

DECISION TAKER: Cabinet Member for Business and Culture, Councillor Lucille Thompson

REPORT TITLE: PUBLIC ART PLAN FOR WEST OF WATERLOOVILLE

11 SEPTEMBER 2024

Contact Officer: Andrew Gostelow Tel No: 0798073214 Email: AGostelow@winchester.gov.uk

WARD(S): DENMEAD/SOUTHWICK & WICKHAM

PURPOSE

This report outlines the renewed plan for Public Art at West of Waterlooville. The Plan includes an overview of the work done to date, the findings of consultation and strategic vision and objectives for the next ten years. The Plan also proposes a phase one programme of work for the first one to two years, which will be used to inform future phases.

RECOMMENDATIONS:

1. To approve the West Waterlooville Public Art Plan (2024) and the implementation of phase one of the proposed work to be completed in 2024-25 / 2025-26 as set out in the Plan.
2. Delegate authority to the Corporate Head of Service: Economy & Communities to incur expenditure of up to £169,998 Section 106 contributions to fund phase one of the proposed work as outlined in the Plan.
3. To approve an exception to Contract Procedure Rules to contract additional support from the appointed consultants Studio Response.

IMPLICATIONS:

1 COUNCIL PLAN OUTCOME

1.1 Tackling the Climate Emergency

The West Waterlooville Major Development Area (MDA) is proposed, by the developer, to remain approximately 50% green and blue space. Residents have highlighted that access to nature and wildlife are a positive of living in the area and would like to see better signage and pathways to encourage a car-free lifestyle. The Public Art Plan can reflect this local sentiment and explore ways to maximise on the opportunities presented by the area.

1.2 Living Well

Within the West of Waterlooville Public Art Plan the phase one programme offers residents not only the opportunity to participate in cultural and creative activities, but also to input into the future of the area in which they live. It will encourage people to come together and collectively consider what art is and how it can be used as a tool to create change and celebrate a place. The phase one programme will be delivered in a variety of ways, ensuring those that need extra support to participate will be able to do so.

1.3 Homes for all

The plan has community at its heart. The development has been built in phases, by several different developers and covers a multitude of local authority, parish and electoral boundaries leading to some fragmentation of the community. This programme seeks to overcome some of these geographic challenges and use art as a tool to bring people together. The community will be empowered to participate and have their say in a meaningful way.

2 FINANCIAL IMPLICATIONS

2.1 This programme is funded through a Section 106 agreement completed in 2012 with developer, Grainger PLC.

2.2 Developer contributions, as required by the Section 106 agreement are as follows and will be paid in instalments:

- 1) £100,000 (indexed) prior to occupation of 150 residential units
- 2) £100,000 (indexed) prior to occupation of 500 residential units
- 3) £100,000 (indexed) prior to occupation of 1,000 residential units
- 4) £100,000 (indexed) prior to occupation of 1,500 residential units
- 5) £100,000 (indexed) prior to occupation of 2,000 residential units

2.3 The first instalment was received by the Council and used to contract Future City to deliver a Public Art programme which was fulfilled to varying levels.

