

July 2019

BRIEF FOR ARTISTS:

Pirelli Park: Play



Introduction

Eastleigh Borough Council (EBC) is inviting Tenders from Artists and Creative Design Practitioners to develop and deliver an exciting, imaginative and site-specific bespoke Play Environment for the local community.

EBC will welcome Tenders across the creative disciplines, and welcomes collaborative approaches between Design Practitioners and appropriate Delivery Partners of their choosing.

This Commission is funded by Section 106 Developers' Contributions for Public Art & Play.

This brief invites Creative Practitioners to respond to the unique social history of the site, as described below.

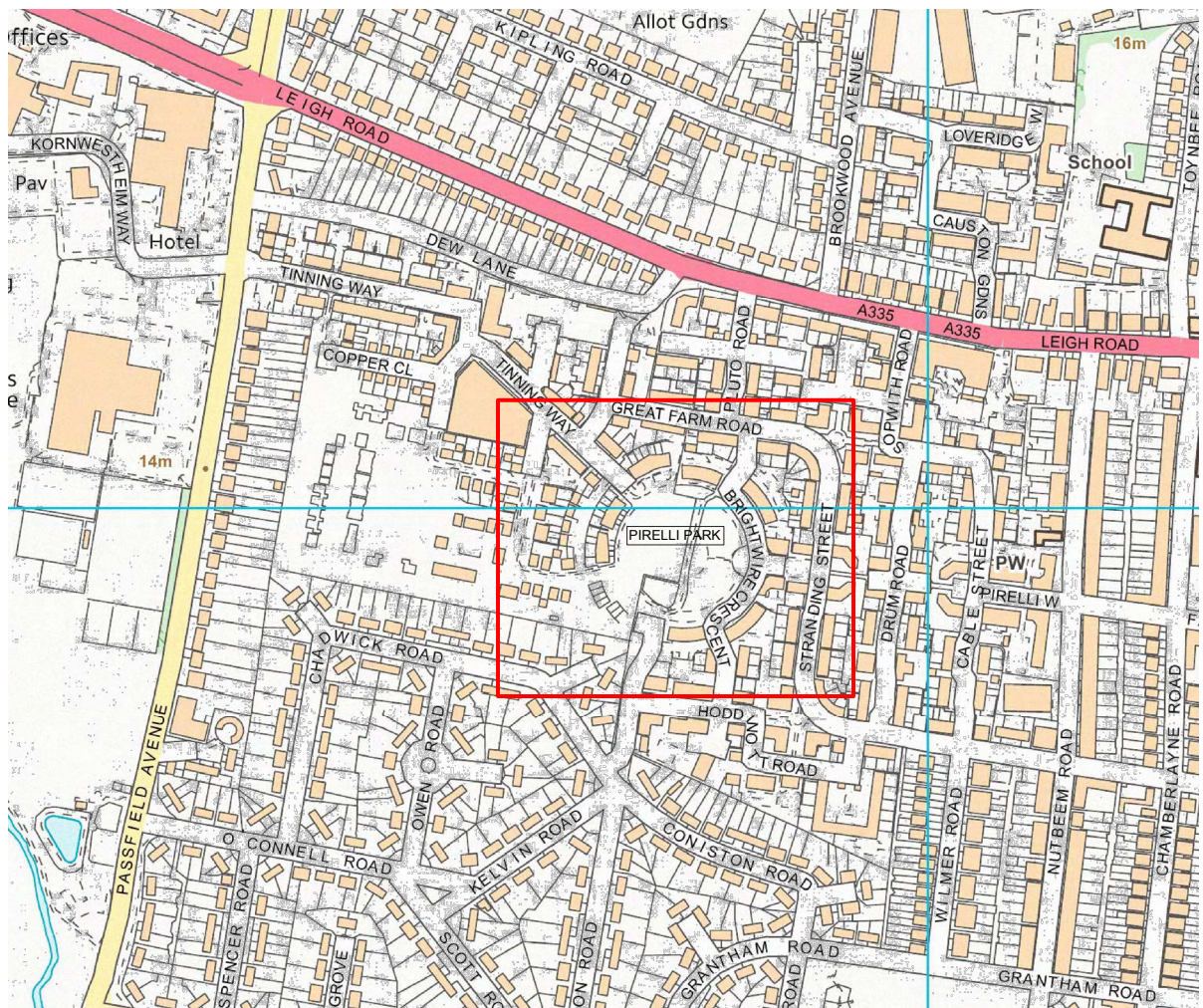
The site & social history.

