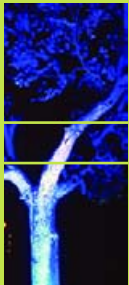


Clydebank *re-built*



DESIGNING THE FUTURE



**A STRATEGY FOR ART IN  
CLYDEBANK'S PUBLIC PLACES  
2004 - 2010**



**CONSULTATION DRAFT**

**1.0 INTRODUCTION**

**1.1 Our vision for Clydebank:**

The key vision of Clydebank re-built is to: *reposition Clydebank as a distinctive, successful, well performing regional centre within the Glasgow metropolitan area.*

Clydebank re-built, with its partners West Dunbartonshire Council and Scottish Enterprise Dunbartonshire, has developed the Clydebank Plan which will, over the next decade, guide new developments on the Riverside and the Town Centre.

**1.2 Why do we need a public art strategy?:**

One of the projects being developed under the 'Quality Clydebank' theme in the Clydebank Plan is a programme of public realm works. We want to develop and deliver public art works as an integral part of Clydebank's upgraded public realm. This strategy provides the basis for commissioning new art in Clydebank's public places.

**1.3 Our vision for public art in Clydebank:**

We will help create a new, confident, attractive and interesting Clydebank by encouraging the integration of a programme of good quality, innovative public art within the wider regeneration process.

**1.4 Our Values:** Our core values for delivering public art are commitments to

- design quality in everything Clydebank rebuilt seeks to deliver

- ensure that proposals for art in public places integrate with, and enhance, wider regeneration plans developed in consultation with the communities of Clydebank and our regeneration partner organisations
- delivery of public art which has popular appeal

**1.5 What's already been achieved?:**

A lot has already been accomplished by Clydebank re-built:

- finalisation of the 7-year Clydebank Plan, and its associated strategies/policies
- preparation of a 'Clydebank Design Guide', which has been adopted by West Dunbartonshire Council and which sets out standards for design, layout and materials
- taking forward the Clydebank Plan, the identification of an ambitious 7 phase regeneration programme of 'public realm' works, for Clydebank and its riverside
- within this programme, the commitment to an integrated public art component, and formation of a Strategy Working Group to develop the strategy
- community consultation - Clydebank re-built is committed to on-going consultation, programme which has focused on the public realm at consultation events held during 2003/04 and specifically on art in Clydebank's public places at a Design Forum event held in May 2004

- 1.6 The programme of public art works will be closely related to the public realm works. The proposals include works which are initially focused on the Glasgow Road/ Dumbarton Road corridor. We will eventually branch out towards the riverside sites and up into the Town centre in Clydebank over a seven year period. Clydebank re-built's extensive consultation programme has identified that works should reflect one of three major themes: Clydebank's 'past, 'present' and 'future' .



## 2.0 PUBLIC ART

- 2.1 Why public art is important:** There are several reasons why we think public art will be important in Clydebank:
- it will help the local community, by creating a healthier environment, with a sense of identity and place
  - it will provide inspiration and entertainment for citizens whilst contributing to the wider regeneration of the town
  - it will attract visitors and investors to Clydebank
  - it will provide opportunities for education and learning for all age groups

- 2.2 What do we mean by 'public art'?** Clydebank re-built seeks to promote a programme of public art work within the projects which it and its partners will be commissioning over the life of the Clydebank Plan. This will encompass a range of **visual features** and **artworks which are integrated** in to the environmental works being undertaken.
- **visual features** will include lighting installations, signage, sculpture, murals, 'landscaping' works. Some works will be permanent, and some temporary
  - where possible artworks will be **integrated** into the fabric of pavements, buildings and street furniture in public spaces

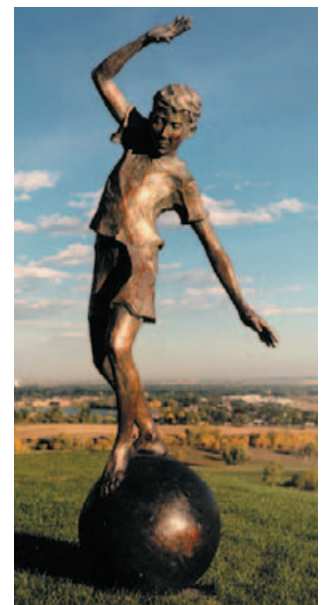
## 3.0 AIMS AND OBJECTIVES OF THE STRATEGY

- 3.1** In seeking to develop an "art in public places strategy", Clydebank re-built aims to integrate the development and delivery of an exciting series of public art commissions as a key part of the regeneration process.

