Histon Road Recreation Ground, Cambridge – Public Art Project Artist Brief

This brief explains the nature of the project, and what you need to do to express an interest in being considered to take up this opportunity.

Introduction

The Council has agreed to devolve to Area Committees decision making on how to spend S106 developer contributions made available to each area. Developers are often asked to make financial contributions to the city council to mitigate the impact of their new development on Cambridge.

These payments have to be used in line with the national and local planning policy and the purposes and conditions set out in the Section 106 agreements; the provision of public art forms part of many S106 agreements. To help inform the decisions to be made by the Area Committees, public consultation workshops took place in each of the city’s four areas. The West/Central Area Committee workshop was the first to be held in September 2012. The purpose of the workshop was to invite local views about what projects that would improve the local community. A suggestion made at that workshop was to improve the entrances to Histon Road Recreation Ground. It was recognised that the entrances to the Recreation Ground need to be refreshed and access improved, in terms of quality and visibility. This work could have been be carried out using mainly repairs and renewals funds, but a suggestion was put forward that the project could be an artist commission and involve local schools, located close to the recreation ground.

In November 2012, the principle to fund and develop a public art commission to improve the entrances to the Histon Road Recreation Ground was approved. Cambridge City Council now wishes to commission an artist or artist ‘group’ to develop and deliver an artwork to improve the access to and legibility of Histon Road Recreation Ground. The commission will be overseen by a Project Steering Group, which comprises of elected Members, Friends of Histon Road Recreation Ground, representatives from local primary schools and Council officers. The Public Art Officer will lead on the project and will be supported by officers from the Streets and Open Spaces Team. The maximum budget for this commission is £43,000.

Histon Road Recreation Ground Project - Artist Commission and Project Scope

Histon Road Recreation Ground is located at the southern end of Histon Road. Histon Road itself, is an arterial road linking central Cambridge, with the A14 road north of the city. At the southern end, the road links with Huntingdon Road, Victoria Road, Mount Pleasant, and Castle Street. At the northern end of the road, it continues as Bridge Road into the village of Histon.

Within the wider area surrounding Histon Road, there are no large open commons or open spaces with only Histon Road Cemetery, the Histon Road Recreation Ground
and Alexandra Gardens providing open spaces for residents. The Recreation Ground was laid out in the mid 20th century and it is the largest of these open spaces; it covers 1.80 hectares. It is an attractive tree lined space, which contains play equipment and is well maintained with areas that are semi natural. It is accessible from three directions; a path leads to it from Histon Road and this path forms a central route through the Recreation ground to Richmond Road. The Richmond Road access also begins with a pathway. An access, which includes a vehicular access is located on Canterbury Street and this is used by pedestrians and the Parks maintenance team. The Recreation Ground is located in the Castle Conservation Area.

The two pedestrian entrances to the Recreation Ground are via long pathways, which are currently marked with wooden ‘arches’, that have seen better days and are nearing the end of their lifespan. The ‘arches’ act as a markers to announce the pathways to the Recreation Ground itself and as such are important for encouraging use of it. Currently, even with the ‘arches’, the entrances to the Recreation Ground are not obvious and the open space beyond them is hidden; thus not inviting the community to venture in and enjoy it. The pedestrian/vehicle access to the open space is via Canterbury Street and comprises of railings, which are deteriorating in condition, access bollards and a noticeboard. A location plan forms Appendix 1 of this artist brief.

A Friends group has formed because of previous concerns about the deterioration of play areas within the Recreation Ground. Today, the group has become a focus for local residents to raise issues and look after the open space. The Friends actively try to engage all users within the group and an annual event is held in June/July. A member of the Friends Group recognised that the entrances to the Recreation Ground needed to be refreshed and proposed this commission.
The vision for this commission is to design and deliver a bespoke artwork/s, which celebrates and improves the three entrances to the Histon Road Recreation Ground. The work should be contemporary; act as a marker to clearly define the routes into the green space; encourage use of the open space by the wider community and be inspired by the space itself and the local context. The work, for example, could reflect the history of the local area. The artist/s will be required to work with local primary schools, as part of the design process.

The City Council wishes to appoint an artist or artist collaboration to lead, develop and deliver the project. A high level of community interaction is expected from the artist/s and this will require them to engage with local school children.

