

"The purpose of art is to impart the sensation of things as they are perceived and not as they are known...to make the stone stony again."

Viktor Shklovsky

Opens 18.8.10

Closes 17.9.10

Talking Points Strangford Lough Public Art Project

BRIEF



Strangford Lough and Lecale Partnership
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on behalf of the Strangford Lough and Lecale
Partnership



BRIEF STRANGFORD LOUGH PUBLIC ART PROJECT *Talking Points*

CALL FOR SUBMISSIONS

The Strangford Lough and Lecale Partnership (SLLP), in partnership with Down District Council and Ards Borough Council and as part of the *Turn O' The Tide Programme*, is seeking submissions from artists, or suitably qualified and/or experienced practitioners for the placement of temporary art in highly prominent places around Strangford Lough where the public can interface with them through a visual, aural and/or tactile experience that will leave a lasting impression of, and raise questions about, the area's biodiversity.

The aim is to use public art to present some aspect of the area's biodiversity or geodiversity to get people thinking and talking about it. This might include presenting aspects of the Lough's exceptional marine and terrestrial bio-diversity, geology and tidal system that come together to make the area a fascinating European nature conservation site.

Talking Points will be part of the build-up to a massive celebration event for Strangford Lough in May 2011. At the time of advertisement, the total budget available for this integrated public art project is £6,000. The emphasis is on achieving the greatest impact with the maximum number of local people and visitors and for this reason some key prominent locations have been considered though others may be suggested at the artists' discretion.

The deadline for receipt of submissions is STRICTLY 4pm, Friday 17th September 2010. Late submissions will not be accepted.

Applicants are requested to read the full contents of this document carefully as it contains important information about the Application Process and Terms of Reference.

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1. APPLICATION PROCESS



Artists/design teams/suitable practitioners are invited to submit detailed design proposals to the Strangford Lough and Lecale Partnership **by 4pm Friday 17th September 2010**. Details of the brief are found at Section 3 and how to submit your application at Section 14. **There is no fee for this application process.**

A Selection Panel comprising arts, environmental, heritage and communications expertise will short-list artists/design teams/suitable practitioners soon after

the deadline and short-listed artists/design teams/practitioners will be interviewed **on Monday 27th September 2010**. The successful applicant/s will be notified by **Friday 1st October 2010**

2. BACKGROUND

2.1 Strangford Lough and Lecale Partnership –

The **Strangford Lough and Lecale Partnership** replaces the former Strangford Lough Management Advisory Committee (SLMAC). The Partnership for the newly designated Strangford and Lecale Area of Outstanding Natural Beauty (AONB) will comprise an Advisory Committee of stakeholders, along with the Executive Authorities, facilitated through their office in Portaferry.

Care of the Lough relies heavily on local input and the co-operation of the many interest groups involved in recreation, conservation and industry on and around the Lough. The main functions of SLMAC (and the future Stakeholder Group) are to:

- Represent local and specialist interests in the development, interpretation and adaptation of legislation.
- Promotes strategic, co-ordinated management designed to protect the environmental resource while encouraging appropriate economic and recreational activity.
- Members bring together expertise and experience on wide-ranging issues e.g. aquaculture, farming, nature conservation, tourism.

The committee is currently undergoing restructuring and rebranding but member organisations which were represented up to June 2010 included:

Ards Borough Council
Association of Strangford Lough Yacht Clubs
Council for Nature Conservation and the Countryside
Down District Council
Department of the Environment Nominees
Joint Council of Wildfowling Associations for Strangford Lough
National Trust
Northern Ireland Agricultural Producers Association
Northern Ireland Environment Link
Northern Ireland Federation of Sub-Aqua Clubs
Northern Ireland Fish Producers Organisation Ltd
Royal Society for the Protection of Birds

Shellfish Association of GB
Sports Council for Northern Ireland
Strangford Lough Fisherman's Assoc
Strangford Lough Nature Conservation
Ulster Farmer's Union
Ulster Wildlife Trust
Wildfowl and Wetlands Trust

Royal Yachting Association

2.2 THE TURN O' THE TIDE PROGRAMME

Research has shown that many local people do not feel connected to the heritage of Strangford Lough and this is a concern as local people and Lough users play such a critical role in how the area is managed and how the heritage will be conserved and enjoyed for future generations.



