



# Doncaster Council

## Report

---

Date: 22 May 2018

To the Chair and Members of the  
CABINET

### PUBLIC REALM ART STRATEGY

Relevant Cabinet Member(s)	Wards Affected	Key Decision
Councillor Ball	All	Yes

### EXECUTIVE SUMMARY

1. This new Public Realm Art Strategy is a first for Doncaster, and written within the context of Arts Council England's Great Art and Culture for Everyone strategic framework, which makes clear the national policy context and case for change in ensuring that people can access great art regardless of age or background, and provides a focus for the commissioning, programming, delivery and evaluation of great art and culture. The future policy direction for commissioning public realm arts in Doncaster will also apply learning from the experience of Hull UK City of Culture, and also peer Local Authorities and their partner organisations. The strategy's action plan should also be updated in 2019-20 to reflect any changes presented in ACE's strategic plans. In endorsing this strategy, Doncaster Council demonstrates its value of the inherent social, cultural and economic value public art has in reflecting culture, expressing the history and experiences of our borough, and contributing toward and showcasing our unique identity. Public art brings our public spaces to life; it challenges our ideas and values, and it creates an ongoing conversation between our past, present and future. Public art is free to experience and plays an important role in increasing the liveability and desirability of the municipality, which in turn has long term economic benefits to the borough. Some of these potential benefits are outlined in the strategy, as well as the commissioning approach to be taken, and an initial action plan. It is intended that the strategy would be reviewed in 2020-21, with recommendations for the next iteration.

## **EXEMPT REPORT**

2. N/A

## **RECOMMENDATIONS**

3. Approval of the new Public Realm Art Strategy for Doncaster.

## **WHAT DOES THIS MEAN FOR THE CITIZENS OF DONCASTER?**

4. Endorsement of this strategy means that residents in Doncaster can expect activity to take place which brings in inward investment into the borough, for the commissioning of high quality public art in different media and different locations, strategically co-ordinated, and co-commissioned in partnership between the Arts and Culture Programme Board, the Corporate Planning Team, and local artists and residents.

## **BACKGROUND**

5. Doncaster has a number of installations of public art but, until now, it has lacked a cohesive strategy and policy required for the commissioning process, and vision for how this will contribute to a positive shape for the borough's future, nor an articulation or evidence base developed for the value to people's lives when living in a community which commissions great public art.

6. Our vision now is for Doncaster to secure an appropriate portfolio of high-quality commissions that can provide a legacy for the future; creating tomorrow's heritage in the heart of our urban and rural development plans of today. A key aim of the strategy is to achieve a direct contribution to a long lasting social and cultural legacy which will see the growth of our creative industries and tourism, enhance perceptions of the area, and contribute to the local economy.

7. The strategy outlines the aspirations and aims for public realm art in Doncaster. It also provides guidelines for partnership working, and a framework for the commissioning process.

## **OPTIONS CONSIDERED**

8. a) to approve the strategy and enable the Arts and Culture Programme Board to lead, with partner organisations, to lead on attracting inward investment for the commissioning of public art in Doncaster.

9. b) to disapprove of the strategy proposed, and refer back to the Culture Team to redevelop the approach based on further feedback.

## **REASONS FOR RECOMMENDED OPTION**

10. As reported in the strategy, there are various quantifiable benefits which may be reported on in future, through the commissioning of high quality public art in areas of the borough, whether in our civic squares, new residential and urban developments, parks and open spaces, and on adjacencies to streets and

highways. A comparable LA's strategy, highlighted in our work, shows some of the possible advantages:

£26,817 – the average increase in housing value in an area with twice the average level of cultural density;  
 1:5 – the multiplier effect of investment in public art as advertising, PR and for the local economy;  
 77% - Percentage of population of the UK who participate in the arts (50.15 million);  
 £576 - Saving to the NHS per patient from prescribing creative activity instead of prescriptions;

## IMPACT ON THE COUNCIL'S KEY OUTCOMES

11.

