



Artist's Brief

Bursledon, Hamble & Hound Public Art Vision and
History and Heritage Wayfinding Trail

Executive Summary

Eastleigh Borough Council is inviting Tenders from Artists to develop and deliver:

- 1 | An overarching **Public Art Vision** for the whole BHH (Bursledon, Hamble & Hound) Local Area, setting out a framework for the delivery and implementation of Stages 1 and 2
- 2 | Stage 1: **History and Heritage Wayfinding Trail**, a wayfinding project within BHH to improve and enhance walking and cycling connections to the rail stations that will link to the Public Art Vision

The **Vision** will set the parameters for additional future Stages as funding becomes available - see information on the anticipated Stage 2 implementation project on page 8.

The Council welcomes Tenders from across the creative disciplines and welcomes collaborative approaches between Artists and appropriate delivery partners of their choosing. If you would like to partner with a local Landscape Architect or Urban Designer, for example because you are located remotely, we can help facilitate this.

The Commission is funded from Section 106 Developer's Contributions for Public Art, with the History and Heritage Wayfinding Trail having received additional external funding from the South Western Railway Customer and Communities Improvement Fund.

Both projects share an ambition to improve health and well-being in BHH by improving the environment for getting about on foot or by bike.

The **Vision** will act as the "road map" to guide the delivery of future stages of public art wayfinding projects.

The **Wayfinding Trail** will be the first of these projects and will deliver an innovative and site specific series of public art wayfinding interventions. These will improve passenger access by walking and cycling between the local transport hubs (rail stations, bus routes, river ferry and large public car parks) and a number of tourist destinations within their vicinity. These include the Royal Victoria Country Park, Netley Abbey, the local village centres of Bursledon, Hamble and Netley and public open spaces, existing trails and coastal access points.

The project will be carried out in partnership with, amongst others, local Parish Councils, the Local History Society, the friends of Royal Victoria Country Park and the SWR Station Ambassador for the area and will include community engagement and consultation.

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01 | Project Vision

Vision Statement

To create a Greener Borough through improvements to the local environment, encouraging walking, cycling and the use of public transport to improve health and wellbeing and reduce congestion

The Project Vision

The Vision Statement aims to capture a strategic approach to public art within the Bursledon, Hamble and Hound (BHH) Local Area. Public Art projects will then flow from this overarching **Public Art Vision**.

The **Wayfinding Trail** will be sympathetic to the **Vision** and set precedents and parameters for future additions to wayfinding infrastructure, helping connect key destinations within BHH and also extending into neighbouring Local Areas and Boroughs where appropriate.

As part of the Commission, engagement with the local community will be undertaken to better understand how the existing movement network is currently used, where barriers to walking and cycling exist, and where feelings of disorientation currently occur. Workshops and/or other activities will be carried out to help develop a sense of ownership by the community, enabling residents to rediscover and connect to their local cultural heritage.

The Council's Public Art Strategy (2016) is supportive of this approach and highlights the fact that *"research has shown that creating a pleasant environment that looks at the whole travelling experience is crucial to encourage walking and cycling. Routes should be clearly marked and... provide direct routes to regularly used facilities such as schools, shopping centres and district parks."*

02 | Context

Project Context

The Project has come forward for the following reasons:

- 1 | Local support and interest from the three BHH Parishes for public art projects to enhance walking and cycling routes throughout the area to improve health and wellbeing. This has formed the basis of the **Public Art Vision**.
- 2 | A successful bid by Eastleigh Borough Council to the South Western Railway (SWR) Customer and Communities Improvement Fund (CCIF) to deliver the **History and Heritage Wayfinding Trail**.
- 3 | Additional funding for related follow-on projects secured through the s106 process



The CCIF seeks to support a number of local initiatives within the SWR network area. In relation to this project, the Council has received funding to deliver the following community benefits:

- » **Promotion / Information provision** - promoting train services, improving wayfinding or information to customers at the station or equally away from the station
- » **Cycling** - encouraging the use of bicycles within the local community, or as a means of sustainable transport to and from the railway stations
- » **Walking** - promoting walking links to and from stations and enhancing footpaths to encourage further use of the railway

In parallel with these CCIF aims, the Council wishes to promote walking and cycling between the other local transport hubs, such as bus routes, the ferry river crossing and large public car parks.

The project provides an opportunity to enhance exploration and celebrate the uniqueness of the local area, its environment and history by complementing standard signage to help people to find their way around.

Royal Victoria Chapel, Royal Victoria Country Park, Netley

Site Context

The BHH local area is located in the south-eastern part of Eastleigh Borough and is bounded to the west by Southampton City Council, to the south by Southampton Water and to the east by the River Hamble.

