

### 3. ARTWORKS IN PUBLIC PLACES POLICY

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The purpose of this report is to advise the findings of the review of the Art in Public Places Policy and recommend the adoption of a new Artworks in Public Places Policy.

#### CONTEXT

The Council's existing Art in Public Places Policy was established in 1993. A review of the policy was initiated by the Environment Committee in the last term of Council. The review was prompted by a number of factors coming together:

- The current Art in Public Places Policy is some eight years old.
- In February 2001 the Environment Committee assumed responsibility for administering the Art in Public Places Policy. This change recognised the importance of art in public places integration into wider environments and juxtapositions with buildings and public spaces.
- The Council's Arts Policy and Strategy has recently been adopted. During consultation on the Arts Policy and Strategy a number of issues concerning the Art in Public Places Policy were raised. It is important that the Art in Public Places Policy is consistent with the overall Arts Policy and Strategy.
- The Council's focus on the central city along with the placement of significant new public artworks e.g. Chalice, has brought with it increased, positive interest in the development of art in public places.

Formally stated, the aim of the review was as follows:

*'To review the Art in Public Places Policy with a view to identifying the most effective means to enable and encourage the development and care of arts in the public domain in keeping with the currently being developed Arts Policy and Strategy.'*

The process that has been used to review the Art in Public Places Policy is as follows:

- Staff group drafted revised policy and identified issues for implementation.
- Meetings/focus groups held with the following:
  - Interested staff
  - External stakeholders
  - Art in Public Places Working Party
  - Burwood Pegasus Community Board and local arts groups.
  - Hagley Ferrymead Community Board
  - Fendalton Waimairi Community Board
  - Representative of Riccarton Wigram Community Board
  - Member of Spreydon Heathcote Community Board
- Major issues briefly reported to Art in Public Places Working Party.
- Draft policy and implementation recommendations revised.
- Report prepared for Arts, Culture and Heritage Committee (circulated to Community Boards).

#### EXECUTIVE SUMMARY

The review of the Art in Public Places Policy has been completed following internal and external consultation. A new Artworks in Public Places Policy is proposed (Appendix 2).

The proposed policy has been written with a view to the Council becoming more proactive in the development of artwork in public places projects. It identifies three broad categories of artworks within the general term 'artworks in public places' to assist understanding of the breadth of activity it covers and as it is considered that different processes are required to successfully execute projects in each category. The three categories of artworks in public artworks identified are; Urban and Environmental Artworks, Integrated Artworks and Community Artworks.

The proposed policy removes the references in the existing Art in Public Places Policy to the role of the Art in Public Places Policy Working Party recognising the creation of the new Subcommittee and to be consistent with other Council policies. The proposed policy also does not feature the criteria for evaluation of proposals, which is in the existing policy. It is considered that this sort of criteria is better established in operational procedures that more closely fit with the three different categories of public artworks identified (i.e. the criteria for selection are likely to be different in the Urban and Environmental Artworks Category, than in the Community Artworks category, for example).

A number of implementation issues have become apparent during the review of the policy, namely:

- the need for a plan and annual programmes for future artworks in public places
- the need for operational procedures for each of the three categories of artworks in public places
- that funding specifically for artworks in public places is currently inadequate and the need to establish a more significant, regular budget
- that staff resourcing and responsibilities for artworks in public places are unclear.
- that ways to encourage partnerships with the private sector to include artworks in public places projects in private developments need to be explored.

The Artworks in Public Places Subcommittee should become responsible for driving the implementation of the Artworks in Public Places Policy and addressing the issues raised in the policy review. This will require the Artworks in Public Places Subcommittee to adopt a proactive approach and consequently new terms of reference are proposed.

A new composition is also proposed for the Artworks in Public Places Subcommittee to enable it to carry out its refocussed role and which clearly separates the governance from the management roles.

