



## Haverhill Area Working Party 29 August 2013

### Public Art in the Town Centre of Haverhill (PATCH)

#### 1. Summary and reasons for recommendations

- 1.1 On 20 July 2011 Cabinet approved the Haverhill Area Working Party's (HAWP) recommendation that the Public Art in the Town Centre of Haverhill (PATCH) Group be permitted to continue as a Task and Finish Group to commission a piece of art in Haverhill Town Centre.
- 1.2 Councillor Mrs Rushbrook was appointed Chairman of the group and Councillor Mrs Richardson was appointed as a representative from HAWP.
- 1.3 Following consultation with partners and HAWP, it was agreed that the PATCH group would commission the Samuel Ward Academy to design and create a head sculpture. The aim of this sculpture is to provide a focal point in Haverhill Town Centre, thereby hopefully attracting more visitors to the town. The design of the sculpture in its current state is attached as Appendix A to the report.
- 1.4 The Art Department at Samuel Ward Academy has been working with its students to create the head sculpture over the last two years, with support from a local engineering company and local volunteers.
- 1.5 The sculpture is shortly due to be completed and a design engineer is currently designing a plinth structure for the sculpture to be safely mounted. Contractors will then be commissioned to instal the sculpture.
- 1.6 The sculpture will then be officially launched with an event.

#### 2. Recommendation

The Working Party is asked to **NOTE**:

- (a) the current progress on the Head Sculpture project;
- (b) the Draft Media Management Strategy, as attached as Appendix B to the report; and
- (c) the intention for a launch event to take place.

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### **3. Corporate priorities**

- 3.1 The recommendation meets the following, as contained within the Corporate Plan:
- (a) Working together for prosperous and environmentally-responsible communities.

### **4. Key issues**

- 4.1 On 20 July 2011 Cabinet approved the Haverhill Area Working Party's (HAWP) recommendation that the Public Art in the Town Centre of Haverhill (PATCH) Group be permitted to continue as a Task and Finish Group to commission a piece of art in Haverhill Town Centre.
- 4.2 Councillor Mrs Rushbrook was appointed Chairman of the Group and Councillor Mrs Richardson was appointed as a representative from HAWP.
- 4.3 Following consultation with partners and HAWP, it was agreed that the PATCH group would commission the Samuel Ward Academy to design and create a head sculpture. The thinking behind the sculpture was to provide a focal point in Haverhill Town Centre, thereby hopefully attracting more visitors to the town. Whilst the sculpture is primarily a piece of art, the 'eyes' (which will incorporate monitors/screens) will showcase Haverhill's achievements and its offer to members of the public. The design is shown at Appendix A to the report.
- 4.4 The Head of Art at Samuel Ward Academy, Mr Neil Williams, has incorporated this project into curriculum work. Samuel Ward art students have created the head sculpture over the last two years, largely using metal rods. The project has also been supported by a local engineering company, Metcraft, and local volunteers.
- 4.5 The head sculpture was initially due to be installed on the High Street in Haverhill as part of the High Street enhancement works, however pedestrianisation and the enhancement schemes have been delayed. Furthermore, Suffolk County Council has checked services below ground and it has been found that because of BT cables outside Lloyd's Bank the cost of installing the sculpture here would be prohibitive.
- 4.6 The sculpture will therefore be situated on the Market Square in Haverhill on land owned by the Borough Council, utilising one of the existing unused planters. The decision on the location was taken after consulting stakeholders, including Members of HAWP, the Police, Haverhill Town Council and the market traders.
- 4.7 The Borough Council's Planning Officers have confirmed that the sculpture, being below four metres in height and undertaken on behalf of a local council on land within its control, will not require planning permission.
- 4.8 The sculpture has been designed to accord with Health and Safety legislation, and a Health and Safety Officer has provided advice and is satisfied that the sculpture conforms to best practice. A Health and Safety Officer continues to attend the PATCH meetings to advise on the structural work being carried out, including electrical safety and installation works.

