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<b>Author:</b>	<b>Yvette Turnbull, Culture Visitor &amp; Creative Economy Manager</b>
<b>Lead Executive Member:</b>	<b>Cllr Tim Grogan, Lead Executive Member for Health and Culture</b>
<b>Lead Officer:</b>	<b>Julian Rudd, Head of Economic Development and Regeneration</b>

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**Title: A Public Art Plan for the Selby, Sherburn and Tadcaster area of North Yorkshire**

### **Summary:**

This report seeks approval and adoption of the Public Art Plan for the Selby, Sherburn and Tadcaster area of North Yorkshire.

### **Recommendation:**

**That the Executive agrees to adopt the Public Art Plan for the Selby, Sherburn and Tadcaster area of North Yorkshire and implement the recommendations of the Plan.**

### **Reasons for the recommendations**

In July 2021 the Cultural Development Framework for Selby District was approved by the Executive. This recognised the significant potential impact of public art on the place-making and regeneration ambitions of the District Council, and the important contribution which public art makes to creating great places and high-quality public spaces. The Framework included an action to develop a Public Art Plan, which would provide a strategic framework and future direction.

A Public Art Plan (PAP) has been developed (see Appendix A). The Plan sets out our ambition for public art and its role in revitalisation and regeneration schemes, as well as a tool to engage local communities with their locality. It includes practical guidance for commissioners, developers and communities and identifies specific opportunities where there are schemes, or concepts for future schemes, which would be enhanced by the inclusion of public art.

The Plan will increase the number of public artworks in Selby District; raise the ambition around quality and authenticity; enable communities, local organisations, and creative practitioners to attract external investment; offer skills development to the local creative sector; connect local people to their Place; and provide marketable

product for the Visitor Economy sector. The Plan will contribute to cultural planning for North Yorkshire Council and provide local opportunities to benefit from the Shared Prosperity Fund, the Place Partnership Fund and the York and North Yorkshire devolution deal, as we move into a localities structure within the new North Yorkshire Council.

## **1. Introduction and background**

In 2021 the Cultural Development Framework (CDF) for the district was adopted. This recognised the important contribution of high-quality, authentic and relevant public art to making our district a vibrant, creative and unique place. It builds on the work that SDC began with Selby 950 (which included the significant “*Pilgrim*” illumination of Selby Abbey, by artist Nayan Kulkarni) and is continuing, with artwork by Katayoun Dowlatshahi as part of the Selby Station Gateway TCF project and planned new work by Chris Tipping as part of the revitalisation of Tadcaster Bus Station.

Our audiences have told us that they want to see public art which is site-specific and which connects to the rich heritage of the District. For this reason, there is a strong connection to the development of the Heritage Interpretation Masterplan for the district. Selby Stories, the cultural programme of the Selby High Street Heritage Action Zone, is a good example of approaching authentic place-specific public art commissioning with heritage as the content. Our creative sector has also told us that they would like opportunities to develop skills in public art and to make work for public spaces. High-quality public art is a strong driver for the visitor economy and can be a significant source of pride for residents.

There has not previously been a coherent approach to public art commissioning, which has led to a somewhat piecemeal approach. This means we have not always made the most of the potential in using cultural place-making as part of making Selby District a ‘Great Place to Live’ and a ‘Great Place to Grow’. The Public Art Plan sets out best practice and offers a strong framework for future development in our locality.

The Public Art Plan is attached as Appendix A. There are three additional technical documents: a guide for developers and planners; a “how to” commissioning guide; and an opportunities matrix. The opportunities matrix sets out the wide-ranging potential projects for the District, including regeneration and revitalisation schemes which are already underway and those recognised as a future priority.

**Please note:** the title (*Public Art Plan for the Selby, Sherburn and Tadcaster area of North Yorkshire*) reflects the localities approach of the new North Yorkshire Council and is intended to future-proof the document. “District” continues to be used throughout the Plan and this report, as a clear indicator of the geography the work covers.

## **2. The Public Art Plan:**

### **2.1 Purpose and need for the Plan**

High quality public art (defined as art in the public realm, including permanent site-specific installations, temporary public artworks and interventions which celebrate, share stories, inspire or intrigue) brings places to life, creating a unique sense of place

which may be more memorable, feel more comfortable or more welcoming, pose questions or answer them. Good public art adds to an everyday experience of a place.

The aim of the Plan is to increase both the quantity and quality of public art in the area. It aims to ensure there is consistency and offer a vision of how embedding art into the fabric of our public spaces will share and reflect our heritage, communities, stories and creativity.

Public art can support our ambition (set out in the Corporate Plan and the Economic Development Strategy) to achieve long-term improvements in our built environment, revitalising our town centres and helping to deliver creative schemes for renewal and regeneration. A Public Art Plan will enable such schemes to build a sense of place and identity through impactful artworks and social engagement, as well as promoting vibrant cultural, creative and visitor sectors.

The Public Art Plan can help to ensure that the importance of high-quality public art in the making of our great places can continue to be recognised, even in the context of a more established offer, and longer history of significant public art commissioning in other parts of North Yorkshire.

## **2.2 Development of the Public Art Plan**

Public Art specialists Beam (based in Wakefield) were appointed in April 2022 to devise and undertake a programme of consultation and to use their findings to develop a Public Art Plan, with a toolkit for commissioning and guidance for developers, planners and communities.

Beam looked at examples of best practice in other parts of the country and spoke to a range of consultees, including SDC teams, Selby District's creative sector and artists with a particular public art interest or practice. They also undertook a number of visits to Selby, Tadcaster and Sherburn, which included "town walks" with SDC teams to consider the opportunities, and a number of public consultation drop-ins. These public events used arts activities for children and families to engage local people in a conversation about public art, discovering what they enjoy, as well as work they have seen which they disliked.

Beam have taken the findings from the consultation process and set out an ambition for public art and its potential for contributing to place-making in the District.

## **2.3 The Public Art Plan**

The Plan offers a series of guiding principles, which emerged from the consultation. These recognise the importance of authenticity and relevance to place; the necessity of engaging the local community; good practice in commissioning and artist selection/management; and the necessity of ensuring public art is accessible to all.

The Plan includes a number of recommended actions including developing a Public Art Forum; developing training/support for planners, developers, Town & Parish Councillors and other potential commissioners, such as the NHS; training and support for local practitioners who would like to develop a public art practice to enable them to respond to opportunities which arise in the District, the County and regionally; and an advocacy role for SDC in championing cultural place-making using public art.

