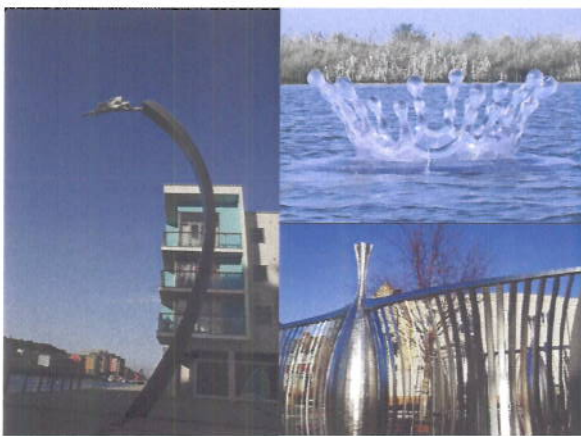
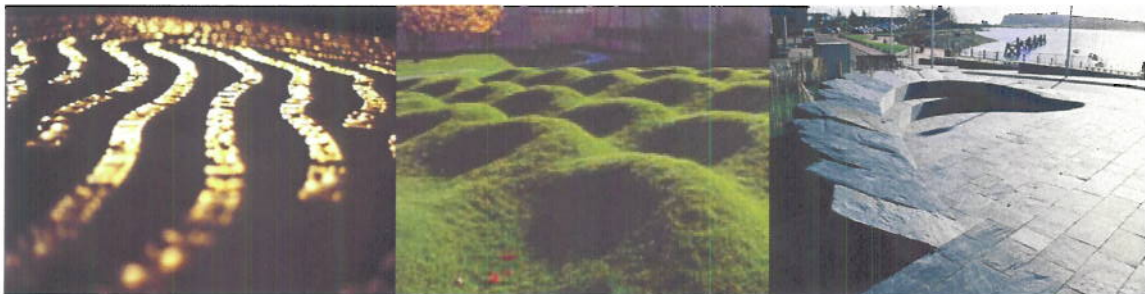
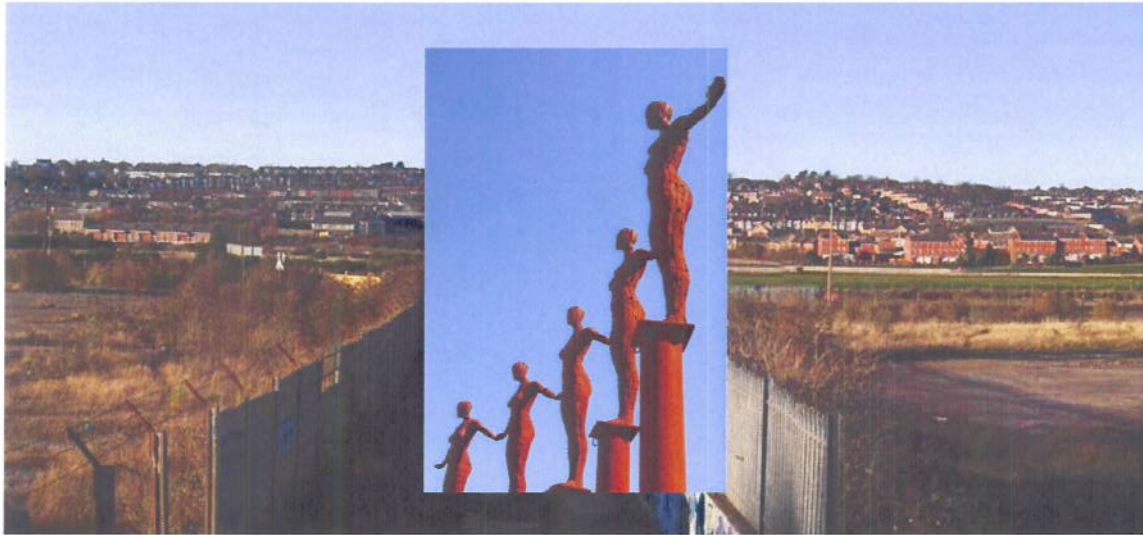


BARRY WATERFRONT PHASE II

PUBLIC ART : STATEMENT OF INTENT



Continuum Arts

March 2010

PUBLIC ART : STATEMENT OF INTENT

BARRY WATERFRONT PHASE II

**Prepared on behalf of the Consortium
by R S Clamp of Continuum Arts**

Continuum Arts intends to act as a focus for researching, drafting and submitting the Public Art Strategy for Barry Waterfront Phase II to the Vale of Glamorgan Council.

We would seek to apply the same inclusive principles that were applied to the provision of the Public Art Strategy for Penarth Heights to provide a fully integrated and imaginative public art concept and programme for Barry Waterfront Phase II.

Public art will be defined in the widest sense, encompassing many art-forms.

"Focusing public art at key locations, at important junctions, meeting places or entry points can enhance existing townscape features and help to make the area more legible. There is considerable scope for integrating public art into the townscape, ranging from the dramatic to the subtle, from traditional free-standing landmark sculpture to the innovation design of functional objects."

(Supplementary Planning Guidance : Public Art, 2005, Vale of Glamorgan, p7 item 6)

Ultimately it will be defined by the quality and integrity of the artists and the relationship between the resultant artwork and its site.

