

Public Artist Brief – Woodside Ave, Eastleigh

Woodside Avenue Development LLP is looking to appoint a public artist to create a high-quality permanent public art feature to be located on an area of public open space as part of the residential development of land off Woodside Ave, Eastleigh.

The aims of this public art project are to:

- Create a bespoke public art feature to be located on a new area of public open space, to give a focus to the public open space that will provide interest for drivers, pedestrians, dog walkers and cyclists who enter and move through the new development.
- Contribute to an active community space that meets the needs of the residents, supports social interaction and increases the positive usage of the area
- Celebrate the local heritage and culture of the surrounding area
- Contribute to a distinctive and unique identity for the new development
- Fulfil the developer's obligation for public art on the site in line with the Eastleigh Borough Council Public Art strategy 2015-2019 and discharge the public art requirements

Background

The site is being developed by Woodside Avenue Developments LLP. The development is a joint venture between Eastleigh Borough Council and Vivid Housing Limited.

Vivid Housing Limited is acting as a development agent for the delivery of the project on behalf of Woodside Avenue Developments LLP.

Situated in central Eastleigh, the site is walking distance from the town centre of Eastleigh, in an area served by several schools and colleges. The development is near the M27 and M3, 1 mile from Eastleigh Station (with direct rail links between London Waterloo and Portsmouth).

Outline planning approval for the site was granted in 2015, with reserved matters approval obtained in 2016. The Section 106 agreement for the site includes an obligation to provide on-site public art that integrates items of public art into the development.

The planning approval is to develop the site to provide 94 new homes (a mixture of flats and houses) along with highways improvements, new access road, an

area of public open space and a LEAP (Local Equipped Area of Play generally aimed at up to 8 year-old children).

The site was formerly used as an allotment site and a waste recycling centre. An area of the site has been retained to provide allotments available to the local community, and has an active allotments association. Access to the allotments will be retained at all times during the construction period and after practical completion.

The design of the site creates a single vehicular and pedestrian access road from Woodside Ave to serve the new residential units, access to the public open space, providing pedestrian and vehicular access to the retained allotments, and providing a pedestrian/cycle route through the site onto a new access path off Kipling Road.

The new development has a distinct modern architectural style, with the urban design inspired by Eastleigh's traditional terrace housing. The development consists of a mix of different types and sizes of modern, highly efficient, affordable and open market dwellings for rent.

There is a financial contribution for public art as part of the S106 planning agreement. The contributions will be project managed by Vivid Housing Limited in partnership with Eastleigh Borough Council.

The most successful forms of public art are those integral to the design of a building or its landscape. It is proposed that the public art should be located on the area of public open space, which eventually will be managed and maintained by Eastleigh Borough Council.

The finished artwork will need to be a permanent public art scheme of high quality.

As the finished public art will be located within an area of public open space (managed and maintained by Eastleigh Borough Council) and close to the LEAP, it must be robust and safe in use as the art could be subject to play including climbing. As a result, the artist will be required to provide structural calculations from a structural engineer to confirm the structural integrity of the artwork and fixings.

The appointed artist will also be required to obtain appropriate planning permission (if required).

The design must consider the health and safety implications of public art within an area of public open space, as the feature will be inspected and maintained by Eastleigh Borough Council.

The public artist will also need to provide, prior to installation, a costed maintenance schedule with confirmation that artworks have been assessed for their suitability for the site and prevention of vandalism has been considered.

The public open space is due to be completed within 12 weeks of the completion and handover of the final residential unit on the site. As a result, the public artist will be required to work closely with the principal contractor for the development of the site, to ensure that design and installation of the public art can be integrated into the construction programme without any alteration required to the external works and civil engineering required in the formation of the public open space.

Construction of the development commenced in January 2017, with the first new homes ready for occupation in spring 2018 and the site completed by late 2018.

The programming of the design work should therefore take into consideration that there is limited opportunity for new local resident involvement into the design process at the inception stage, but that there will be an emerging community on the site that could be engaged with at a later stage.