Cambridge is a place with a famous history but many children in the city know little of the local history of the community in which, they live. The artist/s will be required to develop a creative engagement programme within the schools, which explores the local social history or the local natural environment (in relationship to the Recreation ground), for example, this could be designed in such a way that the children use social activity to learn about local history from their own family or by engaging with older residents to share local stories and social history from the area, this could include contact with the Cambridge Folk Museum and the Friends of Histon Road Cemetery. The outcomes of this engagement could be exhibited locally.

The artist/s will use this activity as research and inspiration for the development of the design of the entrances, in order that the design is site specific. The final designs for the entrances do not need to literally reflect designs from the engagement with
the children but they must be inspired by that engagement and its outcomes and the children must be able to understand their role in the project and its relationship to them and the final design. The design for each entrance does not have to be identical and could for example reflect the different outcomes of the work in the various schools, at his stage this is open to interpretation. The project must be lead and run with integrity for the children’s involvement. As part of the engagement programme, the Council encourages the artist/s to develop ideas of how to bring the children of the two schools together with a common purpose during the engagement element of the project and also at the annual community event; this will of course involve close liaison with both schools. The artist/s could also look at the possibility of incorporating a community notice board into one or more of the entrances.

The artist/s should also use the community engagement and social activity to develop an ‘event’ or ‘coming together’ in the Recreation ground, which celebrates and promotes the project and the use of the space, once the works have been installed. This should be in mid-September 2014.

As outlined above, this single commission comprises of two linked elements:

**Element 1. Engagement**

The artist/s will be required to develop a school and community engagement and participation programme, which explores the local history either or both social and natural (in relationship to the Recreation ground) and, which includes elements, that bring the schools together during and after the project. The artist/s will use this activity as research and inspiration for the development of the design of the entrances. An outline of the approach of how this will be undertaken is required to be submitted to the Council for approval prior to the programmes commencement.

**Element 2. Entrance Design**

Element 1 (above) should act as research and inspiration for the design of the artwork. The artist should develop a concept proposal, which will be exhibited locally for the public to view. The Council will require to approve the principles of the concept proposal for the artwork/s and once this approval is given a fully costed and detailed design should be produced. The detailed design will then be submitted for Planning Permission. Subject to approval by the Council (which shall be in writing), the artwork can then be fabricated and installed. The artwork(s) must be installed, completed and handed over to the Council by the end of August 2014. The Artist shall assist with the promotion and launch of the commission and on completion including an Opening/Celebration Event.

The Council can arrange workshops with Officers around the subjects of nature conservation and trees within the Recreation ground. These workshops can form an integral part of the artist’s project or can simply compliment the project.
If funding is available the Council will seek to undertake minor repair and renewal works around the Recreation Ground to compliment the project.

If the artist wishes to sub contract any aspects of the commission to other artists or specialist consultants, the artist shall be responsible for selecting/ appointing any further artists/ consultants that may be engaged on this project and any such arrangements shall be between the Contractor and the artist/ sub-contractor.

The commissioned artist will be required to:

- Provide ideas for the creative interpretation for all the elements of the project
- Provide proposals, which are appropriate to the context of the Histon Road Recreation Ground and, which address the objectives for the project. Proposals must also be acceptable to the Highway Authority (where appropriate)
- Develop ideas through a combination of research and consultation with Primary School children, Recreation Ground users, local residents, key stakeholders and the Project Steering Group beginning October 7th 2013
- Produce concept proposals for the project by January 10th 2014 and for approval by the Council
- Produce a final detailed and costed proposal by March 5th 2014
- Liaise closely with the project steering group and project manager over the development of the design of the final artwork/s
- Produce a final design for the artwork, which includes all technical specifications and a maintenance plan, which are fully costed and achievable within the budget and installed by the end of August 2014
- Provide drawings etc. for any necessary planning permission and assist with planning permission submission
- Attend all appropriate meetings and events linked to the project as required
- Inform the project manager about any issues that might impact on the timescale and installation of work
- Provide/ supply the artwork itself, supervise the fabrication and installation of the work and contract suppliers, as necessary
- Assist with the promotion and launch of the commission on completion

**Desired Objectives of the commission:**

- Create high quality works of art to act as a marker for the entrances to the Recreation Ground
• Aid community building
• Encourage greater use of the Recreation Ground
• Inspire and involve young people and families to learn more about their local area
• Enhance the sense of belonging by residents to their local neighbourhood
• Engage communities willing to participate in shaping their local neighbourhood
• Recognise and raise awareness of the importance of the open space and encourage people to use it
• Inspire people to engage with their local area

It is the Council’s aspiration that the project should leave a community legacy, in the form of:
• Engaged communities willing to participate in shaping their local neighbourhoods
• Social cohesion
• Healthy communities, that are safer, and more connected.
• A community confident, inspired

Overall (Maximum) Budget

The total budget for all elements of this commission is up to a maximum of £43,000 and if the artists final spend/price on the project exceeds that budget then the artist shall be wholly responsible for any overspend. All elements of this commission must be completed by the end of August 2014.

