

Item 5.1 - Possible designs for Made in Shinfield Logo

1.



2.



3.



4.



Item 5.1 - Possible designs for Made in Shinfield Logo

5.



6.



7.



8.



Item 5.1 - Possible designs for Made in Shinfield Logo

9.



10.



11.



12.



Public Art in the Parish

Introduction

Shinfield Parish Council has been approached by Wokingham Borough Council to see if we would be interested in taking on overseeing the fulfilment of a planning constraint regarding the provision of a strategy for public art in the parish (Planning Application 211530 refers).

Communication from WBC

Initial communication – 26th October

“As discussed, the Shinfield West local centre residential reserved matters included a condition for the developer to provide a strategy for public art. After months of negotiation, the ‘final’ suggestions proposed by the developer were insufficient, and we really want something culturally that honours the history of Shinfield.

As such, I have proposed to the developer that a contribution to the Parish sent via donation may be appropriate. In lieu of this for the Parish to deliver its own public art in ‘Shinfield Square’ if this is of interest. The approximate sum at this point would be £8000, which is agreed in principle by the Consortium. This could be a Parish only project if you would prefer, though I’m sure our Arts and Cultural team would be pleased to work with you alongside your newly formed arts and culture committee to create something that will stand the test of time.”

Follow up communication – 27th October

“To confirm, this is quite unique in that it is a requirement to submit a strategy for public art, rather than a specific contribution. The condition (c5 of RM 211530) applied by my predecessor states:

Public art strategy

“Prior to the commencement of above ground works hereby permitted hereby permitted, a strategy for the delivery of public art within the town square (or in a suitably agreed alternative location) shall be submitted to and approved in writing by the local planning authority. It shall set out principles for setting out principles for:

- a) Public engagement
- b) The nature of the artwork
- c) Number of pieces
- d) Broad locations
- e) Procurement
- f) Phasing of delivery

The strategy shall be implemented as approved, unless otherwise agreed in writing by the local planning authority.”

There is strictly no ‘trigger’ for any financial contribution, so this would be on a donation basis, with the strategy updated accordingly. By approving the strategy in such a way, Shinfield PC has full freedom to construct the piece(s), however, Officers believe this would work well in the area adjacent to the proposed foodstore shown in the snip below *[more detailed larger image provided at the end of this paper]* (as you have suggested).

There are no limitations of how this public art may appear, be this painted benches, sculpture, engraved blockwork etc. Though, the preference would be that it encompasses a community vision and aligns to the history of Shinfield. Notwithstanding, should the PC have any alternative suggestions, this is entirely in your control.

I think this is a great opportunity to provide a strong sense of culture which links all residents (new and old) together and enhances the focal core we have strived to achieve within 'Shinfield Square'.

