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REDCAR PUBLIC ART STRATEGY 2013-2016



REDEFINING REDCAR

AIMS & OBJECTIVES

THEME 1: A CONFIDENT TOWN

THEME 2: A CONNECTED TOWN

THEME 3: A UNIQUE TOWN

THEME 4: A CREATIVE TOWN

DELIVERING THE STRATEGY: 20 ACTIONS

BUDGETS & FUNDING SOURCES

TIMESCALES

COMMUNICATION & PROCUREMENT

REDCAR PUBLIC ART STRATEGY 2013–2016



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Alison Clark-Jenkins
Regional Director in the North East
Arts Council England



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Councillor Olwyn Peters
Cabinet Member for Culture, Leisure and Tourism
Redcar & Cleveland Borough Council



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Amanda Skelton
Chief Executive
Redcar & Cleveland Borough Council

Redefining Redcar

A VISION FOR PUBLIC ART 2013-2016

2013 sees the completion of £75m of investment in the town, with major regeneration schemes including the Palace Hub and Redcar Beacon, the new homes for creative industries in Redcar; our Tuned In! facility for young people; and the civic amenities at the Redcar Leisure and Community Heart. Each of these buildings brings our community greater access to culture, and the opportunity to themselves actively participate in cultural activity.

Inspiring public artworks will enhance these schemes, adding local distinctiveness, and our vision for public art in Redcar is to build upon this transformation – enhancing the experience of the town centre and seafront; celebrating the heritage, people and character that makes Redcar unique; and supporting the creative economy, including opportunities for our local artists and the wider community.

INTRODUCTION: REDCAR PUBLIC ART STRATEGY 2013 - 2016

Active until 2016, this strategy has a relatively short lifespan of four years, reflecting current economic uncertainty nationally and the likelihood of major changes to the structure and remit of local authorities, government agencies and sector-specific organisations such as Arts Council England.

Developed in that context, the strategy balances our aspiration for Redcar with the need to maximise the benefits of limited resources. Our key areas of focus are:

A Confident Town – Building upon the transformation of Redcar’s seafront by developing arts projects that add value and interest to the Palace Hub, Redcar Beacon, Tuned In! And Community Heart buildings.

A Connected Town – Improving the experience of the town centre and seafront through wayfinding and signage projects, shopfront enhancement schemes and improvements to key spaces.

An Unique Town – Celebrating the heritage, characteristics and characters that make Redcar a unique place.

A Creative Town – Supporting our local artists and the creativity of the wider community, including projects to make existing and future artworks more accessible through interpretation, promotion and educational work.

The strategy can be delivered by twenty actions across the four key thematic areas, but these actions do not define an exhaustive list of potential projects or preclude the progression of other projects.

The strategy does however provide a coherent framework through which to focus limited resources on those activities that will offer greatest benefits to the local community – both in terms of their own enjoyment and indirectly through the economic benefits from increased tourism and commercial activity.

Whilst set out within the strategy as twenty distinct and separate actions, they should be understood as collectively addressing Redcar’s needs, and should be delivered through a joined-up approach – for example, the seafront residency programme (action 6) could generate content for the shopfront scheme (action 11), which in turn could support the professional development of local artists (action 14).

Collectively the twenty actions represent a shift away from permanent sculptures towards a far more diverse range of artforms, embracing digital technologies and placing a far greater emphasis on temporary projects. They prompt a much broader understanding of the positive roles artists can play within social engagement and physical regeneration – seeking full integration into Redcar’s response to its public places.



THEME ONE: A CONFIDENT TOWN

2013 sees the completion of £75m of investment in the town, with major regeneration schemes including the creative industries centres Palace Hub and Redcar Beacon, the Tuned In! facility for young people and civic amenities at the Redcar Leisure and Community Heart.

In line with the flagship statements that these new buildings make, inspiring artworks in the main public areas of these buildings will be both in keeping with the architecture whilst adding local distinctiveness and interest to them. Each building will require a different response – a digital artwork for the Palace Hub, for example – but all would be ambitious, contemporary and forward-looking in character.

Crucially, making a commitment to the commissioning of public art in these buildings also sets a standard for future developments by both the local authority and the private sector.

Aside from these permanent artworks, a key aspect of the *Confident Town* theme is activity aimed at keeping Redcar's new facilities in the public eye, helping to integrate them into the community. A changing programme of activities will encourage repeat visits, media coverage and the generation of a creative atmosphere.



THEME TWO: A CONNECTED TOWN

The investment in Redcar supported by the *Confident Town* theme is principally focussed on individual buildings – Palace Hub, Redcar Beacon, Tuned In! and the Redcar Leisure and Community Heart – but what none of these capital projects are able to address is the experience of walking through the town centre as a whole.

The *Connected Town* theme aims to improve the experience of navigating Redcar's town centre for both visitors and residents alike, focussing on key routes and locations including the train station to town centre, town centre to seafront, racecourse to both the town centre and train station, and the linkages between Redcar's flagship projects.

