

Wulfstan Way, Cambridge – Diamond Jubilee Public Art Project

This brief explains the nature of the project, and what you need to do to take up this opportunity.

Introduction

In September 2010 Cambridge City Council's South Area Committee approved a Public Realm Improvement Project at Wulfstan Way. The proposals for the Public Realm Improvements were developed in consultation with the local community and an aspiration emerged for the project to include artist designed seating.

The principles for a public art commission as part of this wider project have now been developed and funding allocated. Cambridge City Council wishes to commission an artist or artist 'group' to develop and deliver an artwork as the final part of the wider environmental improvement works at Wulfstan Way Local Centre, Cambridge. The Diamond Jubilee of Queen Elizabeth II in June 2012, inspires this commission. The commission will be overseen by a Project Steering Group, which comprises of elected Members, local residents, external stakeholders and Council officers, with input from Cambridge City Council's Public Art Panel. The Public Art Officer will lead on the project and will be supported with project management by the Streets and Open Spaces Project Delivery Team. The maximum budget for this commission is £40,000.

Wulfstan Way, Diamond Jubilee Project - Artist Commission and Project Scope

This proposed commission is to design and deliver a bespoke artwork, which forms seating as an integral element of the public realm improvements. The resulting street furniture will be installed during the first week of August 2012. The artwork should be inspired by the spirit of the Diamond Jubilee, rather than literally translate it.

The vision for this commission is to develop and deliver an artwork/s in the form of seating, which reflects the social history of the past 60 years of the local area and also community aspirations for the next 60 years.

The City Council wishes to appoint an artist or artist collaboration to lead, develop and deliver the project. A high level of community interaction is required from the artist and this will require engaging with local school children and older residents using social activity to bring them together to share and explore, the local stories and social history from the area over the past 60 years and also explore their aspirations for the next 60 years. The artist/s will use this activity as research and inspiration for the development of the design of the seating. It may be that the seating design will incorporate two separate elements, one reflecting the past and one reflecting the future or the seating may be one larger artwork, which reflects both at the same time (there is also some scope for the artist to suggest interventions within the hard landscaped area at the location for the seating but this can

only be considered in liaison with the City Council's Landscape Architects). The artist/s will also use the community engagement and social activity to develop an 'event' or 'coming together' at the Local Centre, which celebrates and promotes the use of the Local Centre, the artwork project and the Diamond Jubilee in the week beginning June 4th 2012.

As outlined above, this single commission comprises of three linked elements:

Element 1. Community Engagement

The artist will be required to develop a community engagement and participation programme, which brings together different generations of the local community to share and explore, the local stories and social history from the area over the past 60 years and also explore their aspirations for the next 60 years. This element of the project should provide inspiration for the next two elements below and also aid in community building. An outline of the approach of how this will be undertaken will required to be submitted to the Council for approval prior to the programmes commencement.

Element 2. Celebration 'Event'

The artist will be required to develop ideas for and manage and deliver the community 'event' or 'coming together' at the Local Centre, which celebrates and promotes the use of the Local Centre, the artwork project and the Diamond Jubilee. This element of the project should relate to Element 1 and be inspired by it. The project should also assist in building a stronger sense of community. This element should be designed to relate to the project as a whole and details should be submitted for approval in the first week of May 2012. This element must take place during the week beginning June 4th 2012 and can either standalone or be integrated with any Diamond Jubilee celebrations, which might be developed locally.

Element 3. Seating Development and Delivery

Element 1 (above) should act as research and inspiration for the design of the artwork. The artist should develop a concept proposal, which will be exhibited locally for the public to view. The Council will require to approve the principles of the concept proposal for the artwork and once the Council approves this, a fully costed and detailed design should be produced for final approval. Subject to approval by the Council (which shall be in writing) the artwork can then be fabricated and installed. The artwork(s) must be installed, completed and handed over to the Council by the first week of August 2012. The Artist shall assist with the promotion and launch of the commission on completion including an Opening/Celebration Event.

If the artist wishes to sub contract any aspects of the commission to other artists or specialist consultants, the artist shall be responsible for selecting/ appointing any further artists/ consultants that may be engaged on this project and any such arrangements shall be between the Contractor and the artist/ sub contractor.

The commissioned artist will be required to:

- Provide ideas for the creative interpretation for all three elements of the project

- Provide proposals, which are appropriate to the context of the Wulfstan Way Local Centre and which address the objectives for the project
- Develop ideas through a combination of research and consultation with users, local residents, key stakeholders, the City Council's Public Art Panel and the Project Steering Group
- Produce concept proposal for all three elements of the project when required and for approval by the Council
- Produce a final proposal by the first week of May 2012 for the Community 'Event' taking place during the week beginning June 4th 2012
- Liaise closely with the project steering group and project manager over the development of the design of the final artwork/s
- Produce a final design for the artwork, which includes all technical specifications and a maintenance plan, which are fully costed and achievable within the budget and installed during the first week of August 2012
- Provide drawings etc. for any necessary planning permission and assist with planning permission submission
- Attend all appropriate meetings and events linked to the project as required
- Inform the project manager about any issues that might impact on the timescale and installation of work
- Provide/ supply the artwork itself, supervise the fabrication and installation of the work and contract suppliers, as necessary
- Assist with the promotion and launch of the commission on completion