The rail stations of Netley, Hamble and Bursledon serve this area and the **Bursledon, Hamble-le-Rice and Hound Character Area Appraisal SPD** provides a brief overview of the historic development of these villages as follows:

Netley

"The village of Netley is located on Southampton Water between the ruins of Netley Abbey and the Royal Victoria Country Park*. The historic core expanded incrementally along the main route to Hound before several large estates were constructed during the inter-war/immediate post-war period between the historic core and the railway line. During the 1970s and 1980s the village expanded further to the east between the railway line and the linear core of Butlocks Heath."

* Site of the former Royal Victoria Hospital and a significant historic military establishment.

Site Context Plan

LEGEND - Open Spaces

Bursledon

1. Lionheart Way Ecology Park
2. Long Lane Recreation Ground
3. Manor Farm Country Park
4. Netley Common
5. Great Down Park
6. Pilands Wood

Hamble

7. Hamble Country Park
8. Badnam Copse
9. Mallards Moor
10. Westfield Common
11. Hamble Common

Hound

12. Queen Victoria Country Park
13. Ecology Park and The Bunny
14. West Wood
15. Priors Hill Copse
16. Butlocks Heath
17. The Cricket Field
18. Netley Recreation Ground

LEGEND - Other Key Destinations

- Netley Abbey
- Bursledon Windmill
- Bofors Gun
- Rail Stations
- Gateways
- Bus Stops
- Places of Worship
- Schools
- Sports Facilities
- Public Houses
- Medical Centre
- The Square, Hamble
- Marinas
- Hamble Ferry

LEGEND - Getting About

- Rail Line
- Public Rights of Way
- Other Footpaths
- Hamble Rail Trail
- National Cycle Route 2
- Strawberry Trail
- Bus Routes
- Main Roads
- M27



Hamble

"The village of Hamble is situated on a peninsula at the mouth of the River Hamble and is a well established centre for yachting and boat building. The historic core originally expanded incrementally along the local thoroughfares leading out of the village. However, during the inter-war / immediate post-war period, several large estates were constructed to the west of Hamble, adjacent to the large works in this location. In the last 40 years a number of large estates based on multi-headed cul-de-sac layouts have been developed which have joined these estates to the village centre. There has also been some recent development on the northern tip of the village, immediately to the west of the River Hamble."



Bursledon

"The village of Bursledon was historically an important ship building centre. It is located immediately west of the River Hamble, to the south of what was originally the main route between Bitterne and Sarisbury. The open, low-density character of the historic core has remained largely intact. However, the village has expanded significantly to the north in the last 40 years, merging it with the linear core of Lowford."



Bursledon Windmill

Hamble Village and Waterfront

The railway stations, as points of arrival, are disconnected from their respective village centres and there is a distinct lack of legibility to nearby places of interest. The Project should unlock the potential of creating welcoming and obvious walking and cycling routes to key destinations as well as existing trails, bus routes, the ferry crossing and public car parks.

BHH also has bus and ferry connections that should be included in the project, as well as existing walking and cycling trails such as the Strawberry Trail and, large public car parks.

Eastleigh Borough Council promotes sustainable modes of transport, healthier communities and a Green Borough. The enhancement of the existing route network for the benefit of walking, cycling and public transport is intrinsic to achieving these goals and joining up new and existing communities.

The bulk of new development within the BHH Local Area is currently occurring in Hound Parish beyond the established inter and post war development, to the north and west of Netley rail station. Encouraging new and existing residents to walk and cycle is an important goal for the Council.

03 | Project Brief

Project Aims

The **Vision** will analyse and expand upon wayfinding opportunities as identified by the Parishes and encourage innovative approaches. It will set out key themes and concepts and potential locations for new wayfinding interventions.

The Stage 1 **Wayfinding Trail** implementation project aims to provide a series of Artist-designed wayfinding interventions along the foot / cycle networks connecting the village centres of Netley, Hamble and Bursledon to their respective rail stations and local places of interest.

The follow-on project:

The Stage 2 Wayfinding implementation project will expand and supplement the Stage 1 approach and include networks not directly related to the rail stations.