## 3.2 Objectives:

3.2.1 The objectives of the strategy are to:

- build on the '**cultural identity**' of Clydebank and it's people through creating a distinctive image and identity for the Town linked to its past, present and future
- create **wider benefits** from the regeneration process through providing a framework for developers and regeneration partners which will encourage the integration of artwork in the regeneration of Clydebank
- build on **existing 'infrastructure'**, specifically by supporting the strategies and plans of other bodies, including
  - West Dunbartonshire Council's cultural strategy
  - Clydebank Local Plan ( Finalised Plan ) 2001
  - West Dunbartonshire Community Plan
  - West Dunbartonshire Partnership's Development Plan
  - British Waterways Scotland's forthcoming public arts strategy for Forth & Clyde Canal



**4.0 PROCESS FOR IMPLEMENTATION**

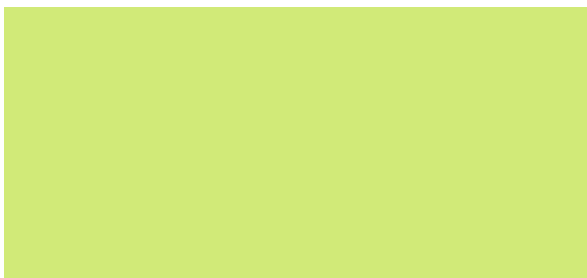
- 4.1 Status:** This draft strategy has been published by Clydebank re-built in collaboration with a range of partner organisations and with community involvement prior to drafting. The document covers a 7 year period 2004 - 10 in line with the Clydebank Plan and phased public realm programme. The document will be finalised only after a public consultation process which will end in December 2004.
- 4.2 Strategy Working Group:** Clydebank re-built established a multi partner Strategy Working Group to develop the draft strategy and to monitor the consultation process and subsequent publication of the final document. This group involved key partner organisations including West Dunbartonshire Council's Cultural, Education and Library Teams; West Dunbartonshire Heritage; West Dunbartonshire Arts Council and West Dunbartonshire Partnership (SPARC)
- 4.3** Once the strategy has been adopted and funded, the Strategy Working Group will oversee the development and delivery of the programme of artworks, on behalf of Clydebank re-built's Board. Clydebank re-built will continue to utilise its ongoing community consultation programme to inform decisions on the delivery of specific elements of the public art programme.

**5.0 PROGRAMME OF ARTWORK**

The draft proposals for a programme of artworks in Clydebank's public places have been developed and informed by the views of the Strategy Working Group, consultative comments gathered so far in Clydebank and research into public art projects elsewhere in the British Isles, including Cardiff, Manchester, Belfast, Glasgow (Gorbals), Dundee and Newcastle upon Tyne. Proposals also reflect the nature and location of existing artworks placed within central Clydebank.

**5.1 The Programme Themes**

- 5.1.1** The programme of art works will be managed so that, the programme as a whole will reflect three themes relating to Clydebank - its **'past', 'present' and future'**. A single art work might represent one or more of these themes.
- 5.1.2** The following listings are not intended to be definitive but provide a series of inspirational sources for art works. Consultation has suggested that Clydebank's strong 'past' should not be allowed to un-balance how the programme of art works will represent the 'present' and 'future' - that is, the programme should echo, but not dwell on, the past.



- **Theme 1 - 'Past':** Romans/Antonine Wall; archaeology/early settlers; formation of Clydebank - West Barns o' Clyde farm, Thomson's shipyard established in 1871; Clydebank the burgh in 1886; 'Holy City' flat roofed tenements; the canal; entrepreneurial Clydebank - world-class skill and innovation in shipbuilding; the Singer factory - its closure, the Singer clock, sewing machines; World War 1, World War 2, the Blitz; 'red Clydeside' - Singer strike of 1911, rent strike of 1920s, Upper Clyde Shipbuilders work-in in 1970s); Clydebank's 3 different coats of arms
- **Theme 2 - 'Present':** Existing industries and key employers - broadcasting - Radio Clyde; education - Clydebank College; health care - Golden Jubilee Hospital; whisky - Chivas Regal bond; electronic and mechanical - Terysaki; banking - National Australia Group; retail - Cooperative Insurance Services; the voluntary sector - Clydebank Asbestos Group; Clydebank's People
- **Theme 3 - 'Future':** Connections to the River Clyde; regeneration of key riverside sites and Clydebank Town Centre, young people/ skills/new schools, national policy on education and life-long learning; the new policy on the cultural rights of the individual; new community school ethos; new industries (e.g. bio-medical and electronics industries); the canal corridor; environmental landscaping.