Pirelli Park is located close to Eastleigh town centre, situated at the heart of a recent contemporary housing development comprising flats, houses and community buildings.

The housing site was brownfield, formally the Pirelli Cableworks Factory. The factory was important to the local community, many of whom worked there.

The social history of the Factory was recorded as part of a Public Art Commission when the first phase of decommissioning of the Cableworks took place. This footage is presently unavailable to share digitally, however it will be made available to shortlisted Design Practitioners prior to interviews taking place.

Some contextual information is available on the Prysmian website here: www.whyprysmian.co.uk/BriefHistory.html



The Pirelli Cable Works in Eastleigh opened in 1928 and operated as such until the Pirelli sold its cable business and all its assets to the Prysmian Group 2005 - 2011. During this period, the Eastleigh Factory was decommissioned, heralding the end of an era for this part of the town.

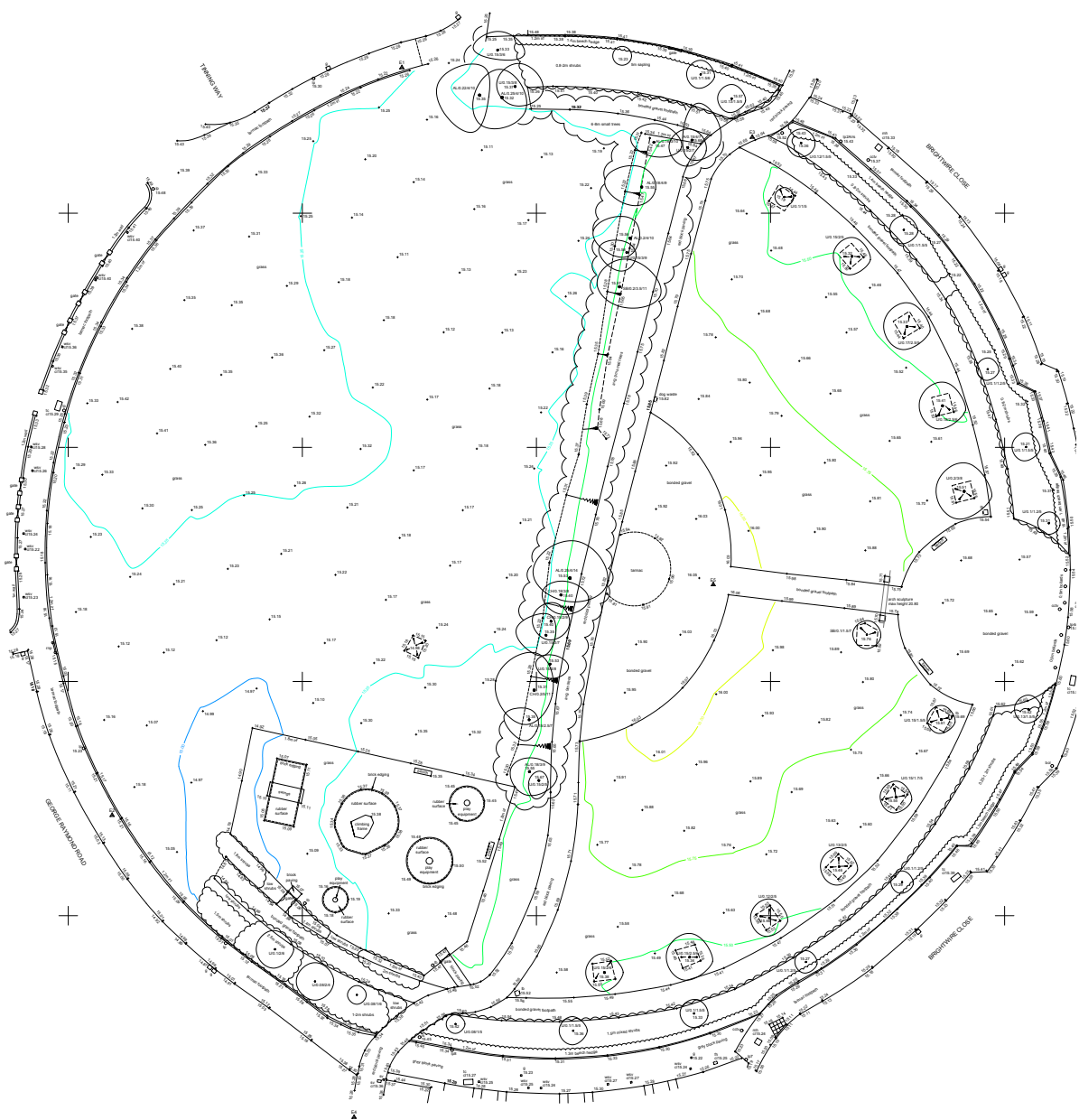
The factory site was proposed for development and this proceeded in two phases. Phase 1 was completed Circa 2010-2011 and at this time, half of the circular park was made available for the new community.