- 2.4 Part of the second instalment (c£79,000) was used by Grainger to complete feasibility and ground water testing to realise the ambitions of the Future City programme. A Deed of Variation, which covers this and other variations to the 106 obligations, is currently awaiting completion with an outcome anticipated by the end of September. The council is therefore proceeding on the basis that the variation regarding the arts contribution amount is approved and will be completed and that the monies previously spent by Grainger should be treated as deducted from the contributions now paid to WCC.
- 2.5 The reduced second instalment and third instalment, plus indexation (£186,412), was received by Winchester City Council in 2023.
- 2.6 It was agreed consultants, Studio Response, would receive £41,500 to review, consult, create and deliver a new plan.
- 2.7 Funds currently held by Winchester City Council total c£194,380, of which £24,382 is committed to paying Studio Response as fees for contracted work. Leaving £169,998 balance.
- 2.8 The fourth and fifth instalments from Grainger, at £100,000 plus indexation each, are expected as 1,500 and 2,000 occupation thresholds are met.
- 2.9 The phase one programme, for delivery in 2024-25 & 2025-26, requires c£120,000 as described in the Plan:
- a) **£7,500** - *Arts Partner* (supporting writers across all strands of the programme. Assisting with facilitation and management of workshops. Assisting with recruitment of writers, utilising pre-existing professional networks).
 - b) **£16,600** - *Community Commissioning Panel* (facilitating and recruiting 10 individuals from the community, establishing regular meetings and resources required for trips and expenses)
 - c) **£2,160** - *Recruitment* (ensuring accessible and inclusive recruitment processes for all creatives involved in the projects)
 - d) **£15,000** - *Visual Identity and Graphic Design* (presenting words in unique and different ways throughout the development over the course of one year)
 - e) **£38,975** - *Strand 1 Writer Project* (Year-long activity working towards the completion of a new text about West Waterlooville)
 - f) **£26,530** - *Strand 2: Writers Project* (3 seasons of activity led by mid-career writers & assistant writers, est. 10 workshops per season)
 - g) **£7,500** - *Evaluation* (development of an evaluation framework for the public art programme)
 - h) **£5,700** - *Contingency*
- 2.10 A contract sum of £41,500 will be made to Studio Response to enable commencement of delivery as outlined in 2.9.

- 2.11 The remainder of current contributions (£49,998) remains available to support the delivery of the programme and, if not spent by the end of phase one, will be carried forward to fund future phases of the Public Art Plan.

3 LEGAL AND PROCUREMENT IMPLICATIONS

- 3.1 Phase one of the public art plan provides residents with opportunities to attend creative writing workshops and input into the wider / future public arts programme. This is proposed under the Plan following consultation with the developer and Havant Borough Council in accordance with the 106 agreement, which states that the share of the public art contribution payable to Winchester City Council shall be: *“used in consultation with the Developer and Havant for supporting arts development initiatives to promote the arts within the development and the immediate vicinity to assist integration of the development into its surroundings and to include maintenance of art of a permanent or temporary nature and/or payments of grants or other costs to artists”*.
- 3.2 In this current phase one of delivery, any artists, agencies, support services and art installations will be procured by experienced management consultants Studio Response. Studio Response were appointed as the council’s agents for the period 2023-2026 after a competitive procurement exercise in 2023.
- 3.3 To ensure best value, procurement activities will be carried out by Studio Response in line with the council’s Contract Procedure Rules and the Procurement and Contract Management Strategy.
- 3.4 The increase in contract value due to the allocation of additional funds managed by Studio Response (as 2.1 above) constitutes an exception to the council’s Contract Procedure Rules. Studio Response, under contract seal number 12276 (expiry March 2025), were contracted to manage delivery of phase one, which was devised by them, and therefore exception F applies.

(f) by appointing a bidder to carry out further work in connection with a main project following provision by such contractor of feasibility or initial work, it would be advantageous to the successful delivery of the main project;

A new contract, specifically for delivery of phase one and associated funds (c£41,500), will be issued to Studio Response for September 2024 – March 2026, with the option to extend if required.

- 3.5 Any agency or artists will be contracted and remunerated by Winchester City Council in accordance with the council’s Contract and Financial Procedure Rules. An amended short-form agreement, which is suitable for artists / sole traders, has been drafted in collaboration with the council’s legal team to expediate the process of issuing multiple contracts on one programme.

