

CHILMINGTON GREEN PUBLIC ART CONSULTANCY BRIEF

MAY 2017

INTRODUCTION:

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- Consultant project definition & timescales
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TENDER SUBMISSION REQUIREMENTS:

The consultant in this brief is asked to provide the following essential information:

✓	Submit an outline timeline of the work areas.
✓	A financial breakdown, identifying each work areas cost, with a total fee value which should be inclusive of expenses but exclude VAT.
✓	Evidence of participating in and presenting to boards and stakeholder groups (testimonies of successful participation).
✓	2 recent copies of recent Public Art Strategies and Policies adopted.
✓	Experience of initiating, developing, implementing and evaluating art projects within a regeneration context and with the public and private sectors.
✓	2 examples of different types of public art briefs produced.
✓	Evidence of involvement in promoting public art through publications and regional conferences with recognition of good commissioning practice and issues.
✓	A CV of each employer and lead consultant and associates that will work on this assignment.
✓	Professional Indemnity Insurance certificates covering employees, associates, sub-contractors.

INTRODUCTION:

What is planned for Chilmington Green?

Chilmington Green will bring a vibrant, mixed use, new community to the town of Ashford in Kent. This exciting development has a clear aim; to create a truly quality environment in which residents and businesses choose to live and work and feel proud of their community.

The development plan consists of 5,750 new homes, built over approximately 20 years. Homes will be of high quality with community venues and high quality landscaping and open space playing a major part in providing an attractive place to live. There will be one secondary school, four primary schools, four play areas, allotments, community buildings, leisure centre, sports pitches and more. These assets will be built throughout the 20 year period. To manage these community places, a community management organisation (CMO) is being set up which will have the local community at its heart and provide activities and services on behalf of the new residents. The CMO will own all the community assets (apart from the schools and highways).

Chilmington is unique

- It is the single biggest planning application the borough of Ashford has ever dealt with and one of the largest in the country.
- It will be the longest running, largest and most complex corporate project in the Council's lifetime.
- The structure to the S106 means that there is a responsibility on the Council to respond swiftly to submissions by the developer, otherwise we will be responsible for hampering progress on site.
- The creation of a community management organisation (CMO) with ABC, KCC and other local stakeholder involvement to adopt and manage all community assets normally gifted to the borough council is a new concept for us, one that provides an opportunity for developing local community stewardship and leadership.

A Phase Development

Chilmington has a detailed phased approach that follows the number of houses to be built. The first phase is 1500 houses and a number of infrastructure projects. Appendix 1 describes what is planned in the 'early years' which covers 2017 to 2019.

The S106 for the development includes trigger payments for public art. Appendix 2 provides the details of these payments triggered on the occupation of the houses. The build out rate of this development will potentially change and fluctuate so is difficult to predict. Appendix 2 also includes the potential timeline.

Challenges

Like all major developments of this size, there are some key challenges for this strategy to work with and help overcome.

- Early landscaping design has already begun, particularly around Access A.
- Within the coming 3 years, it is expected that early roads will be built as well as some of the first community facilities, including the first CMO offices, open space and probably the first primary school. The CMO will also become operational. Within this time, it is expected that the first residents will take up occupation.
- Other strategies and frameworks being developed at the same time will impact on, as well as support the Public Art Strategy i.e. the Community Development Strategy, Heritage Projects Framework, a volunteering strategy, etc.
- Locally there is limited capacity and skills to deliver community development in order to embrace every member of the community (both within the development and surrounding areas). Therefore we believe that through the work of artists, specialist consultants, and the creative community, we will find many new ways to communicate and reach out to those who have a stake.

The team, partners and steering group

The Local Planning Authority is setting up strategic working groups to manage the coordination and timely delivery of the S106. The Design Team Working Group will include the delivery of public art. It is anticipated that the Public Art Consultant will periodically need to report to and attend this group.

This group could include ABC and KCC officers and, where appropriate to do so, other key partners.