This is the reason for the current form of the park, divided into two halves, with a tightly packed row of screening trees separating the circular space. Most of this row of trees will be removed, with small sections retained and thinned to create biodiversity planting.

The first phase of the park also included hedge, tree and shrub planting, paths and a cycle route and public art – The Pirelli Arch. This link shows an image of the Arch at the time of installation, with now demolished factory buildings in the background.

https://upload.wikimedia.org/wikipedia/commons/b/b9/Perelli_Arch%2C_Eastleigh.jpg

Whilst the planting and public art from Phase 1 will be retained, play equipment that was also installed at this time is now considered to be at the end of its useful life and will be removed under a separate contract outside of this commission.



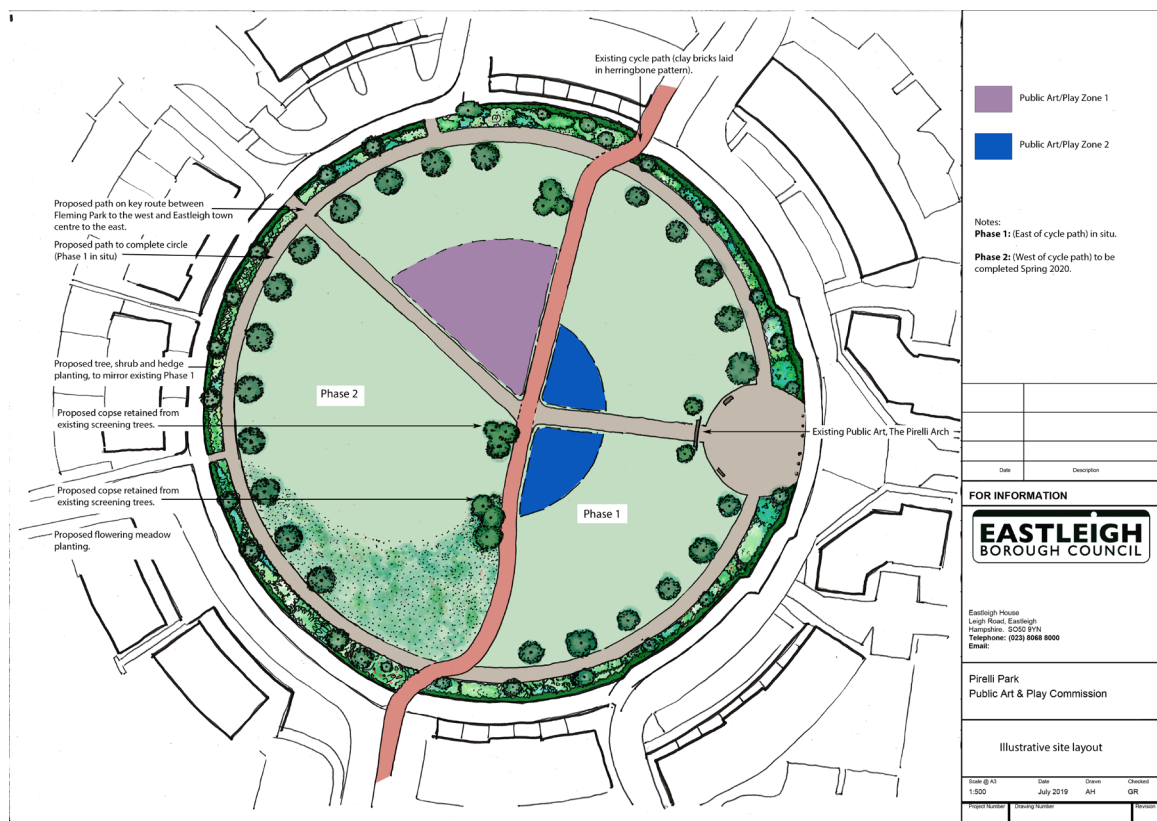
Existing park layout

Outline proposals

The layout for the site, prepared by Eastleigh Borough Council, provides a framework for this commission to sit within. The zones identified on the drawings for Play/Public Art are the subject of this brief. Zone 1 is the primary area that should be designed for; Zone 2 is an additional and secondary area that we would be pleased to see auxillary proposals for.

