



PUBLIC ART STRATEGY AND ACTION PLAN 2006-11



Falkirk Council

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2 INTRODUCTION

- 2.1 In September 2003, Falkirk Council Policy and Resources Committee approved The Strategy for the Arts in Falkirk Council area 2003-08. The Strategy provides a clear vision for the long term development of arts and cultural activity throughout the local authority area and highlights the Council's commitment to the Arts.
- 2.2 The Strategy for the Arts in Falkirk Council area 2003-08 comprises four strategic aims:
 - 2.2.1 To encourage participation in arts and cultural activity.
 - 2.2.2 To establish partnerships that will increase the range of opportunities for participation in arts and cultural activities.
 - 2.2.3 To increase access to arts and cultural activity for all sections of the community.
 - 2.2.4 To encourage a high quality, innovative and dynamic approach to arts provision.
- 2.3 The Strategy was produced within context of significant developments, both in terms of the structure and staffing of Falkirk Council Cultural Services - Arts as well as the realignment of its service delivery.
- 2.4 Within strategic aim 2, one of the key objectives is to 'work with appropriate partners to stimulate the commissioning and production of Public Art throughout the Falkirk Council area'. Production of this Public Art Strategy is in response to one of the actions required in order to deliver that objective.

3 BACKGROUND

- 3.1 In 1995 Falkirk District Council produced a Public Art Strategy. The policy statement arising from the Strategy was that 'The Council is committed to stimulating the provision of Public Art in the District both through its own initiatives and those of the private sector.'
- 3.2 The Strategy highlighted a number of examples of Public Art within the area at that time as well as proposing a series of new projects; a number of these have been realised during the past 10 years including King's Court in Falkirk and exterior of The Park Gallery in Callendar Park.
- 3.3 In 2002 a new post of Visual Arts & Crafts Development Officer in Falkirk Museums Service was created which demonstrated Falkirk Council's commitment to the development of contemporary arts & crafts. The post was supported by the Scottish Arts Council as part of a wider initiative to develop part of the Stables Block buildings in Callendar Park into a contemporary visual arts and crafts gallery, The Park Gallery.
- 3.4 There are also a number of external agencies such as Forth Valley College and British Waterways Trust based or working in the Falkirk area which have a shared commitment to the development of a Public Art Strategy for the area and will help inform and drive the Strategy forward.

4. POLICY CONTEXT

4.1 National Context

4.1.1 'Scotland's Culture'

In January 2006, the Minister for Tourism, Culture and Sport launched "Scotland's Culture", a new policy statement in response to the work of the Cultural Commission. One of the steps proposed to implement the new cultural policy was the development of a framework at local level to guide cultural planning, local entitlements, quality assurance and collaboration. This will establish an effective framework for the development of art in public spaces.

4.1.2 National Policy Guidance

The planning system plays an important role in shaping and protecting the quality of towns, cities and countryside and a range of policy statements and planning advice notes emphasise the importance of high quality design as part of the urban and rural planning process. In the national context, art in public spaces is referenced usually in the context of case studies and good practice and while there is strong evidence to demonstrate the importance of the involvement of artists at the earliest stages of capital projects and enthusiasm to see this incorporated into national planning guidance (for example, in the response to The Development of a Policy on Architecture [2000]), a definitive policy statement is still to be forthcoming from the Scottish Executive.

4.2 Local Context

4.2.1 The Falkirk Strategic Community Plan

Public Art can play an important role in contributing to the vision and meeting the aims and objectives set out in Strategic Community Plan. It can:

- Encourage a sense of community identity and civic pride.
- Be a mechanism and tool for community capacity building and regeneration.
- Create a high quality visual and cultural environment;
- Contribute to the conservation and development of the unique heritage of the Falkirk area.

It has clear links to each of the Plan's themes:

- improving the performance of the local economy and tourism;

- enhancing lifelong learning and opportunity
- creating a sustainable local environment and
- regenerating our communities
- enabling our citizens to live safely
- improving health and well-being

4.2.2 My Future's in Falkirk

This is a dynamic multi-agency regeneration programme which is linked to the Town Centres' Regeneration Strategy and Strategic Community Plan and aims to address the continued economic development of the area.