The Public Art Plan is a series of inter-linked documents:

- a document setting out the role and scope of public art in the locality;
- a guide for planners and developers;
- a “how to guide” intended to support anyone new to the process of art commissioning, particularly aimed at raising confidence to enable local communities to commission work;
- an opportunities matrix, which identifies the range and breadth of potential opportunities for new public art in the District.

The Plan is interdependent with the Heritage Interpretation Masterplan, which sets out the key heritage stories of the District, providing content for public art which resonates with the place.

## **2.4 Delivery of the Framework**

Public art commissioning is already part of our approach to revitalisation and regeneration schemes, as well as forming a significant element of our Priority Place Plan (Selby District is an Arts Council Priority Place and also has “Levelling Up for Culture” status). The Plan formalises our approach to this work, offering consistency and ensuring we follow best practice.

The Plan will enable and encourage communities to undertake their own commissioning of work specific to their hyper-locality and will be particularly helpful in enabling communities to attract external investment for their planned project.

Strategic plans from all the current Districts and Boroughs will form the basis of the next two years of cultural delivery leading to a new Cultural Strategy for North Yorkshire. Some of the larger scale actions, such as the creation of professional development opportunities for local creatives, may also form part of these future plans.

## **3. Impact and outcomes**

The Public Art Plan will:

- Increase the quantity and quality of public art across the District, with artwork being commissioned locally by the community, as well as being part of larger regeneration schemes.
- Help to ensure that public art in the District is relevant, authentic and site-specific. It will contribute to telling the heritage stories of the area and be a source of local pride.
- Ensure that public art is an integral part of significant new developments and master planning, from the earliest possible stage.
- Enable more local artists to develop a high-quality public art practice and attract more regional and nationally acclaimed artists to make work in the District. The local cultural and creative sectors will be nurtured and growth will be encouraged.
- Enable the Selby, Sherburn and Tadcaster area of North Yorkshire to be recognised as a centre of excellence for the commissioning of public art and the benefit of the lessons learned here will be shared across the county.

- Ensure that public art in the District improves the quality of the public realm, encouraging visitors, extending dwell-time and increasing repeat visits.
- Offer young people enhanced opportunities to influence their place, develop skills and potentially to be inspired to follow a creative career.

The Plan is of particular importance in supporting the visitor and cultural sectors, which have been significantly impacted by COVID-19.

#### **4. Alternative Options Considered**

None. The recently agreed Cultural Development Framework included an action to develop a Public Art Plan, which would provide a strategic framework and future direction.

#### **5. Implications**

##### **5.1 Legal Implications**

None.

##### **5.2 Financial Implications**

No additional investment from SDC is sought. Some of the identified actions may form the basis of applications for external funding (e.g. from Arts Council England (ACE), particularly as part of a Place Partnership bid), for which an appropriate match is already in place via investment in the Cultural Development Framework. Members agreed to invest £600,000, which includes £195,000 for activity which delivers on Priority 3 “**Transforming Selby District** by using culture and creativity to support the regeneration of the district (physically, socially and economically)”.

Where local communities are interested in commissioning an artwork it is likely that they would apply to the Arts Council for a Project Grant, and possibly also to Trusts, Foundations etc., bringing additional investment into the locality.

##### **6.3 Policy and Risk Implications**

None. The Public Art Plan sits beneath the Cultural Development Framework and its creation was an action from that Framework. It contributes to the Visitor Economy Strategy, the Town Revitalisation Plans, the Heritage Interpretation Masterplan and the North Yorkshire Cultural Development Framework, as well as to elements of the Shared Prosperity Fund Delivery Plan and the priorities of the Devolution deal for North Yorkshire & York. More broadly, its emphasis on accessing the landscape also contributes to the Local Cycling Walking & Infrastructure Plan and its emphasis on quality places contributes to delivery of the Local Plan.

##### **6.4 Corporate Plan Implications**

The Public Art Plan is in line with Council Plan Delivery priority: “enable a thriving visitor economy underpinned by a sustained focus on enhancing the district’s cultural, retail and leisure offer”.

The Masterplan contributes to ambitions in the draft Corporate Plan for North Yorkshire Council: “a clean, sustainable and attractive place to live, work and visit; and a strong economy that enables residents and businesses to thrive”. More specifically: “culture, heritage, arts and (sustainable) tourism all play their part in the economic growth of the county”.

## 6.5 Resource Implications

Resourcing for the Public Art Plan has been identified above.

## 6.6 Other Implications

None identified.

## 6.7 Equalities Impact Assessment

The development of the Public Art Plan has involved a diverse range of community and organisation representatives. The toolkit and best practice guide include sections on accessibility and barriers to participation. Where there are activities delivered by SDC or the new culture team of North Yorkshire Council, they will be subject to Equalities Impact Assessments as appropriate.

## 7. Conclusion

High-quality and site-specific public art, rooted in the authentic story of Place, enhances the public realm and supports our ambition for local distinctiveness within long-term improvements to our built environment, particularly public open spaces, major developments and renewal and regeneration schemes. Good public art can contribute to the revitalisation of the High Street, supporting retail and hospitality businesses and aiding ongoing economic recovery from the pandemic.

The Plan encourages best practice in commissioning public art, supports communities and will grow their confidence in commissioning work for their local environment, as well as increasing engagement in arts, culture and heritage. It offers a guide to developers and supports the ambitions of our local creative sector. Implementation will increase skills and enable local artists to respond to opportunities to make work for the public realm.

The Plan will enable more external investment to be levered into the District and help us to continue growing our track record in cultural Place-making, whilst ensuring that the needs of the Selby, Sherburn and Tadcaster locality are not forgotten in the context of other parts of North Yorkshire which have a longer track record in commissioning public art.

## 7. Background Documents

Appendix A: Public Art Plan for the Selby, Sherburn and Tadcaster Areas of North Yorkshire (*Section 1*)

**8. Contact Officer:** Yvette Turnbull, Culture, Visitor & Creative Economy Manager [yturnbull@selby.gov.uk](mailto:yturnbull@selby.gov.uk)

## **APPENDIX A:**

### **A Public Art Plan for the Selby, Sherburn & Tadcaster Area of North Yorkshire**

*(Please note, the Plan here is in draft and will be professionally designed)*

## **SECTION 1: THE ROLE OF PUBLIC ART IN THE SELBY, SHERBURN AND TADCASTER AREA OF NORTH YORKSHIRE**

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# 1. EXECUTIVE SUMMARY

Public art brings spaces to life, adding surprise, joy and interest to people's everyday experience of a place.

This Public Art Plan has been commissioned by Selby District Council to create a clear framework for the commissioning of public art. The aim is to increase both the quantity and quality of public art in the area.

