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West Cliff Green Sculpture: Artist Brief

Levelling Up Coastal Artworks

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**LEVELLING
— UP —**

**WEST CLIFF GREEN
PUBLIC ARTWORK
COMMISSION FOR
BCP COUNCIL'S
PUBLIC ART
INTERVENTIONS
PROGRAMME**

We are looking for a captivating sculpture inspired by the West Cliff Coastline and representative of the local community identity.



Project Overview

In 2022, BCP Council successfully bid for Levelling-Up grant funding for improvements to the seafront. The LUF Public Art Interventions Programme is one of 11 infrastructure projects which the Council received £19.9 million in January 2023 to deliver across its seafront (Poole—Bournemouth—Christchurch).

The LUF Public Art Interventions Programme

This programme aims to deliver public art interventions in 10 locations along the BCP Coastline linked with communities in areas of deprivation. The development and creation of these public art interventions will strengthen the identity of these locations, improve the seafront destinations of a range of BCP communities and attract visitors and residents to different areas of seafront.

Each intervention has been themed on 'identity' to best reflect and celebrate the communities and local heritage of the place in which it is to be sited. The interventions vary in medium, style and subject to ensure that it best suits its context and to offer a variety of new public artworks along the coastline.

West Cliff Greens Artwork Commission

BCP Council is looking to appoint an established artist to produce a sculpture for West Cliff Green (also known as West Cliff Gardens) on West Cliff Clifftop. The sculpture should be themed on 'Bournemouth inspires...', intriguing viewers with its story and representing the local area.

The sculpture should be of high artistic quality, imaginatively respond to the theme of community identity, enhance the West Cliff seafront, and inspire viewers to seek to discover more about the local area.

It should enhance the area's cultural offer, providing free access to public art and appealing to a variety of people of different ages and backgrounds.

The artist is welcome to creatively use any form, medium, style that would suit this piece and its site.

Target Audience

While BCP Council is keen that a wide variety of people connect with and enjoy this piece, we have prioritised the following groups:

- a) Multi-generational families. This piece should appeal to a range of ages, from children to people aged 65+.
- b) Visitors and tourists with interest in nature and culture. This piece should attract non-BCP residents to explore West Cliff by showcasing the fascinating local heritage and improving the local area's cultural offer.



The Inspiration: Bournemouth inspires...

The Bournemouth, Christchurch & Poole area has been an inspiration to many. Prominently, many notable writers have taken inspiration from the area. Robert Louis Stevenson, J.R.R Tolkien, Flora Thompson, Enid Blyton, John LeCarre, Bill Bryson and Radclyffe Hall all have significant ties to the area. This literary heritage is still being fostered today with the success of Bournemouth Writing Festival and many local writers' groups.

Further to this, we want to recognise that BCP's beautiful landscapes, iconic coastline and breathtaking views inspire many people in their everyday lives. It is a place that inspires memories and stories, big and small.

We would like this aspect of BCP to be celebrated through a new artwork for West Cliff Green. This sculpture should capture and represent this gift of inspiration. This could be by visualising a story from a local resident, capturing the joy of a day out or showcasing an aspect from this distinct setting.

Key Design Criteria:

- It should be of high artistic quality.
- It should be robust and durable, able to withstand the coastal environment, with a lifespan of a minimum of 20 years. As such, the sculpture should be made from suitable materials.
- It should enhance the seafront and be suitable for its location at West Cliff, serving as a fitting cultural addition to the site, enhancing the natural environment in which it is placed.
- The artwork should enhance the area's cultural offer, providing free access to public art and appealing to a variety of people of different ages and backgrounds.
- It should imaginatively represent the theme, be engaging and intriguing.
- It should encourage visitors to stop and discover more about the West Cliff area and its heritage.