The consultant will report on a regular basis to a small steering group which will include; The Arts & Cultural Industries Manager, The CMO Project Manager, A Strategic Planning Team rep, Developer Team representative and The Archaeology and Heritage Manager for KCC. The detail to this group is still emerging and will be confirmed shortly.

A range of partners (including those involved with landscape management, conservation and wildlife, schools and community development) are likely to be brought on board as the work progresses. Their input will ebb and flow, depending on the focus to work at that time. Residents will also need to be involved.

The CMO Board will be in place in Autumn 2017 and will need to be consulted and briefed on progress, with particular attention paid to the transfer of any assets to the CMO and the cost and maintenance implications. Their agreement will need to be sought before final decisions are made and/or submissions made to the Local Planning Authority for agreement. The CMO will also be able to work in partnership to deliver community consultation and engagement.

Current position of development

Work has already started on site to create Access A (a new roundabout on the A28) and Access D (the new access to the Brisley Farm extension). These accesses have already received full planning permission.

Work to create the infrastructure and housing on site cannot commence until a range of pre-commencement conditions have been discharged. The Developer Consortium, led by Hodson Developments, is currently in the process of submitting these. Condition 17 (Phase 1 master planning) has been submitted and is the first key condition which relates to Public Art given it provides detail to the layout of phase 1 and therefore provides some sense to the quality and place which will be created. An indicative location for Phase 1 public art provision is shown as within the district centre.

The consultation closed on 2nd April with the Local Planning Authority providing its formal response (and hopefully discharge) over the following weeks.

The Developer Consortium hope to welcome the first residents in spring 2018 with 125 dwelling occupied by spring 2019. The pace will pick up from there on in to approximately 250-300 completions per year.

Creative Commitment and Rationale

In December 2009, Ashford Borough Council adopted a borough-wide Public Art Strategy. The purpose of the strategy was to ensure that public art plays a full part in achieving our commitment to quality design in Ashford by providing a clear vision for public art to be integrated in the growth of Ashford; articulated in policy; and acted on in partnership. Since the adoption of the strategy, Ashford has seen a number of artists working successfully as part of integrated design teams.

The term 'public art' in the Ashford Public Art Strategy refers to artists and crafts people working within the built, natural, urban or rural environment. The practice, also described as 'art in public places', covers the contribution made by artists towards achieving a client's objectives and which is to be accessible to the general public. Public art aims to integrate artists' and crafts peoples' skills, vision and creative abilities into the process of creating new places and rejuvenating old ones. It says:

"The work and thinking of professional artists, integrated into the design of buildings and the public realm, will help make Ashford a more attractive place in which to live and work. In turn this will help to promote the town as a distinctive, successful and characterful destination with a confident future, encouraging further investment in the area".

Chilmington, highlighted in the Ashford Public Art Strategy as one of the biggest opportunities coming forward, is now looking for that clear vision for public art.

Supported by a comprehensive Chilmington Design Code, an emerging Community Development Strategy and a signed Schedule for Public Art (Schedule 24), Chilmington will:

- Look good and be a great place to live. It will set the benchmark for high quality design. It will become a place of special and varied character, with sustainability integrated into all aspects of design.
- Respect and integrate heritage buildings, landscape features and wildlife habitats as part of a well planned layout.
- Offer a lively and fun place to be, with an attractive High Street that meets local peoples' daily needs.
- Be for people of all ages and will provide the range of community, school, health and other services needed by local people in a joined-up way.
- Offer a range of local jobs but also cater for those working in the town centre and elsewhere with regular, high quality bus connections.
- Have its own, strong identity in a landscape setting, closely linked to the urban area to be able to offer new opportunities to other residents of Ashford, in particular those nearby in Brisley Farm, Singleton, Shadoxhurst and Stanhope.
- Foster pride and a local community that develops a strong sense of local 'ownership' and the capacity to help manage Chilmington Green on a day to day basis.
- Be flexible in design and resilient to change, and able to respond positively to advances in technology and changing working and daily lifestyles.

