



Borough of Poole Public Art Strategy

Improving the Quality of Design for the People of Poole

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introduction

Introduction

This strategy has been developed in response to the Fundamental Performance Review of the Arts Service. It builds upon and develops the Borough's % for Art Policy, and supports the implementation of the Cultural Plan and the Masterplan for the regeneration of the Central Area

The strategy explores the ways in which public art can be effectively employed to fulfil Council objectives within areas of environmental, social, educational, cultural and economic policy

The principles outlined in the strategy are intended as a general guide to the future development of public art in Poole. However, it also includes specific objectives and an action plan for the next three years. It is recommended that the strategy should be reviewed and revised in 2007





Definition of Public Art

Public Art is defined as any work of visual art or craft produced by an artist or craftsperson and sited in a location that is freely accessible to the public. It may be new work commissioned specifically for a particular site, or an existing work sited in a public place. It may be made by an individual artist or as a result of a collaborative process involving other design professionals or members of a local community

The term Public Art not only encompasses publicly sited sculpture, painting, prints, photographs and crafts but also includes artwork incorporated into a wide range of projects, that can easily be accessed by the public; from playground designs, signage, street furniture, lighting schemes and landscape designs to the internal detailing of a building, its furniture, flooring or even its crockery

Public Art refers primarily to permanent artworks but also to artist-in-residence schemes and temporary projects – from video projections to Internet projects – where the emphasis is on public work





Background

Poole has had a tradition of commissioning public art. It now has a small, but unique, collection of public works of high quality and by artists of national and international repute

However, many different service units and organisations have been involved in the purchase and commissioning of public art within the borough and, consequently, the development of public art has tended to be piecemeal and opportunistic with no overview or coherent plan

Nationally, there has been a shift in emphasis in the approach to public art in the past decade. The range of media employed within public art has broadened, with new technologies offering new opportunities for artists and a focus for arts finance. In addition, the traditional purchase and siting of existing artworks has given way to a more responsive approach in which artists are specially commissioned to work with a particular site and the people who live, work or visit that place. Artworks can be created to reflect the identity of a place and the needs and desires of local communities. The process of their creation, through the consultation and involvement of local people, should be an integral part of the commission. The involvement of artists can sometimes not even result in the creation of an artwork but focuses instead on the creative and tangential approach to an issue or problem in the public realm. This less prescriptive way of working is also advocated by this strategy as a means of invigorating debate about the creation of Poole's public realm. This strategy advocates such an approach, which carries with it a range of social, cultural, educational and economic benefits for the community



The Benefits of Public Art in Poole

There are many ways in which public artworks and public art practice can benefit a town and those who live, work and visit it. These extend beyond the most obvious gains of providing visual enhancement to an area and extending cultural provision. Public art can be employed to fulfil a wide range of Council objectives within areas of economic, environmental, social, educational, and cultural policy. For example, within the context of the Central Area Masterplan public art can enable the following:-





Community and Economic Well-being

Image

- * Generating new icons and symbols for Poole
- * Reinforcing perceptions of Poole as a beautiful place
- * Providing images that can represent Poole in publicity worldwide
- * Helping to promote Poole as a centre of innovation, design, excellence and cultural maturity
- * Providing a focus for community pride in Poole
- * Provide landmarks to create identity and sense of place
- * Adding layers of meaning and interpretation



Working Heritage

- * Giving an impression of social, cultural and economic confidence, thereby stimulating economic growth
- * Supporting and raising awareness of local industry (maritime, technological, creative)
- * Increasing revenue to local businesses through an increase in visitors to the town
- * Contributing to the local economy by creating employment and training opportunities for local artists, craftspeople and associated businesses
- * Encouraging private and commercial organisations to express their activities





An Attractive Place to Live and Visit

- * Free accessible leisure activity for all ages
- * Providing a focus and stimulus for tourism, contributing to Poole's 'offer' and adding substance to the 'it's happening now' brand
- * Providing an educational resource for a range of curriculum areas
- * Creating positive first impressions at gateway locations
- * Involving people in creating their future heritage
- * Encouraging inward investment for cultural and community resources