The focus is on creating a coherent and welcoming experience, with artists developing creative signage, graphics and other imagery, lighting and bespoke street furniture as integrated elements within the public realm. These subtle additions to the public space will assist in wayfinding, but also celebrate aspects of Redcar's heritage and character – thereby supporting the *Unique Town* theme.

The need for such projects in Redcar is significant, but with limited resources available this strategy proposes four varied trial projects: Esplanade and Main Street Pocket Park, Central Station wayfinding and signage, High Street to Seafront enhancements and a programme for vacant retail units.



THEME THREE: A UNIQUE TOWN

Redcar is a unique town and public art commissioning should respond creatively to one or more of its distinctive elements. The *Unique Town* theme has two main strands: a new approach to Redcar's steelworking heritage, and recognition that a far broader range of factors combine to make Redcar unique.

Many of Redcar's existing pieces of public art reference its steelworking past, often through its selection as a material but also in terms of illustrating the processes of making or working steel. Arguably this approach is already well catered for within the borough, and so this strategy recommends that the theme of steelworking is explored in a much broader way, through a much more diverse range of materials and media, and with an emphasis on a contemporary and forward-looking approach to a traditional subject.

Whilst the theme of steel is a significant one, it is not the only interesting aspect of Redcar's heritage or modern character. The second strand seeks to add layers of richness to the public art offer in Redcar by celebrating less familiar and overlooked aspects – Redcar's landscapes, seascapes and vistas; its role as a traditional seaside town and its northern seaside humour; the significance of the Zetland lifeboat and the Jazz Club; and of course the people themselves. These, and many others besides, provide a range of starting points for artists to respond to, and the seafront residency programme in particular (action 6) offers a route for their exploration.



THEME FOUR: A CREATIVE TOWN

The *Creative Town* theme recognizes and nurtures the existing creative community within and around Redcar, as well as the creativity of the wider community. Whilst Redcar & Cleveland Borough Council embraces the creativity of artists from around the world it also recognises that Redcar's artists are committed to their town and would welcome the opportunity to play a creative role in its regeneration.

This strategy identifies a number of public art commission opportunities that are particularly suited to local artists, notably the shopfront enhancements (action 11) and the seafront residencies and activities (action 6), but potentially several others. An essential aspect of the approach is to put in place mentoring and other professional development support to enable those artists to participate in the delivery of the strategy.

It is equally important to support the creativity of the wider community, and the *A Place For Art* project within the Redcar Leisure and Community Heart facility provides a high-quality environment for the display of the community's artwork. The *Light of Steel* project proposes a large-scale event of international standard on Redcar's steelwork site, drawing an audience of many thousands and potentially involving that audience in the artworks themselves. Insight into Redcar's collection of public art is provided via updated interpretation leaflets and education materials for children and young people.

DELIVERING THE STRATEGY

Completion of these twenty individual actions over the four years between 2013 and 2016 will deliver the public art strategy. But whilst they are set out here as distinct and separate actions there are numerous connections between them. Delivery in a joined-up fashion – for example, some of the imagery or designs needed for the shopfront scheme (action 11) can be gathered through the artists' seafront residency programme (action 6) – offers significant financial and management savings, but will also be important in maximising the quality of the artworks themselves.

Some of these actions relate to capital projects that are already in development with funding attached, including two at the Redcar Leisure and Community Heart, and other require no funding. However the majority will require new funding secured from a range of sectors and sources, and provisional budget allocations are indicated for each action.

One important action is to see the strategy itself expanded beyond Redcar to encompass the entire borough, with a particularly focus on those areas that will benefit from regeneration over the next four years.



ACTION 1	Redcar Leisure and Community Heart: Pool Glazing
ACTION 2	Redcar Leisure and Community Heart: Wedding Room Glazing
ACTION 3	Redcar Leisure and Community Heart: A Place For Art
ACTION 4	Tuned In! Interiors and Decor
ACTION 5	Palace Hub
ACTION 6	Seafront Residencies & Activities
ACTION 7	High Street & Esplanade Pocket Park
ACTION 8	Redcar Central Station
ACTION 9	High Street to Seafront Enhancements
ACTION 10	Light of Steel
ACTION 11	Shopfront scheme
ACTION 12	Kirkleatham Museum
ACTION 13	Public Art and Planning Policy
ACTION 14	Artists' Professional Development
ACTION 15	Redcar & Cleveland Public Art Panel
ACTION 16	The Art Outdoors Public Art Leaflet
ACTION 17	Education pack
ACTION 18	Decommissioning
ACTION 19	A strategy for the Borough
ACTION 20	Considering a future strategy



ACTION 1: REDCAR LEISURE AND COMMUNITY HEART – POOL GLAZING

The £31m Redcar Community Heart incorporates a number of creative proposals from Lead Artist Kathryn Hodgkinson, including a major architectural glass commission for the swimming pool. Intended to provide both privacy and solar screening for the swimming pool, the 40 sq.metres of glazing for the pool becomes a ‘canvas’ onto which the artwork can be etched and printed. The glazing also creates additional interest within the architecture by creating dappled light and projected patterns into the pool area.

