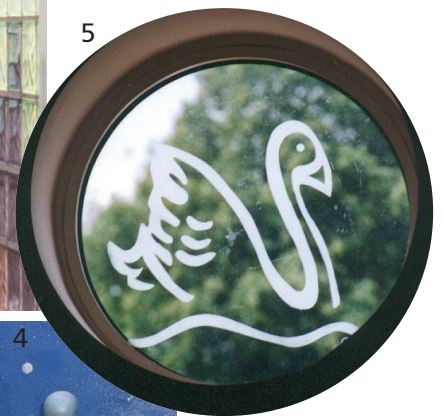


County Council Public Art Strategy

Support within the new
Capital Strategy Framework



1 and 2
Hesters Way
Primary school
3 The Forum
Centre
4 Dunalley
School
5 Lakefield
School



GLOUCESTERSHIRE
COUNTY *At Your Service* COUNCIL

Background

Strategy and Resources Committee 1 July 1998 agreed a Public Art Strategy for the County, with these aims -

- to improve Gloucestershire's environment
- to stimulate the local economy through creating employment and developing skills
- to involve the local community through consultation and direct involvement in projects
- to contribute to the County's Arts Strategy

The Council agreed to deliver the strategy through a Percent for Art levy* on the Council's capital programme, supplemented by a small top slicing of the capital budget of £40,000 pa. This funding has been targeted to projects by the Council's Percent for Art Officer group, in order to meet the Council's key priorities.

New Five Year Programme

In 2003-4, the Council reaffirmed support, and agreed a new five year programme of support. This promises to deliver:

- new programme of strategic creative commissioning
- leverage of new funds from external sources
- increased collaboration with Gloucestershire District Councils
- opportunities for County artists to learn new skills.

Percent for Art will be considered for all appropriate Council capital projects with a value of over £300,000. The additional budget (£40,000 p.a.) will be used to target:

- projects in areas of need where members most want to see development
- involving artists in design collaboration to improve design quality and engage communities in development
- commissioned work in digital and other new technologies.



Milestone School fountain

What the funding has enabled

1 Improving Gloucestershire's environment

12 separate commissions within an overall programme of 22 projects, in a range of settings spread across the county. Projects have been targeted to areas of deprivation, contributing to the County Council's vision and service aims. At Hesters Way School, Cheltenham, funding enabled an artist to create an extraordinary enhancement - cast glass brick and coloured landscape theme - to an otherwise plain link corridor.

**Percent for Art is a policy whereby a small proportion of the capital budget for a project is used to commission new works by artists and craftspeople. Such works become part of the scheme, improving the built environment.*



Hesters Way School, Cheltenham

2 Stimulating the local economy

Over half the funding for the Percent for Art programme comes from the National Lottery or other external funding.

Although the Council's first National Lottery funding award of £100,000 has now expired, further bids to help sustain the programme are in development. **But drawing in this funding is reliant on seed funding from the Council's capital programme.**

Of the 30 individual artists commissioned to date, 22 are county based (creating employment, developing skills etc.)

3 Involving the Local Community

All projects have included participation by the local community. A large number have been in schools, involving pupils, staff and parents.

At Hesters Way School, the artist worked with all the children in the school, the staff and the family centre.

The Milestone School commission won a national award for excellence in the arts in schools this year. It was heavily reliant on GCC capital funding to enable it to work well in the context of the needs of children with severe learning difficulties. The work functions as a challenging but safe landscape for them, as well as being a work of art.

At Dunalley School, Cheltenham, the *Secret Garden* became a very successful and highly appreciated commission, addressing learning and literacy issues.



4 Contributing to the County's Arts Strategy

Capital funding has enabled support of the Council's Best Value Review of the arts and subsequent Performance Improvement Plan. Key recommendations were to develop the public art programme, working more strategically with Districts and within the County Council, through joint commissions, guidance, advocacy seminars etc. The funding has helped us develop a core of exemplar projects to use as a learning resource for others.



The Forum Centre



Milestone School landscape

Capital funding enables

Public Art commissions in relatively small scale projects which would not otherwise be able to afford artwork, but where there is particular strategic or community benefit. **Project capital budgets are now so pared that this supplementary funding is essential.**

Developmental commissions, eg recent Digital Arts commission, designed to enhance local skills/awareness in the use of new technology.

10 year review programme of commissions to ensure quality is maintained.

Engaging artists at an earlier "concept" stage of design than would otherwise be possible, thus influencing good design.

Addressing County Council priorities

The public art programme effectively meets Corporate Plan priorities and objectives for the environment, the local economy and learning. It meets capital strategy priorities since it

Involves internal/external partnership working

Addresses actions from a Best Value Review

Draws in funding from non borrowing sources

Gives environmental benefit

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PROJECTS SUPPORTED

All projects have included participation by the local community or, in the case of schools, by pupils, staff and parents.

Bishops Cleeve Library, 2002

Public façade of refurbished Library to be developed with adjacent Youth Centre and Grangefield School.

Churchdown Library, 2001

Glazing

Cirencester Traffic and Environmental Project, 2002

Planning Consultation and Design Development

Cotswold Way, 2002

12 original texts on small plaques

Cotswold Water Park Spine Road, 2002

Artwork integrated into cycle path

Digital Arts Project, 2001-2

Artist commissioned to initiate digital work with 6 artists throughout County

Dursley Library

Project on hold

Forum Centre, Cirencester, 1999

Reception area and glazing

Lakefield School, Frampton on Severn. 2002

Audio, mobile work and ceramic panels by children. Glazing.

Hopebrook School, Forest of Dean. Spring 2003

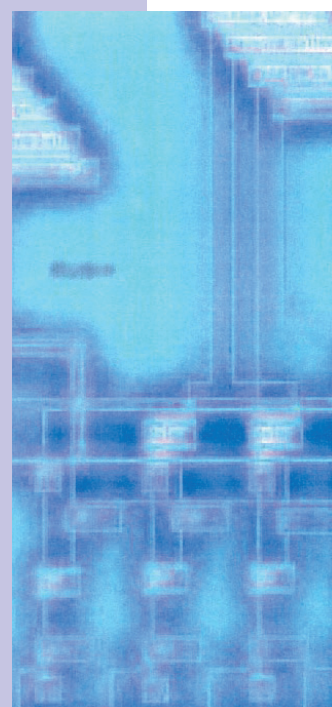
Exterior, possibly entrance walk/bridge

Milestone School, Gloucester. 2002

Sculptural landscape with planting

Nailsworth Cycle Path, 2002

New site and new design



Digital Arts Project



Lakefield School, Frampton on Severn