

Public Art Policy 2024

1. Policy objectives

- Recognise the social, cultural, and economic benefits that public art provides to the community.
- Identify how Council will support public art initiatives to maximise the benefits public art can bring to our district.

2. Definitions

Public art includes all artistic works located in a public place owned or administered by Council. Art forms include but are not limited to sculpture, murals, street-art, installations, whakairo (carving). Public art can be developed as part of an infrastructure project (integrated) or as a standalone feature.

Permanent public art is made with enduring materials and has a long lifespan.

Temporary public art has a finite lifespan and is displayed publicly for a limited time (e.g. days, months or up to a year).

3. Policy statement

Council will encourage all forms of public art that achieve one or more of the following objectives:

- Promotes and celebrates Māori cultural identity and cultural significance.
- Promotes and celebrates local, regional, or national cultural identity and significance.
- Contributes to the identity of the district and unique sense of place in our towns.
- Is inclusive and considers the ability for all our community to access public art.

Public art must be:

- Suitable, by way of form, quality and messaging, for public viewing.
- Robust, easy to maintain and of good quality and suitable materials.
- Relevant to the site and surroundings.

Council recognises that public art that achieves the above objectives can help to:

- Increase the amenity, interest, and use of public places.
- Create a sense of community ownership and identity.
- Contribute to local distinctiveness.
- Encourage local tourism and make the district a more appealing place for businesses.

Public Art Policy 2024

- Challenge perceptions and educate the community.
- Tell the story of our culture and history.
- Deliver community benefits such as youth involvement and employment/training pathways.

Council aims to achieve the following outcomes from its involvement in public art:

- An increase in the amount, quality, and diversity of public art across the district.
- A supportive approach to encouraging community led public art initiatives, recognising that most of the public art in our district is a result of community efforts.
- Increased recognition of the value of public art.
- Promotion of opportunities for more public art.
- Clear roles and responsibilities in the development and maintenance of public art.

4. Roles and responsibilities

For Council initiated public art, Council is responsible for all costs associated with the development, installation, and maintenance of the public art. Further information is provided below.

For community initiated public art, Council's preference is for the community to be responsible for all costs associated with the development, installation, and maintenance of the public art. However, proposals will be considered on a case-by-case basis, and Council staff will provide support to the community organisation through the public art process including required approvals and identification of funding opportunities. Further information is provided below.

Council initiated permanent public art

The inclusion of public art in Council led projects will be actively considered against the following:

- The ability of the project to reflect the values and identity of the surrounding area.
- The overall visibility of the project.
- The cultural relevance of the area and the project.
- Whether a project will be a visitor drawcard.
- The extent to which it achieves the objectives and outcomes of this policy.
- The availability of budget for public art and the potential for external funding or sponsorship for this element of the project.

Council will be responsible for all aspects of this process including mana whenua engagement, key stakeholder engagement, commissioning the art, funding development of the art, funding ongoing maintenance, insurance and ownership of the art.

Public Art Policy 2024

This demonstrates Council's commitment to public art and the outcomes public art can provide to the community as outlined in this policy. It also provides the opportunity for Council to partner with another organisation when commissioning public art.

Community initiated permanent public art projects (on Council land/buildings)

This is where the community comes to Council staff with a proposal to develop art in a public place. Council staff will assess proposals against the objectives and outcomes of this policy. Council encourages all community organisations undertaking public art initiatives to discuss the proposal with Council staff at the start of the process so that Council is aware of the proposal and can identify any potential risk, issues and opportunities for support throughout the process.

For this type of public art, it is not anticipated that any decision-making or guidance is required from elected members unless there are financial implications over and above approved budgets and delegations.

Council's role in the development, installation and ongoing funding of maintenance and insurance will be determined at the start of the process and be considered on a case-by-case basis. Factors to consider include:

- availability of existing budgets,
- significance of the public art to the public space,
- wider benefits achieved from the public art,
- local community art group feedback on the public art, and
- ability of the community to fund and maintain the public art.

Council's preference is for community ownership of community public art. This will require Council staff approval of a clear and sustainable plan for the ongoing funding and maintenance, including insurance. Council will enter a memorandum of understanding with the community organisation to outline the agreed management approach.

Attachment A outlines the process, roles and responsibilities for development of community initiated public art.

Temporary public art projects

Temporary public art helps create vibrancy and activate public places.

In most instances temporary public art is not initiated or owned by Council.

Council's role in temporary public art projects is to enable and permit temporary public art that meets the objectives and outcomes of this policy. The requirements for allowing

Public Art Policy 2024

temporary public art projects will be scaled to recognise its temporary nature.

5. Other matters

- Council funding support for public art will be either as part of a capital development project, within existing budgets or considered through Annual Plan or Long-Term Plan processes. There is no dedicated public art fund or budget provided by Council, however at a local level, it is recognised that local community boards often play a role in supporting local community public art initiatives.
- Council will develop a public art register to capture information on all permanent public art located throughout the district.
- Partnership opportunities are supported by Council. Council may accept public art or donations towards public art on a case-by-case basis and in accordance with this policy direction.
- Council recognises the role of Creative Bay of Plenty in assisting community groups to develop public art, promoting public art and connecting the community to public art programmes and initiatives, and Central Government's Creative Communities Fund to contribute to public art initiatives.
- Artworks can often be 'privately owned works' developed in private spaces but visible or accessible to the public. In these situations, Council staff will aim to have some oversight of what is being developed and what impact the artwork will have on the community's use of the public space (positive or negative). This would be through contacting the property owner to discuss what is proposed and working through any implications this might have on the public space and those who use it.

Group	Strategy and Community	Contact (3rd Tier Manager)	Policy and Planning Manager
Supersedes	Public Art Policy 2009		
Creation Date	19/11/2009	Resolution Reference	PP22.3 2009
Last Review Date	20/6/2024	Resolution Reference	SPC24-4.3
Review Cycle	As required		Date
Authorised by	Strategy and Policy Committee		Date 20/6/2024

Public Art Policy 2024

Attachment A - Community initiated permanent public art projects (on Council land/buildings)

	Community responsibilities	Council responsibilities
Process	<ul style="list-style-type: none"> - Initiate concept. - Consider Public Art Policy, community plan, town centre plan, reserve management plan to see how the proposal aligns with these documents. - Meet with Council contact to go through process, engagement, and information requirements. - Provide all necessary information on the project to Council such as location, benefits, proposed artwork, story, policy criteria assessment, ownership, maintenance (whole lifecycle), installation, funding plan for capital and operational costs, insurance requirements, health and safety, response to vandalism, lifespan. A template will be provided to assist with this and scaled to reflect the project size and budget. - Meet with mana whenua and key stakeholders - Funding of capital costs. - Funding of maintenance costs and insurance. - Commission artworks. - Provision of information required for public art register. 	<ul style="list-style-type: none"> - Advice and assistance with Council processes eg. application form, consent, asset manager approval etc. - Advice on funding options and facilitating connections to potential funders. - Approval of the artwork in accordance with the policy criteria. - Approval of the location and siting of the artwork. - Approval of the artwork's installation, maintenance and funding plan. - Identification of mana whenua engagement requirements and key stakeholders. - Including public art in register.