The design for the glass commission includes both abstract and pictorial elements from the artist’s detailed research into the local area, celebrating the changing skyline within the area – its sea vistas and horizons, industrial landscapes and other local landmarks and motifs. The artwork will play an important role in connecting the building to its locality and the people of Redcar.

Budget & Funding Source

£20,000 of artists fees and printing/handling costs, allocated from the main construction budget



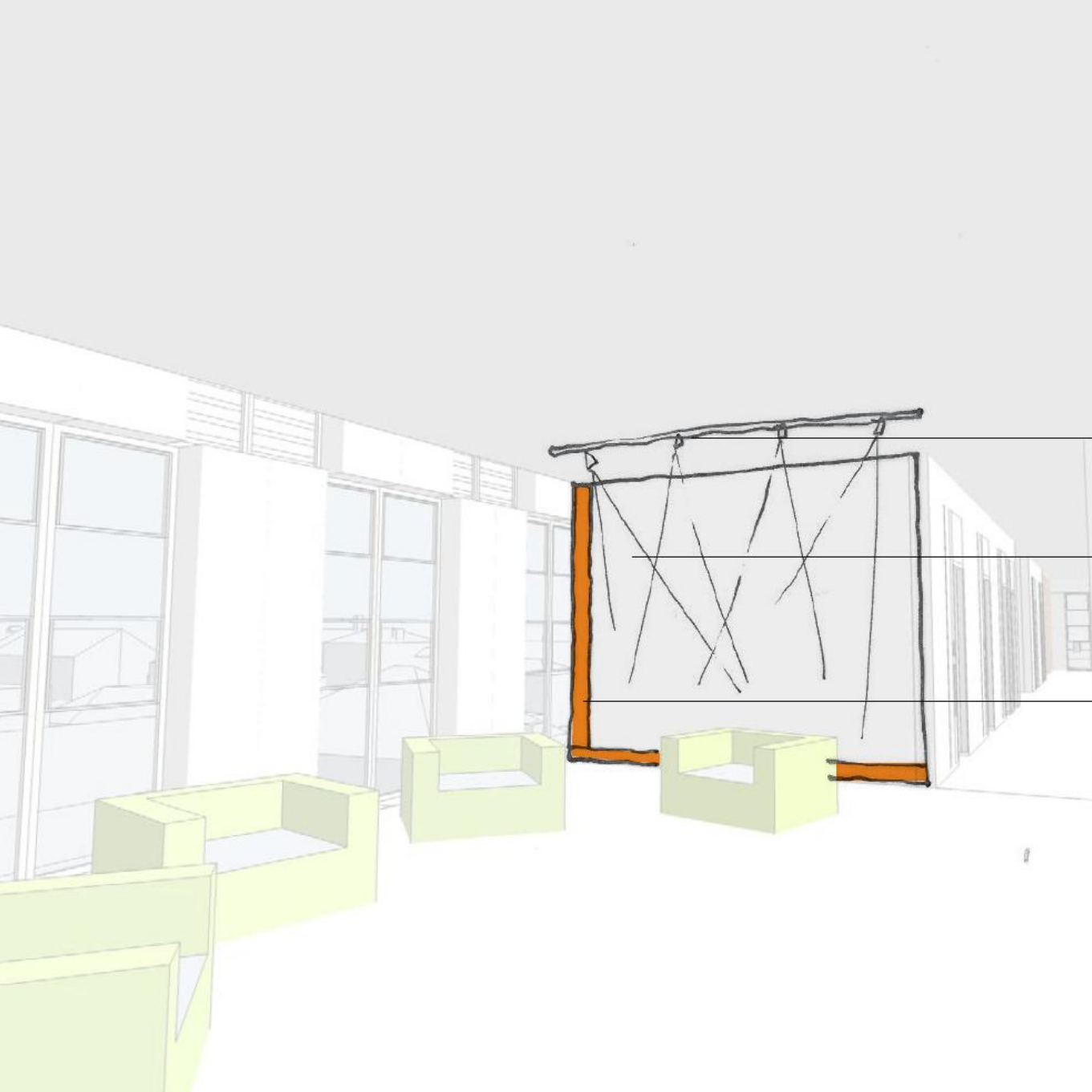
ACTION 2: REDCAR LEISURE AND COMMUNITY HEART – WEDDING ROOM GLAZING

A further proposal by Lead Artist Kathryn Hodgkinson for the Redcar Leisure and Community Heart is a second architectural glass commission for the wedding room.

The commission celebrates marriage through themes of entwinement, domesticity and the everyday things that make up marriages, incorporating bonsai, teapots, flowers and other motifs. The neutral colour palette of the artwork is intended to work seamlessly with a dynamic lighting scheme, offering continually changing impressions of the artwork.