	Outcomes	Implications
	<p><b>Doncaster Working:</b> Our vision is for more people to be able to pursue their ambitions through work that gives them and Doncaster a brighter and prosperous future;</p> <ul style="list-style-type: none"> <li>• Better access to good fulfilling work</li> <li>• Doncaster businesses are supported to flourish</li> <li>• Inward Investment</li> </ul>	<p>Inward investment in high quality culture and art can make a place more desirable for people to live and work in. Developing high quality artistic assets as part of the wider cultural portfolio can directly and indirectly support the local economy, through visitor and secondary spend, and direct commercial opportunities.</p>
	<p><b>Doncaster Living:</b> Our vision is for Doncaster's people to live in a borough that is vibrant and full of opportunity, where people enjoy spending time;</p> <ul style="list-style-type: none"> <li>• The town centres are the beating heart of Doncaster</li> <li>• More people can live in a good quality, affordable home</li> <li>• Healthy and Vibrant Communities through Physical Activity and Sport</li> <li>• Everyone takes responsibility for keeping Doncaster Clean</li> <li>• Building on our cultural, artistic and sporting heritage</li> </ul>	<p>The commissioning and installation of high quality public art can generate increased pride in place and positive place-making identities.</p> <p>Trends analysis shows that residents who report accessing arts and culture report higher levels of general wellbeing; therefore an increase in appropriate community-placed interventions can directly (through community participation) or indirectly (through secondary benefits) lead to improved wellbeing outputs.</p> <p>The commissioning of new artistic installations will provide a new and modern cultural offer to residents, and become</p>

		part of a forward-looking heritage portfolio.
	<p><b>Doncaster Learning:</b> Our vision is for learning that prepares all children, young people and adults for a life that is fulfilling;</p> <ul style="list-style-type: none"> <li>• Every child has life-changing learning experiences within and beyond school</li> <li>• Many more great teachers work in Doncaster Schools that are good or better</li> <li>• Learning in Doncaster prepares young people for the world of work</li> </ul>	<p>The commissioning of good quality artistic infrastructure into the public realm will provide new opportunities for the borough's children and young people to be involved and learn new skills.</p> <p>Contracts with artists can ensure that opportunities for participation and learning are built into developments.</p>
	<p><b>Doncaster Caring:</b> Our vision is for a borough that cares together for its most vulnerable residents;</p> <ul style="list-style-type: none"> <li>• Children have the best start in life</li> <li>• Vulnerable families and individuals have support from someone they trust</li> <li>• Older people can live well and independently in their own homes</li> </ul>	<p>The focus on community resilience, pride, and participation in the commissioning and implementation of great art at the local level will have long term health and social outputs, as part of a wider approach to reducing health and social inequality through, for example, arts on prescriptions. The Arts and Culture Programme Board in DGT will continue to work closely with the Health and Wellbeing Board to develop an effective arts on prescription programme for Doncaster, which this work would form just one part of.</p>
	<p><b>Connected Council:</b></p> <ul style="list-style-type: none"> <li>• A modern, efficient and flexible workforce</li> <li>• Modern, accessible customer interactions</li> <li>• Operating within our resources and delivering value for money</li> <li>• A co-ordinated, whole person, whole life focus on the needs and aspirations of residents</li> <li>• Building community resilience and self-reliance by connecting community assets and strengths</li> </ul>	<p>By working in a partnership-focused way to attract funds into the borough for this purpose, which then demonstrates an SROI and ROI, will be a key way of ensuring good value for money to the public through this strategy.</p> <p>Programming arts in communities, building upon models such as Right Up Our</p>

	<ul style="list-style-type: none"> <li>Working with our partners and residents to provide effective leadership and governance</li> </ul>	<p>Street, and growing grassroots artistic activity alongside any externally funded commissions, should also be a key priority to ensure growth in community partnerships in this area, and new community-focussed skills.</p> <p>Using the Arts and Culture Programmed Board to monitor and report on this work to the Council and its partners will ensure effective and robust leadership and governance is in place.</p>
--	--	--

## RISKS AND ASSUMPTIONS

12. There is no specific revenue budget within the Local Authority for the commissioning of arts installations. Budget would need to be secured from externally-secured funds. There may be associated and hidden costs in terms of officer and partner time and resourcing to administrate the commissioning of works.
13. There is no Public Art office in the Local Authority. The day to day management of applications and commissions will be managed through the Arts and Culture Programme Board's Project Group.
14. There will be implications regarding the ongoing maintenance, management and decommissioning of public arts, which should be accounted for.
15. The benefits of the installation of high quality public art need to be recorded and shared in ways which are meaningful for residents and stakeholders in Doncaster, so that there is a measurable return on investment, rather than using national indicators.

