



Croydon's Public Art Strategy

2005 - 2008

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Introduction

Croydon's Public Art Strategy sets out a commitment to the creation of public art in the borough. The development of public art has been ad-hoc in the past and without the benefit of a strategy to target areas, secure funding and achieve high standards of design. There was a need therefore to develop a more strategic approach to the delivery of public art.

This strategy provides a structure for the commissioning of art as a way of improving the public realm. It supports the Croydon Plan and links to the Community Strategy which have both highlighted art as a way of regenerating the borough, contributing to the 'liveability' agenda and as a consequence, enhancing the social and psychological wellbeing of local people.

It also seeks to ensure that artistic quality is inherent in all artworks through the development of commissioning guidelines.

Whilst the Council has led the development of this strategy, it has been created in partnership with a number of stakeholders through the Cultural Partnership. It has been informed by current best practice and is influenced by key national drivers (Appendix Five).

Public art can be created through funding such as Section 106 (see glossary for definition) and other monies emanating from major developments. Alternatively it can be formed as an outcome of ideas from community groups, local schools or local artists for specific sites.

Public art can also be included in the design of buildings themselves. Using public art, developing well designed buildings and innovative architecture will help to improve Croydon's image and bring about a renaissance to its urban environment. This is something highlighted through consultation as important to local people.

Vision

Public art that is accessible and enhances people's enjoyment of their surroundings, buildings, streets and spaces. Public art that sparks the imagination and arouses curiosity. Public Art that makes people feel proud and reinforces a sense of place and belonging. Public places that are regenerated through creating good quality, innovative and expressive artistic works.

Why do we need a Public Art Strategy?

- To provide a core framework for promoting, enabling and delivering current and future public art initiatives.
- To promote a vision of public art of high artistic quality in Croydon.
- To reinforce the Croydon Plan (UDP) policy regarding public art and be the supporting strategy to Supplementary Planning Guidance (SPG).
- To set the context for the provision of public art within the borough by producing guidance in association with the SPG on the most appropriate way to commission artworks of high quality in the local environment.
- To enable a structure of advice and support by the Council for the process of creating/ installing public art.
- To ensure a commitment is made to secure public art in new building developments (through % for art and Section 106 as detailed on page 12).
- To draw down other available external funding.
- To establish better working practices and new partnership arrangements.
- To raise awareness and the profile of public art to local people, developers and Council departments.
- To support Croydon's Cultural Strategy for 2005 – 2008.

The strategy is intended to be a **resource** for:

- Local and national artists/ groups who wish to work in Croydon's public realm and develop proposals for public artwork of high artistic quality.

- Private developers and stakeholders who come forward with proposals for new buildings and facilities where public art interventions are proposed or requested.
- Council officers and other statutory undertakers who have a responsibility and interest in improving the public realm, by engaging with the community.
- Community/Voluntary groups such as 'Friends of' Groups or Residents Associations who wish to celebrate their locality, whether it be in a park, walkway, paved area or building.
- Any stakeholder who has an interest in supporting, funding, implementing or delivering public art provision in Croydon.

The aim is to encourage the commissioning of high quality public art either of a temporary or permanent nature, as part of a private development or as an integral part of any Council capital build or as part of community run projects.

What is Public Art?

There are numerous ways of interpreting the term public art or more accurately art in public places¹. Any definition needs to be broad enough to encompass both traditional and future art forms and ways of working with all involved such as artists and architects.

For the purposes of this strategy, public art is defined as being created by or with the assistance of artists and craft workers. It is the integration of artists' ideas and work into the built and natural environment.

- It can be fixed or freestanding.
- Permanent or temporary.
- It covers a wide range of art forms and media and includes a strong element of process e.g. artists on Design Teams and in residence with the local community, in schools and business.
- It can be sculpture, environmental land works, site-specific, one off performance, music commissions, architectural design, street furniture, lighting, mosaic, murals, banners etc.
- It can introduce narrative or text, be issued based, decorative, humorous, challenging, beautiful, subtle or contentious.

Therefore public art is not an art form but a principle of improving the changing environment through the arts and is a term given to the practice of involving artists and craftspeople in the conception, development and transformation of a public space.

¹ In this strategy the term public art will be used instead of art in public places as it is to be a resource tool used by all sectors of the community and the term public art is more easily understood. A more formal definition of public art can be found in the Supplementary Planning Guidance.

It is specifically commissioned for a known site and its audience is the public or community, be it social or working, who occupies that space.

This strategy wants to promote projects that represent the scope and breadth of what constitutes public art; from the large scale projects by well – known artists to small community projects in localities and from temporary installations to permanent pieces or artwork.

Public Art in Croydon

To date, the borough has contributed to the invention of public art in a range of forms such as statues, mosaics, fountains, paving stones and murals.²

The artworks have been in a variety of places such as parks and open spaces, on buildings and bridges. Interventions of functional streetscene pieces of public art include signage, paving or street furniture.

There has also been temporary public art projects including the Ice Sculpture that took place in the Queen's Gardens during the summer 2003, suspended features viewed throughout the year within the Whitgift Shopping Centre and a 'flag project' designed and made by local children. These flags were included as part of Croydon's Summer Festival 2004, (they were also displayed throughout the borough within a variety of district centres).

Examples of permanent focal features in the borough include the Skyline Project (projected lighting), Ikea Towers and Jorrocks (sculpture).

In terms of architecture, there are examples of the contemporary such as East Croydon Station and also the historic such as the Grants building, which preserves its links with the past through the recreation of the front façade. Both add to the image of Croydon.