Budget & Funding Source

£20,000 of artists fees and printing/handling costs, allocated from the main construction budget



ACTION 3: REDCAR LEISURE AND COMMUNITY HEART – A PLACE FOR ART

Alongside the swimming pool glazing commission, the Redcar Leisure and Community Heart will also incorporate the 'A Place For Art' project which supports and celebrates the creativity of the wider community – truly placing the community at the heart of the development.

The intention of this project is to facilitate changing art displays by local artists, schools and community groups, ensuring that the building remains fresh and engaging for visitors and staff alike. But care will also be taken to give these artworks as much prestige and attention as the permanent artworks commissioned from professional artists. In practical terms this will be achieved by integrating a series of gallery-quality exhibition spaces and structures into the fabric of the building, allowing for the exhibition of a broad range of artforms from film through painting to small sculptures. Working on a volunteer basis, Redcar's artists will lead on the programming of the display spaces.

Spread through the building, these display areas will be illuminated and branded using colour and graphics to ensure that they stand out within the building, providing a fitting and prestigious showcase for local creativity.

Budget & Funding Source

£26,000 allocated from the main construction budget to build the illuminated display areas.



ACTION 4: TUNED IN! INTERIORS & DECOR

The £5m Tuned In! youth centre recently opened its doors to 13-19 year olds from the Redcar & Cleveland area. One successful innovation of the design process was the empowerment of young people as the 'client', placing them in a central role in the design and specification of the building.

This project seeks to build upon that empowerment process by addressing the building's interiors and decor which, whilst high-quality, are more corporate than creative or personal in character. Working with service users to select and brief an artist, key public areas such as the main atrium, stairwells and chill-out zones can be energised in a project that combines genuine engagement with professional standards of fabrication and installation.

The first step is to present this outline concept to a group of service users (preferably including some who were engaged in the development of the centre), and to then start the process of recruiting and briefing a suitable artist. This project should allow an extended period of time for that artist to develop a good working relationship with the service users ahead of the development of specific proposals.

Budget & Funding Source

£30,000 (nominally £5,000 artists fees for an initial engagement phase and £25,000 for the design, production and installation of integrated artworks)



ACTION 5: PALACE HUB

The £8m Palace Hub is Redcar's centre for the creative industries, offering flexible and affordable studio, office and meeting space for artists, craftspeople and other cultural agencies in a high profile site on Redcar seafront. Creativity and innovation is therefore at the heart of this building, and a public art commission should reflect this ethos.

A forward-looking digital commission, preferably utilising light and/or sound, and capable of evolving over time – adding variety and interest to the space, and encouraging repeat visits to the hub – is the most appropriate artform for this exciting space.

The artwork must capture the essence of the businesses and ethos of Palace Hub as a whole without seeking to illustrate or promote any one business. To maximise benefit for building uses and the general public the central atrium or the main entrance area are the best location for this commission. Some form of data visualisation artwork would be an appropriate response provided the data used was relevant to Redcar, to Palace Hub or to the building users, and the concept of a digital 'map' of Redcar's interesting spaces, people and heritage could form the basis of an artist's brief.

Budget & Funding Source

£40,000, from Palace Hub construction and/or marketing budgets and existing public art allocation.



ACTION 6: SEAFRONT RESIDENCIES & ACTIVITIES

2013 will be a historic year for Redcar Seafront, with significant capital investment set to transform Redcar into a major hub for the creative industries. Artists will play a central role in capturing and celebrating these key moments in history – the opening of Palace Hub and The Beacon, and the creation of the off-shore windfarm.

Events, performances, temporary installations and other forms of creative projects through which a wide audience can be engaged should all be supported. Whilst this programme of activities is driven by the aim of maximising the return on R&CBC's capital investment in the seafront, the activities themselves should focus on the unseen human elements of the seafront – the stories of local people, the fishermen of South Gare, walkers and cyclists using the Cleveland way, the team at the Zetland Lifeboat Trust, the surfers and of course the steel workers.

Small-scale commissions and interventions by local artists could be proposed on an ad-hoc basis against a standing Artists' Brief, but residency opportunities offer the best route for this kind of engagement with Redcar. Artworks generated during residencies will contribute to R&CBC's collection of contemporary art for the internal spaces of public buildings. The Beacon, Palace Hub, Tuned In! and Redcar Leisure and Community Heart all offer excellent bases for resident artists and writers.

Budget & Funding Source
£40,000 over three years



ACTION 7: HIGH STREET & ESPLANADE POCKET PARK

As Redcar's seafront has been transformed by the multi-million pound investments in the Palace Hub, Redcar Beacon, Tuned In! youth centre and the promenade itself, the need to upgrade other areas of the town becomes more apparent. Whereas the Tuned In! centre provides a high quality 'bookend' to the west end of the seafront regeneration, the east end terminates at the junction of High Street and the Esplanade with a poor quality pocket park and a sculpture that no longer measures up to the quality of the wider seafront.