MFIF takes an aspirational approach which embraces the physical, economic, social and cultural aspects of regeneration. The value of culture in this process is of particular relevance to this Strategy not only in direct economic terms through increasing tourism, encouraging business relocation and investment in the arts and artists but through longer term and indirect contributions such as lifelong learning, involvement in local community planning and encouraging a strong sense of place and identity.

4.2.3 Falkirk Council Strategy for the Arts in the Falkirk Area (2003-8)

The development and implementation of a Public Art Strategy is a key objective within the Strategy for the Arts in the Falkirk Area and a mechanism for assisting in the delivery of the four strategic aims of the Strategy: to encourage participation, to establish partnerships, to increase access and to encourage a high quality, innovative and dynamic approach to arts provision. Capital projects such as the restoration of the Hippodrome in Bo'ness, events such as Big In Falkirk and street-based arts development work demonstrate that the Council can lead by example in terms of encouraging temporary and permanent artworks throughout the area.

4.2.4 The Development Plan

The Development Plan acknowledges that there is a clear need to raise awareness of the local built heritage and the role it can play in determining the character and image of an area. The Council's Development Plan has a robust set of policies that aim to protect and enhance built heritage including EQ9 which states that 'the Council will encourage the incorporation of public art in the design of buildings and the public realm. Developers will be required to adopt Percent for Art schemes in respect of major development schemes'. This can be built on through the development of a Supplementary Planning Note reinforcing the recommendation that artists are involved at the earliest stages of planning a capital project.

4.2.5 Forth Valley College

The College is the fifth largest in Scotland with over 25000 learners across its three sites in Falkirk, Alloa and Stirling. The College's mission is 'Excellence in Lifelong learning and aims to 'contribute fully to the social, economic and cultural life of its communities'. One of the College's key strategic aims is 'to work constructively with key local and national partners to extend opportunity through increased co-ordination of local services'. The College is a key partner in the Falkirk Community Learning and Development Partnership. The college runs an HND in Public Art and a BA Design which also has a public art component and will have a key role in contributing to the delivery of the Public Art Strategy.

4.2.6 The Waterways Trust: Lowland Canals Arts Development Plan (2005)

This is a wide ranging document that considers the role of the arts in the 'ongoing transformation of Scotland's canals. They will inspire, inform and entertain local residents, boat users, day visitors and tourists through the creation of small and large scale artworks, and the staging of local and regional canal-based events and festivals.' Implementation of the plan is dependent upon effective partnership working on agreed priorities across the local authority areas through which the canals flow and the effective dovetailing of strategies.

5. DEFINITION OF ART IN PUBLIC SPACES

- 5.1 There is no single definition of Public Art. It is generally accepted that the term refers to work produced by artists or makers that is integrated within the built or natural environment in both urban and rural locations.
- 5.2 Public Art is not an art form in itself, it is a form of artistic practise. There is no specific approach to making art for public spaces, the materials that are used or techniques/skills that are employed.
- 5.3 Public Art may be temporary or permanent, a stand alone piece that exists as a form within its own right or it may be incorporated into, or be an integral part of, other non-art structures, spaces or objects. By its nature, Public Art is site specific, relating directly to the context of the site or area on, or in which it is located.
- 5.4 The most common type of public art are listed below. This list is broad but indicative as any creative intervention must ultimately be dependent on the specific development and project brief.

Three Dimensional Media might include:

- sculpture and built structures creating landmarks and focal points
- milestones and markers
- landscaping elements such as earthworks
- street furniture including railings, bollards, lighting and seating

Two Dimensional Media might include:

- lighting
- photography
- film or light projections
- electronic imaging
- painting
- textiles
- etched or sandblasted glass
- documentation and publications

- 5.5 Within the Falkirk Council area, implementation of this strategy may result in a range of initiatives and projects as diverse as (but not exclusive to):
- 5.5.1 the development of works of art alongside the Forth and Clyde Union canals/waterway, orientation works in cycle ways and footpaths;
- 5.5.2 development of large scale capital projects such as Bo'ness Hippodrome;

- 5.5.3 artist involvement in the planning and development of the Helix, Falkirk gateways, new-build housing developments, etc;
- 5.5.4 projects in partnership with local communities that review the lighting/mapping of town centre spaces or the design and function of communal spaces.