The Value of Public Art

The inclusion of public art has many broad ranging benefits including community, economic, educational, cultural and environmental enhancement. Although specific benefits will vary with each art work potential ranges involve:

- Making a place look more attractive.
- Improving the image of a place.

² An audit of temporary and permanent interventions of public art was undertaken by the Public Art Task Group on behalf of the Cultural Partnership

- Utilising local talent.
- Strengthening identity and reinforcing a sense of place.
- Promoting Croydon's historic and contemporary assets.
- Enabling local involvement in regeneration projects.
- Expressing cultural diversity.
- Encouraging learning and skill development.
- Supporting community participation in decision making.
- Assisting in cultural and economic development of the Borough.
- Playing a part in environmental and social regeneration across Croydon.
- Having an impact on people in terms of how they feel about public art. This can be negative or positive but it can stimulate debate and arouse curiosity. The Angel of the North in Gateshead is a good example in this respect.

Developing the Strategy

This strategy has been developed by the Cultural Partnership (see Appendix One for details). The Public Art Task Group was set up based on people having the skill and experience needed to deliver the task of progressing actions around public art for the Cultural Partnership. It is a multi - agency group made up of representatives from the Council, community and voluntary organisations and the artist community (See Appendix Two). A key outcome of the Public Art Task Group has been the development of this strategy.

To date, the Task Group has been proactive and has started to raise the profile of public art through information gathering, asking local people for ideas (through the Croydon Reports Competition) and providing advice on projects such as the North West Croydon Regeneration Action Plan.

Strategic Context

The strategic aims of this strategy (see Appendix Four for details) are the same as those for Croydon's Community Strategy and Croydon's Cultural Strategy to ensure consistency in approach and so that priorities most important to local people are the focuses. The strategic aims are:

- Better and Fairer Access
- Education and lifelong learning
- Regenerating the borough and encouraging a creative economy
- Improving health and social care
- Reducing crime and disorder
- Improving the environment
- Celebrating cultural identity and valuing diversity

The Community Strategy and Cultural Strategy guide areas of improvement in cultural provision in the borough. Developing and improving public art is an action in both the Community and Cultural Strategies.

Links with other plans and strategies

This strategy does not exist in isolation and has other strategies shaping its development. The key drivers for public art are detailed in Appendix Five and show how this strategy takes regard of these drivers and actions and issues within other key strategies.

Objectives

The objectives below have been developed as a result of evaluation conducted by the Public Art Task Group taking account of Strengths, Weaknesses, Opportunities and Threats (SWOT analysis Appendix Six), national drivers for public art and best practice information to ensure the vision of this strategy is realised.

1. Promote, support and facilitate the creation and display of public art of artistic quality for all to enjoy.
2. Use participation in public art as a way of bringing people together, developing community pride and expressing Croydon's identity.
3. Improve the visual quality of the public realm and local environment through attractive, innovative and well designed public art.
4. Create the feeling of a safer environment through public art interventions.

The objectives will be achieved through the implementation of the action plan found on page 14.

Table One shows how the objectives link to the strategic aims of the Community Strategy and Croydon's Cultural Strategy.

Objectives and Priorities of the Strategy

Table One

Strategic aims

	Providing Better and Fairer Access	Education and life long learning	Regenerating the Borough	Improving health and social care	Improving the environment	Reducing Crime and Disorder	Celebrating cultural identity and inspiring creativity
Objectives							
Promote, support and facilitate the creation and display of public art of artistic quality for all to enjoy.	✓		✓	✓	✓		
Use participation in public art as a way of bringing communities together, developing community pride and expressing Croydon's identity	✓	✓					✓
Improve the visual quality of the public realm and local environment through attractive, innovative and well designed public art			✓		✓		✓
Create the feeling of a safer environment through Public Art interventions			✓			✓	
Priorities							
Emphasise locality	✓		✓		✓		✓
Support Local talent	✓	✓	✓				
Encouraging nationally and regionally recognised artists/ organisations and architects	✓	✓	✓		✓		
Contribute to the quality / sustainability of end product			✓		✓		✓
Emphasise the uniqueness of the borough			✓	✓	✓	✓	✓

Priorities

Five priorities have been identified by the Task Group to ensure public art is of high quality and based on strategic need. In carrying out this work the Croydon context has been taken into account. For example the once in a life time development opportunities in the town centre and opportunities for specific areas identified in other key plans for the borough. The commissioning checklist (detailed in Appendix Seven) embodies these priorities. Table One demonstrates how the priorities link in strategically. The priorities identified are:

1. The development of public art specific to its **locality** and relevant to the needs of the area. Local plans and strategies (e.g. North West Croydon Regeneration Action Plan, Cultural Quarter Development Plan and Vision 2020) identify the areas where there are opportunities for the intervention of art through the major developments planned. Areas identified as priority areas to install public art are:
 - Croydon town centre (e.g. Park Place, the Cultural Quarter, Gateway and College Green/ Fairfield).
 - District town centres (e.g. Coulsdon, Purley, New Addington, South Norwood, Thornton Heath).
 - Regeneration areas - North West Croydon and New Addington/ Fieldway.
 - Local parks, public spaces (including shopping centres, subways).
2. The need to contribute to the development and support of **local talent** such as, local artists, designers, architects etc. This helps to regenerate the borough in a sustainable way, develop skills and facilitates learning. The development of Croydon as a 'Creative Hub' with local cultural industries being nurtured encapsulates this, stimulating the economy and bringing inward investment and developing skills.
3. Encouraging **nationally and regionally recognised artists/ organisations and architects** to create public art for the borough, to help put Croydon on the map and spark an interest in what is on offer. This outward looking dimension to the strategy can increase the scope for regional, national and international audiences for public art located in Croydon.
4. It is essential that practitioners understand the long-term implications of interventions within the public realm in relation to the **quality of end product**. This will be achieved through a clear commissioning process which will consider the need of high standards of work, engagement with the community, long term maintenance issues etc.
5. There are a number of features which make Croydon distinctive and which contribute to its identity such as being a diverse and multi cultural

place with a high population of young people. It also has extensive green space. **Croydon's identity** should provide the context and inspiration for interventions of art e.g. a project that celebrates diversity or is targeted to engage young people.

