

From: [Morgan, Meril](#)
To: [Developmentmanagement: Smith, Alex](#)
Subject: planning ref: 16/07288/OUT
Date: 09 September 2016 17:14:58
Attachments: [Guidance Note Art&Design_forWebsite.doc](#)
[image002.png](#)
[image004.png](#)

Alex, I've noticed the above application on a weekly planning application list. The arts service would expect the integration of public art and design in to this site, as referred to in Core Policies 3 (Infrastructure Requirements) and 57 (Ensuring high quality design and place shaping) of the Wiltshire Core Strategy. It would also be in line with the guidance note (attached) that we have been developing for a more cohesive countywide approach to art and design in the public realm (or public art).

This approach would also be supported by the following:

The NPPF recognises that cultural wellbeing is part of achieving sustainable development and includes cultural wellbeing within the twelve core planning principles that underpin both plan-making and decision-taking. The PPG complements the NPPF and states that "Public art and sculpture can play an important role in making interesting and exciting places that people enjoy using."

Art and design in the public realm will help to mitigate the impact of development by contributing to good design, place-shaping, infrastructure and engage communities with the development and is listed within the Planning Obligations SPD.

Therefore a contribution for public art would be sought. An indicative public art contribution figure (based on £300 per dwelling) for this site would be £21,300 for 71 dwellings, which would be commuted to the Council's arts service to manage the art and design process and programme. This would ideally be given to the council prior to commencement of the development towards integrating the work of artists into the development or its vicinity. An experienced professional public art specialist would be engaged to devise and deliver a public art scheme relevant to the site which is in line with our guidance note (attached).

I am not aware of any discussions that have taken place, but we wish to have further discussions on how best to integrate public art and design in the public realm for this development.

Please do not hesitate to contact the arts service if you require any further information or have any queries.

Best wishes, Meril

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