

Winchester City Council and Havant Borough Council

Joint Commission

Public Art Consultancy For West of Waterlooville Major Development Area (Berewood Site)

Summary: Winchester City Council and Havant Borough Council wish to commission a public art specialist to manage the delivery of a major public arts programme. Funded by Section 106 contributions from the developer, Grainger, is intended to enhance community cohesion and local distinctiveness of the whole West of Waterlooville Major Development Area, which straddles the two district council borders in Southern Hampshire.

Deadline for bids: Bids from appropriate organisations and individuals should be submitted by noon on Friday 31 October 2014, in accordance with the requirements set out in section 3 of this specification.

1) Background Information

1.1 Public Art and the West of Waterlooville Development

The West of Waterlooville (WoW) development area spreads across the boundaries of the two local council districts of Winchester and Havant in the South of Hampshire. 3,000 homes are being built on land between Denmead (on the Winchester side) and Purbrook and Waterlooville (on the Havant side) over a course of about ten years.

The housing provision is split between two developers, Taylor Wimpey and Grainger PLC, both of which committed to paying a contribution for public art based on a 'per dwelling' tariff. This will fund projects, commissions, activities and events which both help to create a sense of community within the new development and also enhance the emerging sense of place.

The Taylor Wimpey contribution of £90,000 has already been paid and largely allocated: a small amount has been held back in view of the continued development of that part of the site. Grainger, who have the larger part of the site but started some time after Taylor Wimpey, will make a total allocation of £500,000 for public art, released in tranches at certain trigger points during the course of construction. It is this contribution which is the subject of the current commission.

In November 2011, the West of Waterlooville Arts Panel was established to oversee the expenditure of these contributions on behalf of the two Councils and the West of Waterlooville Forum which is composed of local authority Members from across the WoW area. The Panel comprises Members and officers of the two Councils, community representatives and – where they

have wished to participate – the developers. The Panel’s first initiative was the development of a public art strategy for the site. The strategy continues to be the guiding document for the current commission, ensuring that funds are efficiently deployed and local people are effectively engaged. Furthermore, there is a keen desire to integrate existing and planned works on the Taylor Wimpey side of the site with proposed initiatives for the Grainger site to provide consistency and continuity across the WoW area.

1.2 Policy Context

Both Councils have strategies which set out themes for action to improve life in their districts. Each commission issued by the Councils are designed to support delivery of one or more of these themes, bringing positive change for local people and neighbourhoods.

Havant Borough Council’s Corporate Strategy, *Forward Together*, has three themes:

- i) *Public Service Excellence* – building on successes in partnership, working across sectors and local government tiers to unlock greater resources in the belief that working together provides partners with more than they can achieve on their own;
- ii) *Financial Sustainability* – ensuring customers’ most important services are delivered at the right quality and price;
- iii) *Economic Prosperity* – the quality of town centres and success of existing and new local businesses is at the heart of economic growth strategies.

The Winchester District Community Strategy (2010 – 2020) was revised earlier this year and has three broad outcomes as follows:

- i) *Active Communities* – encouraging healthy lifestyles and active participation in communities, ensuring people can access the services they need.
- ii) *High Quality Environment* – ensuring that our natural and built environments are valued, enhanced and respected in a way that contributes to a sense of place and underpins a prosperous economy.
- iii) *Prosperous Economy* – fostering a dynamic and creative economy, supported by excellent education and communications. Encouraging new business and entrepreneurship, tackling worklessness and promoting a low carbon economy.

1.3 Cultural Life

Winchester’s creative community already makes an important contribution to the creative vitality and quality of life of local people. The artistic and cultural distinctiveness of the District are recognised time and again in strategies and policies. Residents and visitors are culturally active and have access to high quality arts activity at the District’s theatres, galleries, festivals and events. The creative industries make a significant contribution to the local economy

through architecture, design, film production, literature, performing arts and fine arts.

Havant Borough has a more compact arts offer, primarily focussing on community arts and culture. Its creative community nevertheless contributes to the quality of life for local people. The artistic focus of the Borough is on engaging communities in cultural activity. Havant has also invested in the creative industries, establishing a craft centre of excellence.

Both Councils help to sustain and develop successful creative environments through funding, support and joint working with partners who deliver arts activities.

In effect, the Districts' creative communities make significant contributions under each area of their Strategies and are keen to support and increase this contribution over time. Winchester City Council has recently adopted a new Cultural Strategy which sets out an ambitious vision for the District, with a new cultural leadership group committed to supporting its delivery.

The Councils see the WoW public art programme as a major opportunity for locally based artists, who have proved themselves adept time and again at enhancing our townscapes and countryside with innovative public art, and enriching community life with festivals, events and performances of all kinds.

