

# Artist's Brief

315-349 Mill Road, Cambridge.

PLEASE NOTE THERE IS A BUDGET AMENDMENT TO THE ADVERTISED DETAILS





## • Introduction

McLaren's redevelopment of 315-349 Mill Road will consist of new, high-quality student accommodation, providing a significant landmark for the area. The development will provide 270 new student rooms, which will be supplied in the form of a mix of 1-bedroom studios, en-suite rooms and shared townhouses, creating high-quality, purpose-built accommodation and will significantly improving the appearance of the existing townscape.

The development will:

1. Bring an eyesore derelict site on Mill Road back into active use, benefitting the wider community.
2. Provide new student accommodation to serve Anglia Ruskin University, relieving pressure on family housing in the local area
3. Include a new pocket park incorporating site-specific public artwork for the benefit of the entire Mill Road community

The site is located on Mill Road, a local link route between the A603 and A1134. It is within easy walking distance of the Railway Station and the Cambridge Campus of Anglia Ruskin University. The southern edge of the site borders the proposed Romsey Town Conservation Area.

To the north and east of the site is Brookfields Hospital. The hospital itself is a disparate collection of building ranging from one storey up to three storeys high. The site is screened from the hospital by a collection of large trees which grow on the east and northern boundaries. The neighbouring site to the west is currently vacant however plans for a new Mosque have been approved by Cambridge City Council.

The artwork is being commissioned to enrich the new development and enhance the public space provided through the scheme. A focus will be the shared communal space to the front of the scheme, adjacent to the new Mosque being developed on the adjacent site.

## • Background

The site was the location of Priory Motors, prior to this Romsey Town Cement and Lime Company, founded in 1892, occupied the site. The Romsey Town Cement and Lime Company was the first cement works in Cambridge, located where Mill Road meets Brookfields. It may have started as a coprolite mine but it eventually developed eleven kilns, with production being distributed by road as it had no rail or tram connection. The works were not a great economic success, closing in 1915. Following the cement works closure the site was split into two that were developed separately. The west side is 309–313 Mill Road; the east side is 315–349 Mill Road.

Mill Road itself takes its name from a windmill, thought to date back to as early as the 13th century, but much about its site and structure remains speculative, only glimpsed in documents and illustrations. *'It is not until the late 18th century that clear evidence exists of the site, and it is only with the demolition of the last mill in 1844 that some idea of the mechanics of the final brick mill is revealed in the sale details. But despite our shadowy knowledge of its past, the windmill has given its name to this major Cambridge arterial road whose surrounding streets were home to 18,000 people at the start of the 21st century.'*





*Mill Road was part of Barnwell, a village outside Cambridge near the junction of East Road and Newmarket Road. In 1801, the population was 252. By 1891, this had risen to 25,091. And many of these lived in new houses built in new streets off the old farm track that had once led out into the fields.<sup>1</sup>*

Mill Road lays claim to many famous former residents including authors Tom Sharpe and Douglas Adams, the latter born at the maternity hospital previously located on the road, musician David Gilmour and artist and satirical cartoonist Ronald Searle an alumni of Anglia Ruskin University.

- **Objectives of the Public Art**

The following have been identified as the key aims and objectives for the Public Art commissioning programme:

To provide a high-quality public art programme encouraging excellence and innovation in public art.

- To provide an outcome with enduring physical presence.
- To reference the heritage and culture of the area in order to ensure relevance, a sense of ownership and stimulate curiosity for the artwork.
- To engage local businesses, residents and students to enhance the public realm encouraging a sense of shared space and community.
- To aid legibility and provide a welcoming public space within the site.
- To establish a collaborative approach between the key stakeholders and members of the design team.
- To provide a meaningful addition and inform future public art commissions within Cambridgeshire.



<sup>1</sup> <http://www.capturingcambridge.org/projects/mill-road-area/>



- **Artist's Brief  
& Community  
Engagement**

Expressions of interest are invited from artists with experience of working in the public realm to develop a site-specific artwork, or series of artworks. The artwork should enhance the setting for the new student accommodation and reference the unique heritage and context of Mill Road. There is a vibrant cultural and business scene within Mill Road and engagement with the community and students at Anglia Ruskin University throughout the development process is a requirement.

A range of potential opportunities have been identified for the artwork; options include either stand-alone or an integrated component of the scheme. The following potential locations have been highlighted for considerations:

1. The landscaped area within the park including opportunities to incorporate a creative response to the benches, gates and/or paving, or as a freestanding feature.
2. An integrated work with the façade glazing of Block 'A' facing into the pocket park.

