

Project Brief

River Spen Corridor, Cleckheaton Entrance Features - Engagement and Design Project

1. Background and context

'Spen Bottoms' is a little known green oasis close to Cleckheaton town centre which is home to diverse and thriving wildlife and a variety of habitats including the River Spen corridor; a deep water dam; meadow; marshland; paddock; and woodland.

Consultation work carried out in 2010 revealed that relatively few local people knew about and regularly used the area. The Council is keen for more local people to know about, visit and enjoy this attractive green space.

The action plan resulting from the consultation work highlighted a number of improvements to increase awareness, one of which is having entrance features/signage at the main access routes to draw people's attention towards Spen Bottoms. There are 6 footpath approaches to the site.

Funding has been secured to commission an artist to lead community engagement and produce entrance features/signage which celebrates the local natural heritage and entices people to visit Spen Bottoms and the river corridor. The project has strong backing from local councillors and local groups such as the Heavy Woollen District Countryside Forum.

The type of entrance feature/signage for this commission has not been specified, which gives more scope for the artist to create bespoke designs. On other sites in Kirklees where similar projects have been commissioned entrance features have included ornate archways, finger posts, signposts, notice boards and stone sculptures.

2. Project aims and objectives

The overarching aim of the project is to:

- Increase local's people's awareness, use and enjoyment of the Spen Bottoms area
- Develop a strong sense of identity and local distinctiveness through high quality public art

This aim will be achieved through:

- Creative engagement activities to involve people in aspects of the design process
- Commissioning an experienced public artist to design high quality entrance features/signage for some or all of the main access routes

3. Summary of artist's brief

Whilst the creative engagement work needs to raise awareness of the Spen Bottoms area, it must also include active participation of local people in aspects of the development of design ideas so that people feel involved and valued.

The artist needs to consider design options for each of the 6 access points and will produce pieces for as many of the access points as possible within the budget. The entrance features need to attract people's attention and inspire their curiosity to follow the paths to explore the area.

The appointed artist will:

- Take inspiration from the flora and fauna of the Spen Bottoms area
- Devise and lead creative activities to inspire and involve local people in the project
- Have the support of the Council Officers to make links with the local community
- Produce technically and financially feasible designs
- Liaise closely with specialist Council Officers when necessary to make installation arrangements
- Oversee production/fabrication and installation of the finished work

4. Timescale

July	Artist appointment
August – October	Creative community engagement
November	Presentation and approval of final designs
November – December	Production
Before March 2014	Installation (timing dependent on the weather)

5. Project budget

Description		Number of days (minimum)	Total (maximum)
Artist fees	Planning, prep, meetings	3 days	600
	Creative engagement delivery	3 days	600
	Design time	4 days	800
Materials / Resources / Publicity			300
Production and installation			5,000
Total			7,300

6. Submission details

The Council will appoint an artist with proven experience of:

- Designing, producing and installing high quality, durable public art
- Devising and leading creative community engagement which involves people in a design process
- Working with other technical professionals – e.g. landscape architects, structural engineers etc

Submissions should state/include:

- A covering letter explaining the project appeals to you, and any initial ideas you want to mention
- Images and descriptions of up to three previous relevant projects (2 pages per project maximum)
 - Your examples should demonstrate that you have substantial experience that relates to the requirements listed above and in sections 2 and 3
 - Please provide a contact person for each project who could vouch for you if requested
- Confirmation that you are able to undertake the work according to the timescales indicated
- Confirmation that, if shortlisted, you can attend an interview on **Thursday 11 July 2013**
- The day rate (which must include any travel expenses) which you would expect to be paid

Written proposals must be received by 9:00am Monday 1st July 2013 at the latest.

Submission by email preferred. Please ensure your email, including attachments, is no larger than 2MB.

Please send to Adele Jackson, Creative Communities Officer at **adele.jackson@kirklees.gov.uk**

If you would like a conversation in order to understand the project better, contact Adele on **01484 225703**

N.B. Any offer of a contract will be subject to the artist confirming that they have appropriate public liability insurance cover and having, or applying for a CRB Disclosure via Kirklees Council.