2) The Commission

2.1 The Brief

The two Councils wish to commission a public arts specialist to plan, manage and oversee the delivery of the public arts programme for the Berewood site of the West of Waterlooville Major Development Area in Hampshire.

The two outcomes for the commission are as follows:

That the Grainger public art contribution is deployed in a thoughtful, well-managed and creative way that – over time – makes Berewood an interesting, attractive and distinctive place to live.

That the public art programme builds a genuine sense of community and pride of place locally, and encourages active integration with residents in adjacent neighbourhoods.

Bids are invited from any individual or organisation in the private, public or voluntary sector with the appropriate expertise and capacity to deliver the commissioned work, as outlined below.

2.2 Proposed Deliverables

Whilst this brief does not seek to be prescriptive about the exact approach to the work, the following deliverables are suggested by the WoW Arts Panel:

a) Evidence of meaningful community and stakeholder engagement in devising and delivering the programme;

b) A programme that is phased and budgeted in line with the S106 payment triggers for Grainger (as opposed to exact timings which the developer cannot guarantee);

c) The planning permission granted for Phase 2 also included a condition FULL 22 as follows: 'Prior to the occupation of any residential unit, details of the artwork to be provided within Phase 1 as shown on the approved plans shall be submitted to and agreed in writing by the Local Planning Authority. The artwork shall be installed prior to the occupation of the final residential unit on this phase.'

Reason: To ensure that the development presents a satisfactory appearance and in the interests of the visual amenities of the area.' This has been discharged through the production of Grainger's artistic vision for the site (which is attached as an Appendix), but the artwork has yet to be produced. See Background Reading for more information on this requirement. Funding for this artwork will be considered in a separate report to Winchester City Council's Cabinet following appointment of the organisation responsible for delivering this commission.

2.3 Anticipated Characteristics of the Successful Bidder

The Councils have no preconceived view about the type of organisation suitable for this commission, but expect the work to be completed to an extremely high professional standard. To this end, it is anticipated that the successful bidder will have knowledge, skills and capacity in most of the following areas:

- Extensive working knowledge of arts-led community-shaping and place-shaping programmes;
- A reputation for excellent and innovative work;
- Record of commissioning artists across a range of project types and media;
- Strong record of community engagement in both programme planning and delivery, including more vulnerable people named in Equalities Law;
- A clear record of making positive contributions to the built environment through public art;
- Evidenced experience of positive working with housing developers;
- Good knowledge of practitioners and arts organisations based in/around the development;
- Practical experiences of managing public art programmes of a comparative value and type;
- An understanding of the site, its context and its emerging community dynamics;
- Resilience over the potential life of the contract;
- Tenacity and resourcefulness in overcoming obstacles;
- Self-reliance to run with minimal operational support from the two local authorities;
- A good record of event management;

- Excellent communications, interpersonal and negotiation skills;
- Excellent organisational and budget management skills.

2.4 Monitoring Arrangements

The successful bidder will attend a bi-monthly meeting of the WoW Arts Advisory Panel, presenting a short report detailing main activities carried out and overall progress against a programme timeline agreed at inception and reviewed at these meetings. A written version of this report must be sent to Council officers 10 days before each meeting to allow circulation in advance with committee papers.

There will also be an occasional requirement to attend the WoW Forum, held close to the development area, to update Councillors and members of the public on progress.

2.5 Fee

The total amount required from Grainger under the S106 Agreement is £500,000. This sum will be split between the management and the delivery of the programme, and the current commission **is for the management only**.

Of this total amount, **a maximum fee of £95,000 (exc VAT) will be made available for the management commission**, with the rest of the contribution being used to fund all aspects of delivery – from community engagement to commissioning and installation. There is no additional money available from either Council to support any aspect of this public art programme.

The tranching of the management fee will need to reflect the likely duration of the public art programme and the trigger points for payments to the Councils, which will be dictated by housing sales and occupation and not by any fixed timetable. However, Winchester City Council has provided for the early release of some funds to meet inception costs and preliminary fees for this commission, until the first trigger point is reached.

3. Making a Bid

3.1 Eligibility to Bid

This commission has been advertised on the South East Business Portal and via creative networks. Bids may be submitted by any organisation (private, public, voluntary sector) which considers itself able to fulfil the brief effectively, or indeed by an individual on the same basis.

Where organisations or individuals feel they would benefit from working together to provide the service, the Councils will accept bids from a combination of partners. However, the contract will only be the one lead individual or organisation, and this lead partner must be made clear in the submission (and will be the partner assessed for financial resilience as part of the evaluation process).

3.2 Timing (all dates in 2014)

Commission advertised on South East Business Portal	Week commencing 15 September
Deadline for submission of bids	Noon on 31 October
Financial checks on lead bidders	Week commencing 3 November
Evaluation panel shortlists bids	13 November
Interviews to evaluation panel	27 November
Commission inception meeting	4 December

Please note these dates in your diary as they cannot be changed to accommodate individual bidders. The interviews on Thursday 27 November will take place in either Winchester or Havant.

Please also note that the evaluation panel will expect to meet key personnel involved in the delivery of the programme at the presentation stage, and not other organisational representatives.

3.3 Content of the Bid

There is no set format for a bid, but you must include the following information:

- Full description of the organisation(s) including governance arrangements, or – for individuals – a current cv
- For lead organisations, a copy of the most recent annual accounts or other appropriate evidence where not available
- A clear description **not exceeding 3 A4 pages** of how you propose to deliver the commission, describing the expertise available for delivery and the measures of success which you would propose (excessively long or jargon-ridden bids are less likely to score well during evaluation)
- A basic project plan (eg simple Gantt chart) showing key milestones for the project)
- A breakdown showing how the money will be deployed, particularly in view of the practical difficulties of accommodating development trigger points
- A headline risk assessment
- Two referees for work of a comparable nature, and relevant to the proposed project team.

3.2 Evaluation Process and Criteria

Process: All bids will be evaluated in the following sequence:

- Shortlisting by the evaluation panel, which will consist of members of the WoW Arts Advisory Panel
- Financial checks on shortlisted organisations
- Presentations by three (maximum four) individuals/organisations to the panel
- Collection of references for preferred bidder

Criteria: The evaluation criteria which will be applied to all bids are as follows: the ability and capacity of the bidder(s) to deliver the commission, based on:

- approach to delivery of the commission (methodology, proposed PIs, familiarity with issues presented in the Background Reading section of this specification)
- relevant skills and experience (including skills mix)
- response to the brief, and to the commissioning approach more broadly (understanding of issues and opportunities)

max 35 marks

- recognition of and provision for the support needs of individuals from minority backgrounds as identified by Equalities Law (including safeguarding and equalities qualifications/policies, proposed access arrangements)

max 5 marks

- the capacity of the bidder(s) to deliver the commission over the life of the Berewood build programme, combined with the milestones set out for completing the project and the credibility of plans to make the project sustainable

max 15 marks

- the stability and reliability of the bidder (track record, financial status and resilience of lead bidder, overall credibility of bid). Where the Panel's financial advice indicates an unacceptable level of risk, this could lead to rejection of the bid.

max 25 marks

- value for money of the bid, such as day rates, added value, enhancements and potential impact of the project on job seekers.

max 20 marks

3.3 Contracting Arrangements

Following the selection of the preferred bidder, a follow-up meeting may be arranged for further information or clarification. Assuming this is satisfactory, there will be discussion of the final contractual and monitoring arrangements, and a service order will then be issued by Winchester City Council which, along with this specification and the winning bid, constitutes the Council's contract. A set of terms and conditions addressing performance issues,

breach of contract, termination and other such eventualities will also be drawn up.

4) Making a Bid

Please submit your bid electronically by **noon on Friday 31 October 2014** to:

Alison Woods
Economy and Arts Development Manager
Winchester City Council
City Offices
Winchester
SO23 9LJ

At awoods@winchester.gov.uk

Please mark the email 'Berewood public art commission' and ensure the file size is under 5 MB.

To request an informal discussion about the commission please email your contact details to Eloise Appleby, Assistant Director (Economy and Communities), at eappleby@winchester.gov.uk or Alison Woods, Economy and Arts Development Manager, at awoods@winchester.gov.uk

Background Documents

Cultural Strategy for the Winchester District

<http://www.winchester.gov.uk/community/arts/winchester-cultural-capital/>

Public Art Strategy for West of Waterlooville (as an appendix at the end of the report below)

<http://www.winchester.gov.uk/assets/files/15274/WWF072.pdf>

WWF62 – Deployment of Developers' Art Contributions at West of Waterlooville, 13 September 2011 (see item 4 on agenda below)

<http://www.winchester.gov.uk/meetings/details/1018>

WoW Blog

<http://westofwaterlooville.wordpress.com/>

WoWPod Blog

<http://www.wowpod.org.uk/index.html>

CAB2614 – Public Art Commissioning: West of Waterlooville Major Development Area (Berewood site)

<http://www.winchester.gov.uk/meetings/details/1294>

Appendix 1

FULL 22 - Vision for Public Art in the Grainger area of the WoW Development Area produced by Future City, 2013

Appendix 2

Art of Community Berewood Public Art Vision