Consideration will need to be given to the theme developed for the landscaping of the public space and whether this is developed as a structured series of garden rooms; incorporate a community games area; provision of a visually permeable drift style landscaping or provide a continuous public space along Mill Road. Close collaboration between the Artist, Architect and Landscape Architect will be required.

The artwork must contribute to the public realm through the creation of a community space for students and local residents to enjoy a relaxed, social atmosphere. It is understood that the artist's contribution, where integrated into the design, will need to represent an additional, definable artistic dimension.

The commission has been designed to ensure creative freedom is encouraged, enabling the artist to develop individual routes of enquiry rather than present a prescriptive approach to the commission. An aspect of the artist's role will be to consider the feasibility of locations with the project design teams and feedback from the community. In addition the Council's criteria for public art to be accessible to the public is to be taken into consideration as part of the development process.





## • Artist's Role

- To collaborate with the project delivery team throughout the development of the commission.
- To undertake research and consultation with stakeholders including members of the local community, involving them in the development process. It is anticipated that the appointed artist will liaise with a number of local organisations including the Mill Road History Society. A list of website for further information, have been provided below.
- In collaboration with the project manager, devise an innovative and engaging programme of community consultation that leads to meaningful input and involvement by local people in order to develop ownership and engagement with the project. This may take the form of meetings, workshops or talks at Anglia Ruskin University or annual events taking place on Mill Road such as the Midsummer and Winter Fairs, or within the wider Cambridge area such as Cambridge Ideas Festival.
- To attend meetings and external consultation events related to the development of the artwork/s, these may take the form of presentations or informal drop-in sessions for local businesses, residents, students, Council and Parish Council members.
- To develop a minimum of three concept design proposals, able to be produced within the budget and design constraints. One proposal will be worked up to the full design stage, on approval by the steering group.
- Present information about the commission to Mill Road traders, local council and residents.
- Provide graphic displays or information displayed on the development's hoardings.
- Create and install, or oversee the creation and installation, of the artwork in accordance with the proposal agreed by the steering group.
- Provide the budget and technical information required for all artwork proposed.
- Provide a schedule for fabrication and installation.
- Provide maintenance and decommissioning plans, as a requirement of Cambridge City Council's Supplementary Planning Policy.
- Contribute to marketing and promotional activities linked to the public art.

## • Project Steering Group

The Project Steering Group includes the following representatives:

Stuart Black – McLaren Property

Luke Kelly – Stace LLP (project management)

Bill Soper /Nenad Manasijevic – TP Bennett Architects

Bradley Murphy Design

Clare Cleary - Public Art Consultant, Place Services

Chris Owens, Head of Art Department Anglia Ruskin University

Fanny Ritchie, the Mill Road Coordinator

The artist will be required to work with the Project Steering Group.







## • Fees & Budget

### **Please note there is an amendment to the advertised fee for this project**

The total budget for the public artwork is £16,570. The budget is broken down into a fee for the appointed Artist's research and design £4,570, and community consultation, £2,000. The budget for the production and installation of the artwork is £10,000. The artist will work on a self-employed basis.

The following 'core' budgets have the potential to be incorporated (should artworks be designed to deliver any of the key components of the scheme).

Seating core budget: £13,200 (delivering 8 benches within the public space)  
Seating Courtyard Budget £15,000 (delivering 3 feature architectural benches within the courtyard space)

Options and budgets for paving, glazing and lighting to be discussed with the project delivery team.

The artwork will need to be separately quantifiable in cost terms.

The Artist will be appointed in November 2016. The final artwork/s will be produced in-line with the building programme, due for completion in March 2018.

## • Outline Timeframe

Outline Timeframe	
Stage	Date
<b>Stage 1 Appointing an artist</b> Prepare Artist's Brief and circulate, shortlist, interview, select and contract	November 2016
<b>Stage 2 Design Development</b> Research and delivery of the Community Engagement programme Initial concepts presented to the Steering Group	December 2016 to May 2017
<b>Stage 3 Presentation of designs</b> Finalised designs, structural calculations and costs presented Steering Group approval	June 2017
<b>Stage 4 Planning</b> Approvals and permissions sought (if required)	July - September 2017
<b>Stage 5 Fabrication</b> Site/Studio visits to fabricators prior to works arrival onsite (if required)	September-December 2017
<b>Stage 6 Installation</b> Coordinate method and H&S statements for the delivery and installation of the works	January 2018
<b>Stage 7 Launch</b> Maintenance schedule provides, launch event coordinated and record of the works	February 2018



## Application Submission Details and Deadline

The artist will be selected on the basis of suitability of their practice, understanding of the brief and by the following criteria:

- Applicants should be experienced, practising visual artists with previous examples of a wide range of approaches and use of materials/media.
- Applicants should have experience in fulfilling public art commissions, including drawing up proposals, budgets, and technical requirements.
- Applicants should have examples of previously completed landscape-based and or artworks integrated as a component of the architecture.
- Applicants should have a thorough understanding, including examples, of delivering robust, well-performing works within public spaces.
- Applicants should have experience of working with the public in developing their artwork, including being able to demonstrate previous examples of successful community engagement.
- Applicants should have good communication skills, both written and verbal, enabling them to address meetings, write reports, etc.
- Applicants should have good interpersonal skills.
- Applicants should have good organisational skills.
- Applicants should be able to work effectively within a team and on their own.
- Applicants should have Public Liability Insurance cover of five million pounds.

Short-listed artists will be invited to interview, each candidate will be asked to make a 10-minute presentation about their work using a digital presentation, portfolio or other visuals.

- A written expression of interest, this should explain why you are interested in this commission and your project approach and methodology referencing any community engagement projects you have delivered or collaborated on previously (no more than two sides of A4).
- Relevant visual material (maximum of 10 images) of previous completed public art projects with brief accompanying information (please do not send originals).
- Current Curriculum Vitae
- Contact details of two referees of similar completed commissions.

Email applications are welcome, maximum size per email is 10MB. Please note applications should be PDFs, formatted for A4 printing.

**Expressions of interest should be sent to:**

Clare Cleary, Place Services  
County Hall, Chelmsford Essex  
CM1 1QH E: [clare.cleary@essex.gov.uk](mailto:clare.cleary@essex.gov.uk)

**Deadline for Applications: 5pm 15 November 2016**



## Additional information

### McLaren Property

**McLaren Property** is one of the UK's most successful privately owned businesses developing key market sectors including commercial offices, mixed use, retail, student accommodation, distribution, hotels, and leisure.

McLaren Property aims to combine the aspirations, talent and belief of McLaren and our people to constantly exceed expectations and deliver excellence for our customers.  
[www.mclarengroup.com](http://www.mclarengroup.com)

### BMD Landscape Design Planning

**Bradley Murphy Design** was founded in 2011 by Laura Bradley and Ryan Murphy. Since then the company has become an established and highly respected landscape architecture and urban design practice operating throughout the UK from a centrally-based studio in South Warwickshire.

Laura and Ryan have a 25-year track record of delivering innovative landscape architectural and urban design solutions in the built and natural environment. Together they bring an impressive range of complementary skills to projects of all scales and levels of complexity.

[www.bradleymurphydesign.co.uk](http://www.bradleymurphydesign.co.uk)

### TP Bennett Architects LLP

Founded in 1921 by Sir Thomas Bennett, today **TP Bennett LLP** is led by a young, dynamic fourth generation of Directors who are passionately committed to sustainable design and providing a first-rate professional service tailored to their clients' needs. Their broad range of experience across many forms of development in both the public and private sectors gives them a special understanding of clients' and occupiers' needs.  
[www.tpbennett.com](http://www.tpbennett.com)

### Stace LLP

**Stace** is an independent, multi-disciplinary construction and property consultancy. Stace uses their technical expertise and commitment to personal service to ensure successful outcomes for all their projects whatever the objectives.

Stace provides consultancy services in sectors that include education, health, industrial, leisure, offices and commercial, mixed-use and regeneration, residential, retail, and sports.  
[www.stace.co.uk](http://www.stace.co.uk)

### Place Services

**Place Services** is a leading provider of integrated environmental assessment, planning, design and management services. Place Services assists organisations to meet the requirements of the planning process, creating practical design solutions and deliver environmental stewardship. Place Services establishes multidisciplinary teams, including Public Art Specialists, Planners, Urban Designers, Landscape Architects, Historic Environment Advisors, Ecologists, Arboriculturists, Conservation and Community Engagement Specialists in order to meet client and project requirements.

[www.millroadhistory.org.uk](http://www.millroadhistory.org.uk)  
[www.capturingcambridge.org/projects/mill-road-area](http://www.capturingcambridge.org/projects/mill-road-area)  
[www.mill-road.com](http://www.mill-road.com)  
[www.millroadmidsummer.org/eventguide](http://www.millroadmidsummer.org/eventguide)  
[www.theressomethingaboutmillroad.wordpress.com](http://www.theressomethingaboutmillroad.wordpress.com)  
[www.millroadtraders.org/projects/arts-culture](http://www.millroadtraders.org/projects/arts-culture)







## Place Services,

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[www.placeservices.co.uk](http://www.placeservices.co.uk)