Desired Objectives of the commission:

- create a high quality work of art to act as seating
- aid community building
- inspire and involve young people and families to learn more about their local area
- enhance the sense of belonging by residents to their local neighbourhood
- engage communities willing to participate in shaping their local neighbourhood

- recognise and raise awareness of the importance of the Local Centre and encourage people to use it
- inspire people to engage with their local area
- celebrate the wider public realm improvements
- be inspired by Queen Elizabeth II's Diamond Jubilee

It is the Council's aspiration that the project should leave a community legacy, in the form of:

- engaged communities willing to participate in shaping their local neighbourhoods
- social cohesion
- healthy communities, that are safer, and more connected.
- a project, which will be remembered for generations
- a community confident, inspired

Overall (Maximum) Budget

The total budget for all elements of this commission is up to a maximum of **£40,000** and if the artists final spend/ price on the project exceeds that budget then the artist shall be wholly responsible for any overspend. All elements of this commission must be completed by the end of the first week of August 2012.

The artwork budget is to include all fees, contingency, expenses, community engagement, profit, planning permission and approval costs, materials, fabrication, public consultation, transport, installation, sub-contractors costs, technical consulting advice (including structural engineering advice), insurances and any other costs associated with the making or installation of the piece, excluding VAT.

Payment

The payment arrangements for the project shall be as follows:-

- First payment upon completion and approval of a concept proposal for Element 1, the Community Engagement element of the project. **10%**
- Second payment upon the completion of the community engagement and approval of the proposal for Element 2, the 'Event'. **15%**
- Fourth Payment upon the completion of Element 2 and the approval of the concept proposal for Element 3, (the artwork seating design). **15%**
- Third payment upon the completion and acceptance approval of the final costed design for Element 3 (the artwork seating) by the Council. **40%**

- Fourth payment on the successful installation of the artwork/s and after the 'opening event'. **20%**

For the purpose of the bidding to be considered for this project, these payment stages should be used as a guide. However, opportunities to offer minor adjustments in light of bidders proposals and cash flow maybe considered.

Management

The Project Steering group will be involved in artist short listing, making the final selection of the artist, and overseeing the development and delivery of the commission. The Executive Councillor for the artwork for Arts, Sport and Public Places will approve the final costed design. The Public Art Officer will lead on the project and will be supported with project management by the Streets and Open Spaces Project Delivery Team. The artist shall report to the Project Manager and Project Steering Group regularly.

Public Consultation

The artist is required to consult with the local community, Council Officers, Elected Members and other key stakeholders during the concept design stages of this commission and to develop a public engagement plan as part of the project, which should include a public exhibition of the final design for the seating.

Quality and Maintenance

The work should be of a high quality, not only in artistic terms, but also in terms of the materials and technology used in its manufacture. The work should involve a minimal level of maintenance throughout its life. It must be robust and attractive and have a minimal pollution impact in both the immediate and wider vicinity. It must be designed, manufactured and installed using sustainable materials, processes and techniques wherever possible. The materials and technologies involved in the construction of the artwork must comply with City Council specifications and be approved in the final costed design for the artwork.

Health & Safety

You must take into account health and safety considerations when putting your submission together. This should address Health and Safety both during the construction/ installation phase and also through the entire life of the commission. You should be aware that the work will be sited in an easily accessible public area. The work should therefore be made of non-hazardous materials and must not impede circulation through the thoroughfare.

Insurance

Public Liability Insurance up to a value of 5 million Pounds will need to be provided by the artist.

Timescales

Deadline of 3pm on **27th February 2012** for receiving Tenders. The anticipated key programme milestones for contract award are as follows:

- Artist Shortlisting: Wk beginning 27th February (indicative)
- Interviews: Wk beginning 5th March (indicative)
- Selection of preferred artist: Wk beginning 5th March (indicative)
- Contract Award: Wk beginning 12th March (*indicative*)
- Artwork/s to be completed and installed by the first week of August 2012 (non indicative)

Expressions of interest should be submitted, which include the below information:

WORKING ON/ DELIVERY OF COLLABORATIVE AND COMMUNITY BASED PROJECTS (30%)

Question1 (10%) - Artists must have a successful/ acceptable track record of delivering services, similar to those sought by this tender, to local authority and/or public sector customers in the last 3 years. To support the above, artists must provide a minimum of two written references with their Expression of Interest. These must relate to two previous commissions and/or recent exhibitions undertaken in the last three years. The Council reserves the right to approach the referees to validate/ seek further information on the artists performance.

Question 2 (20%) – Please provide details of your experience of devising and managing collaborative projects and working in a collaborative / community based setting e.g. with a school or youth group in the public realm, and how you would translate that experience into the commission covered by this tender.

UNDERSTANDING THE BRIEF/ ABILITY TO DELIVER ITS REQUIREMENTS (40%)

Question 3 (5%) - Please advise how you would manage all Health and Safety aspects of the project, particularly during the 'Event' phase (Element 2). This should also cover how you will address safeguarding requirements.

