
Public Art Commission Brief

Ref. KGV_GC241

King George V Playing Fields and Gloucester College Sites, Cheltenham

Introduction.

Cheltenham Borough Council in partnership with Markey Group, wishes to commission an artist to develop two public art schemes in West Cheltenham. The sites for these works will be 1) Gloucestershire College traffic island and 2) King George V (KGV), Playing Fields . The commission is being funded through Section 106 funds relating to Markey's development of student accommodation on Devon Avenue, close to the proposed sites.

The Developer.

The Markey Group is a family based construction company employing 250 staff in Gloucestershire. Markey aims to create " a great place to come to work" and to provide a high quality construction service through teams who are passionate about excellence.

Associated Development.

The Markey development which generates the funding for this public art commission is on Devon Avenue in Rowanfield. It comprises a 78 bed student accommodation block (**Image 1** – right), with communal facilities for Gloucestershire College students.

- Project Value: £1.93m
- Procurement route: Design and Build Tender
- Architect: BM3 Architecture



The Sites and their History.

Gloucester College Roundabout (Site 1): The Gloucestershire College site is linked to the Markey Group development of student accommodation in Devon Avenue, Rowanfield. Students who live in the block attend the college on Princess Elizabeth Way.

The Gloucestershire College has a campus on Banyard Close off Princess Elizabeth Way. A traffic island in front of the main college building and car park is uninspiring, and the College is keen to involve students in the development of a piece of public art, to which this brief relates.



Image 2: The Gloucester College traffic island (site 1), which has been selected as the first site as part of this commission. The local Highways Authority (Gloucester County Council), will be removing the existing signage (shown), which will be replaced by blue circular arrows on poles, only.

Visit:

<https://www.google.co.uk/maps/@51.9021108,-2.1188716,3a,75y,288.05h,83.42t/data=!3m4!1e1!3m2!1sCiV7zoYyzLg5IhjFxJR3Qg!2e0!6m1!1e1> for more information

The KGV Playing Fields (Site 2): KGV is linked to the Markey Group development of student accommodation in Devon Avenue, Rowanfield. KGV lies within 200 metres of the Devon Avenue site and on a direct walking route for the student residents to the college.

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KGV is a large public park used primarily for sport and includes 7 football and 2 rugby pitches and a multi-use games area; a recently commissioned cycle path linking the west to the east of the park and 500 newly planted trees. Management of the pavilion has recently been passed over to Saracens Rugby Club who have gained grant funding to make improvements to the interior, which houses changing rooms and a social space including a bar on match days.

Image 3 (below): shows the entrance to the playing fields from Buckingham Avenue and **Image 4** (right), shows a view of the fields looking north east (site 2).



The exact location of the public art for KGV will be subject to discussion and agreement between the appointed artist and the Project Panel.



The Brief.

An artist is required to create imaginative and site-specific artworks for installation at the two, above-mentioned sites. It is anticipated that this commission will create an aesthetic intervention at each site, which appeals equally to pedestrians, cyclists and vehicle users. The appointed artist's interventions will need to be sensitive to the different activities taking place at the two sites and to respect the built and natural environments in which they are installed.

It is possible that the appointed artist may wish to thematically link the work at the two sites – as long as common themes emerge from the community engagement process described below - though this is not a primary requirement of this brief. It will be the responsibility of the artist to work with the Project Panel to identify potential, appropriate locations for interventions within the KGV site.

This is an open brief, which it is hoped will attract a wide-ranging response from professional artists working in materials, which could include the following:

| | |
|---------------------------|----------|
| Hard and soft landscaping | Metal |
| Wood | Stone |
| A/V Digital Technology | Lighting |

This commission could include the following, though this list is not exhaustive:

- Stand alone sculpture
- Land form
- Integrated aesthetics in the street scape / landscaping.
- Audio / visual digital installation (as part of above interventions).

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Reporting to the Project Panel (named below), the artist is required to produce a design for the arrangement, form, configuration, scale, materials, and finish to all of the built elements of the artwork, including any necessary groundwork.

A maintenance schedule will be requested from the successful artist to accompany the completed artworks.

Creative Engagement.

Community engagement – relevant to each site - forms an important part of this brief and the themes and aspirations generated through this process, will serve to drive the concepts behind the artist's ideas and the resulting, physical interventions. The artist will be expected to carry out creative engagement with a variety of local community groups including Rowanfield Junior school and students of Gloucestershire College and local residents' groups.

Design Issues / Constraints.

The artwork must:

- Have a minimal impact in both the immediate and wider vicinity in terms of amenity, pollution, noise etc.
- Address health and safety issues
- Be sensitively designed to respect the context and setting of each site
- Be robust, durable, fit-for-purpose and low maintenance.
- Be designed, manufactured and installed using sustainable materials, processes and techniques wherever possible.
- Not unnecessarily distract or interfere with the operations of the nearby highway or adjacent residences.

Selection Criteria.

We will consider applications from artists with demonstrable track records in:

- Having undertaken the creation and installation of robust and imaginative artworks for a range of external situations, especially in park and road-side environments.
- Having worked in partnership & consulted with, and been responsive to the needs of a range of stakeholders, including local communities and sports groups, educational establishments, private and public sector partners.
- Creative and innovative approaches to engaging community members.
- Successfully negotiating with a range of partners.

The appointed artist will need to have in place, public liability insurance of not less than £5,000,000.

Interpretation

Interpretation will be provided as part of this commission, which provides information on title, concept, installation dates and name of the artist. This will need to be provided near to, or as part of the artworks described above and match PAP approved templates, which will be provided at a later date.

Appointment Procedure

Your initial submission, for expression of interest, should include the following:

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1. A letter stating:

Why you are interested in the project

How you would apply your existing knowledge, skills & experience.