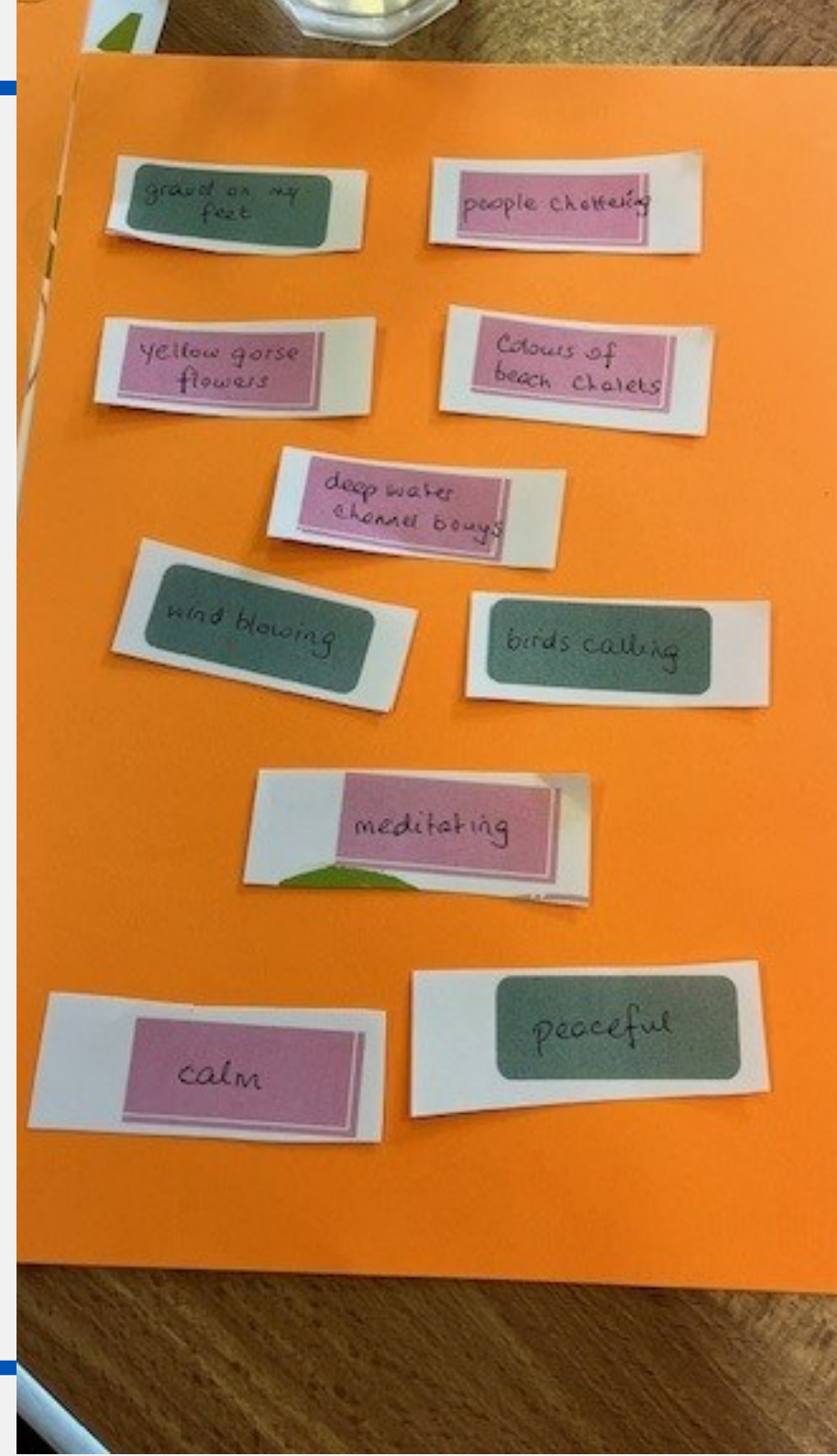


Community Engagement

BCP Council has run some engagement sessions with locals to find out their thoughts about the local area and what inspires them most. One session was held with children of St Michael's Primary School, a school local to West Cliff. The other was held with the retired residents of the Creative Writing U3A (University of the Third Age) Group.

These workshops each had a creative element, themed on 'BCP inspires...' to help participants respond to the coastal environment and explore what aspects they respond to the most. The school children got crafty with clay and the creative writers experimented with creative play using mark making and poetry.

The artist is encouraged to use the outputs of these sessions, as well as their own community engagement activities, to inspire their artwork.



Community Engagement Outputs: St Michael's Primary School

BCP Council held a creative session with students at St Michael's School to prompt their responses to BCP's coastline. Some of their memories and responses to our prompts are listed here along with the clay sculptures they created to represent their favourite memory about the coast.