The plan also aims to ensure that there is consistency - whether that is of approach or themes - to public art in the area. It offers a vision of how public art can be embedded into the fabric of the public spaces and places of Selby district, sharing and reflecting its heritage, communities, stories, creativity and future.

Public art is for everyone - both residents and visitors, it can be temporary, permanent or time limited. It may be functional, such as artist designed seating or be purely visual or sensory to add to a space. It embraces varied artforms, there is no single definition.

For commissions in the district of Selby, artists should engage with local people as collaborators and co-creators to produce work together. This will root artwork in the authenticity of its place, drawing from local knowledge, stories and passions.

The canvas for the artwork is any location where it can be accessed by the public - be that parks and green spaces, town squares, on or inside public buildings and more.

The need for a Public Art Plan was identified as an action in the 'Cultural Development Framework for Selby District' and contributes to a number of its key priorities, as well as priorities in the Visitor Economy Strategy, the Economic Development Framework and the Town Revitalisation Plans.

Public art in the district is currently limited in both scope and number, but large regeneration projects which are currently underway, or are planned, offer key opportunities for artists and art. This includes the commissioning of permanent site-specific installations, temporary public artworks and interventions which will celebrate, share stories, promote dialogue, shape change, inspire or intrigue.

Public art can support the district of Selby to achieve long-term improvements to the district's urban environment, particularly in public open spaces, major developments and schemes delivering creative renewal and regeneration. It will help to build a sense of place and identity through impactful artworks and social engagement, as well as promoting vibrant cultural, creative and visitor sectors.

The district of Selby has been named a 'Priority Place' by Arts Council England between 2021-24, this is a key opportunity for the delivery of this plan. Artists have the chance to influence placemaking and place shaping, engaging people with the long term future of the area.

Public art creates opportunities for PEOPLE, PLACE and ECONOMY, including:

- Social benefits
- Empowering young people
- Supporting pride in place



- Reflecting local heritage and future of a place
- Community participation
- Demonstrating ambition
- Supporting wayfinding, attractiveness and dwell time
- Encouraging inward investment
- Nurturing local creatives and business
- Building expertise and activating creative thinking

The skills and experience of artists are key to the delivery of this plan. In the context of the district of Selby we are defining ‘Artists’ as creative practitioners who may have expertise in a broad range of artistic disciplines including visual arts, sound, music, performance or digital.

The role of artists and creative people in today’s public art context is multifaceted and requires a collaborative approach. This spirit of collaboration ensures that public art is created which truly responds to its place.

The quality of the process of artists working with communities and responding to place is key and may result in a range of tangible and intangible outcomes.

This Public Art Plan offers a series of ‘guiding principles’ for public art which emerged from stakeholder and community consultation. These are -

- **Authenticity:** All public art should be related to the district of Selby reflecting the local area
- **Bring people with you:** Local people must be engaged in the process
- **Process is key:** The process of commissions is of equal importance to any final outcomes
- **Tell the story:** Be transparent and think through how you will share the story of the commission
- **It may not be an object:** Public art doesn’t have to result in a tangible, physical object
- **Value creative people:** All artists and creative people involved in projects should be properly paid
- **Enable young people:** Projects should consider how young people can participate
- **Open to all:** All commissions should take an inclusive approach and be highly accessible
- **Small is beautiful:** Not all public artworks need to be large scale, smaller commissions can also make a big impact
- **Artists near and far:** Nurture and enable existing talent, but don't exclude artists from elsewhere
- **Delivering with care:** It is important that projects are delivered with care and respect
- **Local skills and passions:** Utilise existing skills and expertise in the area
- **Tell stories, change views:** Sharing stories provide huge opportunities to engage with people
- **Use the past to inspire the future:** The area has a wealth of stories that can be used to create a stronger future
- **Collaboration - build a team:** Working together will achieve more impact

The District’s Heritage Interpretation Masterplan provides a layer of unique themes across the district that can provide inspiration for public art commissions. The Masterplan establishes an overarching interpretative theme, which is:

*Heart of Yorkshire - The people of Selby District have for centuries made great use of a distinctive and unusual low-lying riverine landscape, successfully adapting and innovating through changing circumstances.*

The themes outlined in the Masterplan should provide the inspiration for all public art in the district, to create coherence and consistency, clearly rooting commissions in the place and what makes it so special.

This Public Art Plan makes a series of key recommendations -

- The Public Art Plan should be adopted as formal Council policy
- Public art advocacy, training and awareness for Council Officers and Members should be built into existing workplace induction and training structures such as the Selby Urban Design Academy, or other mechanisms
- Training should be developed for those outside the Council who may play a role in public art in the area such as developers, NHS / healthcare sector, Town and Parish Councillors
- There should be the development of a Public Art Forum, including local authority representatives from culture, regeneration, planning and other areas as appropriate
- There should be the development of training to enable local creatives to respond to opportunities around public art in the district

The Public Art Plan is a series of interlinked documents:

- A document exploring the role of public art in the district of Selby
- A guide for Planners and Developers
- A 'how to' guide which explains the commissioning process

There is great opportunity for the district of Selby to deliver high quality public art that has a long term impact on the people, place and economy of the area. For this to be successful, public art in the area must use a broad definition and engage closely with people and place to create locally rooted and exemplary artworks that will help forge a new future for the district of Selby.

## **2. INTRODUCTION**

This Public Art Plan has been commissioned by Selby District Council to create a clear framework for the commissioning of public art. The aim is to increase both the quantity and quality of public art in the area.

The plan also aims to ensure that there is consistency - whether that is of approach or themes - to public art in the area and offers a vision of how public art can be embedded into the fabric of the public spaces and places of the district of Selby. It can help share and reflect its heritage, communities, stories, creativity and future.

Selby District Council believe creativity, culture and heritage has a key role to play for everyone who lives, works or visits the area. Public art is important to the Council as it is a clear way of creating better places, supporting the local cultural sector, promoting the local area, celebrating what makes the area special and working with local people.

Selby District Council has outlined the following vision for public art -

- Public art will celebrate what makes the district of Selby so special - the stories, the people, the places, the buildings and the spaces, enhancing local pride.
- Public art should be an integral part of significant new developments and masterplanning from the earliest possible stage
- Artists and creative people, both from the district of Selby and beyond must be nurtured and supported to create the best work possible
- Public art is an important way of connecting with local communities, understanding what they want for the area and celebrating what is important to them
- The district of Selby will be recognised as a centre of excellence for the commissioning of public art

This Public Art Plan is presented in the format of a suite of practical linked documents to provide a toolkit which will:

- Raise awareness of what public art is, what it can offer, and establish the broader context for public art in the district of Selby
- Consider the approach to public art for planners and developers
- Guide people through the process of commissioning public art, with a practical step by step guide

The development, design and commissioning of public art in the district doesn't just belong to the Council. Public art is for and by everyone and the Council recognises that it has a role to enable, empower and support others in developing high quality public art for the benefit of the people of the district.