Turn O' The Tide is a three year programme initiated by the former Strangford Lough Management Advisory Committee and funded by the Heritage Lottery Fund to provide opportunities for people to engage with their heritage and to give local people in particular a chance to experience Strangford Lough in new and exciting ways and to share their own knowledge and experience.

Already *Turn O' The Tide* has created the first bibliography of writing to have been inspired by Strangford Lough, the first Literary Strangford guide and tour, the Archaeology Strangford map and guide, heritage based media production training for local young people, and water based "have a go" sessions for young people, to name but a few.

2.3 *Talking Points* Public Art Project

This project is intended to draw attention to the Partnership's three year *Turn O' The Tide Programme*, by highlighting aspects of the Lough's amazing biodiversity, geology and tidal system.

The concept was in part inspired by the work of the Wildfowl and Wetland's Trust who in 2006 built a giant Brent goose, or a "super goose" in a field at the northern end of the Lough which was very visible from the road and had local people astir with speculation as to what it was and why it had been put there. The unusual sight supported by a public information programme brought bird migration and the internationally important pale bellied brent goose population to the fore of people's minds and helped them to connect with this intrinsic part of the Lough's annual cycle.

Talking Points also aims to arrest people's attention and create interest, this time with the help of artists or other suitably qualified practitioners who are influenced and inspired by the area and its wildlife and who can present a unique and memorable insight to it.

The art work(s) should provoke thought, discussion and media interest in aspects of the area's biodiversity and/or geodiversity in the build-up to the Strangford Lough Celebration event in May and beyond.

The Partnership is also keen to see from applicants a range of thoroughly creative ideas for drawing attention to the species, their habitats and/or their interrelationships in novel, refreshing and creative ways.

2.4 Strangford Lough Celebration Event

This weekend celebration in May 2011 will draw together themes and activities developed over the preceding two years through *Turn O' the Tide* and it will provide a platform through which people will have the chance to further strengthen their connections to the Lough and its heritage.

The celebration will be set in the Castleward Bay, Strangford and Portaferry area but themes will cover the whole of the Lough's heritage. It is expected that local communities, yacht clubs, canoe clubs, divers, statutory authorities and many others will get involved and will stage their own related events and activities. A majestic Tall Ship will provide a focal point. The sheer scale, novelty and impact of this event along with the experience of being part of it should create a long lasting memory and impression of the Lough's heritage

The **Talking Points** Public Art Project will provide an insight to the Lough's biodiversity and geodiversity and help to build momentum and create public and media interest in the run up to and during and beyond the celebration.

3. Talking Points BRIEF

3.1 General Description

The purpose of the project is as stated in section 2.3 to renew appreciation in and awareness of the unique bio-diversity of Strangford Lough, its landscapes, geology and tidal system. The project may focus on just one aspect of that bio and geo- diversity or it may be all encompassing . **Talking Points** will also create a build-up for a large-scale celebration event of Strangford Lough arranged for May 2011.

The Strangford Lough and Lecale Partnership are open to a diverse range of art forms or approaches – taking the view that the art is as much about the 'effect' as it is about the form that the artist chooses to create that 'effect'. The artwork/s should be temporary and must respect the sensitive eco-system of Strangford Lough and its coastlines. Environmental considerations are set out in the detailed brief section of this document.

3.2 Budget

At the time of advertisement, the Strangford Lough and Lecale Partnership has a total budget of £6,000 for the creation of temporary art around Strangford Lough. Wishing to be open to the most creative ideas, this budget may be used flexibly in the following ways:

Applicants Applying for the Total Budget:

- By a single artist/design team to create a single artwork.
- By a single artist/design team to create multiple artworks across a number of locations. Such artworks can be related forming a suite of artworks or each one may be "stand alone" and very different to the others.

3.3 Location

Strangford Lough and Lecale Partnership are open to a range of sites: water-based, coastal, coastal villages and towns, aerial etc. The key factor is that the site should be accessible and /or visible to the general public. On the basis that there is no design fee, SLLP is willing to work with successful applicants to identify a suitable site – however, if artists have a particular site in mind – then the SLLP public art consultant will assist the artists with regard to access and permissions. Applicants should at least specify the kind of site their proposal is best suited to – for example a sandy beach or a stony beach – a coastal forest, a building or hedgerow – a low-lying field or a high level location etc.