- The Red Arrows
- Swimming in the summer (not winter!)
- Finding things in the water, treasure hunting, like starfish!
- The RockReef zipline and being able to see everything in the water as you went past. The algae and the fish—it was crystal clear
- Truth or dare at the beach
- The bluebells are really pretty
- Helter-skelter on the pier—so fun and I'd love to go again
- Going on a neon green jetski in the clear water and going so fast that I splashed water on all my friends
- Listening to the sea in seashells—it sounds like the ocean
- Mushrooms and fungi in the chines
- Lizards
- Fossils
- Flowers and vines

Community Engagement Outputs: St Michael's Primary School



Picnics

Melted ice-cream



The Pier & coastline



Fun with the family & the people of West Cliff

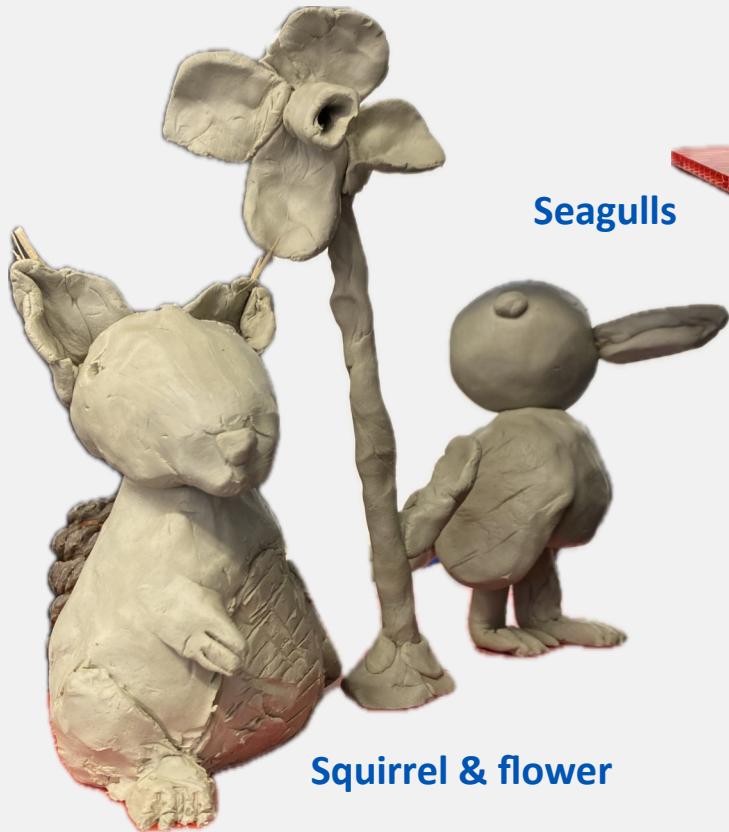


Community Engagement Outputs: St Michael's Primary School

Sea & waves



Seagulls



Squirrel & flower

Fungi



Tree

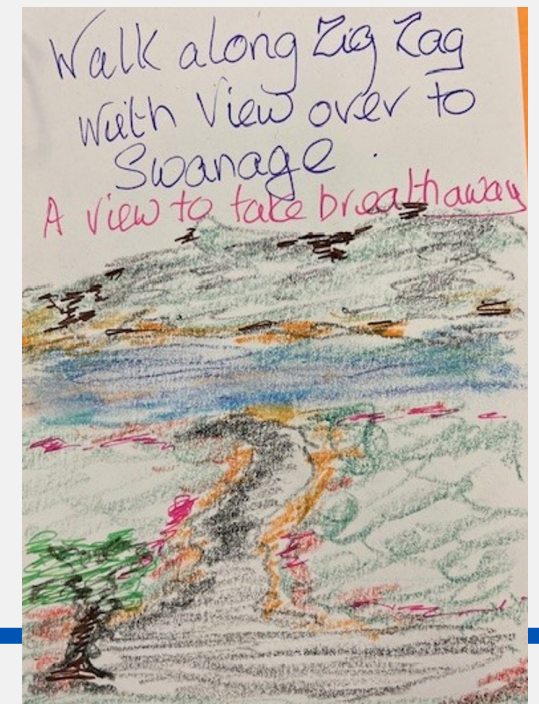
Bluebells



Community Engagement Outputs: U3A Writers

BCP Council held a creative play session with [U3A](#)'s Writing Group to prompt their responses to BCP's coastline. Some of the sensory descriptions created by the writers in the session are listed here.