THE WORK:

Consultant project definition & timescales

A specialist Public Art Consultancy is required to develop a clear and bespoke Public Art Strategy, relevant for Chilmington in that it is considerate to its vision, uniqueness and life-span as a development. This consultancy work and strategy will be:

- Informed through strong partnership engagement.
- Responsive to the sites pressing challenges and future tasks.
- Influential in making a positive difference to the distinctiveness and character of Chilmington's public spaces.
- Informed by existing policy in place such as the Chilmington Area Action Plan, The Design Code, and Chilmington's Public Green Spaces and Water Environment SPD.

The consultancy is expected to run for two years. It is anticipated that the consultancy will start immediately after selection and signing of contracts.

Key Works Areas:

1. Public Art Champion for Chilmington to include:
 - Form a small focussed Chilmington Public Art Steering Group with support from ABC & KCC to help recommend to decision-makers the public art approach.
 - Embed the group as a valuable long-term Chilmington Public Art Championing Group.
 - Advocate and promote knowledge of good practice in public art development and commissioning to embed the process into the development.
 - Develop a mechanism for knowledge sharing to ensure all relevant work, strategies and other frameworks in development for Chilmington harmonise

and provide mutual benefit, for example: community development, open space, heritage, public realm design, etc.

- Attend and present at relevant community stakeholder events to build awareness and confidence in Chilmington's public art development.
- Play an active role in the development and implementation of Chilmington public realm works and planning process.

2. Strategy and programme setting to include:

- Produce a Draft Public Art Strategy (PAS), for review, that defines the need for public art and an approach for commissioning that supports the role of the artist across all phases over the 25 year lifespan.
- The PAS should include but is not limited to principles for commissioning works including legal and governance requirements, the Management, Maintenance and Longevity of pieces of work and qualifies measures of success.
- Define a Site Based Public Art Programme that highlights all known key priority projects and preferred locations for public art across all phases (public spaces, gateways, buildings etc).
- Allocate estimated budgets to each project that aligns with the Chilmington Public Art Heads of Terms trigger payments.
- Agree, sign off Draft Public Art Strategy and monitor its implementation providing a review as appropriate recommending changes to both capture the experiences of early implementation and ensure its robustness going forward.

3. Fund raising to include:

- Engage with potential funders and prepare and submit agreed funding bid (or bids) that provide valuable match funding and added value to the agreed programme of works and potential ongoing consultancy.

4. Phase 1 implementation to include:

- Specific detail of artistic opportunities for investment within the Phase 1 design for agreement.
- Develop all the required briefs, budget, delivery methods and timetables for any Phase 1 work, and lead on any agreed and timely commissioning (such as Access A).
- Select and recruit artists, as the need arises, to work with for agreed opportunities specific tasks. This will include development of the programme strands.
- Provide support to the CMO in developing further artist briefs; monitoring and evaluation for public art; art asset management documents; delivery of community & stakeholder arts engagement events; and marketing & publicity for community, developers and landowners.
- Explore opportunities for award winning recognition for creative and artistic development at Chilmington.

Value of Work:

The target value of this consultancy is up to £45,000. This includes all costs, expenses but is not inclusive of VAT. We would expect stage payments to be made across the course of the consultancy period against agreed key milestones.

Procurement Process

The procurement process will commence upon the receipt of the S106 sum from the Developers, and will be managed and overseen by Ashford Borough Council Officers.

The consultancy team will comprise of a highly experienced Arts consultant, shortlisted through tender via the South East Business Portal and selected through interview.

Timetable

- We intend to notify applicants of their validation by 30th June 2017.
- We intend to hold interviews on the 10th July 2017.
- We intend to make a decision by 18th July 2017.

An initiation meeting for the chosen consultant is expected to take place in late summer 2017. As previously stated it is expected that the consultancy will start immediately.