The strategy will set out the intent of the public art programme and how artworks will be commissioned and implemented. It is important to have a strategy which places public art within the planning and development process, which is complementary to good urban and build design, and which clearly identifies how artists can engage with the specifics of this development. **In this particular case it will be vital that artists collaborate directly with the landscape architects to help articulate, make legible and deliver a high quality continuous waterfront public realm.**

The public art strategy should cover the following areas:

- Vision and context
- Aims, aspirations and objectives
- Identification of key ideas, sites and strategic priorities
- Framework for dialogue and community engagement
- Establishment of the process
- Initiation and implementation of the process
- Documentation and evaluation

Continuum Arts would act as focus for **research** and **dialogue** with a range of stakeholders to establish the overall **aspirations** for the project including:

- The Community
- Vale of Glamorgan Planning, Landscape and Arts Officers
- Build and Landscape Architects
- Appropriate Regional Agencies

This dialogue will also inform the **balance** of the programme.

The overall **aim** is to write a public art strategy which is robust enough to sustain the development of the whole project, allowing space for flexibility and creativity as the various phases become active.

It will reference and support the relevant available documents including:

- Design Council of Wales: National Guidance in TAN12-Design (Welsh Assembly of Government)
- Public Art and Cultural Development, 2005 – A practical guide for Barry and the Waterfront (Vale of Glamorgan)
- Supplementary Planning Guidance : Public Art, 2005 (Vale of Glamorgan)
- Barry Waterfront Development Brief and Strategic Masterplan, 2009
- Barry Waterfront Development Brief and Strategic Masterplan, January 2010
- Design and Access Statement Barry Waterfront, January 2010 (Consortium)

The Public Art Consultant should ensure timely appointment of appropriate artists to the design teams and manage the logistics of the process on behalf of the Consortium and the Vale of Glamorgan.

The key elements of this role will be identified in the public art strategy.

Key Issues for Consideration in the Public Art Strategy:

- Give consideration to the need for the appointment of a consultant artist at a suitably early stage **to assist in the initial dialogue and visioning of the public art strategy.**
- Establish the **visioning and identification of potential artistic opportunities** for a range of fully integrated artworks.

A key aim would be to select and project match quality artists who possess the skills to work effectively within multi-disciplinary design teams to ensure that artworks are **fully integrated and relevant to the site.**

We would aim to **respect the history and heritage of the site whilst seeking contemporary solutions** reflecting our moment in time.

- Establish the role of the **community, collaborations, engagement and educational activities**.

In collaboration with the Vale of Glamorgan Arts Officer, Tracey Harding, devise and implement a quality programme of community participation and education as a key part of the public art commissions.

In this way ensure that community involvement is at the heart of the commissioning process, thereby encouraging a sense of ownership.

Opportunities will be sought to match-fund these artistic opportunities to enhance the programme.

The programme should aim to be accessible, dynamic and transformative, and through the arts, engage communities to re-animate and redefine their physical, social and cultural spaces.

- Investigate the possibility to **appoint a temporary community arts worker** to help coordinate these activities.
- Discuss the establishment of a **Public Art Panel** to oversee the management of the various aspects of the programme, ensuring involvement of all the stakeholders.

The strategy will look to identify membership and clearly define its role. At the centre of this will be the delegation of decision making powers for allocation of funds, appointment of artists and a shared responsibility.

The delegation of powers with regard to planning being a key issue to resolve with the Vale of Glamorgan.

- Establish the role of **contemporary temporary installations, interventions, events and festivals**.

These should aim to encourage re-engagement of the community with the Waterfront, an appreciation of the environment, its history and heritage, whilst fostering a greater awareness of the role of artists and contemporary work. Seeking to reinforce cultural identity.

- Investigate the potential for **partnership and collaborative links** to various regional agencies, together with business partners. For example, any retail development, supermarket, etc, aiming to be on site would be expected to commit a suitable sum to the public art programme in line with the Vale of Glamorgan SPG guidelines regarding the provision of public art.
- Promote and encourage the seeking of **external sponsorship and match-funding opportunities**.

- Investigate the potential to encourage **mentoring and the professional development** of young Welsh artists through the community programme or residencies.
- Set out and clearly define the **logistical activities** by which the established aims and aspirations will be not only achieved but sustained throughout the project.

A supportive and inclusive process will be established to enable creative innovation and collaboration and will deal with a range of items which help to facilitate the programme:

Methods of procurement and commissioning guidelines
 Establishing a strategy for recruitment and selection
 Drawing up project briefs
 Drawing up artists contracts
 Establishing a phased and realistic timetable
 Establishing clear budgetary monitoring procedures and individual project allocations
 Ownership and duty of care
 Monitoring of quality and robustness of production and materials
 Health and Safety and Structural Engineers Reports
 Maintenance and Relocation
 Equal Opportunities

etc.

- To reflect and recognise the **richness and diversity** that a revitalised Barry Waterfront can bring to the community.

Continuum Arts firmly believe that the quality and identity of a place can be improved and enhanced by the work of artists, designers and craftspeople who share their skills and vision in collaboration with the community, stakeholders and fellow design professionals.

We are delighted to be appointed to such a prestigious, exciting and challenging project. We look forward to working with the community of Barry, the Vale of Glamorgan, other stakeholders and regional agencies to determine aspirations for the project.

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