Availability to attend an interview on Friday 30th January 2015

2. Your CV

3. Images of your work. Please send **hard copies** only of these and a S.A.E if you would like these returned to you.

4. The contact details of two referees for whom you have completed work the last 2 years.

Appointment Timetable

Submission Deadline: 5 p.m. on Thursday 22nd January 2015

Shortlisting: Friday 23rd January 2015

Interviews: Friday 30th January 2015

Interview

At interview, short-listed artists will be asked to give a 20-minute presentation of their past work and an initial response to the sites and project. We are not asking for proposals at this stage but a discussion about how past work relates to the opportunity at this site and thoughts on the approach that might be taken. Each short listed artist will have 45-50 minutes for presentation and questions.

Project Panel

The panel will consist of:

| | | |
|----------------------------|---------------------|------------------|
| Cheltenham Borough Council | Officer | Malcolm Walls |
| Markey Group | Director / Manager: | Tony Markey |
| Public Art Panel | Member | Andy Hayes |
| Public Art Project Manager | Project Manager | Nicky Whittenham |

Contract

The successful artist will be issued with a contract from Markey Group. The artist will be engaged by the Markey Group.

Project Management

The artist will be managed by the Project Manager, (on behalf of the Project Panel and the Borough's Public Art Panel). The Project Manager will be responsible for the artist(s) selection process and ensuring subsequent delivery of; community engagement, concept and detailed design stages; all key meetings described in this brief and; completed work to timetable.

Project Timetable

The Artist will commence community engagement work as soon as possible after selection and undertake a Concept Design Stage followed by a Concept Design meeting with the Project panel (dates TBC). This will be followed by a Detailed Design stage and meeting (dates TBC) at which the artist will present final designs to the Public Art Panel for sign off, so that manufacture can begin. Installation of the artwork is anticipated by end November 2015.

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Outputs and Design

1. Successful artist appointed: Early February 2015
2. Concept meeting (see below): Early April 2015 TBC.
3. Detailed design meeting (see below): End May 2015 TBC
4. Installation of artwork: end of November 2015 TBC

Agreement Process / Timetable:

Concept Design Meeting.

Further to their appointment and following a Concept Design Stage, the Artist will be asked to present their initial thoughts and work in progress to the Project Panel and, potentially, further representatives from CBC's Public Art Panel. This meeting will involve discussions of:

- Community groups and students' themes & aspirations
- Ideas input
- Initial proposals
- Technical & maintenance issues

The meeting is for evaluation by the Project Panel. This process is intended to assess the initial practicality, workability and affordability of the proposals at an early stage in the process and to address and resolve any fundamental concerns.

Detailed Design Meeting:

Following the Detailed Design Stage a meeting will take place at which the Artist will be asked to present detailed designs for the commission to a standard where accurate costing and a timetable for the finished scheme can be made.

The detailed designs will include:

- Sketches to illustrate the scheme, fully annotated with materials and colour finishes; fixing methods; construction specifications; general arrangement plans; method statements for installation; a maintenance schedule and; any other relevant information.
- A written description, with a clear rationale behind the overall concept and explanation of each component.

Project completion

The artist and project manager will ensure installation of the completed artwork by end November 2015

Budget and Fees:

The maximum overall budget for the project is £24,000 (exclusive of VAT, where applicable). Materials, fees and installation will be included in this sum and no additional expenditure arising will be entertained. The artist's fee for the Concept and Detailed Design Stages, artwork interpretation and installation of all components is included within the overall budget. The artist will not be expected to find the fees for associated planning application(s) as these will be found from the project budget. All meetings will be in Cheltenham.

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Further Reading and Information

<http://www.hwpartnership.org.uk/environment.html>

<http://www.hwpartnership.org.uk/resources/KGV+playing+fields+proposed+landscape+improvements.pdf>

http://www.cheltenham.gov.uk/news/article/1174/play_area_improvements_for_king_george_v_playing_fields

http://markeyconstruction.co.uk/projects_devonavenue.php

Map Links

King George V Playing Fields, Bedford Avenue Cheltenham

<https://www.google.co.uk/maps/place/Bedford+Ave,+Cheltenham,+Gloucestershire+GL51/@51.9041751,-2.1029316,17z/data=!3m1!4b1!4m2!3m1!1s0x48711b6e30be6265:0x6f3afdaaa3cf051f>

Gloucestershire College Roundabout, Banyard Close, Cheltenham

<https://www.google.co.uk/maps/place/Banyard+Close,+Cheltenham,+Gloucestershire+GL51+7SX/@51.9020398,-2.1182733,17z/data=!3m1!4b1!4m2!3m1!1s0x48711b43df4546c7:0xda25efc8db2f3b10>

Contacts

If you have any further questions or require further information, please get in touch with:

- Nicky Whittenham, Public Art Project Manager Tel. 07799 052975 or email nickywhittenham@gmail.com
- Malcolm Walls, Community Parks Officer, Cheltenham Borough Council Tel: 01242 264187 or email: malcolm.walls@cheltenham.gov.uk

Submissions.

Please ensure submissions (marked clearly with reference: **KGV_GC241**), reach us by 5 p.m. on Thursday 22nd January 2015 and are addressed to:

Nicky Whittenham,
Public Art Project Manager,
c/o Judith Baker,
Cheltenham Borough Council,
Municipal Offices,
Promenade, Cheltenham, GL50 9SA

A copy of your submission must be sent in **hard copy format** to the above postal address. We also require an **exact digital copy** of your submission to be emailed (keeping file sizes to a minimum please), to nickywhittenham@gmail.com.

Both submissions must be received by the stated deadline in order for your application to be considered for short-listing.