

Subject: Annual Plan 2010/11 Activity Report - Arts and Culture

Prepared by: Pania Ruakere

Meeting Date: 5/6 May 2010

Report to COUNCIL for decision

SUMMARY

Twenty three submissions to the draft 2010/11 Annual Plan contained comments relating to the Arts and Culture activity. Detailed officer responses and recommendations to these submissions are attached. The issues covered by these submissions were grouped into the following areas:

- Footrot Flats Sculptures
- Promotion
- Art in Public Places
- Theatres.

The following overarching issues/themes have emerged from the submissions:

- Support for a strategic approach to arts and culture
- Transparency and inclusiveness in decision-making relating to arts and culture particularly art in public places
- Understanding and expressing regional identity.

RECOMMENDATIONS

That Council

1. receives the report
2. approves the officer responses contained in Attachment 1 - Arts and Culture activity submissions and responses
3. makes no changes to the draft Annual Plan 2010/11
4. resolves to put on hold the installation of any public artwork (with the exception of the Beijing Archers) until Council has in place an internal process and criteria for site selection.

Pania Ruakere
Activity Manager

Nedine Thatcher-Swann
Department Manager

1. BACKGROUND

The issues raised through the submissions process and informal discussions within local art and culture networks are concerned with:

- art in public places;
- regional identity;
- growing and supporting the arts and culture sector; and
- engaging the community in decision-making processes.

Public art features once again on the political agenda since Council announced its intention to develop a strategy for arts and culture. Public interest has been fuelled by the promotion of artworks proposed for public sites in particular the Footrot Flats sculptures and Evolution (Beijing statue). Coincidentally, public interest in the arts and culture activity has increased following a well-attended lecture series on arts in public places held at Tairāwhiti Museum during March and April.

The renewed public interest in arts and culture has generated a range of views and greater scrutiny of Council processes to support local artists and the selection of art and sites. Council intends to address this through strategic planning, policy development and implementation of best practice. The strategic plan will encompass all of Council arts and culture related activities including:

- art in public places
- theatres and community halls
- creative communities
- the arts components of larger projects such as the Navigational Project

2. DISCUSSION AND OPTIONS

The Arts and Culture Strategy will help to address the overarching issues identified in the background section above. The Art and Culture strategy is due to be completed in 2010/11.

However, art in public places requires some urgency as the submissions highlighted some of the artworks underway that may require further consideration against a 'transparent' selection criteria.

The main artwork of concern was the Footrot Flats statue and the arts, culture and heritage components of the Navigational Project.

Although there is a high probability that Council's Art and Culture strategy will be completed before the first Footrot Flats statue is erected; Council could resolve to put a hold on the installation of public art work until Council's strategy is developed (with the exception of the Beijing Archers, as there has already been some consultation on its installation). This will ensure that Council has in place an agreed and transparent process of selecting, commissioning, and then identifying appropriate placement of art works that are consistent with Council's strategy. The next best measure could be for Council staff to develop an interim process and criteria for art site selection prior to the installation of any work. This could be in place within a month and assist with any short term issues until the full art and culture strategy is developed.

The decision to put a hold on the installation of public art work would not be a decision to stop the progress of the Footrot Flats piece, rather, it will allow for a more planned approach to the 'placement' of the artwork.

3. SIGNIFICANCE

This activity sits towards the Less Significant end of the scale.

4. CONSULTATION

Formal consultation is planned for the Arts and Culture strategy this year. An advisory group is to be established to oversee the planning process and will include external stakeholders and members of the arts and culture community.

Subsequent policy development will include input from key stakeholders.

5. COMMUNITY OUTCOMES

In the 10 Year Plan arts and culture is recognised in relation to Vibrant and Prosperous Tairāwhiti. The engagement process plans to identify the strengths and opportunities that arts and culture currently and potentially offer to the growth of this region and its people. In this sense the strategic recommendations will support a range of community outcomes.

6. LEVELS OF SERVICE

While this process in itself will not result in more levels of service, the Arts and Culture Strategy will result in greater efficiency for Council's current commitment to arts and culture.

The final strategy will identify the potential for increased levels of service.

7. FINANCIAL

At this point in time there are no additional costs required to address these issues.

8. LEGAL

There are no legal implications for these issues.