The project aims to provide a more fitting gateway to the seafront, and the location has the potential to act as a waymarker, as a gathering point for walkers on the Cleveland Way, to offer shelter or frame views. A briefing document prepared by R&CBC would define the detailed functional requirements of this scheme, which is likely to include both hard and soft landscaping as well as street furniture. Potentially this site might also include an artwork, but the primary focus of the project is to bring an artists' creativity to the redesign of this small but important space – ensuring that the scheme as a whole embodies creativity rather than being an afterthought.

Budget & Funding Source

£180,000 for an artist-led urban design scheme, including all professional fees for an integrated design team.



ACTION 8: REDCAR CENTRAL STATION

Redcar Central Station is a key gateway to the town for many visitors, providing a first impression of Redcar and acting as the starting point for visits to the town centre, seafront and racecourse. Whilst the station building itself is not in council ownership, an enhancement scheme for the station platforms, car parks and adjacent public realm will be delivered in 2013 and public art does have a valuable role to play in improving the station environment.

The appointed artist or design practice will consider all elements of the current arrival, departure and waiting experience – including the immediate area around the station towards the town centre – exploring ways to improve those experiences through the use of signage, text, graphics, lighting and colour.

Improving legibility and wayfinding is the key aim of this action, and, whatever combination of artforms prove to be best suited to achieving this aim, all aspects of the creative proposal should be specific to Redcar – signage, for example, should draw upon the visual language that can be found in the town.

Whilst it is beyond the scope of this strategy to address some of the more fundamental public realm issues of the town centre, this project will form a test case for a potential wider programme of wayfinding and legibility projects for the town centre and seafront, and in particular the connections between the two.

Budget & Funding Source

£40,000 from Local Sustainable Transport Fund (LSTF) and Tees Valley Metro phase 1 funding, administered by Tees Valley Unlimited (TVU)



ACTION 9: HIGH STREET TO SEAFRONT ENHANCEMENTS

Alongside the wayfinding project for Redcar Central Station, the Esplanade/High Street pocket park and temporary enhancements to vacant retail units, the 'Connected Town' theme would also be supported by improvements to those streets and spaces that connect the town centre with the seafront. The scope for such projects in Redcar is significant, but with limited resources available this strategy proposes a trial project to assess the impact and provide a local exemplar.

A test project would select one of the short streets between High Street and Esplanade that link the town centre with the seafront – Clarendon Street, Graffenberg Street, King Street, Moore Street, Bath Street or Dundas Street. R&CBC would base their selection of a test project location on an assessment of the level of support and cohesion amongst property owners and tenants, without whom such a project could not succeed.

The creative team would then engage intensively with those stakeholders to define functional requirements, develop outline concepts and aesthetic treatments for the space, and finally deliver an agreed set of project components. Likely outcomes, based on similar schemes elsewhere, include restructuring of semi-public space, additional screening or cladding, revisions to shop signage and graphics, application of large-format prints, and minor changes to street furniture.

Budget & Funding Source
£150,000 for an artist-led urban design scheme.



ACTION 10: LIGHT OF STEEL

Building on the critical and popular acclaim of 2009's *Odin's Glow* lighting event at Roseberry Topping, the *Light of Steel* project aims to create a similarly ambitious one-off performance event that responds to the unique environment of the SSI UK steelworks.

This international-standard event would be aimed at a wide audience of tens of thousands, placing Redcar firmly on the cultural map and responding to the Redcar's steel heritage in a positive, contemporary and innovative way. The ambition for a mass-participation event that engages thousands of local people in a project that will capture the public imagination was identified in the consultation process for this strategy.

Led by a company specialising in large-scale events, and with a focus on new artwork(s) that respond to the unique location and its history, artists involved in the project may respond to the visual character of the steelworks itself or to the conceptual side of the production of the steel, and the use of Redcar's steel around the world.

Budget & Funding Source

c£225,000. For funding reasons this project should be aligned to a major regional festival such as Festival of the North East, AV Festival or the Stockton International Riverside Festival.



ACTION 11: REDCAR SHOPFRONT SCHEME

R&CBC has previously completed a programme of temporary cladding schemes for vacant retail units which have gone some way to improving the visual appearance of key areas of the town centre.

This project recognises the ongoing need for visual treatments to empty units, but instead of generic imagery of 'fake shop interiors', proposes that local artists are commissioned to develop photographic, illustrative or graphic artworks that reflects an aspect of Redcar's particular heritage and character, or imaginative ideas for its future.

As well as being a key project in delivering on the aims of a more Connected Town and a Unique Town, this action supports local artists (Action 14) and provides a potential output from the residency programme (Action 6).

Budget & Funding Source

c£5-10,000 per retail unit, dependent on scale and production processes



ACTION 12: KIRKLEATHAM MUSEUM

Kirkleatham Museum is Redcar & Cleveland's local history museum and a valuable asset for the community. Within a varied programme it offers local people access to the Loftus collection of rare 7th Century Anglo-Saxon royal burial artefacts, but also to projects developed in partnership with major organisations such as the National Portrait Museum.

