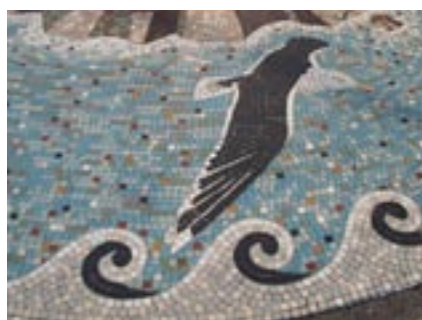


Strategy for the Integration of Artworks in the Public Realm

Vale of Glamorgan Council

2005



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INTRODUCTION

This Strategy recognises the growing value of the arts as an essential component in securing high quality within the design of public spaces and the built environment. Public art can make an important contribution to our lives and our immediate environment, whether that is rural, coastal or urban, town or city and experienced while travelling or visiting, or a resident of a community.

Artists, as professionals, can make significant contributions to social and physical regeneration efforts, through the engagement of communities in development projects and through investigation in and expressing of underlying social, historical and cultural currents. Their work can express ambitions, highlight specific social or cultural characteristics, address concerns and add a new identity. The Strategy encourages therefore the inclusion of artists on design and development teams at the earliest possible stages, well before projects are submitted for planning approval, to ensure that the work produced by artists is an inalienable part of the development and can respond effectively to all aspirations for the project.

The Vale of Glamorgan Council, through the adoption of a Percent for Art Policy, will seek inclusion of a professional artist involvement within new developments through the regulatory planning process. This provision will either be in the form of a commissioned project to the value of at least one percent of the overall development budget, or be through a financial contribution to a Council administered Art Fund, to be expended on projects elsewhere in the Vale, to the benefit of the general public.

This strategy sets out principles through which discharge of this commitment can be achieved, provides background to the wider policy context, defines the scope of projects and potential opportunities within Council departments, highlights examples of good practice and outlines the mechanisms for the implementation of projects. It also provides background information such as sources for supplementary funding, advice on artist selection, commissioning processes and implications of ownership and maintenance.

This Strategy is part of a family of documentation, which includes a Practice Guide for Barry and its Waterfront, a Technical Appendix which also includes examples of best practice, Supplementary Planning Guidance and a Public Art Information Leaflet. The documentation should be read within a wider planning context for the Vale, including the recently adopted UDP and the associated Planning Obligations document.

The document aims to provide a clear context to develop a public art programme, resultant from the Vale of Glamorgan Council Policy Statement, as well as guidance and advice to the Council internally and to external parties, in particular developers and their agents and contractors.

Whilst the Strategy and associated documents are detailed, they should not be seen as prescriptive, in particular in relation to the scope of projects and the potential for partnerships. Neither should they be used as a handbook or step by step guide to commissioning art in the public realm. The guidance and advice contained within this and related documents, do represent accepted good practice and draw on UK, European and North American examples.

In addition to new works to be commissioned as a result of this Strategy, the Vale of Glamorgan Council is responsible for a collection of public monuments and many fine architectural details within its urban centres. This represents a considerable historic asset for the Council. A large proportion of this legacy was commissioned in the 19th and early 20th centuries and is of high quality. In addition, over the last decades several new works of art have been commissioned throughout the Vale of Glamorgan and new commissioning initiatives are ongoing through different agencies. A proper policy and practice for the maintenance of this historic and emerging heritage is essential. This will ensure it retains its ability to contribute to the quality of life of the Vale's residents and supports the positive profile of the Vale on a national and international level. In some cases maintenance agreements already exist, however each new project will need to be addressed in this context by the Vale of Glamorgan Council to ensure its future upkeep.

CONTEXT

2.1 The Vale of Glamorgan

The Vale of Glamorgan offers a varied landscape, ranging from fertile agricultural land around the historic towns of Llantwit Major and Cowbridge and the dramatic beauty of the Heritage Coast to the highly urbanised region between Penarth, Dinas Powys and Barry. The Glamorgan Heritage Coast is a major attraction for visitors and holiday makers, as are the seaside resort of Barry Island and Wales' largest vineyard at Llanerch near Hensol, covering 7 acres. Other popular tourist attractions include the Council maintained Dyffryn Gardens and the Welsh Hawking Centre.

Statistics for the Vale reveal that with a population of approximately 120,000, the Vale of Glamorgan contains a highly qualified workforce with high levels of employment and higher earnings than both the Wales and UK national averages, predominantly working within the professional managerial and administration sectors. The number of employed people within the Vale is 75% of the working age population, slightly higher than the average for the South East Wales region and Wales as a whole, both at 69%.



Image: Southerndown. Photo: Betina Skovbro © courtesy of CBAT.

Britain's second fastest growing airport, Cardiff International Airport is situated within the Vale at Rhoose. The largest employment sector in the Vale is the health sector, followed closely by retail. Major employers within the Vale include British Airways, DARA, the NHS, Bosch, Tesco, Dow Corning and Vale of Glamorgan Council. A large amount of

employed residents commute out of the Vale each day. The Commercial Port of Barry is managed by Associated British Ports and handles a variety of goods.

The two largest towns within the Vale, Barry and Penarth both owe their success to the expansion of the export of coal in the late 19th century and their ports were set in direct competition to the nearby Cardiff Docks. Known as 'the garden by the sea', a substantial part of Penarth is now designated as a Conservation Area in recognition of its impressive Victorian and Edwardian architecture. Recent renovations particularly at Penarth Pier and the Italian Gardens have further increased the architectural strength of the town.

High quality residential developments have ensured the successful regeneration and expansion of Penarth Haven, the former Docks. Future developments such as the redevelopment of Penarth Heights and the creation of the Penarth Headland Link will further increase the reputation of the town as a desirable recreational and residential location.