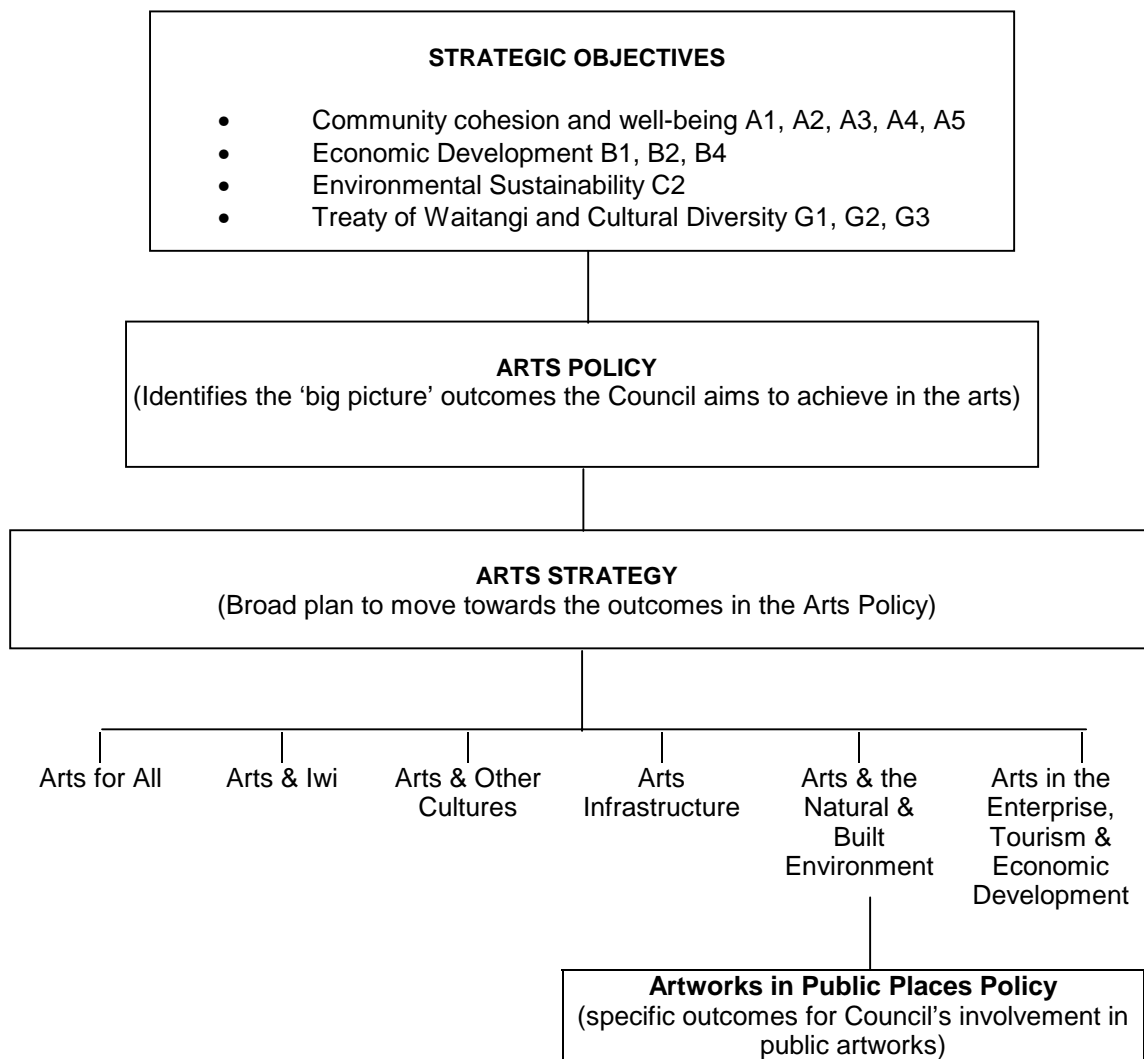
#### **RELEVANT CURRENT POLICY**

The proposed policy has been written in a manner that is consistent with the Council's Arts Policy and Strategy. The Arts Policy and Strategy identify the outcomes and objectives for the Council in the arts at a high level. The Arts Policy Statement is as follows:

*The Christchurch City Council is committed to achieving an enlivened and creative city in which the arts are widely recognised as being essential.*

The Arts Policy outcomes are as follows:

- *People can learn about the arts & develop their artistic ability*
- *The arts are widely recognised as a means of promoting local community identity – reflecting who we are and creating a sense of local and national pride*
- *Artistic diversity is encouraged and celebrated.*
- *Artistic achievement and excellence are recognised and valued*
- *The Treaty of Waitangi is honoured and practises of partnership are respected through the arts.*
- *The arts are an integrated part of all aspects of life, rather than a separate and distinct area of activity.*
- *The arts are accessible to all with participation in and enjoyment of the arts high.*



The Artworks in Public Places Policy contributes to the achievement of many of these outcomes. The Artworks in Public Places Policy deals with one of the areas in the arts (covered by the Arts Policy and Strategy) in more detail.

## RESULTS OF CONSULTATION

As indicated earlier in the report focussed consultation took place with a range of individuals and groups. Appendix 1 (attached) provides a summary of the issues raised in consultation and their treatment.

## PROPOSED POLICY

It is proposed that the attached Artworks in Public Places Policy (Appendix 2) replace the existing Art in Public Places Policy. The term 'artworks in public places' is preferred to the term 'art in public places' in this context to be consistent with the Council's Arts Policy and Strategy which uses the term art to refer to a very wide range of creative activity that may be expressed through participation, performance, display, and exhibition. The proposed Artworks in Public Places Policy is focussed on works that are in the visual arts (albeit that they may have auditory or tactile elements).

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#### **POLICY IMPLEMENTATION ISSUES RAISED IN CONSULTATION**

In reviewing the policy there was a clear intention to identify how the Council could become more effective in the area of artworks in public places. During the review process and as a result of comments and feedback, a number of issues about the implementation of the policy were identified, as follows:

(a) *Five-Year Strategy*

The need for a plan or strategy to drive the Council's artworks in public places activities was identified. It is recommended that a five-year strategy be developed to identify the existing artworks in the city, the priority areas/locations for new artworks and broad outlines for the types of artworks suitable for the areas/locations identified. The advantages of the strategy are that it provides a basis for the Council to be proactive in initiating artworks in public places projects, enables those projects to be prioritised for the most important locations/sites and enables individual projects to be developed within a coordinated framework. It is recognised that at least some artworks will not be able to be planned out five years in advance and that sufficient flexibility needs to be retained to respond to short-term community needs and initiatives. However having some sort of ongoing strategy is considered very worthwhile.

It is recommended that the Artworks in Public Places Subcommittee be responsible for developing this five-year strategy and reporting it to the Arts, Culture and Heritage Committee.

(b) *Annual Programme*

Leading from the five year strategy it is recommended that annual artworks in public places programmes be developed covering all three categories i.e. Urban and Environmental Artworks, Integrated Artworks and Community Artworks.

It is recommended that the Artworks in Public Places Subcommittee be responsible for determining the annual programme of artworks in public places.

(c) *Operational Procedures*

A set of operational procedures covering areas such as the preparation of briefs, the process for the selection of artists and artworks, commissioning and contracting procedures, copyright assignment, consultation procedures) be developed for each of the three categories identified in the policy. These 'generic' procedures within each category are designed to ensure that best practice is used and that certainty is provided to all the stakeholders (the Council, community board, artist, local community, other funders etc) involved about the steps projects will progress through.

It is recommended that the Artworks in Public Places Subcommittee be responsible for developing and overseeing the application of these operational procedures.

(d) *Funding*

*Currently funding* to develop artwork in public places projects comes from a few different sources. The Council has a capital budget for art in public places in the art gallery budget as follows:

2001/2	\$41,000 art in public places dedicated to Reason for Voyages and \$10 000 towards Passport to the Millennium.
2002/3	\$10,000 towards Passport to the Millennium.
2003/4	\$31,000 art in public places dedicated to Reason for Voyages and \$10 000 towards Passport to the Millennium.
2004/5	\$0
2005/6	\$41,000 art in public places.
2006/7	\$0
2007/8	\$41,000 art in public places.
2008/9	\$0
2009/10	\$41,000 art in public places

This sort of sum is inadequate to support even one significant artwork in public places project every other year.