Interpreting the museum's historic collections through contemporary art, and in particular temporary public art projects, offers new ways to invigorate existing displays. Strategically, for a borough with no resident arts organisation holding National Portfolio Organisation status, Kirkleatham Museum assumes additional significance as a route through which to engage with Arts Council England funding streams and support.

Public art opportunities for Kirkleatham itself will be explored and defined through Action 19 (A Strategy for the Borough), but aligning other actions within this strategy with the collections held by Kirkleatham Museum could prove beneficial – drawing additional attention and audiences to the museum, whilst providing artists with access to the museum's inspiring collections. Strategy actions such as Action 3 'A Place For Art' and the Action 11 shopfront scheme could give Kirkleatham Museum a public presence in Redcar Town Centre.

Budget & Funding Source

Varied budget implications, via ACE's Renaissance funding strand for museums in combination with ACE Grants for the Arts and other sources.

s106 DEVELOPMENT CLAUSE

“The Developer is advised that Redcar & Cleveland Borough Council are actively requiring developers to participate in commissioning artworks within [name of site] and to make a financial allocation equal to 1% of the construction budgets to enable artworks to be realised.

Redcar & Cleveland Borough Council’s Arts & Events Officer will assist the developer in managing the public art project selection and design process. A developer not wishing to include art as part of their development may contribute to Redcar & Cleveland Borough Council an equivalent amount towards arts commissions within the surrounding public realm.”

ACTION 13: PUBLIC ART & PLANNING POLICY

By including public art commissioning within major capital projects such as the Redcar Leisure and Community Heart, Palace Hub, Redcar Beacon and Tuned In! (Actions 1-5 of this strategy), Redcar & Cleveland Borough Council will act as an exemplar commissioner and show clear leadership to the private sector.

The incorporation of high quality artworks into major developments adds an extra layer of quality to both the town’s cultural offer and the build quality of its commercial buildings at a time when attracting enterprise to the town is increasingly competitive. On that basis Redcar & Cleveland Borough Council will build on its own best practice by requiring a ‘percent for art’ commitment on all major developments submitted for planning permission (‘major’ being defined as commercial, industrial, educational, retail and leisure sites where the floorspace created exceeds 1000m² or the site exceeds 1 hectare; or residential sites of 20 or more dwellings).

Redcar & Cleveland Borough Council will work in partnership with both private and public sector developers to integrate art into developments, offering guidance when needed on the selection, briefing and contracting of artists.

Budget & Funding Source

No budget required, only officer time



ACTION 14: ARTISTS' PROFESSIONAL DEVELOPMENT

Redcar & Cleveland Borough Council has always recognised the value of its creative community to the local economy and the quality of life for its residents. The authority has a long and consistent track record of supporting its local artists through public art commissions, but recognises that for an artist to establish a sustainable career ongoing support, professional development and further opportunities are required.

Whilst it would not be possible or desirable for R&CBC to continually offer substantial support to local artists, this strategy proposes a programme of intensive support for a small number of local creatives who have been identified as having the aspiration and capability to develop sustainable careers in the arts. It also proposes to foster a climate of support and opportunity for the wider arts community.

In practical terms this will require intensive consultation with the local arts community to identify their requirements, then prioritise artists and specific mentoring activities. Likely activities include one-to-one and small group mentoring, job shadowing, access to the work of other professional artists commissioned by R&CBC in the delivery of this strategy, artists talks, business-skills training and signposting to other avenues of support.

Budget & Funding Sources

A final budget and suitable sources of funding can only be defined once the needs of local artists are more clearly understood, but provisionally £10,000.

TERMS OF REFERENCE, PUBLIC ART PANEL

To hold a strategic overview of public art commissioning throughout the Borough.

To ensure the delivery of the Redcar Public Art Strategy 2013–16 through its twenty actions.

To further develop the understanding of public art within the panel membership and local community through research visits, talks and other informal learning activities.

To act as champions for public art within the Borough, advocating for its inclusion in major capital schemes.

To act as a forum to which active projects can present proposals and updates as appropriate.

To contribute members for project-specific selection panels for new commissions.

To act as a informal assessor of unsolicited proposals, on behalf of council officers and the planning authority.

To review the success of the Redcar Public Art Strategy 2013–16, and make provision for its replacement.

ACTION 15: REDCAR & CLEVELAND PUBLIC ART PANEL

At present public art activity in the borough is delivered in an ad-hoc fashion, with limited strategic direction and often in response to unsolicited proposals. There have also been several instances of public artworks being installed by community groups and others without due consultation with R&CBC or consideration of strategic priorities, planning regulations, maintenance or health and safety.

Providing much-needed strategic guidance and acting under the “Thriving Local Economy” theme, the Redcar & Cleveland Public Art Panel will comprise local councillors, key officers, business leaders, local artists and a young peoples’ representative.

Meeting on a voluntary basis the panel members will sit with the primary aim of making the commissioning of public art transparent and accessible, and will scrutinise all proposals for public art projects (including temporary projects) within the Borough that are funded (or part funded) by R&CBC; are to be installed on council land; or form part of a planning condition.

