

REPORT TO: HOUSING COMMITTEE  
CULTURAL SUB COMMITTEE  
DATE: 10th June 1997  
8th July 1997  
REPORT OF: DIRECTOR OF HOUSING  
DIRECTOR OF EDUCATION & ARTS  
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Item :

Report No:

H/32/97

## Title:

PERCENT FOR ART

## Purpose of Report:

1. To advise members of the commitment to Art's activity demonstrated by the Percent for Art initiative.
2. To advise members of the benefits of Percent for Art and proposed areas of expenditure.
3. To advise members of the criteria and method of assessment for approving expenditure.

## For Decision:

1. Housing Committee Members are requested to formalise their 'in principle' agreement to Percent for Art and commit expenditure in the region of £100,000 for the financial year 1997/98.
2. Members are requested to approve the proposed broad areas of expenditure under the Percent for Art initiative.
3. Members are requested to agree the criteria and assessment mechanisms for approval of specific expenditure on Percent for Art.

## Background Documents:

There are no background papers to this report.



1. Purpose.

- 1.1 To advise members of the commitment to arts activity demonstrated by the Percent for Art initiative.
- 1.2 To advise members of the benefits of Percent for Art and proposed areas of expenditure.
- 1.3 To advise members of the criteria and method of assessment for approving expenditure.

2. Background.

- 2.1 Officers and members of the Housing Department have been involved in a number of working groups and sub-committees contributing to the Arts and Cultural Strategy.
- 2.2 Housing Committee at its November 96 meeting made an 'in principle' commitment to allocate 1% of its capital expenditure to art and cultural activity.
- 2.3 Our development partners BCH have also agreed to a 1% of capital expenditure to be allocated to Percent for Art activities.
- 2.4 Housing Members and officers recognise the advantages of incorporating arts and cultural activities in a wide range of housing projects and activities with a view to:
  - enhancing the quality of the built environment
  - humanising our public spaces
  - improving the attractiveness of areas and assisting in urban regeneration
  - combating vandalism and impeding graffiti
  - involving people in improvements in their neighbourhoods
  - giving opportunities for personal development

3. Areas of Percent for Art activity.

- 3.1 It is suggested that broad areas for Percent for Art activity and expenditure include:
  - 3.1.1 Arts led consultation activities on existing estates and on new developments.
  - 3.1.2 Public Art form as integral to new housing developments.
  - 3.1.3 Art's activity as part of refurbishment/regeneration schemes on existing estates.
- 3.2 The scope for various examples of Public Art is broad and can be epitomised in sculptures, statues, fountains but within a public housing environment may be more appropriately manifest in play areas, public seating, railings, paving and fencing schemes.

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- 3.3 On new housing developments all of the above may be appropriate and more particularly there will be scope for Public Art input into street furniture, street signs and numbering.
- 3.4 The Environment Department is also committed to Public Art on new developments and this is evidenced by the publication of a Policy Guidance Note recommending Percent for Art, we are keen to support this initiative and will continue to raise awareness not just with our BCH partners but with all contacts we have with private sector housing developers.
- 3.5 Whilst art and cultural activity is plainly evident in the physical form, it also has a valuable role in contributing to community development initiatives.
- 3.6 Consultation with users of the Housing Service remains a key area of activity, and one in which arts based activity can achieve results in determining levels of service expectation and community development.
- 3.7 Some suggested areas of work include:
- Community led design - railings, pavings, play areas etc;
  - Arts and cultural festivals - to celebrate communities;
  - Community development projects - video, photography, local history, drama;
  - Tenants news - local community art input;
  - Art to support funding bids - use of video/photography;
  - Art as focus for reminiscence projects - involving elderly and young to develop intergenerational community bonds.