Image: Penarth Pier. Photo: Betina Skovbro © courtesy of CBAT.

Barry Waterfront is now the focus of major regeneration works within the Vale. Barry Docks, including Atlantic Trading Estate, remains the largest employment area in the town and includes major chemical producers such as Cabot Carbon and Dow Corning as well as the largest silicones plant in Europe, besides various commercial operations directly linked to the dock activities.

However, Barry also contains pockets of severe deprivation, at odds with the otherwise low deprivation figures for the Vale as a whole and providing major regeneration challenges. The joint initiative by the Vale of Glamorgan Council, the Welsh Development Agency and Associated British Ports to encourage high quality residential, retail and commercial developments at the Waterfront is evidence of the serious efforts that are being made to tackle these issues.

In line with Wales and UK trends, the Vale of Glamorgan population has risen, with the fastest growth seen within the retired age group. The Vale contains the third highest percentage per population of minority ethnic residents in Wales, at 2.2% of the population compared to 1.5% in Wales as a whole.

2004 saw the 750th anniversary of the granting of a Royal Charter to Cowbridge, which was widely celebrated in this historic market town. Cowbridge today, as a retail and recreation centre, serves a widespread and mostly rural community and the town's annual Food, Wine and Drink Festival, which is now in its second year, is a popular event.



Image: Cowbridge. Photo: Betina Skovbro © courtesy of CBAT.

Current arts provision within the Vale includes high profile venues such as the Washington and Turner House galleries in Penarth and St. Donats Arts Centre on the United World Colleges' Atlantic College Campus at Llantwit Major. An acknowledged lack of exhibition and artist studio space in the Vale has led to early plans at the Washington Gallery to extend the exhibition space and create artist studios to the rear of the existing venue. St. Donats Arts Centre has recently improved its existing exhibition space, using glazing to further highlight and isolate the Centre's exhibition space from the main auditorium and foyer area.

Turner House Gallery was bequeathed to the community of Penarth by James Pyke Thompson, a wealthy local philanthropist, in 1888. Now under the direction of the National Museum and Galleries Wales, Turner House was leased in 2003 to Ffotogallery, the national development agency for photography in Wales, for an initial period of 2 years. A new short term lease was recently signed extending the occupation of the gallery until 2007.

Other arts provision within the Vale includes exhibition space at The Old Hall, Cowbridge and exhibitions and arts-based workshops at Cadoxton House.

2.2 A Vision for Public Art

In many Northern European nations, the commissioning of public artworks from professional artists, within major infrastructure and construction works is the norm. In Britain we have until recent years been less well informed and confident about the skills of professional artists, and how these skills may contribute to the regeneration and development of the public realm and the built environment in general. A considerable shift in this position has occurred in recent years.

Artists and their work have played a significant role in the development of 'New Towns' across the UK, in regeneration programmes and town centre improvements. Salford, Birmingham and Southampton, Wolverhampton, Milton Keynes, Gateshead, Bristol and Swindon in England, Edinburgh, Glasgow and Dundee in Scotland and Cardiff, Wrexham, Swansea, Caerphilly, Newport and others in Wales, have all engaged artists within development structures in the public realm.

In almost every major development programme, urban or rural, the inclusion of artists and artworks is a major benefit, now viewed as the rule rather than the exception and Unitary Authorities across the country are adopting Percent for Art policies, linked to Section 106 Agreements seeking the inclusion of projects in new developments, or securing the leverage of contributions to projects to be commissioned by the authority.

This developing recognition of and importance of art as an essential component of development and regeneration and the increased capacity by local authorities to deliver this in a strategic context, requires a clearer understanding and definition of the potential for commissioning art and a framework for the continued development of this practice.

Traditionally public art stood for statuary and free standing sculptural projects, acting as focal points within an urban landscape. Over the last decades the understanding of public art as a "site specific" commission, able to express and contribute to a sense of genius loci has been promoted. This also encouraged an integrated approach, whereby art was commissioned as an inalienable part of the architecture of a new structure or landscaped area. More recently however this has led to the recognition of the unique skills and vision artists can bring to both the physical and social regeneration of areas blighted by industrial decline, and to the development of new urban districts, transport infrastructure and other major developments. This has encouraged a much earlier involvement of artists in the planning and design of projects, which also can have a cost benefit. The early inclusion of artists on design teams allows the artists to respond directly to certain needs and requirements, to be flexible in their approach and for effective planning towards the physical integration of the proposed works and the absorption of costs and works into existing operations.

The very presence of an artist within planning and design teams can also have a beneficial effect on the culture within the team, can encourage a broader vision and a search for innovation in the resolution of various issues. Finally, this offers the appointed commissioning agents considerable opportunity to seek and potentially secure additional funding, to extend the scope of the project or to undertake supplementary activities to promote the project further.

This Strategy and its supplementary documents aims not just at highlighting the opportunities for commissioning in the Vale and outline the principles and mechanisms for procurement, but it also hopes to inspire new and innovative approaches through the inclusion of examples of good practice drawn from a European and North American context.



Image: Mac Adams, 'The Belvedere (solar pavilion), Penarth Marina, Photo: Kiran Ridley © courtesy of CBAT.