## 5.2 The design principles

5.2.1 In commissioning the artworks, the intention is to include a number of design principles which will guide the creation of the artworks

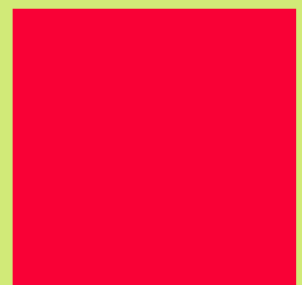
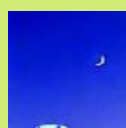
- they will be designed and located so as to relate to the community in which they are sited

- They will be accessible to the community in its widest sense, meeting disabled access legislation requirements
- Where possible, consideration will be given to include possibilities for interactive elements
- they will be designed so as to minimise ongoing maintenance costs, including the potential for vandalism
- they will make Clydebank a more colourful and 'greener' place
- they will be carried out by professional artists (mainly locally based but with some national) with consultation input on choices of artworks from local people, including young people
- where appropriate the artworks will be accompanied by interpretative information to provide context for works

## 5.3 Location

5.3.1 The proposal is to integrate the artworks with Clydebank rebuilt's proposals for the regeneration of the riverside and Clydebank town centre and link them with the 7 year phased programme of public realm works. There are five priority locations:

- at gateways to town
- on main access routes into and within the town (Dumbarton/Glasgow Road corridor and key parts of Kilbowie Road)
- at key nodal points/ focal points within the town (Town Centre, canal, transport interchange and Civic Quarter, existing and new roundabouts)
- along routes linking the Town centre/ shopping centre with the river/riverside
- within key regeneration sites as an integral part of the design for buildings and streetscapes



## 5.4 An Illustrative Programme

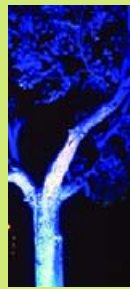
5.4.1 This table outlines some proposals for artworks which could be commissioned in the regeneration areas



Projects	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
Gateways <i>(Future)</i>	Signage at 5 gateway locations	Artworks and signage at Yoker and Beardmore gateways	Landscaping/ sculpture at Kilbowie Road roundabout				
Dumbarton/ Glasgow Road <i>(Future: traditional skills)</i>	Pocket park at Argyll Road junction - landscaping, sculpture, lighting						
Dumbarton/ Glasgow Road <i>(1. Future) (2. Present : Linkages town to river)</i>	1. Railway bridges - signage	2. Railway bridges - art feature lighting, signage	Railway bridges - external upgrade - lighting, signage, art hoarding				
Solidarity Plaza <i>(Past events: linked to heritage trail)</i>	Engraved text in paving, street furniture	Artwall					
Cart St roundabout <i>(Past to Future: shipbuilding/ heavy industry)</i>		Iconic structure/ sculpture at Cart Street roundabout					
Town centre Rear of shops - Kilbowie Road. <i>(Present: Scale - Ships, Singer Clock Hands)</i>	Art screen hoarding - temporary works		New development along Kilbowie Road to rear of shops (part of CIS master Plan)				
Town centre - New Superstore and Upgrade of lower mall <i>(Future: People)</i>		Artworks integral to design of new superstore and upgrade of Lower shopping mall, including relocation of some existing buildings. (% for art) Upgrade of Three Queens Square and use for activities					