The Plan has been developed by cultural development organisation, Beam, in consultation with stakeholders and communities. These documents are intended to create the framework within which all public art in the district is commissioned to ensure that there is consistency of approach and quality as well as strong thematic links.

### 3. WHAT IS PUBLIC ART AND WHY DOES IT MATTER?

**Public art is for everyone** - both residents and visitors, it can be temporary, permanent or time limited, it may be functional, such as artist designed seating or be purely visual or sensory to add to a space. It embraces varied artforms, **there is no single definition.**

Public art is **not just about the physical** - whether that is a sculpture, work integrated into paving, lighting design, signage or other works. It is **also about the temporary** - this could be a performance, engaging with local communities, digital artworks or socially engaged artist residencies.

It can also be about **temporary interventions** or activities that test out a new use of a public space, **promote dialogue** with the community and help to **support longer term change.**

Public art can also involve **collaboration between artists and design professionals** to enable the ideas of artists to influence and shape larger building schemes and landscapes.

Commissions may **engage with local people as co-collaborators and creators with artists** to produce the work. This is an approach which is strongly recommended for commissions in the district of Selby as it helps to encourage local support and buy-in for the project and **roots artwork in the authenticity of its place**, drawing from local knowledge, stories and passions.

Public art can help to **create connections and promote dialogue** between people about their place, it may reveal hidden or underrepresented stories, creating surprise and delight and offer the opportunity to play.

The canvas for the artwork is any location where it can be accessed by the public - be that parks and green spaces, town squares, on or inside public buildings and more.

**Public art brings spaces to life, adding surprise, joy and interest to people's everyday experience of a place.**

In terms of impact public art can -

#### FOR PEOPLE

- Bring **social benefits**, enhancing how people enjoy, understand and connect with the heritage, diversity, natural and built environment of their area and with others in their local community
- **Inspire young people** through working with artists to have a voice and active role as co-curators and producers in how their places develop, offering a sense of belonging and an opportunity to **reflect on the past, present and future of their place**
- Offer **new inclusive opportunities** for creative learning and skills development, participation, volunteering and shared experiences

#### FOR PLACE

- Create **more attractive places to live, work and visit**
- **Demonstrate the ambition** of a place and be a source of publicity and wider recognition
- **Support wayfinding and legibility of a place**, guiding exploration and improving the welcome at key locations, creating landmarks and gateways to the district and its key settlements
- **Reveal, tell and share** the story of the district in an engaging and thought provoking way, animating public spaces and supporting local pride in place, local confidence, interest from visitors and a chance for local people to have a say about how their place is shaped
- Support **artists working on a design team**, to encourage expertise to be built amongst regeneration and development sectors. Artists may offer an alternative viewpoint offering creative solutions, challenging assumptions or proposing unconventional approaches

#### FOR THE ECONOMY

- Support **local businesses** by developing a locally sourced, circular economy with local employment opportunities, e.g. for locally based artists, creatives, event managers, fabricators and installers, marketers and more
- Have **economic benefits**, welcoming both residents and visitors to explore new places and to revisit or dwell longer in familiar areas
- Nurture the **local cultural sector (the artists and organisations)** to support growth and develop their work and businesses

- Encourage **inward investment** by making places more attractive, exciting and appealing to businesses, investors and visitors
- Inspire artists to respond to the **climate emergency** by encouraging people to be more aware of their global impact and to reduce the effect on the local environment, they can also lead by example in the processes they adopt

## 4. THE ROLE OF ARTISTS AND CREATIVE PEOPLE

The **skills and experience of Artists are key** to the delivery of this plan.

In the context of the district of Selby we are defining ‘Artists’ as creative practitioners who may have expertise in a broad range of artistic disciplines including visual arts, sound, music, performance or digital.

They may have skills in socially engaged practice, participatory or community arts. Artists may work on their own, as partnerships or collectives, or in collaboration with designers, landscape architects and architects.

**The role of artists and creative people in today’s public art context is varied** and requires a collaborative approach. This spirit of collaboration ensures that public art is created which truly responds to its place.

Artists, guided by their brief, may take on a combination of roles in the process of a commission, such as researcher, community activator, creative coordinator, design advisor or fabricator. This is alongside or sometimes instead of the creation of an artwork object such as a sculpture or intervention.

The **quality of the process of artists working with communities and responding to place is key** and may result in a range of tangible and intangible outcomes.

Artists may produce artwork, engage communities, be embedded as part of a broader team or provide a catalyst for creative thinking and problem solving.

## 5. GUIDING PRINCIPLES FOR PUBLIC ART IN THE DISTRICT OF SELBY

A series of ‘guiding principles’ for public art have emerged from stakeholder and community consultation (*summarised in section 10*).

These guiding principles provide a **useful checklist** for anyone commissioning public art in the district of Selby, although it is recognised that not all will be applicable to every commission.

The Section 3 ‘How to’ commissioning guide addresses all of the below principles and offers practical advice to support their practical delivery.

- **Authenticity:** All public art should be related to the district of Selby, reflecting the local area. It should be authentic to the place and grow from collaboration with local people
- **Bring people with you:** Local people must be engaged in the process, whether this is through fully co-produced commissions or through artists being inspired and responding to local ideas and interests. Be aware that meaningful relationship building takes time
- **Process is key:** The process of commissions is of equal importance to any final outcomes. A quality process is also more likely to yield high quality artwork which is owned and loved by its community
- **Tell the story:** It is important to be transparent and think through how to share the story of the commission from the outset. This may be through sharing updates directly, through partners, or by empowering the artist to share the project journey
- **It may not be an object:** Public art doesn't have to result in a tangible, physical object. The role of artists in working with people to hold and support places during periods of change, in shifting perceptions, or in testing and playing with ideas should be recognised
- **Value creative people:** All artists and creative people involved in projects should be properly paid and their time and expertise valued in the same way that other disciplines are valued
- **Enable young people:** Projects should consider how young people can participate in the project, whether through engaging with artists to inspire ideas, give their views, take part in a creative activity themselves or being supported to respond to creative briefs. Opportunities for young people to link with other generations should also be considered
- **Open to all:** All commissions should take an inclusive approach and be highly accessible so that as many people as possible can engage with them. This needs to be thought through at the very outset of the project idea with independent advice sought where necessary
- **Small is beautiful:** Not all public artworks need to be large scale, smaller commissions can also make a big impact. At all scales however artworks should be of the highest quality
- **Artists near and far:** Nurture and enable existing talent, but don't exclude artists from elsewhere who may offer a different perspective. Wherever artists come from always consider what the local legacy of the project will be
- **Delivering with care:** It is important that projects are delivered with care and respect - for individuals, community and our planet. Artists should consider the social and environmental impact of their work
- **Local skills and passions:** Utilise existing skills and expertise in the area as much as possible, whether this is engaging with local community groups, locally based fabricators, local artists or others
- **Tell stories, change views:** Public art in Selby district should help to tell engaging contemporary and heritage stories about the place, both for local people and for those who visit to discover
- **Use the past to inspire the future:** Local heritage may spark ideas, but there are chances look to the future as well and consider how the history of a place could be shared in a contemporary way or used as inspiration
- **Collaboration - build a team:** At the project outset consider who your partners, collaborators and advisers could be and their roles. How could working with others help to elevate and connect the project for the widest possible impact