4 CONSULTATION AND COMMUNICATION

- 4.1 The need for a review of the existing Public Art Plan, the development of a renewed plan and overall approach was discussed at meetings of the West of Waterlooville Forum on 1 November 2022. This Forum comprises of ward councillors, Newlands Parish Council, Havant Borough Council and Grainger.
- 4.2 In 2023 Winchester City Council appointed public art consultants Studio Response to manage a review of the existing plan and develop a renewed plan for Public Art at West of Waterlooville. The review has been completed and learnings have been embedded into the plan for 2024-2026 as set out in the renewed West of Waterlooville Public Art Plan.
- 4.3 Studio Response created a community engagement plan which consisted of workshops, interviews and questionnaires conducted between September 2023 and March 2024. Alongside regular meetings with representatives from Winchester City Council and Grainger:
- a) Several stakeholder engagement meetings were held to gather input and build support for the public art plan. These meetings included representatives from the community, Newlands Parish Council and Havant Borough Council, artists, and other relevant stakeholders.
 - b) Community workshops were organised, providing opportunities for 50 residents to take part in hands-on activities related to the public art plan.
 - c) Surveys and questionnaires were distributed digitally to gather insights and opinions from community members. Although there was a limited response it was in line with feedback from the other engagements.
- 4.4 Feedback from these engagements highlighted opportunities within the development area to be improved signage and wayfinding; nature trails; spaces and events to bring community members together; and opportunities for residents to engage with activities which encourage intergenerational sharing. Some of the challenges identified include car dependency, lack of local amenities and limited local activities, particularly for children.
- 4.5 Studio Response will work with the recently appointed Community Development Manager at Grainger to amplify messaging and increase engagement with the Plan moving forward.
- 4.6 On 5 March 2024, Studio Response presented their findings and proposed direction of travel to the West of Waterlooville Forum which was attended by - Cllrs Cutler, Brook, Chamberlain and Read (Winchester City Council) Cllr Robinson (Havant Borough Council) Cllr Briggs (Hampshire County Council) Cllrs Berry and Crichton (Newlands Parish Council). The forum requested the connection to the Waterlooville town centre, and current master-plan

development, be explored further alongside a request to incorporate the history of the area into the projects. Conversations and potential connections are already being explored and this will naturally evolve as both pieces of work develop further. No further comments, either in support of the proposed trajectory, or not, were made. Full details of the debate are provided in the minutes of the Forum meeting held on 5 March 2024.

- 4.7 The West of Waterlooville Forum councillors were sent the Public Art Plan and accompanying case studies on 2 July 2024. They were invited to discuss the plans with their constituents as appropriate and offer written feedback and / or attend a feedback session on 12 August 2024. Verbal feedback was received from councillors from both Winchester (Cllrs Culter and Clear) and Havant (Cllr Robinson) councils, welcoming the new direction of travel and encouraged that activity would be able to commence quickly and that progress is being made. They commented that anything that can reinforce the sense of community in the area would be a positive. No written feedback was received.

5 ENVIRONMENTAL CONSIDERATIONS

- 5.1 Sustainability requirements and green commissioning will be explicit in briefs to artists.
- 5.2 Community engagement findings suggest that environmental stewardship is important with many asking for improved pathways and cycleways to reduce car dependency. Many also highlighted nature, wildlife and views of the countryside as things they loved about the area.

6 PUBLIC SECTOR EQUALITY DUTY

- 6.1 None.

7 RISK MANAGEMENT

- 7.1 The council's current overall risk appetite is defined as MODERATE.

| Risk | Mitigation | Opportunities |
|-----------------------|--|---|
| Financial Exposure | Funds for the project are provided by the developer through Section 106 contributions. Winchester City Council are managing the funds to ensure transparency and effective project delivery. | Potential to apply for match funding to increase overall funds available. |
| Exposure to challenge | All procurement will be managed in accordance with the council's | |

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| | <p>Contract Procedure Rules.</p> <p>Consultation is at the heart of the project, ensuring people have the opportunity, should they wish, to have their voice heard.</p> <p>Funds being used are fulfilling a planning obligation and expenditure needs to comply with the terms of the relevant 106 agreement.</p> | |
| Innovation | <p>Creating a community commissioning panel gives residents a voice in future projects, allowing them to create innovative solutions to problems which they face where they live.</p> | |
| Reputation | <p>The team in place have the necessary skills and experience to ensure an arts programme is delivered well and in a timely fashion. Careful communications will ensure the community feel a connection to the programme and expectations are managed and met.</p> | <p>A successful programme could help to restore the community's faith in lead organisations if they have felt let down in the past.</p> |
| Achievement of outcome | <p>The experienced team have the skills and knowledge to deliver a successful public art programme which will improve the landscape of West Waterlooville and give residents an opportunity to feel heard.</p> | <p>A very successful programme will result in an increased sense of community and wellbeing.</p> |