Zone 1 comprises circa 450m², 400m² being the minimum area for formal Play provision on this site. The activity area should extend no closer to dwellings than shown, in order to preserve an offset of 30 metres from dwelling frontages to the activity area. This is to reasonably mitigate effects of noise and overlooking from the play activity zone.

The main paths and the soft landscape proposals will be carried out under a separate contract, therefore planting is not specifically required as part of this brief.



A community engagement day was held in 2017 to gather ideas from the community on what they would like to see in the re-design of the park. The results of this are included as an appendix to the brief. Delivery of all of the community wishes is beyond the scope of the brief and the available budget; however this information provides some key themes for consideration as part of the design process.

Requirements of this commission

EBC have deliberately kept the approach and methodology towards this brief as open as possible, in order to allow interested Design Practitioners to bring their own particular approaches and skills to their proposals.

The following parameters are requisite and form the framework to this commission.

1. The appointed Design Practitioner will have overall responsibility for the implementation of the scheme. The Council recognises there are a variety of options available to deliver this project, for example through the use of sub-contractors, collaboration with delivery partners or self-delivery by the Design Practitioner's own team/employees.
2. All items designed for play must be compliant with BS EN 1176-1:2017 Playground Equipment and Surfacing and subject to sign-off by Eastleigh Borough Council Head of Direct Services.
3. An amount in the budget should be allowed for independent verification of construction details and site inspections by a suitably qualified civil engineer, where bespoke equipment is to be fabricated.
4. The proposals may contain a mixture of bespoke design and off-the-shelf items, it is not required that the entire play provision is of bespoke construction. The design must however carefully consider the space in a holistic manner in order to create a unique and site-specific play area.
5. An appropriate play supplier that is willing and able to work collaboratively may form part of the artists' project team. EBC is able to help support and advise on the selection process for a play supplier if required.
6. Sub-consultants for this particular commission will need to be approved by EBC officers and will be subject to the provision of appropriate insurances, references and guarantees due to the elevated risk associated with play equipment design and implementation. However delivery options can be finalised upon successful appointment.
7. **In considering the play environment, proposals can include:**
 - ▶ Earthshaping and land art
 - ▶ Surface treatments and graphic elements, which could include decorative treatments 'wrapping' and transitioning over surfaces; 'supergraphics'; fluidity between visual planes

- ▶ Texture and relief treatments
- ▶ Bespoke sculptural forms/objects for play
- ▶ Arrangement of items, zones and areas.

These examples are not exhaustive, however demonstrate the wide scope of approaches we wish the artist to engage within.

For useful guidance and standards on Play and Play environments, please refer to the wealth of information and inspiration provided by Play England; www.playengland.org.uk

The proposals are required, in general terms, to fall within the category of LEAP (Local Equipped Area for Play) as defined by Fields in Trust. www.fieldsintrust.org/guidance

8. The concepts should be rooted in a sense of place. It is a requirement of the brief that the site's heritage as a factory should be explored and reflected in the proposals.
9. A community engagement is planned to coincide with the end of the concept development stage of the Commission. The Design Practitioner will be required to provide visual material to display at this event. There may be opportunity for the artist to present that material to the community and take part in a Q&A.
10. All concepts and proposals must accord with the principles of the Equality Act 2010

Roles and responsibilities

The appointed Design Practitioner is required to:

1. Design and deliver a scheme for an equipped play environment for approval by EBC and stakeholders in accordance with the requirements set out above.
2. On approval of concept/outline proposals, the Design Practitioner (or their sub-consultant/sub-contractor (depending on delivery route) must provide a fully detailed and specified scheme for approval, including a detailed budget breakdown. Where the sub-contractor is an approved API Play company or similar for detailed design and build elements, it may not be necessary for all detailed installation drawings to be provided for approval. In all other cases, construction details must be approved by a suitably

qualified civil engineer and the Design Practitioner must allow sufficient budget in the project schedule to cover this.