Project Themes

There are several key themes that the Commissioned Artist must address:

- » **Sustainable Transport** - a focus on walking, cycling and public transport to improve physical and mental health, by providing safe, attractive and legible environments that encourage active travel and in so doing help improve air quality
- » **Tourism, Heritage and Cultural Identity** - there are a number of key destinations and historic associations within BHH as well as “hidden gems” that could be uncovered during public engagement
- » **Maritime** - strong links to the sea and local, national and international travel by water
- » **Ecology** - Important formal and informal open spaces that contribute to the biodiversity of the area as well as providing attractive walking and cycling links
- » **New and Existing Communities** - BHH has a growing community that will benefit from improved walk/cycle networks, to encourage exploration of the area by foot or by cycle

Public and Stakeholder Engagement

In order to raise the profile of walking and cycling throughout the area, the **Vision** and the **Wayfinding Trail** will need to be informed by robust public and stakeholder engagement at each of the key stages. This will ensure the Project delivers a series of interventions that raise the profile of the existing movement network, improve the appearance of the public realm and promote civic pride and ownership.

The on-going Covid-19 pandemic will determine what will be feasible, however, there are several ways the community could be invited to share their views including:

- » Publicity in the local newspaper and the weekly online Borough News
- » Live or online “Zoom” workshops
- » On-site (socially distanced) walkabouts from each station to its respective village centre and other key destinations accompanied by design workshops
- » School visits
- » An online questionnaire to facilitate the design process and establish, for example, what residents like, dislike and would like to change about the existing walking and cycling network

Partnership Working

This process of engagement will help clarify the aspirations of the community and determine what can be delivered within the constraints of the project budget as well as highlight potential locations for wayfinding interventions.

Given the nature of the Project, each rail station and other principal transport hubs will require some form of wayfinding intervention as will those key destinations and other important decision making points identified with public support.

Due to the wide geographical spread of this project creative consultants who are not local will be encouraged to collaborate with locally based creative practitioners including urban designers and landscape architects.

Form of Public Art Interventions

There is flexibility within the project for a number of approaches to be taken and this will be determined by the space available at each of the agreed artwork locations and as a result of the findings of the public engagement.

There is scope for the artworks to take a number of forms including but not limited to:

- » Free-standing “sculptural” pieces
- » Embedded interventions within the public realm such as façade or paving treatments
- » Play spaces and play structures
- » Street furniture
- » Lighting
- » Any other medium that is considered appropriate

04 | Project Budget & Deliverables

Artist's Commission

BHH Public Art Vision

A total Artist's Commission of **£15,000** excluding VAT is available for this part of the project to cover the cost of producing the associated Project Deliverables.

Stage 1 Implementation Project: History and Heritage Wayfinding Trail

A total Artist's Commission of **£59,500** excluding VAT is available for this part of the project to cover the cost of producing the associated Project Deliverables.

Total Commission: **£74,500**

Following completion of the Vision, the Council will seek to commission the Stage 2 implementation project. The budget for this is to be confirmed but is likely to be a minimum of £100,000.

Project Deliverables: The Vision

A number of deliverables will need to be agreed, namely:

- 1 | An implementable and BHH-responsive artistic Vision for Public Art that can be used as a "road map" to commission future works, supported by public and stakeholder engagement
- 2 | Innovative and engaging responses to the character of the area, the existing movement network and places of interest, identifying a hierarchy of routes with a related hierarchy of levels of intervention into the public realm
- 3 | The development of key themes, concepts and potential locations for public art, including details of features, materials or functions that artworks should/could incorporate whilst providing the flexibility to innovate. Appendix A provides further information on potential themes and functions.
- 4 | Robust public and stakeholder engagement to inform the themes, opportunities and recommendations of the Vision
- 5 | Provide regular updates to the Project Manager and attend meetings of the Steering Group as required

Project Deliverables: The Wayfinding Trail

A number of deliverables will need to be agreed, namely:

- 1 | A robust Concept for the artworks, developed and refined through public and stakeholder engagement that will enhance the rail stations of Bursledon, Hamble and Netley, the links to their respective local centres and any other locations agreed with the Steering Group
- 2 | Detailed Working Drawings of each artwork produced to a recognised scale, preferably in CAD
- 3 | Fabrication of the wayfinding artworks to an acceptably high quality
- 4 | Installation of the artworks on site having full regard to current health and safety legislation including as set out in the CDM (2015) regulations and current advice relating to Covid-19 and other relevant legislation
- 5 | Attendance at the Launch Event
- 6 | Provide regular updates to the Project Manager and attend meetings of the Steering Group as required. Updates must include illustrations and photographs as the artwork is fabricated.