Budget & Funding Source

No budget required, only officer time to service the meetings

ACTION 16: THE ART OUTDOORS PUBLIC ART LEAFLET

Each commissioned artwork represents considerable investment by the local authority and its partners, and every effort should be taken to maximise the return on that investment by maintaining the artworks in the best possible condition, by promoting them as a resource, and by facilitating insight and understanding of them for residents and visitors.

At present the public's main source of information about Redcar's public art is the 8page leaflet 'Art Outdoors: Public Art in Redcar & Cleveland'. Professionally produced and available as pdf from the local authority website and in hard copy via the Tourist Information Centre and similar outlets, the leaflet can only offer limited information about the artist and the artwork and is now out of date.

As a proportionate and cost-effective alternative to a printed leaflet, a downloadable pdf version with a greater level of information about each artwork should be produced. This would be promoted at each artwork location through simple and discrete QR codes (Quick Response Codes), directly linking the visitor to the specific web page on the council's website via their mobile device. Once brought up to date, the Art Outdoors pdf will be kept current by allocating budget from new pieces of public art to professional documentation, writing leaflet copy and graphic design.

Budget & Funding Source

£2500 to update and expand the existing leaflet, with professional documentation and future revisions to the pack funded through individual commission budgets.





ACTION 17: EDUCATION PACK

As noted in relation to Action 16 (the 'Art Outdoors' pdf leaflet), maximising the return on the local authority's investment in public art should be a focus for the public art strategy.

The Art Outdoors e-leaflet provides valuable background information about each piece of public art in the borough, but is intended for a general audience. To help children and young people engaged with these artworks, a small education pack should be developed along the lines of the 'I-See Artwork' series previously commissioned by Arts Council England for public art in Sunderland, Newcastle and Gateshead.

To achieve this action R&CBC will need to create an Educators' Brief, providing professional photography and basic background information on each artwork. The appointed educator will then prepare the texts, activities and oversee the layout of the pack.

Budget & Funding Source

£3000 for an initial education pack (available digitally), with future revisions and additions to the pack funded through individual commission budgets.



ACTION 18: DECOMMISSIONING ARTWORKS

As Redcar's public spaces improve or are changed, the relevance and value of existing pieces of public art also evolves. A sculpture that might once have made an important contribution to local distinctiveness and civic pride may undermine those same values due to vandalism or other physical degeneration; because changes to its immediate environment undermine the meaning of the artwork; or because redevelopment of that location would bring greater benefits. An example of this would be the sculpture by Godbold Blacksmiths at the junction of the Esplanade and the High Street, which would be rendered superfluous by the proposed pocket park (Action 7).

An audit of existing pieces of public art, including their actual owner, an assessment of their condition and maintenance requirements, and the role they are playing within the town is the first step in defining which artworks should be decommissioned.

Future art commissions will be contracted with clearly defined life-spans, appropriate decommissioning clauses and clear best-practice procedures for working with artists on the decommissioning process.

Budget & Funding Source

An initial £5000, based on £1000-£2000 for each artwork dependent on lifting equipment and cost of site restoration, with funding from R&CBC capital budgets.



ACTION 19: A STRATEGY FOR THE BOROUGH

Whilst the first ten actions – which focus on specific art commissions – in this strategy are focussed on Redcar, and in particular on the town centre and seafront, the remaining actions are concerned with planning policy, general support activities such as mentoring and wider issues such as maintenance and decommissioning which all apply throughout the wider borough.

Actions 1-11 seek to build upon the investment that has been made in the regeneration of Redcar, but it is clear that the local authority's priorities will shift towards other areas of the borough where new opportunities for public art will exist. Therefore Action 19 proposes that this strategy is revised within 2013 to include a small number of additional actions related to new public art across the wider borough.

Directing this action will be the responsibility of the Public Art Steering Group and the Arts & Events Officer, with care taken to cross-reference creative ideas and opportunities with the strategic priorities of the local authority and funding sources such as Tess Valley Unlimited and Arts Council England.

Budget & Funding Source

Dependent on the capacity of R&CBC to develop this extension to the strategy internally this should require no budget, only officer time.



ACTION 20: **CONSIDERING A FUTURE STRATEGY**

Active until 2016, this strategy has a relatively short lifespan of four years, reflecting current economic uncertainty nationally and the likelihood of major changes to the structure and remit of local authorities, government agencies and sector-specific organisations such as Arts Council England.

The vision, aims and objectives of the strategy may still be relevant in 2017, and some of the key actions may remain uncompleted, but it is highly likely that Redcar will need a new strategy for a very different context. The final action of the 2013-2017 strategy is to question its success, evaluate its relevance to future public art activity and define the route through which it can be readopted, revised or replaced.

In practical terms, Action 20 is the gathering of key stakeholders to review and discuss the strategy, followed by the identification of resources through which a future strategy can be developed and adopted, and finally the commissioning of that activity.