- Gravel on my feet
- People chattering
- Yellow gorse flowers
- Colours of the beach chalets
- Deep water channel buoys
- Wind blowing, the breeze kisses my face with a warm flutter
- Birds calling
- Mediating, Calm, Peaceful
- Joyful, relaxed, invigorated
- The touch of my wife's hand, happy to be alive in the company of my wife
- I can see the shrubs and flowers, sea, clours of plants, sky, water, greens, the views
- Clifftop space, the paths, grass, sea, the view of the Isle of Wight and Swanage. A view to take breath away
- The birds, gulls, people happy, dogs playing
- The colour of nature, the changes of the seasons, the sky and the sea. Colours so changeable as you watch, giving the feeling of peace, relaxed and energised
- A wonderful start to the day on the clifftop walk, feeling of alive, hearing happy people, families and children
- The sun shining down, giving the gulls the opportunity to catch their next meal
- Sea air
- Relaxed in gathered company, a circle of chairs
- The raw scent of flowers



Further Community Engagement

As part of their proposal, the selected artist is required to engage with the local community to help input into their artwork design development.

Through socially engaged practice, the artwork should draw on and reflect the local community identity. The artist should create and facilitate opportunities for local residents or community groups to contribute to this project and the development of the artwork. BCP Council will support with these engagements.

At least 50 local people should be engaged over the course of this project. Those people who participate will indicate they have feel a sense of achievement at their involvement, improved levels of wellbeing and feel more connected to the local area and the people around them.

Inclusion in BCP's Trail Offer

BCP Council is developing its trails offer and creating new trails to help residents and visitors discover more of the local area and its hidden histories and cultural heritage. We would like this artwork to pique curiosity and to help residents and visitors find out about the heritage of Bournemouth. This artwork, along with the other artistic interventions that are being created as part of this programme, will also be included in a public art trail, with content being created to support visitors in discovering more about the pieces.



Location Overview:

West Cliff is an area of Bournemouth located West of Bournemouth Town Centre. A short walk from the Pier Approach is West Cliff Green. It's a large green space on top of the clifftop, which overlooks the beach and has views of Bournemouth Beach and Pier, as well as around the coastline right around to Swanage.

West Cliff is home to many hotels as well as private residences. As such, West Cliff Green is used by tourists making their way to the beach via the Zigzag, dog walkers, and those enjoying a park space with a spectacular view.



Artwork site:

The identified site for artwork is a grassy area that sits by the main pathway leading along West Cliff Promenade on the clifftop, a short walk down from the Car Park, the ZigZag, and the nearest road. The site sits on a large green Parks space, nearby to the public toilets and the clifftop incline (home to the West Cliff goats). As such this is a very high footfall pathway.

The artwork should be situated just off the West Cliff Promenade on a grassy bank area. The artwork should be placed near the pathway so that it is accessible to view and interactive with. It should sit in front of the trees and shrubbery to avoid obstructing the views of the West Cliff hotels/flats. Some landscaping will be required to level the area and create a hard foundation for the artwork, which will be organised and paid for by BCP Council.

There is a bench beside the area which will remain in place. The bin on the pathway in front of the area will be re-sited.

Site area: maximum approximately 4m x 7m

Google map link: <https://maps.app.goo.gl/eGGrmf1UmGewhQdU9>



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Site for artwork: grassy area pictured.

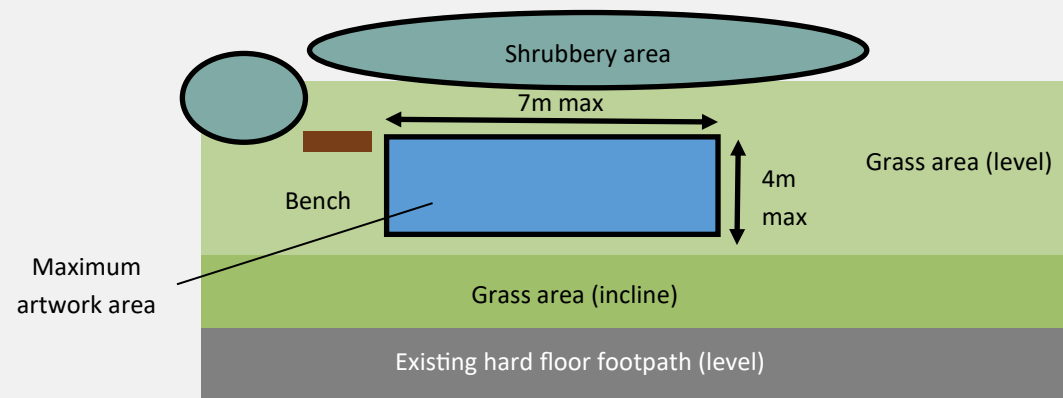


Specifications:

Size: The artwork should be a suitable size for the proposed site area of approximately 4m x 7m (maximum) and safe for members of the public to engage with.

