


6. MANAGEMENT OF ART IN PUBLIC PLACES FUND



General Manager responsible:	General Manager Community Services, DDI 941-8986
Officer responsible:	Jenny Harper, Director, Christchurch Art Gallery
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PURPOSE OF REPORT

1. To clarify and progress the management of the Public Art Fund.
2. To seek endorsement of the establishment of a Public Art Advisory Group and approve its terms of reference.
3. To recommend that the Public Art Advisory Group reviews and amends the *Artworks in Public Places* five-year plan and the Operational Procedures developed in 2004, develops principles for expenditure of the Public Art Fund, and establishes priorities for the approval of the Council.
4. To recommend an allocation from the Public Art Fund this year to enable the timely development of an work of art in the Stewart Plaza (required by November 2008).

EXECUTIVE SUMMARY

- 5.. Following a review of Art in Public Places in 2001, Council approved an Artworks in Public Places Policy on 28 February 2002. Aligned to the city's Art Policy and Strategy (also 2002), this established a framework for enhancing the public spaces of Christchurch with the introduction of works of art into the city environment as a means of enhancing the city as a centre of artistic and cultural excellence. The Council recognised the key role of the arts in Christchurch's social, cultural and economic development, and as a vehicle for urban renewal and city marketing. A five-year plan, *Artworks in Public Places*, was developed and a range of operational procedures adopted on 23 September 2004.
- 6.. Funding for public art was not provided when the 2006/16 LTCCP was approved. However, following submissions to the 2007/08 Annual Plan (including from the Art & Industry Trust), the Council agreed to provide for an annual sum of \$250,000 to assist with art in public places on 12 June 2007. This report clarifies and progresses the management of the re-instated Public Art Fund.
7. Overall responsibility for this fund now rests with the Community Services Group, and the Christchurch Art Gallery unit in particular. This follows the integration of the Council's community arts advisers into the Art Gallery Unit and an increased awareness following the Paradigm Shift of the gallery's role to provide professional expertise and advice in relation to art within the wider city.
8. It is proposed to establish a Public Art Advisory Group (renamed from the Public Art Team proposed in 2004) to work alongside independent related organisations and to provide advice in relation to the development and maintenance of public art in Christchurch. The draft terms of reference and membership of this Group are set out in Appendix B of this report (attached).
9. The roles of the Advisory Group were defined in the operational procedures approved by the Council on 23 September 2004. However, while the key areas of responsibility (advocacy, developing partnerships, providing strategic planning and support) remain in the terms of reference in Appendix B of this report, it is recommended that these are reviewed and, if necessary, updated by the Council if recommended by the Advisory Group, alongside a review of the five-year plan. Principles for expenditure of the Public Art Fund and the establishment of priorities for the next five years will also be formalised and approved by the Council.
10. Ideally, the installation of public works of art will become integral to key capital works projects and city planning in general, with sites and other opportunities identified early in the planning process so that designs can be integrated and funding collaborations with other parties, private and corporate, maximised. Wherever practicable a 1:1 public/private ratio will be achieved in funding.

11. In the case of the Stewart Plaza, the commission will be a partnership with the Art and Industry Trust, who will manage the contract following selection of an artist by an interim Advisory Group established for this purpose. The total budget proposed for the Stewart Plaza work is \$250,000. Funding for this is made up of \$150,000 being a promised gift from the Stewart family, \$50,000 from the City Mall budget and the shortfall of \$50,000 coming from the Art in Public Places Fund. The Stewarts' gift is conditional on the retention of the Stewart Plaza name for the site and that the sculpture is installed at the time of the opening of SCAPE: Christchurch Biennial of Art in Public Spaces in November 2008.

FINANCIAL AND LEGAL IMPLICATIONS

12. The financial implications are the commitment to an ongoing annual budget of \$250,000 for public art.

Do the recommendations of this report align with 2006-16 LTCCP budgets?

13. Yes.

Have you considered the legal implications of the issue under consideration?

14. None identified at this stage, but any legal implications will be identified and resolved on a case-by-case basis.

ALIGNMENT WITH LTCCP AND ACTIVITY MANAGEMENT PLANS

15. Yes.

Do the recommendations of this report support a level of service or project in the 2006-16 LTCCP?

16. Yes.

ALIGNMENT WITH COUNCIL STRATEGIES

17. The recommended principles set out in this report have been developed to ensure alignment with the Council's Strategic Directions, notably those relating to the Arts Policy and Strategy (adopted in February 2002), which is a broad statement of the Council's commitment to achieving an enlivened and creative city in which the arts are widely recognised as being essential and establishes principles, including cultural diversity, accessibility, arts achievement, partnership, and excellence.
18. They are also aligned to the Artworks in Public Places Plan, specifically to the principles that:
- *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;*
 - *the Treaty of Waitangi is honoured and practices of partnership are respected through the arts;*
 - *artistic achievement and excellence are recognised and valued;*
 - *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.*
19. In addition, the recommendations align with Council strategies and policies which ensure the development and redevelopment of the built environment (C2) and set out to:
- *increase the central city's role as the heart of the city;*
 - *enhance the unique qualities of the city particularly the physical characteristics such as parks, gardens, riverbanks and buildings.*

CONSULTATION FULFILMENT

20. Consultation took place at the time of the formulation of the *Artworks in Public Places Plan* (2004). Since the broad priorities and principles remain the same, it is not considered necessary to consult further about the broad parameters of art in public places at this stage. However, depending on the nature and site of works of art and the time available, community consultation will be necessary in relation to specific proposals and should become integral to the process of design and installation.

STAFF RECOMMENDATION

It is recommended that the Council:

- (a) Adopt the Terms of Reference of the Public Art Advisory Group and the composition of its membership as set out in Appendix B.
- (b) Note that the Council will approve priority sites for the expenditure of the fund within the guidelines established in the *Artworks in Public Places Plan* (Appendix A - attached).
- (c) Agree that \$50,000 be allocated from the 2007-08 Art in Public Places Fund to a work for Stewart Plaza, leaving a balance of \$200,000 to be allocated in the 2007/08 year.
- (d) Note that the Council's contribution will be supplemented by a substantial promised gift from the Stewart family, in anticipation of a new work being installed in the Stewart Plaza in time for the opening of SCAPE: Christchurch Biennial of Art in Public Space in November 2008.
- (e) Thank the Stewart family for their continued support of public art initiatives within Christchurch.
- (f) Note that the Public Art Fund will be managed within the Community Services Group by the Art Gallery Unit.

BACKGROUND

21. The recommended approach is in line with international best practice in developing a programme of arts initiatives which reach out beyond traditional institutions into the wider community and urban environment. It recognises the value of integrating the arts into the public environment both in terms of making art accessible and relevant to the wider public, and in leading regeneration and central city revitalisation.
22. While the art gallery will continue to be a centre of arts excellence and activity, the inclusion of a public art function within the gallery offers the opportunity to reach out beyond the gallery walls and to engage with other parts of the community and the city. This was foreshadowed in the Paradigm Shift Plan for the Gallery. The provision of an integrated city-wide approach to art offers the opportunity to maximise the effectiveness of the Council's investment in terms of using existing facilities and expertise at the Art Gallery, and in terms of being able to develop a wider reaching integrated arts programme that can support other Council objectives.
23. The *Greater Christchurch Urban Development Strategy* (UDS) anticipates significantly greater population density in key intensification areas, particularly in the central city. One of the key approaches identified in the UDS to promote intensification and to make intensification areas more liveable is 'to invest in high quality public spaces associated with town or activity centres'. Public art can play a key role in the provision of high quality public spaces, generating an improved sense of place, amenity and community ownership.