



## **People's Panel: Draft Public Art Framework**

**September 2017**

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## 1. Key Findings

There were 132 responses to the Peoples Panel survey.

- A large majority of respondents (84%) agreed or strongly agreed with the vision for the draft framework.
- Almost two thirds (63%) of respondents agreed or strongly agreed with the proposal to implement a new commissioning model.
- Almost three quarters (71%) agreed or strongly agreed with the proposal to maximise opportunity to link public art activities within the city's decision making and activities.
- Over three quarters (76%) of respondents agreed or strongly agreed with the proposal to implement public art labs to generate and test ideas for public art.
- Over three quarters (80%) of respondents agreed or strongly agreed with the proposal to encourage temporary public art works.
- A large majority of respondents (82%) agreed or strongly agreed with the proposal to develop a plan to profile and promote the public art programme.
- Comments were diverse and ranged from being fully supportive of the framework and a new public art programme, to questioning the use of public funds for this purpose.

## **2. Background**

### **2.1 Survey Background**

The draft Public Art Framework for Dunedin re-establishes a public art programme for Dunedin and outlines a new approach to achieve ambitious outcomes.

Rethinking Public Art in Dunedin provides a conceptual framework for a new approach to public art making that will help transform Dunedin into a place that is even more extraordinary, with spaces that delight, intrigue and challenge those who venture into them.

The purpose of this survey was to find out the panellists' views on the draft Public Art Framework and allow them the opportunity to provide feedback and suggestions about the proposed framework vision and actions.

### **2.2 About the Dunedin People's Panel**

The Dunedin People's Panel aims to provide an opportunity for people in Dunedin to get involved with a range of Dunedin City Council issues, giving feedback by completing online surveys.

The Panel ideally supplements other research, using consultation to provide public perceptions to help inform decision-making processes. Panellists are recruited to be 'typical' members of the public – that is they come from a range of backgrounds and have a range of involvement with the DCC.

The People's Panel is not a statistically representative sample of the Dunedin population because panellists choose to sign up. The DCC encourages representation from a variety of groups on the Panel to obtain a wide range of views and continues to improve participation from groups that are under-represented. At the time of surveying, there were 1,371 people registered with the Panel including residents of each community board area and a range of age and ethnicity groups. Furthermore, the information provided by the Panellists is not verified.

For more information about the Dunedin People's Panel visit the Panel's website at [www.dunedin.govt.nz/peoplespanel](http://www.dunedin.govt.nz/peoplespanel).

### **2.3 Methodology**

This survey was open from Thursday 13 July to Friday 28 July 2017. In total 132 completed surveys were received.

The feedback has been analysed in two ways:

- For the tick box questions, responses to each option have been reported as proportions of the total sample and presented as charts.
- Responses to open-ended questions ranged from one-word answers to lengthy comments with several points and ideas. Key themes from these comments have been identified and ordered by frequency. A selection of comments has been included in the report, to illustrate these themes.

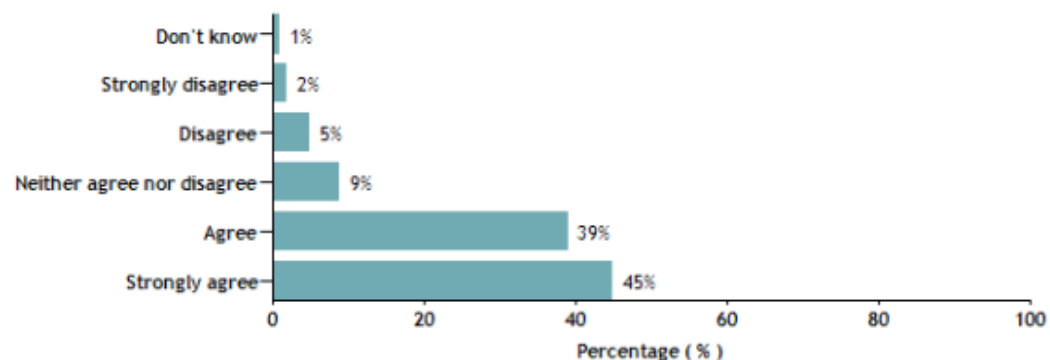
Please note that results in charts presented in this report may not sum to 100% because multiple responses were allowed for some questions and/or as a result of rounding.

