

Report to Cabinet

Subject: Murals Guidance

Date: 19th March 2025

Author: Planning Policy Manager

Wards Affected

All

Purpose

The purpose of this report is to seek Cabinet approval to publish informal guidance relating to the provision of murals.

Key Decision

This is not a Key Decision.

Recommendation(s)

THAT Cabinet:

- 1) Approves the Murals guidance appended to this report.

1 Background

- 1.1 In December 2024 the Council approved the Ambition Arnold Visionary Masterplan report, a strategic framework designed to revitalise Arnold town centre and address its long-term sustainability. The intention of the work is to serve as a framework for future projects and funding bids, supporting the regeneration and long-term prosperity of the town.
- 1.2 The Council is committed to enhancing the visual appeal of the Borough and promoting community engagement through public art and murals. To provide clarity and guidance on the implementation of murals, the Council has developed informal guidance in response to one of the key features of the masterplan, which is to enhance public spaces. The guidance attached at **Appendix A**, provides advice on the requirements for approvals,

- 1.3 outline best practice for commissioning artwork and set out guidance on themes for murals. In addition to Arnold Town Centre, the guidance may be applied throughout the Borough.
- 1.4 The design work has been funded through UK Shared Prosperity grant award.

2 Proposal

- 2.1 A mural is a large piece of artwork that is painted or applied directly onto a wall, ceiling, or other permanent surface, often as a form of public art. Murals can be found in both indoor and outdoor spaces, and they typically cover a wide area, transforming a plain wall into a vibrant artistic expression.
- 2.3 Appropriate and effective implementation murals can result in benefits to enhance the aesthetic quality of public spaces. Public art is about good design which is supported in local and national planning policy.
- 2.4 Public art and murals can be cost-effective ways to transform public spaces, reinforce a sense of place and encourage community engagement with the town centre. Good quality, attractive public spaces play a key role in urban regeneration and attracting residential and commercial occupiers.
- 2.5 The draft document aims to provide clear and accessible guidance for property owners, artists and developers on considerations related to murals. The guidance covers the following:
 - Definition and benefits of murals
 - Key requirements
 - Guidance on appropriate themes considering local history and context
 - Need for planning permission
 - Existing murals
 - Possible funding sources
 - Commissioning process, outlining best practices for engaging artists and communities

3 Alternative Options

- 3.1 An alternative option would be to approve the guidance as a Supplementary Planning Document. However, this is not considered appropriate as the content of the guidance goes beyond matters that can

be controlled by the planning system.

- 3.2 Another option would be to not prepare guidance on murals. However, no other guidance currently exists in relation to the provision of murals or the protection of existing murals and the preparation of the guidance is fully supported by the approved Ambition Arnold Visionary Masterplan.

4 Financial Implications

The cost of preparing the guidance has been met from grant funding received from the UK Shared Prosperity Fund (UKSPF)

5 Legal Implications

- 5.1 The document is being adopted as informal guidance and can be given weight in future decision-making.

6 Equalities Implications

- 6.1 None direct. However, the guidance will help to ensure that new murals achieve a positive result in enhancing the aesthetic quality of public spaces

7 Carbon Reduction/Environmental Sustainability Implications

- 7.1 The document will help to protect the environment by providing guidance on the provision of murals.

8 Appendices

Appendix A: Publication Draft Public Art and Murals Informal Planning Guidance (IPG)

Appendix B: Equalities Impact Assessment

Appendix C: Climate Impact Assessment

9 Background Papers

None

10 Reasons for Recommendations

10.1 To approve the Murals guidance.

Statutory Officer approval

Approved by:

Date:

On behalf of the Chief Financial Officer

Approved by:

Date:

On behalf of the Monitoring Officer