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| Property | <p>This proposal seeks to create participatory and temporary works of art, therefore not incurring any ongoing maintenance or ownership implications.</p> <p>Any temporary installations which require landowner or planning permission will be negotiated with the relevant parties at the earliest opportunity.</p> | |
| Community Support | By participating in this project, the community will have an opportunity to have their say and influence the programme. | Commissioning panel members will have the opportunity to undergo training and learn how art can be used as a tool to support communities more widely. |
| Timescales | Timescales for phase one are reasonable and achievable. Timescales for next phases are dependent on Section 106 instalments being received. | Opportunity to accelerate payments to advance programme quickly. |
| Project capacity | Hiring Studio Response to manage the overall programme reduces officer involvement to contract management. | Studio Response have expert knowledge in Public Art, identifying opportunities which may have otherwise been missed. |

8 OTHER KEY ISSUES

- 8.1 The Service Lead: Economy and Tourism and the Culture and Creative Sector Development Officer will manage the consultants (Studio Response) ensuring that milestones and requirements are being met. They will also liaise with key stakeholders such as Grainger PLC, Newlands Parish Council and Havant Borough Council as required.

8.2 Officers will ensure the project is progressing within indicated timelines and completed within the budget, ensuring a high-quality, value for money output is achieved.

9 SUPPORTING INFORMATION:

9.1 West of Waterlooville/Berewood is a Major Development Area in the south-east of Winchester district. Building commenced in early 2008 with developer Taylor Wimpey completing 553 residential units. In March 2012 Grainger Trust were granted further permission for a total of 2550 residential units, of which c1100 residential units have to date been built and occupied.

9.2 As part of the relevant planning permission for this Major Development Area a Section 106 agreement is in place, and this includes a public art fund contribution. There was an existing public art plan which generated multiple projects to varying degrees of completion.

9.3 At the meeting of the West of Waterlooville Forum, held on 1 November 2022, it was agreed that a complete reset was required and all projects, deemed to be 'in progress', halted indefinitely.

9.4 In 2023 the council appointed public art consultants Studio Response to carry out a review of the partially completed existing public art plan and conduct a new community engagement programme. Using the findings of the review they were to bring forward their recommendations and approach for a new plan, including a revised fully costed plan of public art.

9.5 Studio Response conducted a review of the existing programme which had a variety of projects in various stages of completion. This included a completed bespoke play park, a gateway sculpture on Milk Lane which is installed but not fully realised, and a boating lake which never got further than feasibility stages. They examined the strategic objectives, planning, implementation and impact of the projects. The review concluded that whilst community was often cited as central to projects, this was not always fully realised in practice. It also concluded that projects which were incomplete were not thoroughly costed or feasible enough to continue developing without significant risk. The result of the reset is the renewed Public Art Plan, and phase one programme, for West of Waterlooville (2024).

9.6 Following the completion of the review, community and stakeholder engagement activities, outlined above (section 4), were carried out.

9.7 The Public Art Plan sets out the approach to delivering public art on the development over the next ten years – the estimated time developer Grainger will be on site. It includes a vision: *For public art to have a positive impact on the day to day lives of the residents of West Waterlooville*. Objectives such as: relevance, distinctiveness, cohesion, quality and inclusiveness. It also outlines the strategic context and highlights the findings of the review.

- 9.8 The Plan defines a phase one programme that aligns with the refocused vision for public art. The proposal has clearly defined outcomes but is also integral to future phases of the renewed Public Art Plan, as these outcomes will provide the foundations upon which further iterations are shaped. A revised version of the Plan will be produced at the end of phase one, with recommendations for future phases, years three to ten, informed directly by community members.
- 9.9 It is recommended that the approach to public art is firmly anchored into, and supported by, the community itself. Therefore the renewed Public Art Plan details how the phase one programme focuses on a sustained period of artist-led engagement and research.
- 9.10 The purpose of this approach is to engage a greater proportion of residents in the renewed Public Art Plan and phase one programme. This more sustained exploration of finding out what is important to residents and listening to their stories and anecdotes of living at West Waterlooville, allows for consideration of how public art can address these findings and make a positive impact / add value to the area over the next ten years. Phase one has been designed to provide artistic interventions which, over the next year or two will allow residents to inform the future aspirations and outputs of the strategic Plan.
- 9.11 In interactions with community members and stakeholders, recurring themes around names and the ways in which places are described in relation to each other, has emphasised the importance of language to the broader themes of identity, connection and sense of place. The plan includes proposals that will use words to unpick why words, names, descriptions and stories are so important to West Waterlooville and to further explore and interrogate the emerging themes.
- 9.12 Phase one will feature two complementary strands of creative activity:
- Strand one: The appointment of an established writer who will spend one year researching, observing and writing about Waterlooville. The creative output will be a new piece of writing about the area which will be shared with residents and the wider community.
 - Strand two: Three micro projects throughout the year focused on residents within the development. Artists will actively work with residents, creating and documenting stories, anecdotes, ideas or conversations about Waterlooville and peoples' experiences of living in the area. They will temporarily display residents' words within the development in eye-catching, creative and distinctive ways.
- 9.13 In addition to the writing commission phase one of the Plan includes setting up a community commissioning panel. A community engagement expert will be appointed to create a community member led panel. The Terms of Reference and governance will be put forward to the West of Waterlooville Forum for comment. The panel will receive training and mentoring to take on

