

## PROJECT

# engaging artists in the built environment

Public Art South West  
PO Box 189  
Exeter EX4 3XL  
T 01392 229266  
F 01392 229229  
info@project-awards.org.uk  
www.project-awards.org.uk

For further information on  
Public Art South West, contact:

Maggie Bolt  
Director  
Public Art South West  
T 01392 229226  
pasw@artscouncil.org.uk  
www.publicartonline.org.uk

Guidelines and an application form can be  
downloaded from the website, or completed  
electronically. If you require any other format  
please contact us. Please note that we cannot  
accept faxes, e-mailed application forms or  
applications supplied on disc.

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Arts & Business *working together*

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## What is PROJECT?

**PROJECT – engaging artists in the built environment** is a new national funding scheme jointly supported by the Commission for Architecture and the Built Environment (CABE) and Arts & Business (A&B). Public Art South West (PASW) has worked in partnership with CABE and A&B to develop the scheme and is responsible for its management and delivery.

The scheme was launched in June 2004 and will run until the end of March 2006. The purpose of the scheme is to engage artists, public agencies and the private sector in a range of projects that will have a positive impact on the places in which we live.

The scheme will bring a new dimension to, and promote wider issues around, the development of a high quality built environment. It will do this by supporting artists to comment on or work within the design, planning and construction sectors in order to influence and create a shared vision for architecture, public space, planning and high quality urban design. The scheme covers England, Northern Ireland, Scotland and Wales.

## How does it work?

**PROJECT – engaging artists in the built environment** provides financial assistance to support collaboration between artists and design, planning and construction professionals, working pro-actively with public and private sector agencies on projects in the built environment.

It is intended to facilitate the artist's role as a creative thinker and/or commentator, working within the team appointed to deliver the project. It is not intended to cover the capital costs of implementing any work which may arise from this process. In the context of this scheme, the term 'artist' is intended to cover a range of art forms.

Chris Murray

Director of Learning and Development, CABE

This funding partnership between CABE and A&B has secured a new award scheme for the arts. We want people undertaking any built environment project to ask: what is the added value of involving an artist and to look at the contributions of artists to the built environment as a whole.

## Aims

### **PROJECT – engaging artists in the built environment** seeks to:

- promote the sharing of ideas and creativity within multidisciplinary practice in our built environment
- integrate artists' creativity and skills into the design of our built and natural environment in order to enhance the quality of life
- promote high quality design which is fit for purpose, reflects local identity, meets communities' needs and expectations, provides economic benefit
- encourage new partnerships and ways of working, especially within the education, housing and healthcare sectors
- invest in innovative schemes, to create new contexts and opportunities for artists, for example in regeneration schemes
- evaluate the benefits, outcomes and influence of projects receiving awards in order to inform future working.

### **PROJECT – engaging artists in the built environment** wishes to:

- raise the level of debate
- change working practices
- unlock partnership funding
- analyse the benefits of working with artists.

Therefore an independent evaluation process will assess projects in receipt of awards in order to evaluate the outcomes. The goal is to produce research with a robust evidential base that will inform future policy and practice.

To achieve this aim, successful award applicants will be asked to monitor their project as it proceeds and to assess processes and outcomes against objectives agreed with the Scheme Manager at the beginning of the project. They will also be required to collect specific monitoring information for the independent evaluators and to co-operate with any follow-up visits or interviews required.

## Awards

**PROJECT – engaging artists in the built environment** can support the following:

**Exploration Award:** organisations who would like to work with an artist, but wish to look at the feasibility of doing so and the relevant working practices needed in order to facilitate team working and realise shared objectives.  
**Value £2,000–£5,000**

**Visionary Award:** artists' engagement with the design team responsible for master-planning, urban design and development frameworks.  
**Value £5,000–£15,000**

**Team-Building Award:** for artists working within multidisciplinary teams on the design and construction of buildings and spaces.  
**Value £5,000–£15,000**

**Creative Homes Award:** the engagement of artists in housing market renewal or housing expansion schemes.  
**Value £5,000–£15,000**

**Creative Communities Award:** artists working with communities in regeneration, planning or urban design projects.  
**Value £5,000–£15,000**

**Talking Artists Award:** the publication of artists' views as verbal commentators on urban conditions and solutions.  
**Value £2,000–£5,000**

Please note that we anticipate a high demand for this scheme and that we will only be able to make between 10 and 15 awards each year.

Colin Tweedy  
Chief Executive, Arts & Business

Engaging with artists and arts organisations to develop quality environments, increased environmental sustainability, more effective community interaction and expanded opportunities for economic development is now recognised as key to business as well as public sector success.

## Eligibility and Criteria

### Who can apply

Application to the scheme should be made by an organisation wishing to work with artists on architecture and built environment projects in England, Northern Ireland, Scotland or Wales. As the scheme is intended to promote support structures for artists, individuals are not eligible to apply.

Applications will be assessed on the quality of the new opportunities being offered to integrate artists into the design and development process. Key to this is the way this might influence the project's outputs, combined with the commitment of applicants to accommodate and sustain this new way of working.