Implementation of Public Art

This strategy encourages the commissioning of public art but also sets out the need for public art to be of quality, and as indicated above, defining the local area and involving local people. In many cases public art can only be developed through the planning process, reflecting planning guidance.

It is therefore a key action of the strategy to provide advice and support, through the development of a robust commissioning process, Supplementary Planning Guidance (SPG) and project guidelines, to ensure public art developments are of high quality in the public realm.

The Commissioning Process

The production of Commissioning Guidance (A Code of Practice) will be developed and used by developers and community/ voluntary sector organisations intending to develop a project or commission public art. They will focus on the promotion of artistic quality in all public artworks and set out an artistic vision that this strategy will support. It will also provide developers with a list of artists that are likely to achieve good quality public art.

As a consequence of adopting the above approach the planning process will be encouraging artist's skills and creativity to be integrated at the earliest possible stage of developments. Community groups and local stakeholders will be able to understand what opportunities are possible and be involved.

A Project Checklist (Appendix Seven) has been developed to support the commissioning guidance and is a tool to be used by stakeholders with an interest in developing a public art project. The Cultural Partnership will be unable to endorse a project that cannot demonstrate linkage with its aims and priorities, which this checklist supports. This is in addition to the statutory requirements, where necessary, to obtain planning permission.

Development contributions

Supplementary Planning Guidance will provide a framework for professionals as well as developers to guide development and design quality. It will include eligibility criteria and guidance on the levels of contribution required as well as recommendations for the process and procedure to ensure quality and added value.

Section 106 obligations places the Council in a position to promote and contribute to public art from a range of developments, and implement the

vision of this strategy. However the use of financial contributions is dependent on the agreement of both the developer and the Council and is dependent on market forces.

The Councils' preference is for public art that is fully integrated into development proposals. One way is to secure a contribution through a 'Percent for Art' scheme which identifies an element of a project budget specifically committed to commission a professional artist or craftsman. This should be identified at the outset of a development proposal by both the developer and planning officers and discussions should take place to ascertain what can be permitted. As a guide, 1% of the building cost should be set aside for public art provision. The extent and value will vary from project to project and is decided through negotiations with the developer. Factors affecting the size of the contribution include:

- Location, size and type of the development.
- Where the art an integral part of the building structure/s or in another public space nearby.
- Ongoing maintenance costs and responsibilities.

Funding

This Strategy provides a framework for supporting projects that are either specific to the development site, or where necessary, delivering wider area-based initiatives, funding opportunities, or maintenance. To achieve the wider vision, create quality projects and make best use of the committed funds it is necessary to work through a coherent and integrated framework, rather than to create a series of add-on pieces that will in time clutter public space and diminish public appreciation. However to allow these activities to operate effectively it will be necessary to lever in funding from a variety of sources.

Apart from contributions through the development process there are also other funding streams available to local groups who wish to develop projects that consist of public art and a list of funders is available to interested groups.

Consultation

Consultation should play a key role in the development of any public art project to ensure the idea or design fits with the local environment and local people are involved in the creation of the artwork. The Guidance stipulates that artists should involve local people and community groups through consultation in the design of public art interventions as this will provide a greater sense of ownership in the public art. It can allow people to express their feelings about their local environment to create a real sense of place and identity.

The Task Group will also consult on actions in this strategy using the following consultations methods and structures:

- Web links such as www.Visitcroydon.com/artinpublicplacestaskgroup.
- Publications in Croydon Reports
- The Artslink forum
- The Creative Clusters Group
- The Artist Forum
- The Cultural Partnership.
- Housing Associations
- Area Community Forum and Neighbourhood Partnerships

In developing this strategy a wide variety of people were consulted. A list is included in Appendix Three.

Monitoring Process

A monitoring and evaluation process needs to be in place to ensure:

- Delivery of priorities and objectives of the strategy and that the action plan is monitored quarterly and fed back to the Cultural Partnership and stakeholders.
- A resource to identify art interventions throughout the borough is developed.
- That public art projects being proposed are reviewed against the criteria to ensure there is a high artistic quality.
- The implementation and development process of future projects and can be used to justify how and why to direct resources to particular locations or priorities.
- A set of performance targets will be developed to measure the quality of public art and its effect on the local environment. This will help make the case for public art and demonstrate its value.
- Monitoring will be the responsibility of the Cultural Partnership through its Board and Task Group. This will be conducted every 6 months with the strategy reviewed annually.