3. A one year defects liability period will apply to the commission. In addition, the Artist/Designer must supply a maintenance schedule and repair schedule on handover. Completion will be subject to inspection by EBC Direct Services Play Inspectors.
4. CDM as part of the design and implementation process must be carried out by the Design Practitioner, or on their behalf by their sub-consultants.
5. The project is being managed by Eastleigh Borough Council Urban & Landscape Design team, overseen by the Eastleigh Local Area Manager and subject to approvals by the local councillors comprising Eastleigh Local Area Committee Open Space Project Board (ELAC OSPB).
6. The appointed Design Practitioner will be contracted to Eastleigh Borough Council for the commission as described in this brief.

Budget and timescale

The total budget for the delivery of the Play scheme is £200,000.00

The budget must cover all consultant fees, expenses, design stages and construction, including contingencies. An outline Schedule of Works for completion is supplied with this Brief as a starting point for a budget breakdown but should not be considered definitive and should be adapted by the Tenderer as appropriate.

The works must commence on site Autumn-Winter 2019.

Outline project timeline

Advertising commission for artists: **August 2019**

Deadline for submissions: **Monday 9 September 5pm.**

Interviews of shortlisted Design Practitioners:
Tuesday 17 September 2019

Construction work commences on site:
Autumn - Winter 2019

Practical Completion: **Spring 2020**

How to apply for this commission

Mandatory requirement:

In order to be considered all applicants must confirm either that they already have or will commit to providing the required insurances at the required level. Please ensure you provide confirmation as part of your submission. Depending on the specific role of the Design Practitioner and any sub-contractors the following insurances will be required, with cover to confirmed pre-appointment.

For Design Consultant services and community engagement:

Professional Indemnity: Minimum cover £5 million

Public Liability: Minimum cover £5 million

For Construction works (on site):

Professional Indemnity: Minimum cover £10 million (to be confirmed)

Public Liability: Minimum cover £10 million (to be confirmed)

In order to be considered for this commission, the applicant must provide a detailed document/electronic presentation that explains your suitability for this commission.

Each element of your submission will be assessed and scored as part of the shortlisting process. The weighting for each element is provided below for each point we would like you to cover.

- a. A statement to explain how your skills and experience demonstrate your suitability for this commission.
Weighting: 10%
- b. Relevant images and case studies of work you have carried out in the past that demonstrate your ability to carry out this commission to a high standard.
Weighting: 25%
- c. Your initial ideas for an approach to this project including any proposed collaborative working.
Weighting: 15%
- d. Outline proposals for your likely delivery method for the fabrication/construction/installation stage, along with evidence of previous successful delivery of construction works, or joint-working with sub-contractors. This can be any type of works of a similar scale and complexity. The precise delivery modality can be agreed later: what

we are seeking is reasonable evidence that if awarded the commission, you/your subcontractors and/or collaborators will be able to deliver the project to the required construction standards on the ground.

Weighting 25%

- e. Your outline budget, using the supplied Schedule of Works as a basis.

Weighting: 20%

- f. Confirmation of the ability to work to the timescales provided above.

Weighting: 5%

Please also include your CV; and the names and contact details of two relevant referees.

Format:

Your submission must be made digitally via the South East Business Portal. We cannot accept submissions by post or email. Preferred file format is PDF; however we can also accept MS Office documents if required.

Shortlisting and interview

Shortlisted applicants will be invited for an interview at the offices at Eastleigh Borough Council. This will be an informal but structured discussion where you will have the opportunity to talk us through your submitted document, discuss your experience and approach and ask questions about the commission.

Reasonable travel expenses will be refunded to support your attendance at interview up to a maximum allowance of £75. Receipts must be provided to support your claim.

Submission and deadline

Please submit your Tender digitally via the South East Business Portal, **by 5pm on Monday 9 September 2019.**

Appendix 1

Schedule of Works.