In order to live up to the past and to stake a claim for its future and the Public Art Strategy to be effective in the delivery on its potential, the Vale of Glamorgan should aim to:-

- integrate art in the lives of its inhabitants
- involve all areas of the Vale – both urban and rural
- provide a legacy of memory for visitors
- raise the Vale's profile for cultural activities and innovation
- deliver a cultural return from a wide range of public and private investments

The programme of public art commissioning should aim to deliver works that:-

- inspire, excite and challenge
- mark gateways, urban transition and gathering places
- highlight the local distinctiveness of the Vale
- integrate art with the functional infrastructure
- range from the intimate to large scale
- support and promote sustainable development through use of high quality materials and good design practice
- involve innovative uses of new technologies and media

This programme should be delivered by means of:-

- the involvement of the best Welsh and international artists
- a commitment to best practice in procurement
- a cross-cutting approach within the Vale of Glamorgan Council
- processes that actively involve communities
- partnerships between the Vale of Glamorgan Council and external commissioning agencies
- partnerships between the Vale of Glamorgan Council and other public bodies
- partnerships between the public and private sectors

2.3 The Public Policy Context

The adoption of a public art strategy for the Vale of Glamorgan would be timely for many reasons, not least since it would find a uniquely supportive policy framework across a range of public bodies

- The European Union is placing increased stress on the delivery of cultural programmes
- The UK Government supports a strategy - A Better Quality of Life – that identifies ways in which new developments and buildings can help create the conditions for improved quality of life and the significant role played by art, design and craft in relation to such developments.
- The Welsh Assembly Government has adopted a cultural strategy that contains specific support for public art. The strategy document – Creative Future – says: *“Public art in Wales is underdeveloped. Public art is one means whereby many areas of public expenditure can deliver a cultural return. Moreover, there is a need for far wider recognition of the part public art can play not only in creating more beautiful and secure public spaces, but also in contributing to the regeneration of communities.”*
- The Arts Council of Wales has conducted a sector wide review of public art support and a commitment to the development of public art is included in its own five-year corporate strategy. Public art is also recognised as a priority target in Capital Lottery funding.
- The Design Commission for Wales has been established to raise standards in architecture and the built environment. The Commission – similar to the Commission for Architecture and the Built Environment in England - promotes the various creative and design cultures in Wales and seeks to maximise potential for quality and distinction in development, both urban and rural.
- The Welsh Development Agency has recently completed design guidelines which recognise the contribution of public art to design quality and economic regeneration. The WDA also has policies for material and social sustainability in development.
- The Wales Tourist Board has recently published a strategy for enhancing cultural tourism. The development of Vale of Glamorgan’s cultural tourism potential is a key element of the strategy.

2.4 Policy in the Vale

“It is important that Wales uses the reputation of its artists, performers and cultural traditions to project an image of the culture of Wales into international consciousness. Inevitably, that image will draw on the heritage of Wales, but it must be more than mere nostalgia. It must be a modern image of excellence that improves Wales’ standing and draws visitors and investors to us”

(Creative Future: Welsh Assembly Government)

In July 2003 the Vale of Glamorgan Council adopted a Percent for Art policy for new developments in the Vale to ensure the procurement of public art throughout the authority.

The adopted Percent for Art policy states:

“The Council will seek to negotiate a minimum of one percent of the costs of all capital developments for public art within major developments. The Percent for Art fund will be set aside for works of art complementary or integrated within that development”

For clarification, the Council has chosen to adopt the definition of “major developments” contained the Town and Country planning (General Development Procedure) Order 1995:

- The erection of 10 more dwellings, or where this is unknown the site area of 0.5 hectare or more; and
- In other cases where floorspace to be created exceeds 1,000 square metres (gross) or the site area is 1 hectare or more.
- All waste developments, meaning any development designed to be used wholly or mainly for the purposes of treating, storing, processing or disposing of refuse or waste materials.

The mechanism for implementing this policy for capital projects other than the Council’s own is inevitably the planning process, where contributions can be secured through Section 106 Agreements and conditions for the provision of Public Art included in Planning Approvals. A Supplementary Planning Guidance document has been produced as part of this commission.



Image: 'The Promendaers', Penarth Pier re-opening event, Photo: Tracey Harding.

CURRENT AND FUTURE OPPORTUNITIES

The opportunities highlighted below have been identified through consultation of documents, organisations and individuals, gathered through field study and the local knowledge of the consultants. The suggested approaches are based on current understanding of the site details and constraints, but will need to be re-examined and described in detail, when any of the projects is taken forward.

The opportunities for commissions in the Vale are not limited to those described below and new ones may emerge on a daily basis, while others may be lost or prove not feasible following further detailed examination.

We have aimed to ensure a reasonable spread of projects throughout the Vale, as well as make the most of opportunities for immediate projects, to secure “early wins”.

Opportunities in Barry and the Waterfront are covered in the separate Barry Practice Guide.



Image: Angel of the North, Antony Gormley. Photo: Courtesy of Steve Donohoue / Glimpse Images.

3.1 Penarth

Penarth Heights

Location:

This is a large scale residential development planned for a prime site in the heart of Penarth with outstanding views over Penarth Haven, Cardiff Bay and the Bristol Channel. Crest Nicholson (South West) Ltd. has recently been announced as the preferred developer for this 16-acre site and have offered to develop an outstanding new residential area, including affordable and social housing units.

Opportunities:

The development will offer tremendous scope for the inclusion of integrated artworks as well as some standalone landmark works. The project will also provide scope for the development of community led public artworks and for artists to work with the design team to influence landscaping and design detail.

Priority:

High. This offers the opportunity for an early win in securing a fully integrated approach, to develop an excellent example of good practice and create a benchmark in working with a private sector residential developer.

Type of Works:

Integrated, free standing, functional.



Image: David Mackie, Belle Vue Park, Penarth , Photo © courtesy of CBAT.

Penarth Headland Link

Location:

The Vale of Glamorgan will be developing a pedestrian and cycle route from Penarth Esplanade to the Cardiff Bay Barrage.

Opportunities:

This scheme offers tremendous scope to develop exciting, integrated artworks throughout the entire scheme. The original designs, prepared by Patel Taylor include scope for artist integrations within the Link's handrails as well as sculptural interventions. It is recommended that a feasibility report be commissioned to consider a full programme of artist commissions in this landmark structure.

