

Helensburgh Outdoor Museum – Arts Strategy Fund

1. EXECUTIVE SUMMARY

The purpose of the report is to provide members the opportunity to input into the development of the arts strategy fund for the future development of the town's award winning Outdoor Museum.

At its meeting on 13 December 2016 the Committee agreed to allocate £55,500, from the CHORD Surplus Funds, for the further development of the Outdoor Museum and requested that:

'...officers bring a report to members on the Helensburgh Arts Strategy Fund, its creation, operation and funds management'

2. RECOMMENDATIONS

It is recommended that the Helensburgh and Lomond members:

- 2.1. note the contents of the report; and
- 2.2. approve the principles set out at section 5.4 to 5.14 of the report.

Helensburgh Outdoor Museum – Arts Strategy Fund

3. INTRODUCTION

3.1. The purpose of the report is to provide members the opportunity to input into the development of the arts strategy fund for the future development of the town's award winning Outdoor Museum.

3.2. At its meeting on 13 December 2016 the Committee agreed to allocate £55,500, from the CHORD Surplus Funds, for the further development of the Outdoor Museum and requested that:

'...officers bring a report to members on the Helensburgh Arts Strategy Fund, its creation, operation and funds management'

4. RECOMMENDATIONS

It is recommended that the Helensburgh and Lomond members:

- 4.1. note the contents of the report; and
- 4.2. approve the principles set out at section 5.4 to 5.14 of the report.

5. DETAIL

5.1. Helensburgh's award winning Outdoor Museum displays a collection of treasured objects brought forward by local residents / organisations in the town - stories of local, national and international significance, and makes them available to the people of Helensburgh, Scotland and beyond. The Museum has been very well received by the local community, visitors to the town, and by the arts, heritage and culture bodies in Scotland and further afield. The Museum received the prestigious Saltire Art in Public Places Award with the focus on how art contributes to a distinctive quality of place. The Outdoor Museum has been shortlisted for / commended by the FX International Design Awards in the Best Museum 2016 category, with judges stating that every town should have an outdoor museum.

5.2. The Area Committee has set aside £55,500 to develop the Outdoor Museum in future years and requested that officers bring forward a strategy the creation, operation and management of the Arts Fund.

5.3. In developing the draft strategy, attached at Appendix 1, we have taken cognisance of the Design & Materials Guide and Commissioning Process developed by WAVE Particle for the original 15 works of art.

PRINCIPLES

5.4. The Helensburgh & Lomond Area Committee will have the final determination of the allocation of plinths; main awards of funding; and proposals for art installations.

5.5. That a maximum of £15,000 per annum is allocated to fund proposals for additional art works to be incorporated into the Outdoor Museum.

5.6. That the maximum funding contribution to be made in respect of any single application will be 50% or £2,500 of the total costs (up to a maximum contribution of £3,000) incurred in developing, fabricating / producing and installing the art work

5.7. That calls for funding applications and/or the allocation of plinths will be issued on an annual basis

5.8. That proposed art works must have a direct connection with Helensburgh and the immediate local area, its history and/or culture

5.9. That proposed art works must not be seen as a means of advertising any business

5.10. That the subject matter of any art works should not cause offence i.e. likely to be upsetting, insulting, or objectionable to some or most people

5.11. That the materials and methods of fabrication/production for any art work should be of commensurate type and quality as the original installations i.e. artefacts encapsulated in acrylic, bronze and/or stone reproductions of original artefacts

5.12. That members delegate authority to the relevant officer on the Design Panel to determine applications in respect of development costs, up to a maximum of £500 in respect of any single application and for not more than two (2) such applications in any given year, whilst noting the Principle at 5.4. above

5.13. Once the Council's funding allocation is spent, the role of the Design Panel will be to consider applications for the allocation of plinths and/or installation of art works.

5.14. That officers will convene a **Design Panel** over the summer months, which shall:

5.14.1. Have its membership drawn from: Council Officers; the new Chair and Vice-Chair of the Area Committee once appointed; Helensburgh Heritage Trust; Helensburgh Arts Club; the Lomond and Argyll Decorative and Fine Arts Society (LADFAS); and other community representatives with experience in the arts, culture and heritage disciplines. It is expected that the Design Panel will also seek to involve those previously trained in (1) recording stories - and also short sayings in the local vernacular, relating to geography, history, oral tradition; and

(2) the production and fabrication of finished art works as part of the initial development of the Outdoor Museum

5.14.2. Meet on a regular basis as may be required by the number of applications submitted for consideration at any annual call.