Feeling Safe and Secure

- * Combating perceptions of danger
- * Redesigning hostile areas
- * Fostering neighbourliness through collective working
- * Encouraging people to value and utilise their surroundings, contributing to a reduction in vandalism and fear of crime and creating a healthier, safer environment
- * Creating a sense of place, and celebrate local distinctiveness
- * Creating 'human presence' through artworks
- * Provide focal points for community activity
- * Generating civic pride by developing a positive image for an area
- * Creating ownership of public spaces by encouraging community use and participation in public arts projects
- * Improving dark areas through artist-designed lighting schemes



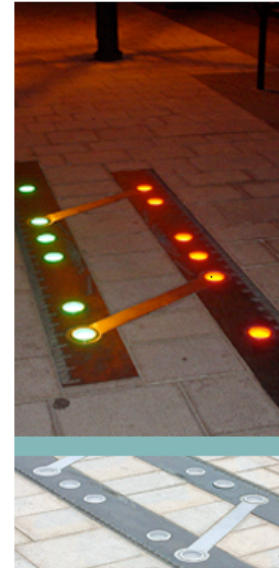
Access and Movement

- * Encourage exploration of the town
- * Aid orientation and way-finding
- * Create visual connections between places for residents and visitors
- * Encourage use of sustainable transport
- * Animate journeys for all modes of transport



Environmental Quality

- * Encourage and enable excellence in design of architecture, the built environment and public open spaces
- * Facilitate innovation through new ideas and new ways of working
- * Create welcoming and stimulating public spaces
- * Enable and encourage interdisciplinary working throughout the public realm
- * Facilitate sustainable development through ideas and innovation
- * Enable public buildings to express themselves

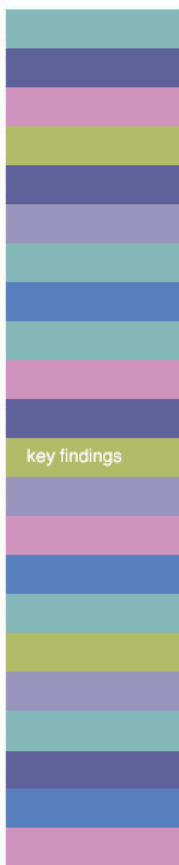




Other Community and Cultural Benefits

Poole's collection of public art is already a significant addition to the Borough's cultural provision. If its potential as a cultural and educational resource is effectively developed, it can:

- * Enrich the cultural life of the town, improving the quality of life for local people
- * Develop the town's cultural profile nationally and internationally
- * Develop civic pride and help create a distinctive 'image' for Poole
- * Provide opportunities for local people to access the work of high profile regional, national and international artists
- * Broaden public access to contemporary art and craft, and encourage the understanding and appreciation of visual art
- * Develop people's creativity, extend their social skills and self confidence, and create social inclusion through community learning



Key Findings to Date

For the future success of public art projects, the following will need to be addressed in this strategy

- * The maintenance, management and development of Poole's existing collection of public art
- * The development of an overall vision for Public art throughout the Borough of Poole
- * Opportunities for new initiatives in the Borough within the context of the overall vision
- * Recommended amendments or additions to existing policies, where required, to ensure a more effective and efficient process for initiating and managing public art opportunities and developments
- * How public art practice can address the needs and aspirations of the whole population of Poole and not just the areas where new private investment is focussed
- * Resource issues, particularly in terms of officer capacity to effectively deliver the existing Percent for Art policy, and to manage the development of an exemplary public art programme in the future
- * Training needs, focussed on developing a cross departmental core of informed, empowered and skilled officers co-operating on public art integration wherever it can improve front line services, infrastructure, pride and image
- * The full breadth of funding opportunities, including of course those within the percent for art policy, but also extending to fundraising within the public, private and charitable sectors, working with National and Regional Agencies and encouraging local community action