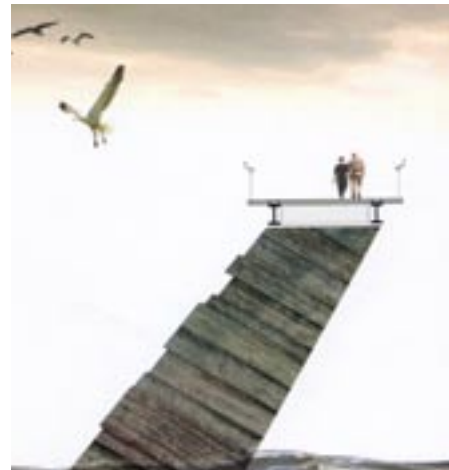


Image: Penarth Headland Link. Images courtesy of Patel Taylor, Soltys: Brewster Consulting and VOG Council.

Priority:

High. This is a very prestigious public sector scheme and can set a benchmark for good design, raising standards and creating a significant landmark for the area. It will also create a supreme piece of public open space, likely to attract a high level of pedestrian users, linking Penarth with the Barrage and Cardiff Bay.

Type of Works:

Integrated / Stand Alone / Lighting / Street Furniture

Washington Gallery Extension

Location:

Established contemporary art gallery with coffee shop, located in the centre of Penarth.

Opportunities:

There are plans to extend the gallery's exhibition and studio facilities in the future. Opportunities exist to commission an artist to develop an outstanding example of artistic work, pushing the boundaries of imagination and potentially integrated into the fabric of the new extension. There are no further details at present.

Priority:

Medium. It is unlikely that the funding for this project could be secured through section 106, since the development is not of a significant enough scale. Nevertheless, due to the nature of the development, an effective partnership approach, together with effective fundraising, could secure an excellent project. This may offer an appropriate focus for monies held in the proposed Artfund.

Type of art works:

Integrated



Image: Penarth. Photo: Betina Skovbro © courtesy of CBAT.

3.2 Cowbridge

Cattle Market Development Opportunity

Location:

Towards the western edge of Cowbridge

Restrictions:

There are restrictions to the development of this site.

Opportunities:

Following decisions on the development of this site, further consideration will need to be given on the types of projects appropriate to the site. Not enough information is available on this development at present, however it is located in a central location in this prestigious market town and is a good opportunity of an early inclusion of an artists in the design of the scheme.

Priority:

Medium.

Type of art works:

Unknown at present

Hurrans Garden Centre

Location:

The rear of Cowbridge Town Hall, High Street, Cowbridge.

Opportunities:

VOGC Planning Department has recently written a design brief for the development of this site. This offers the opportunity to secure the inclusion of artworks at an early stage.

Priority:

High.

Type of Works:

Unknown at present, works to be commissioned during the development programme



Image: Cowbridge Grammar School. Photo (unknown).

Cowbridge Grammar School

Location:

Central Cowbridge, close to River Walk

Opportunities:

This central site was purchased by developers in 2002 for development. The site will give an excellent opportunity for a series of artworks integrated into the fabric of the re-developed school and surrounding public open space. Opportunities may exist for the inclusion of community based artworks. There is no indication at present of the developer's plans or timetable for the site.

Priority:

High

Type of Works:

Stand alone/ integrated/ community based designs

3.3 Locations throughout the VALE OF GLAMORGAN

Cardiff International Airport

Location:

Rhoose, Vale of Glamorgan

Opportunities:

VOGC to work with the airport in identifying opportunities early during any future expansion or development plans, whether undertaken by the operators of the airport or by the Vale of Glamorgan and/or the National Assembly in relation to the road infrastructure.

Priority:

High

Type of Works:

Stand alone / integrated / community based designs



Image: Cardiff International Airport. Photo: Betina Skovbro © courtesy of CBAT.

Dyffryn Gardens

Location:

1.5 miles from St. Nicholas village, Vale of Glamorgan

Restrictions:

Dyffryn Gardens was awarded Grade I status by Cadw in 2000.

Opportunities:

Dyffryn gardens are being reinstated to the original design by Mawson. There are no plans at present to renovate Dyffryn House, however when this does occur, opportunities will exist to commission artists to develop internal works as well as the development of sculptural works and integrated lighting schemes within the renovated gardens.

Priority:

Medium

Type of Works:

Stand alone / Lighting Schemes / Installations



Image: Dyffryn House and Gardens. Photo: Bakerlite © courtesy of Mike Baker.

Sully Hospital (Hayes Point)**Location:**

The former Sully Hospital, Sully, Vale of Glamorgan

Restrictions:

The Hospital is a Grade II listed building, therefore development proposals that have an unacceptable impact upon the building will not be permitted.

Opportunities:

Due to the building's Grade II status, opportunities for integrating works within the building fabric will be limited, however it may be possible to pursue projects such as bespoke ironmongery. The extensive 140 acre grounds will provide an ideal location for public artworks. Architects Atkins Walters Webster will tender the renovation and construction of the site into 240 apartments on behalf of Clients Galliard Developments.

Priority:

High

Type of Works:

Possible integrated works e.g.. Ironmongery / Stand Alone / Lighting Schemes Landscaping

schemes

Cosmeston Lakes and Park

Location:

Cosmeston, Penarth, Vale of Glamorgan

Restrictions:

46 hectares of the 100 hectare land and water parks is designated a Site of Special Scientific Interest (S.S.S.I.) protecting rare and diverse animal and plant species.



Image: Cosmeston Lakes. Photo: Betina Skovbro © courtesy of CBAT.

