftspeople. The total percentage may vary depending on the size and scale of the building or the nature or location of the project.

#### **Key partners**

Burnley Borough Council's;  
Policy and Environment team in Planning and Environment Services,  
Strategic Arts Development Officer,  
Elevate and Communications team  
Lancashire County Council's Youth and Community Service District Team,  
(Private developers will be brought online once contracted in September)

This project will also be linked with schemes such as Design East Lancashire: Young people's public space project (Face Lift), Burnley Arts Developments reminiscence project and key elevate consultation and neighbourhood development schemes as well as Mid Pennine Arts Panopticon and LAND projects. These projects will provide

the artist key links into the community and access to work already undertaken with the community.

### **Project Time Frame**

Burnley are due to have contracted a private developer(s) by September. To ensure that this project is integrated into their scheme from the onset we plan to appoint a project manager and start the process of commissioning a public artist prior to this date. The developer and the community will be involved in the consultation tool used to choose the lead artist for the scheme. (this will be discussed with the appointed project manager and the steering group)

Once research and consultation have been undertaken the artist will create a portfolio of suggestions, ideas and themes that could be integrated into the developers scheme. This work will be exhibited locally for public feedback and also presented to the developers and project partners.

Inspired by the designs and influenced by the public consultation feedback, it is hoped that the developers will look to commission some of the work or ideas suggested by the lead artist. With the project manager also sourcing funding to commission pieces of work we hope that the project will be able to extend its programme and result in some temporary and permanent structures being created.

Elevate is a 15 year project, a lot of public consultation has taken place but we are still a few years off the start of seeing any of development /construction. This project aims to creatively influence the designs of the developers and provide a link with the local community from an early stage. We hope that the work undertaken by the project manager on funding will enable the development of temporary and/or permanent public art works to be undertaken earlier on therefore bridging the gap before the construction begins.