

1. INTRODUCTION

We at South Norfolk Council have set out a strategy for promoting and encouraging the commissioning of works by artists for public and private developments in the district.

When you as a developer are considering new projects, we want you to include more works of art in your projects.

We are committed to working closely with a wide range of partners in the development of public art projects and this leaflet aims to give you some practical advice on how to proceed and get additional support.

2. BENEFITS

There are real benefits for communities and developers who embrace and encourage successful public art schemes. These include:

- making a development distinctive
- increasing building and land values
- attracting wider public interest and gaining positive media coverage
- building strong relationships with local people
- improving the environment for staff, tenants and the public
- contributing to the quality and enjoyment of a place

3. THEMES AND TYPES OF WORK

Public art should be fully integrated into your development proposals at the earliest opportunity. The contribution by an

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9. AND FINALLY

The earlier you can talk to our planning team of experts the better, as there may be circumstances where a freestanding artwork requires separate planning permission. So check with our Planning Services team as early as you possibly can in the process.



your brief. We have the details of possible grants.

These alternative funding schemes regularly change; so do get in touch with the Cultural Development Manager and the External Funding Manager for more information (again see Section 10).

7. METHODOLOGY

A key factor in ensuring the success of your public art project is to plan for the involvement of artists as early as you can. Make sure you are clear about the costs and create your budget accordingly.

Developers who want to include public art should submit details for outline planning permission, including the following information where possible:

- Outline proposal for the involvement of artists
- Demonstrate how the scheme will contribute to the quality of the environment and the community
- Outline of the intended process for selecting an artist and purchasing any related materials.
- Budget allocation
- Proposals for future care and maintenance

Proposals will, in general, be dealt with by your case officer as a material consideration in determining the application.

8. ADVICE AND ASSISTANCE

Early advice and assistance will be provided by your case officer and by:

artist and/or craftsperson should complement the overall objectives of the development. Larger schemes may involve commissioning a number of different artists.

We want to encourage the work to be appropriate to the development and in a way that takes account of design and its use by people. We want the work to be visible and stay on site permanently or until it is redeveloped with more public art.

We recommend that commissioned artists be invited to put together ideas and themes specific to the development. This is usually more successful than the commissioner of the work taking a prescriptive approach.

We also believe it is important that local people and their representatives, like the parish or town council be consulted and involved where it is appropriate. This is as important as working closely with the architect or designer.

Everyone involved will also need to pay particular attention to future maintenance when they are considering the design and when selecting the materials that will be used.

The approach will vary from scheme to scheme depending on its nature, design, scale and use. Here are some of the options you might consider:

- An integrated or functional element (for example, using lighting, landscape, floor designs and signage)
- A temporary work such as a performance or sound/video installation
- A 'landmark' work by an artist (for example sculpture or painting)

4. COMMISSIONING PUBLIC ART

Every project is different. The following guidelines outline some key and unchanging issues, which experience has shown are important to achieving success.

● THE BRIEF

Have a brief which sets out clearly key issues like the aims of the project, how much it is going to cost, and how it will be paid for, how long it will take to complete and covers any technical issues if the scheme is aiming to include lighting, water or is likely to be a significant structure.

● SELECTION PROCESS

Agree an appropriate way of choosing the artist. This will depend on the nature of the project, but it could be through direct invitation, or by a limited or open competition.

● PRELIMINARY DESIGNS

Commissioning preliminary designs for a fixed fee allows the commissioner to become involved in the selection process and the development of ideas.

● CONSULTATION

Consult with local people at appropriate stages in the process. This might include workshops in schools and presentations to local groups in addition to questionnaires.

Finding the artist or artists and managing the process can be complicated and we suggest you seek specialist advice.

Remember to budget for getting this advice in your brief. For further information on advisers you may want to consider, contact the Cultural Development Manager – details are in Section 10.

5. COST

As a starting point for you to consider, we believe the value of public art within the development should stick to the widely accepted principle known as 'Percent for Art'. In other words, a minimum 1% of the construction cost of the capital project.

Spending on public art can cover the following:

- Artists' fees and costs of fabrication, this should include materials and installation
- Specialist advice and project management
- Linked education programmes, for example workshops for the community or in the local school

As an alternative, you may prefer to provide a commuted sum to the equivalent value. This would be used for public art within the locality that met South Norfolk Council's existing strategic priorities. If this is your preference, we will keep you informed of the use of the sum and credit you appropriately.

6. FUNDING

As a developer you may be able to win funding to boost your contribution by applying for a grant.

There are many sources of extra funding, these include the National Lottery, schemes that match private investment and project development grants. The difficulty is that assessing applications can take a long time, so you must build this into