Projects	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
Canal <i>(Present - Future: people, water, fun)</i>		Animation works to bridges and in water - lighting features	Artworks integral to the canal side development (% for art) at shopping centre				
Canal <i>(Present - Future: people, water, fun)</i>	Events/festival on water/linked to waterway						
Transport interchange <i>(Future)</i>		Reopening of Alexander Street/Hume Street	Artworks integral to transport hub development (% for art). Lighting, sculpture, signage				
Civic quarter <i>(Past - people)</i>	Repaving in front of Town hall to link into Heritage Trail		Civic space to rear of Town Hall. Artworks integral to streetscape, street furniture, lighting. Links to heritage trail. Singer clock, the people of Clydebank past and present				
Civic quarter <i>(Past - Future : People)</i>		Refurbishment of Baths/ Town Hall. Gallery, activity and event space	Art works integral to development of new civic offices				
Clydebank Business Park <i>(Future - Industry)</i>	Access improvements including entranceway artwork, signage and lighting.						
John Knox Street <i>(Future - Industry)</i>	Artwork integral to development of workshop units						
Access to Queen's Quay - Wallace Street, Glasgow Road frontage, Bruce Street, Hall Street <i>(Past and Present: traditional skills, the ships, the scale, shipbuilding, the river, the workers, asbestosis)</i>		Artworks integral to paving and street furniture, lighting	Options include artworks integral to building frontages/ design (% for art), soft and hard landscaping details and significant scale sculptures				

Projects	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
Routes linking town centre/ shopping centre to river ( <b>1&amp;2. Past: link between town and river. 3. Future: river outlook</b> )	1. Temporary landscaping at end of Alexander Street / Hume Street	2. Alexander Street public realm upgrade - heritage trail links	3. Use of % for art in design of iconic building				
Access routes/ gateways to key riverside development sites ( <b>Future: links to river, traditional skills/ heavy industry</b> )	Gateway works, feature signage, art lighting, sculpture at new roundabouts and access routes into key development sites (including hospital gate; Cable Depot Road; Cart Street)						
Key regeneration sites - Cable Depot ( <b>Future - connections with river, heavy industry</b> )	Artworks integral to building design (% for art), and associated public spaces/streets via street furniture, lighting, art within building and paving fabric, gallery space within new college, the Titan Crane and its visitor space						
Queens Quay ( <b>Past - Future - shipbuilding, scale, skills</b> )	Business Park Development with art integrated within building design and fabric						
	Housing development with art integrated within building design and fabric						
Queens Quay ( <b>Past - Future - shipbuilding, scale, skills</b> )	College development						
Hospital Gate/ Beardmore Hospital Gate - ( <b>Future - scale, river, health/ asbestosis</b> )	Artworks, signage and lighting integral to improved access and gateway into Hospital from Agamenmon Street and Beardmore		Artworks integral to design and built fabric of new business pavilions				
Carless ( <b>Future - River, canal, nature</b> )		Design of new bridge across canal	Artworks integral to design and building fabric of new development onsite				
Titan Crane ( <b>Past - Crane history, shipbuilding &amp; workers, scale, views</b> )	Artworks, lighting, signage and gallery space integral to refurbishment of Titan Crane, visitor centre and public space surrounding it.						



## 6.0 ARRANGEMENTS FOR MANAGING THE STRATEGY

6.1 The proposals for management of the strategy have drawn on research carried out for Clydebank re-built into the experiences of projects involving public art works in other parts of the British Isles.

### 6.1.2 Management of Programme

Clydebank re-built's multi partner Board will be ultimately responsible for the decision making and the delivery of public art within its projects in Clydebank.

We will also continue our Art in Public Places Strategy Working Group to form a Programme Co-ordination Group to co-ordinate the delivery of actions under the strategy.

### 6.1.3 Management of Clydebank re-built artwork projects

The Strategy Working Group will form the basis of a project management team for each project. Membership may be extended to include representatives of the client(s) or funder as appropriate.

The team will agree

- a brief which sets out the goals of the project
- the nature of the art works proposed

- how each art work relates to the public art strategy themes of 'past', 'present' and 'future';
- how it relates to the framework in the strategy for key issues such as popular appeal, site selection, and commissioning arrangements; and the potential for partnership (e.g. links to education programmes)
- how the project meets relevant compliance requirements (including those relating to planning, financial audit, Best Value)
- how the brief links to the public art strategies of other agencies, where appropriate (e.g. West Dunbartonshire Council & British Waterways)
- the approach to be taken to sourcing and commissioning, including artist selection
- the funding arrangements for creation and maintenance

## 6.2 Commissioning by developers

6.2.1 Where developers have been encouraged to create artworks as part of their development proposal Clydebank re-built will provide the developer with advice, to ensure collaboration and consistency as far as possible with the art in public places strategy

## 7.0 RESOURCES TO SUPPORT THE PROGRAMME OF WORK

7.1 An ongoing approach to fundraising for delivery of the programme of works will be employed from the outset, in line with resources secured for the wider regeneration process and the phased programme of public realm works.