### 3. Survey Results

#### 3.1 Vision

The vision for the framework is that *“public art will help transform Dunedin into a place that is even more extraordinary, with great spaces that delight, intrigue and challenge those who venture into them”*.

The survey asked ‘To what extent do you agree or disagree with this vision?’



84% of the panellists indicated that they either agree or strongly agree with this vision.

#### 3.2 Comments about the vision

Respondents were then asked ‘Do you have any comments or suggestions about the vision?’

Comments about...	Number of responses
Overall agreement with the vision and the implementation of more public art.	24
Concerns around the wording of the vision, in particular the use of the words ‘Extraordinary’ and ‘Challenging’. These comments call for public art to be ‘tasteful and not too eccentric’.	13
Negative comments towards previous public art work, in particular <i>Harbour Molars</i> on Portsmouth drive.	6
Positive feedback towards the success of previous public art, in particular the street art murals.	7
Concerns regarding spending money on public art rather than infrastructure.	7
Calls for interactive public art which is fun, beautiful and incorporated into public amenities such as playgrounds.	5

Almost half the panellists responded to this question (60) with the predominant themes listed below.

Selection of comments:

- *“Agree with the vision, however, the molars on Portsmouth drive are appalling.”*
- *“Dunedin has enough Public Art - resources should be spent on core infrastructure first.”*

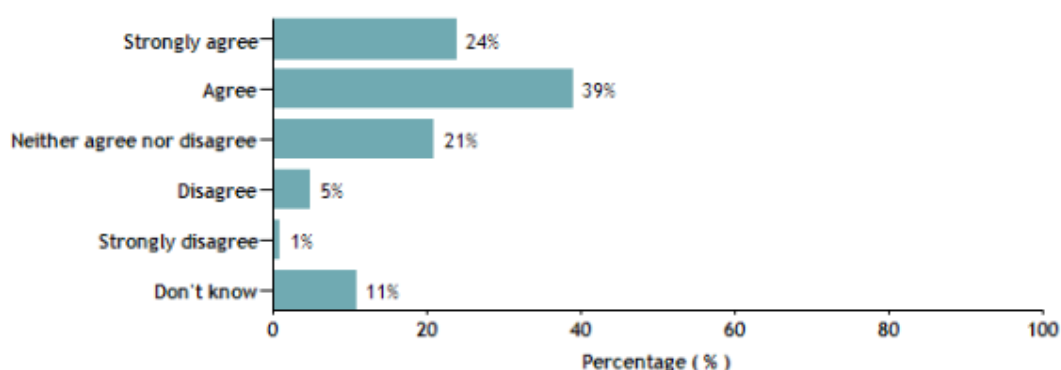
- *"Public Art should tend more towards the mainstream rather than the 'Extraordinary'"*
- *"The vision is great. The commissioning process must be capable of ensuring that the commissioned art is of high quality and/or the promising output of emerging new talent. One of art's valid functions may be to provoke and challenge, but challenging art does not have to be rubbish."*
- *"The art work in the Warehouse Precinct has been a great joy to behold..."*
- *"Great idea. Would love to see grey, bland spaces reinvigorated with art and make the city more people friendly."*
- *"We cannot have too much art in the public spaces; provided it is tasteful."*
- *"...I would like to see artistic design of public facilities, not just art as art, but an artistic sensibility incorporated into public amenity design like benches, bus shelters, bike stands etc."*
- *"...Public art is a 'want' not a 'need' so should not be a priority compared to e.g. public toilets, safe cycleways or disabled access. In particular, it should not be costly..."*

### 3.3 Actions

Five actions are proposed to develop and deliver public art projects.