Existing Works of Public Art in Poole

- * Poole has a small but important collection of public art, including a number of works by prominent artists. A small number of works, such as Sea Music by Sir Anthony Caro on the Quay, are nationally significant in terms of Britain's canon of visual art, if locally contentious
- * Maintenance, conservation, documentation and labelling of work is uneven and only limited information is available for residents and visitors
- * Public Art has the potential to be developed as a significant cultural attraction for residents and visitors to the area, bringing with it associated economic benefits
- * There is potential to develop a virtual 'Art Trail', based on existing works and introducing new ones, as a valuable educational resource and the focus of a wide range of educational projects
- * Public art development is a professional skill and the most effective programs have had a high level of focussed co-ordination (Gateshead, Birmingham, Bristol) As there has been no qualified professional expertise or 'curator' of the public art works or a Council Art Collections Policy in the past, the result is a 'collection' that contains a number of important works but is varied in quality The future development of public art in the Borough needs to be carefully co-ordinated to ensure that any new projects and artworks are of high quality and bring the maximum benefits to the people of Poole



New Public Art Initiatives

* Public art can be employed to fulfil a wide range of Council objectives, as reflected in section 4 above. However, although there is an interest in public art and its possibilities, particularly in the areas of community development, regeneration, environmental improvement, planning, tourism development and education, the knowledge of current process and practice is insufficient to sustain the potential that Poole's immediate future offers. If public art opportunities are to be effectively harnessed and developed by departments across the Council to benefit the people of Poole, a process for increasing understanding of the scope and potential of public art needs to be found. In addition, working process need to be established to enable successful collaboration between council departments on new public art projects

* The Council's Percent for Art Policy, adopted by the Borough in 1998 suggests that 1% of the capital costs of the Council's own building and landscaped developments is set aside for artwork. Commissioned artwork can be permanent or temporary. It can range from flooring, textiles, furniture and crockery to signage or lighting. At present the policy is unevenly implemented without clear understanding of what the real benefits can be and for whom. With the exception of the supplementary planning guidance notes for the Poole Bridge regeneration initiative, there has been no procedure in place to ensure that public art is considered within the planning of all new schemes. Even the PBRI remains untested until major development opportunities come forward as planning applications and the detail of how they will be tested and implemented remains unclear. However, if a workable means of implementation can be found, the policy offers the opportunity for exemplary Council-led public art initiatives. A % for Art implementation document is being created parallel to this document in order to respond to the growing need

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* The Council's % for Art Policy states that the Council will encourage developers working within the Borough to set aside a percentage of capital costs of a building or landscape development for public artwork. However to date little has been done to implement this policy, outside the actions of some dedicated planning officers. The policy remains far from embedded within the culture of the Boroughs development program. The review of the local plan is almost complete, the % for Art policy remains in that document. The % for Art supplementary planning guidance provides further advice for developers

* The Council has no designated budget for new public art projects. Any new public art initiatives will therefore be heavily dependent on successful partnerships, both across Council services and with external public and private organisations. At present, whilst a number of Council service units have an interest in the development of Public Art, there has been no council policy decision endorsing the use of public art practice to enhance service delivery and no one officer has the capacity, skills or knowledge to lead or effectively manage a public arts programme and service

* There are many opportunities for the development of new public art initiatives within Poole and priorities need to be identified. The strategy has therefore focused on two key areas for new public art initiatives over the next three years:

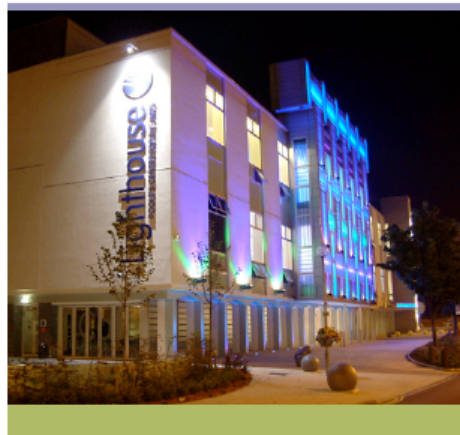
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Town Centre Development