ACTION PLAN

Objective One: Promote, support and facilitate the creation and display of public art of artistic quality for all to enjoy					
Ref No:	Action	Target	Responsibility	Resource	Timescale
1	Develop Supplementary Planning Guidance (SPG) for public art	SPG adopted by Council Committee	Urban Design, Planning & Transportation Department	Contained within identified revenue budgets	February 2005
2	Develop Commissioning Code of Practice	Ensure Commissioning Code of Practice is sent out at initial stages of planning applications	Arts & Community Development, Environmental, Cultural & Sports Services Department (ECSS)	Contained within identified revenue budgets	April 2005
3	Advocate and promote the strategy, SPG and associated guidance	Presentation to Planning Officers and Councillors Strategy, guidance and funding information made available of websites Summary leaflets in libraries	Cultural Partnership	Contained within identified revenue budgets	May 2005
4	Provide advice, guidance and	3 briefing sessions	Urban Design,	Contained within	September

	support to planners, developers and community groups	delivered	Planning & Transportation Department Arts & Community Development, ECSS	identified revenue budgets	2005
5	Review the Section 106 process in the Council to secure funding for public art	Review complete and SPG adopted	Planning & Transportation Department	Contained within identified revenue budgets	April 2005
6	Raise the awareness, profile, accessibility and understanding of public art	Develop a public art cyber space on line Information in Croydon Reports, local press and other promotional/ marketing literature, public artworks database Displays in Museum, Libraries, Clocktower	Environmental, Cultural and Sports Services Department	Contained within identified revenue budgets	September 2005 September 2005 September 2006
7	Review Public Art Audit	Complete report / recommendations	Cultural Partnership	Contained within identified revenue budgets	December 2007
8	Investigate opportunities for corporate investment, sponsorship and support for art	Sponsorship achieved for one project a year	Arts & Community Development (ECSS)	Contained within identified revenue budgets	December 2007

Objective Two: Use participation in public art as a way of bringing communities together, developing community pride and expressing Croydon's identity

Ref No:	Action	Target	Responsibility	Resource	Timescale
9	Support community /voluntary sector organisations to develop a range of projects	2 community art projects supported by providing advice, guidance and information exchange	Arts & Community Development (ECSS)	Contained within identified revenue budgets	April 2006
11	Continue to develop public art projects as part of Croydon's Summer Festival	1 project completed	Arts & Community Development (ECSS)	Contained within identified revenue budgets	July 2005
12	Develop projects focused on target groups such as young people, ethnic minority groups, people with disabilities	Project complete focusing on youth talent in New Addington	Arts & Community Development (ECSS) New Addington/ Fieldway Regeneration Group	Contained within identified revenue budgets	September 2006
13	Explore opportunities to develop and deliver community based public art projects which promote community identity	1 project in North West Croydon	Arts & Community Development (ECSS) North West Croydon Regeneration Interagency Group	Possible NRF funding	July 2005
14	Facilitate the set up and development of local creative industries so supporting local	Creative Industry hub project initiated and developed	Cultural Quarter Task Group Innovate South London/ South	LDA funding	April 2005 and ongoing

	artistic talent		London Business		
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Objective Three: Improve the visual quality of the public realm and local environment through attractive, innovative and well designed public art

Ref No:	Action	Target	Responsibility	Resource	Timescale
15	Ensure public art is integrated into the design of key developments: <ul style="list-style-type: none"> - Queens Gardens/ Park Place - Cultural Quarter - College Green - Gateway - Coulsdon - Purley - New Addington (Central Parade) 	Financial contributions and funding for art secured through the use of SPG	Cultural Partnership (Cultural Quarter Task Group) Planning & Transportation Department Developers	Section 106 monies	March 2008 and ongoing
16	Improve links and partnership working between planning design and streetscene to ensure that street furniture, paving etc is not only well designed but also practical to maintain and protect	Public Realm Task Group established Public Realm Strategy complete	Environmental, Cultural and Sports Services Department Planning & Transportation Department Cultural & Environmental Partnerships	Contained within identified revenue budgets	May 2005 April 2006
17	Investigate developing	Identify partners and	Cultural	Dependant upon	July 2007

	'Gallery without Walls' project (a public arts trail on the Tram and/or other transport routes)	secure funding Develop public arts trail leaflet	Partnership Arts & Community Development (ECSS) Tramlink	external funding	July 2007
18	Investigate funding to resource 'Let it all hang out' project (looking at promoting public art that is displayed above eye level in Croydon, encouraging people to look up and appreciate the art)	Identify potential partners and secure funding	Cultural Partnership	Dependant upon external funding	March 2006
19	Investigate the creation of public art on roundabouts and car parks	Feasibility Report complete	Arts & Community Development (ECSS) Parking Services (ECSS)	Contained within identified revenue budgets	March 2007

Objective Four: Create the feeling of a safer environment through public art interventions					
Ref No:	Action	Target	Responsibility	Resource	Timescale
19	Continue to support and develop the Skyline project	Additional buildings lit as part of the project	Skyline Trust Planning Department Arts & Community Development (ECSS)	Contained within identified revenue budgets	March 2006
20	Ensure that creative	Distinctive lighting in the	Environmental,	Contained within	March 2008

	design elements are included in the borough street lighting project	cultural quarter	Cultural and Sports Services Department Planning & Transportation Department	identified revenue budgets	
21	Encourage the creation of public art (either temporary or permanent) as a way of improving the landscape and 'feel' of open spaces and the public realm to 'design out' crime	Public Art installed in: - College Green - Queens Gardens Young people's mural project in North West Croydon	Natural Environment Task Group Environmental, Cultural and Sports Services Department Planning & Transportation Department	Dependant on external funding for example from Sustrans, Environment Agency Section 106	March 2008
22	Ensure creative design is included in improvements to signage in the borough as part of the aim to reduce street clutter	Distinctive signage for the cultural quarter designed by local artists Improved signage to parks and recreation facilities	Planning & Transportation Department, Environmental, Cultural and Sports Services Department	Section 106, capital funding	March 2008

Appendix One

Croydon's Cultural Partnership

Croydon's Cultural Partnership is a high profile partnership charged with delivering the cultural agenda for Croydon. Its aims are to develop and promote a vision³ for culture in Croydon and to improve the quality of cultural services for Croydon.