## 7.2 Funding

- 7.2.1 Across the programme of art works, the following funding sources will be approached to either provide funding or help in kind:
- **local public bodies:** West Dunbartonshire Council, Scottish Enterprise Dunbartonshire, West Dunbartonshire Partnership, West Dunbartonshire Arts Council, Greater Glasgow Health Board; Argyll & The Trossachs Area Tourist Board
  - **private sector:** main employers in Clydebank area, developers, private companies, financiers
  - **other public bodies:** Scottish Arts Council, Scottish Executive, National Lottery (incl. Heritage Lottery Fund New Opportunities Fund), Historic Scotland, European Union (e.g. different categories within URBAN II)
  - **other bodies:** Arts & Business, the Commission for Architecture and the Built Environment
  - **trusts:** voluntary/charitable and private trusts, including local trusts.

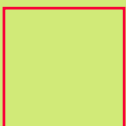
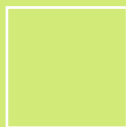
## 7.3 Percent for Art Scheme

- 7.3.1 Clydebank re-built's plans seeks to encourage private sector investment in the public art programme both through business/ corporate investors as well as through the development process itself. In this respect, Clydebank re-built seeks to encourage West Dunbartonshire Council to adopt a 'percent for art' scheme, for all new development where private developers will be asked to reserve 1% of the cost of their total development budget to create public art as an integral part of their scheme. The two main options within this scheme are:
- developers take responsibility for all aspects of the public art, including funding of pieces and paying artists
  - developers pay the 1% in advance, to create a fund from which the art work may be commissioned.

## 8.0 LONG-TERM MAINTENANCE OF ARTWORKS

8.1 Long term maintenance requirements for artworks will be addressed at the design stage. Factors which will minimise risk in the development and delivery of the works will be taken on board. These will include decisions being made at the outset to identify the following:

- a) **Risk management** will be based on consideration of the following:
- Intended duration of works
  - long term maintenance implications of materials used
  - Locational issues including vulnerability of site to graffiti, damage and other forms of vandalism
- b) **Clarifying responsibilities** for maintenance, ownership of artwork and approach to tackling vandalism
- c) **Funding** of maintenance in the longer term



## 9.0 ARRANGEMENTS FOR COMMISSIONING ARTWORKS

- 9.1 When commissions are being proposed, a brief for each artwork or project will be produced which clarifies:
- How artists will be selected
  - An outline of the main theme(s) which the artwork should reflect
  - An outline of the proposed programme and budget
  - The management regime for selection and delivery
- 9.2 This brief will be issued along with a guide to the tendering arrangements and a note of the selection process.

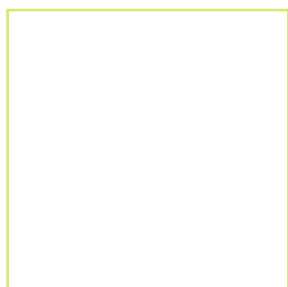
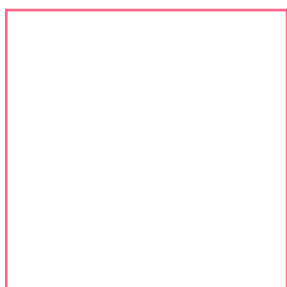
## 10.0 ARRANGEMENTS FOR EVALUATION OF PROGRESS, AND FOR REVIEWING THE STRATEGY

- 10.1 Clydebank re-built will review progress in implementing the strategy on an annual basis This review will identify relevant guidance, external funding requirements, Best Value, monitoring and management arrangements
- 10.2 The review and evaluation process will involve partners who participated in the strategy development process and the views of key stakeholders, including the community, Evaluation outcomes will be published by Clydebank re-built.

We want your views on our proposal for the strategy and would welcome additional comments on:

- The themes for commissioning artworks: past, present and future
- The proposed locations
- The kind of projects which we have outlined in the programme

Write to us at "Art in Public Spaces" or email us at [info@clydebankrebuilt.co.uk](mailto:info@clydebankrebuilt.co.uk)  
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Extra copies of this document can be requested from the office 0141 951 3420 or downloaded from the web on [www.clydebankrebuilt.co.uk](http://www.clydebankrebuilt.co.uk)



# Clydebank *re-built*

DESIGNING THE FUTURE



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