Tender Submission Requirements

The consultant is asked to provide the following information:

- Submit an outline timeline of the work areas.
- A financial breakdown, identifying each work areas cost, with a total fee value which should be inclusive of expenses but exclude VAT.
- Evidence of participating in and presenting to boards and stakeholder groups (testimonies of successful participation).
- Copies of recent Public Art Strategies and Policies adopted.
- Experience of initiating, developing, implementing and evaluating art projects within a regeneration context and with the public and private sectors.
- Example of different types of public art briefs produced.
- Evidence of involvement in promoting public art through publications and regional conferences with recognition of good commissioning practice and issues.
- CV of each employer and lead consultant and associates that will work on this assignment.
- Professional Indemnity Insurance certificates covering employees, associates, sub contractors.

Evaluation of Tenders

Quality Evaluation (100% weighting)

- a) Financial and timeline programme that will include an estimated breakdown of the likely costs aligned with the key areas of work and the anticipated timeline expected to complete areas of the work. (25%)

- b) Ability and experience in acting as a champion and team member on similar projects to this opportunity, particularly demonstrating a track record of negotiating the role for art and creativity within significant housing developments. (25%)
- c) Experience with evidence of strategic planning for public art, successful adoption of written strategies and fund raising achievements (25%)
- d) Track record and success in commissioning work including awards and testimonials of work implemented (25%)

Review

The consultancy will be accountable directly to Ashford Borough Council. Line Management will be provided through the Council's Arts and Cultural Industries Manager.

Support will be provided by Ashford Borough Council's Planning Department and the Community Management Organisation Project Manager, and using advice from the wider teams.

The activity of the Public Art consultancy and implementation of the contract will be reviewed bi-monthly, against agreed performance indicators set within the consultancy agreement.

EARLY YEARS INFRASTRUCTURE:

In the context of Chilmington, the early avenues for community engagement can be linked to distinct themes which are held together as key deliverables through the S106 planning agreement in the early years. These can be defined as follows.

Engagement in the Planning

This will include but is not limited to:

- A28 construction works (led by KCC) – community involvement likely via workshops and exhibitions
- Individual Reserved Matters applications (led by Planning) – community involvement through the usual channels
- Construction management issues (led by Planning with support from KCC Highways) – via clearance of conditions and onsite by Developer named contact for complaints
- Improvements to the channels in which the community can be kept in touch with planning submissions and latest developments, including an interactive map of live applications, briefing sessions for Parish Councils on how to deal with applications, a mailing list of residents/stakeholders who wish to be kept informed and regular updates to the community stakeholder group.

Community development and engagement on priority projects

This includes but is not limited to:

- Open space management (including the first advanced planting areas, ecological mitigation land, public open space, play spaces maintenance (led by the CMO Team/CMO Board) – advice will be required through working with key partners and experts to decide the best way to manage these key spaces. Local people will have the opportunity to become involved in this debate through consultation at events and workshops where timely and relevant to do so.
- Creation of a public art strategy (led by the Council) – community engagement through exhibitions, workshops and events.
- Development of a Discovery Park Masterplan (led by the Council) – community engagement through exhibitions, workshops and events including the delivery of a sports hub and pitches.
- Early community development worker posts, their role and remit (led by the Ashford BC Cultural Services, the CMO Team and PWG/CMO Board).
- Heritage and archaeology; building an understanding of the history of the site in terms of its agricultural uses, links to World War 2 and the RAF, Iron Age burial site and Roman Road. Bringing together the historic links and embedding them into the design of the public realm will help to create a sense of place and ownership for the new community. This understanding can be proportionally threaded through community development work, public art and physical structures.

- The opening of the first primary school – the first permanent community building to be provided - the primary school will play an important part in early community engagement. It will also help to create a vibrant and active community through the natural focus and energy of local families with children attending a new school. The community development function should embrace this opportunity, with key partners working together to inform, engage and consult residents not only about community activities which could be delivered from the school but wider community projects too.

