

REPORT OF: Director of Environment

TO: North Area Committee

03/07/2014

WARDS: West Chesterton

PROPOSED S106 DEVOLVED GRANT FOR MITCHAM'S MODELS PUBLIC ART PROJECT

1 INTRODUCTION

The Friends of Mitcham's Corner have organised a local project to bring the local community together and promote their neighbourhood. From 4 July and for the rest of this month, a series of brightly decorated shop mannequins (around 15) will be on temporary public display around Mitcham's Corner, located on private property/land. The Friends have recently asked the North Area Committee for £2,000 of S106 public art contributions to contribute towards the costs of the project (including installation of the models), having previously received a separate Area Committee grant of £1,000.

2. RECOMMENDATIONS

The North Area Committee is asked to consider this grant-funding request from the Friends of Mitcham's Corner for £2,000 of devolved public art S106 contributions towards the costs of the Mitcham's Models project, subject to grant conditions (see paragraph 5.7).

3. BACKGROUND

- 3.1 Decisions over the use of certain types of S106 developer contributions (including public art) have been devolved to area committees. When the North Area Committee set its second round project priorities last February, officers highlighted that it might be possible to set further priorities at around this time if these could be taken forward within the resources and staffing capacity available.
- 3.2 Whilst this report focuses on this specific S106 public art grant proposal, please note that preparations are being made for a third round of S106 local priority-setting, which is likely to get under way later this autumn. A report on the arrangements, including an update on the devolved S106 contributions available, is planned for the

Community Services Committee in October 2014. Reports to the area committees will follow, including updates on delivering first and second round priority projects. For now, please note also that the improvements to Nun's Way skate park have now been completed and the splash pad at King's Hedges paddling pool is also due to be finished in early July.

4. GRANT-FUNDING PROPOSAL FOR MITCHAM'S MODELS

The Friends of Mitcham's Corner describe the project as follows¹:

- 4.1 "Our project has a fun and a serious side. It is designed to re-establish an identity for Mitcham's Corner. The idea for Mitcham's Models ties in with some local history: Mitcham's was a drapers and ladies' outfitters in the shop on the corner of Chesterton Road and Victoria Avenue, which opened in 1909 and closed in 1977."
- 4.2 "The project will inject colour, art and brightness into a neighbourhood that needs attention, not least with the number of empty shops. The local community cares about where we live and what it looks like. We hope that it will encourage people to use the local shops and invest in the neighbourhood."
- 4.3 "Mitcham's Corner is home to a diverse community. The project has provided a focus for community participation.
 - a. The models, which have been donated and then base-painted, are being decorated by Wintercomfort (supporting people who are homeless or at risk of losing their homes), the Rowan Foundation (charity for people with learning disabilities), Stephen Perse Foundation visual arts students, Access Art students, artists at StudioWorks, Trumpington Gallery and two local families who live directly on the roundabout. This is a great mix of students, homeless people, some traders and residents.
 - b. We have got others involved in marketing, researching and actually putting the installation in place.
 - c. We are planning an opening ceremony and local traders and residents will be present as well as some local entertainment."
- 4.4 "As part of the project so far, we have:
 - a. held several open meetings about the projects, with attendances ranging between 20 and 80 people².

1. Based on a letter from the Friends of Mitcham's Corner, the Area Committee Grants application form and a telephone conversation with the project organiser.

2. There is a core of 30 adults co-ordinating the project itself. The Friends of Mitcham's Corner has around 120 members.

- b. sourced and collected the mannequins;
 - c. got permission from seven local land-owners for the mannequins to be sited on their land (eg, in gardens and on balconies);
 - d. found interested artists and had them commit to the project;
 - e. created a Facebook page and a Twitter account;
 - f. been to speak to Kettle's Yard, the Fitzwilliam Museum and Visit Cambridge and have had offers of support for advertising through their social media sites and blogs."
- 4.4 "We have been awarded £1,000 from North Area Committee grants³, but still need another £2,000 to meet the costs of decoration and installation. This would cover project costs of:
- a. the recycled mannequins being stripped back and base-painted to ensure that they are waterproof for being left outside during July;
 - b. heavy-duty supports to withstand wind and being knocked;
 - c. buying chains/locks to secure the mannequins;
 - d. funding for poster printing & leaflets; and sundries (eg, glues)."
- 4.5 The images below show shop mannequins for the Mitcham's Models project following base painting (left) and an example of a fully decorated model recently displayed in New York (right).



5. CONSIDERATIONS

- 5.1 Whilst this project proposal was not raised in time for second S106 priority-setting round, the needs of Mitcham's Corner in general were highlighted in the North Area S106 workshop in October 2012.

3. The Friends of Mitcham's Corner applied for Area Committee Grant in May 2014, after the Area Committee had agreed its grants programme in March. As there was funding still available, this award was made under powers delegated to officers.