6. BENEFITS

- 6.1 The benefits of a clear and strategic approach to the delivery of public art can include:
 - attracting investment
 - contributing to the appeal of the Falkirk area as a place for businesses to locate
 - stimulating the local economy through creating employment and seeding and developing skills
 - encouraging tourism
 - contributing to local distinctiveness
 - increasing the use of open spaces, reclaiming areas and helping reduce levels of crime and vandalism by creating a sense of ownership
 - humanising environments, involving the community and creating a cultural legacy for the future
 - introducing innovation and experimentation into the process of how we develop spaces and places and create environments which meet the needs of the inhabitants and visitors

7. VISION

- 7.1 This strategy demonstrates Falkirk Council's commitment to the inclusion of artists and artworks as part of the planning process in the development of public spaces.
- 7.2 The proposed vision for Public Art in Falkirk Council area is:
- 7.3 To create a visually and intellectually stimulating environment that will excite, inspire and challenge residents of, and visitors to, the Falkirk Council area.
- 7.4 The Public Arts Strategy aims to:
 - 7.4.1 make the public spaces within Falkirk Council area more vibrant and visually stimulating;

- 7.4.2 ensure the involvement of artists at the earliest stage in architectural, environmental and community regeneration projects and initiatives in order that visual art forms an integral part of the realisation of ideas and concepts;
- 7.4.3 provide advice, support and mentoring to individuals, organisations and companies involved in the development of capital or built initiatives regarding art in public spaces;
- 7.4.4 create opportunities for artists to make work in response to Falkirk Council area's urban and rural environments;
- 7.4.5 ensure community participation and involvement in the process of developing, commissioning and, where appropriate, creating artworks for public spaces;

8. PROFILE OF FALKIRK COUNCIL AREA

- 8.1 Falkirk Council is located in the heart of the central belt of Scotland. It is bordered by the local authorities of Stirling, Clackmannanshire, Fife, North Lanarkshire and West Lothian.
- 8.2 The Falkirk area forms part of a concentration of smaller towns in Scotland's central belt whose growth and prosperity was based on manufacturing industry from the late 18th to the mid-20th century. The area still has more people employed in manufacturing than Scotland as a whole and the major challenge for the area is to continue to encourage the economically active to come and live in the area rather than travel to and from it. The key mechanism for achieving this is through My Future's in Falkirk, a dynamic regeneration programme which seeks to transform the economy of the area and the lives of its citizens.
- 8.3 The Falkirk area's geographical location places it at the heart of the national transport network, and within easy reach of Glasgow and Edinburgh.
- 8.4 The largest town is Falkirk and the area also contains the former burghs of Grangemouth, Bo'ness, Denny and Dunipace as well as several other towns and communities such as Bonnybridge, Larbert and Stenhousemuir. All of these conurbations have strong and distinct identities.
- 8.5 The Council area has a growing population of 145,920 (based on the 2003 mid-year estimate) with over 58000 people working in the area. The population is expected to grow to over 150 000 by 2018 making it one of the fastest growing in Scotland.
- 8.6 The Town Centres Development project focuses on the regeneration of several of the communities in the Falkirk area. It encompasses a series of initiatives to regenerate the town centres of Bo'ness, Stenhousemuir, Denny, Grangemouth and Falkirk. Each initiative has its own unique characteristics and seeks to maximise the economic transformation of the local communities.
- 8.7 In terms of leisure and cultural opportunities Falkirk has a number of national attractions including:
- Callendar House - a focal point for Falkirk's heritage located with the landscaped grounds of Callendar Park
 - The Falkirk Wheel - a unique rotating boatlift that links the 2 canals that run through Falkirk, namely, the Forth and Clyde and the Union Canal

- 'Big in Falkirk' Scotland's National Street Arts Festival - an annual outdoor event organised by Falkirk Council, local business/enterprise and a major events company
- The Park Gallery, located in the grounds of Callendar Park, presents an exciting and diverse range of contemporary visual arts and crafts exhibitions.
- There is an extensive programme of performing arts and entertainment co-ordinated by Falkirk Council at Falkirk Town Hall.
- The area has a rich heritage and there are a number of museums run as part of the Council's Museum Service, as well as independent museum/heritage sites such as Bo'ness and Kinneil Steam Railway.

