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**Report to: Clackmannanshire Council**

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**Date of Meeting: 23 June 2022**

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**Subject: Public Art in Clackmannanshire**

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**Report by: Strategic Director (Place)**

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## **1.0 Purpose**

- 1.1. To advise Members of proposals to use public art funds from planning permissions to support a public art initiative in Alloa, in the form of public murals and seek approval for the first mural and for proposed arrangements in respect of future murals and public art installations.

## **2.0 Recommendations**

2.1. That Council:

- 2.1.1 Approves the use of £15,700 of public art funds from developer contributions to deliver Entry No. 4 as shown in Appendix 2, as a mural on the walls of 26/28 Drysdale Street (MacDonald Morson Dental Care), in association with the Living Alloa projects, and delegate arrangements to deliver this to officers of the Place Directorate in association with Alloa First, MacDonald Morson Dental Care and the artists themselves; and
- 2.1.2 Approves officers engagement with Alloa First, the local third sector, artists, businesses, local elected members and communities, to identify further opportunities for developer contribution funded murals in Alloa town centre.

## **Considerations**

- 2.2. The Council's Local Development Plan policies and related Supplementary Guidance on developer contributions seek contributions from developers via the planning process towards public art. The Council works with developers, community groups and others on the delivery of public art projects funded by such contributions.
- 2.3. The Living Alloa projects in Alloa town centre are now nearing completion, and have created the opportunity for public art, in the form of painted murals, to further enhance the streetscape. The opening up of the lane between the King Street carpark and Drysdale Street, whilst removing unsightly brick walls that enclosed the lane, has also exposed two blank walls on the side of 26-28 Drysdale Street; MacDonald & Morson Dental Care. These are ideal canvasses for an eye catching mural or murals, tying in well with the

transformation of this part of the town centre and taking advantage of the visual prominence of this site.

- 2.4. Painted murals have recently proved to be high impact and relatively low cost forms of streetscape enhancement in a number of areas of Scotland, such as Aberdeen, Dundee, Glasgow, Greenock and Paisley, and have been successfully used as a means to promote areas undergoing regeneration.
- 2.5. The partners of the McDonald Morson Dental Practice, were approached about the possibility of a mural or murals on their walls and responded positively to the idea and that a competition for local artists would be a suitable approach to selecting the most appropriate mural for the location. This approach would support the local artistic community and bring publicity to the wider Living Alloa projects. Funding for the installation would come from the public art funds that the Council has accrued from recent housing developments in Alloa area, in accordance with development plan policies referred to above.
- 2.6. Officers from the Place Directorate worked in partnership with Alloa First to organise the competition for the murals and it was publicised widely across social media. The entry form and a summary of the 4 entries received and how they were assessed are attached as Appendices to this report.
- 2.7. Entry No. 4 was submitted jointly by two local professional artists and scored highest against all of the criteria. The concept references the county's motto and links this to painting of a Goldcrest; the smallest bird in Scotland, drawing parallels with Clackmannanshire's status as the "Wee County". Also, the Goldcrest's Latin name is *Regulus Regulus*, meaning King, and thereby linking it to the County's motto which is attributed to King Robert the Bruce.
- 2.8. Crucially, this bid encompasses both walls, as well as a space in between, linking them together to create one cohesive and eye-catching artwork that met and exceeded the terms of the brief. This is also the only submission from local professional artists, with a demonstrable track record that shows they could deliver the project technically, on time and on budget. None of the other bids can demonstrate a track record of delivering public art of this scale or complexity. Crucially, the partners in the dental practice, who own the walls, fully endorse Entry 4 as the preferred bid. The project cannot go ahead without their approval.
- 2.9. Officers now seek approval for committing of £15,700 of public art funds derived from developer contributions towards this mural, including liaising with Alloa First, McDonald Morson Dental Care and the artists themselves to finalise arrangements for implementation. This amount covers the cost of the artists painting the mural (£10,000), anti graffiti paint to cover the art work (£4,000) and up to £1,700 for a legal agreement as set out in paragraph 9.1 below.
- 2.10. Officers also seek approval to engage with Alloa First, the local third sector, artists, businesses, local elected members and communities to identify further opportunities for developer contribution funded murals in Alloa town centre.
- 2.11. With the current proposal it is recognised that due to timing with the pre-election period, engagement with elected members on the proposal was

limited. It is further recognised that engagement with the local community was limited to local businesses through Alloa First BID and that, as is set out in paragraph 2.10 above, wider local community engagement with future public art proposals will be undertaken.