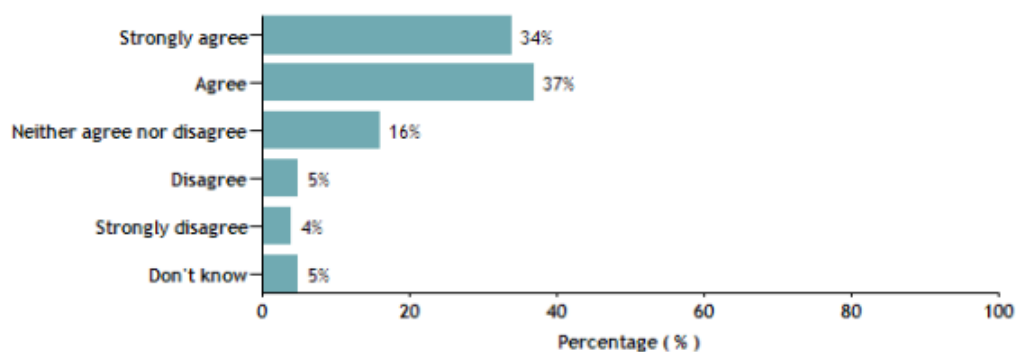
The survey asked *'To what extent do you agree or disagree with these actions?'*

#### 1 - Implement a new commissioning model for public art.



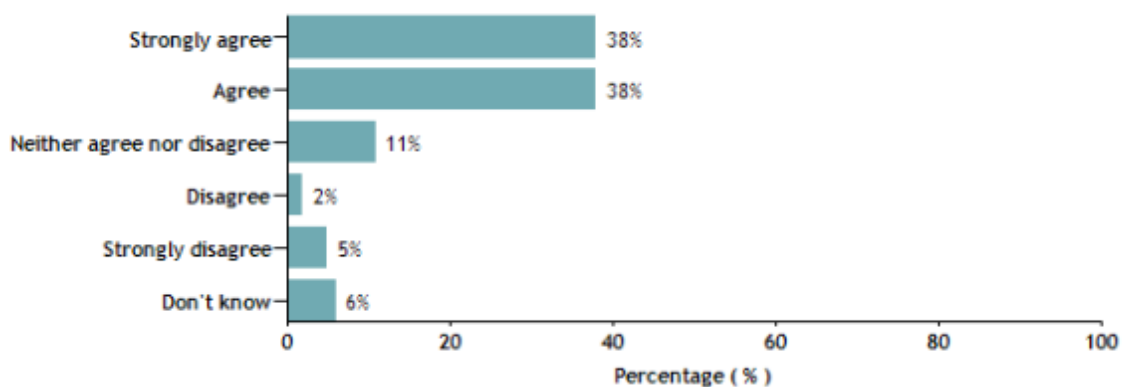
63% indicated that they either agree or strongly agree.

#### 2 - Maximise opportunities for linking the public art programme with the city's decision-making and activities, including the DCC's capital works and engagement programmes, in alignment with relevant city strategies and plans.



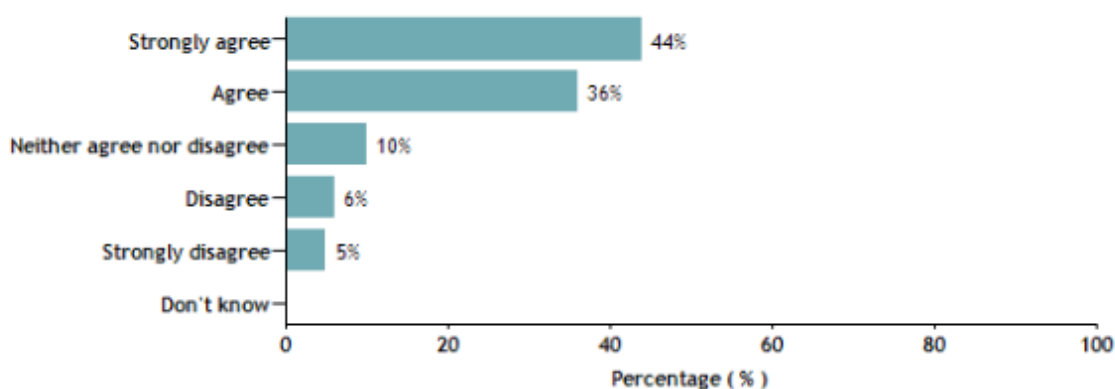
71% indicated that they either agree or strongly agree