A coherent approach to public art needs to be employed in the town centre. Here, public art can be effectively employed to help create a strong cultural profile for Poole, and reflect and reaffirm its identity as innovative and forward-looking town. By enlivening and animating the town centre, public art can be instrumental in attracting visitors to the city's cultural and shopping attractions, encouraging inward investment and stimulating economic growth and engendering civic pride

There are particular issues around the Kingland Road area, since this was highlighted in the recent Fundamental Performance Review of the Arts Service, as having a negative impact on people's participation in the the arts





Central Area Regeneration and the New Harbour Crossing

The developments within this prestigious programme will be the highest profile activities seen in Poole for a generation and encompass the most significant opportunity the town will have for enhancing its regional, national and international standing. The built environment and infrastructure that results from this programme must be exemplary if it is to provide the maximum benefit to everyone in Poole. The role that artists have to play in this process cannot be overstated

We must strive for an articulate, stimulating and beautiful collection of streets, public spaces, houses, public amenities, commercial buildings and retail premises and not settle for any less than the landscape and people deserve

The procurement processes for the new bridge and the streetscape have already been designed to integrate public art from the outset. This process, securing maximum benefit for the people of Poole, will require skill, vigilance and direct access to the negotiating procedures where final agreements are cemented. If this is achieved the public art strategy will benefit from informed advocates at the highest level of the Council



Community Learning and Development

There is potential for public art to be effectively incorporated into ongoing and future regeneration programmes for residential estates and the old town centres as a means of environmental improvement, reinforcing sense of identity, developing social cohesion, combating vandalism and developing individual creativity. There is also a great deal of potential for educational programmes to be developed as an integral part of such commissions



Finance

The Council has no designated budget for new public art projects. Any new public art initiatives will therefore be dependent on funds from other sources, as follows:

- * Existing Council budgets that can be made available for public art projects e.g. street furniture, lighting schemes, signage, etc;
- * % for Art on Council building and landscaping schemes, whereby a percent of capital costs is set aside for artwork;
- * % for Art or Planning Gain on new building and landscaping schemes by private developers;
- * Landfill tax;
- * Sponsorship and grant-aid from public and private bodies;
- * Resource sharing with public and private organisations involved in collaborative projects



Vision

The following statement is intended as an ambitious, but achievable, vision for public art in Poole, which should provide a sense of direction for future initiatives in the Borough

There will be a wide variety of high quality contemporary public art in Poole which celebrates the distinctiveness of the place and adds to the future history of the town

A broad range of excellent and imaginative public art projects will take place in Poole, which are integral to the area plan, enhance the environment, improve the quality of life of residents, and make Poole a stimulating place in which to live, work, learn, and to visit

Public art is valued as a means of enhancing economic, social, educational, and cultural well being in all areas and for all sections of the community





Actions

The proposed actions of the strategy are as follows:

- * Ensure that all Council-owned public artworks are maintained in good condition;
- * Provide advice and support regarding maintenance to owners of other public artworks in Poole;
- * Develop the Borough's existing public art as an education and lifelong learning resource;
- * Develop the marketing and promotion of public art in Poole;
- * Develop a collections policy for the Council's artworks;
- * Work in partnership to develop a coherent programme of new public art initiatives within the Borough that effectively harness the wide range and scope of artists' practice to enhance the public realm;
- * Work in partnership to develop public art initiatives, as a means of aiding community cohesion, encouraging regeneration and economic stability;
- * Develop private and public financial partnerships to support new public art initiatives within Poole;