9. POLICY

There are no policy implications at this time although the strategy will inform all Council Arts and Culture policies e.g. Arts in Public Places and will influence future Council planning and policy development across other Council areas of activity.

Summary and Response by Issue

For: Annual Plan 2010/11 - ARTS and CULTURE

Issue	Submitter
Art in Public Places	
2	Knott, Linette Elaine
<p>Believes the Beijing statue should be placed where it will be seen by the most people. This should be just inside the front glass window of the "information bureau" on Grey Street. It should be floodlit by changing colours, protected from vandals by CCTV and anti-graffiti coating, as well as properly insured for all kinds of damage. If it is outside it will be vandalised. Argues that the totem pole has survived there and that the proximity would complement both statues.</p> <p><i>Officer Response: An arts in public places policy is currently being reviewed to include arts and site selection criteria that can be used to assess any proposed artworks or sites. This together with consideration of the site favoured by the public through newspaper and online submissions will determine the final location.</i></p> <p><i>Officer Recommendation: That there be no change to the draft Annual Plan.</i></p>	
4	Bramwell, Pamela Isobella
<p>Art in public places is great.</p> <p><i>Officer Response: The development of the Arts and Culture strategy is well supported. An arts in public places policy is currently being reviewed to include arts and site selection criteria that can be used to assess an proposed artworks or sites including Footrot Flats and Navigational Project. Officer Recommendation: That there be no change to the draft Annual Plan. That the item be referred to the next committee meeting for further consideration.</i></p>	
16	Brown, William Malcolm
<p>Concerned at lack of costing for navigational stories project.</p> <p><i>Officer Response: The design and format of the storyboards has not been finalised so it is difficult to estimate true costs at this stage. For long term planning it has been assumed that costs will be similar to the Central Business District storyboards. Officer Recommendation: That there be no change to the draft Annual Plan.</i></p>	
22	Short, Tania Eruatua
<p>Supports the Art and Culture strategy. There are many opportunities to develop our region's arts with adherence to excellent planning and best practice. Must be strategic about arts and culture decisions. It is best to develop your strategy first and then decide which works fit with your key purposes. The Navigational Project should have more involvement from key stakeholders. Get the right people on board to help formulate the visions</p> <p><i>Officer Response: The development of the Arts and Culture strategy will address these issues. An arts in public places policy is currently being reviewed to include an arts and site selection criteria that can be used to assess proposed artworks or sites including Footrot Flats and the Navigational Project. Officer Recommendation: That the item be referred to the next committee for further consideration.</i></p>	
24	Hamon, Janis Marion
<p>Supports developing an arts and culture strategy. Navigational project is key to promoting the towns identity.</p> <p><i>Officer Response: The development of the Arts and Culture strategy is well supported. This will guide the arts component of the Navigational Project. Expression of regional identity is a key factor. Officer Recommendation: That there be no change to the draft Annual Plan.</i></p>	
34	Karauria, Michelle