It was established on the basis that it should add value to structures already in place. It provides a forum for collaborative working and joined up thinking to achieve common goals.

It is one of a number of theme partnerships that comprise the Croydon Strategic Partnership (LSP), the umbrella organisation responsible for developing and monitoring the Community Strategy.

The Cultural Partnership takes responsibility for developing and co-ordinating the Culture priority within the Community Strategy and works together with the Environment Partnership to deliver the priority of 'Providing Cleaner Streets and Open Spaces'. It also monitors and reviews the implementation of Croydon's Cultural Strategy.

The Partnership structure consists of a Forum (40 members), Board (undertakes the work for the Partnership in between meetings to ensure that the Partnership drives forward delivery) and Task Groups. Task Groups are responsible for developing action plans for the cultural areas identified in the Cultural Strategy and are accountable to the Board.

³ To inspire creativity and innovation so that vibrant and energising cultural activities are developed. To ensure our cultural assets are sustained and accessible and that people are able to take part and celebrate Croydon's culture, its identity and diversity. A Croydon where people take pride in its culture.

Appendix Two

Representatives for the Art in Public Places Task Group

Croydon Council

Lead Member for Culture and Sport

- (Formally Cllr Paul Smith)
- Cllr Karen Jewitt

Environmental, Cultural and Sports Services Department

- Emma Wiggins, Cultural Partnership Manager
- Zlatinka Hristova, Arts Development Officer
- John Bownas, Smarter Croydon Manager

Planning & Transportation Department

- Andrew Close Urban Design Officer

Voluntary and Artist Sectors

- Malti Patel, Croydon Asian Dance Forum & DIWA Dance
- Mary Wolf, Croydon Youth Theatre Organisation (CYTO)
- Matthew Gansallo/ Tarsem Flora, The Architecture, Art & Design Centre (AADC)
- Lawrence Mawson, Royal Institute British Architects (RIBA)
- Samantha Haynes, Local Artist and Action Space

Appendix Three

List of contributors and those consulted to develop this strategy

- Cultural Partnership Members (40 cultural organisations in Croydon)
- Cultural Partnership Board
- Artslink (artists and arts organisations)
- The Artist Forum (over 50 artists and arts organisation in Croydon)
- Creative Clusters Group
- North West Croydon Regeneration Inter Agency Group
- New Addington/ Fieldway Regeneration Inter Agency Group
- The Croydon Arts Society
- Julie Lomax, Visual Arts Officer, Arts Council London

- Croydon Council Planning & Transportation Department
 - Phillip Goodwin, Director
 - Iain Sim, Assistant Director, Urban Design
 - Rory MacLeod, Assistant Director, Planning Control
 - Dave Wickens, Assistant Director Civil Engineering
 - Allan Webber, Assistant Director Policy & Strategy
 - Andrew Beedham, Chief Planner, Urban Design
 - Eimear Murphy, Principal Urban Designer
 - Steve Whiteside, Principal Landscape Architect
 - Andrew Day, Principal Planning Officer
 - Melanie Fitzgerald, Principal Planning Officer
 - Andrew Cribb, Planning Obligations Officer
 - Wendy Bell, Policy Officer
 - Anna Eltringham, Environment Partnership

- Croydon Council Environmental, Cultural and Sports Services Department
 - Steve Halsey, Director
 - Andrew Elkington, Assistant Director Strategy & Performance
 - Zoe Harris, Assistant Director Arts & Community Development
 - Adie Batt, Assistant Director Libraries
 - Don Faircloth, Assistant Director Sport, Parks & Recreation
 - Colin Brewer, Assistant Director Parking and Support Services
 - Jim Brennan, Assistant Director Waste Management and Streetscene
 - Mike Pilgrim, Assistant Director Environmental Health, Trading Standards & Crime
 - Susanna Roland, Special Events Manager
 - Mary Ann Winterman, Park Technical Manager
 - Fran Hodgkinson, Project Manager Cultural Quarter

- Jackie Edgerton, Events Officer
 - Jonathan Kennedy, Arts Programme Manager
 - Mark Pinnock, Streetscene Manager
 - Brenda Constable, Library Operations Manager
 - John Driscoll, Marketing Manager
 - Davina Christmas, Community Development Manager
 - Barry Lambton, Urban Green Spaces Manager
 - Andrew Williams, Conservation Manager
 - Meike Weiser, Community Partnership Officer
- Croydon Council Housing Department
 - Keith Hoare, Community Investment Manager
 - Legal Department
 - Frances Robinson, Corporate Solicitor (Section 106)

Also 270 local resident respondents to 'Creating a More Cultured Croydon' consultation article in Croydon Reports, July 2004

Appendix Four

Strategic Aims

Better and Fairer Access

Overcoming all perceived barriers to culture that people encounter, to enable everyone to have an equal opportunity to enjoy, participate in and appreciate culture and cultural activities should they choose to. This includes improved signage to guide visitors to amenities and promoting local neighbourhood attractions.

Education and lifelong learning

To enable people to learn through culture, aid personal development and education. In addition to ensure that learning and development is supported through the provision of appropriate opportunities, resources and facilities. Cultural tourism provides opportunities for groups and individuals to develop skills in promotion and advocacy.

Regenerating the borough and encouraging a creative economy

To provide and promote cultural facilities and services which are sustainable, in order to make Croydon an attractive place in which to live and work and to visit. This will encourage and influence tourism, business and economic development. The tourism and marketing task group will work with local and regional partners to identify and take advantage of opportunities where they occur.

