AGENDA ITEM

PERCENT FOR ART SCHEME AT RAVENSIDE RETAIL PARK, MARKHAM ROAD

MEETING: PLANNING SUB-COMMITTEE
DATE: 13TH AUGUST 2013
REPORT BY: HEAD OF REGENERATION
WARD: ST LEONARDS
COMMUNITY ASSEMBLY: SOUTH
BACKGROUND PAPERS: PLANNING FILE 4724.126

1.0 PURPOSE OF REPORT

1.1 To consider a short list of artists for a percent for art scheme for the Ravenside Retail Park.

2.0 BACKGROUND

2.1 On 30th July 2013 the percent for art stakeholder group of the Ravenside met to consider a longlist of artists selected by Beam.

2.2 The stakeholder group selected the following artists to be invited for interview on 13th August 2013.

- 3.10pm Interview 1: Robert Ward
- 3.45pm Interview 2: Tim Ward
- 4.25pm Interview 3: Laura Johnston
3.0 CONSIDERATIONS

3.1 The brief for the art scheme is attached at Appendix 1.

3.2 The brief explains that the aim of the commission is to engage with the community and produce permanent artworks within the public areas of the centre.

3.3 The brief indicates that the commission is aimed at enhancing the environment and the experience of the visitor to the site.

3.4 The brief requires artists to
- Outline their approach to the commission (community engagement/permanent artwork)
- Provide concept proposals for permanent artwork(s) (minimum three concepts)

3.5 A total of 33 artists responded to the brief. Beam developed a long list of 9 artists whose experience and quality of work and submission were considered suitable for this commission. The short list of three artists was selected by Beam the developer’s representatives and council officers.

3.6 At this stage the artists are expected to outline previous relevant projects and how they would approach this commission. This might include some very tentative ideas and ways of engaging with stakeholders. The process of putting designs together will take place once the artist has been appointed and will be in consultation with the steering group.

3.7 Kate Watson, a representative of Beam, will introduce the three shortlisted artists who will then present their ideas.

3.8 The artist(s) will take questions from the developer and the sub-committee.
3.9 Following the presentations there will be an opportunity to systematically review the proposals.

3.10 Members are invited to receive the views of developer.

4 RECOMMENDATION

4.7 That members jointly with the developer select an artist for the commission.

5 REASON FOR RECOMMENDATION

5.7 To assist in the implementation of the Chesterfield Borough Local Plan

Further information on this report can be obtained from C Mark Shewring on extension 5792.
Retail Development at Ravenside, Chesterfield

Public Art Commission: Artist Brief

1. OVERARCHING BRIEF

1.1 Context:

Beam has been appointed to co-ordinate a Public Art commission for an allocated public area within the retail development site at Ravenside, Chesterfield.

Beam is an arts, architecture and learning organisation dedicated to the imaginative understanding and improvement of the public realm. We aim to create a better understanding about the importance of the arts and good design; to make stronger connections between professionals and the public; and to celebrate good design in places and spaces as a powerful contributor to personal, economic and community wellbeing. www.beam.uk.net

1.2 Approach

Our approach encompasses a broad definition of public art:
Public Art is a specific process and a way of engaging with art, artists, communities and public space. For the purposes of the retail development site at Ravenside public art is defined as –

“Public Art is a principle. A principle of improving the changing environment through the arts. Public art is not an artform, it utilises the arts to assist those involved in increasing the quality in the environment”

Public Art Forum - opening statement to the National Heritage Select Committee, 1996

This artist brief provides information about the site. The steering group will invite a number of shortlisted artists for interview, there will be one round of interviews following which one artist will be selected.

1.3 Overarching Aims of the Public Art Project:
The aim of the public art commission for the retail development site at Ravenside is to enhance the environment and the experience of the visitor to the site. Although this is a national call for submissions, we particularly welcome applicants from artists based locally.

**Objectives**

- To deliver a permanent artwork to fulfill the %for Art requirement to satisfy the section 106 agreement for the retail development at Ravenside, Chesterfield.
- To liaise with the project steering group to produce a permanent artwork that is relevant to the site and local area.
- To enhance the external environment of the retail development.
- To enhance the experience of the customers and visitors to the site.

**2 SITE INFORMATION**

**2.1 Retail Development at Ravenside, Chesterfield**

- The selected site for the artwork is located in a ‘through route’ for visitors to the retail park. This is a public footpath. (See Appendix 1)
- The footpath leads pedestrians to the river, another retail park and residential housing.
- Pedestrians may include: shoppers, workers and residents.
- Construction schedule – construction is underway and due for completion 19 September 2013. Tenants Occupy on 25 October 2013 with the aim to open before Christmas 2013.
- As the site and footpath will already be open by the time the public art is installed the foundations for the piece will already be in place. (See Appendix 2)
- The artwork will most likely require planning permission.
- A visualisation of the footpath can be found in Appendix 3. This visualisation shows the view from standing within the new retail park down the path towards the river.
- Photos of the site in it’s current state taken from the Markham road can be found in Appendix 4.

**3 ARTIST BRIEF**

**3.1 Overview**

The public art commission offers an opportunity for an artist (or artist collective) to design, develop and deliver a permanent public artwork for the retail development at Ravenside, Chesterfield.
The steering group is looking for a visually engaging artwork that animates the public space. This opportunity is open to artists working with mediums that are suitable for outdoor, robust, permanent artworks that require minimum maintenance.

3.2 AIM
To design, develop and deliver an inspiring public art commission that will express the vision and aspirations of key stakeholders and enhance the public space.