Landscaping, Base & Fixtures: The area around the sculpture will be given a crushed stone surface (exceeding no more than 4m x 7m). The bin will be re-sited further up the pathway. This landscaping will be organised and paid for by BCP Council.

Installation can be undertaken by BCP Council's Groundworks Team. The selected artists will be required to ensure that the sculpture has a suitable and safe base and install process. Installation should be covered in the Supplier's budget.



- **Material**

The artwork can be made of any material, as long as this is robust and durable, suitable for the location and environment, and safe. We do not advise that the sculpture is wooden as this erodes rapidly in the coastal environment.

- **Light, movement, sound**

The pieces should not omit any sound or light that would be disruptive to the wildlife of the area or disrupt the tranquil atmosphere of the site. Artworks will have no access to power. Artworks with movement will be considered but durability, safety and site context will be prioritised.

- **Accessibility**

Artworks should be inclusive to people of different genders, socio-economic backgrounds, ethnicities and abilities, both in their subject matter and in how people are able to access the pieces. The piece will be physically accessible to members of the public. Artists may wish to consider how people will engage with the piece and any further opportunity to include sensory or tactile elements in the design.

- **Sustainability**

BCP Council is committed to reducing their carbon footprint, which includes scope 3 emissions (impacts by suppliers). Artists are required to consider & reduce their (and any further suppliers') environmental impact in the procurement, manufacture, transportation and end of life of their artwork.

- **Health & Safety**

The artwork must comply with Health and Safety regulations for public spaces. Artists will be expected to provide a Risk Assessment and Method Statement for the production and installation of their artwork. This will be reviewed by BCP Council and agreed by the LUF Public Art Interventions Programme lead Officer.

- **Longevity, Maintenance & Durability**

The artwork is expected to have a lifespan of 20+ years and require no more than minimal maintenance. Durability and resilience to the coastal environment should be accounted for in the design and choice of materials for the artwork.

Project Key Dates

Artist Open Tender Deadline: 29/08/24

Artist Appointed & Initial Meeting: w/c 16/09/24

Final Designs Agreed: w/c 21/10/24

Planning Application Outcome: 16/01/25

Artwork Creation/Manufacture: January—March 2025

Manufacture of Artwork Complete: 16/03/25

*We are open to some flexibility on dates and the artwork schedule will be confirmed with the successful supplier.

Selection Process

The selection of the work of art will be undertaken by an evaluation panel formed by representatives from BCP Council.

For the avoidance of doubt, the methodology of the evaluation of bids is contained within Section 5 The Evaluation Process, within the Invitation to Tender.

Fee:

We are welcoming applications from all artists who can deliver a quality piece of public art. The artist's fee must include all materials and costs incurred in the production of the artwork and its installation.

This is to include, for example:

- Artist's commission and design fee.
- Costs incurred for presentation of detailed design at interim stage.
- Research costs.
- Materials.
- Equipment.
- All expenses including travel, accommodation and presentation materials.
- Professional fees and legal costs.
- Installation costs and any extra required landscaping (including fees for structural engineers where required).

It will be the responsibility of the appointed artists, working with the commissioner and client, to ensure that the project is delivered within their proposed budget. This may require the reworking of the designs and the processes of manufacturing / creation.

We can only accommodate submissions with a budget of up to £40,000.

Public Liability Insurance

We are anticipating that successful artists will require Public Liability insurance cover of £10M.

Maintenance & Durability

The expected lifespan of the artwork shall be minimum 20 years with minimal maintenance required.

Copyright & Ownership

The Supplier will own the copyright to their own designs and artwork. Upon completion of the relevant project milestones the ownership of the artwork will pass to BCP Council. It will be expected that rights to photography and use of the artwork in future promotional and community activity will be granted to BCP Council.

Supporting Signage

Space and site allowance should be given to supporting site signage, which will be managed, paid for and created by BCP Council. BCP Council will liaise with the artist on signage placement and content it works harmoniously with the artwork.