Improving health and social care

To encourage healthy lifestyle choices and ensure equal opportunity to be as healthy as possible. Opportunities for healthy lifestyles will be incorporated within promotion of facilities for cultural tourism.

Reducing crime and disorder

Provide cultural services and activities aimed at reducing crime through diversion. Inclusive events and activities catering for expressed needs can reduce the possibility of crime occurring.

Improving the environment

To improve the environment and make Croydon a cleaner and greener place for people to live, work and visit. The environment in which visitors use the cultural attractions and facilities needs to be taken into consideration.

Celebrating cultural identity and valuing diversity

Inspiring and supporting local people and communities to develop cultural activities and engage them in celebrating and valuing the borough's cultural diversity and identity.

Appendix Five

National Policy

Our towns and cities: Urban Task Force Report

In 1998 the Urban Task Force examined the causes of urban decline and recommended solutions to bring people back into towns and cities. The aim was to improve peoples' prosperity and quality of life - bringing about an urban renaissance. The paper also set out a vision of urban living concentrating upon people shaping the future, attractive, well kept towns and more environmentally sustainable ways of living. The encouragement of better design through planning policy, including the use of public art was recommended to achieve the vision. Croydon will use public art developments as a way of improving its townscape and creating areas that are more attractive to live in.

The Planning and Compulsory Purchase Act (2004)

This new legislation backs up the Government's vision of how physical development can improve a community bringing the planning process closer to the community with greater links with Community and Local Plans. This reform should produce more clarity in terms of planning processes and deliver sustainable development, to harness growth to build a better future. Croydon is responding by revising its UDP.

Living Places, Cleaner, Safer, Greener (January 2004)

This reports sets out the Government's vision for public space. The quality of public space affects quality of life with improvements to public space contributing to people's sense of well-being. Areas are regenerated and civic pride enhanced. Public art can contribute to this by improving the public realm making local areas look more appealing through well designed, colourful and inspiring art forms. This is a focus of plans to develop Croydon's Cultural Quarter.

Planning Policy Statement 1 (PPS1): Delivering Sustainable Development (February 2005)

This Government policy document outlines national principles and the purpose of the planning system to deliver sustainable development. PPS1 sets out high level policy objectives for planning – shaping the places where people live and work. The document states that planning authorities should plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider area development schemes. Good design should contribute positively to making places better for people.

PPG17 Planning for Open Space, Sport and Recreation

This details the benefits of planning for open space, sport and recreation. Well designed open spaces and recreation facilities can help deliver urban

renaissance, promote social inclusion and health and well being. Art can be used in creative design of such space.

Creating Sustainable Communities (2003)

The Government's objectives for building for the future were published by the Office of the Deputy Prime Minister. This report outlines that sustainable communities need sufficient, quality housing to meet the needs of the community, a flourishing local economy supported by adequate infrastructure, a high quality, safe and healthy local environment and the amenities and sense of space and place to support a diverse and vibrant local culture. This strategy has taken these objectives on board.

Mayor for London's Cultural Strategy

The Mayor's Cultural Strategy provides a framework for the delivery of culture in London. It is linked to other strategies developed by the Mayor's office covering transport, economic development, buildings and land use and the environment. It seeks improvements to the infrastructure of London, the value of culture and the public realm. Public spaces provide a platform for culture, as a place to meet and interact. The strategy advocates for the promotion and protection of public space. Reclaiming the public realm for temporary exhibitions is also promoted. It seeks to encourage awareness of London's public art. Its focus is to encourage public art to be incorporated into functional streetscape elements and to encourage temporary art installations that enrich the street scene. Croydon will be contributing to the Mayor's plans through ventures like the flag project in the Summer Festival and looking at ways to redesign signage and lighting.

The London Plan (2004)

The Mayor for London's Spatial Development Strategy sets out regional policies for Greater London, including a policy statement that local borough authorities should encourage 'percent for art' schemes and cultural facilities in major mixed use developments. The Council's UDP is in line with this aspiration and this strategy encourages the use of percent for art.

Local Policy Guidance

Croydon's Community Strategy

The Community Strategy aims to improve people's quality of life. It highlights art as a way of regenerating the borough, contributing to the 'liveability' agenda and consequently, enhancing the social and psychological wellbeing of local people. As such there is an action in the Community Strategy to improve opportunities for public art.

Croydon's Unitary Development Plan

The Borough-wide plan (adopted in 1997) which sets out statutory policies and proposals for the development and use of land is currently under review. The Croydon Plan (second Draft Deposit Replacement UDP, November 2003) is going through to Public Enquiry in March 2005.

Croydon Plan Policy states that the Council will require the creative incorporation of public art within new development proposals where appropriate, either as part of the detailed design of the building itself, or incorporated into the public space around the development. Design quality is required for all developments in the Borough where the detailed design of buildings should incorporate elements of art or craftsmanship as intrinsic elements.

The Policy on public art and the supporting statements outline the Council's urban design intentions to secure and promote public art provision through the planning process.

The Croydon Plan also includes Environmental Improvement policies to:

- Prepare Improvement Strategies concentrating on Central Croydon and the Town, District and Local Centres, major industrial areas, transport corridors and residential and other areas subject to traffic management schemes
- Encourage the involvement and partnership of the private and voluntary sectors
- Implement improvements using a variety of measures.

Involving artists in proposals for new street furniture, signage, lighting and landscape and paving schemes would contribute to such policies.