## 6. WHY HAVE A PUBLIC ART PLAN?

The need for a Public Art Plan was identified as an action in the Cultural Development Framework for Selby District and contributes to a number of its key priorities, as well as priorities in the Visitor Economy Strategy, the Economic Development Framework and the Town Revitalisation Plans.

Public art in the district is currently limited in both scope and number, but large regeneration projects, which are currently underway, offer key opportunities for artists and art, including the commissioning of permanent site-specific installations and temporary public artworks and interventions which will celebrate, share stories, promote dialogue, shape change, inspire or intrigue.

Public art can support the district of Selby to achieve long-term improvements to the district's urban environment, particularly in public open spaces, major developments and schemes delivering creative renewal and regeneration. It will help to build a sense of place and identity through impactful artworks and social engagement, as well as promoting vibrant cultural, creative and visitor sectors.

This plan has been developed through consultation with a range of stakeholders including the creative and cultural sectors, local people, planners, architects, key service providers, arts and community venues and other organisations working together in the public realm, and draws from the needs and interests of the people who live and work in the district of Selby.

## 7. THE ROLE OF THE COUNCIL

It is recognised that the Council does not have the resources (financial or staff) to lead on the commissioning of all public art in the district. Equally commissioning public art should not be something that is carried out solely by one body. Therefore the Council's role as activator, enabler and advisor is key.

### **Lead by Example**

When the Council acts as the lead for a commission, it should deliver this clearly in line with the best practice guidance provided within this Public Art Plan. In order to do this an internal process of training across disciplines is desirable to boost internal skills and experience in commissioning.

### **Advocate for Public Art**

The Council should use this Public Art Plan to support awareness and advocacy for public art both externally and internally (Officers and Members), particularly item 3 of this document 'What is Public Art & Why Does it matter?' which details potential impacts of public art and explains its broad scope. As part of the Council's advocacy role there is also the potential for training to be developed for those outside the Council who may play a role in public art in the area such as developers, NHS / healthcare sector, Town and Parish Councils and others.

### **A Coordinated Approach**

In order to oversee the delivery of the Public Art Plan, to ensure coordination and to act as an enabler for public art in the district, it is recommended that the Council establish a cross

disciplinary public art forum group to take an overview of larger place based projects where art can play a role.

This forum should be small and focused and include local authority representatives from culture, regeneration, planning and other areas, such as communications, as appropriate. The forum should have a flexible membership to enable specific skills to be drawn in for relevant projects. There is also potential to consider public art coordination as part of existing structures, for example having a public art representative on the 'Creative Drivers' group, and including public art opportunities as a regular agenda item.

The purpose of the forum is to -

- Advocate for the Public Art Plan and for the inclusion of public artworks within the district
- To identify and influence opportunities to embed public art within policy and planning
- Maintain oversight of public art projects across the district and ensure that they are being delivered in line with the guidance contained within this Plan;
- To act as strategic enablers for others to deliver public art, signposting to relevant advice and guidance at an early stage
- To ensure the Council is leading by example / best practice when commissioning public art;
- To ensure that past and current commissions in the district are mapped in a central location
- To carry out an annual review / strategic evaluation of public art activity in the area, monitoring emerging opportunities, commissioning, maintenance and decommissioning;
- To maintain a broad awareness of public art exemplars happening elsewhere;
- Through delivery of this plan - to create a positive model of good practice to influence the approach to public art across the new North Yorkshire Council area.

### **Integration with the Planning Process**

The Council, through its public art forum and planning department has a key role in delivering public art through integration with the planning process (further details in document 2). There are many developments which may offer scope for public art projects including - town / village centre regeneration; Pedestrianisation schemes; Major new developments; New housing, schools or community facilities; Heritage, cultural or tourism initiatives; Transport schemes; Landscaping and public open space schemes; and Wayfinding and interpretation schemes.

### **Mapping Public Art**

Some basic mapping of public art in the area should be carried out, to include existing and new commissions. A framework should be developed which clearly outlines expectations of consistent information about each project to be gathered e.g. location, artform, artist, date, image of the work, maintenance requirements, commissioning organisations, etc.

This does not need to be a complex process and there is the potential to gain support through working with local universities to offer this activity as a live student project or to consider how social media could be used to crowdsource information about existing works (as in Kirklees where a voluntary audit of public art is being conducted <https://twitter.com/publicartaudit> )

To map and record public art across the district of Selby, as commissions develop over time, simple free online tools such as Google Maps can also provide a useful place to map and gain an overview of public art in the area. These maps can also recommend walking tours to residents and visitors. An example of this approach is provided by Brighton & Hove City



Council - <https://www.brighton-hove.gov.uk/libraries-leisure-and-arts/arts-and-culture/public-art-trail-1-brighton-town-centre-0>

Some existing examples of public art in the district of Selby are currently logged on the Art UK website and it is recommended that future physical public art commissions are also logged here. <https://artuk.org/>

In terms of recording and logging public art projects that are more socially engaged in nature these can be logged as part of the Social Art Library. <https://www.socialartlibrary.org/>

## 8. THE FUNDING LANDSCAPE FOR PUBLIC ART

Funding for public art, whether temporary or permanent, is normally drawn down from multiple sources. Through the adoption of a partnership approach the commission also has the capacity to support multiple agendas and objectives.

Sources of funding for public art are limited and careful consideration of how to add the most value to existing allocated budgets or match funding will be needed in order to attract additional investment.