### The criteria are:

- the vision, quality and ambition of the project and the range and scope it offers for artists to participate
- the engagement of artists as integral players in a project's design process from the earliest possible stage
- the applicant's capacity and willingness to enter into a mutually productive and influential relationship with artists
- plans for the administrative, management and support needs of artists

- a viable delivery process
- how the existing structures and communication practices within the organisation will accommodate and enable the positive contribution of artists
- the commitment to follow best practice in commissioning procedures and rates of remuneration
- the priority of a project as a local or regional regeneration initiative, housing renewal or expansion scheme, or environmental proposal
- the capacity of the proposal to generate a greater sense of ownership and public involvement in regeneration and change
- the geographic spread and diversity of projects within the specified sectors eg Health
- the commitment of the applicant to add value to an award through match funding, either financial or in kind
- the ability to demonstrate a clear understanding of relevant equalities issues.

In Year 2 (April 2005) the scheme will particularly encourage projects linked to the private sector and which assist developers to work closely with artists.

## Application Process

Please note that these guidelines are intended as an introduction only to **PROJECT – engaging artists in the built environment**. Prospective applicants must consult with the Scheme Manager with regard to the main aims, objectives and intentions of the proposed project before submitting any information. Contact details can be found at the end of these guidelines.

There are two stages to submitting an application:

**Stage 1:** An initial outline of not more than two A4 sides should be made, in writing to **PROJECT – engaging artists in the built environment**. This should provide a project outline, identify the scope and role for an artist or artists and give confirmation of key partners, main aims, respective expectations, outline budget and timescale. The Scheme Manager will contact all applicants within two weeks of receiving a project outline in order to discuss the proposal in more detail. If the proposed project meets the criteria of the scheme, the applicant will be assisted in developing a Stage 2 application and asked to complete a detailed application form.

**Stage 2:** A detailed application should be submitted providing the following information where applicable:

- the project timeframe and budget
- planning implications
- artists' fees and expenses
- public and/or community participation
- monitoring, documentation and internal evaluation procedures
- letters of support and endorsement from partners
- an outline of the process for appointing client/design teams and artists and accompanying details of the team members
- an illustration of how the role of artists will be communicated across these teams
- details of any public art agency/ adviser/project management support
- planned press and media campaigns and exit strategy
- details of the proposed artist, topic, method of publication and distribution, if applying for a Talking Artists award.

## Submission Dates

All Stage 1 applications must be submitted six weeks prior to the Stage 2 closing dates.

There will be four closing dates, throughout the life of the scheme, for submission of Stage 2 applications.

### **17 September 2004**

Awards announced: November 2004

### **14 January 2005**

Awards announced: March 2005

### **13 May 2005**

Awards announced: July 2005

### **16 September 2005**

Awards announced: November 2005

Please note these dates may be subject to change. Refer to [www.project-awards.org.uk](http://www.project-awards.org.uk) for confirmation.

## Assessment

All Stage 2 applications will be assessed by an Advisory Panel comprising representatives from the funding partners and the arts, design, planning, community regeneration, development, housing, health and education sectors from across the UK. As necessary, a wider pool of advisers will be asked to assist with the assessment of applications. Award decisions made by the Advisory Panel will be final. All unsuccessful applications will receive feedback from the Scheme Manager.

Maggie Bolt  
Director, PASW

This scheme aims to promote the role that artists can play in sharing creative ideas within multidisciplinary practice. Through changing the way we think and work with architecture, building and design professionals, we aim to create imaginative environments that are fit for purpose, and that reflect local identity and meet communities' needs.

## Ongoing Support

All projects that receive awards will receive support, advice and assistance from the Scheme Manager. Award recipients will be invited to participate in the promotion of the scheme through events, seminars and conferences, which encourage the sharing of information.

Successful applicants will be asked to supply any details and images necessary to support the creation of case studies and information for the **PROJECT – engaging artists in the built environment** website.

Public Art South West will work actively to ensure that debate around the aims of individual projects are shared and acknowledged, and will widely disseminate the findings of the evaluation process.

## Partners

### **Arts & Business New Partners**

PROJECT is designed to complement the New Partners investment programme run by A&B. Arts & Business New Partners provides cash investments of up to £50,000 to encourage businesses to explore new ways of working with the arts. New Partners promotes and supports sustainable, mutually beneficial partnerships between the private sector and the arts. More information can be found at [www.AandB.org.uk](http://www.AandB.org.uk)

### **Commission for Architecture and the Built Environment**

– inspiring people to demand more from their buildings and spaces.

We believe that well designed homes, streets, parks, work-places, schools and hospitals are the fundamental right of everyone. We use our skills and resources to work for a higher quality of life for people and communities across England, with particular concern for those living in deprived areas. We do this by making the case for change, gathering hard evidence, providing education opportunities and through direct help on individual programmes and projects that help to create more sustainable neighbourhoods. More information can be found at [www.cabe.org.uk](http://www.cabe.org.uk)