9. STRATEGIC AIMS

Strategic Aim 1

To make the public spaces within Falkirk Council area more vibrant and visually stimulating;

- Ensure that all relevant services within Falkirk Council, including Community Services and Development Services, adopt the principles of this strategy
- Maximise opportunities for the creation of art in public spaces by identifying potential initiatives within current and future proposals for development.
- adopt an innovative approach to the commissioning, creation and presentation of public art;
- identify and work with appropriate partners within context of art in public spaces;

Strategic Aim 2

To ensure early intervention for artists in architectural, environmental and community regeneration projects and initiatives in order that visual art forms an integral part of the realisation of ideas and concepts;

- Establish a Public Art Strategy Group to ensure a coherent, multi-agency approach to public art initiatives in the Falkirk area.
- Advocate to relevant organisations the range and nature of art in public spaces;
- Include Falkirk Council's commitment to art in public spaces in any Local Authority planning application guidelines, etc;
- Produce a publication (printed and electronic) highlighting the range of art in public spaces initiatives in year 3 of the strategy to inform future planning, etc

Strategic Aim 3

To provide advice, support and mentoring to individuals, organisations and companies, involved in the development of capital or built initiatives, regarding art in public spaces

- Maintain regular communication with Development Services regarding forthcoming planning initiatives;
- Identify sources of external funding that will support the creation of art in public spaces;
- Establish partnerships with relevant agencies and organisations that will drive the Public Art Strategy forward.

Strategic Aim 4

To create opportunities for artists to make work in response to Falkirk Council area's urban and rural environments.

- Produce information pack for planners, construction companies, development agencies and other relevant organisations that champions the benefits and impact of art in public spaces;
- Organise an on-going series of artists' talks targeted at the business and enterprise community, initially through My Future's in Falkirk (MFiF) Business Panel;
- Ensure appropriate commissioning and recruitment procedures are in place;

Strategic Aim 5

To ensure community participation and involvement in the process of developing, commissioning and, where appropriate, creating artworks for public spaces;

- Include information in current, relevant publications and websites, i.e. Falkirk Area Arts Newsletter, Falkirk Online and through local and press/media;
- Devise projects exploring and initiating potential public art projects through Falkirk Council visual arts development programme.

FALKIRK COUNCIL

DRAFT PUBLIC ART ACTION PLAN 2006-11

Task	Strategic Aim(s)	Lead responsibility and partners	Timescale for completion	Resource/cost
1. STRATEGY DEVELOPMENT To develop and implement the strategy for the funding and development of high quality art interventions in urban and rural community and public spaces.	1			
<ul style="list-style-type: none"> To undertake a wide-ranging and effective consultation on the draft Strategy and Action Plan 		Falkirk Council Arts	September-December 2006	£500
<ul style="list-style-type: none"> deliver a series of presentations to Council services and Community Planning partners on the implications of the strategy and requirement for cross-service and cross-agency co-operation 		Falkirk Council Arts	September – December 2006	No direct cost
2. POLICY DEVELOPMENT To consider appropriate mechanisms, such as percent for art/planning gain for ensuring that public art is a key element of the planning process	1,2			
<ul style="list-style-type: none"> Undertake research on funding/planning options 		Falkirk Council Arts	October 2006	
<ul style="list-style-type: none"> Prepare Supplementary Planning Guidance Note to accompany strategy 		Falkirk Council Development Services		
<ul style="list-style-type: none"> Prepare recommendations/committee paper 		Falkirk Council Development Services	January 2007	No direct cost
<ul style="list-style-type: none"> Adopt Policy 		Falkirk Council	March 2007	No direct

				cost
<ul style="list-style-type: none"> Produce and distribute policy document 		Falkirk Council	September 2007	£1000
<ul style="list-style-type: none"> Ensure that Falkirk Council refines and adheres to policy in all capital projects 		Falkirk Council	ongoing	No direct cost
3. PARTNERSHIP WORKING To implement a partnership approach to ensure a coherent, multi-agency approach to community-led public art initiatives in the Falkirk area.	2,3,6			
<ul style="list-style-type: none"> Agree brief for and membership of Public Art Steering Group 		Falkirk Council (Community Services [Cultural Services, Economic Development], Development Services), Forth Valley College, Scottish Enterprise Forth Valley, NHS Forth Valley, Town Centre Management		No direct cost
<ul style="list-style-type: none"> Devise appropriate milestones for inclusion in Community Plan, community learning Plans and other relevant strategies and plans 		Public Art Steering Group (PASG)		No direct cost
<ul style="list-style-type: none"> Identify and prioritise areas for collaboration (e.g. Town Centres Regeneration) 		Falkirk Council, PASG	November 2007-9	No direct cost
<ul style="list-style-type: none"> Ensure incoming developers are aware of Public Art Strategy (see 2 above) 		Falkirk Council	ongoing	No direct cost
<ul style="list-style-type: none"> Identify potential business partners for artists' residencies/public art schemes 		PASG	ongoing	No direct cost
<ul style="list-style-type: none"> Identify potential external partners (e.g. NHS Forth Valley, Scottish Enterprise, British Waterways) 		PASG	ongoing	No direct cost