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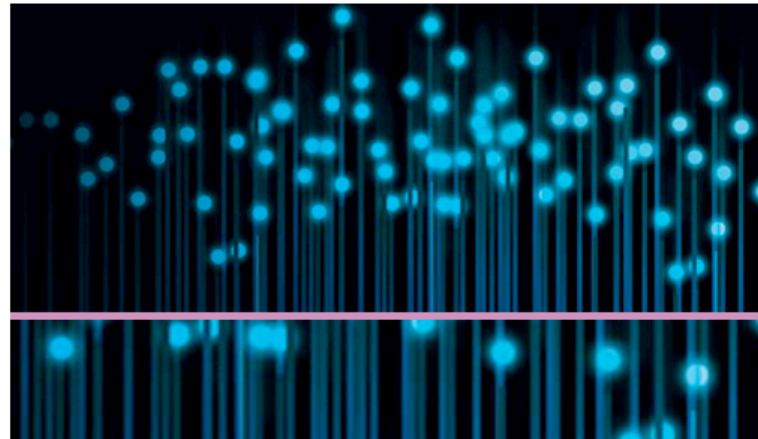
- * To advocate public art as a means of fulfilling Council objectives, particularly in the areas of economic development, community development, urban regeneration, environmental improvement, education and lifelong learning;
- * To incorporate public art into the Council's own building, refurbishment, landscaping, and environmental schemes through the implementation of a Percent for Art policy as agreed in the Council's Public Art strategy;
- * To encourage developers to consider the inclusion of public art as part of new building, refurbishment, landscaping, and environmental schemes and adopt a Percent for Art policy art as agreed in the Council's Public Art Policy;
- * To encourage good practice in the commissioning of public art through the adoption and advocacy of the % for Art planning pack and other relevant documents;
- * To secure funding for a range of public art initiatives

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Strategic Plan

An action plan with integrated monitoring for the next three years is currently being drawn up to implement the actions recommended in this strategy



Borough of Poole Public Art Strategy

Improving the quality of design for the People of Poole

1. Introduction

- 1.1 This strategy has been developed in response to the Fundamental Performance Review of the Arts Service. It builds upon and develops the Borough's % for Art Policy, and supports the implementation of the Cultural Plan and the Masterplan for the regeneration of the Central Area.
- 1.2 The strategy explores the ways in which public art can be effectively employed to fulfil Council objectives within areas of environmental, social, educational, cultural and economic policy.
- 1.3 The principles outlined in the strategy are intended as a general guide to the future development of public art in Poole. However, it also includes specific objectives and an action plan for the next three years. It is recommended that the strategy should be reviewed and revised in 2007.

2. Definition of Public Art

Public Art is defined as any work of visual art or craft produced by an artist or craftsman and sited in a location that is freely accessible to the public. It may be new work commissioned specifically for a particular site, or an existing work sited in a public place. It may be made by an individual artist or as a result of a collaborative process involving other design professionals or members of a local community.

The term Public Art not only encompasses publicly sited sculpture, painting, prints, photographs and crafts but also includes artwork incorporated into a wide range of projects, that can easily be accessed by the public; from playground designs, signage, street furniture, lighting schemes and landscape designs to the internal detailing of a building, its furniture, flooring or even its crockery.

Public Art refers primarily to permanent artworks but also to artist-in-residence schemes and temporary projects – from video projections to Internet projects – where the emphasis is on public work.

3. Background

- 3.1 Poole has had a tradition of commissioning public art. It now has a small, but unique, collection of public works of high quality and by artists of national and international repute.
- 3.2 However, many different service units and organisations have been involved in the purchase and commissioning of public art within the borough and, consequently, the development of public art has tended to be piecemeal and opportunistic with no overview or coherent plan.
- 3.3 Nationally, there has been a shift in emphasis in the approach to public art in the past decade. The range of media employed within public art has broadened, with new technologies offering new opportunities for artists and a focus for arts finance. In addition, the traditional purchase and siting of existing artworks has given way to a more responsive approach in which artists are specially commissioned to work with a particular site and the people who live, work or visit that place. Artworks can be created to reflect the identity of a place and the needs and desires of local communities. The process of their creation, through the consultation and involvement of local people, should be an integral part of the commission. The involvement of artists can sometimes not even result in the creation of an artwork but focuses instead on the creative and tangential approach to an issue or problem in the public realm. This less prescriptive way of working is also advocated by this strategy as a means of invigorating debate about the creation of Poole's public realm. This strategy advocates such an approach, which carries with it a range of social, cultural, educational and economic benefits for the community.