Question 4 (15%) - Please submit Visuals of up to 8 pieces of appropriate recent work, this should be provided in Jpeg/JPG format. Moving images may be provided if appropriate and should be viewable on a PC using Microsoft Media Player. All visuals must be of good quality, high resolution and sharply focused and also a 200 word artist statement that gives an explanation of your practice and work to support the visuals.

Question 5 (20%) – Please submit a written document (Word format) of a maximum 700 words, outlining your initial response to the brief; including your understanding and

interpretation towards the brief, the subject and your proposed approach to community engagement, public consultation, research and development including the apportionment of fees allocated for each element of the commission.

PROJECT MANAGEMENT/ MEETING DEADLINES (20%)

Question 6 (pass/ fail) - Artists are required to confirm they are able to complete the commission within the overall budget of £40,000 and they fully understand this is the maximum budget available. (Artists to note this is a pass/fail criteria and thus will not be scored).

Question 7 (10%) – Please advise how you will manage the budget including your own costs and costs of all of your suppliers and how you envisage managing the stage payments. Also include an outline of the likely apportionment of fees in relation to the total project cost and contingency.

Question 8 (10%) - Please advise how you will ensure that all stages of the project are delivered on time, provide a project programme to demonstrate how each stage will be delivered, taking into account the identified milestone dates.

MANAGEMENT OF RISK (5%)

Question 9 (5%) - Please advise how you would manage risk and how this will influence your management of the budget.

MANAGING COMMUNICATIONS (5%)

Question 10 (5%) - Please advise how you will ensure effective communication between all project stakeholders

Up to four artists, who score the highest will be shortlisted and invited to attend an interview, where they will be asked to give a presentation of their past work to the Project Steering Group. The presentation should also expand upon their initial response to the commission, and demonstrate how the Contractor's own arts practice and experience is appropriate for this commission. However, in the assessment of the presentation, more emphasis will be given to the criteria covered in the following questions:

Q2 Managing collaborative projects

Q4 Visuals

Q5 Understanding of the brief

Q8 Delivering on time

The Project Steering Group will be given the opportunity to ask questions and clarify as appropriate further aspects of the Expressions of Interest. In light of such further clarity/ explanations the Project Steering Group may adjust the scores but there will be no new/ additional marks available for this final stage of the evaluation process. We are not asking for specific detailed proposals at this stage but details about how conceptual thinking and past work relates to the opportunity at this site and an initial response to what your

approach to this commission might be. Each artist invited to interview will have 45 minutes to undertake the presentation and to answer questions.

Example of scoring

A worked example of the scoring of the quality aspects follows.

Formula applied -

$\% \text{ Weight} \times \text{points scored} \div 5$ (latter being maximum points available)

Question Number	% weight	Points scored	Marks Awarded
1	10%	4	8
2	20%	3	12

Contract

The Council will provide Terms and Conditions upon request.

Financial Stability Review

For contracts of this nature, where artistic merit is paramount, the financial stability of a candidate will be reviewed through the use of credit rating agencies such as Dun & Bradstreet or ICC Credit Management. Whilst not a strict Pass/Fail criterion, it is anticipated that the successful candidate will achieve a minimum of 51 against the D&B Failure Score Index or achieve an ICC Credit Risk score of 51 or more. Financial indicators such as maximum credit limit and the presence of debt judgements, bankruptcy or other insolvency events will also be considered. The Council reserves the right to review a candidate's accounts before awarding this contract. All financial references in the tender process will be in respect of the company, partnership or trader with whom the Council will place the contract.

Instructions for the return of tenders

The closing date for the submission of your tender is 15.00 on 27th February 2012

Hand delivered submissions must be returned to:

The Director of Resources

Cambridge City Council

The Guildhall

Cambridge CB2 3QJ

Submissions delivered by post must be returned to:

The Director of Resources

Cambridge City Council

PO Box 700

Cambridge CB1 0JH

The tender package or envelope must not bear any mark identifying the name of the tenderer. PLEASE NOTE this includes franking.

The return envelope/ package must bear the words “Tender for Wulfstan Way Diamond Jubilee Artwork Commission”. If the courier or other special delivery services are used please ensure that the outside of any additional packaging also bears the above words. Your submission will be rejected if it is possible for the receiving officer to identify the sender.

The closing time and date must also be shown on the return envelope. Tenders submitted after the time and date shown will be rejected and returned to the tenderer, unless clear evidence of posting (by first class post on a day preceding the closing date) is available. **Tenders may not be submitted by fax or e-mail.**

For more information about this commission, please contact:

Nadine Black – Public Art Officer

Telephone 01223 457273

Email: Nadine.black@cambridge.gov.uk

Possible links:

Wulfstan Way Local Centre Environmental Improvements Approval

<http://www.cambridge.gov.uk/democracy/mgConvert2PDF.aspx?ID=2529>

The Public Art Supplementary Planning Document

<http://www.cambridge.gov.uk/public/docs/Public%20Art%20Supplementary%20Planning%20Document.pdf>