an advisory role about the future of Public Art in the area, influencing the programme for the years following the delivery of the phase one.

- 9.14 With the creation of the community commissioning panel, it is suggested that there is no longer a need for the arts panel to meet. The representatives from Winchester City Council, Studio Response and Grainger PLC will take the lead on decision making, consulting Newlands Parish Council and WoW Forum on any changes to the prescribed plan. Updates and reports will continue to be issued to the WoW Forum, as previously.
- 9.15 With its basis in consultation, the outcomes will be responsive to people and place, rather than resulting in formulaic, off-the-shelf approaches to public art commissioning. Working with several different writers, the outputs will be a collection of diverse perspectives. The approach aligns strongly with Winchester District's Cultural Strategy's placemaking priorities which states that "there is an opportunity to use the place as a canvas and allow culture to grow from the community" (p.13).
- 9.16 The decision to use 'words' as the art-form for the project is based on the current arts provision in the area ensuring it complements, rather than competes with, local practicing artists.
- 9.17 Throughout phase one, members of the community commissioning panel will have the opportunity to explore and discover more about public art. This will include opportunities to go and see examples of public art from elsewhere and training in commissioning and community engagement. At the end of phase one, the panel will come together with appropriate partners to make their suggestions on what phase two and three of the public art plan could incorporate. Studio Response will then issue an updated public art plan and a road map for the later phases which will detail the approach to future works, including indicative timelines, informed by the suggested programme. The timing of these future phases is dependent on the release of the last two instalments of funding, triggered by reaching occupation rates, which is difficult to forecast.
- 9.18 The proposed approach to development of the art programme seeks to ensure the community are at the heart of the programme and responsive to their wants and needs. The overall vision for the plan is "*For public art to have a positive impact on the day to day lives of the residents of West Waterlooville.*" At this stage it is too early to say what future projects might look like and the form the public art will take.
- 9.19 There is significant investment still to come which presents a unique opportunity for the residents to see and experience meaningful, sustained, distinctive art interventions in future years. The community panel will continue to be engaged throughout the future phases and will be encouraged to commence their own projects alongside those funded by the Section 106. This presents an opportunity to see public art truly embedded within the community, offering pride of place, a sense of ownership and a feeling of togetherness.

10 OTHER OPTIONS CONSIDERED AND REJECTED

11 A pre-selected programme of Public Art could be deployed in a 'top-down' manner, but this would have little significance to the residents and might not meet the community and wellbeing elements of the Section 106 obligation.

11.1 Consideration was given to the council delivering the programme from existing teams. However, the limited resources available do not allow for this.

BACKGROUND DOCUMENTS:-

Previous Cabinet/Committee Reports or Cabinet Member Decisions:-

West of Waterlooville Forum. [WWF119 - Report Title: Arts Programme Update](#) - 1 November 2022

West of Waterlooville Forum. [Arts Programme Update Presentation](#) – 5 March 2024

West of Waterlooville Forum. [Minutes - 5 Mar 2024](#).

Other Background Documents:-

[The Winchester District Culture Strategy 2024](#)

APPENDICES:

Appendix 1 West Waterlooville Public Art Plan (2024)

Appendix 2 West Waterlooville Case Studies for Public Art