Note: Please use this schedule as a template and adapt as required (Excel Version available to download from Portal)

Work Stage	Item	Quantity (estimate)	Rate (if applicable)	Estimate for item
Appointment	Attend pre-start meeting and site visit	1 meeting including travel expenses		
Concept Design	Development of concept design proposals			
	Liaise with EBC in the provision of draft work in progress documents, reports etc. via email and phone			
	Attend Project Team meeting to present and discuss Concept Design prior to Community Engagement	1 meeting including travel expenses		
	Provision of Concept Designs in a digital format suitable to be printed in A1 or A0 format to be displayed at community event.			
Subtotal for Concept Design Stage				
Technical Design	Provisional sum for consultant Structural Engineer			£4,500.00
	Fee for Planning Application			£116.00
	Detailed site plan for construction for approval by EBC.			
	Construction/fabrication and installation details for all bespoke items for approval by EBC.			
	CDM to be approved before construction commences.			
Subtotal for Technical Design Stage				
Fabrication & Installation	Site pre-start meeting	1 site meeting with Design Practitioner and/or Principal Contractor.		
	Preliminaries eg: site security, sanitation etc.			
	Construction/installation of all works.			
	Interim site meetings	Weekly and/or as needed for inspections - can be delegated to Principle Contractor.		
	Site meeting at practical completion.			
Subtotal for Fabrication & Installation				
Project Contingency Sum	Project Contingency Sum	10%	n/a	20,000
Grand Total (fixed budget)				200,000

Appendix 2



PIRELLI PARK CONSULTATION FEEDBACK

FROM COMMUNITY CONSULTATION AUTUMN 2017



Eastleigh Borough Council have funding from Developers Contributions from the recent development, to be spent on Play facilities, Public Art and Open Space Improvements at Pirelli Park. We held a community consultation event in the park in September 2017 and at the same time ran an online questionnaire to collect the views of residents local to the park. 146 people completed the questionnaire either online or at the event, and many others took part in activities at the event that allowed us to gather your ideas. This leaflet gives a snapshot of the responses and the most popular ideas from the local community.

We asked what different activities people used Pirelli park for... of 146 questionnaire responses



Reasons for not using Park: key trends

23% Play area not interesting or suitable – across all age ranges

77% Poor facilities & nothing to do

From the activities to collect your ideas at the consultation event, we have compiled the following trends:

What users like about the Park: Top 5 key trends

1. The large open green space
2. It's at the centre of the community and close to home
3. A peaceful & relaxing place
4. A safe place to take children
5. The Pirelli Arch

What users dislike about the Park: Top 5 key trends

1. Poor quality/too small/inadequate play area
2. No link through trees in middle of park/row of trees through the middle of the park
3. Not enough to do
4. Paths: Circumference path is incomplete and the surface has a very sharp texture: The path through the centre (the cycleway) can become slippery.
5. Not attractive or inviting



Ideas for improvements to the Park/what do you want to do? Top 20

1. More and better play facilities for kids
2. Better connections: Link through both sections of the park and complete circular path for walking, jogging, kids scooters and cycles
3. More and better bench seating
4. Improve surfaces of paths.
5. Trees, Flowering plants, wildflowers, nature, wildlife and insects
6. Picnic benches/ picnic area
7. Work out area, outdoor gym or trim trail
8. Separate areas for adults to relax and for different age groups of children to play
9. Shelter from rain and sun
10. Trampolines
11. Football pitch/ Basketball/netball court
12. A pond, water feature or water play area.
13. Cafe
14. Skateboard and scooter ramp
15. More bins/dog waste bins
16. Lighting for use or walk through at night
17. Better security/safety
18. Quiet areas for relaxing and reading
19. Allotment or growing space
20. Community events



The ONE feature that would encourage users to the Park more frequently: Top 10

1. A better play area
2. More and better benches/seating areas
3. Outdoor gym or trim trail
4. A wild garden/natural space
5. Water feature/pond
6. Circular path all the way around circumference for exercise
7. Flowering plants
8. More attractive
9. Trampolines
10. Better maintenance

What should the Park look like: Key trends

- Trees, flowering & scented plants, wildflowers, nature, wildlife and insects
- A beautiful, inviting, colourful, fun and safe open space
- A Community & family space

What sights, sounds, smells and textures would you like in the Park: Key trends

- Planting for scent, colour and to attract wildlife and insects
- Different areas to explore, including quiet places to relax and places to play.
- Sensory and natural play for children.
- Water feature or a pond.

What already works well and should not be changed?

- The Pirelli Arch
- The big green open space
- The paths around the edge and through the middle
- The railings around the edge