



Fernhead Road Public Art Wall Commission Brief 2023



City of Westminster

Commission Brief

Introduction

Westminster City Council (WCC) are commissioning public artworks in the Harrow Road Area. This is in response to recent engagement feedback that sets out the clear aspiration for public art to be delivered across that area which can help contribute to a stronger sense of local identity, define the character of places and reference the rich social and cultural heritage of the Harrow Road area.

The Public Art Panel are advising on the process to ensure there is local ownership over future Public Art investment. The panel is made up of key local arts and cultural organisations including Paddington Arts, Grand Junction, Flamboyant and Abundance Arts. As well as representatives from Queen's Park Community Council, a local Ward Councilor and the local neighbourhood forum(s).

Commission brief

Westminster City Council (WCC) are calling for high quality artists that have an interest in producing temporary exhibition panels for the Fernhead Road wall to submit an outline idea alongside a demonstration of their practical capabilities and work to date.

Commission design themes

Idea proposals are to respond to one of the following themes:

- Theme 1 - Local history, heritage & culture
- Theme 2 - Notting Hill Carnival

Budget

The total budget for the commission is £11k.

This is inclusive of:

- Artists professional fees (including design development)
- Insurances, including Public Liability Insurance for the duration of the design and installation period until de-installed
- Expenses
- Materials and labour for fabrication, production and installation
- Minimum 1x artist creative design engagement workshop with the Queen Elizabeth II (QE2) school, including workshop material and preparation costs
- Installation of the artwork
- De-installation of the artwork

A retention fee of £400 will be held upon satisfactory de-installation of the artwork panels. There is a requirement to takedown the artwork panels in 2 years time as there is the ambition for a rotating artwork display.

Programme

Activity	Date
ITT published	23/02/23
ITT submissions deadline	20/03/23
Evaluation by Public Art Panel and sign-off by Cllrs	20/03/23 - 31/03/23 (2 weeks)
Design development - including QE2 school workshop, planning pre-app	April - May 23
Final design approval by the Public Art Panel and Cllrs (sign off required before artist submitting planning application)	15/05/23 - 26/05/23 (2 weeks)
Panning application (8 weeks) & obtaining other required statutory consents	June - July 23
Production and installation of artwork	August 23
Launch / opening	August 23
De-installation	TBC - August 2025

All dates are provisional and may be subject to change by WCC.

The Site

Fernhead Road wall

The site for the artwork exhibition panels is the low wall between Fernhead Road and the Queen Elizabeth II school. The wall measures approximately 67m in length, with an additional 10m length on the corner of Kennet Road.

The site is key to creating a welcoming entrance to the Maida Hill Market, an importance public space at the core of the Harrow Road.

Context: Maida Hill Market public realm works

Concept design proposals introduce additional greening, seating, lighting and a cycle lane to help to establish an inviting and safe space. Works are due to start on site in autumn 2023 (TBC).



Site location plan - art wall installation location outlined in red



Site photo - art wall installation location outlined in red

Requirements

Criteria 1 - Aesthetic

- Artistic quality
- Demonstrated technical capabilities
- Originality
- Response to theme(s)
- Appropriateness to its surroundings in terms of scale, visibility and accessibility
- Strategic link to the Harrow Road Place Plan vision

Criteria 2 - Practical

- Site specific. The wall is approximately 67m in length along Fernhead Road, with an additional 10m length on the corner of Kennet Road. The wall is approximately 2m in height. Proposals should utilise the full length of the wall, including the corner of Kennet Road.
- Temporary design life (2 years)
- Durable, robust, with no maintenance requirements
- Weather-proof
- The artwork must not pose a safety hazard or restrict the typical usage of the site (risk assessment required)
- Compliance with all relevant health and safety standards
- Artwork must align with the council's accessibility requirements
- Artwork must align with the council's

environmental and sustainability policies

- Artist must obtain all statutory consents, including Planning Permission prior to installation
- Include anti-graffiti and anti-vandalism measures
- Expectation for exhibition panels, as per the Portobello Road Art Project in the Royal Borough of Kensington and Chelsea.



Example exhibition panels - Portobello Road Art Project

Criteria 3 - Community

- Artwork must not cause offence
- Artwork must not be of a political nature
- Artwork must be accessible to residents
- Artwork should create a sense of cultural or community pride
- Opportunity to involve young people in the design process through QE2 school workshop. Requirement for a section of panels to feature students artwork (students design panels to be developed during engagement workshop).
- Involve and update the community

Insurance

- As the commission includes responsibility for both installation and de-installation of the artwork, successful applicants are required to hold their own valid Public Liability Insurance throughout the duration of the project.

General Requirements

- Must refer to the WCC Public Art Guidance Document (published on the council's website)

General Recommendations

- Recommendation that artists make a site visit prior to submitting their proposal to ensure it is achievable and meets the requirements.

Appointment

Individual artists will be appointed by WCC to design and deliver the artworks. The Public Art Panel will retain a role in critically reviewing the artists design process.

Ownership

Ownership and copyright of the submitted ideas remain with the artists. The council will own the art installation upon installation and acceptance of the work.

How to apply

Please submit tender returns by **9am on Monday the 20th of March 2023** by email titled “*Public Art Tender - ARTIST NAME*” to: harrowroad4@westminster.gov.uk

Submission

Artists are required to submit in 1 email:

1. Qualification questions:

- Confirmation that you can work to the programme
- Confirmation that all requirements (aesthetic, practical, community) will be met
- Confirmation that the proposal requires no ongoing maintenance
- Confirmation that you will seek approval from the copyright holder for any copyright material that you plan to integrate into the project (if applicable)
- Evidence of relevant public liability, employers liability (if applicable) and professional indemnity insurances

2. Design approach and methodology:

- A site specific outline idea including a description of the artistic approach and response to one of the themes (maximum 400 words, can include a concept sketch)
- Outline methodology - including design process, fabrication, installation and

applying for statutory consents (maximum 400 words)

- Information on proposed materials (maximum 400 words)

3. Suitability and delivery experience:

- Your CV (maximum 1 A4 page)
- 3 examples of relevant past public art works - demonstrating practical and technical capabilities and track record of producing successful art commissions (maximum 3 images, maximum 400 words)

Submissions which do not include all of the above will not be evaluated.

Evaluation

The Harrow Road Public Art Panel administered by council officers will review and evaluate the tender returns. The basis of selection will be on the submission.

1. Qualification questions (pass/fail)
2. Design approach and methodology (60%)
3. Suitability and delivery experience (40%)

The panel will nominate a chosen artist with the highest evaluation score and will submit this recommendation via council officers for approval by Councillors.

Officers will advise applicants on the final decision, but given the potential for a high volume of submissions, cannot provide individual feedback to unsuccessful applicants.

Data Protection

The personal information provided in your submission will only be used by council officers and the Public Art Panel for the purpose of assessing for proposal for commissioning, and to communicate with applicants regarding the submission.

The council will ask for consent to use your information for any other purpose.

<https://www.westminster.gov.uk/data-protection>

Contact

If you have any questions about the public art project or your application please contact harrowroad4@westminster.gov.uk