The artwork budget is to include all fees, contingency, expenses, community engagement, profit, planning permission and approval costs, materials, fabrication, public consultation, transport, installation, sub-contractors costs, technical consulting advice (including structural engineering advice), insurances and any other costs associated with the making or installation of the piece, excluding VAT.

Payment

The payment arrangements for the project shall be as follows:-
• First payment upon completion of the engagement element of the project and approval of a concept proposal 20%
• Second Payment upon the completion of Element 2 and the receipt of Planning Permission for the final detailed design 50%
• Third payment upon the successful installation of the artwork/s and after the ‘opening event’. 30%

For the purpose of the bidding to be considered for this project, these payment stages should be used as a guide. However, opportunities to offer minor adjustments in light of bidder’s proposals and cash flow maybe considered.

Management

The Project Steering group will be involved in artist short listing, making the final selection of the artist, and overseeing the development and delivery of the commission. The Executive Councillor for Public Places will approve the final costed design. The Public Art Officer will lead on the project and will be supported by the Streets and Open Spaces Team. The artist shall report to the Project Manager and Project Steering Group regularly.

Public Consultation

The artist is required to consult with the local community, Council Officers, Elected Members and other key stakeholders during the concept design stages of this commission and to develop a public engagement plan as part of the project, which should include a public exhibition of the final design for the entrance markers.

Quality and Maintenance

The work should be of a high quality, not only in artistic terms, but also in terms of the materials and technology used in its manufacture. The work should involve a minimal level of maintenance throughout its life. It must be robust and attractive and have a minimal pollution impact in both the immediate and wider vicinity. It must be designed, manufactured and installed using sustainable materials, processes and techniques wherever possible. The materials and technologies involved in the construction of the artwork must comply with City Council specifications and be approved in the final costed design for the artwork.

Health & Safety

You must take into account health and safety considerations when putting your submission together. This should address Health and Safety both during the construction/installation phase and also through the entire life of the commission. You should be aware that the work will be sited in an easily accessible public area. The work should therefore be made of non-hazardous materials and must not impede circulation through the thoroughfare.

Insurance

Public Liability Insurance up to a value of 5 million Pounds will need to be provided by the artist.
Timescales

Deadline of 3pm on September 12th 2013 for receiving Expressions Of Interest.

The anticipated key programme milestones for contract award are as follows:

- Artist Shortlisting: Wk beginning September 16th (indicative)
- Interviews: Wk beginning September 20th (indicative)
- Selection of preferred artist: Wk beginning September 27th (indicative)
- Contract Award: Wk beginning September 30th (indicative)
- Artwork/s to be completed and installed by the end of August 2014 (non indicative)
- Celebration event and official opening of the artwork/s mid-September 2014

Expressions of interest should be submitted, which include the below information:

**WORKING ON/ DELIVERY OF COLLABORATIVE AND COMMUNITY BASED PROJECTS (35%)**

**Question 1 (10%)** - Artists must have a successful/ acceptable track record of delivering services, similar to those sought by this tender, to local authority and/or public sector customers in the last 3 years. To support the above, artists must provide a minimum of two written references with their Expression of Interest. These must relate to two previous commissions and/or recent exhibitions undertaken in the last three years. The Council reserves the right to approach the referees to validate/ seek further information on the artist’s performance.

**Question 2 (25%)** – Please provide details of your experience of devising and managing collaborative projects and working in a collaborative / community based setting e.g. with a school or youth group in the public realm, and how you would translate that experience into the commission covered by this tender.

**UNDERSTANDING THE BRIEF/ ABILITY TO DELIVER ITS REQUIREMENTS (45%)**

**Question 3 (5%)** - Please advise how you would manage all Health and Safety aspects of the project, particularly during the ‘Event’ phase (Element 2). This should also cover how you will address safeguarding requirements.

**Question 4 (15%)** - Please submit Visuals of up to 8 pieces of appropriate recent work, this should be provided in Jpeg/JPG format. Moving images may be provided if
appropriate and should be viewable on a PC using Microsoft Media Player. All visuals must be of good quality, high resolution and sharply focused and also a 200 word artist statement that gives an explanation of your practice and work to support the visuals.

