

REPORT TITLE: ARTS UPDATE OCTOBER 2024

29 OCTOBER 2024

REPORT OF CABINET MEMBER: Cllr Lucille Thompson, Cabinet Member for Business & Culture

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WARD(S): DENMEAD/SOUTHWICK & WICKHAM

PURPOSE

This report outlines the progress made on the Arts Programme for West of Waterlooville during 2024 and outlines the agreed approach to completing the next phase of delivery during 2024-2026.

RECOMMENDATIONS:

That the Forum notes the decision taken at the Cabinet Member for Business & Culture Decision Day, held on 11 September 2024 (DD76), which included:

- a) Approval of 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,
- b) The creation of the community commissioning panel, an element of the Public Art Plan, will be comprised of a cross-section of residents and stakeholders. Through this channel, representatives from Winchester City Council, Studio Response and Grainger PLC will take the lead on decision making, consulting Newlands Parish Council, Havant Borough Council and the West of Waterlooville Forum on any changes to the prescribed plan,
- c) Updates and reports will continue to be issued to the WoW Forum.

IMPLICATIONS:1 COUNCIL PLAN OUTCOME

## 1.1 Tackling the Climate Emergency and Creating a Greener District

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 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.

## 1.3 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.

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 Section106 obligations, is currently awaiting completion with an outcome anticipated by the end of October. 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 2024-26, requires c£120,000 as detailed on page 47 of the Public Art Plan. Please see appendix one.
- 2.10 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, in line with the council’s Contract Procedure Rules and the Procurement and Contract Management Strategy. Studio Response were appointed as the council’s agents for the period 2023-2026 after a competitive procurement exercise in 2023.

- 3.3 Any agency or artists will be contracted and remunerated by Winchester City Council in accordance with the council's Contract and Financial Procedure Rules.

#### 4 WORKFORCE IMPLICATIONS

- 4.1 The Service Lead for 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.
- 4.2 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.

#### 5 PROPERTY AND ASSET IMPLICATIONS

- 5.1 This proposal seeks to create participatory and temporary works of art, therefore not incurring any ongoing maintenance or ownership implications.
- 5.2 Any temporary installations which require landowner or planning permission will be negotiated with the relevant parties at the earliest opportunity.

#### 6 CONSULTATION AND COMMUNICATION

- 6.1 The need for a review of the existing Public Art Plan, the development of a renewed plan and overall approach was discussed at a meeting of the West of Waterlooville Forum on 1 November 2022.
- 6.2 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.
- 6.3 The review was completed alongside a community engagement plan which consisted of workshops, interviews and questionnaires conducted between September 2023 and March 2024. The findings of the review and community consultation were shared with the Forum on 5 March 2023. Learnings have been embedded into the renewed West of Waterlooville Public Art Plan.
- 6.4 The West of Waterlooville Forum councillors were sent the new 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 welcomed the new direction of travel, felt encouraged that activity would be able to commence quickly and that progress is being made. Councillors commented that anything that can reinforce the sense of community in the area would be a positive. No written feedback was received.
- 6.5 On 11 September 2024 the Public Art Plan and an associated paper was taken to a Cabinet Member Decision Day. The Public Art Plan was approved

and the delivery of the phase one programme, led by Studio Response, was agreed.

6.6 Studio Response will work with the Community Development Manager at Grainger to amplify messaging and increase engagement with the Plan moving forward.

6.7 Officers at Winchester City Council are in dialogue with officers at Havant Borough Council and will continue to explore synergies and connections through the arts and regeneration plans.

## 7 ENVIRONMENTAL CONSIDERATIONS

7.1 Sustainability requirements and green commissioning will be explicit in briefs to artists.

7.2 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.

## 8 PUBLIC SECTOR EQUALITY DUTY

8.1 None.

## 9 DATA PROTECTION IMPACT ASSESSMENT

9.1 None.

## 10 RISK MANAGEMENT

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

<b>Risk</b>	<b>Mitigation</b>	<b>Opportunities</b>
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 Contract Procedure Rules.  Consultation is at the heart of the project, ensuring people have the opportunity, should	

	<p>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>
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.

## 11 SUPPORTING INFORMATION:

### 11.1 **Background**

In 2023 the council appointed public art consultants Studio Response to carry out a review of the partially completed existing public art programme and conduct a new community engagement programme. Then bring forward their recommendations for the approach to the new programme for and creating a revised fully costed programme of public art.

### 11.2 **Review**

Studio Response conducted a review of the existing programme which had a variety of projects in various stages of completion. 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 wasn't always the reality. It also concluded that projects which were incomplete were not thoroughly costed or feasible enough to continue developing without significant risk. Therefore, a complete reset was agreed, and the result is the new Public Art Plan for West of Waterlooville (2024).

### 11.3 **Consultation**

Community and stakeholder engagement activities, outlined above (section 4), were carried out alongside the review.

### 11.4 **New Programme**

We believe the arts programme should be firmly anchored into and owned by the community itself and therefore the phase one arts programme focuses on a sustained period of artist-led engagement and research.

11.5 The purpose of this approach is to garner the input of a greater proportion of residents. This more sustained exploration of what's important to residents

and listening to their stories and anecdotes from living at West Waterlooville will then allow us to consider how public art can address these findings and make a positive impact / add value to the area.

#### 11.6 **Artform**

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 proposal will use words to unpick why names, descriptions, words and stories are so important to West Waterlooville and to further explore and interrogate the emerging themes. The decision to use 'words' as the art-form for the project is also based on the current arts provision in the area ensuring it complements, rather than competes with, local practicing artists.

#### 11.7 **Phase one**

Phase one will feature two complementary strands of creative activity:

- Strand 1: 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 2: 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.

11.8 In addition to the writing commission phase one of the Plan includes setting up a community 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 phase one.

11.9 With the creation of the community panel, it is suggested that there is no longer a need for the West of Waterlooville 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 Havant Borough 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.

11.10 Furthermore, phase one also includes the creation of an evaluation framework. This will allow the successes and challenges of the arts programme to be properly evidenced, allowing partners to make an informed decision about future phases of the programme.



### 11.11 Conclusion

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 process will reflect diverse voices. 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).

### 11.12 Future phases

At the end of phase one, the community 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.

11.13 The proposed approach to development of the arts 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. However, this programme 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.

## 12 OTHER OPTIONS CONSIDERED AND REJECTED

- 12.1 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 would likely fail the community and wellbeing elements of the Section 106 obligation.
- 12.2 Consideration was given to the council delivering the programme from existing teams. However, limited resources available do not allow for this.

### BACKGROUND DOCUMENTS:-

#### Previous Committee Reports:-

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

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

#### Other Background Documents:-

Cabinet Member for Business & Culture Decision Day - 11 September 2024. [Agenda and decision.](#)

APPENDICES:

Appendix 1 West Waterlooville Public Art Plan (2024)

Appendix 2 West Waterlooville Public Art – Case Studies