Some of the key locations around the Lough that applicants might wish to consider (but are not exclusive) are:

1. Around the Narrows, Portaferry, Strangford , Castle Ward.
2. Newtownards town centre.
3. Northern sand flats and related car parks such as Island hill and the Floodgates.
4. Elevated sites set back from the Lough and visible from the road at Scrabo and the adjacent farmland.

All subject to landowners (private or public) permission, environmental considerations, planning permission (if required), logistics and suitability of the terrain and public safety.

3.4 Community Involvement

Proposals which have a strategy that includes the local community will be welcome and are encouraged, though this is not an essential criterion. This is not a ‘community arts’ programme but applications from Community Groups working with professional practitioners are welcome. The applicant will have to show that they have a track record, or are working with a professional with a track record in delivering public art programmes or high profile visual campaigns.

3.5 Environmental Considerations

- Strangford Lough has many environmental designations and any proposal must not compromise the area’s conservation features. It is a Special Area of Conservation, a Special Protection Area, an Area of Outstanding Natural Beauty and its shores are Areas of Special Scientific Interest.
- Applicants should respect the landscape, causing no damage to the environment either during installation, maintenance, or through the public interface with the work. This would include removal of wildlife, damage to habitat, the use of toxic materials that could reduce water quality etc.
- Any work to be situated on private land will require the permission of the landowner for installation/access.
- If any area is disturbed, it must be returned to its previous state after the artwork is removed.
- No public hardscape or landscape furniture is to be removed, covered, or damaged by artworks. This includes benches, signposts, trash cans, ash pipes, railings, emergency exits, planters, etc.
- The artwork may not pose a safety or health risk to the general public. It also may not block pathways, rights of ways, entrances or exits to parks or public places etc.

3.6 Other Considerations:

- No artwork should be more than 4 metres high or within 6 metres of a public road as it will require planning permission which may not be achieved within the project's time-frame. All applicants should read Section 3.5 with regard to respecting the natural environment.
- If the applicant wishes to install the artwork in a town conservation area, or on or near a listed building, the applicant should make the SLLP aware of this in their proposal.

4. ABOUT THE SELECTION PANEL AND STEERING GROUP

The applications will be reviewed by a specialist panel that will include Caroline Nolan, Partnership Officer, a representative from the board of the partnership, Denise Griffith, Arts Officer, Down District Council, Amy McKelvey, Community Arts Officer, Ards Borough Council, Cathie McKimm, Public Art Consultant, This panel will be responsible for all short-listing and selection procedures as well as overall management of the project.

5. MAKING A SUBMISSION

Submissions must include the following:

- 5.1 Applicant's CV setting out relevant experience of successfully delivering other similar public realm artworks or campaigns. The CV should run to no more than 3 pages.
- 5.2 Examples of previous work (no more than 10). Applicants are advised to submit both hard copy and CD/DVD representations of their work.
- 5.3 A written outline of the applicant's concept and statement of intent for each site including proposed materials and how the artist will comply with conditions set out in Section 6. This should not exceed 500 words for each site. Applicants are encouraged to submit outline drawings or sketches, to help present their idea.
- 5.4 Details of how the applicant's proposal meets the selection criteria.
- 5.5 A detailed budget for each project proposal/idea.
- 5.6 Names and contact details of two referees.
- 5.7 Provision of a self-addressed, postage paid envelope for return of proposal, if required.

Please note:

Applicants who will be working with a sub-contracted fabricator are strongly advised to submit a joint proposal with their intended fabricator otherwise payments can not be made directly to the fabricator.

6. NOTES ON BUDGETS, FEES AND EXPENSES FOR SUCCESSFUL ARTISTS

- 6.1 The successful applicant will be responsible for the design, creation and installation of the artwork with the budget set out in the applicant's application.
- 6.2 The budget should include all artists design fees, expenses, preparatory costs, materials, insurances, production and manufacturing costs, , community consultation/workshops and installation fees (if relevant), transport costs, and other necessary fees in order to finalise the installation of the artwork/s. The successful applicant will be required to sub-contract and project manage all associated work for the public art piece, and to liaise with SLO or their appointed representative in providing information required to secure for example any statutory approvals required from DOE or Planning Office.
- 6.3 The overall fee also should include any costs to restore the site to its original state.
- 6.4 Applicants must submit a detailed and itemised budget that identifies all costs, including contingencies. It must cover all disbursements, design, documentation, materials, foundation costs, manufacturing and the delivery to the site of the finished art work, site re-instatements, including all health and safety requirements.