Opportunities:

There is an opportunity to develop a programme of community based educational works linked to existing environmental educational projects. Outcomes could include the development of an 'Arts Trail' through the park and stand alone sculptural works as well as temporary works utilizing the water. Funding could be secured through the Art Fund, or through an application under the Landfill Tax Credit Scheme to a landfill operator, through a recognised environmental body.

Priority;

Medium

Type of Works:

Community led projects / sculptural works / arts trail / signage / furniture / temporary projects

Coed Hills

Location:

St. Hilary, Vale of Glamorgan. Coed Hills Rural Artspace is situated in over 150 acres of forested and open land. Run entirely by voluntary staff, the organisation's ethos of environmentally sustainable living is mirrored in the work commissioned and produced on site.

Restrictions:

All work will need to respond to the Centre's environmentally sustainable ethos.

Opportunities:

There is an existing woodland sculpture trail at Coed Hills that provides opportunities for the further development of works within this unique woodland setting.

St Donats is in consultation with Coed Hills Rural Artspace, investigating the possibility of a sculpture trail throughout the Vale that would link St. Donats with Coed Hills in St. Hillary.

Again a scheme could potentially be part funded through the Landfill Tax Credit Scheme and other specifically arts related funds.

Priority:

Medium

Type of Works:

Stand alone / Integrated / Environmental



Image: 'Keltia', 2004, Steve Hubback, Coed Hills. Photo © courtesy of Steve Hubback.

Agricultural Showgrounds at Fonmon Castle Park

Location:

The Vale of Glamorgan Agricultural Show, organised by the Vale of Glamorgan Agricultural Society is an annual event held within the grounds of Fonmon Castle, off the B4265, close to Cardiff International Airport.

Restrictions:

Although the house is still lived in as a home, the Castle Park, gardens, library Hall and drawing room are all open to the public. The Castle is also a licensed venue for weddings. As it is private land, any opportunities will need to be implemented in full consultation with and with the full co-operation of the Boothby family.



Image: Southerndown. Photo: Betina Skovbro © courtesy of CBAT.

Opportunities:

The Vale of Glamorgan Agricultural Show would provide an excellent opportunity for the Vale of Glamorgan Council to work with the Vale of Glamorgan Agricultural Society to commission an artist to enhance elements within the Showground. Concentrating on an agricultural theme, artists could provide temporary installations throughout the Agricultural Show as well as providing signage and enhancements to the main stands. There may be an opportunity to raise supplementary funds through Arts & Business, The Landfill Tax Credit Scheme or the Arts Lottery.

Priority:

Low

Type of Works:

Temporary Stand Alone Works / Furniture / Signage / Enhancements to Stands

St. Donats Arts Centre

Location:

Housed within the medieval Tythe Barn the United World College's Atlantic College, St Donats was originally developed for artistic use in 1977 and renovated to provide disabled visitor access, improved front of house facilities and increased exhibition space in 1998. St. Donats is located in a stunning situation overlooking the Bristol Channel, close to Llantwit Major.

Restrictions:

Any artistic interventions will need to consider that the site, including public open space is shared with neighbours Atlantic College.

Opportunities:

There are excellent opportunities for the integration of artworks that respond to the Centre's outstanding location, sculptural works and artistic landscaping in the open space. The Arts Centre has recently been awarded Article 33 Rural Regeneration funds to improve specific areas including fully enclosing the Gallery in glazing, and is consulting with Cywaith Cymru/Artworks Wales in relation to the Arts Council of Wales' Artist in Residence Scheme, to secure the appointment of a glass artist to work on the glass manifestations.

Further planned refurbishments, subject to funding, would see a glazed covered walkway implemented to provide an accessible link from the rear of the stage to the main entrance. This would provide further opportunities for artistic interventions within the glazing and flooring of the new extension.

St Donats is in consultation with Coed Hills Rural Artspace, investigating the possibility of a sculpture trail throughout the Vale that would link St. Donats with Coed Hills in St. Hillary.

The Vale could consider partnering this initiative and assisting with funds secured in the Art Fund.

Priority:

Medium

Type of Works:

Stand Alone / Artistic Glass Manifestations / Integrated Arts Trail / Landscaping Works

The Glamorgan Heritage Coast

Location:

The Glamorgan Heritage Coast stretches for 14 miles, from Aberthaw in the East to Porthcawl in the West, running predominantly through the Vale of Glamorgan.

Restrictions:

Much of the Glamorgan Heritage Coast is a Site of Special Scientific Interest. Both temporary and permanent proposed works would need to demonstrate sensitivity to site both in structure and use of materials.

Opportunities:

It is however more appropriate to develop a series of temporary public art commissions along the Glamorgan Heritage Coast. Popular locations such as Southerndown, Ogmere by Sea and Llantwit Beach would provide excellent locations for engaging with the local community and those visiting the area in a series of temporary installations or events.

There are also opportunities to develop a series of linked permanent commissioned works along the Heritage Coast at carefully selected locations close to existing built areas such as the Glamorgan Heritage Coast Centre at Dunraven Bay and Nash Point.

Again the Landfill Tax Credit Scheme may offer opportunities for funding such a project to a large extent.

Priority:

Medium

Type of Works:

Integrated paving trails / bespoke furniture / landscaping works



Image: The Glamorgan Heritage Coast. Photo: Vale of Glamorgan Council.

St. Athan

Location:

The site of RAF St. Athan

Opportunities:

There is an opportunity to work with the Welsh Development Agency and the Defence Aviation Repair Agency (DARA) on public artworks to enhance future developments at the site. Sculptural works that are aeronautical in theme would be appropriate for this major development site.

Type of Works:

Medium – Large Scale Sculptural Works



Image: Public Footpath. Photo © courtesy of CBAT.