**3 - Establish the Public Art Lab to generate and test ideas for new opportunities and encourage public engagement on possible new projects.**



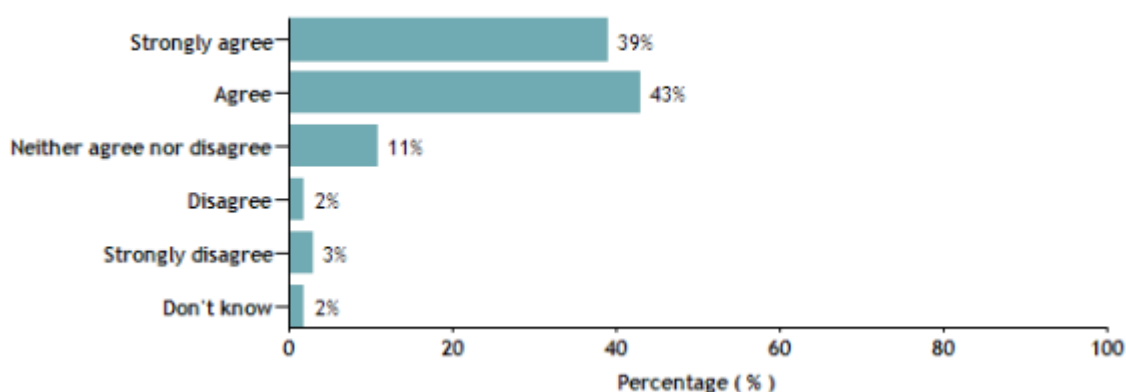
74% indicated that they either agree or strongly agree.

**4 - Encourage temporary public art projects to ensure that the focus is not solely on permanent works.**



80% indicated that they either agree or strongly agree.

**5 - Develop a plan that identifies the best way to promote and profile the public art programme.**



81% indicated that they either agree or strongly agree.

### 3.4 Comments about actions

Respondents were then asked *'Do you have any comments or suggestions about these actions?'*

Of the 51 responses to this question, the predominant themes are listed below:

Comments about...	Number of responses
Concerns regarding DCC's involvement in public art activity and wasting ratepayer's money.	8
Support for encouraging a temporary public art programme.	4
Concerns regarding the wording of the questions making them vague and difficult to answer.	3
Support for inclusion of artists, the artistic community and general public	4
Support the implementation of a new commissioning model for public art	6
Desire for public art that relates to Dunedin's special heritage, culture and environment.	3
Concerns that the Framework may lead to the programme 'blogged down in bureaucracy'.	5
Hope that the programme will be environmentally conscious	3
Confusion around the Public Art Lab	2
Concern that public funds are spent on the promotion of public art – 'it should sell itself'.	3

Selection of comments:

- *"Temporary public art projects will test public opinion and are a good idea."*
- *"The actions seem to be very vague - although you know what they mean, I can't really give a good feedback on them."*
- *"Not in favour of spending money to achieve any of this."*
- *"don't make things to complicated"*



- *"While I can see value in linking public art with the DCC's capital works and engagement programmes, I would not want to see the linkage becoming constricting or confining."*
- *"It all seems very positive to me."*
- *"Art is expensive. A plan must be efficient & careful of taxpayer's money otherwise the art will bring more pain than pleasure."*
- *"Our public art can be linked to our Dunedin Culture, taking into consideration our climate, promoting fun, energy, and up and coming quirky artists..."*
- *"The city needs to build on what we have in Dunedin - we have great artists and polytechnic /university art students..."*
- *"I am not sure that DCC are the people to make this happen...Let's not waste money on any more molar's."*

### 3.4 General comments

Respondents were then asked *"Do you have any other comments or suggestions about any part of the draft Public Art Framework?"*