### 3.0 Sustainability Implications

3.1. None

### 4.0 Resource Implications

4.1. It is proposed to use funds already gathered from developments in the Alloa area for this mural.

4.2. The full financial implications of the recommendations are set out in the report. This includes a reference to full life cycle costs where appropriate. Yes X

4.3. Finance have been consulted and have agreed the financial implications as set out in the report. Yes X

### 5.0 Exempt Reports

5.1. Is this report exempt? Yes  (please detail the reasons for exemption below) No X

### 7.0 Declarations

The recommendations contained within this report support or implement our Corporate Priorities and Council Policies.

(1) **Our Priorities** (Please double click on the check box )

Clackmannanshire will be attractive to businesses & people and ensure fair opportunities for all X

Our families; children and young people will have the best possible start in life

Women and girls will be confident and aspirational, and achieve their full potential

Our communities will be resilient and empowered so that they can thrive and flourish

(2) **Council Policies** (Please detail)

## 8.0 Equalities Impact

8.1 Have you undertaken the required equalities impact assessment to ensure that no groups are adversely affected by the recommendations?

Yes  No

## 9.0 Legality

9.1 Given that the property in question is in private ownership, the Council will require to enter into a legal agreement with the owner to cover matters such as costs, repairs, insurance and maintenance.

9.2 It has been confirmed that in adopting the recommendations contained in this report, the Council is acting within its legal powers. Yes

## 10.0 Appendices

Appendix 1 : Summary of Mural Competition

Appendix 2 : Alloa First & Clackmannanshire Council Public Artworks Application Form

Appendix 3 : Murals Entry Summary

## 11.0 Background Papers

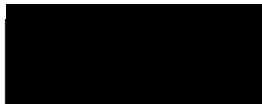
11.1 Have you used other documents to compile your report? (All documents must be kept available by the author for public inspection for four years from the date of meeting at which the report is considered)

Yes  (please list the documents below) No

### Author(s)

NAME	DESIGNATION	TEL NO / EXTENSION
Grant Baxter	Principal Placemaking Officer	Extension : 2615

### Approved by

NAME	DESIGNATION	SIGNATURE
Pete Leonard	Strategic Director (Place)	

## **Appendix 1 – Summary of Mural Competition**

Council officers from the Place Directorate worked in partnership with Alloa First to organise a murals competition for local artists, which included a joint press release and social media publicity. (The competition application form is enclosed as Appendix 2). In response, four entries were received and assessed jointly by officers from the Place Directorate, representatives from Alloa First and the property owners. A summary of the entries and their assessment is attached as Appendix 3.

In assessing the four entries, the following criteria were considered:

1. Aesthetic impact
2. Deliverability
3. Evidence of previous work
4. Design concept
5. How proposals meet the brief
6. Contractor links to the area

Entry No. 4 scored highest against all of the criteria. Crucially, this bid encompassed both walls, as well as a space in between, linking them together to create one cohesive artwork that met and exceeded the terms of the brief. This was also the only submission from local professional artists, with a demonstrable track record that showed they could deliver the project technically, on time and on budget. Their concept set out in the application form links well with the 'Clackmannanshire - people and place' theme.



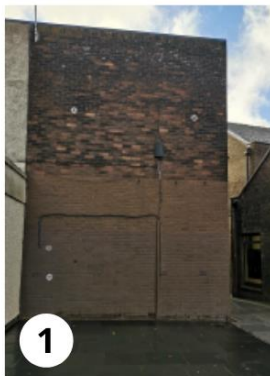
## Alloa First and Clackmannanshire Council Public Artworks

### Application form

**Alloa First, in partnership with Clackmannanshire Council, is calling out to Clackmannanshire artists to produce artworks for a gable end and an adjacent wall in a prominent location within Alloa town centre.**

Our theme for project designs is 'Alloa: People and Place'

Alloa First and Clackmannanshire Council would like to commission at least one artist to produce artworks for the gable end wall, and an adjacent wall situated in the lane between Drysdale Street and the King Street carpark. Artists are invited to provide design concepts and costings for each area separately. Designs should be submitted in PDF format (maximum A3 portrait or landscape), along with completed application form.



The gable end wall (Wall 1) is approximately 5m in length and 7m in height.

The adjacent low wall (Wall 2) is approximately 13m in length and 2.5m in height.

We are looking for artists who can design, project manage and deliver an original high-quality artwork that will have a positive impact on the town and will engage locals and visitors using this route in and out of the town centre.

