



Cambridge City Council

To: Executive Councillor for Arts, Sport and Public Places
Report by: Nadine Black
Scrutiny committee: COMMUNITY SERVICES SCRUTINY COMMITTEE 28/06/12
Wards affected: Trumpington and Market

Project Appraisal and Scrutiny Committee Recommendation

Project Name: Southern Connections – A wayfinding public art commission

Recommendation/s

Financial recommendations –

- The Executive Councillor is asked to recommend this scheme (which is not included in the Council's Capital & Revenue Project Plan) for approval by Council, subject to resources being available to fund the capital and revenue costs.
 - The total cost of the project is £107,446, funded from S106 developer contributions and a planning condition.
 - There are no ongoing revenue implications arising from the project.

Procurement recommendations:

- The Executive Councillor is asked to approve the carrying out and completion of the procurement of the Southern Connections public art commission.
- Subject to:
 - The permission of the Director of Resources being sought prior to proceeding if the quotation or tender sum exceeds the estimated contract.

- The permission from the Executive Councillor being sought before proceeding if the value exceeds the estimated contract by more than 15%.

1 Summary

1.1 The project

'Southern Connections', is a wayfinding project, which aims to highlight the routes from Addenbrooke's Hospital and the new developments in the Southern Fringe with Trumpington and beyond into the City Centre to encourage walking, cycling and leisure activity.

Target Dates:

Start of procurement	July 2012
Award of Contract	October 2012
Start of project delivery	November 2012
Completion of project	November 2015

1.2 Anticipated Cost

Total Project Cost	£107,446
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Cost Funded from:

Funding:	Amount:	Details:
Reserves	£	
Repairs & Renewals	£	
Developer Contributions	£82,446	See Appendix B
Other	£25,000	Planning Condition from Addenbrookes Access Road

Ongoing Revenue Cost

Year 1	£0	Year 1 is project
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		development
Ongoing	£	

1.3 Procurement process

For projects of this value the Contract Procedure Rules require a formal invitation to tender to at least 4 candidates after advertising. Whilst it is proposed to seek up to five competitive bids via a tender process, it is intended that the project will not be advertised (and an appropriate waiver will be sought for this). Southern Connections, requires careful thought about the kind of artist required to undertake it and their availability. Many suitable artists would not apply for the project through the advertising route, as they do not necessarily respond to advertising and are represented by a Gallery. Detailed research is necessary for the compilation of a long list (against some clear criteria). From this longlist between three and five artists will then be invited to tender (this is a common approach in the public art sector). Limited competition ensures that artist's with experience and appropriate artistic practice, (which suits the project and who might not normally apply through advertising) can be identified and invited to bid for the project and also this can provide a quicker commissioning process because advertising a commission can result in many unsuitable artists applying to undertake the project. It ensures quality control of all candidates for the project from the outset. The Council has used a Limited Competition approach to commission the artists who are undertaking the Mill Road Cemetery and Snowy Farr projects.

2 Project Appraisal & Procurement Report

2.1 Project Background

The success of the development of the Southern Fringe area of Cambridge as an expanded residential, recreational and business area includes ensuring that important factors such as legibility and connectivity are addressed both within the site and beyond. Movement is key to integrating these new developments with Trumpington and through to the City Centre. The pressure of this new development upon Trumpington, in particular, could also erode its identity. Ensuring there is integration between the two via connections and encouraging movement is very important for the sustainability of both.

'Southern Connections' aims to link Addenbrook's Hospital and the new developments of the Southern Fringe with Trumpington and beyond into the City Centre. The project will also promote routes through into the wider countryside. The overall intention of the commission is to provide for a creative programme of artworks, which mark the key routes and encourage walking, cycling and leisure activity. This will heighten the experience of living

in and visiting these areas and will support the existing and new communities and reinforce the identity of Trumpington.

The Trumpington Residents' Association and the Trumpington Local History Group are developing a series of 10 walks around Trumpington and through to the City Centre. The aim is to encourage existing and new residents to discover the history of Trumpington and help develop a sense of community. 'Southern Connections' will build upon the work being undertaken by the residents and is supported by them.

The commissioned artist will be required to work with the City Council, stakeholders and the community to explore, which key routes should form part of the project and articulate these routes through creative interventions, which add a new dimension of experience for users and encourage use through walking, cycling and leisure activity.

The commission will encourage revealing the hidden narrative of the landscape in terms of history and nature as well as enhancing spaces for recreation, and aiding wayfinding. Artists will be asked to develop ideas which should delight on more than one occasion and which could include interactive elements. These elements could involve technology and the development of an App for example. The artist will be required to work with the Trumpington Residents Association to develop an App for their guided walks. The artist will also be required to provide input into websites being developed for the area.

The project will explore linking Addenbrookes Hospital through to Coe Fen; Addenbrooke's to Trumpington and Trumpington to the City Centre.

The project will also promote routes to Nine Wells Nature Reserve both from Trumpington and Addenbrooke's Hospital and also Trumpington to Byron's Pool (including a circular route through Granchester Meadows to the City Centre and back to Trumpington. Although these routes will have to be promoted through the project rather than marked, as they fall within South Cambridgeshire, City Council Officers will explore with South Cambridgeshire future possibilities to extend the project across the boundary. Examples of 'Wayfinding' and 'Identity' public art proposals are appended in Appendix C.