- 5.2 In developing this project, the Friends of Mitcham's Corner have engaged with officers involved in Public Art, Streets & Open Spaces and Arts & Recreation. As part of the preparation of this report, officers in Planning Services and Community Safety (as well as colleagues in the Neighbourhood Policing) have also been consulted.
- 5.3 Based on this advice, it is understood that the project:
- would fit the guidance in the Public Art Supplementary Document for projects eligible for S106 public art contributions funding;
 - will be a temporary installation not requiring planning approval;
 - will be located on private land, therefore not raising particular implications in terms of highways safety or in relation to the Road Safety Act. Road users and pedestrians will need to continue to exercise care and attention around Mitcham's Corner and property owners hosting the mannequins will retain their responsibilities.⁴
- 5.4 The North Area currently has over £50,000 of devolved public art S106 contributions available. This reflects: decisions not to incorporate public art into paddling pool splash pad projects (mentioned in last February's report to this Committee); public art contributions received more recently; and few public art proposals being suggested through the local consultation for first two priority-setting rounds. The next opportunity for new ideas for public art projects to come forward will be the third priority-setting round.
- 5.5 The project will go ahead (with an official opening on 4 July) whether or not the Area Committee decides to award a £2,000 grant. It is understood that costs incurred (not already covered by the existing £1,000 grant) have so far been met personally by the Friends.
- 5.6 The project is likely to attract attention and interest, not with least the expected increase in visitors to the city for Stage 3 of the Tour de France on 7 July. A number of revised bus drop-off/collection points on that day will be located in the vicinity of Mitcham's Corner. More details can be found on the Council's Tour de France web pages (<https://www.cambridge.gov.uk/le-tour-cambridge>).
- 5.7 Whilst this is a temporary installation, the Friends of Mitcham's Corner hope the models might have greater longevity. After the event, the Friends plan to auction off the mannequins, with proceeds going to Tom's Trust (<http://www.tomstrust.org.uk/>), a local charity which funds psychologists to work with children diagnosed with brain tumours.

4 For example, (if applicable) property owners would need to make sure that any fire escapes shared by a number of households are kept clear.

5.8 If the North Area Committee wishes to provide grant-funding towards the Mitcham's Models project, it is assumed that this support would relate to the temporary period (around one month) when the mannequins are on public display around Mitcham's Corner and would be conditional on the models being located on private land. It is envisaged that the grant would also reflect the same conditions applied to the initial Area Committee grant, namely that:

- the mannequins must be decorated appropriately and not bring the Council into disrepute;
- you must have permission from the landowner to site the mannequins on their land;
- as part of your Health & Safety Policy, please ensure that your risk assessment, amongst other issues, assesses the risks of using paint and the positioning of the mannequins;
- you must also consider what insurance might be required.

5.9 Whilst this report has addressed key considerations, it is not possible to anticipate every eventuality or potential response to the project.

6. IMPLICATIONS

6.1 Financial implications: Paragraph 5.4 already confirms that there are sufficient S106 public art contributions devolved to the North Area Committee. As the proposed grant-funding is below £15k, it will not need a separate project appraisal: if the Area Committee approves the grant, arrangements will be made for payment.

6.2 Staffing implications: As the project has been developed and delivered by a local group and is not a Council project, the grant could be processed within existing staffing capacity and without impacting on the delivery of other priority projects or workloads.

6.3 Equality and poverty implications: A full equality impact assessment has not been undertaken for this proposed grant-funding given the tight timescales for reporting to the Area Committee and the size of grant requested. That said:

- a. it is understood that the mannequins will be brightly coloured and will not relate to any particular ethnic group;
- b. as the models will not be situated on highways land, they should not, themselves, impede the use of pavements around Mitcham's Corner for people in wheelchairs or pushing prams / buggies.
- c. paragraph 4.2a highlights the participation in the project of groups working with both homeless people / those at risk of being homeless and people with learning disabilities;

- d. according to the Cambridgeshire Index of Multiple Deprivation 2010, this part of the West Chesterton ward seems to rank 186th of neighbourhoods used for Census purposes⁵, where 1 is most deprived and 365 is least deprived.
 - e. paragraph 4.1 mentions the concerns of the Friends of Mitcham's Corner relating to the number of empty shops and their hope that the project might encourage more local interest and investment.
- 6.4 Environmental implications: The project may have a low negative impact given the painting and water-proofing processes for the shop mannequins. The use of recycled materials and the engagement of the local community also needs to be taken into account, however.
- 6.5 Community safety implications: These issues are covered in paragraph 5.3c after consultation with the Community Safety team.

7. BACKGROUND PAPERS

The following papers on devolved decision-making and developer contributions were used in the preparation of this report.

- Report to North Area Committee, 6/2/2014
- Report to North Area Committee, 22/11/2012
- Area Committee Grant application form 2014/15 and funding agreement (£1,000) for Mitcham's Model project

Other background information can be found on the Council's Developer Contributions web page (<https://www.cambridge.gov.uk/developer-contributions>).

The Cambridgeshire Index of Multiple Deprivation 2010 can be found on the Cambridgeshire Atlas website at <http://www.cambridgeshireinsight.org.uk/interactive-maps>

Please see also the website for the Friends of Mitcham's Corner at <http://www.friendsofmitchamscorner.org.uk/Default.html>. This features link to the Facebook page and Twitter account for the Mitcham's Models project.

To inspect the background papers or if you have a query on the report, please contact:

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5. These are known as lower super output areas.