## LEGAL IMPLICATIONS [Officer Initials KDW/ND Date 11/4/18]

16. Section 1 of the Localism Act 2011 provides the Council with a general power of competence, allowing the Council to do anything that individuals generally may do, unless there is a specific prohibition. Section 111 of the Local Government Act 1972 gives the Council the power to purchase goods and services.
17. Any procurement exercise needs to be carried in accordance with the Council's Contract Procedure Rules and the Public Contracts Regulations 2015 if applicable.
18. Further legal advice and assistance will be given on specific projects as they arise.

### **FINANCIAL IMPLICATIONS [Officer Initials HJW Date 9/4/18]**

19. There are no financial implications arising as a direct result of this report. Any future funding requirement as a result of individual projects will need to be met from external sources.

### **HUMAN RESOURCES IMPLICATIONS [Officer Initial KW Date 10/04/18]**

20. There are no Human Resources Implications.

### **TECHNOLOGY IMPLICATIONS [Officer Initials PW Date 10/04/18]**

21. There are no direct technology implications in relation to this report.

### **HEALTH IMPLICATIONS [Officer Initials CEH Date 11/04/18]**

22. Public realm art installations can create attractive environments that can encourage people to walk, cycle, engage with the natural environment and socially interact, thereby improving physical, social and mental wellbeing.
23. Participation with the arts and culture can have a positive impact on the social determinants, enhancing health, wellbeing and quality of life for people of all ages.
24. Consideration should be to ensure accessibility for all to these pieces of art and associated activities. Providing opportunities for residents across the borough, considering the different needs of individuals and encouraging safe, sustainable and independent travel.

### **EQUALITY IMPLICATIONS [Officer Initials: NS Date: 12/04/18]**

25. The co-commissioning and co-production of public realm art provides opportunities for meaningful and responsive consultation with residents, to help ensure that art in communities reflects community interest and heritage, and aspirations for the future. In taking a co-productive approach, which could include, for example, community forums in this area of focus, it is essential that the borough's wide-ranging and diverse voices are heard and represented, and officers working in this area will remain mindful of needs and diversity in the commissioning of works. Further due regard will be demonstrated in terms of how residents can access and engage with public works of art, in ways which ensure these are accessible to all residents (e.g. in terms of the site, access routes, educational programmes, and interpretative information displays).

### **CONSULTATION**

26. Further consultation with residents, elected members, and stakeholders, will take place ongoing through the timespan of the strategy, and the strategy will be updated and respond to the outcomes of any consultative activities.
27. Consultation will be in line with corporate policy and registered with the Council accordingly. There will be opportunities for arts groups, special interest groups,

and residents more broadly to be engaged with this work through appropriate consultation at the time of commissioning and implementations, with appropriate consultation plans in place. Officers will work with the Strategy and Performance Unit to ensure that consultation and engagement takes place in ways which are meaningful and can lead to better outcomes for residents.

## **BACKGROUND PAPERS**

None.

## **REPORT AUTHOR & CONTRIBUTORS**

Nick Stopforth, Head of Libraries and Culture

Tel: 01302 862693 Email: [nick.stopforth@doncaster.gov.uk](mailto:nick.stopforth@doncaster.gov.uk)

Jordan Butler, Principal Planner

Tel: 01302 734892 email: [jordan.butler@doncaster.gov.uk](mailto:jordan.butler@doncaster.gov.uk)

**Damian Allen**  
**Director of People (DCS/DASS)**  
**Learning and Opportunities: Children and Young People/Adult Health & Wellbeing Directorates**