More detail about potential funding sources for public art and about approaches to developing multi source funding packages for public art projects can be found in the document 3 'How to' guide, but a brief summary is provided here -

- Section 106/ planning conditions
- Existing design budgets (e.g. landscaping, lighting, street furniture etc.)
- Arts Council England – various strands at differing scales (Project Grants; Cultural Development Fund etc.).  
*Selby District has been identified as a 'Priority Place' for Arts Council (2021-24), this means that Arts Council is keen to develop new opportunities for investment in the area. Selby District has identified 'placemaking' as their area of priority focus with the Arts Council under this scheme and public art has a clear role to play here.*
- Opportunities through the Levelling Up agenda, such as the Shared Prosperity Fund
- Trusts and Foundations (National)
- Trusts and Foundations (Local)
- Heritage - e.g. National Lottery Heritage Fund; Historic England
- Community - e.g. National Lottery Community Fund
- Health & Wellbeing – e.g. Wellcome Trust
- Digital / Innovation – e.g. Arts Council England
- Landfill Tax Credits - various schemes based on the geography of your project
- Local funds e.g. Town / Parish Councils
- Private Donation, Business sponsorship,
- Individuals – crowdfunding

## 9. THE CONTEXT

In the development of this plan a range of local, regional and national strategies and broader context has been considered. It has been identified that public art can support and contribute to the below -

### **Local**

- **Selby District Council Plan:** This plan has been developed in the context of the Selby District Council Plan 2020-30, which has the strategic priorities of making Selby District:

- A great place to live;
- A great place to enjoy;
- A great place to grow;
- and that Selby District Council delivers great value.

To deliver these priorities Selby District Council will:

- Work collaboratively with others – recognising we are not experts in everything, we will use the best expertise, resources and skills across our partners and communities;
- Continue to be close to our communities – involving more people in decisions about their area and their services;
- Put the customer at the heart of service delivery – supporting residents to be more self-sufficient and maximising use of digital technology in service delivery; and
- Support the well-being of residents – considering how our decisions impact on healthy life choices and the environment.

- The **Selby District Economic Development Framework 2017 – 22 (rev. 2019)** supports this through the creative industries and the visitor economy - two of the seven priority growth sectors identified. There is an emphasis on revitalisation of the town centres, including the major Selby station gateway project, and recognition of the role that the District's unique heritage has in creating a sense of place.

- **Selby District Cultural Development Framework 2021-25**

The Selby District Cultural Development Framework (CDF), is a key document which informs this plan and which recommended the development of a Public Art Plan. The CDF establishes that the Council sees that:

- Culture is part of the glue that brings communities together
- Culture can revitalise places and the communities within them, changing perceptions of the area both for those living there and those outside
- The district's cultural, creative and visitor sectors should be a driving force for the local economy

The CDF identified five priority areas, all of which public art can contribute towards:

- **CREATING A NEW CULTURAL INFRASTRUCTURE** - Support the development of artists, creative practitioners, arts & heritage organisations, technology, venues and networks. Creating a new approach to culture in the District.
- **PEOPLE AT THE HEART OF CULTURE** - Culture as a way to engage local people, develop their skills, quality of life, health & well-being, connections with others and participation. People will be actively involved to shape, develop and deliver activities.
- **TRANSFORMING SELBY DISTRICT** - Culture and creativity will support the regeneration of the district (physically, culturally and digitally).

- CELEBRATING SELBY DISTRICT - Celebrate the district of Selby, the wealth of stories, achievements, people and heritage. This is not only as a way to strengthen local pride, but also change perceptions and build for the future.
- SUPPORTING DELIVERY - Ensure that the objectives of the framework can be delivered through the investment of time, money and capacity.

- **Key Programmes, Initiatives and Opportunities**

At the time of writing this plan it is an exciting moment of opportunity and change in the district of Selby and there are a number of key activities underway with direct relevance to the public art plan.

- Selby Town's Historic England funded High Street Heritage Action Zone (HSHAZ) which covers part of Selby town centre, focussing on the Abbey. The programme which began in 2020, includes public realm, building repair/refurbishment improvements alongside community engagement activity and an accompanying cultural programme, which includes a number of temporary public art projects.
- Town Revitalisation Action Plans developed by People & Places for Selby, Sherburn and Tadcaster, including revitalisation of Tadcaster bus station. An artist is already in place to work on this project.
- Place & Movement studies of Selby & Sherburn, which include proposals for the enhancement/creation of public spaces and enhanced walking and cycling.
- Major Transforming Cities Fund (TCF) project in Selby town to transform the area around the railway station in Selby, including new station frontage and plaza with direct walking/cycling route through Selby Park to the town centre; a remodelled bus station with improved facilities and better links; and improved foot and cycle routes for parts of the town centre. An artist is already in place to work on this project. Development of a masterplan for Selby Abbey Quarter and improvements to Selby Park, focussing on enhancing the Market Place and the connection between the Abbey and the Park.
- Explore Heart of Yorkshire - a visitor destination brand for Selby district launched in 2021. The consultation for development of the brand highlighted the importance of celebrating the district's uniqueness and stories. The identity enables an ongoing focus on the cultural priorities of the geographic area, both whilst Local Government reorganisation is underway and after the new Unitary Authority has been created.
- Development of a Heritage Interpretation Masterplan for the District, which identifies the key heritage opportunities, stories and themes. This work is being developed on the same timeline as this Public Art Plan so there are clear opportunities for the themes to influence the development of public art and for public art to help share the heritage of the district.
- Existing Section 106 agreements for artist involvement with projects at Staynor Hall and Kellingley.
- The identification of Selby district as a 'Priority Place' for the Arts Council for the period 2021-24, addressing a previous low level of cultural funding and investment coming into the area. This is a key starting point for a longer term drive to reach equity with other areas.
- Changes in the structure of local government in the area create the opportunity for districts and boroughs to work more closely together creating a network of more varied places and space (particularly more quiet one) for people to visit

- **Challenges**

Whilst there is a great deal for the district to be proud of there are a number of challenges which influence this plan.

- The cultural and creative sectors in the district are smaller than in other areas of North Yorkshire and there is limited cultural infrastructure
- Visitors to North Yorkshire are often drawn to the landscapes of the Dales, the North York Moors and the coast, along with the established heritage environment of York. In such a crowded market it is easy for the visitor to overlook the quieter offer of the district of Selby
- The quality of some of the town gateways require improvement and the town centres require a revitalised aesthetic and experience
- With local government reorganisation (to a Unitary Authority) happening in 2023 there needs to be a comprehensive and robust approach to public art planning in place
- At the time of writing this plan, the government had announced the investment zone concept with the aim of encouraging growth through changes in regulations. At this point it wasn't clear whether the district of Selby would be designated such an area and what the impact would be on placemaking.