- 4.9 The original timetable for the completion of this project has been extended because of complications with the design, location and siting discussions, and the voluntary nature of key partners.
- 4.10 The sculpture is shortly due to be completed by the art students and Appendix A shows the sculpture in its current state. Once work on the sculpture is complete, the monitors/screens, which are being provided free of charge by Samuel Ward Academy, will be installed into the 'eyes' of the sculpture.
- 4.11 A firm of structural engineers has been commissioned to design a plinth for the sculpture to be safely mounted. Once this design work has been completed, the Council will commission contractors to instal the sculpture and carry out the necessary electrical works.
- 4.12 A draft Media Management Strategy has been produced and is attached as Appendix B. This is to ensure that, amongst other things, access to the monitors/screens is available to all appropriate organisations. The draft document has been agreed by the PATCH group and advice has been sought from Legal officers. As this is a community resource, the Council will not be responsible for media content as a third party will manage this aspect of the project. In the first instance, Samuel Ward Academy may provide this media management until a community solution is found.
- 4.13 The hope is for the media coverage to be self-sustaining, i.e. organisations/businesses will pay for coverage which in turn will pay for the electricity, ongoing maintenance, etc.
- 4.14 The sculpture will be officially launched before the end of 2013, with an event to which the local MP, Leader and Mayor of the Borough Council, Mayor of Haverhill Town Council, Borough Councillors for Haverhill Wards and County Councillors for Haverhill Electoral Divisions, schools, Town Councillors, market traders, retail traders, etc. will be invited.

## **5. Other options considered**

- 5.1 No other options have been considered.

## **6. Community impact**

### **6.1 Crime and disorder impact** *(including Section 17 of the Crime and Disorder Act 1998)*

- 6.1.1 The Police are fully aware of the project and have supported the location chosen. CCTV is also in operation in the area.
- 6.1.2 The structural engineer will be taking into account vandalism and 'free runners' when designing the plinth.
- 6.1.3 The specification of the monitors/screens is appropriate for outdoor, public use (including industrial casing and tempered glass). The monitors/screens and supporting hardware will be effectively sealed up to prevent inappropriate access. The PATCH group have agreed that the monitors/screens will be turned off at 11pm to discourage anti-social behaviour.

**6.2 Diversity and equality impact** *(including the findings of the Equality Impact Assessment)*

6.2.1 This project involves the installation of a piece of art in Haverhill town centre to promote Haverhill and the surrounding areas. As a result, there are no equality or diversity impacts for the Council as it does not have an adverse impact upon any of the protected characteristics under the Equalities Act 2010.

6.2.2 PATCH has, however, given due regard to equality and diversity and taken a number of issues into account in the commissioning of the sculpture and the installation of it. In particular:

- (a) the head has no distinguishing marks, ensuring that it is not gender, race or belief specific;
- (b) the sculpture will be installed on an existing planter in the town centre and will not therefore cause an additional obstruction or hazard for the visually impaired or those using wheelchairs/mobility scooters;
- (c) the monitors/screens are capable of being tilted to involve the widest viewing audience. As the tilt will need to be adjusted to ensure that children, adults and wheelchair users are all capable of viewing it, there will be an element of testing to maximise the viewing potential;
- (d) the head will unfortunately have limited interaction with the visually impaired because of the visual nature of the sculpture. However, there may be potential for development of an audio function in the future. If this is pursued at any point, representatives of the visually impaired will be engaged with the project; and
- (e) the content of the visual display will be developed and controlled by a third party, who will adhere to a Media Management Strategy. This strategy is in line with the Council's Sponsorship Policy and will ensure that the potential for offence being caused to any particular group is minimised. As the content is likely to be pictorial, the need for the use of alternative languages is limited.

**6.3 Sustainability impact** *(including completing a Sustainability Impact Assessment)*

6.3.1 No impact from this report.

**6.4 Other impact** *(any other impacts affecting this report)*

6.4.1 No impact from this report.

**7. Consultation** *(what consultation has been undertaken, and what were the outcomes?)*

7.1 Both Academies in Haverhill were approached and Samuel Ward agreed to take on the project. Students have been consulted throughout the project and helped to design the sculpture.

## 8. Financial and resource implications *(including asset management implications)*

- 8.1 The budget for the head sculpture project is £8,000, with a contingency of £2,000. This funding was allocated from within the overall £750,000 Growth Area Funding budget for the enhancement of the High Street in Haverhill.
- 8.2 In addition to financial support, this project has resource implications in terms of officer and Councillor time.
- 8.3 Once the sculpture is installed, there will be implications in terms of ongoing maintenance of the sculpture and payment towards the running of the monitors/screens within the 'eyes'. Initially this cost will come from the project budget, however in the long-term the advertising facility will be self-sufficient, with monies gained from advertising being put back into a 'maintenance' pot.