Proposed National Cycle Network Route 88

Location:

The Vale of Glamorgan Council commissioned Sustrans to produce a feasibility study for the provision of a National Cycle Network through the Vale. The proposed route runs from NCN Route 4 at Margam Park, Bridgend through the Vale to the start of NCN Route 8, Cardiff Bay.

Opportunities:

The development of a NCN running through the Vale would provide extensive opportunities for the commissioning of a series of public artworks. Sustrans has a strong track record of work with agents in the commissioning of artworks along much of the NCN. On approval of the proposed scheme, CBAT proposes further the investigation of appropriate sites and locations along the route.

Priority:

Medium

Type of Works:

Sculptural Works / Furniture / Art Trails / Way Markers

3.4 Gateways

In addition to the project opportunities highlighted above, there is an opportunity to create landmark works, to mark arrival and departure points along major transport routes, in particular where different transport modes may coincide. The object of the works is not just to mark land borders and to provide a sense of orientation to travellers, but principally to enhance and improve the image of the Vale of Glamorgan nationally and internationally, as an exciting destination and a forward looking and developing location.

Previous sections of this document have covered opportunities for art commissions related to specific and known developments and locations and some of these have been identified as potential landmarks. However future opportunities may arise to create works of some scale and impact and this section will set out criteria important to the success of such a commission.

The following criteria should be considered in identifying and assessing opportunities and sites for the commissioning of landmark works:-

> Physical

- The site should combine more than one transport mode and ideally be near a transport interchange
- The site should be associated with a major route in and out of the County
- The location for the work should be prominent and where possible become an integrated part of the landscape
- The resolution of statutory permission related to landownership issues and planning should be straight forward

> Funding and support

- Multi party support, including in kind support, should be available
- If at all possible, civic works should be included in associated construction projects
- Ownership and maintenance responsibilities should be clearly established

> Conceptual

- The work should respond to the physical and conceptual particulars of the site,
- The work should be innovative and striking
- The work should be graphic and strong, allowing it to be “read” equally by those passing at speed and with their attention divided between observing the landscape and operating a vehicle in motion, and those with time and ability to contemplate it further

Example:

A48 Gateway

Location:

The exit from the A48 to the A4222 to Cowbridge is a key location on one of the busiest roads in the Vale.

Restrictions:

Artist consideration on road safety.

Opportunities:

This provides an excellent opportunity for a large-scale gateway artwork announcing the entrance to Cowbridge from either direction of the A48.

Priority:

Medium

Type of art works:

Stand alone / integrated



Image: Sculpture, Cardiff International Airport, Photo: Betina Skovbro © courtesy of CBAT.

IMPLEMENTATION OF THE STRATEGY

4.1 Ownership

This strategy will produce the maximum return to the Council and to the public only if:-

- its principles are endorsed and adopted by all Council departments
- its relevance to each portfolio is recognised
- it adheres to best practice standards
- it is actively promoted

Such a sense of wide, pro-active ownership within the Council should be created through the use of innovative workshops, and participatory projects and other educational programmes.

This work should be coordinated by the Arts Development Officer in partnership with the Public Art Panel and the external commissioning agencies.

We recommend that, following adoption of the strategy by the Council, a programme of seminars should be arranged for Members of the Council, its Cabinet, Directors and other officers.

The Seminars should be led by an external consultant, and should consist of workshops and discussions focusing on the principles of the strategy and their relevance to the achievement of Council and departmental objectives.

4.2 Marketing the Strategy within the Vale

The achievement of a programme of public art is itself an act of dissemination. Public art is, by definition, accessible to all. However, it is our belief that the Vale would be wasting a prime opportunity if it were to adopt a passive approach to its historic and contemporary public art portfolio. This applies to the potential audience both within and outside the Vale.

The public art portfolio needs to be seen as a major educational resource for teachers at all levels of education as well as for community development organisations. To this end the development of a set of related educational materials, including a web site is required so that the full educational value can be realised. The cost of such materials could be covered through the application of the funding mechanisms for the strategy as a whole. Schools should be encouraged to engage with the strategy as it develops, through the

commissioning and delivery process.

The final strategy should be published and adequately promoted through a variety of general and specialist platforms, including the web sites of the local authority and other public bodies. It is also important that the strategy be communicated clearly and simply to the commercial development sector.



Image: Barry Waterfront Development. Image: Betina Skovbro © courtesy of CBAT.

4.3 Promoting the Vale

A successful public art programme will also further enhance the visual appeal of the Vale of Glamorgan, providing memorable images that can become iconic both for the citizens of Vale of Glamorgan and for visitors to the Vale.

However, it would be a mistake to believe that such iconic work can be deliberately commissioned. It is in the nature of the artistic process, that the success of any one piece of work can never be fully predicted. Art involves boldness and risk. Furthermore, the Vale of Glamorgan's strength lies in its diversity which may never be captured in one work.

CONCLUSION

The adoption of a “Percent for Art” policy by the Vale of Glamorgan is a clear statement of intent by the Council, to secure the inclusion of artist led projects in public and private sector developments over a certain size. The link of the policy to the planning process can secure the means for implementing this policy, primarily through the negotiation of Section 106 Agreements and adherence to Supplementary Planning Guidance.

This Strategy focuses primarily on project opportunities throughout the Vale of Glamorgan, but this should be read in conjunction with the Barry Action Plan and the Technical Appendix. The former was commissioned jointly with ABP and the WDA, and has a specific focus on Barry and its Waterfront. The latter accompanies both the Strategy and the Action Plan and provides detailed information on the scope, definitions and mechanisms for the commissioning of public art, as well as case studies and information on potential sources of supplementary funding.



