

## **Public Art Principles for Gloucester**

Public art in Gloucester will be ambitious, bold, distinctive and of a high-quality which will develop Gloucester's identity and enhance its reputation. It will improve the lives of its residents and encourage others to visit, whilst improving the public realm for all. Artists and communities will be at the heart of the decision-making process ensuring that the public art is responsive to the context in which it appears.

### **The 5 Principles for public art in Gloucester;**

Public art will aim to;

1. Improve the lives of people in Gloucester
2. Be bold, distinctive and of a quality that enhances the reputation of Gloucester
3. Involve artists and local communities in decision-making
4. Be responsive to the environment and context of the location and contribute to combatting climate change.
5. Be embedded in all major developments in Gloucester, with a proportion of all development capital being ringfenced for public arts.

### **How will these principles be embedded into strategy?**

#### **1. Improve the lives of people in Gloucester**

The public realm will be a place that residents and visitors to the city enjoy and appreciate. Public art will enhance these spaces – through improving the quality and feel of the city's spaces. Public art will stimulate, provoke and enthuse people - providing stimulus that will impact positively on their lives, health and well-being. (Measure through a Quality of Life measure).

#### **2. Be bold, distinctive and of a quality that enhances the reputation of Gloucester**

The Cultural Strategy for the city encourages bold, innovative practice in terms of cultural commissioning of arts and culture in the city. This ambition will infuse and characterise the approach taken by the city in terms of bold public art commissioning, playing to Gloucester's strengths as a heritage rich city with contemporary arts practice threaded throughout.

In order to achieve bold commissions, Gloucester Culture Trust would be consulted on new commissions as part of an advisory group.

#### **3. Involve artists and local communities in decision-making**

Where appropriate we would like to see local artists supported through being involved in the decision-making processes of selection. An advisory board convened to recommend and ensure that robust processes help ensure success. Community consultation should be part of the selection process in order to ensure buy-in from the local community. Artists in Gloucester and Gloucestershire should benefit by the process, either through participation in commissions or in the process of engaging the community.

**4. Be responsive to the environment and context of the location and contribute to combatting climate change.**

In line with the council's aspirations and plans to be carbon-neutral by 2030, public art of the 2020s needs to not only respond to the specific context of and enhance the locality of the place, it should actively contribute to the climate change agenda. Consideration for all public art must consider the carbon footprint of proposals and promote low energy creative solutions.

**5. Be embedded in all major developments in Gloucester, with a proportion of all development capital being ringfenced for public arts.**

All capital development projects should have a minimum 1% of the total capital costs of the project ring-fenced for public arts. This fund would enable year-round engagement with the community and ensure the success of public art commissions.

**Reference documents and sources:**

**Gloucester's Cultural Vision and Strategy 2016-2026**

<https://www.gloucester.gov.uk/media/1372/cultural-strategy.pdf>

**Gloucester's Regeneration and Economic development strategy 2016-2021**

[https://www.gloucester.gov.uk/media/1378/regeneration\\_economic\\_development\\_strategy\\_2016\\_2021.pdf](https://www.gloucester.gov.uk/media/1378/regeneration_economic_development_strategy_2016_2021.pdf)

**This is the new public Art** – Situations, published 2015

[https://studiotosituation.files.wordpress.com/2015/01/the\\_new\\_rule\\_of\\_public\\_art.pdf](https://studiotosituation.files.wordpress.com/2015/01/the_new_rule_of_public_art.pdf)

**A Place for Art** – published 2006 – Gingko – a public art strategy for Gloucester commissioned by Gloucester City Council

<http://www.publicartonline.org.uk/resources/practicaladvice/policiesguidance/strategies/documents/APlaceForArtFinal.pdf>

**Public Art online** – website dedicated to resources and advice on public art in the UK

<http://www.publicartonline.org.uk/resources/practicaladvice/policiesguidance/index.html>