In considering planning applications, the Council will, where appropriate, seek the completion of planning obligations where they are relevant to and commensurate with the scale and type of development. The Plan expects, as a basic requirement, a high standard of design and layout of new development which may also provide opportunities for the provision of facilities or the enhancement of areas within or outside the development site. Various Supplementary Planning Guidance is being produced by the Council to support its UDP policies.

Croydon's Vision 2020 outlines the long-term vision for regenerating Croydon town centre. It aims to change the image of Croydon, provide an imaginative urban design framework and create new public space. Public art is seen as an opportunity to achieve the aspirations of creative urban design and more attractive public spaces. This strategy encourages new buildings to be creative and stimulating and also advocates the need for high quality and sustainable material used in construction.

Croydon's Cultural Strategy

Croydon's Cultural Strategy designates public art as a priority. This is based on consultation with local people who identified it as important particularly with regard to improving the public realm. The Cultural Strategy sets out the overarching vision for culture in Croydon and also the strategic aims which this strategy follows. Actions in this Public Art Strategy will contribute

to improving culture in Croydon and making the environment more attractive.

Croydon's Cultural Quarter (CQ) and Creative Industry (CI) Development Plans

Plans to create a cultural quarter in the town centre were agreed by Council Cabinet in April 2004. This supports aspirations within Vision 2020 and the Cultural and Community Strategies. Key actions for the project include improvements to the public realm including lighting and signage elements and also developing public spaces. Public art has been recommended as a way of making the CQ distinctive, particularly creating public art within town centre public spaces, Fairfield Halls etc.

There are plans to develop a CI Hub in the Surrey Street area of the CQ. This will enable the development of local creative talent, house artists and other cultural businesses in one location so developing skills and pooling resources. Supporting local talent is a priority of this strategy.

Croydon's Open Spaces Strategy

The Open Spaces Strategy is being developed in tandem to the Public Art Strategy. Findings from the quality audit have demonstrated that public art could enhance Croydon's parks and open spaces. New art interventions will be investigated to compliment those already in place in some of our parks e.g. South Norwood Lake.

Croydon's Public Realm Strategy

Croydon will be developing a Public Realm Strategy in 2005. The Public Art Strategy in many ways is the start of that process as many of the actions contained in it will need to inform the Public Realm Strategy. Croydon is committed to using public art as a way of improving the public realm, particularly with regard to good quality urban design and incorporating artistic elements into the design and improvement of new signage, street furniture, paving etc.

Croydon's Regeneration Action Plans

The borough has produced two local plans in response to Neighbourhood Renewal focusing upon the needs of particular areas, North West Croydon Action Plan and New Addington / Fieldway. Local consultation has demonstrated the need to improve the physical environment with public art projects particularly by community groups as a way of achieving a better local environment. The public art strategy takes this into account with these areas identified as a priority for focusing public art projects.

Appendix Six

SWOT Analysis for public art based on consultation*

Strengths

Good examples of public art already in Croydon

Community pride and desire to celebrate cultural identity through creative projects

Croydon Skyline

Croydon's creative industries and committed local artists

Summer Festival

Council's work and capacity building with community groups

Opportunities

Major developments in town centre

More innovative and creative design techniques

Street lighting project

Creation of creative hub and associated LDA funding

Desire and aspiration of stakeholders through the Cultural Partnership and other Partnership working

Weaknesses

Town Centre buildings – 1960/70s architecture

Poor signage

Current uncoordinated and ad hoc approach

Lack of understanding of benefits of including public art in planning proposals

No specific guidance for securing Section 106 or % for art in major builds

Links and partnership working between planning design and streetscene maintenance team not always good

Threats

Lack of funding and resources

Vandalism

No commissioning guidelines in place

Materials currently used not always sustainable

*Consultation from research into developing Local Cultural Strategy, North West Croydon Action Plan, Open Spaces survey, Citizen's Panel Cultural Quarter Survey, Vision 2020

Appendix Seven

Check list of priorities for community/voluntary sector organisations

Name of project	
Proposal made by	
Date submitted	
Date approved	

Key: Score of project brief – Met = 1; Partially met = 2; Unmet/ not clear =3

Ref.	Issue	Response
1	Contributes to the regeneration and the creation of a positive image of the public realm	
2	Evidence that Supplementary Planning Guidance criteria is met	
3	Evidence of encouraging the access to target groups (Equalities agenda) Target groups being Children & Young people, Unemployed, Elderly, People with disabilities, Black & Minority Ethnic, Women	
4	Evidence of community consultation/ participation	
5	Evidence that sustainable materials are used being biodegradable etc (Environmental agenda)	
6	Evidence that the project relevant to its locality	
7	Have the adverse impacts of the project been explored e.g. Health & safety; equalities; environmental etc? Has a risk assessment been completed?	
8	Have environmental concerns been addressed and the environmental impact of the installation been evaluated?	
9	Is partnership working an element of the project	
10	Has future maintenance issues and costs been identified?	
11	Raises the profile of Art in Public Places	
12	Evidence that it highlights Croydon's identity past, present and future	
13	Has funding been secured	
14	Have access issues in relation to the Disability Discrimination Act been considered?	
15	Is the artistic quality evident?	