At times funding for artwork in public places projects is found as an element of the budget to develop a building, street, park etc within the relevant infrastructure unit.

Community Boards are also involved in funding artwork in public places projects (mostly of the more community based variety) from their discretionary funding.

In recent years Art and Industry has been successful in attracting financial support from business towards artwork in public places projects, however if the Council is to be more effective in this area the provision of a more significant budget on an ongoing basis is essential.

There are a number of ways in which this sort of regular budget could be structured including a 'percent for art scheme' (i.e. allocating a percentage of the Council's capital programme, or specific parts of it, towards artworks in public places projects), which has been successfully used in a several other cities.

It is recommended that the Artworks in Public Places Subcommittee investigate the best means to establish more significant artworks in public places budget and make suitable recommendations to the Arts, Culture and Heritage Committee for consideration.

(e) *Staff Resources*

In the previous term of Council several members of the Council staff were involved as members of the Art in Public Places Working Party. However in many respects it has been unclear as to which staff members should be responsible for ensuring artworks in public places projects progress following an effective process. The Art Advisor's have been involved in this type of work as an 'add on' to their other work in the absence of anyone else to do it.

Whilst the number of artworks in public places projects have been relatively modest this staffing situation has been acceptable. However there is clearly an intention through the proposed revised Artworks in Public Places Policy to increase the Council's level of activity in the area, conditioned by budget provision. Inevitably this will have implications for the level of staffing required with there needing to be a clear understanding as to which staff members are responsible for carrying out artworks in public places related work.

There is a need to ensure that staff responsibilities for artworks in public places work are clear and to provide increased dedicated staff time for it. Management is currently considering how best to provide these. If there is a need for funding for additional staff time to ensure that the policy is implemented effectively this will be the subject of a further report to Council.

(f) *Partnerships with the Private Sector*

Several people raised the issue of how best to work with the private sector to encourage the development of artworks in public places projects. The methods adopted in other cities to encourage the private sector to include artworks in their developments broadly range from advocacy through providing incentives to regulation.

In general it is considered desirable to encourage the private sector to include artworks in developments wherever possible. Whilst some of these projects might fall technically outside the scope of the Artworks in Public Places Policy (as the artworks may not be located in a public place as defined in the policy) it is suggested that this is an area the Artworks in Public Places Subcommittee should investigate and make suitable recommendations to the Arts, Culture and Heritage Committee on.

## ARTWORKS IN PUBLIC PLACES SUBCOMMITTEE

Council has decided to establish an Artworks in Public Places Subcommittee reporting to the Arts, Culture and Heritage Committee. It is understood that a Subcommittee was established, rather than a continuation of the Working Party, as it was considered that it would be better able to lead developments in the area and make the case for suitable budgetary allocations. In addition it will enable improved governance and allow clearer lines of reporting to the Arts, Cultural and Heritage Standing Committee.

It is recommended that the Subcommittee be responsible for overseeing the implementation of the Artworks in Public Places Policy and making recommendations to the Arts, Culture and Heritage Committee as appropriate on artworks in public places matters.

The role suggested for the Artworks in Public Places Subcommittee is one primarily of overview and coordination and is less 'hands on' than the role of the former Art in Public Places Working Party. To this end the Subcommittee will be responsible for overseeing many of the recommendations coming from the review of the Art in Public Places Policy such as, the development of a five year strategy, the development and application of the operational procedures, the investigation of how to achieve more significant, regular funding for artworks in public places.

More formally stated it is recommended that the terms of reference of the Artworks in Public Places Subcommittee be as follows:

### Aim

To implement the Council's Artworks in Public Places Policy reporting to the Arts, Culture and Heritage Committee as necessary.