<ul style="list-style-type: none"> Develop mentoring/shadowing programme for arts students and emerging artists 		Forth Valley College, Falkirk Council Arts, PASG	ongoing	To be costed
4. PROMOTION AND MARKETING To promote all elements of the process from the early consideration of public art in capital projects to artists' briefings, selection processes, consultation, interpretation and good practice	4,5			
<ul style="list-style-type: none"> Develop campaigns to promote the concept of public art and to raise the profile of existing examples 		PASG/MFIF	November 2007-11	No direct cost
<ul style="list-style-type: none"> Produce information pack advising developers and other organisations on all aspects of incorporating public art into capital developments 		Falkirk Council Arts		
<ul style="list-style-type: none"> Develop education and interpretation programmes linked to the public art programme 		PASG/Project managers	Ongoing	To be costed as element of each project
<ul style="list-style-type: none"> Consider web-site development and on-line consultation linked to www.falkirk.gov.uk and www.falkirkonline.net 		PASG		To be costed
<ul style="list-style-type: none"> Promote the benefits of public art to local groups and support them developing public art projects 		Falkirk Council	Ongoing	No direct cost
5. IMPLEMENTATION To plan, programme and seek external funding for the public art programme	3			
<ul style="list-style-type: none"> Discuss with SAC options for ongoing 		Falkirk Council Arts	February 2007	No direct

support for public art in Falkirk				cost
<ul style="list-style-type: none"> Prioritise major planned developments and where appropriate make applications to external funders 		Falkirk Council, PASG		
<ul style="list-style-type: none"> Negotiate sponsorship and support in kind from relevant Falkirk-based businesses 		Falkirk Council	Ongoing	No direct cost
<ul style="list-style-type: none"> Support other public and private sector, and voluntary organisations to make funding applications for public art projects 		Falkirk Council Arts	Ongoing	No direct cost

6. COMMISSIONING To develop appropriate mechanisms for ensuring quality and compliance with Council processes and best practice	3,4			
<ul style="list-style-type: none"> devise and implement appropriate commissioning procedures in line with Council procurement guidelines and established best practice 		Falkirk Council Arts and Development Services		
<ul style="list-style-type: none"> establish systems to ensure procedures for installation are robust, appropriate and in line with Health, Safety and Care and other relevant policies. 		Falkirk Council Arts and Development Services		
7. MAINTENANCE, To ensure sustainability through planned and actioned maintenance	3			
<ul style="list-style-type: none"> undertake a full audit of existing public artworks, statues and memorials including location, materials, maintenance requirements and, where appropriate, approaches to decommissioning. 		Falkirk Council	Completion by May 2007	
<ul style="list-style-type: none"> establish responsibility for and 		Falkirk Council	Completion by	No direct

requirements of council owned/managed public art works			May 2007	cost
<ul style="list-style-type: none"> agree appropriate and manageable maintenance programmes as part of commission contract 		Falkirk Council	Ongoing	No direct cost
<ul style="list-style-type: none"> establish systems and reporting to ensure maintenance and remedial work is undertaken as necessary 		Falkirk Council	Completion by June 2007	No direct cost
8. MONITORING AND EVALUATION To devise and maintain systems to document and review all elements of the public art programme to ensure aims, objectives and action points are met	3,4,5			
<ul style="list-style-type: none"> Develop and maintain a visual record of a permanent and temporary artworks 		Falkirk Council Arts	Ongoing	No direct cost
<ul style="list-style-type: none"> Undertake annual review of all key elements of the public art programme 		PASG	Ongoing	£1000 pa
<ul style="list-style-type: none"> make regular reports to Council committees as appropriate 		Falkirk Council Arts and Development Services	Ongoing	