



Artist Brief: New Feature at Mill Pond Meadows Nature Reserve, Featherstone

1. OVERVIEW

1.1 Summary

Beam and Featherstone Town Council (FTC) are seeking to appoint an experienced artist to address a design challenge at the site of a recently developed nature reserve, Mill Pond Meadows in Featherstone, West Yorkshire. The appointed artist will develop an artistic feature, which enhances the aesthetic qualities and experience of the site for visitors and passersby alike. The location is a key view both into and out of the site.

1.2 Introduction

Following recent interventions at the Mill Pond Meadows Nature Reserve in Featherstone, including the planting of 353 trees to commemorate the residents of the town who lost their lives in WWI and the installation of 'War Horse', FTC now wish to further enhance the site with a new artist designed feature.

Arts organisation Beam has been appointed to manage this commission on behalf of FTC. Beam has a longstanding relationship with FTC and most recently supported them to commission artists, Cod Steaks, to deliver War Horse including fundraising for design development, community engagement and capital costs. Read more about 'War Horse' -

<https://www.beam.uk.net/case-studies/war-horse-a-place-of-peace-to-be-together/>
<https://www.featherstone-tc.gov.uk/war-horse-2/>

1.3 Approach

An open call approach is being adopted to promote this opportunity.

Shortlisted artists will be invited to attend an interview with the Public Art Steering Group, following this one artist will be appointed.

Once the selected artist is appointed, they will work closely with Beam to develop an initial concept in consultation with key stakeholders. This concept proposal will form the basis of a funding application to support a combined community engagement programme and artist detailed design development phase. One agreed by the steering group the final design will be realised as a permanent commission funded by FTC.

1.4 Context

A research project over the last ten years resulted in a book entitled 'Featherstone In the First World War'. The research and school engagement linked to this book kick-started the idea for an ambitious longer-term project.

A subsequent school engagement project to plant a commemorative wood at the crossroads coming from Streethouse into Featherstone was delivered in 2014 marking the centenary of the start of the First World War. 353 trees have been planted, one for each resident of Featherstone who lost their life. This site is called Mill Pond Meadows.

In 2018, the year that marked the centenary of the end of the First World War, a new memorial sculpture was unveiled in Featherstone to commemorate those from the town that were killed. The sculpture entitled 'War Horse, *A Place of Peace To Be Together*', created by Artists Cod Steaks, was possible thanks to development funding from Arts Council England and a £50,000 grant from Landfill Tax Credits funding body WREN.

Since then FTC has continued to expand the project through the development of a mobile phone app that takes people on a historical tour around places of interest and helps bring the past to life including: Mill Pond Meadows; the site of the Old Ackton Hall; The Last Orders pub where the first ever meeting of Featherstone Rovers was held; All Saints Church, Bell Pits; and the Featherstone Massacre memorial.

2. ARTIST BRIEF

2.1 Vision

To develop a new permanent artistic feature at the edge of the Mill Pond Meadows Nature Reserve that expands on the First World War commemorative work that has already taken place on site (detailed in section 1.4). The artistic feature will encourage visitors to remember and learn about the past but will utilise a contemporary design to reflect the resilient and forward-thinking nature of the people of Featherstone.

2.2 Design Challenge

- The commission will enable better visibility of Mill Pond Meadows from the adjacent crossroads and make the site more aesthetically pleasing for both visitors to the site and passersby alike.
- To improve the aesthetic impact of the meadow when visitors enter, the work should also be just as engaging when experienced from inside the meadow.
- The feature must be complementary to the War Horse sculpture and other assets of the site.
- We are generally open to ideas about the form that the artistic feature might take, but options could include a decorative screen, functional seating, and/ or could include complimentary planting. We do not want the feature to be a lighting artwork.
- The artistic feature must be permanent and durable in nature
- The artistic feature will need to take account of the proximity of a busy road and liaison with Highways will need to take place from the early stages of the commission to ensure compliance

2.3 Aims of this Commission

- To deliver a high-quality artistic commission that expands on the First World War commemorative work that has already taken place on site to create a new artwork that is standalone but also complimentary to the War Horse.
- To improve the aesthetic impact of the meadow when visitors arrive/ pass by the site
- To create a contemporary feature that reflects the resilient and forward-thinking nature of the people of Featherstone.

