



## Queenborough & Rushenden Art in the Public Realm **ARTIST BRIEF**

### 1. Introduction

At Queenborough and Rushenden on the Isle of Sheppey will be transformed with 2,000 new homes and 180,000 sq metres of new employment space. The regeneration scheme is regarded as national best practice for community involvement, with The Gateway being a flagship centre for information about regeneration, learning and leisure activities, providing a focal point for the whole community right at the start of the regeneration process.

The arts can be a powerful tool for engaging and encouraging local communities to express their needs and aspirations, and this project aims to draw on the ideas contributed by the local community to develop an exemplary public realm for Queenborough & Rushenden.

We are looking for an artist to work closely with the community to develop art in the public realm for two sites in Queenborough & Rushenden.

### 2. Track record



The area has benefited from cultural projects in previous years, a noteworthy example is '**Four Shores**' (see left), a public art project launched in September 2005 which shaped a series of walks and saw the installation of new works by artists on the Isle of Sheppey, linking Sheerness, Warden Point, Leysdown and Harty. The local community, many of whom have had previously had little direct engagement with the arts, take great pride in their association with the project.

### **'Art at the Centre Swale'**

Art at the Centre is a pioneering scheme that seeks to embed creativity within regeneration practice and to support ambitious plans for urban renewal. Swale Borough Council was one of three Local Authorities to be awarded funding by Arts Council South East. *Art at the Centre* contributes to regeneration teams that cut across Council departments, as well as the public, private and voluntary sectors,



with a belief that sustainable regeneration needs to invest in people as much as places. Art at the Centre has an excellent track-record for managing and delivering public art commissions, and has demonstrated that if artists are able to contribute from the outset to the regeneration process, the resulting master-planning and community involvement will lead to genuine innovation with lasting outcomes. [www.swale.gov.uk/aatc](http://www.swale.gov.uk/aatc)

### **NKLAAP**

North Kent Local Authorities Arts Partnership



NKLAAP incorporates Gravesham Borough Council, Swale Borough Council, Medway Unitary Authority, Kent County Council and works closely with Arts Council England, South East. The arts can be a powerful tool for engaging and encouraging local communities to express their needs and aspirations. NKLAAP aims to meet these needs over the next few years by providing a wide range of Art in the Public Realm projects and opportunities.

### 3. Project description

Total budget - £50,000

Site 1 delivered by end July 2010

Site 2 delivered by end September 2010

#### Location

We are looking for an artist to work closely with the community to develop art in the public realm for two sites.

Site 1 – Rushenden green space near urban. A flexible grass site awaiting something extraordinary...



Site 2 – Medichem fence line (opposite corner of First Avenue/Rushenden Road)

A metal fence onto which there could be a continuation of a theme from Site 1, either by attaching text, embellishing, lighting, or painting...

**Please note – we are not looking for fully formed ideas for Art in the Public Realm at the submission stage, simply an overview of your approach to engaging the community. Please see section 5 for more information.**

#### Aims of the commission

##### **a) Public benefit and engagement**

The artworks will make quality arts accessible to a wide range of people, increase public engagement and participation, and to demonstrate the benefit of this project for the public.

The works developed will:

- Reflect a deep connection with place, making connections for the participants and communities who live and work in Queenborough & Rushenden.
- Bring positive educational benefits for the general public and the creative community.
- Demonstrate a methodology for strong community engagement as audience/ participants, in the development and delivery of the work.
- Contribute to broadening the reach of arts projects through developing diverse new audiences, and deepen the experience for existing audiences.

**b) Artistic quality**

They must demonstrate a commitment to high quality and artistic merit. Quality and merit relate to innovation, creativity, vision, originality and the power to communicate and interpret ideas, as well as to the highest possible standards of delivery in all aspects of a project's development and implementation.

**c) Project viability and value for money**

The project should be clearly planned, can be delivered within the applicant's capacity, and does not duplicate what exists already. The budget should be realistic and the costs should be reasonable.

**4. Finance**

The budget of £50,000 is the complete budget to include all materials, site preparation works, artists' fees, transport costs and accommodation (if applicable) and all community-based work.

**5. Making an application and submission process**

The deadline for submissions is noon Weds 27<sup>th</sup> January

2 copies of your application should be by email to [Nicolemollett@swale.gov.uk](mailto:Nicolemollett@swale.gov.uk) or posted to:

Nicole Mollett  
 Art at the Centre Lead Artist  
 c/o Swale Borough Council  
 Swale House  
 East Street  
 Sittingbourne  
 Kent ME10 3HT  
 UK

Late applications will not be considered.

Your proposal should comprise:

**a)** Short outline of your proposal and approach to working with the community group as established by the Project Partners. This should expand on how you will achieve our Aims and integrate the Concept (See 3: Project Description).

- Maximum of one side of A4

**b)** Up to ten images of your existing work, particularly works in the public realm

- These must be submitted either as digital files on CD/DVD or as printed A4 images.
- Digital files must be in JPEG format or QuickTime/MediaPlayer movies of not more than 30 seconds duration each.
- Digital files and printed images must be labeled with your name and a number corresponding to a printed list.
- No other image formats are acceptable.

**c)** List of images

The list of images should identify the images and include the following details: Artist's Name, Number, Title, Medium, Date, Location and Commissioner (if relevant).

**d)** Curriculum Vitae

Your CV should be headed with your contact details including: name, full address, telephone, email and contact details of 2 professional references. It may include a brief statement about your artistic practice if you feel this is helpful. It should cover no more than two sides of A4.

## **6. Eligibility**

Applications are considered from individuals, groups, or organisations. The process is open to those who are UK or International residents. We are committed to equal opportunities for all and the submissions will be judged as seen, purely on merit and without prejudice.

## **7. Role of the Artist**

The appointed applicant will be responsible for the concept and delivery of the work in consultation with the Project Steering Group, including representatives of Queenborough & Rushenden Regeneration / SEEDA, Amicus Horizon, and Art at the Centre.

The appointed applicant will take part in the press and marketing opportunities relating to the commission. It is essential that the artist is available for meetings and PR. We expect the artist to develop and deliver community workshops etc in Queenborough & Rushenden on a regular basis throughout the project delivery.

The artist will be expected to provide regular updated reports on the progress of the project to the steering group and attend management meetings as required. Please note that any costs for travel and accommodation incurred by the applicant are included in the overall commissioning fee.

The successful artist will need to be CRB checked and be able to provide proof of Public Liability Insurance prior to the project commencing.

## **8. Selection**

### Stage 1

We invite artists to submit a proposal, supplying images and information about existing work as detailed above. A panel consisting of representatives of SEEDA, Amicus Horizon, and Art at the Centre will consider these submissions against the aims detailed above and select a shortlist of artists to go forward to stage 2.

### Stage 2

Shortlisted applicants will be invited to interview, and will be asked to expand on the following:

- the concept for community engagement
- how the artist would approach the development and delivery of art in the public realm
- how the artist will evaluate the project's success
- the budget

Following the presentations and public consultation, the panel will select one proposal/artist/s to undertake the commission.

## **9. Timetable**

It is anticipated that the following timescales will apply:

- Closing date for receipt of applications – 12 noon January 27<sup>th</sup>
- Interviews – February 15<sup>th</sup>
- Appointment of Artist – February 16<sup>th</sup>
- Inception meeting with project partners and community groups – tbc
- Site 1 work delivered – July
- Site 2 work delivered – September

## **10. Further information**

Further information can be obtained from Nicole Mollett, Lead Artist Art at the Centre, Swale Borough Council. [Nicolemollett@swale.gov.uk](mailto:Nicolemollett@swale.gov.uk)