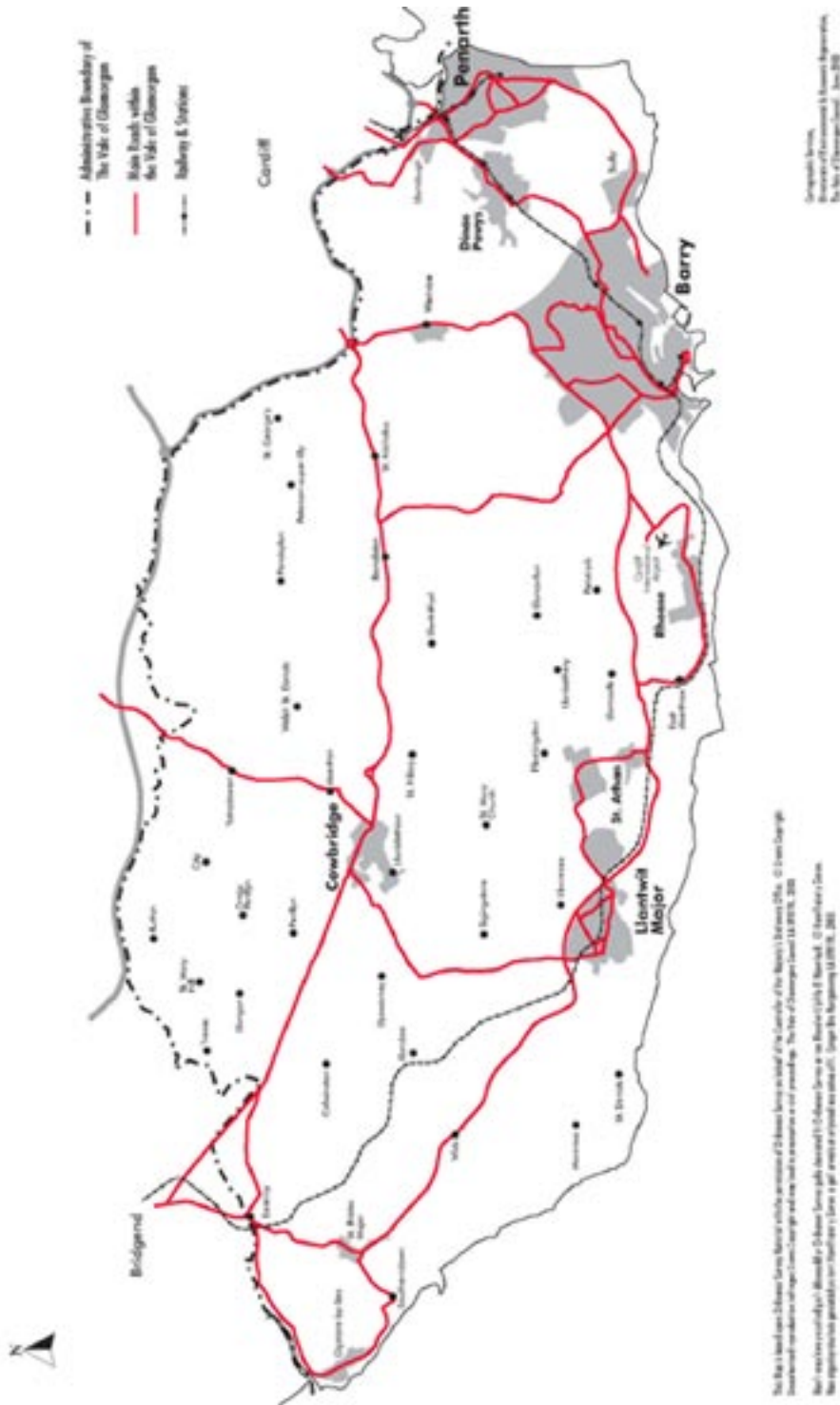
Image: Northern Lights, Lillian Roosenboom, The Netherlands © courtesy of the artis and CBAT.

The Vale offers an excellent context for a comprehensive programme of works over the coming decade. Its rich mixture of urban and rural settings, the high levels of investment in Barry and Penarth in particular and a clear political commitment, provide a strong framework for groundbreaking and innovative approaches, and to provide the Vale with a new international focus.

To ensure the delivery of the programme, the Technical Appendix outlines accepted good practice and provides examples of projects and procurement mechanisms. It also highlights the importance of a comprehensive maintenance regime, to ensure the newly commissioned and existing works remain an important asset in the public realm.

REFERENCE

6.1 OS Maps



6.2 OS Locations list for Current and Future Opportunities (See Section 3)

Name & Location	OS Ref.
Penarth Heights (former Billy Banks development)	ST 179 722
Penarth Pier	ST 191 712
Penarth Head Walkway	ST 191 719
Washington Gallery Extension	ST 184 715
A48 Gateway	ST 012 743
Cattle Market Development Opportunity	SS 989 747
Hurrans Garden Centre	SS 994 745
River Walk	SS 991 744
Cardiff International Airport, Rhoose	ST 068 674
Dyffryn Gardens	ST 096 723
Sully Hospital	ST 140 674
Cosmeston Lakes and Park	ST 175 693
Porthkerry Country Park	ST 093 675
Coed Hills	ST 028 727
Agricultural Showgrounds at Fonmon Castle	ST 046 680
Heritage Coast (temporary commissions at Ogmore, Southerndown, Merthyr Mawr, Llantwit Beach)	
Ogmore	SS 861 748
Southerndown	SS 883 729
Merthyr Mawr	SS 857 771
Llantwit Beach	SS 954 673
PROW Network (proposed new Sustrans route through the Vale to Bridgend)	*
St. Donat's Arts Centre – extensions to gallery	SS 934 680
RAF St. Athan's development site	ST 002 686
Vale Railway train stations	*
Barry	ST 107 672
Cogan	ST 174 725
Dingle Road	ST 180 718
Penarth	ST 184 714
Cadoxton	ST 132 688
Dinas Powys	ST 153 709
Eastbrook	ST 162 716
Barry Island	ST 115 666
Rhoose (proposed)	ST 063 662
Cardiff International Airport (proposed)	ST 068 674
Llantwit Major (proposed)	SS 969 690