**Question 5 (25%)** – Please submit a written document (Word format) of a maximum 700 words, outlining your initial response to the brief; including your understanding and interpretation towards the brief, the subject and your proposed approach to community engagement, public consultation, research and development including the apportion of fees allocated for each element of the commission.

**PROJECT MANAGEMENT/ MEETING DEADLINES (10%)**

**Question 6 (pass/ fail) -** Artists are required to confirm they are able to complete the commission within the overall budget of £43,000 and they fully understand this is the maximum budget available. (Artists to note this is a pass/fail criteria and thus will not be scored).

**Question 7 (5%)** – Please advise how you will manage the budget including your own costs and costs of all of your suppliers and how you envisage managing the stage payments. Also include an outline of the likely apportionment of fees in relation to the total project cost and contingency.

**Question 8 (5%)** - Please advise how you will ensure that all stages of the project are delivered on time, provide a project programme to demonstrate how each stage will be delivered, taking into account the identified milestone dates.

**MANAGEMENT OF RISK (5%)**

**Question 9 (5%)** - Please advise how you would manage risk and how this will influence your management of the budget.

**MANAGING COMMUNICATIONS (5%)**

**Question 10 (5%)** - Please advise how you will ensure effective communication between all project stakeholders

Up to four artists, who score the highest will be shortlisted and invited to attend an interview, where they will be asked to give a presentation of their past work to the Project Steering Group. The presentation should also expand upon their initial response to the commission, and demonstrate how the Contractors own arts practice and experience is appropriate for this commission. However, in the assessment of the presentation, more emphasis will be given to the criteria covered in the following questions:

Q2 Managing collaborative projects

Q4 Visuals
Q5 Understanding of the brief

Q8 Delivering on time

The Project Steering Group will be given the opportunity to ask questions and clarify as appropriate further aspects of the Expressions of Interest. In light of such further clarity/ explanations the Project Steering Group may adjust the scores but there will be no new/ additional marks available for this final stage of the evaluation process. We are not asking for specific detailed proposals at this stage but details about how conceptual thinking and past work relates to the opportunity at this site and an initial response to what your approach to this commission might be.

Each artist invited to interview will have 45 minutes to undertake the presentation and to answer questions.

Example of scoring: A worked example of the scoring of the quality aspects follows.

Formula applied -

% Weight x points scored ÷ 5 (latter being maximum points available)

<table>
<thead>
<tr>
<th>Question Number</th>
<th>% weight</th>
<th>Points scored</th>
<th>Marks Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>10%</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>2</td>
<td>25%</td>
<td>3</td>
<td>15</td>
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**Contract**

The Council will provide Terms and Conditions upon request.

**Financial Stability Review**

For contracts of this nature, where artistic merit is paramount, the financial stability of a candidate will be reviewed through the use of credit rating agencies such as Dun & Bradstreet or ICC Credit Management. Whilst not a strict Pass/Fail criterion, it is anticipated that the successful candidate will achieve a minimum of 51 against the D&B Failure Score Index or achieve an ICC Credit Risk score of 51 or more. Financial indicators such as maximum credit limit and the presence of debt judgements, bankruptcy or other insolvency events will also be considered. The Council reserves the right to review a candidate’s accounts before awarding this contract. All financial references in the tender process will be in respect of the company, partnership or trader with whom the Council will place the contract.
Instructions for the Return of Tenders

The closing date for the submission of your tender is 15.00 on September 12th 2012

Hand delivered submissions must be returned to:
Tender for Histon Road Recreation Ground Public Art Commission
The Director of Resources
Cambridge City Council
The Guildhall
Cambridge CB2 3QJ

Submissions delivered by post must be returned to:
Tender for Histon Road Recreation Ground Public Art Commission
The Director of Resources
Cambridge City Council
PO Box 700
Cambridge CB1 0JH

The tender package or envelope must not bear any mark identifying the name of the tenderer. PLEASE NOTE this includes franking. Your submission will be rejected if it is possible for the receiving officer to identify the sender.

The return envelope/ package must bear the words “Tender for Histon Recreation Ground Public Art Commission”. If a courier or other special delivery service are used please ensure that the outside of any additional packaging also bears the above words.

The closing time and date must also be shown on the return envelope. Tenders submitted after the time and date shown will be rejected and returned to the tenderer, unless clear evidence of posting (by first class post on a day preceding the closing date) is available.
Tenders may not be submitted by fax or e-mail.

For more information about this commission, please contact:

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