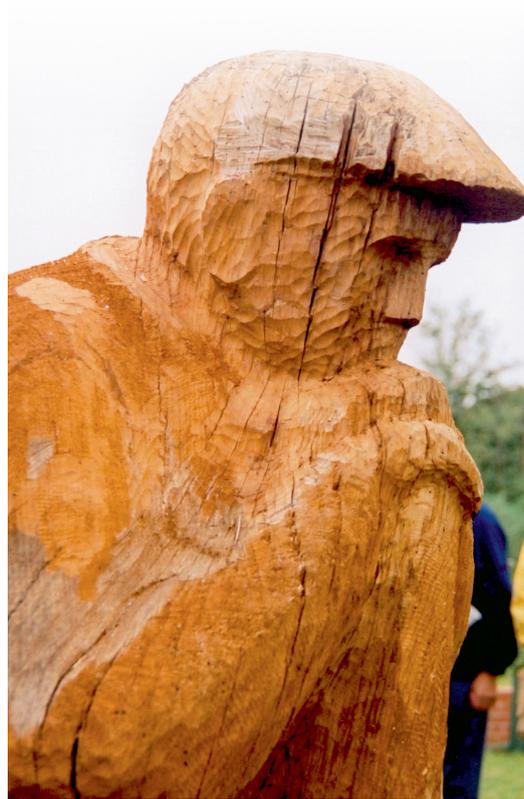


PUBLIC ART STRATEGY

YEAR 2 REVIEW



2018-2023

Our plan to create a unique place where people want to live, work and play by supporting public art in the borough.

Public Art Strategy Year 2 Review | 2019 – 2020

Welcome to the year 2 review of our Public Art Strategy 2018-2023. The aim of this review is to report on our progress towards the goals in the year 2 action plan and to set out our plans for developing Public Art in 2020-21.

Our Strategy

A public consultation in 2017, which gathered the views of residents, artists, local arts organisations, community groups and people working in the arts, helped to shape the current Guildford Borough Council's Public Art strategy.

The strategy identifies key aims and opportunities and includes guidance on how to work with artists to create public art that makes a genuine and meaningful impact on the lives of our residents and communities.

Our vision is to make Guildford a place that supports artists to work with residents to create an innovative and dynamic range of public art for everyone to enjoy.



Read in full, our Public Art Strategy 2018-2023
www.guildford.gov.uk/arts

Review of Year 2 - Progress and successes

Public Art Advisory Group (PAAG) to help the Council implement its Public Art Strategy.

The newly formed PAAG group met 4 times in 2019 and has;

- agreed and implemented a PAAG action plan
- researched opportunities for alternative funding of public art
- started to research training for artists who are working in the public realm
- started to investigate developing an online / interactive public art guide for Guildford.



To give local organisations and stakeholders the opportunity to respond to proposed public art pieces;

- we have improved communication by creating a list of key local organisations and stakeholders
- the list is now used to invite feedback and engagement on local public art projects
- an article was published in the Spring edition of the Guildford Arts newsletter; News and Views, giving an update on the delivery of the Public Art Strategy.

To make mentoring new, local artists a part of major public art projects;

- we awarded a grant of £1000 to the University for the Creative Arts towards a partnership project with the National Trust at Dapdune Wharf
- the project gave BA Fine Art students the chance to carry out their own 'real life' public art project
- this supported new, local early career artists by developing their knowledge, understanding and practice on how public art projects work.



Shalford Swift Tower;

- we have been working with Shalford Parish Council on a very exciting public art project
- the artist, Will Nash, has created a swift tower to go on the common, with the hope of supporting Shalford's declining swift population
- residents were engaged through a presentation at the annual parish council meeting and workshops with children at Shalford Infant School
- additional funding for the project was secured from Surrey Hills Trust and Guildford Environmental Forum. Shalford Parish Council and The Friends of Shalford also contributed funding to the project.

“ Good public art has that certain connecting spark that means it doesn't just blend into the environment, something that makes you stop and think. ”

Guildford resident

Review of Year 2 - Challenges

There were also challenges over the course of the year.

Shalford Swift Tower;

- there was an unfortunate delay with this project due to the materials and foundations
- we are now hoping to install the tower in April 2020, ready for the next swift mating season.



Links between Planning and public art.

To achieve the aims of the Public Art Strategy we have recommended that Planning;

- appoint a lead artist to provide an artistic overview for the town centre re-development
- develop a Public Art Plan for the North Street Regeneration project
- refer to the Public Art Strategy and ideally include a specific Public Art Plan when creating briefs for major schemes
- pay artists for research and consultation when requesting public art proposals.

Recommendations for Year 3

Targets in our action plan for year 3 include;

- the Public Art Advisory Group (PAAG) to continue to support the Council with implementing the Public Art Strategy
- continuing to give local organisations and stakeholders the opportunity to respond to proposed public art pieces
- supporting the Principal Planning Officer of the new housing developments in Ash, when negotiating contributions for public art.

“ Public art has an important role to play in place making - the process of creating quality places in which people want to live, work and play. ”

Councillor Nikki Nelson-Smith

We would like to thank all our local partners for all their help this year and we look forward to working with you next year.

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Contact details:

Arts Development Officer

Email: artsdevelopment@guildford.gov.uk

Phone: 01483 444767