Summary and Response by Issue

For: Annual Plan 2010/11 - ARTS and CULTURE

Issue	Submitter
<p>Would like for debate and discussion on arts in public places to take place in the next two weeks, prior to any artworks agreed upon or erected. Would like to achieve defined processes inclusive of tikanga and recognised quality of the artist. The current arts in public places practice lacks input from the community, specifically Maori. Much of our art reflects a lack of wisdom or aspiration.</p> <p><i>Officer Response: The development of the Arts and Culture strategy will address these issues. An arts in public places policy is currently being reviewed to include a arts and site selection criteria that can be used to assess an proposed artworks or sites including Footrot Flats and Navigational Project. Officer Recommendation: That the item be referred to the next committee for further consideration.</i></p>	
<p>37</p> <p>Supports the creation and implementation of a plan for integration of artworks into the city. Should use a sound process involving council, artists and community. Would like this process applied to all public artworks including Footrot Flats and Navigations Project.</p> <p><i>Officer Response: The development of the Arts and Culture strategy will address these issues. An arts in public places policy is currently being reviewed to include an arts and site selection criteria that can be used to assess an proposed artworks or sites including Footrot Flats and Navigational Project. Officer Recommendation: That the item be referred to the next committee for further consideration.</i></p>	Wallace, Katy
<p>41</p> <p>Supports the arts and culture policy development that is planned for 2011 and would like to see artists involved in the planning process of all public works. There is huge potential for the east coast to promote its historical significance through art without being overshadowed by narrow colonial references e.g. Captain Cook. Council should look at Waitakere success in integrating local art and history into all parts of the public works planning process.</p> <p><i>Officer Response: The development of the Arts and Culture strategy for GDC will aim to address these issues. GDC staff have been in contact with staff from Waitakere City about planning for this. Officer Recommendation: That there be no change to the draft Annual Plan.</i></p>	Lorraine Still
<p>47</p> <p>Creative Tairawhiti (CT) wholly support Council's intention to prepare an Arts and Culture strategy to guide your contribution in the arts sector of the district. Council must be a key leader and champion of any strategy to grow the arts. CT encourages a review of existing policy in relation to art in public places (AIPP). Any such strategy would benefit from a collaborative approach from Council, AIPP and CT on behalf of the regions arts community. AIPP Trusts purpose, vision and mission may need to undergo a review to meet the changing demands of a new policy. Well-managed public art should consider the following: It should appeal to the public and be chosen democratically; it should be art; robust leadership; carefully thought out choice of site re: town planning/history/tourism etc; a considered selection process i.e. why this work?; placing art that communicates an authentic message; interpretation (explained meanings) should be accessible; policy development around acquisitions, gifting and de-accessioning of art works. The Footrot Flats and Navigational projects would ideally be subject to the same selection process with regards to best practice as any other future public art project. CT believe that art occurring in the public domain needs to be carefully chosen to support an overriding vision and purpose, rather than being added to our built and natural environs arbitrarily and in an ad hoc manner.</p> <p><i>Officer Response: Your support for a strategic approach is noted. An arts in public places policy is currently being reviewed to include arts and site selection criteria that can be used to assess any proposed artworks or sites. Creative Tairawhiti is considered to be a key stakeholder and will be involved in this process. Officer Recommendation: That the item be referred to the next Community Development committee for further consideration.</i></p>	Creative Tairawhiti

Summary and Response by Issue

For: Annual Plan 2010/11 - ARTS and CULTURE

Issue	Submitter
50	Matthew Randall
Wishes to speak at hearing about public art. <i>Officer Response: Council looks forward to your contribution to the annual plan process and encourages your participation in the process to develop an Arts and Culture Strategy for Council. Officer Recommendation: That there be no change to the draft Annual Plan.</i>	
54	Sheridan, Todd Raymond
Supports arts and culture strategy. With all planned works (including library extensions and war memorial upgrade) there is no indication of plans to work with local artists. This is an oversight that must be remedied. Gisborne has an ad hoc approach to public art and does not want to be known as the "plonk art city". How do practising artists gain recognition of their works when decisions are made without any artists input? Suggests that town planning and arts and culture planning are integrated into existing capital works budget. This would reduce the cause for the exclusion of creative visual arts planning into public works. Any shortfalls could be met with outside or private funding. Also recommends that council staff who make decisions on art works, take professional training to become artistically literate. <i>Officer Response: The development of the Arts and Culture strategy will aim to address these issues. An arts in public places policy is currently being reviewed to include an arts and site selection criteria that can be used to assess any proposed artworks or sites including Footrot Flats and Navigational Project. Policy should also consider how Council will incorporate art into other areas of Council activity and how it will engage with the arts sector to achieve this. Council will seek input from key stakeholders, including artists, for this policy. Officer Recommendation: That the item be referred to the next Community Development committee for further consideration.</i>	
Footrot Flats Sculptures (Oppose)	
22	Short, Tania Eruatua
To go on with any of the current art in public places projects, e.g. the Footrot Flats sculptures, is to work in an ad hoc, unplanned manner. You should develop your strategy first and then decide which sculpture fits your plans. <i>Officer Response: The policy for art in public places is currently being reviewed alongside the development of the overarching Arts and Culture Strategy due for completion in 2011. It is unlikely that the Footrot Flats sculpture will be completed by then and we will be able to assess against criteria for art and site selection. Officer Recommendation: That there be no change to the draft Annual Plan.</i>	
26	Larkins, Darren Peter
Not sure about the Footrot Flats sculptures. <i>Officer Response: The policy for art in public places is currently being reviewed alongside the development of the overarching Arts and Culture Strategy due for completion in 2011. It is unlikely that the Footrot Flats sculpture will be completed by then and we will be able to assess against criteria for art and site selection. Officer Recommendation: That there be no change to the draft Annual Plan.</i>	
54	Sheridan, Todd Raymond