The Community Assets

The early physical community assets expected to come forward in the three year lifespan of this Strategy include:

- First CMO operating premises – likely to be located near the ‘gateway’ to the site, on the spine road and adjacent to the first marketing suite - this temporary building will be instrumental in connecting new and existing residents to the emerging community and its assets. The premises will be approximately 200 sq m and include a room for community use and at least one meeting room. It is hoped an outside space can be created which can evolve into a small community garden and area for community BBQs, etc. The building will include the offices of the CMO and be the place where residents can meet trustees and staff to discuss any concerns, get involved in the community and comment on the latest plans.
- Public art – the first installation is expected in the first phase. The detail to this piece is currently unclear but could be a sculpture, temporary structure or other project which embraces the principles of the emerging public art strategy.
- First open spaces (informal and formal) – open space will be provided from the outset and managed by the developers in the first instance. The CMO will take on open space once it is established. Early spaces include:
- Chilmington Gardens – a small urban park at the district centre, adjacent to the Market Square and community hub, with mature trees and a watercourse - this space will provide for a recreation and relaxation area for residents and visitors.
- Northern Gateway (Access A) – the main access road to the site will be designed to provide a high quality frontage to the site, which will include open space, pedestrian and cycle routes into the district centre and connections to other adjacent communities and wider cycle routes. There will be space for recreation.

First primary school – proposed opening onsite in 2019, the primary school will provide a central meeting place for new residents with children. The design of the building/s will follow similar lines to that of other recent new schools in the borough and include some spaces which can be used by the community outside of core school times e.g. school hall. Located at the heart of the district centre, adjacent to the community hub and first allotment, the school will be the first permanent community building.

SECTION 106 PUBLIC ART TRIGGERS:

SCHEDULE 24 Public Art

1. The Owners covenant with the Council as follows:
 - 1.1 Not to Commence the Development unless £50,000.00 (fifty thousand pounds) Index Linked has been paid to the Council for the purpose of a preparing a brief for the provision of public art within the Site (including delivery methods, timetables for delivery and possible locations) in consultation with the Owners and such others as the Council may decide
 - 1.2 Not to Occupy more than 99 Dwellings unless £100,000.00 (one hundred thousand pounds) Index Linked has been paid to the Council
 - 1.3 Not to Occupy more than 999 Dwellings unless £150,000.00 (one hundred and fifty thousand pounds) Index Linked has been paid to the Council
 - 1.4 Not to Occupy more than 1399 Dwellings unless £150,000.00 (one hundred and fifty thousand pounds) Index Linked has been paid to the Council
 - 1.5 Not to Occupy more than 2599 Dwellings unless £150,000.00 (one hundred and fifty thousand pounds) Index Linked has been paid to the Council
 - 1.6 Not to Occupy more than 4099 Dwellings unless £150,000.00 (one hundred and fifty thousand pounds) Index Linked has been paid to the Council
 - 1.7 Subject to operational requirements, to allow the public art to be installed in accordance with the brief for the Site and reserved matters approvals, subject to prior appointment being made and compliance with any health and safety requirements and causing as little damage as possible and making good and reinstating any damage so caused and installation being solely at the Council's own risk
 - 1.8 To maintain the installed public art in accordance with details which have been previously approved by the Council
2. The Paying Owners covenant with the Council to pay the total sum of £750,000.00 (seven hundred and fifty thousand pounds) Index Linked to the Council in the following instalments:
 - 2.1 £50,000.00 (fifty thousand pounds) Index Linked on the Commencement of Development
 - 2.2 £100,000.00 (one hundred thousand pounds) Index Linked upon the Occupation of the 100th Dwelling
 - 2.3 £150,000.00 (one hundred and fifty thousand pounds) Index Linked upon the Occupation of the 1000th Dwelling
 - 2.4 £150,000.00 (one hundred and fifty thousand pounds) Index Linked upon the Occupation of the 1400th Dwelling
 - 2.5 £150,000.00 (one hundred and fifty thousand pounds) Index Linked upon the Occupation of the 2600th Dwelling
 - 2.6 £150,000.00 (one hundred and fifty thousand pounds) Index Linked upon the Occupation of the 4100th Dwelling
3. The Council covenants with the Owners as follows:
 - 3.1 To only use the monies received on the brief for the Site and the provision and maintenance of public art within the Site (including checking for defects upon installation) with a view to there being at least one piece of art in each Main Phase
 - 3.2 To commission and install the public art in accordance with the brief for the Site