

Pirelli Site
(Pirelli, Park 21, Eastleigh)

Public Art Commission Brief

Eastleigh Borough Council are looking to appoint a dynamic, forward thinking Lead Artist (artist collective or partnership), to create a high quality permanent Public Art scheme on the 'Green' at Pirelli, Park 21, Eastleigh.

*"Something different" ... "That stands out" ... "That puts us on the map",
"Something to get people talking"*

*"Something you can learn from" ... "Something with local connections"
... "something that references the history of the area...but spitfires and Benny
Hill have been overdone!"*

Quotes from consultation with residents, 2008

The project aims to;

- Involve the local residents and potential visitors in the development of the green to encourage a sense of civic pride and community ownership of the space
- Contribute to an active community space that meets the needs of the residents and visitors to the area, supports social interaction and increases positive usage of the area
- Help to create, identity and purpose for the open space through good design
- Celebrate the sites cultural identity in an innovative way through artworks that will educate, inform and challenge local perception
- Strengthen links with the town centre via Factory Road to enhance the visual link between the two areas

Background

The Pirelli site is walking distance from the town centre of Eastleigh. The area is served by a number of schools and colleges; Norwood Primary (Ages 4 -11), Crescent Primary (Ages 4-11), Quilley Mixed Comprehensive (Ages 11-16), Barton Peveril College (Ages 16 -19) and Eastleigh College of Further Education. The development is in close proximity to the M27 and M3, 0.5 mile from Eastleigh Station (with direct rail links between London Waterloo and Portsmouth) and approximately 1.5 miles from Southampton Airport.

This site has an interesting social history, as it was formerly occupied by the Pirelli cable works (est 1921). For many years, Pirelli was a major employer in the area and as a consequence, shaped the lives of many of the local residents. The main Pirelli cable works closed in 2002 and Prysmian took over Pirelli's additional adjacent sites.

In June 2002 Eastleigh Borough Council granted outline planning consent to Barretts for the development of 665 residential units, office accommodation and live / work units on the site. Since this time detailed applications have been submitted in phases and the scheme is nearing completion. The residential units consist of 1,2,3, bedroom apartments and 3,4 bedroom houses that are configured in various ways. Over 164 of the properties are owned by the housing association, whilst the rest are privately owned or rented.

Barratts have provided financial contributions for Public Art as part of a 106 planning agreement in accordance with Circular 05/2005 for the residential development in Eastleigh on the site of the former Pirelli Cable works. The funds have been transferred to Eastleigh Borough Council to be used on the Pirelli site and surrounding area.

The total budget for the public art commission is £75,000 +VAT. It is expected that the budget will be split between;

- Producing a vision for the public open space
- Delivery of phase 1 of a two phased public art scheme, on the existing open space.
- Delivery of a suitable launch event for phase 1

The budget is to cover all fees, materials, installation, consultant fees and expenses. The artist will not be an employee of the Council and will be responsible for his/her own National Insurance and income tax contributions. The artist must also have appropriate public liability insurances.

It has been agreed in principal that the public open space, which is at present owned and maintained by Barratts, is a potential site for the artwork. It is expected that land will come into the Council's ownership as part of a series of

planning agreements by 2009 / 2010. It has been agreed that Eastleigh Borough staff will manage all elements of the Public Art project.

Artist's role

The successful artist will be required to deliver a vision for public art on the Pirelli Open Space. The vision will view the park as a circular space, as completion of the space to form a circle is a requirement of the development brief for the adjacent remaining Prysmian site, which is allocated for redevelopment in the future. The aim is to deliver an innovative and creative public art scheme for the Pirelli green space that ensures continuity between the two halves, enhancing the environment for the benefit of local people and visitors to the town.

The public art vision will be deliverable in two phases. Phase 1 will be delivered 2009 / 2010 with specific timetable of events negotiable as part of this contract. Phase 2 will be delivered once funding has been secured from the developers of the remaining Prysmian site. Schedules for this are currently unknown.

The project will result in a thought provoking public art scheme that encourages the space to become a distinctive meeting place for different activities. It is expected that the physical outcomes of the project will consist of landmark artwork(s) and complimentary elements that are imaginatively integrated with the landscape. The work should take account of a number of informal recreational activities which are likely to take place in the area, for example peaceful contemplation, picnicking, low key sports or performances.

The successful artist will have related experience in delivering community focused art projects on a similar scale and will be able to demonstrate this through their previous work. Appropriate measures must be taken to gain the involvement and support of the public, in order to engender a sense of ownership and thereby contribute to the longevity of artworks. A substantial number of people around the green have already been consulted and we would like to get more people involved as the project progresses. It is critical that the artist approaches the move from the consultation phase into the vision phase with sensitivity in order that the community support that has been established is retained and can be built on.