#### 4. Criteria for Expenditure.

- 4.1 1% of capital expenditure amounts potentially to £100,000 Housing Department spend (and £90,000 BCH spend) on art's activity during the current financial year (1997/98). This figure is subject to change depending on actual capital expenditure.
- 4.2 Due to the existing financial climate and the recent drastic reductions in capital allocations it is considered essential that specific criteria are agreed to ensure appropriate expenditure on Percent for Art.
- 4.3 The establishment of criteria is also important to ensure that Percent for Art becomes a permanent feature, it demonstrates a level of commitment, and provides parameters for officers and politicians to monitor activity and successes.
- 4.4 Suggested criteria are detailed below; there is a proposal that the 3 essential criteria must be met and that a further 3 of 6 desirable criteria also be met.

The essential criteria are:

- (i) There must be a housing link.
- (ii) There must be an element of community involvement in the scheme.



- (iii) The project should involve local artists wherever possible or where this is not possible shadowing opportunities should be provided for local artists.

('Artists' in widest definition)

The 6 desirable criteria are:

- (1) The project should complement existing expenditure.
- (2) There should be an element of added value.
- (3) The project should improve the image/profile of an area.
- (4) There should be integral elements of both physical improvement and community regeneration.
- (5) The project should enable some funding leverage.
- (6) There should be a clear link to one or more of the Vision Document theme groups.

It is envisaged that all 3 essential criteria must be met and 3 of the 6 desirable criteria should be met before a project or scheme is eligible for funding under Percent for Art banner.

The bids must also have clearly defined outputs, and outcomes related to Arts & Cultural Strategy.

- 4.5 Awareness raising and information about Percent for Art its benefits and its appropriate uses will be made available for all relevant staff and those involved in its implementation.

## 5. Community Involvement.

- 5.1 Percent for Art has enormous scope and benefits for community developments and capacity building. It is considered appropriate therefore that a specific amount be available for 'community bids'.
- 5.2 It is proposed that £30,000 be set aside from the £100,000 for the community to bid against.
- 5.3 Community groups and tenants and residents associations will need to be advised of the scope for Percent for Art spend in their areas and will be supported in making bids by the consultation team.
- 5.4 The criteria for expenditure will be unchanged from those to be used by officers and as proposed in Paragraph 4.4 of this report.
- 5.5 Publicity and awareness raising for the community could be implemented through B.A.T.R.A. Central meetings and the Tenant Involvement Working Party, in addition to discourse with individual tenants and residents associations via the consultation team.

6. **Assessment and Monitoring mechanisms.**

6.1 Due to the significant level of expenditure it is proposed that there is an agreed process for approving spend and monitoring progress.

6.2 It is suggested that an officer panel be established to sift applications based on the criteria outlined at paragraph 4.4. This panel to comprise of one officer from each of the following sections:

Consultation Team  
Development Team  
Housing Client (Repairs)  
The Arts Unit  
The Area Renewal Team.

6.3 Applications meeting the criteria will then be submitted to a Member panel, membership to be determined at a later date, for approval. It is suggested that the member panel meet quarterly to assess and approve bids and receive progress reports on previously approved bids as a means of monitoring achievement and success.

6.4 It is proposed that the member panel, be supplemented by one community representative.

6.5 It is suggested that the member panel meet quarterly, with full monitoring reports being presented to Housing and Cultural Sub Committees on an annual basis after the first quarter's activity.

7. **Impact on Customers.**

7.1 Customers will benefit from a more attractive and aesthetically pleasing environment.

7.2 Customers will also benefit from the opportunity to become involved in Arts led consultation projects, and from the opportunity for personal development and capacity building which can be achieved through Arts led activities.

8. **For Decision.**

8.1 Housing Committee members are requested to formalise their 'in principle' agreement to Percent for Art and commit expenditure in the region of £100,000 for the financial year 1997/98.

8.2 Members are requested to approve the proposed broad areas of expenditure under the Percent for Art initiative.

8.3 Members are requested to agree the criteria and assessment mechanisms for approval of specific expenditure on Percent for Art.

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