Budget & Funding Source

Dependent on the course of action recommended by that review process, a budget estimate of c£5,000

BUDGETS & FUNDING SOURCES

Historically much public art has been funded through regeneration sector – both public and private – as integrated components of larger schemes. The actions in this strategy relating to the Redcar Leisure and Community Heart and Central Station are examples of this approach. That model is still valid, albeit on a much reduced scale, through organisations such as the Tees Valley Local Economic Partnership and funding streams such as the European Regional Development Fund. Certainly major strategy actions such as the High Street/Esplanade Pocket Park (action 9) should source the majority of the required budgets through such routes. The adoption of this strategy, and in particular action 13, will provide some assistance in securing developer contributions from the private sector.

Successful fundraising for the delivery of the majority of these actions will not be through arts-sector funding sources, but will instead require the case to be made that the arts can be used to deliver on the priorities of other sectors. Skills training, job creation, youth engagement, heritage interpretation and tourism funding streams are all examples that have recently been accessed for public art projects in the North-East.

Within the arts sector, Arts Council England remains the primary funding source, but whilst Redcar would be considered a priority area for ACE support (due to its statistically low engagement in culture), public art per se is not a priority. Therefore only projects of exceptional quality and ambition, or that engage communities and young people in quality processes, or focus on digital media are likely to warrant ACE support.

ACTION 1	Redcar Leisure and Community Heart Pool Glazing	£20,000
ACTION 2	Redcar Leisure and Community Heart: Wedding Room Glazing	£20,000
ACTION 3	Redcar Leisure and Community Heart: A Place For Art	£26,000
ACTION 4	Tuned In! Interiors and Decor	£30,000
ACTION 5	Palace Hub	£40,000
ACTION 6	Seafront Residencies & Activities	£40,000
ACTION 7	High Street & Esplanade Pocket Park	£180,000
ACTION 8	Redcar Central Station	£40,000
ACTION 9	High Street to Seafront Enhancements	£150,000
ACTION 10	Light of Steel	£225,000
ACTION 11	Shopfront scheme	£40,000
ACTION 12	Kirkleatham Museum	-
ACTION 13	Public Art and Planning Policy	-
ACTION 14	Artists' Professional Development	£10,000
ACTION 15	Redcar & Cleveland Public Art Panel	-
ACTION 16	The Art Outdoors Public Art Leaflet	£2,500
ACTION 17	Education pack	£3,000
ACTION 18	Decommissioning	£5,000
ACTION 19	A strategy for the Borough	-
ACTION 20	Considering a Future Strategy	£5,000

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TIMESCALES

ACTION 1	Redcar Leisure and Community Heart: Pool Glazing
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COMMUNICATION

Central to the success of this strategy will be excellent communication within Redcar & Cleveland Borough Council, and particularly a clearer understanding of the role of the Arts & Events Officer within council projects. To date much of Redcar's public art commissioning has been on an ad-hoc basis, with little strategic overview. Limited resources have not always been utilised to maximum benefit, and in some instances the specialist expertise of the Arts & Events Officer has not been drawn upon. It is not the role of the Arts & Events Officer to lead on the delivery of all public art projects, but it should be their role to advise on best practice (particularly the briefing and selection of artists) and to maintain an overview of proposed activity on behalf of the Public Art Panel.

This process of communication starts with the presentation and discussion of this strategy within existing management team structures at all levels, and where necessary the convening of one-off meetings to communicate the aims of the strategy and the role of the Arts & Events Officer to those involved in the delivery of public realm and social regeneration activities.

Communications with the local creative sector is also essential if R&CBC are to foster a climate of support and opportunity for the wider arts community; and for R&CBC to benefit from the ideas, expertise and enthusiasm generated by the creative sector. This can be achieved in part by operating the Public Art Panel as an open session that can be attended by any member of the public, but also through social networking and other forms of e-communication.

PROCUREMENT

The shortlisting and subsequent selection of an artist by a convened selection panel (with attendant scoring sheets, meeting minutes and notes) provides a clear and accountable means of procuring artists for commissions, residencies and other opportunities. The more complex issue is how the initial longlist of artists is arrived at, with the most open approach not necessarily in the best interests of the council or local community.

A nationally advertised 'open-call', for example, could generate 100+ applications and several weeks of work for the officer responsible for collating and assessing these applications; and in many instances this route would be disproportionate to the project timescale and budget, or simply not viable. Use of procurement portals such as NEPO will disadvantage the vast majority of artists who are not familiar with the formal language of such sites.

Irrespective of whether an arts opportunity is advertised locally, regional, nationally or not at all, at some point potential candidates will be assessed by one person responsible for assembling a suitable longlist for consideration by a selection panel. Researching suitable artists for specific projects is a specialist role for R&CBC's Arts & Events Officer or external consultants (who are used to being procured via NEPO). But ultimately this individual judgement is balanced by that of the wider selection panel, chosen to represent the community, project partners and creative sector.



REDCAR PUBLIC ART STRATEGY 2013–2016



LOTTERY FUNDED

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