Key:

(* too wide a location to give exact map reference)

(** exact location not known)

6.3 Full list of consultees

ACANTHUS FERGUSON MANN - DAVID CAIRD
ARTS COUNCILS OF WALES - EMMA GELLIOT (Senior Visual Arts Officer)
ASSOCIATED BRITISH PORTS (ABP) - BYRON LEWIS
ATKINS ARCHITECTS
AUDIT COMMISSION IN WALES
AXIS HISTORICAL SOCIETY - MARTIN ADAMS
BARRY BUSINESS CLUB - PETER WALDEN
BARRY CHAMBER OF TRADE
BARRY SHOP TRADERS - MR NICK FRANGULIS
DESIGN COMMISSION FOR WALES (DCFW)
DOW CORNING - JONATHAN COLDMAN (Community Liaison officer)
EIRE MOORE (MRS) - (WIFE OF LATE BARRY SUMMER SCHOOL LECTURER LESLIE MOORE)
GROUP CONSULTATION – BARRY CIVIC OFFICES (list available on request)
JANE HUTT - Business Minister (Labour - Vale of Glamorgan)
JOHN HORNE (CARDIFF INTERNATIONAL AIRPORT)
NATIONAL MUSEUM AND GALLERIES OF WALES - OLIVER FAIRCLOUGH (Keeper of Fine Art)
PETA GOODWIN - GOVERNOR: BARRY COLLEGE.
PRIDE IN BARRY
ST DONAT'S ARTS CENTRE
SUSTRANS - VINNY MOT
TACP - HILARY MORGAN
VALE OF GLAMORGAN ARTISTS (VOGA) (VARIOUS)
VIBE EXPERIENCE.- MIKE BENDELL
WASHINGTON GALLERY, PENARTH - MAGGIE KNIGHT
WELSH DEVELOPMENT AGENCY (WDA) - GERAINT BOWDEN / ANDREW DAKIN
WYN THOMAS GORDON LEWIS - GORDON LEWIS

CLIENT GROUP

MALCOLM DRYSDALE - PRINCIPLE LANDSCAPE ARCHITECT
TRACEY HARDING - ARTS DEVELOPMENT OFFICER
ANDREW WALLACE - SENIOR POLICY OFFICER
DAVE WILLIAMS - PRINCIPLE REGENERATION OFFICER
PAUL GAY (HIGHWAYS) – (VALE OF GLAMORGAN COUNCIL)

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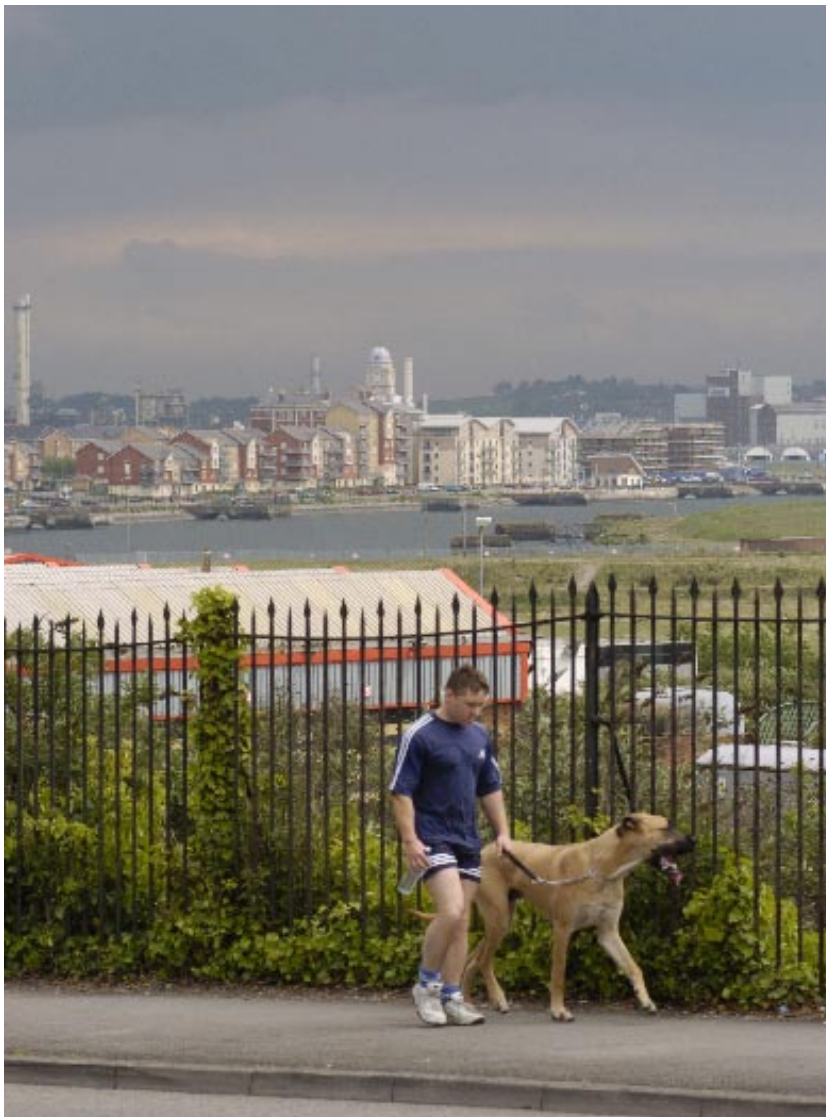


Image: Barry Waterfront development. Photo: Betina Skovbro © courtesy of CBAT.