4. The Benefits of Public Art in Poole

There are many ways in which public artworks and public art practice can benefit a town and those who live, work and visit it. These extend beyond the most obvious gains of providing visual enhancement to an area and extending cultural provision. Public art can be employed to fulfil a wide range of Council objectives within areas of economic, environmental, social, educational, and cultural policy. For example, within the context of the Central Area Masterplan, public art can enable the following:-

4.1 Community and Economic Well-being

Image

- Generating new icons and symbols for Poole
- Reinforcing perceptions of Poole as a beautiful place
- Providing images that can represent Poole in publicity worldwide
- Helping to promote Poole as a centre of innovation, design, excellence and cultural maturity
- Providing a focus for community pride in Poole
- Provide landmarks to create identity and sense of place
- Adding layers of meaning and interpretation

Working Heritage

- Giving an impression of social, cultural and economic confidence, thereby stimulating economic growth
- Supporting and raising awareness of local industry (maritime, technological, creative)
- Increasing revenue to local businesses through an increase in visitors to the town
- Contributing to the local economy by creating employment and training opportunities for local artists, craftspeople and associated businesses.
- Encouraging private and commercial organisations to express their activities

An Attractive Place to Live and Visit

- Free accessible leisure activity for all ages
- Providing a focus and stimulus for tourism, contributing to Poole's 'offer' and adding substance to the 'it's happening now' brand
- Providing an educational resource for a range of curriculum areas
- Creating positive first impressions at gateway locations
- Involving people in creating their future heritage
- Encouraging inward investment for cultural and community resources

4.2 Feeling Safe and Secure

- Combating perceptions of danger
- Redesigning hostile areas
- Fostering neighbourliness through collective working

- Encouraging people to value and utilise their surroundings, contributing to a reduction in vandalism and fear of crime and creating a healthier, safer environment
- Creating a sense of place, and celebrate local distinctiveness
- Creating 'human presence' through artworks
- Provide focal points for community activity
- Generating civic pride by developing a positive image for an area
- Creating ownership of public spaces by encouraging community use and participation in public arts projects
- Improving dark areas through artist-designed lighting schemes

4.3 Access and Movement

- Encourage exploration of the town
- Aid orientation and way-finding
- Create visual connections between places for residents and visitors
- Encourage use of sustainable transport
- Animate journeys for all modes of transport

4.4 Environmental Quality

- Encourage and enable excellence in design of architecture, the built environment and public open spaces
- Facilitate innovation through new ideas and new ways of working
- Create welcoming and stimulating public spaces
- Enable and encourage interdisciplinary working throughout the public realm
- Facilitate sustainable development through ideas and innovation
- Enable public buildings to express themselves

5. Other Community and Cultural Benefits

Poole's collection of public art is already a significant addition to the Borough's cultural provision. If its potential as a cultural and educational resource is effectively developed, it can:

- Enrich the cultural life of the town, improving the quality of life for local people
- Develop the town's cultural profile nationally and internationally

- Develop civic pride and help create a distinctive 'image' for Poole
- Provide opportunities for local people to access the work of high profile regional, national and international artists
- Broaden public access to contemporary art and craft, and encourage the understanding and appreciation of visual art
- Develop people's creativity, extend their social skills and self confidence, and create social inclusion through community learning

5. **Key Findings to Date**

For the future success of public art projects, the following will need to be addressed in this strategy

- The maintenance, management and development of Poole's existing collection of public art
- The development of an overall vision for Public art throughout the Borough of Poole
- Opportunities for new initiatives in the Borough within the context of the overall vision
- Recommended amendments or additions to existing policies, where required, to ensure a more effective and efficient process for initiating and managing public art opportunities and developments
- How public art practice can address the needs and aspirations of the whole population of Poole and not just the areas where new private investment is focussed
- Resource issues, particularly in terms of officer capacity to effectively deliver the existing Percent for Art policy, and to manage the development of an exemplary public art programme in the future.
- Training needs, focussed on developing a cross departmental core of informed, empowered and skilled officers co-operating on public art integration wherever it can improve front line services, infrastructure, pride and image
- The full breadth of funding opportunities, including of course those within the percent for art policy, but also extending to fundraising within the public, private and charitable sectors, working with National and Regional Agencies and encouraging local community action.