5.14.3. Review initial proposals/applications for funding, allocation of plinth and/or installation of art work and make recommendations to the Area Committee

5.14.4. Consider the issues highlighted in the draft Strategy document, attached at Appendix 1, and bring forward recommendations for consideration and approval by the Helensburgh & Lomond Area Committee

6. CONCLUSION

6.1. The Outdoor Museum has been well received both locally and nationally as is evidenced by the numerous award nominations. Developing a strategy for the future development of this arts/culture asset will enable us to create a critical mass of individual works within the collection, with the potential that the Outdoor Museum becomes a visitor attraction in its own right.

7. IMPLICATIONS

7.1. **Policy:** The delivery of this project fits with the Council's Corporate Plan, Single Outcome Agreement and approved Development Plan key actions and policy for safeguarding our built heritage and town centre regeneration.

7.2. **Financial:** The Area Committee has set aside £55,500 from the CHORD Surplus Funds for the future enhancement of the Outdoor Museum

7.3. **Legal:** None

7.4. **HR:** None – the Fund will be managed by the Economic Development Officer, who will provide updates to the Area Committee.

7.5. **Equalities:** None

7.6. **Risk:** None

7.7. **Customer Service:** None

Executive Director of Development and Infrastructure Services – Pippa Milne
Policy Lead – Cllr Ellen Morton

15 March 2017

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APPENDICES

Appendix 1

APPENDIX 1: Helensburgh Outdoor Museum – Arts Strategy Fund

Helensburgh Outdoor Museum

Strategy Proposals

1. Purpose

- To determine, or make recommendation, as to the suitability of new artworks for inclusion in the Outdoor Museum collection;
- To assess and determine applications for grant funding to deliver an artwork;
- To assess and determine applications for allocation of plinths.

2. Scope

- Allocation of plinths;
- Artworks being gifted to the collection;
- Artworks where a funding contribution, in part of whole, is being sought;
- Artworks where a funding contribution towards an application to bodies such as HLF/Creative Scotland is being sought;

3. Vision

The vision was to create an accessible Outdoor Museum that explores, celebrates and displays the rich and varied history of Helensburgh for local residents and visitors to the town, both now and in time to come. The project is also particularly an opportunity to record the untold stories and gems of history and heritage.

4. Decision Making

In taking this forward, as with the previous plinths a panel of local people, a Design Panel, will be needed to help guide the future of the work as individuals and groups are encouraged to get involved, perpetuating the growth of the Outdoor Museum.

Upon being convened the Design Panel's first order of business will be to consider and make recommendation to the local Area Committee on key aspects covered by the strategy, outlined in Section 7 of this paper.

Design Panel: Reviews proposals and designs for acceptability, quality of material and execution, viability and technical aspects.

- Makes recommendations to Area Committee.
- Meets on a regular basis as may be required by the number of applications submitted for consideration at any annual call
- Includes representatives from: Council Officers; Helensburgh Heritage Trust; Helensburgh Arts Club; the Lomond and Argyll Decorative and Fine Arts Society (LADFAS); and other community representatives with experience in the arts, culture and heritage disciplines. With the involvement of those previously trained in (1) recording stories - and also short sayings in the local vernacular, relating to geography, history, oral tradition; and (2) the production and fabrication of finished art works as part of the initial development of the Outdoor Museum

Area Committee: Makes final decision on applications for funding and artworks.

5. Frequency of funding calls

- A maximum of £15,000 will be made available each year, with a single call for applications in each calendar year and until such time as the funding has been exhausted
- In the event annual funding is unallocated, it will be put back into the budget for allocation in future years.

6. Process

- Design Panel to meet regularly
- Recommendations taken to Area Committee
- Pre-application submissions should include an overview of the content of the proposed artwork, its history and link with Helensburgh and Lomond. It should also include indicative sketches of the proposal and detail proposed materials and finishes.
- At pre-application stage, applicants should make ABC aware of their proposed delivery route e.g. how will it be funded, developed, produced and installed

Funding request to support the **design** of artwork/cost plan (delegated to £500)

1. Written proposal submitted to officers
2. Eligibility assessment made by officers
3. Design Panel review
4. Funding award made

Funding request to support the **creation and installation** of artwork

1. Submission made to officers, based on an application agreed in consultation with Design Panel
2. Eligibility assessment made by officers
3. Design Panel review and make recommendation
4. Recommendation taken to Area Committee
5. Area Committee allocate plinth and agree award
6. Contract agreed
7. Award made
8. Installation overseen by officers

Request for a plinth to site a '**donated or gifted**' piece of artwork (no funding required)

1. Full spec proposal submitted to officers
2. Eligibility assessment made by officers
3. Design Panel review to assess acceptability, viability, content, design and style and make recommendation
4. Recommendation taken to Area Committee
5. Contract agreed
6. Installation overseen by officers

7. Art Strategy Fund – Issues for Consideration

[Further guidance to be developed by the Design Panel within the principles set out in paragraphs 5.4 to 5.14 of the report]