## 9. Risk/opportunity assessment *(potential hazards or opportunities affecting corporate, service or project objectives)*

Risk area	Inherent level of risk (before controls)	Controls	Residual risk (after controls)
The project is not completed on time	Medium	Work with partners to keep the project on track	Medium
The sculpture cannot withstand extreme weather conditions, e.g. high winds	Low	The sculpture has been designed with health and safety in mind and its light structure will reduce the wind loading	Low
The monitors/screens could pose a health and safety hazard	Medium	The monitors/screens and casing will be IP68 rated to ensure that they comply with health and safety legislation	Low
Inequitable amount of promotion for one business/organisation	Low	A Media Management Strategy will include an agreement to ensure equitable coverage across businesses and organisations	Low
The monitors/screens could be stolen	Medium	The monitors/screens will be housed in a security locked case	Low
The budget will be exceeded	Medium	Budget monitoring is being put in place	Low

## 10. Legal and policy implications

- 10.1 Once installed on Borough Council land, the head sculpture will be owned and maintained by the Borough Council and will therefore be covered within the Borough Council's Public Liability Insurance.

## 11. Wards affected

- 11.1 Haverhill wards.

## **12. Background papers**

12.1 C68 - Recommendations from Haverhill Area Working Party: 9 June 2011.

## **13. Documents attached**

13.1 Appendix A – Photo of the Head Sculpture in its current state.

13.2 Appendix B – Draft Media Management Strategy.

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## Public Art in the Town Centre of Haverhill (PATCH)

# Media Management Strategy for the Head Sculpture on Market Square, Haverhill

### 1. Background of the PATCH group

- 1.1 PATCH has been set up to oversee the commissioning of public art in Haverhill town centre.
- 1.2 Membership of PATCH includes representatives from:
  - (a) Haverhill Town Council
  - (b) Metcraft Engineering
  - (c) Samuel Ward Academy
  - (d) St Edmundsbury Borough Council
  - (e) Suffolk County Council
- 1.3 PATCH has agreed to and will manage the creation and erection of a Head Sculpture (referred to in paragraph 2 below) (the Project).
- 1.4 The Chair for the Project is St Edmundsbury Borough Councillor, Marion Rushbrook.

### 2. Purpose of the Head Sculpture

- 2.1 The Head Sculpture has been designed and created by the Head of Art and Students of Samuel Ward Academy, together with Metcraft Engineering and local volunteers.
- 2.2 The Head Sculpture will provide a focal point on the Market Square in Haverhill due to its innovative aesthetics.
- 2.3 The Head Sculpture, however, is more than just a piece of art; the monitors that form its 'eyes' will showcase Haverhill's achievements and offers.

### 3. Provision of media

- 3.1 PATCH has agreed that the monitors to the Head Sculpture will provide an opportunity for businesses, community/voluntary organisations, local authorities and schools to showcase their services for the benefit of members of the public.

- 3.2 No one business or organisation will be able to have an unfair level of exposure via the monitors of the Head Sculpture.
- 3.3 PATCH will not consider promotion which:
- (a) involves faith/religious/ethnically based organisations where the promotion of the faith/religion/belief is the main purpose;
  - (b) creates legal or financial conflict;
  - (c) has political party associations;
  - (d) involves unlawful prejudice and/or discrimination;
  - (e) promotes tobacco;
  - (f) involves sexual content; and
  - (g) involves violent content.

This is not an exhaustive list and any approach can be declined at PATCH's sole discretion.

- 3.4 The content displayed on the sculpture will comply with the Equality Act 2010 as appropriate.
- 3.5 Images of identifiable children will only be used with the permission of a parent or responsible guardian.
- 3.6 The media aspect of the Head Sculpture is to become self-financing. Any business/organisation that requests media space will have to sign an agreement confirming that they will adhere to the criteria outlined in paragraph 3.3; that they will provide the relevant materials necessary to produce the video; and that they will pay a fee to cover the cost of production, electricity used and ongoing maintenance of the Head Sculpture (including regular electrical testing).
- 3.7 The Head Sculpture is a community project and not a profit-making venture. Any surplus monies will be used by PATCH for future art projects.

#### **4. Management of the media element of the Project**

- 4.1 A third party [to be decided] will lead on the media element of the Project on behalf of PATCH and shall provide regular updates to PATCH detailing the businesses/organisations which have purchased media space. St Edmundsbury Borough Council will not be responsible for the content of the media promotion.
- 4.2 As Project lead, the third party will receive all payments from businesses/organisations for media space and transfer such monies to the PATCH bank account each month.

4.3 The third party will keep a record of all payments received and will provide an annual statement to PATCH in order that payments can be checked against usage.

4.4 The Project lead will be reviewed by PATCH after six months.

## **5. Fees**

5.1 [To be decided]

Signed:

[TO BE SIGNED BY ALL MEMBERS OF PATCH]

Dated:

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