- **Planning Context**

- The district of Selby has not previously had a Public Art Plan, so existing works have been created in response to a specific need or opportunity, often with investment through a Section 106 Agreement or as part of a wider regeneration scheme.
- The Council's Local Plan was being developed at the time of writing this public art plan in 2022, but under the "Heritage and Place-Making" section paragraph 3.34 states that "*Opportunities should be taken to create successful well-designed places, that provide high quality environments and contribute to a good quality of life for local communities*". This public art plan is therefore a key document in supporting these aims and will be a material consideration as part of the planning process to ensure opportunities for public art are considered.

- **Existing public art**

There are a few existing examples of public art in the district, generally sculptural and more traditional in nature. These include:

- Selby canal heritage sculpture by [David Mayne](#) (1999)
- ['Three Swans' by Ailsa Magnus](#), Ousegate/ A19 Selby and [Relaunch by Ailsa Magnus](#), Ousegate (both 2009);
- ['Main West Window'](#) and ['Ship's Hull'](#) sculptures on roundabouts on the Selby ring road (2014); Artists unknown.
- ['Fairey Swordfish Plane'](#) Sculpture in Sherburn by Dan Jones (2016); and
- [Selby Medal](#) outside Selby War Memorial Hospital by Mark Renn (2012)
- [Chromatic Octagon](#), Selby War Memorial Hospital by Aethera and Hemera (2011)

The district also has examples of working with artists in the public realm on projects that have less tangible and temporary outcomes, these include:

- Community artist [Justin Grasty and Social Vision](#) delivered artist led workshops in tadcaster to feed into future plans for the area (February 2022)

- Artist Lynn Settrington, focused on the Selby Toll Bridge as part of her [‘Unfolding Origins’](#) artist residency with Chrysalis Arts and North Yorkshire Records Office
- There are a number of projects taking place as part of the High Street Heritage Action Zone, [Selby Stories](#) project -
  - Artist [Serena Partridge](#) is working as artist in residence at Selby Abbey
  - [Selby Market writer-in-residence Sarah Butler](#) is collecting and writing texts to be temporarily installed in the public realm around Selby town centre
  - Artist [Ed Kluz](#) is creating works for scaffolding wraps on buildings undergoing HAZ-funded repairs and improvement
  - [Developing Selby in Minecraft](#) with Adam Clarke (Wizard Keen) engaging younger audiences to identify what they like and what the future may hold for the town

There are also a series of public art projects that were in development at the time of writing this plan:

- Artist [Katayoun Dowlatshahi](#) was been commissioned to develop a new artwork as part of the Selby Station Gateway development
- A commission was in progress to work with improvements and upgrades to Tadcaster bus station with artist [Christopher Tipping](#) appointed.
- [Artists Claire Barber and Patricia Mackinnon-Day](#) completed a research residency along the Barlby road area including a community engagement event in Selby Park, leading to design proposals for future development along the road corridor and gateway into the town.

## **Regional**

- **Local Government Reorganisation:** At the time of producing this plan there are significant changes taking place to the structure of local government in York and North Yorkshire. From 2023 a new unitary authority covering the whole of North Yorkshire (excluding the City of York) will take the place of the 7 district & borough Councils and the County Council. Culture can play an important role to help ensure that the district of Selby has a role in any new structure that reflects its identity, heritage, opportunities, achievements and communities, with three significant, distinctive settlements. Public art can be a key tool to help share the story of the place.
- **A Cultural Strategic Framework for North Yorkshire** has recently been adopted that works alongside the cultural strategies and plans the individual districts and boroughs have. This public art plan can contribute to many of the opportunities identified but in particular the focus on place shaping.
- **Great Place Lakes and Dales** is a Great Place funded programme (a partnership between Arts Council England and National Lottery Heritage Fund). It focuses on the rural corridor linking Skipton in the south and Grasmere in the north, including the market towns and rural hinterlands. The project is managed by a consortium of partnership organisations and has a focus on empowering young voices, it also includes a public art strand [‘Public Art Now!’](#). Lessons learnt from this programme could provide useful learning to support the commissioning of public art in Selby district, particularly with reference to partnership working across the wider new local authority area from 2023.

## **National**

- The National Planning Policy Framework (NPPF) (2019) states that the planning system should, *“take into account and support the delivery of local strategies to improve health, social and cultural well-being for all sections of the community”*. Public art is therefore a clear opportunity to contribute to the cultural well-being of an area to create *“a high quality built environment, with accessible local services that reflect the community’s needs and support its health, social and cultural well- being”*.
- The Government Cultural white paper of 2016 stated that *“Cultural placemaking can shape the fortunes of our regions, cities, towns and villages”*  
*“We want more local leaders to grasp the potential of culture to achieve their vision for their community, and to put culture at the forefront of their strategies”*.
- Arts Council England’s *“Let’s Create”* is a 10-year strategy (2020-30) that aims to put culture and creativity at the heart of transforming the country, making it a creative nation. It is built around the following outcomes:
  - Creative People: Everyone can develop and express creativity throughout their life
  - Cultural Communities: Villages, towns and cities thrive through a collaborative approach to culture
  - A creative and cultural country: England’s cultural sector is innovative, collaborative and international

They have also published two reports into the benefit culture has for the high street, in particular how this can support local economies.  
The district of Selby has been identified as a ‘Priority Place’ for Arts Council (2021-24) where they want to develop new opportunities for investment. Selby’s priority place work has a particular focus on placemaking.
- The National Lottery Heritage Fund Strategic Funding Framework (2019-24) has the following objectives:
  - Continue to bring heritage into better condition
  - Inspire people to value heritage more
  - Ensure that heritage is inclusive
  - Support the organisations we fund to be more robust, enterprising and forward looking
  - Demonstrate how heritage helps people and places to thrive
  - Grow the contribution that heritage makes to the UK economy
- The Government’s Levelling Up agenda presents opportunities including the Shared Prosperity Fund, as well as the move towards a potential Devolution deal for North Yorkshire & York.

## **10. A PLAN SHAPED WITH LOCAL STAKEHOLDERS**

This plan has been shaped by and strongly rooted in a detailed process of stakeholder and community consultation and local research.

- Individual stakeholder conversations took place with representatives from Selby, Tadcaster and Sherburn and with Selby District Disability Forum, Selby Civic Society, Tadcrafters CIC, the Creative Drivers network, High Street Heritage Action Zone steering group, SDC Members and officers representing culture, regeneration and planning, and the consultants developing the Heritage Interpretation Masterplan in parallel with the development of the public art plan.