05 | Invitation to Tender

Statement of Intent

To tender for this project, please provide:

- » A short statement (no more than two sides of A4) outlining your proposed approach to this Project Brief, illustrated with directly relevant examples of relevant work (illustrations not included in the two page limit). Please include:
 - Details of any research you intend to carry out as part of the Commission
 - Ideas for stakeholder engagement
 - A high-level written explanation of your initial concept ideas supported by sketches and/or examples of other work
 - An initial list of ideas for a hierarchy of public art interventions and their approximate costs
- » Outline how you will deliver each of the tasks in this Brief
- » Details of the proposed Project Team and details of collaboration with other creative professionals
- » A portfolio of examples of similar or relevant representative work (no more than eight sides of A3), formatted to print at high resolution
- » A completed Invitation to Tender - see Appendix B

Additional Requirements

Please also supply:

- » The names, roles and contact details of two referees
- » Evidence of, or an agreement to provide, Employer's Liability Insurance (if applicable) of not less than £5,000,000.⁰⁰
- » Evidence of, or an agreement to provide, Public Liability Insurance of not less than £10,000,000.⁰⁰

Submission

Please email your Tender submission to:

aliis.kodis@eastleigh.gov.uk

no later than noon on 13 August 2021

06 | Selection Criteria & Timescales

Selection Criteria

Criteria 1

Evidence of capability to carry out necessary research and produce a high quality outcome

Assessment: CV, Portfolio, written statement, References
Weighting: 30%

Criteria 2

Evidence of devising and implementing creative and imaginative site-responsive concepts and themes that have been informed by public and stakeholder engagement

Assessment: CV, Portfolio, written statement, References
Weighting: 30%

Criteria 3

Creative flair

Assessment: Portfolio, References

Weighting: 25%

Criteria 4

Clear, coherent and logical presentation

Assessment: Portfolio

Weighting: 15%

Next Steps

Once the Tenders have been reviewed, three applicants will be short-listed and invited to a short interview that will take place via Microsoft Teams.

Please note that Eastleigh Borough Council reserves the right not to appoint any of the Tenderers in the event that none of the submissions are considered suitable and may approach others to submit proposals.

Indicative Timescales

Deadline for submission of Tender:

Noon, 13 August

Interviews of selected Artists:

Week commencing 23 August

Decision and appointment of successful Artist:

By 10 September

Project Commencement:

By 24 September

Project Completion:

BHH Public Art Vision: February 2022

Stage 1 History and Heritage Wayfinding Trail:
Under the terms of the Customer and Communities Improvement Fund, the project must be completed to Fabrication stage by 31 March 2022

Further details of timescales can be found in Appendix C - Draft Artist's Contract

Timescale for the Stage 2 Project is to be confirmed.

07 | Further Information

Resources

Additional information to help you prepare your Tender submission can be found by following these links:

[Eastleigh Borough Local Plan 2016 - 2036](#)

[Eastleigh Policies Map \(South\)](#)

[Eastleigh Borough's Public Art Policies](#)

[Bursledon, Hamble-le-Rice and Hound Character Area Appraisal](#)

[Interactive Maps of the Borough](#)

[Cycling and Walking in Eastleigh Borough](#)

[The Customer and Communities Improvement Fund](#)

APPENDICES

Appendix A: Early thinking on the Brief

The text below was produced as part of early work on ideas for an Artist's Brief for this project. When this was written, we were favouring an approach with one main feature piece of art supported by more minor ones. Since then, we have settled on using the art products to enhance the legibility and enjoyment of the sustainable transport network. This new approach lends itself more to the delivery of a larger number of small and medium sized art interventions. As such the concept set out below may not be practical, or may be practical only in part. It is included here as background knowledge. Certainly, the change in the number and scale of the 'products' anticipated does not change the value of the shipbuilding and aeronautical engineering heritage and sustainable energy generation (Bursledon Windmill) to local residents. As such, if the ideas below do have synergy with artists own views, this would be welcome, but not essential.

"There is something elemental about the discipline that aerodynamics places on the design of objects built either for speed or to harness the power of the wind. The process of designing a such objects usually delivers something beautiful, often as a by-product.

The shipbuilders and aircraft designers of the Borough have been grappling with the forces of lift and drag for hundreds of years to produce craft with both utility and intrinsic beauty.

Transport craft use aerodynamics to ensure they minimise drag. Separate forces come into play in sailing boats and also during the action of aeroplane propellers. This public art commission could seek to explore the relationship between aerodynamics and beauty in the context of shipbuilding and pioneering aircraft design.

There is another interesting element of the context to this commission; the Council's declaration of a climate emergency. Acknowledging this in the artist's brief could generate a powerful synergy. Imagine a beautiful object that also harnesses sustainable energy generation. It could potentially contribute to or completely cover its own maintenance costs. This is a highly complex field of knowledge and there would be many practical problems. Nevertheless, there are options which could lead to an exciting and innovative solution.'

Appendix B: Invitation to Tender

Appendix C: Draft Artist's Contract

Appendices B and C are attached as separate documents and should be reviewed alongside this Artist's Brief.

Appendix B must be completed and submitted with your Statement of Intent.