5.1 Existing Works of Public Art in Poole

- Poole has a small but important collection of public art, including a number of works by prominent artists. A small number of works, such as *Sea Music* by Sir Anthony Caro on the Quay, are nationally significant in terms of Britain's canon of visual art, if locally contentious.
- Maintenance, conservation, documentation and labelling of work is uneven and only limited information is available for residents and visitors.
- Public Art has the potential to be developed as a significant cultural attraction for residents and visitors to the area, bringing with it associated economic benefits.
- There is potential to develop a virtual 'Art Trail', based on existing works and introducing new ones, as a valuable educational resource and the focus of a wide range of educational projects.
- Public art development is a professional skill and the most effective programs have had a high level of focussed co-ordination (Gateshead, Birmingham, Bristol) As there has been no qualified professional expertise or 'curator' of the public art works or a Council Art Collections Policy in the past, the result is a 'collection' that contains a number of important works but is varied in quality. The future development of public art in the Borough needs to be carefully co-ordinated to ensure that any new projects and artworks are of high quality and bring the maximum benefits to the people of Poole.

5.2 New Public Art Initiatives

- Public art can be employed to fulfil a wide range of Council objectives, as reflected in section 4 above. However, although there is an interest in public art and its possibilities, particularly in the areas of community development, regeneration, environmental improvement, planning, tourism development and education, the knowledge of current process and practice is insufficient to sustain the potential that Poole's immediate future offers. If public art opportunities are to be effectively harnessed and developed by departments across the Council to benefit the people of Poole, a process for increasing understanding of the scope and potential of public art needs to be found. In addition, working process need to be established to enable successful collaboration between council departments on new public art projects.
- The Council's Percent for Art Policy, adopted by the Borough in 1998

Suggests that 1% of the capital costs of the Council's own building and landscaped developments is set aside for artwork. Commissioned artwork can be permanent or temporary. It can range from flooring, textiles, furniture and crockery to signage or lighting. At present the policy is unevenly implemented without clear understanding of what the real benefits can be and for whom. With the exception of the supplementary planning guidance notes for the Poole Bridge regeneration initiative, there has been no procedure in place to ensure that public art is considered within the planning of all new schemes. Even the PBRI remains untested until major development opportunities come forward as planning applications and the detail of how they will be tested and implemented remains unclear. However, if a workable means of implementation can be found, the policy offers the opportunity for exemplary Council-led public art initiatives. A % for Art implementation document is being created parallel to this document in order to respond to the growing need.

- The Council's % for Art Policy states that the Council will encourage developers working within the Borough to set aside a percentage of capital costs of a building or landscape development for public artwork. However to date little has been done to implement this policy, outside the actions of some dedicated planning officers. The policy remains far from embedded within the culture of the Boroughs development program. The review of the local plan is almost complete, the % for Art policy remains in that document. The % for Art supplementary planning guidance provides further advice for developers.
- The Council has no designated budget for new public art projects. Any new public art initiatives will therefore be heavily dependent on successful partnerships, both across Council services and with external public and private organisations. At present, whilst a number of Council service units have an interest in the development of Public Art, there has been no council policy decision endorsing the use of public art practice to enhance service delivery and no one officer has the capacity, skills or knowledge to lead or effectively manage a public arts programme and service.
- There are many opportunities for the development of new public art initiatives within Poole and priorities need to be identified. The strategy has therefore focused on two key areas for new public art initiatives over the next three years:

Town Centre Development

A coherent approach to public art needs to be employed in the town centre. Here, public art can be effectively employed to help create a strong cultural profile for Poole, and reflect and reaffirm its identity as innovative and forward-looking town. By enlivening and animating the town centre, public art can be instrumental in attracting visitors to the city's cultural and shopping attractions, encouraging inward investment and stimulating economic growth and engendering civic pride.

There are particular issues around the Kingland Road area, since this was highlighted in the recent Fundamental

Performance Review of the Arts Service, as having a negative impact on people's participation in the arts.