3.3 OBJECTIVES
i) To engage and consult with the Steering Group throughout the commission process
ii) To design, develop and deliver an artwork that will provide a distinctive intervention
iii) To design, develop and deliver an artwork that has the potential to be enjoyed by a range of people visiting the site
iv) To design an artwork that will be within the limits of the advised physical properties (size, weight etc). This is due to site constraints. See Appendix 2.
v) To design an artwork that does not:
   - encourage youths to congregate on or around it
   - encourage graffiti or antisocial behaviour.
   - not overly obscure the view of the cctv cameras.
   - create H & S issues for the client
   - require frequent maintenance (it will be within a public footpath and a licence will need to be obtained from Derbyshire Highways each time, and it could affect access to the retail park).
v) To design an artwork that will be of a quality commensurate with the footpath environment the client is creating.

3.4 EXPECTED OUTCOMES
i) Produce a permanent artwork
ii) The completed artwork will be unique
iii) The completed artwork will be enjoyable and engaging to a range of visitors

3.5 DELIVERABLES
To be agreed in liaison with the Public Art Steering Group – to include:

i) Outline of approach to commission
ii) Concept Proposals for permanent Artwork – (minimum 3 concepts)
iii) Detailed Design Report
iv) Public art commission delivery
v) Documentation report (photographic and online e.g. Artist’s Blog)
vi) Attendance at project meetings during the commission process as applicable
vii) Attendance at evaluation meeting on completion of the commission
4 OUTLINE PROCESS AND TIMEFRAME

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5 ARTIST FEES

5.1 ARTIST FEE

Commission Stage
Artists will be commissioned to undertake concept design, detailed design and implementation.

Concept Design Proposals (up to 3 proposals) will be developed and presented, one concept will be selected to be taken to the Detailed Design stage. Following sign off of this Detailed Design the artwork will be fabricated and installed by the artist.

The fee for this commission is **£22,000 plus VAT** and includes concept design, detailed design, production, materials, installation, attendance at meetings, travel
costs and all other costs associated with the work / any subsidiary commissions. (See also deliverables).

**Concept Design Proposals should include:**
Artists will need to submit a report (maximum size A3) including:
- Description of design concept/ statement
- Scale drawings / visualisations
- Materials
- Dimensions
- Installation method statement (outline indication)
- Health & Safety and Risk assessment (installation / in-situ – outline indication)
- Access Statement (outline indication)
- Maintenance requirements and decommission plan as applicable (outline indication)
- Indicative costings (including provision for contingency)
- Health & Safety and Risk assessment (installation / in-situ – outline indication)
- Maintenance requirements and decommission plan as applicable (outline indication)
- Indicative costings (including provision for contingency)
- Artist and identified sub-contractors Public Liability insurance details

1 x Hard Copy / electronic versions will be required

5.2 **All payments to artists at all stages are subject to the condition that payment of appropriate funding has been made to Beam by Chesterfield Borough Council**

6 **PERMISSIONS**

All work will be subject to relevant permissions prior to implementation.

7 **HEALTH & SAFETY / CHILD PROTECTION**

Beam’s Heath & Safety and Child Protection Policy will be applied to this project as appropriate.

8 **INSURANCE**

The artist will be required to provide evidence of Public Liability and Professional Indemnity insurances.

9 **COPYRIGHT**

Copyright in the designs and work will be retained by the Artist in accordance with The Copyright Designs and Patents Act 1988.

10 **EQUAL OPPORTUNITIES**

Equal Opportunities
Beam is committed to building an organisation that makes full use of the talents, skills, experience, and different cultural perspectives available in a diverse society. The aim of our policy is to ensure that at all stages of the recruitment, selection and employment process (including the artist commission process) we consider all applicants in fair and considered manner so that the most appropriate person is selected, regardless of age, colour, disability, gender, marital or family status, nationality or ethnic origins, race, religious belief or sexual orientation.

Beam’s Equal Opportunities Policy will be applied to this commission.

11 APPLICATION PROCESS

Expressions of interest should be submitted by email to Ann Sweeney ann@beam.uk.net
If you are unable to send by e-mail please post a CD including all the requested information.

The deadline for applications is Monday 22 July 2013 at 10am.

Please submit your application either in the form of a pdf document or PowerPoint presentation with a maximum of 12 pages /slides in total – to include the following (in this order):

1. Up to one A4 page detailing your initial response to the brief
2. A Portfolio of work (up to 6 relevant projects – maximum 12 images in total)
3. A CV (including 2 referees)

12 QUERIES

Contact Details
Kate Watson, Project Manager
kate@beam.uk.net
01924 215550
Beam, The Orangery, Wakefield, WF1 2TG
CHESTERFIELD PERCENT FOR ART PROGRAMME
RAVENSIDE RETAIL PARK

SHORT LISTED ARTISTS - CONCEPT DESIGN PRESENTATIONS
13th August 2013, 3:00pm to approx 6:00pm
Town Hall, Chesterfield
(Committee Room 3)

AGENDA

3:00 - 3:10pm  Artist Selection Panel – Briefing
Briefing & review of schedule and interview questions Panel only

3:10 – 3:40pm  Concept Design Presentation – Robert Ward
Presentation (15 mins), Panel Questions & Discussion

3.45 – 4:15pm  Concept Design Presentation – Tim Ward
Presentation (15 mins), Panel Questions & Discussion

4:25 – 4:55pm  Concept Design Presentation – Laura Johnston
Presentation (15 mins), Panel Questions & Discussion

4:55 – 5:55pm  Review Applicants and Appoint
Panel only

6:00   Finish