We welcome interest from artists who wish to draw inspiration from the history of the site. However, the work should be a dynamic celebration of the town's potential for future success, and any historical references should be used to illustrate this.

Considerations must be made to current health and safety regulations and CDM regulations. The artwork should be of sound construction, requiring little or no maintenance and must meet health and safety regulations required for public

spaces. The installation of the finished work will have to be conducted in a manner that doesn't risk the general public or compromise the remediation work undertaken on the Public open Space (POS). The artist's work will be expected to have a minimum lifespan of fifteen years.

Resources available from public consultation

A proportion of the developers contributions have already been used to fund an arts based consultation. An artist was appointed to work with the residents to determine thoughts and feelings about the area. The emphasis was on community engagement, as a means to prepare the social ground for the creation of a permanent public art scheme for the site.

The aims for the public consultation were as follows;

- To engender a sense of community for new residents
- To bridge the gap between earlier surrounding communities and new residents
- To increase awareness of the site's history and to help preserve it
- To provide supporting contextual material for the design of permanent work

The work produced has been scanned and can be seen on the Eastleigh Borough Council website at www.eastleigh.gov.uk/ebc-4188. Where workshops were poorly attended tenants were approached at their homes. As a result of this work, there is a report available containing residents' aspirations for the public art project.

Site opportunities and constraints

Community Networks

There are few community facilities currently on the estate, a small children's playground and a 'Community Centre'. The public consultation identified uncertainty about the status of both facilities.

Schools frequently perform an important role in social cohesion, Norwood Primary School is close enough to the estate to do this effectively, however, it is limited to parents with children of a particular age group (and not all residents with children of that age use that school). So while this school takes itself very seriously as a 'community school' and does excellent work in organising events for parents, its impact can only be limited.

The key factor is that it is a very new community with a high proportion of rental tenants. Their relationship with the developers or Housing Associations seems to be primarily focused on 'snagging lists' - works that have not been completed properly, where bins are sited etc. The Housing associations are working hard to try to establish some rapport and build community capacity through regular news letters, street meetings and the like, they are nevertheless finding it hard to find or develop any cohesion with the lack of any tenants or residents associations, or indeed anywhere on the estate where such groups could meet.

Prysmian

The green space is currently a semi-circular landscaped area adjacent to the remaining Pirelli factory site. The factory, now owned by Prysmian, is due to close in 2009. It is a significant development site for the town of Eastleigh and has been identified as an opportunity for further residential development.

The development brief for the Prysmian land recommends *"the completion of the 'circus' which has been partly formed during the development of the Phase I site"*. This would result in a circular shaped green space with housing around its perimeter edge.

Although no development dates are confirmed for the Prysmian site, the future extension of the green space must be a consideration when designing the public art scheme for the existing Pirelli development.

Site decontamination

As part of the redevelopment process the Pirelli site was assessed for land contamination. As a result of this assessment the site has undergone remediation.

The Local Authority is awaiting the submission of the final report that confirms the remediation measures undertaken on the POS. The proposed remediation was for a 500mm surface strip followed by the installation of a 100mm layer of crushed concrete and a 400mm layer of clean soil. In some areas material was removed to a depth greater than 500mm, these areas were backfilled with crushed concrete prior to installation of the 400mm of clean material.

The foundations for any works of the site should carefully consider the remediation measures undertaken. All excavated material is to be assessed and disposed of using the correct health and safety procedures. The foundations for any works that require the excavation of the installed break layer will require validation by an appropriate consultant.

Any proposal will need to show how the presence of contamination has been taken into account.

Artist selection process

Selection Process:

Deadline for submissions	13 th July 2009
Shortlisting	29 th July 2009
Site visit for shortlisted artists between	tbc
Interview with artist selection panel	2 nd September 2009
Artist appointment	5 th September 2009

To apply, please submit your expression of interest in written form, including;

A short statement about your interest in the project and how your experience is relevant

Your CV, detailing relevant case studies

Up to 10 images (max): CD, DVDs, catalogues/reviews

Please send a s.a.e for return of items.

Three artists will be shortlisted and invited to present an outline proposal for the Pirelli public art scheme to the artist selection panel on the 2nd September. Opportunities to visit the site and talk to stakeholders, to facilitate this piece of work, will be provided. All proposals are to include budget allocations and time schedules for development and installation. Shortlisted artists will be paid a fee of £200 plus reasonable travel expenses for the above work.

The artist selection panel will consist of Council members, Public Art Officer, Housing Association Representatives, Elected Members and Community Representatives. The panel will decide which artist they feel is most appropriate for this commission.

Applications to:

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