7. SELECTION CRITERIA

Applicants will be evaluated against the following selection criteria:

- 7.1 The originality and freshness of the idea. (30 points)
- 7.2 Applicants experience in delivering similar projects, ability to deliver (25)
- 7.3 Feasibility of the proposals in terms of sensitivity to the natural environment, public safety and practical considerations (25 points)
- 7.4 Good interpretation of the bio-diversity theme (20 points)

8. ARTIST/ DESIGN TEAM'S RESPONSIBILITIES:

The successful applicant will be responsible for:

- 8.1 Liaising with the Strangford Lough and Lecale Partnership and their Public Art Consultant on all aspects of the project.
- 8.2 Providing all necessary drawings, elevations and other such drawings required for the securing of any statutory approvals (if required).
- 8.3 Documenting the different stages of the project.
- 8.4 Supplying and funding all materials required for the project, including artwork materials, as well as all transport and works safety requirements
- 8.5 Ensuring appropriate work site safety procedures are undertaken during the installation.
- 8.6 The fabrication and installation of the works;
- 8.8 Completing the project within the timeframe and budget provided;
- 8.9 Contributing to marketing activities such as photo shoots, allowing use of concept drawings, providing artist statements and any other reasonable activity requested by SLLP to promote the project;
- 8.10 Contributing to reporting and evaluation at the conclusion of the project.
- 8.11 Attending Public Art Steering Group meetings when required;
- 8.12 Providing SLLP with operating and maintenance instructions and costs if applicable

- 8.13 Attending public information sessions or community arts consultation sessions if so required.
- 8.14 Regularly updating the SLLP and Public Art Consultant on project development;
- 8.15 Provision of an integrated artist's statement as part of completed art work.

9. RESPONSIBILITIES STRANGFORD AND LECALÉ PARTNERSHIP:

SLLP is responsible for:

- 9.12 Monitoring the project through the SLLP Project Manager, Public Art Consultant and Public Art Selection Panel/Steering Group;
- 9.2 Providing the successful applicant with support through the SLO Project Manager, Public Art Consultant and the Public Art Steering Group;
- 9.3 Overall Project Management and supervision;
- 9.4 Drafting the Commission Agreement and Contracts;
- 9.5 Primary artist/team contact;
- 9.6 Providing community contacts if required;
- 9.7 Project marketing and reporting;
- 9.9 Facilitating community relationships as requested and as suitable;
- 9.10 Setting up and documenting appropriate consultation procedures with the local community;
- 9.11 Overseeing the budget for the project;
- 9.12 Obtaining any necessary statutory approvals and paying all such fees if so required.
- 9.13 Storage or appropriate re-location of the temporary artwork when it is complete at the end of its lifespan to be discussed and agreed between SLLP and the artist.

10. PROJECT TIMELINE

KEY DATES FOR <i>Talking Points</i> PUBLIC ARTWORK	
Event	Date
Deadline for Submissions	4pm Friday 17 th September 2010
Short-listing of Artists	Week Commencing 20 th September 2010
Artist interviews	Monday 27 th September 2010
Exchange of contracts	By 5 th October 2010
Project development; finalisation of sites; fabrication installation.	Between Sep 10 – March 2011
Project completion	By 31 st March 2011

11. OWNERSHIP

SLLP reserves the right to retain ownership of the artworks. Artist's copyright and acknowledgement will be upheld in all cases.

12. CONTRACTUAL ARRANGEMENTS

The successful artist will be engaged by the Strangford Lough and Lecale Partnership and the payment schedule will be as follows:

- 30% will be paid upon signing of contract.
- 30% will be paid at time of installation
- 30 % will be paid upon approval of installation
- 10% will be paid after artwork is removed and site returned to normal.

13. SUBMITTING AN EXPRESSION OF INTEREST

Proposals responding to this brief and addressing the appropriate selection criteria should be forwarded by recorded delivery in hard copy by Friday 17th September 2010 or by hand (if delivered by hand applicants should ensure they get a receipt):

Strangford Lough and Lecale Partnership
1 The Square
Portaferry
BT22 1LW

Late, faxed or emailed submissions will not be considered. The Public Art Selection Panel and SLO's decisions will be final and no further correspondence will be entered into.

14. CONTACT FOR FURTHER INFORMATION

Applicants may contact the Public Art Consultant for further information in writing, by phone or email.

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