- To increase local pride in place and promote physical exercise and positive wellbeing
- To develop opportunities for residents of all ages to engage/ participate in creativity, fostering intergenerational understanding

2.4 Outcomes

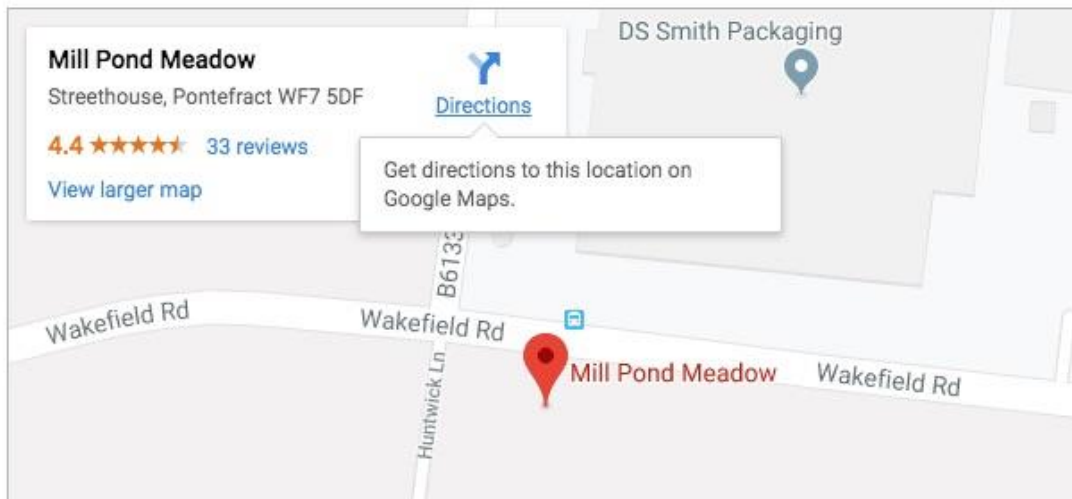
- The commissioned work will support participants/ visitors to have a better sense of the impact of the First World War for Featherstone, and in a broader context, encouraging people to remember and reflect
- Residents and visitors will have an increased sense of pride in Featherstone
- The commission will enable better visibility of Mill Pond Meadows from the road side and make the site more aesthetically pleasing for both visitors to the site and passersby alike
- Residents of all ages will have had the chance to be creative and develop new skills through the community engagement programme
- The feature will be complementary to the War Horse sculpture and other assets of the site.

2.5 Artist Deliverables

- Delivery of a new permanent artistic feature at Mill Pond Meadows Nature Reserve
- Significant community engagement programme delivered which informs the artistic concept for the feature
- Documentation report (photographic and online e.g. Artist’s Blog), which can be used for publicity and promotional purposes.
- Attendance at project meetings with the Steering Group/ Beam during the commission process as necessary
- Attendance at an artwork launch event and evaluation meeting on completion of the commission

2.6 Location

- Corner of the Mill Pond Meadows Nature Reserve adjacent to the traffic lights / T Junction



- View on Googlemaps <https://goo.gl/maps/rDwszaWQPeundTYi6>
- View into the site from the crossroads (with War Horse visible on the right hand side)



- *A site map and underground searches will be provided to the selected artist.*

3. OUTLINE PROCESS AND TIMEFRAME

3.1 Public Art Steering Group

A Public Art Steering Group will guide this commission and will play a central role in artist selection and concept development. The PASG will be formed of members of the FTC and representatives from relevant local community groups and Beam.

3.2 Funding & Artist Fees

Phase 1: Fundraising

A fee of £600 + VAT (including expenses) is available for the selected artist to work in collaboration with Beam to develop an initial concept and outline for community engagement approach which will form the basis of funding application (potentially Arts Council England small project grants)

Phase 2: Community Engagement and Design Development

The fee for this phase will be dependent upon the result of Phase 1. It is anticipated that FTC will seek circa £10,000 support from the agreed funder.

Phase 3: Fabrication and Installation

FTC will allocate from their own funds an amount in the region of £15,000 - £20,000 for this phase to be inclusive of artist fees and all costs and expenses associated with fabricating and installing the artwork.

In addition, FTC may choose to seek additional match funding to augment this budget dependent on the needs of the agreed artistic concept.

3.3 Timetable

Activity	Dates
Deadline for proposals	Monday 14 October – 9am
Appraisal of proposals	w/c 17 Oct
Artist interviews	Thursday 14 November
Artist appointed and contracted	w/c 18 Nov
Artist initial project meeting (include site visit)	w/c 25 Nov
Support content for funding application	<i>Dec / Jan</i>
<i>ACE Project Grant Submission (By Beam)</i>	<i>27 Jan 2020</i>
<i>Funding result (6 week turn around)</i>	<i>By 9 Mar</i>
Phase 2 start date	23 Mar
Project set up (including project meeting & initial research)	w/c 30 Mar
Community engagement phase	Apr - Jul
Presentation to Project Steering Group for approval of final proposal	Jul
Phase 3 start date	August
Fabrication & Installation (dependent upon nature of the work).	August 2020 – March 2021
Evaluation meeting	tbc

4 PERMISSIONS

All relevant Beam and Featherstone Town Council policies and procedures will apply to this commission and any related work. All work will be subject to relevant permissions prior to implementation.

