

Appendix 2

Process

The process for Art on the Hoardings will be a transparent and open process.

Only Southend based arts groups, artists and community groups will be eligible to apply.

1. The opportunity will be advertised and promoted through local media and artists' networks and a register will be compiled of interested community groups and artists. Planning Department will advise of sites in advance to allow artists and community groups notice to apply.

2. An application pack will be produced for each site, providing potential applicants information including size and location of site. Practical arrangements and advice will be included in the pack. A theme will be determined for the project, which will be included in the information pack for applicants.

3. Interested artists and arts/community groups will complete application process. This will include submission of designs, risk assessments, public liability insurance certificates and health and safety documents from each applicant.

4. A panel will be set up in the respective wards where proposed Art on the Hoardings projects are planned, consisting of ward councillors. An independent person and expertise in public art will be made available. Ward councillors will select their chosen art work from the applications received in each case.

5. Permission granted to install art work, unless Advertisement Consent is required.

Any art work that falls within the definition of advertising (see paragraph 3.2) would need to receive Advertisement Consent and subject to the standard process, that would take a minimum of 8 weeks.

The cost for Advertisement Consent is a standard fee of £335 per site.

The cost for Approval of Details is a standard fee of £170 per change of art work on each site. We would ask if this could be funded by planning condition or by voluntary donations from the site developers.