A site plan and site layout plan are attached with this brief.

Further details on the planning approval for the site are available from the Eastleigh Borough Council planning portal. Site visits are also available on request.

Proposed location of the public art

The public art is proposed to be located on the intersection of footpaths crossing the public open space, as indicated on the enclosed plan.



3D image from the retained allotments looking towards Woodside Ave



Aerial view of spine road from Woodside Ave to new area of public open space



Role of the artist

The project is looking to appoint an artist / craftsperson to design, fabricate, deliver and install an artwork on the site.

The successful artist will have related experience in delivering public art projects with community engagement and will be able to demonstrate this through their previous work. They will be responsible for;

- Working with a steering group (including Eastleigh Borough Council, Vivid Housing Limited and local community representatives) to develop the design
- Developing a community engagement programme to ensure that the opportunities to engage with local residents and other active community groups are optimised
- Developing the design and fabricate (or manage the fabrication), deliver and install the public art
- Provide a photographic record of the project that can be fed back to the Public Arts Officer for the local press and the Borough News.

Consideration must be made to current health and safety law and CDM regulations as you will be required to work on a construction site. The

installation of the finished work will have to be conducted in a manner that doesn't risk the general public or compromise access to the site.

The public art must be of sound construction, (verified by an independent structural engineer), requiring little or no maintenance and must meet health and safety regulations required for public spaces. A costed maintenance schedule must also be provided.

Artist selection

The successful artist will have related experience in delivering public art projects on this scale and will be able to demonstrate this through their previous work.

To register interest in the project please submit the following information to john.crapper@vividhomes.co.uk;

- A current CV
- 5 examples of previous relevant projects including client details and images
- A short statement about your interest in the project and how your experience is relevant (not more than 500 words),

The information will be circulated electronically to the steering group for short listing.

Deadline for submission for Expressions of interest is midday 29 March 2018

Three artists will be short listed and invited to present a concept proposal for consideration at interview.

All proposals are to include a draft community engagement programme, a budget allocation and time schedules for development and consideration.

Shortlisted artists will be paid a fee of £300 (including VAT) plus reasonable travel expenses for the above work.

The selection of the successful artist will consider the following:

- The potential outcomes of this project (artworks and community engagement programme) and how they have relevancy to any previous work or experience you may have
- Explanations to how the piece of public art will be relevant to the wider community and users of the site

- Details of how the project could be delivered (anticipated time scales, budget considerations etc.)
- Practical considerations surrounding installation of completed works and maintenance

The public art steering group will decide which artist they consider is most appropriate for this commission.

Draft timescale

Expression of interest/advertisement	28 February 2018
Deadline for submission of EOI	29 March 2018
Short listing of artists	16 April 2018
Inform short listed artists	30 April 2018
Interview (if required): week commencing	14 May 2018
Artist Appointed: week commencing	28 May 2018
Production of public art	December 2018
Installation	January 2019
Project completion	February 2019

Proposed payment timetable

The successful artist will be commissioned directly by Woodside Avenue Developments LLP, with the proposed payment timetable

- Completion of community engagement 10% fee
- Approval of concept design 10% fee
- Approval of design prior to fabrication 10% fee
- Completion of fabrication/manufacture 30% fee
- Installation on site 20% fee
- Project completion 20% fee

Budget

A budget of £30,000 (including VAT) is available for this commission. The budget is to cover all fees (including planning application fees) community workshops, materials, fabrication, delivery, installation, consultant fees and expenses.

The artist will not be an employee of Woodside Ave Development LLP, Vivid Housing Limited or Eastleigh Borough Council and will be responsible for his/her own National Insurance, income tax contributions and may have to undergo a Disclosure and Barring Service check.

The artist must also have appropriate public liability insurance and provide all risk assessments and health and safety documentation for the project.

The successful artist will be required to enter into a Commissioning Contract with Woodside Avenue Developments LLP.