

Record of officer decision

Decision title:	Appointment of artists to deliver the Public Art Programme up to 31 March 2024 as part of the Hereford City Centre Improvements (HCCI) project.
Date of decision:	4 December 2023
Decision maker:	Corporate Director, Economy and Environment
Authority for delegated decision:	<p>On 7 October 2021 the Cabinet Member for Infrastructure and Transport took a decision to authorise the various HCCI elements to be progressed and authorised the Director for Economy and Place (historic) to take all operational decisions necessary in consultation with the Chief Financial Officer to progress and deliver the programme elements within the overall programme budget outlined within the report on a programme basis across the projects.</p> <p>This decision can be viewed using the following link: https://councillors.herefordshire.gov.uk/ieDecisionDetails.aspx?ID=8255</p>
Ward:	Central
Consultation:	<p>The Cabinet Member for Transport and Infrastructure has been consulted on this decision to appoint a variety of artists in accordance with the draft Hereford Public Art Strategy and objectives of this project.</p> <p>All commissions have been subject to approval by the Hereford Public Art Steering Group and the SRO structure. Legal, finance and procurement support was provided as part of the commissioning process and appointment of artists. Prior to signature by the SRO, the Chief Finance Officer will be consulted on this decision before progressing for signature by the Corporate Director of Economy and Environment.</p>
Decision made:	<p>Following the outcome of a public tender administered by art commissioner Studio Response on behalf of Herefordshire Council for nine public art projects, and following two direct appointments, we intend to commission the following artists to deliver the Hereford (HCCI) Public Art Programme up to 31 March 2024:</p> <ul style="list-style-type: none"> • Curtis Hylton – Street Artwork (The Herdsman) • Nomad Clan – Street Artwork (Commercial Inn) • Emmeline North – Street Artwork (Bastion Mews) • SNIK – Street Artwork (Brewer’s Passage) • Gemma Flowers – Passageway Artwork (Booth Hall) • Dermot Clarke – Passageway Artwork (Capuchin Lane) • Luke Passey – Passageway Artwork (Mansion Walk) • Estee Alleno-Powell – Passageway Artwork (Union Walk) • Graphic Rewilding – Eign Gate Underpass • TDL Creative – Public Art Programme publication and Art Trail • Meadow Arts – HCA celebration sculpture trail <p>That the remainder of the budget be spent on public consultation, project management and project documentation.</p>

<p>Reasons for decision:</p>	<p>The £6m HCCI project includes £3m Getting Building Fund to refurbish the historic core of Hereford through investment in the streetscape, landscaping and public realm. The project will increase footfall and the economic potential of businesses, improve active travel opportunities and air quality and increase private investment in property, providing a modern city centre environment.</p> <p>The project will also bring benefits to the public realm in the historic core of the city centre, including the High Town area and the adjoining Cathedral and River Wye Quarter, with improvements to paving, street furniture, landscaping, city greening and public art. The commissioned artists range from international and regional level to supporting local Herefordshire talent.</p> <p>The council has been allocated £243,000 to commission artists and deliver the Hereford Public Art Programme across the city. This will include a mix of street artworks, installations and a new public art trail.</p>
<p>Highlight any associated Risks/ finance/ legal/ equality considerations:</p>	<p><u>Finance</u> The total contract value for all art commissions is £204,000. All contracts are funded from the HCCI project allocation.</p> <p><u>Legal</u> All artists/ artist collectives have the necessary insurances and professional indemnities in place to undertake the commission. All artist contracts will be direct to Herefordshire Council. Herefordshire Council will retain ownership of all artworks and be responsible for insurance and maintenance (in partnership with Hereford BID and Hereford City Council).</p> <p><u>Procurement</u> All street artworks and passageway artworks, and the Public Art Programme publication/booklet designer, were selected through an EOI procurement process managed by Studio Response on behalf of Herefordshire Council. Graphic Rewilding and Meadow Arts were directly appointed due to the complexity of their particular projects and in accordance with the “Exemption to Contract Procedure Rules” form submitted and approved as part of a previous RoOD for the Appointment of Artists dated 3 May 2023.</p> <p><u>Risk</u> Reputational Risk: There is a reputational risk if the council chooses not to deliver this activity due to the positive response and engagement in the project across the city and through the newly formed Hereford Public Art Steering Group.</p> <p>Programme: Due to the late delivery there is a limited window to commission artists and install the artworks before the end of March 2024. Initial discussions with artists has been positive and we have had a strong response to the call-out mitigating risk. Many of the artworks have quick installation times.</p> <p>Not meeting the required outputs: The council has committed to delivering public art as part of the HCCI project and is required to meet agreed outcomes as a result of this support. Key project objectives will be written into artist contracts and evaluation gathered as part of the public art publication and art trail development process.</p>

Details of any alternative options considered and rejected:	The council does not have to deliver this activity and does not have to receive the fund allocation from Marches LEP and Herefordshire Council. Currently, there is no other funding to commission public art and the opportunity would be lost to Hereford if not undertaken. If these contracts are not entered into, Hereford would miss out on public realm improvements that encourage locals and tourists to stay longer and spend more, improve the general wellbeing of residents, signpost to businesses across the city and overcome the lack of perceived safety in certain areas of Hereford. Not supporting the project may result in the lack of cultural growth in the city, lack of further investment and funding opportunities for public art, and a limit on partnership working with cultural organisations.
Details of any declarations of interest made:	None.

I am an officer delegated to make the decision.

Signed:

Print Name: Ross Cook

Job Title: Corporate Director Economy and Environment