

DRAFT PUBLIC ART POLICY

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1. PURPOSE

The purpose of the policy is to:

- Provide an opportunity to communicate ideas and stories in a public area through art.
- Provide an opportunity for the development of shared cultural experiences.
- Enhance civic identity and community pride.
- Enhance experiences for visitors and tourists.
- Enhance cultural tourism.

2. SCOPE

This policy covers all permanent, integrated, or temporary art in a public space that is either commissioned by or in partnership with Derwent Valley Council.

Public art is defined as artwork that includes sculptures, murals, seating, and signage that is designed and created for public spaces and purchased or owned by a public authority such as the Council. Public art may consist of permanent or temporary constructions, including traditional art forms such as sculpture and murals, and more contemporary art forms such as light boxes and digital media.

Artworks may be functional or purely aesthetic and may be of varying scale and scope and can be:

- Functional – primary purpose is practical such as seating or lighting.
- Integrated – embedded within a natural or built environment such as signage or landscaping.
- Decorative – for aesthetic purposes such as murals or sculptures.
- Site specific – designed for a specific location; or
- Interpretative – primary purpose is to describe, educate, or comment on issues, events, or situations.

3. POLICY

3.1 POLICY CONTEXT

Public art has the potential to enrich and enliven people's experience of, and connection to public spaces and to engender ownership and pride in public spaces, especially if its development has involved the community in some way.

Public art can create a unique community identity that informs or enhances a sense of place and can generate iconic branding for the area.

The creation of public art can be achieved through a variety of processes that may include, but are not limited to:

- A part of a major infrastructure project.
- A part of a community project.
- A part of a redevelopment of public space or recreation area.
- A part of festivals and events.
- An artist commission; or
- To commemorate a historical event or parade.

3.2 POLICY STATEMENT

Derwent Valley Council supports and encourages an awareness and pride in the local sense of place, history, and heritage. Council encourages opportunities and resources to showcase pride in our sense of place and our heritage - thus enhancing community pride and cultural tourism.

Council is committed to public art through:

- Including an annual provision in the budget.
- Applying for external funding for projects.
- Developing arrangements with local businesses and organisations.
- Encouraging developer contributions that include public art.
- Utilising opportunities within existing council allocations for street furniture, seating, etc.