### Terms of Reference

- Ensure that implementation of the Artworks in Public Places Policy takes place on a planned basis with priorities clearly identified.
- Develop an annual programme of artworks in public places.
- Recommend appropriate budgetary allocations for artworks in public places to the Arts, Culture and Heritage Committee.
- Encourage external funding of artworks in public places by identifying potential external funding sources and developing suitable relationships with relevant organisations and individuals.
- Develop and monitor suitable operational procedures to facilitate the development, cataloguing, care and maintenance and promotion for each of the categories of artworks in public places (i.e. Urban and Environmental Artworks, Integrated Artworks, Community Artworks).
- Advocate for artworks in public places to the Council and other organisations.

**It is important that all artworks in public places projects undertaken by the Council, wherever initiated, are reported to the Artworks in Public Places Subcommittee at an early stage to enable the Subcommittee to retain an overview and ensure coordination of artworks in public places projects.**

Following the elections in October 2001 an Artworks in Public Places Subcommittee was established and Councillor representatives selected (Councillors Crighton, Buck and Stewart). The non-councillor membership of the Subcommittee has not yet been determined. With the review of the policy, the beginning of a new term of Council and the establishment of a subcommittee (as opposed to the former working party) it is appropriate to consider the make up of the group. The Art in Public Places Working Party previously had a composition as follows:

Art Gallery Manager (or his/her nominee)

Chairperson, Environment Committee or his/her nominee and two other elected representatives

Urban Form Policy Leader

A representative from the Parks and Waterways Unit, CCC

A representative of the Tangata Whenua

A representative from the School of Fine Arts, Canterbury

A representative from the Christchurch Polytechnic

Curator, Robert McDougall Art Gallery

An artist/sculptor resident in Christchurch

A representative of the Canterbury Branch of the Institute of Architects

Community Arts Adviser(s)

The Working Party consisted of a mixture of elected representatives, Council staff and representatives of a number of other organisations.

It is recommended that there be no staff on the Artworks in Public Places Subcommittee thereby creating a clear delineation between governance and management. Relevant staff will attend Subcommittee meetings in an advisory role as they generally do with committees and subcommittees.

It is recommended that in addition to the elected members five external members be appointed to the Subcommittee who can bring a broad range of expertise in representing the following areas. The proposed external members of the Subcommittee are as follows:

- A representative of Maori nominated by the Maori Liaison Subcommittee
- A representative of the Canterbury branch of the Institute of Architects
- A representative of the Canterbury branch of the Institute of Landscape Architects
- Director of the Centre of Contemporary Art
- One further member to be co-opted by the Subcommittee for specialist knowledge/expertise as required.

- Recommendation:**
1. That the existing Art in Public Places Policy be replaced by the Artworks in Public Places Policy (attached).
  2. That the Artworks in Public Places Subcommittee develop a five year Artworks in Public Places Strategy for approval by the Arts, Culture and Heritage Committee.
  3. That the Artworks in Public Places Subcommittee develop an annual programme of artworks in public places for approval by the Arts, Culture and Heritage Committee.
  4. That the Artworks in Public Places Subcommittee develop operational procedures for each of the three categories of artworks in public places identified in the policy.
  5. That the Artworks in Public Places Subcommittee investigate the best means to establish a more significant regular artworks in public places budget and make recommendations to the Arts, Culture and Heritage Committee.
  6. That the Artworks in Public Places Subcommittee recommend to the Arts, Culture and Heritage Committee how best to develop partnerships with the private sector to encourage private organisations to become involved in developing artwork projects.
  7. That the artworks in public Places Subcommittee have the aim and terms of reference detailed in section 7 of this report.
  8. That the external representation on the Artworks in Public Places Subcommittee be as follows:
    - A representative of Tangata Whenua
    - A representative of the Canterbury branch of the Institute of Architects
    - A representative of the Canterbury branch of the Institute of Landscape Architects.
    - Director of the Centre of Contemporary Art
    - One further member to be co-opted by the Subcommittee for specialist knowledge/expertise as required.