

Overview of Public Art

Leisure Culture & Libraries Overview & Scrutiny Panel - 8 April 2014

Background

Cabinet adopted a Public Art Masterplan (PAM) in 2011. It is available to download from the Borough's website at http://www.rbwm.gov.uk/web/prom_streets_and_spaces.htm
The four page PAM summary is at this link:
http://www.rbwm.gov.uk/public/prom_public_arts_masterplan_executive_summary.pdf

The plan was drafted principally to focus on the improvements envisaged in Maidenhead Town Centre. However, the principles of commissioning and decommissioning of public art outlined in the appendices were to be applied across the Borough. The Borough has had no dedicated 'arts development' or 'public art' staffing resource for around a decade and two officers currently undertake associated activity amongst other areas of responsibility.

Funding

Public Art is largely funded by monies collected under S106 of the Town & Country Planning Act, 1990 whereby developers contribute a proportion of the cost of their development for the Council to spend on Public Art & Heritage (amongst other things) projects which are agreed as part of an annual process.

The vast majority of the balance of S106 receipts for Public Art & Heritage (£400K) is allocated to the Waterways Restoration project focussing on the York Stream in Maidenhead. Of the remainder projects are being progressed for delivery in 2014-2015 for increased facilities at the Firestation Centre for Arts and Culture including installation of lifts to increase the accessibility, enhancements to Windsor & Royal Borough Museum including new displays for the "Horton finds", increased accessibility and interpretation for key historic places including blue plaques, information panels and the walking trails and arts trail initiatives.

The current funding available for projects relating to Arts & Heritage projects in Bray, Old Windsor & White Waltham Parishes and Eton Town Council are delegated to those Councils for decisions about spending within their areas. This is an opportunity that is available to all 'parished' areas of the Borough.

As an alternative to Section 106 contributions to the Council some developers agree to commission artists to make site specific works that are created & installed as part of the building process. They would form part of the planning application process for the development. An example of this is the work being designed to form part of the Kidwells Close redevelopment.

Others are funded by private subscription or other donations and presented to the Borough such as the two new stained glass windows in the Windsor Guildhall or the Windsor Greys statue. In those cases the developer or principal donor is encouraged to use the commissioning process outlined in the PAM and approach the Borough for advice and assistance as necessary.

Potential Schemes

There are a range schemes identified for Maidenhead subject to adequate funding being made available. These are outlined in Appendix A with indicative costs. Of those the improvements of the four subways are underway and two of them are being used as the site of two new works of art. There is also the scheme to develop a sculpture trail across the boundary of the Oldfield & Riverside Wards incorporating a 'gateway feature' at the junction of Bridge Road, Guards Club Road, Bath Road & Ray Mead Road.

In Windsor the majority of public art works feature in the town's parks & open spaces and recent examples include the Jubilee Fountain in the Goswells, 'A Lady with Dogs' in Bachelors Acre and the replica Hurricane commemorating the contribution of Sir Sydney Camm, born in the town. Another recent example is the just over life size statue of the Irish Guard at the junction of High Street & Sheet Street. Possible projects include some commemorative work incorporated into the improvements planned in Alexandra Gardens which is being designed currently, a site at the end of the avenue through to the Goswells Steps and on Baths Island. The Town of Eton is pursuing an arts trail to encourage visitors to cross over the bridge from Windsor & explore the High Street.

Many other temporary or permanent installations are created as part of festivals and events in the Borough's Towns & villages. Examples include the Community Performances as part of the Windsor Spring Festival this year, the Cookham temporary Sculpture Trail and the Lantern Parade in Maidenhead as part of the Christmas Trading promotional activity or the 'pop up' shops from the Craft Coop or Art on the Street and Maidenhead Arts.

Options

- 1. To note**
- 2. To undertake a Task & Finish Group review of funding and priorities for Public Art in the Borough**

Appendix One

Indicative listing of potential public art projects in Maidenhead.

Project	Estimated cost* £ (excluding ongoing maintenance)
Maidenhead Town Centre Area Action Plan:	
Large scale public art at Railway Station (possible competition for initial Maidenhead Locator)	100,000
Large scale public art at Bad Godesburg Way	80,000
Large scale public art at junction of Bridge Road/St-Cloud Way/Forlease Road	80,000
Large scale public art at junction of Braywick Road/Stafferton Way	80,000
Sub total	340,000
Public Art Masterplan:	
Maidenhead Locators x 6 @ £35K	210,000
Lighting of car park tower and facade	30,000
Lighting of High Street upper storeys	40,000
River play/Greenway Trail	100,000
Sub total	380,000
Lighting Strategy:	
Projections – 4 zones @ £15K	60,000
Feature lighting – King Street Railway Bridge & Maidenhead Thames Bridge @ £25K	50,000
Sub total	110,000
Regeneration Board (suggestions from elected Members):	
Street ribbon of water/lighting	60,000
Statue	80,000
Columnar illuminated fountain	120,000
Gateway feature at Skinny Alley	15,000
Underpasses x 4 @ £50K	200,000
Interactive benches (linked digital audio-visual content) 4 @ £15K	60,000
Sculpture Trail (commissioning, installation, interpretation & promotion per plinth/per installation)	10,000
Sub total	535,000
TOTAL	1,365,000

*NB the pricing given is indicative only, based on similar scale schemes undertaken elsewhere and is not approved funding.