- Guided by local authority representatives there were a series of site visits in each town, which were supplemented by walkabouts with local community representatives, identifying priority areas and opportunities.
- Public consultation sessions were held at Selby Library, Tadcaster Community Library & The Barn and at Sherburn Community Library.

Key findings which emerged from the consultation are summarised below -

#### **Authentically Selby district:**

- A real sense that the community will support public art if it is meaningful and authentic to the area and the story of the artwork communicated, rather than artwork that feels imposed
- The local geology, biodiversity and wildlife was seen as a key asset which should be better communicated. People commented on ‘an abundance of wildlife that is not seen in other areas’. This was seen as an important way of promoting better mental health and wellbeing
- There was a strong sense that public art can support local identity and help to share hidden heritage and stories
- There could be the potential for more challenging public art, potentially delivered through temporary events in the first instance, to build appetite

#### **Wayfinding:**

- The importance of gateways, nodes and routes around the area was noted with a desire for landmarks and gateways that welcome people to the area and share key stories
- Signposting / wayfinding across the district in general and around the three towns was felt to be a weakness and there was a desire for family friendly trails and other projects which might support the legibility of each place and help people to find ‘hidden gems’
- There was also a call for more ambitious, statement/ landmark public art in the area - the [Featherstone War Horse](#) was cited as an example

#### **Temporary:**

- The power and role of temporary artworks and projects and their role in testing out more contemporary and ‘risky’ projects was noted, also temporary projects role as part of ‘tactical urbanism’, testing out new creative uses for public spaces, with a view to catalysing longer term change
- There was a desire for the Plan to act as an enabling tool to empower communities to take forward small semi-permanent projects on their own such as commissioning murals or decorating junction boxes
- Animation of places was seen as key and seed funding for community led arts activity could help to drive this
- There could be opportunities to engage with the local business community creating pop up town trails

#### **Delivery:**

- The importance of future maintenance plans for artworks was raised
- Several locally based artists attended the consultation, they expressed a desire to see transparent tendering processes and to be able to get involved in work in the district, rather than just working in other parts of the country

#### **Heritage:**

- There were lots of discussions about the many layers to heritage in the area and how it could be interpreted in new, interesting and future facing ways, drawing out how the past shapes the future. The relationship with the Heritage Interpretation Masterplan was repeatedly highlighted, with the opportunities for both plans to support each other stressed.

**Community:**

- A lot of energy from local groups and strong community spirit was noted in the area, particularly in Tadcaster and Sherburn, these groups should be supported and enabled through this Plan
- There should be potential for design and ideas led by young people, enabling them to affect real changes in their places
- In areas such as Sherburn with large scale new housing developments, art commissions could help to integrate existing and new residents and share the local heritage and character of the area

**Regeneration:**

- There is currently a lack of consistency in the public realm of each town, public art could support the improvement of this as part of wider regeneration plans

## 11. THEMES AND STORIES

The recently developed Selby District Heritage Interpretation Masterplan has drawn out a series of thematic areas which encapsulate a broad view of the characteristics which make up the sense of place of the area. The Public Art Plan can support their interpretation and they form a useful starting point when considering themes for artist briefs.

Below is an overview of the themes -

**WHAT ARE WE INTERPRETING?**

These are the building blocks of Selby District's past, present and future

**Overarching Interpretive Theme**

- Heart of Yorkshire - The people of Selby District have for centuries made great use of a distinctive and unusual low-lying riverine landscape, successfully adapting and innovating through changing circumstances.

**Character of People and Places****Place**

- Low-lying levels edged by a rocky ridge.
- Part of the Humberhead Levels
- A major tidal river
- Rich farmland
- Magnesian Limestone ridge
- Limestone Aquifer
- Plentiful natural resources
- Extensive transport connections

**People**

- Storyteller
- Maverick
- Creator / Artist
- Innovator / Engineer
- Caregiver / Companion



## **Layer One Topics**

### **Conflict**

- Viking landings
- War of the Roses
- Dissolution
- Civil War
- World War 1
- World War 2

### **Transport Evolution, Innovation, Evolution**

- Natural waterways and the sea
- Early roads and fords / bridges
- Ferries
- Early and later canals
- Shipbuilding
- Steam packet
- Railways
- Modern Roads
- Aircraft

### **Land Management**

- Early marshlands
- Marsh draining
- Floodplains
- Flood strategies
- Mechanical pumping
- Dykes

### **Energy**

- Early water power
- Early wind power
- Coal discovery
- Coal-fired power stations
- Biofuel conversions
- Wind farms
- Carbon capture

## **Foundational Topics**

### **Stone**

- Quarries
- Early movement
- Manors
- Moated manors
- Palaces
- Churches
- Abbeys
- Cathedrals
- Distinctive dwellings

### **Water**

- Spring water
- River water
- Sea water
- The tidal bore
- Riverine communities
- Early canals
- Boat building
- Brewing

#### **Earth (Land, agriculture)**

- Highest grade farm land
- Mediaeval farming communities
- Timber / woodland
- Food production and milling, manufacture
- Export and import

## **12. EVALUATION & A 'DYNAMIC' PLAN**

It is vitally important that the impact of both this Public Art Plan as a whole and individual commissions are evaluated in the short, medium and long term. The impact of some of this work may not be seen for many years and it takes time for the impact to be fully understood. There are many examples where a commission has not necessarily been warmly received initially by the community, but it is only over time that they embrace and celebrate the work. It is recommended that a five year evaluation plan is established (whether by the council or external consultants) against which progress is reviewed on an annual basis. The annual review could have an element that is shared with the wider community, highlighting the work commissioned that year (by the Council and others), the community engagement, the artists involved, the outcomes and any observations.

For each commission it is expected that the commissioning organisation (whether the Council or others) will establish aims and objectives for that particular commission. They will then monitor progress against this and report back to the Council. More detail to guide individual commission evaluation is contained in document 3 'How to' guide.

## **13. SUMMARY OF RECOMMENDATIONS**

- The Public Art Plan should be adopted as formal Council policy
- Public art advocacy, training and awareness for Council Officers and Members should be built into existing workplace induction and training structures such as the Selby Urban Design Academy, or other mechanisms
- Training should be developed for those outside the Council who may play a role in public art in the area such as developers, NHS/ healthcare sector, Town and Parish Councillors
- There should be the development of a Public Art Forum, including local authority representatives from culture, regeneration, planning and other areas as appropriate
- There should be the development of training to enable local creatives to respond to formal tender opportunities around public art in the district