5 HEALTH & SAFETY / CHILD PROTECTION

Beam and Featherstone Town Council Health & Safety and Child Protection Policies will be applied to this project as appropriate.

6 INSURANCE

The artist will be required to provide detail of Public Liability and other relevant insurances as requested by the Project Steering Group.

7 COPYRIGHT

Copyright in the designs and work will be retained by the Artist in accordance with The Copyright Designs and Patents Act 1988.

8 EQUAL OPPORTUNITIES

Beam is committed to building an organisation that makes full use of the talents, skills, experience, and different cultural perspectives available in a diverse society. The aim of our policy is to ensure that at all stages of the recruitment, selection and employment process (including the artist commission process) we consider all applicants in fair and considered manner so that the most appropriate person is selected, regardless of age, colour, disability, gender, marital or family status, nationality or ethnic origins, race, religious belief or sexual orientation.

Beam and Featherstone Town Council's Equal Opportunities Policies will be applied to this commission.

9 APPLICATIONS

Deadline for applications: Monday 14 October 2019 - 9am

Your proposal should be made by email to kate@beam.uk.net in PDF format to include the following:

- Contact details: *Name, email, phone, web, social media accounts if applicable*
- Brief introduction to you and your practice, outlining your interest in this commission and demonstrating your relevant experience
- Proposal – please include your proposed approach to delivering this commission including any initial ideas
- Examples of 3 relevant projects
- 2 x referee contact details (References will only be sought for the selected artist before contracting)
- Submissions should be 10MB or less. Maximum 8 sides A4 and saved as one PDF document.
- If you have access issues which mean you need to submit your application in an alternative format then please contact us on the details below to discuss.

Applicant/ Selection Criteria

Proposals will be appraised on the following:

- Quality of proposed approach & engagement, and awareness of project context
- Artistic quality, artistic ambition of previous work
- Quality of ideas and inventiveness, demonstrable experience of addressing complex design challenges
- Ability to demonstrate experience in stakeholder engagement and community engagement in the process of design development
- Ability to strongly demonstrate the technical ability and experience to deliver a commission of this scale in the public realm is essential
- Clear evidence demonstrating the ability to deliver to brief, time and budget

We will send email acknowledgement of receipt of all submissions received. Unfortunately we cannot offer feedback to applicants who are unsuccessful at this initial stage. We will offer feedback to all candidates selected to interview where this is requested.

10 CONTACT DETAILS

For all enquiries please contact –

Kate Watson, Principal Consultant, Beam

E: kate@beam.uk.net

T: 07718 564 376

Beam, Studio S11, The Art House, Drury Lane, Wakefield, WF1 2TE www.beam.uk.net



Equality and Diversity Monitoring Form

At Beam we are committed to equality of opportunity and strive to create an inclusive and diverse working environment. We are committed to making the work we do accessible, so it's important for us to understand where there might be barriers to this.

The information we ask you to provide via this form is “sensitive personal data” and requires your explicit consent before we can process it. This information will be processed for monitoring purposes to assess the effectiveness of our equal opportunities and diversity efforts. This information will not be seen by the interview panel or used in any way for the purposes of selection. Any data from this form will only be used in an anonymised form (so you cannot be identified from it) and are only shared within relevant internal functions.

Completion of this form is voluntary and if you do not wish to answer any question(s), this will not affect your application in any way. For more information on what personal data we collect and why, please read our [Privacy Policy](#).

1 Gender Identify?

Female Male Non-binary Prefer not to say

2. Is your gender identity different from that which it was assumed to be at birth?

Yes No Prefer not to say

3. Sexual orientation

Please self define:

4. Which age group do you fall into?

Under 19 20-34 35-49 50-64 65+ Prefer not to say

5. Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

Yes, limited a lot Yes, limited a little No Prefer not to say

6. Are you registered disabled?

Yes

No

Prefer not to say

7. What is your postcode? Please enter first 3 digits

Postcode:

Your postcode will be used for research purposes only to understand the geographic reach of our commission opportunities.

8. What is your ethnic group? **Please tick ✓ one box.**

WHITE

English/Welsh/Scottish/Northern
Irish/British

Irish

Gypsy or Irish Traveller

Other white background*

MIXED

White and Black Caribbean

White and Black African

White and Asian

Other mixed/multiple ethnic
background*

ASIAN OR ASIAN BRITISH

Indian

Pakistani

Bangladeshi

Chinese

Other Asian background*

BLACK OR BLACK BRITISH

African

Caribbean

Other/Black/African/Caribbean
background *

OTHER

Arab

Other*

Prefer not to say

*What other: