



Way of the Roses: Bentham Passing Place Artist's brief

Summary

This brief is for the creation of public art for the Bentham area, which will form part of the coast to coast Cycle Route, Way of the Roses.

1. Context

Developed by Sustrans, Way of the Roses is a long distance coast to coast cycle route across some of the most beautiful landscape in the UK between Morecambe on the west coast and Bridlington on the east coast. 'Passing Places' is the public art programme developed by lead artist Matt Baker as a moving history to accompany the traveller along the way. It will consist of public artworks marking traditional movements of people, historical events or phenomena which coincide with this 170 mile long distance route.

Sustrans is currently planning around ten Passing Places along the route between start/finish Terminus artworks at either end. Each Passing Place might be a short diversion from the main route. The intention is to foster connections between the local communities, the route and people travelling the route to address the question:

'...if I met a stranger what would I tell them about where I live?'

Each Passing Place is being developed with a local steering group working with an animateur - someone who goes out into the community to encourage involvement, develop programmes, and respond to community needs – in other words, someone who will make the community hum with energy and facilitate the artistic process. Pioneer Projects (Celebratory Arts) Ltd is the Animateur for Bentham. Together, the animateur and steering group will select a Passing Places Artist.

2. What is the purpose of the project?

There are several strands to the Way of the Roses Project:

- To help create a unique identity for Way of the Roses to differentiate between other long distance cycle routes. This identity will reflect the

culture and characteristics of the place and communities along the route.

- To connect local people and communities to the Way of the Roses cycle route in a beneficial way.
- To encourage people to travel actively and to enjoy the route for the benefit of their own health and the health of the environment.
- To build on Sustrans' and North England's reputation in contemporary public art and deliver a high quality, innovative artwork project working with local communities.
- To increase the potential economic benefit for the areas through which the Way of the Roses cycle route passes.

Sustrans aims to transform the UK's transport system and culture so that people can choose to travel in ways that benefit their own health and the health of the environment:

- the environmental impacts of transport, including its contribution to climate change and resource depletion, are significantly reduced
- people have access to essential local services without the need to use a car
- local streets and public spaces become places for people to enjoy.

To achieve this transformation, our objectives are:

- to make local environments safe and more attractive for walking and cycling
- to support and encourage individuals to make more sustainable and healthy travel choices, through motivational and information programmes
- to influence policy and practice by communicating the outcomes of our own work, and the benefits of sustainable and healthy travel, to a wide audience.

Sustrans has commissioned site-specific artwork and worked with schools and communities for over 20 years. Sustrans Arts Programme aims to increase access to and deepen understanding of the arts as an inspiring way to explore aspects of human experience, influence behaviour and transform the lives of individuals and communities. Sustrans' other work includes The National Cycle Network – over 12,500 miles of linked walking and cycling routes across the UK passing within 1 mile of 57% of the population. The schools programme “Bike

It" currently works with over 1000 schools across the UK to increase levels of cycling amongst their pupils. <http://www.sustrans.org.uk>

3. The Bentham Passing Place

The Passing Place for Bentham is one of 3 pilot projects currently in process. The project for Bentham is being led by Pioneer Projects (Celebratory Arts) Ltd. Pioneer Projects is the organisation which initiated and led on the development and implementation of CARnival, in association with 509 Arts' Cultural Olympiad Performance of My Last Car, which attracted 2,000 audience members and over 200 participants in June 2012.

The Steering Group representing relevant local interests has been convened and, with input from the lead artist Matt Baker and Cathy Newbery, the Sustrans Project Coordinator, will oversee the project. Current steering group members include:

- BEST representative – Bentham Environmentally Sustainable Town

- CARnival representative – community-led festival of sustainable transport

- Town Team representative – group responsible for delivering a project to improve the town to increase attractiveness and thus footfall/trade

- We Are Bentham representative – Bentham Traders Group

- Town Council representative

- District Council representative

- Cycling representative

- Forest of Bowland AONB representative - funder

This Brief is the first stage in the appointment process for a local artist for the Bentham Passing Place. A large part of the project will be about engaging with the local community through various workshops and events to get ideas and feedback and ensure that the final piece is relevant and meets local aspirations.

High Bentham lies 30 miles from the start of the route at Morecambe Bay. It is on the edge of the Forest of Bowland and in an area of AONB. **Bentham** is a civil parish in the Craven district of North Yorkshire, with a population of 2,994. The parish includes the small town of **High Bentham**, sometimes known as Higher Bentham or just Bentham, and the older village of **Low Bentham**. Surrounded by pastureland, the town lies on the River Wenning, west of the Yorkshire Dales National Park and on the northern edge of the Forest of Bowland. The original centre lay in Low Bentham, but a market was granted to

High Bentham in the 14th century, and it became a centre for weaving from the 18th century, particularly after the town invented tubular weaving from flax and George Angus started making rubberised fire and irrigation hoses.

The Great Stone of Fourstones is a local landmark, a giant boulder with carved stone steps and ancient graffiti, proving that it has been visited by people over many centuries. Though only a small town, Bentham has a viable mix of local services and a vibrant community, serving the surrounding farms and villages and including many voluntary and community groups, including an active traders group (We Are Bentham), and BEST (Bentham Environmentally Sustainable Town).

The outline timescale for the Bentham Passing Place is as follows:-

Stage 1

October	2012 Lead agency appointed	Done
	Animateur appointed	Done
	Steering Group convened	Done
December	Agree artist's brief	Underway
January 25th	Artist interviews	
	Develop contacts with schools and local groups	Underway
	Artist research/community engagement	(animateur)
February	Research/community engagement/design	
	Development/workshop delivery	
March	Research/community engagement/design	
	Development/workshop delivery/community event	
April/May	Consultation and presentation of final proposals	
	Confirm final proposal	
Stage 2		
June	CARnival event, including Passing Place project presence	
To Dec 2013	Realisation of Passing Place Public Artwork for Bentham	

4. Location, Conceptual Themes and Art Forms

The requirement of the Steering Group is for an accessible piece or pieces of art work in an exterior location which attracts cyclists off the main route into Low and High Bentham. There is no definite agreed or preferred location for the final piece(s), but this should be within High Bentham. Because of the short time scale for the project there is a need to focus on what is achievable in terms of practicality and permissions. The Steering Group has considered various areas in and around the town and are keen to explore this with the appointed artist. The Project Animateur for the project will work with the artist to establish the practicality of locations.

The animateur and steering group have been considering themes which say something about the uniqueness of Bentham and its community. Their view is that the chosen theme should have a broad base rather than a focus on one event or element of the community. So far, they would like the artist to consider the story of how the Great Stone of Fourstones (known as the Big Stone) came to be on the moor above Bentham, and have pointed out other carved stones such as marker stones, gravestones and the 'Plague Stone'. They also note that the crossroad of the Way of the Roses and the Lands End to John O'Groats cycleway is at Bentham.

The steering group is particularly keen that natural, recycled and local materials are used in the realisation of the piece, and that the work(s) do not require onward curation but rather degrade naturally as part of the aging process of the work. In time, the work may be added to by local people in some way, and/or degrade fully with the landscape.

Artists working in stone are particularly sought for this commission, although proposals in other media may be considered if they meet the materials' criteria.

The Steering Group is prepared to consider one piece of work or a series of works. We are also prepared to consider art work which is also functional. Issues such as fragility, permanence, and the potential need for on-going maintenance or investment will be considered by the Steering Group in awarding the commission.

5. The role of the artist

The role of the artist, in conjunction with the Project Animateur, is to work with the community to develop a final and realisable design for the artwork(s).

The Artist will:

- Consult with the Steering Group to develop themes for the project;
- Undertake local research and community consultation, in liaison with the animateur, to inform concepts and potential locations
- Deliver participatory workshops, specifically including schools workshops and workshops suitable for people with disabilities and/or long term health conditions, to inform the development of the work
- Deliver a minimum of 3 proposals for a piece/pieces of public art in response to the community's vision for their town, presenting these to the steering group and to the wider public to elicit feedback.
- Produce some work in a public setting – e.g. in residence at Looking Well Studios
- Assist with community consultation on the final proposals
- Produce the final design for a piece/s, which can be completed within the indicative budget, ready for realisation

This brief is for Stage 1 of the project and Stage 2 (the realisation of the art work) is subject to budgetary provision being confirmed. It is anticipated that the artist, dependent upon the nature of the artwork, will be involved in ensuring the successful realisation of his or her design during Stage 2 of the project.

The animateur will:

- Make initial contact with schools, community groups who would like to participate in the project through offering ideas, contributing to the research and engaging in workshops
- Arrange dates and venues for participatory workshops and consultation events, in liaison with the artist
- Contribute to, and share information from, community engagement workshops
- Monitor attendance at workshops and events
- Liaise with landowners, and Sustrans route consultant

- Represent the project within key community initiatives, such as the CARnival group, Town Team and We Are Bentham
- Advocate for cycle friendly developments in High and Low Bentham and liaise with artist if appropriate
- Promote the project in partnership with Sustrans

The animateur and the artist will both:

- Monitor attendance throughout the project for evaluation purposes;

The objective is to create public art which reflects the locality and which adds an additional dimension to it.

6. Submitting your proposal

To recognise the importance of the local elements of this project we are seeking an artist who has strong connection with the Craven District and/or Forest of Bowland AONB area. Those connections may be that the artist lives or locally or has strong family links to the area. Local knowledge and empathy will be considered in making the selection of the artist.

We will require candidates be able to demonstrate that they can communicate ideas and engage with the community. We shall be seeking high levels of creativity and the ability to create designs which can be communicated as part of the consultation and in the final piece(s).

We welcome proposals from individual artists or partnerships of artists.

Artists should submit their proposal in the following format:-

1. A statement about how he/she would intend to approach the commission (no more than 2 A4 sheets plus an initial response to the suggested themes
2. A C.V. plus evidence of previous work relevant to this commission with up to 15 electronic images (preferably available online, or on CD) with details of dimensions of individual pieces of work.
3. Any other supporting information.

Submissions should be sent, preferably by email, to:- Jay Haigh

jay@pioneerprojects.org.uk Pioneer Projects (Celebratory Arts) Ltd, 32-34 Main Street, High Bentham, Lancaster, LA2 7HN. For an informal discussion about this opportunity please contact Jay Haigh o 015242 62672

The final date for submissions is Wednesday 16th January. Submissions will need to have been received by 12 noon to be considered. Interviews will take place on Friday 25th January 2013. You will know if you have been shortlisted by Friday 18th January.

8. Contractual arrangements

The fee for the Stage 1 commission is £3,000 which covers all elements of the work including personal expenses and any VAT. 50% of the fee will be paid at commencement of the commission and the remainder on satisfactory completion.

The contract for the work will be between the artist and Sustrans. You are responsible for paying your own tax, National Insurance contributions and have public liability insurance cover of £5m. [This is available to artists subscribing to Artist Newsletter & Air for under £50 a year.]

The realisation of the Art Work (Stage 2) is subject to securing final funding. The outline budget figure for the realisation costs is £9000 - £12000 to cover all elements.

Steering Group
Bentham Passing Places
December 2012