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Glossary

Abbreviation / Name	Description
The Arts	Art is a difficult word to define as it involves a degree of human involvement -- through manual skills or thought. The most common means is to rely upon the estimations of art experts and institutions.
Action Plan	A document setting out the strategic plan for the service, detailing objectives in relation to strategic aims. Actions to achieve objectives with associated targets and timescales by which action will be completed also shown.
Public Art	Public art is a principle of improving the changing environment through the arts and is a term given to the practice of involving artists and craftspeople in the conception, development and transformation of a public space. It is specifically commissioned for a known site and its audience is the public or community, be it social or working, who occupies that space.
Arts Council of England/London Arts	On April 1 2002, London Arts joined with the other regional arts boards and the Arts Council of England to form a new, single national arts funding and development organisation. As part of the merger, from April 2003 the London office became directly responsible for administering grants to all publicly funded arts companies in London, including the national companies.
Artist	One who makes Art. Every definition of art must be controversial, so any definition of artist must be. An artist must do all three of the following: make choices, organize, and create.
Colour Schemes	Decorative pieces of art work created through paint.
Community Development	Involving and encouraging the community to provide services for themselves, developing a creative process that involves and empowers people to participate positively in decision-making to achieve greater long-term control over their circumstances.
Commercial Art	Art works which involve creating images and objects for commercial purposes, rather than for the Fine Arts.
Commission	The act of hiring someone to execute a certain work or set of works. Such an act is often made in the form of a contract. Commission may refer to a work executed under such an agreement. Also, a group of people officially authorised to perform certain duties or functions. Commission may refer to a fee or percentage allowed to a sales representative or an agent for services rendered.
Complexity	Closely related to a principle of design. A picture/image composed of many shapes of different colors, sizes, and textures.

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Croydon Clock tower	The Council's flagship cultural centre located in central Croydon including the Braithwaite Hall, David Lean Cinema, Clock tower Café and Arts Workshops.
Croydon Mela	This is a performance festival each July celebrating the diversity and a culture associated within the South Asian sub-continent.
Croydon Summer Festival	Annual cultural event established two years ago by the Arts Service, featuring nearly a month of cultural activities, including the Mela, filled with performers world-wide, from the country and from Croydon itself, for communities in and around the borough to enjoy.
UDP	Croydon's Unitary Development Plan - The Borough-wide plan which sets out statutory policies and proposals for the future developments.
Cultural Partnership	Multi Agency Partnership set up to improve cultural provision in the borough. Its vision is that 'everyone should have the opportunity to enjoy, participate and appreciate culture and cultural activities. We want to celebrate the diversity of culture in Croydon, acknowledge its value and the pleasure it brings'.
Description	A statement creating a mental image of something experienced, or the act of making such a statement. Not to be confused with interpretation, description is identifying the literal qualities or realistic presentation of subject matter, as it demands only the facts of what can be seen in a work.
Developers	An organisation / person that buys and sells land and develops buildings
Exhibition Spaces	A place / space used to exhibit art
Liveability Agenda	Making a difference to people's quality of life by making the community safer, healthier, more prosperous and sustainable – a desirable place where people choose to live, work, visit and socialise, making Croydon a better place in which to live.
Mosaics	Decorative works made from small pieces of different coloured material (stone or glass) inlaid to form a picture or pattern
Mural	An adjective meaning 'of or on a wall'. Can be a mural painting, mosaic or sculpture.
Percent for Art	Percent for Art scheme identifies an element of a project budget (usually at least 1% of the building cost) specifically committed for a commission from a professional artist or craftsman, which should be identified at the outset of a development proposal by both the developer and planning.
Planning Policy Guidance (PPG)	Planning Policy Guidance (PPG) Notes set out the Government's national policies and advises upon its implementation.

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Positive space	Space in an artwork that is positive -- filled with something, such as lines, designs, color, or shapes. The opposite of negative space.
Projection	The process of directing light in a controlled way. In many cases through a translucent (usually a filmed, drawn or computer generated) image and a lens onto a screen or other viewing surface. Computer, video, and other images can be as well. It can also refer to types of mechanical drawing known as axonometric and oblique projection.
Public realm	The environment encompassing the total townscape including transport links not only for pedestrians and cyclists but also vehicles, incorporating public art, lighting, open spaces etc.
Public space	A specific location that is accessible by all
Quality	An inherent or distinguishing characteristic of a person or a thing. Quote: " Quality is never an accident; it is always the result of intelligent effort." John Ruskin (1819-1900), British writer, art critic.
Sculpture	Three dimensional art works, which can be free standing or architectural
Section 106	Planning obligations which are legal agreements or undertakings whereby developers obligate to undertake actions or to contribute in benefit or in kind towards measures required by the local authority in order to obtain planning permission. These can significantly increase the quality of the development and secure benefits which are capable of off setting the impact of the development. Obligations may restrict development or use of land, require facilities to be provided on land and require payments to be made for the provision of facilities.
Skyline	Programme established to illuminate key buildings in Croydon Town Centre to promote the town centre and make it look more appealing. The project is a partnership approach involving Croydon Council, local businesses, Croydon Skyline Millennium Trust Ltd.
Stakeholder	An individual, group or organisation that has a mutual interest in a concern, activity or event.
Steering Group	A group of individuals representing different stakeholder interest, who guide, inform and monitor the development of an activity, event or initiative.
SPG	Supplementary Planning Guidance - A Planning document designed to support developers, planners and other stakeholders to implement overall planning guidance.
Subject	That which is represented in an artwork.
Temporary	Lasting no longer than six months.
Unitary	Guides and promotes development in the borough. A land use and transportation plan with policies that

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Development Plan (UDP)	take into account steps needed to promote economic, social and environmental wellbeing of the area. (Currently being reviewed to focus on the period up to 2011).
Vision 2020	Strategy setting out aspirations for Croydon Town Centre's development over the next 20 years.
Voluntary Sector	Charitable, benevolent and philanthropic organisations, adding value to the community as a whole or a significant part of it
Young Person	This is the term used for, in this document, peoples aged between 14 and 30 years of age.