Central Area Regeneration and the New Harbour Crossing

The developments within this prestigious programme will be the highest profile activities seen in Poole for a generation and encompass the most significant opportunity the town will have for enhancing its regional, national and international standing. The built environment and infrastructure that results from this programme must be exemplary if it is to provide the maximum benefit to everyone in Poole. The role that artists have to play in this process cannot be overstated.

We must strive for an articulate, stimulating and beautiful collection of streets, public spaces, houses, public amenities, commercial buildings and retail premises and not settle for any less than the landscape and people deserve.

The procurement processes for the new bridge and the streetscape have already been designed to integrate public art from the outset. This process, securing maximum benefit for the people of Poole, will require skill, vigilance and direct access to the negotiating procedures where final agreements are cemented. If this is achieved the public art strategy will benefit from informed advocates at the highest level of the Council.

Community Learning and Development

There is potential for public art to be effectively incorporated into ongoing and future regeneration programmes for residential estates and the old town centres as a means of environmental improvement, reinforcing sense of identity, developing social cohesion, combating vandalism and developing individual creativity. There is also a great deal of potential for educational programmes to be developed as an integral part of such commissions.

6. Finance

The Council has no designated budget for new public art projects. Any new public art initiatives will therefore be dependent on funds from other sources, as follows:

- Existing Council budgets that can be made available for public art projects e.g. street furniture, lighting schemes, signage, etc;

- % for Art on Council building and landscaping schemes, whereby a percent of capital costs is set aside for artwork;
- % for Art or Planning Gain on new building and landscaping schemes by private developers;
- Landfill tax;
- Sponsorship and grant-aid from public and private bodies;
- Resource sharing with public and private organisations involved in collaborative projects.

7. Vision

- 7.1 The following statement is intended as an ambitious, but achievable, vision for public art in Poole, which should provide a sense of direction for future initiatives in the Borough.
- 7.2 There will be a wide variety of high quality contemporary public art in Poole which celebrates the distinctiveness of the place and adds to the future history of the town.

A broad range of excellent and imaginative public art projects will take place in Poole, which are integral to the area plan, enhance the environment, improve the quality of life of residents, and make Poole a stimulating place in which to live, work, learn, and to visit.

Public art is valued as a means of enhancing economic, social, educational, and cultural well being in all areas and for all sections of the community.

8 Actions

The proposed actions of the strategy are as follows:

- 8.1 Ensure that all Council-owned public artworks are maintained in good condition;

- 8.2 Provide advice and support regarding maintenance to owners of other public artworks in Poole;
- 8.3 Develop the Borough's existing public art as an education and lifelong learning resource;
- 8.4 Develop the marketing and promotion of public art in Poole,
- 8.5 Develop a collections policy for the Council's artworks;
- 8.6 Work in partnership to develop a coherent programme of new public art initiatives within the Borough that effectively harness the wide range and scope of artists' practice to enhance the public realm.
- 8.7 Work in partnership to develop public art initiatives, as a means of aiding community cohesion, encouraging regeneration and economic stability;
- 8.8 Develop private and public financial partnerships to support new public art initiatives within Poole.
- 8.9 To advocate public art as a means of fulfilling Council objectives, particularly in the areas of economic development, community development, urban regeneration, environmental improvement, education and lifelong learning;
- 8.10 To incorporate public art into the Council's own building, refurbishment, landscaping, and environmental schemes through the implementation of a Percent for Art policy as agreed in the Council's Public Art strategy.
- 8.11 To encourage developers to consider the inclusion of public art as part of new building, refurbishment, landscaping, and environmental schemes and adopt a Percent for Art policy art as agreed in the Council's Public Art Policy;
- 8.12 To encourage good practice in the commissioning of public art through the adoption and advocacy of the % for Art planning pack and other relevant documents;
- 8.13 To secure funding for a range of public art initiatives.

Strategic Plan

An action plan with integrated monitoring for the next three years is currently being drawn up to implement the actions recommended in this strategy.