



# Artist's Brief

Highwell Gardens, 90 Main Road, Hawkwell, Hockley, Essex.





## Introduction

Highwell Gardens is a Marden Homes development set in Hockley, a pastorally picturesque part of Essex. Situated to the east of Hockley is the bustling coastal town of Southend, with Rochford located to its west. Highwell Gardens is cushioned between some of Essex's most beautiful wooded area; Hockley Wood is 1.5 miles away, with Gusted Hall Woods just 0.6 miles from the new development.

The new estate will comprise of thirty-six 2, 3 and 4 bedroom homes. The development is a mixture of detached, semi-detached and terraced plots, each with its own individual response to the local character. In the centre of the development is a pocket park, which aims to provide a 'village green' feel to the neighbourhood.

Artworks are being commissioned to enrich the new development and enhance the pocket park area, located to the centre of the scheme.

## Objectives of the Public Art

The following have been identified as the key aims and objectives for the public art commission:

- To provide a welcoming public space within the site for potential future residents to enjoy.
- To ensure the artwork is site-specific, referencing the heritage and culture locally, developing a sense of place for future residence and stimulate curiosity.
- To ensure the artwork enhances the shared public areas of the development, adding value to the scheme.
- To explore the potential for the artwork's role in the marketing of the development, providing a unique selling point for the estate.

## Artist's Brief

Expressions of interest are invited from artists with experience of working in the public realm to develop a series of site-specific, functional artworks. The artwork should enhance the setting for the new homes and reference the unique heritage and context of Hockley and the surrounding area.

The artwork must contribute to the public realm through the creation of a community space for the residents to enjoy a relaxed, social atmosphere.

A number of potential opportunities have been identified for consideration within the landscaped area of the pocket park. These include creative benches, knee rail and hardscape/paving within the space. The suggested options do not represent an exclusive list; the project group are open to, and welcome alternative or additional proposals from the appointed artist/s.

Applications are welcome from individual artists or collaborations.



## Artist's Role

The artist's role:

- to collaborate with the project delivery team throughout the development of the commission
- to undertake research and consultation with stakeholders
- to attend meetings and external consultation events related to the development of the artwork/s
- 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 project group
- to create and install, or oversee the creation and installation, of the artwork in accordance with the proposal agreed by the project group
- to provide the budget and technical information (where required) for all artwork proposed
- to provide a schedule for fabrication and installation
- to provide maintenance and decommissioning plans
- to contribute to marketing and promotional activities linked to the public art

## Project Steering Group

The Project Group includes the following representatives:

Ivor Watson - Property Manager & Sites Co-ordinator Marden Homes Ltd.  
Adrian Gibbs - Manager Marden Homes Ltd.  
Matt Lee - Landscape Architect  
Clare Cleary – Public Art Manager, Place Services

## Fees & Budget

The total budget for the public artwork is £40,000, inclusive of all costs and expenses.

The budget is broken down into a research and design fee of £7,000 exc. VAT and a production and installation budget of £33,000 exc. VAT. The artist will work on a self-employed basis.

It is envisaged

The artists will be required to present a detailed budget breakdown for the fabrication and installation as part of the design proposal stage.

## Further information

For further information about the heritage of Hawkwell please visit:  
<http://hawkwellparishcouncil.gov.uk/history.asp>  
or  
<http://www.rochfordessex.com/rol/local-history/history-of-hawkwell>  
<http://hawkwell.org/5.html>



## Outline Timeframe

The Artist will be appointed in January 2017. The final artwork/s will be produced in line with the construction programme, due for completion in August 2017.

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

## 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.
- 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: 9am 9<sup>th</sup> January 2017**

**Interviews: week of 16<sup>th</sup> January 2017**

