

Southend-on-Sea Borough Council

Agenda
Item No.

Report of the Corporate Director of
Adult & Community Services

to

Cabinet

on

8th January 2013

Report prepared by:
Rosemary Pennington – Cultural Development Officer

Art on the Hoardings
Community Services & Culture Scrutiny Committee
Executive Councillor: Councillor Derek Jarvis
A Part 1 / Part 2 Public Agenda Item

1. Purpose of Report

To recommend a process to encourage community arts groups and artists to be able to create public art on hoardings around development and building sites.

2. Recommendation

- 2.1 That members approve the policy to encourage public art and that a process is adopted which would involve ward councillors in approving and selecting temporary pieces of public art displayed on hoardings around development sites.
- 2.2 That Ward Councillors are presented with indicative art work which local arts groups may wish to install on the hoardings around sites.
- 2.3 Planners will advise Developers that the Council actively encourages the involvement of local artists and arts groups to create suitable artistic work on hoardings around development sites.
- 2.4 That local arts organisations and local artists are encouraged to engage with community groups and local residents to create public art on hoardings.

3. Background

- 3.1 It has been suggested by Council Members that local artists and arts organisations could enhance the local street scene and environment around building developments by creating art work on hoardings surrounding the developments around the town.

- 3.2 If the work is clearly of artistic endeavour and does not fall within the definition of an advert namely: 'any word, letter, model, sign, placard, notice, awning, blind, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of advertisement, announcement or direction, and (without prejudice to the previous provisions of this definition) includes and hoarding or similar structure used, or designed or adapted principally for use, and anything else principally used, or designed or adapted principally for use, for the display of advertisements', then no other permission is required under planning or advertising legislation. If it requires advertising consent then an application would need to be made. This report suggests a process by which art work would be considered by Ward Councillors before agreement is given. Confirmation could be given by officers at that time if consent is required under planning or advertisement legislation. A time limit is likely to be placed on permissions requiring the works to be removed after a suggested period of 2 years maximum, or at the time of the completion of the development, whichever is the sooner.
- 3.3 Southend has a large number of artists and arts organisations which create work within studios and centres. This work can be temporary as well as permanent work, and the option to create work publicly on hoardings across the Borough could be of great interest and benefit to local artists.
- 3.4 The opportunity to display art on hoardings may engage the public in local artists' work, and develop and increase interest from the public.

4. Other Options

No other options are presented.

5. Reasons for Recommendations

- 5.1 That local artists and arts organisations could enhance the local street scene and environment around building developments by creating art work on hoardings surrounding the developments around the town.

6. Corporate Implications

- 6.1 Contribution to Council's Vision & Corporate Priorities

The appearance of attractive art work on hoardings around development sites would contribute towards Southend's Corporate Priority to create a well maintained and attractive street scene, parks and open spaces. The involvement of local artists and arts organisations would contribute towards Southend's Corporate Priority to make Southend active and alive with sport and culture. Volunteers would be encouraged to lead on this project, contributing towards the Corporate Priority Performance Measure.

6.2 Financial Implications

6.2.1 The projects would be self financing through the work of local artists and arts groups, with minimal time from Council officers.

6.2.2 Advertisement Consent is subject to a fee of £335 per application.

6.3 Legal Implications

There are no legal implications

6.4 People Implications

There would be implications in terms of officer time in considering the proposals as to whether consent is required and in cases where advertisement consent was necessary then the application would need to be processed in the usual way.

6.5 Property Implications

All projects would be subject to advertisement consent where necessary.

6.6 Consultation

Local artists and arts groups will be consulted through the Southend Arts Council, Metal, Focal Point Gallery and other partners and organisations. Feedback was received from Community Services & Culture Scrutiny Committee on 27th November 2012. The Committee supported the proposal with some minor amendment to the process in Appendix 2.

6.7 Equalities and Diversity Implications

The process of selection of artists would be subject to an Equality and Diversity Assessment.

6.8 Risk Assessment

Individual projects would be subject to risk assessments.

Risk	Mitigation
Objections by local residents to the use of the hoardings for public art.	Positive use of media coverage to reassure public that the art works are temporary.
Lack of interest from local artists or arts groups to take part in the project.	Positive communication through local arts networks.
Possible incur of charges for "Advertisement Consent".	Ensure artists and arts groups are fully aware of the terms and conditions of exemption of "Advertisement Consent".

6.9 Value for Money

The project would deliver value for money through improving the environment and enhancing street scene at little or no cost to the Council.

6.10 Community Safety Implications - none

6.11 Environmental Impact

The environmental impact would be to improve the appearance of building and development sites through the inclusion of art on the hoardings.

7. Background Papers

NA

8. Appendices

Appendix 1 Application for Advertisement Consent Validation Checklist 8 (ADV)

Appendix 2 - Process