Designs should have some relevance to our theme of 'Alloa: People and Place' and we are keen to see what types of innovative and inspiring designs come forward.

Entrants must either work or live in Clackmannanshire, or have prominent links to the area.

Applicants must ensure they have all health and safety certification and insurances necessary to complete the commission.

Questions should be directed to Diane Brown at Alloa First on 07866590533 or 01259 211944, or email [diane@alloafirst.co.uk](mailto:diane@alloafirst.co.uk)



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Proposals will be judged on a combination of price, quality, and design proposal and how well it relates to our theme of 'Alloa: People and Place'.

The decision of the Judging Panel will be final.

Your application(s) can only be considered by submitting artwork in PDF format (maximum A3 landscape or portrait) and by completing the information fields below:

Name:
Address:
Email:
Telephone:
Design format supplied:
Title of Submission:
Please state which wall this application relates to (each wall will be treated as a separate commission):
Concept and relevance to the area/ people and place link: maximum 250 words
Total Cost (must include preparation of the wall, all materials, equipment, and insurances (excluding VAT). Please break down the separate elements as far as possible:
Additional comments (including any information on previous similar projects): maximum 250 words:

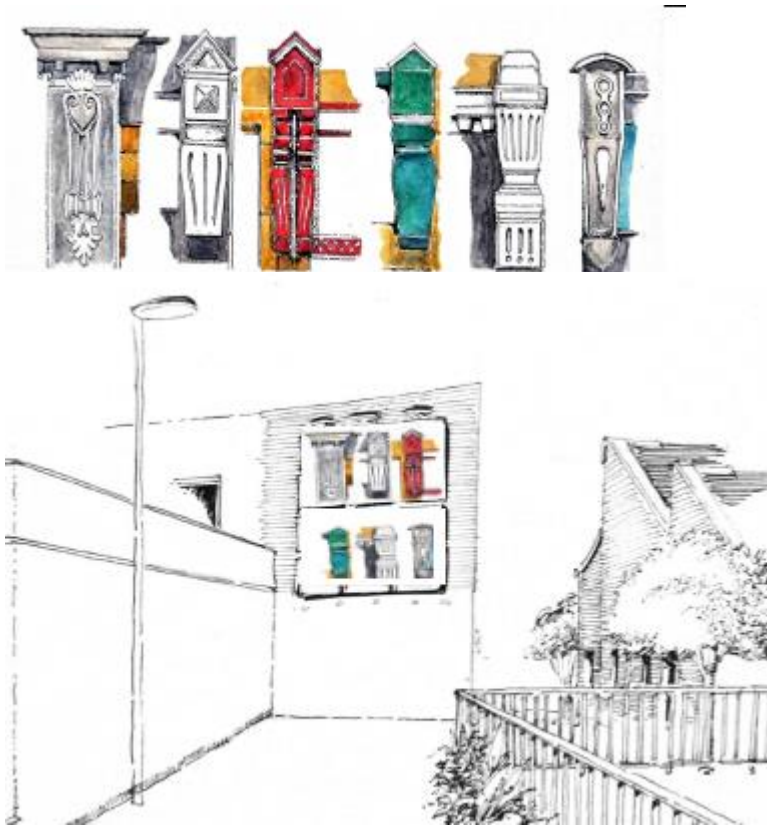




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## Entry 1 – Removable/Interchangeable Wall Panels – Design based on shop front details from within Alloa – Wall 1



### Summary of assessment:

The entry involves temporary banners that would need regular maintenance/renewal, rather than a painted mural. It would also likely require planning permission and once installed could be subject to wear and tear quickly, creating ongoing costs/burdens for the property owner, and detracting from the appearance of the area, rather than enhancing it.

## Entry 2 – Painted silhouettes of Alloa iconic buildings – Wall 1



### Summary of Assessment

This entry was not considered to be of sufficient aesthetic impact or design concept, and lacked brightness, which was seen as important to make the lane more attractive.

### Entry 3 – Brewery cat and wasp – Wall 1



#### Summary of assessment

This entry did not have any evidence of previous work or deliverability, however was considered to be a work that could have a place on a smaller scale in the town centre.

## Entry 4 –Goldcrest and Clacks Motto– Walls 1 & 2

### Summary of Assessment

This entry encompasses both walls, as well as a space in between, linking them together to create one cohesive artwork that meets and exceeded the terms of the brief. This is also the only submission from local professional artists, with a demonstrable track record that shows they can deliver the project technically, on time and on budget.



LOOK ABOUT YE HERE TILL I RETURN

