

ELEVATE BURNLEY - DRAFT ARTIST BRIEF

Background Information

The Transformation of Inner Burnley - Housing Market Renewal

There have been exciting developments in Burnley over the last few years – 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 Borough Council is aiming to give new life to neighbourhoods now suffering from low housing demand.

Through the £15 million housing market renewal funding and further funding from English Partnerships, the Housing Corporation and the North West Development Agency, the face of some of Burnley's neighbourhoods is beginning to change. A range of initiatives are being used to tackle poor housing conditions, falling property prices and abandonment. These include the creation of quality green spaces, housing acquisition and demolition to provide new development opportunities, face-lifting (external repairs to terraced properties) and improvements to the public realm.

The changes are not just physical. There are landlord licensing and accreditation schemes, and anti-social behaviour schemes. Extensive consultations and neighbourhood management are helping shape the heart of Burnley's neighbourhoods too (see attached Elevate Neighbourhood Action Plans for three initial areas, Daneshouse, Duke Bar and Stoneyholme, Burnley Wood and South West Burnley).

Now, in partnership with private developers, we are about to embark on the major transformation of Burnley's inner neighbourhoods. The involvement of an artist early in the process is a crucial part of our vision. Funding from the Elevate Housing Market Renewal Programme and the PROJECT awards scheme (as funded by the Commission for Architecture and the Built Environment (CABE) and Arts & Business, in association with Public Art South West) is being used to invest in the appointment of an artist.

Planning Implications

The Burnley Local Plan Second Stage Deposit 2003, Policy E24 - 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.

E24-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.

Community Consultation to Date

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, many residents have not been successfully engaged in the development of plans for their areas and consultants identified an under representation of young people at recent public consultation events. Work is ongoing to develop statutory Area Action Plans for all 5 Elevate areas and further public consultation will continue over the next year and beyond.

Elevate Burnley Communications Strategy

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

- **Target Audience: Young people**
An arts project has the potential to provide a distinctive, inspirational angle to attract young people into consultation process. Engaging young people at an early stage of the Elevate programme is key to its success.
- **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.
- **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 Links

Key partners

Burnley Borough Council:

- Policy and Environment Team in Planning and Environment Services
- Strategic Arts Development Officer
- Elevate and Communications Team - see below
- Lancashire County Council's Youth and Community Service District Team
- Private developers

This project will also be linked with schemes such as:

- Design East Lancashire: young people's public space project (Space Lift) – see below
- Burnley Council's Arts Strategy
- Consultation and neighbourhood planning and regeneration
- Mid Pennine Arts - Panopticons and LAND projects.

These projects will provide the artist key links into the community and access to work already undertaken with the community.

Elevate

The Elevate Communications Team, supported by the Youth and Community Service, will promote the Lead Artist's work with the community / young people.

The press campaign will be managed by the Elevate Communications Team. They will also work closely with the Lead Artist, the Policy and Environment Team, 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.

Policy and Environment Team

The Policy and Environment Team are leading on the development of statutory Area Action Plans for the 5 Elevate Areas in Burnley. These will be used to guide development and regeneration over the next 10 years and require extensive community involvement and consultation. The team are also leading on the production of Heritage Appraisals and Design Guidance for these areas, which are used to promote good design and heritage led regeneration. It is proposed that the artist has a base within the Team and works closely with the Planners on design issues and ongoing consultation.

Design East Lancashire

This project will tie into and complement the Design East Lancashire 'Space 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 that 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.
- Young people from the Elevate areas, some of whom will be involved in the Design East Lancashire project, will be included in the consultation process with the Lead Artist as outlined below.

Commissioner's Aims

The overall aims of the project are:

- For the Lead Artist - working with the community and the Council's and private developers' multidisciplinary design teams - to develop schemes, concepts, plans and designs that will provide the basis for innovative, inspiring work to be commissioned within the Elevate developments and the surrounding public realm, for the benefit of the community.
- Burnley is trying hard to improve its regional and national profile. We want this project to demonstrate how the area is moving forward and is open to being innovative and unique, thus improving the profile and attractiveness of the area as a place to live and work.