Summary and Response by Issue

For: Annual Plan 2010/11 - ARTS and CULTURE

Issue	Submitter
Footrot Flats project is farcical. Gisborne is unique for "first to see the sun" and its cultural balance. This is more worthy of promotion than "dog". What about Paoas Kuri? <i>Officer Response: GDC is in the process of writing an Arts and Culture Strategy that will seek input from the creative sector to develop themes and ideas for future consideration of art works in public places. These ideas may influence current projects such as the Navigation Project or future initiatives between GDC and Iwi and/or the community. Officer Recommendation: That there be no change to the draft Annual Plan.</i>	
Footrot Flats Sculptures (Support)	
3	Mackay, Heather Gordon
Support the Footrot Flats sculpture plan. <i>Officer Response: The policy for art in public places is currently being reviewed alongside the development of the overarching Arts and Culture Strategy due for completion in 2011. It is unlikely that the Footrot Flats sculpture will be completed by then and we will be able to assess against criteria for art and site selection. Officer Recommendation: That there be no change to the draft Annual Plan.</i>	
24	Hamon, Janis Marion
The series of Footrot Flats statues is a fantastic plan; unique to Gisborne. <i>Officer Response: The policy for art in public places is currently being reviewed alongside the development of the overarching Arts and Culture Strategy due for completion in 2011. It is unlikely that the Footrot Flats sculpture will be completed by then and we will be able to assess against criteria for art and site selection. Officer Recommendation: That there be no change to the draft Annual Plan.</i>	
Arts & Culture Promotion	
25	Proctor, Ian George
Likes all plans that maintain or improve on any arts and culture but at minimal cost. <i>Officer Response: Council maintains service to Arts and Culture throughout the region via current policy, procedures and funding strategies. Officer Recommendation: That there be no change to the draft Annual Plan.</i>	
Theatres & Community Halls	
3	Mackay, Heather Gordon
Likes the war memorial upgrade. <i>Officer Response: The project architect specialises in theatre re-development projects and has developed preliminary drawings at this stage. Officer Recommendation: That there be no change to the draft Annual Plan.</i>	
4	Bramwell, Pamela Isobella
Upgrade of War Memorial Theatre is great but please put more comfortable seats in.	

Summary and Response by Issue

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Issue	Submitter
<i>Officer Response: The seats currently installed were an interim measure to replace the failing existing seats while awaiting the major re-development. New seating will be to a good quality theatre standard. Officer Recommendation: That there be no change to the draft Annual Plan.</i>	
5	Redgrave, Lorraine Allison
Very much in favour of updating the War Memorial Theatre before too long.	
<i>Officer Response: There is widespread support for the theatre upgrade and the progress made to date. Officer Recommendation: That there be no change to the draft Annual Plan.</i>	
22	Short, Tania Eruatua
Please consult with experts on theatre upgrade. This will ensure that the significant investment is spent wisely.	
<i>Officer Response: A theatre users group has been consulted and representatives of that group will continue to be part of the re-development team. The architect is a specialist in theatre design and has completed similar projects in many towns and cities around New Zealand. Officer Recommendation: That there be no change to the draft Annual Plan.</i>	
26	Larkins, Darren Peter
Likes the fact that some external funding has been used for the War Memorial Theatre upgrade.	
<i>Officer Response: Much of the funding for the War Memorial Theatre upgrade is expected to come from external sources. The project is not yet at a stage where funding applications can be made. Officer Recommendation: That there be no change to the draft Annual Plan.</i>	
47	Creative Tairawhiti
Creative Tairawhiti supports the upgrade of the War Memorial Theatre. We suggest that consultation with local industry supplier Russell Braithwaite could be advantageous. Initial response to the proposed design was that it was focused on theatre and performance, but didn't allow for other purposes such as music. The incorporation of a dedicated space for sound mixing desks was highlighted.	
<i>Officer Response: The local sound engineer is part of the user group involved in initial consultation. The project architect is a specialist in theatre re-development. Consultation will continue with the user group at various stages of the re-development to ensure that the theatre achieves its objectives. Officer Recommendation: That there be no change to the draft Annual Plan.</i>	