Of the 44 responses to this question, the predominant themes are listed below:

Comments about...	Number of responses
Positive support for public art and the principle behind the Public Art Framework.	16
Concerns regarding the DCC's involvement and spending money that should be used elsewhere.	8
Encouragement for the involvement and input our local, ratepayers, artists, art groups and institutions	5
Positive support for beautifying infrastructure such as bus shelters and buildings.	5
Need for high standards when selecting artworks	3
A range of suggestions ranging from annual arts festivals to sponsored art competitions and interactive art.	3

Selection of comments:

- *"I fully support Dunedin's public art. I've heard so many positive comments on it from both visitors and residents. It's awesome."*
- *"I love the concept of public art, it is so inclusive and will potentially reach all age groups."*
- *"Councils aged underground stormwater, foul sewer & water services infrastructure is of significantly more importance to the day to day well-being of the city than any desirable artworks..."*
- *"Public consultation that reaches rate payers is important. We do care about what our money is spent on in our city! Council might be surprised to discover what the majority wants rather than always taking the lead from vocal minorities."*
- *"I'd like to see children's art as a feature at playgrounds and other public spaces, and have children involved in the public art lab mentioned above."*
- *"I like the idea of beautifying ordinary routine objects like bus shelters and sides of old buildings, footpaths, roads, fences, bridges etc."*
- *"Ensure the local art community, and School of Art are actively involved in developing the policy and its ongoing implementation. Ensure that public art is well distributed across the whole City."*

#### **4. How will the results be used?**

The results from the People's Panel along with those generated through the Public Survey will inform the final version of the Draft Public Art Framework.

## Appendix 1: Respondent Profile

	All Respondents n = 132	Percentages (%) n = 132	Census 2006 Data (%)
<b>GENDER</b>			
Female	67	50.8%	52%
Male	63	47.7%	48%
Prefer not to say	2	1.5%	
<b>AGE</b>			
15-24 Years	1	0.8%	26%
25-34 Years	9	6.8%	14%
35-44 Years	13	9.8%	16%
45-54 Years	24	18.2%	16%
55-64 Years	27	20.5%	12%
65 Years or older	58	43.9%	16%
Prefer not to say	0	0%	
<b>ETHNICITY</b>			
European	118	89.4%	74%
Maori	0	0%	6%
Pacific Island	1	0.8%	2%
Asian	0	0%	5%
Other	10	7.6%	13%
Prefer not to say	7	5.3%	
<b>GEOGRAPHIC AREA</b>			
Andersons Bay/Waverley	10	7.6%	5%
Blueskin Bay	6	4.5%	1%
Caversham	3	2.3%	3%
Concord/Corstophine/Kew	0	0%	4%
Fairfield	0	0%	2%
Green Island/Abbotsford	2	1.5%	4%
Helensburgh/Balmacewen	1	0.8%	1%
Inner City	9	6.8%	6%
Leith Valley	0	0%	1%
Maori Hill	7	5.3%	3%
Mornington	7	5.3%	5%
Mosgiel	13	9.8%	8%
Musselburgh/Tainui	4	3.0%	3%
North East Valley	14	10.6%	5%
Outer Peninsula	3	2.3%	1%
Outram/Momona	4	3.0%	3%
Peninsula	8	6.1%	2%
Pine Hill	5	3.8%	2%
Port Chalmers/Purakanui	2	1.5%	2%
Roslyn/Belleknowes	6	4.5%	3%
South Coast	5	3.8%	3%
South Dunedin	3	2.3%	3%
St Clair	2	1.5%	3%
St Kilda	2	1.5%	3%
Strath Taieri	0	0%	1%
Taieri	0	0%	2%
Three Mile Hill	5	3.8%	5%
University	0	0%	7%
Waikouaiti/Karitane	2	1.5%	1%
Wakari	2	1.5%	3%
West Harbour	7	5.3%	3%
Outside Dunedin	0	0%	
I'd prefer not to say	0	0%	

Note – the demographic information provided by the Panellists has not been verified.