Lead Artist's Role and Objectives

Role

The Lead Artist will work as part of the Council's Policy and Environment Team in Planning and Environment Services, providing creative influence on the design of the Elevate areas. The artist will also work with the developers' interdisciplinary design teams and with the community to generate art and design concepts and encourage a sense of community ownership of the new developments.

Objectives

The Lead Artist's specific objectives and responsibilities will include:

- To become an integral part of Burnley's Elevate multidisciplinary design team. Burnley Borough Council representatives will ensure that the contracted developer and its partners are aware of and supportive to the project ensuring that the Lead Artist is fully integrated into the multidisciplinary team.
- To provide private developers with creative urban design ideas influenced by local people, their needs, aspirations, history and culture.
- To work with the Project Manager and the Steering Group as required to ensure the success of the project; this includes providing progress reports to the Steering Group at regular intervals, highlighting any issues or problems that could affect timescales or the success of the project.
- To create links between the community (in particular young people) and the developers, and to support a selected group of young people to understand and develop urban design ideas in the areas and spaces in which they live. The lead Artist will help participating young people to examine their local environment and propose their own regeneration ideas and initiatives.
- To 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 people's project created with in an appropriate area as a follow on from this project.

- To use the process of consultation to encourage a sense of ownership within the developed areas, celebrating history yet moving forward.
- To allow the consultation process to influence the development of urban designs that will be presented to the private developers and the community in the form of a final exhibition. The final 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.
- With the Project Manager, to document the project and produce a report that explains the project's processes and findings as well as providing recommendations for future work.
- All other work that may reasonably be required as the project progresses, in consultation with the Steering Group and Project Manager.

Artist Appointment and Monitoring Procedures

Artists are asked to submit a covering letter outlining their interest in the project and relevant skills and experience, CV with references, and information about previous projects, including visual documentation.

The Lead Artist will be required to have:

- an appropriate range of relevant experience including a track record of successful delivery of public art projects and public consultation
- ability to deliver the project within the proposed time frame and budget
- ability to work with the Council, project manager, developers, community (including young people) and steering group
- effective visual, verbal and written communication skills

Three short listed artists will be chosen by the Steering Group and Project Manager on the basis of their applications.

The Steering Group will comprise representatives 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.

An independent arts management consultant, Hope London Morris, has been appointed as Project Manager for Burnley Council. She will manage the artist recruitment process, draft the brief, facilitate contractual arrangements, act as interface between all parties involved throughout the project, support the public relations objectives of the Council and Elevate, help generate additional support / funding to commission work, and lead on the project documentation and evaluation. The Project Manager and Lead 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 short listed artists will be asked 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. A site visit and public consultation event are also planned as part of the interview day. A budget of £200 will be available to each short listed artist to cover travel expenses and preparation for the consultation event.

Once appointed, the Lead Artist will be introduced to the Elevate team and will be asked to provide progress reports to the Steering Group and Project Manager at regular intervals, highlighting any issues or problems that could affect timescales or the success of the project.

The Council's Strategic Arts Development officer will have more regular meetings with the Project Manager and the Lead 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.

Project Time Frame

The Lead Artist will undertake research and consultation at the outset, and then create a portfolio of suggestions, ideas and themes that could be integrated into the developer's 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. Elevate is a 15 year project. With the Project Manager also sourcing funding to commission work we hope that the project will be able to extend its programme and result in some temporary and permanent structures being created, bridging the gap before actual large scale construction begins.

Timescale

Public consultation event with short listed artists	Dec. 05
Contract Artist	Dec. 05
Link with Developers	Jan. - Feb. 06
Public consultation schedule begins	Jan. – Aug. 06
Initial design concepts delivered	Sept. 06
Public promotion event	Oct. 06

Budget

Lead Artist Fee: £19,000 + VAT if applicable

This is a flat fee, to include design ideas and concept creation, creative input to the developers design process and recommendation for future work, design project with local young people, plus travel expenses and contingency.

The suggested allocation of the budget is as follows:

Paid on a daily rate of £250 equals 56 days over 12 months	£14,000
Design project with local young people (14 days)	£ 3,500
Travel Expenses	£ 1,000
Contingency	<u>£ 500</u>
	£19,000

In addition the following budgets are available

Workshop materials	£ 1000
Creation of displays for exhibition	£ 800

Proposed Sites

See maps/photos of target regeneration areas, enclosed