

Appendix G.

Background or 'Project Specifics' – Application MF055/T2

To develop a major public art mural in Port Talbot Town Centre and extend the 'Art Walk' trail.

This bid is part of a more complex initiative which celebrates Port Talbot's rich cultural and industrial heritage.

The funding will be used to create a third piece of artwork to complement the recent murals of Richard Burton and Peg Entwistle in Port Talbot

The need for this initiative builds upon the popularity and interest triggered by the arrival of 'Season's Greetings' by Banksy in 2018. A street art trail and smartphone app has been developed which has identified Port Talbot as an emerging hub and visitor destination for street and urban art enthusiasts. The Art Walk Facebook group has over 1800 members and the smartphone app has been downloaded over 1000 times.

The proposal will investigate various art designs that will recognise the icons of the town, culture, industry and people. Consultation will be held on a number of options through social media and focus groups, as a means of arriving at a preferred design and visual focal point. It is intended to create the mural at the heart of the community adding to the investment made at the Transport Hub.

Success with this proposal will create a centrepiece for the documentary that BBC Wales is to broadcast in the summer of 2022, one that will demonstrate how Port Talbot's industry and culture complement each other.

The scheme has no further financial implications for NPTCBC as the focus group of local artists and volunteers are committed to the success of the street art trail and murals. Further funding from Tata Steel and the Arts Council of Wales will maintain the trail and keep the app as a free download resource for residents and tourists. 'Art Walk Port Talbot' are exploring opportunities for an annual urban art festival.

Recommendations

The project is valued at £3,000, which is the full cost of design, delivery consultation, photography and uploading to the street art trail and smartphone app. The Applicants, Councillor Saif Rahaman, Councillor Sharon Freeguard and Councillor Dennis Keogh would each wish to fund this project equally (£1,000) from their Members Fund allocation.

The project proposal is recommended for approval and financial support under the Members Community Fund.