The project will be taken forward by a small Steering group, which we suggest should comprise of two Ward Councillors, a representative from the Trumpington Residents Association and the Hobson's Conduit Trust, City Council Officers and a representative from the County Council Highways team.

The proposal complies with the City Council's Public Art Supplementary Planning Document and Arts Strategy.

2.2 Aims & objectives

Aim

To bring new and existing communities in Cambridge together in a creative project which encourages walking and cycling, reinforces the identity of Trumpington; enhances Cambridge's sense of place and helps communities to feel that they belong to a city in which they feel proud.

This project will contribute to achieving the following Council Vision

VISION: A city which celebrates its diversity, unites in its priority for the disadvantaged and strives for shared community wellbeing

- support and promote well-being

VISION: A city whose citizens feel they can influence public decision making and are equally keen to pursue individual and community initiatives

- engaged communities willing to participate in shaping their local neighbourhoods
- recognise and raise awareness of the importance of the identity of Trumpington and to inspire people to engage with their local area.
- enhance the sense of belonging by residents to their local neighbourhoods and the wider city of Cambridge
- encourage social cohesion

VISION: A city, which draws inspiration from its iconic historic centre and achieves a sense of place in all of its parts with generous urban open spaces and well-designed buildings

- to improve the quality of the public realm.
- ensuring Cambridge residents can access and experience a range of arts
- aid community building

VISION: A city where getting around is primarily by public transport, bike and on foot

- encourage cycling and walking
- healthy communities, that are safer, and more connected
-

VISION: A city in the forefront of low carbon living and minimising its impact on the environment from waste and pollution.

- encourage cycling and walking

2.3 Major issues for stakeholders & other departments

The project will be developed and delivered by the Streets and Open Spaces Project Delivery Team and will have minimal impact on other departments. The end product will be maintained as part of the existing maintenance regime for this area and will not impact on existing resource allocations. The artist brief will specify the requirement for robust artworks with minimal maintenance.

The project has been developed to date in consultation with the ward Councillors, City Council Officers and the County Council's Highway's team.

- **Issue 1 – Elements of the route cannot be implemented until the new routes through the Southern Fringe developments are agreed and designed.**
- **Issue 2 – Ensure close liaison with the County Council to ensure any proposals located within the highway can be supported. A member of the Highways team will join a project steering group to deliver the project.**

Consultation undertaken:

- Public - Trumpington Residents Association, Trumpington Local History Group, Hobson's Conduit Trustees,
- Members – Ward Councillors
- Further in depth consultation will be undertaken through the project

2.4 Summarise key risks associated with the project

The project aims to encourage walking and cycling rather than journeys by car. It aims to encourage leisure activity and wellbeing and also reinforce the identity of the village of Trumpington, which is at risk of being eroded through the impact of new development.

New neighbourhoods could be disjointed from Trumpington and the wider City if this project does not happen.

A robust procurement strategy for commissioning the artist is required in order to ensure that an experienced and appropriate artist undertakes the project.

One off vandalism, which will be dealt with on a case-by-case basis.

Delays to the project could lead to a lack of funding because the artist must be contracted by November 4th 2012 or a developer contribution from the Meadowcroft Hotel; Trumpington will have to be returned.

2.5 Financial implications

- a. Appraisal prepared on the following price base: 2012/13
- b. Specific grant funding conditions are: None
- c. Other comments

The budget for the project is £107,446. £25,000 is funded through a provision of public art condition related to the Addenbrooke's Access Road and £82,446 is to be funded via Public Art Developer Contributions.

Insurance costs have no implications for the project due to the nature of the project, which will comprise of a number of small embedded artworks.

The project complies with the Planning Obligations Strategy and Public Art SPG, under which they were secured.

2.6 Capital & Revenue costs

(a) Capital	£	Comments
Commission costs	96,700	Artist Fee, Community engagement, app development, permissions, materials, fabrication and installation costs
Professional / Consultants fees	10,746	Project management costs
IT Hardware/Software		
Other capital expenditure		
Total Capital Cost	107,446	

(b) Revenue	£	Comments
Maintenance		
R&R Contribution		
Developer Contributions		See Appendix B
Planning Condition		
Total Revenue Cost		

2.7 VAT implications

There are no VAT Implications associated with undertaking this project.

2.8 Environmental Implications

Climate Change impact	
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The proposal will have a medium positive Climate Change impact.

The proposal aims to encourage walking and cycling. This will encourage residents to reduce their level of car use.

2.9 Other implications

- This commission will reach out to all sections of the community and will be designed in consultation with the community.
 - The project aims to create routes, which are regularly used and enhance safety
 - All proposals will be accessible to all and be developed to ensure they are inclusive

An Equality Impact Assessment (EqIA) will be prepared for this project.

2.10 Staff required to deliver the project

The Public Art Officer will lead on the project and be supported with project management by the Streets and Open Spaces Project Delivery Team. The internal fees associated with these resources will be funded by the scheme budget and are included in the capital cost of the scheme in section 2.6 above.

Skills required / internal or external	Estimated number of hours	Proposed Timescale	
		Start date	Finish date
Project coordination and management <i>(internal)</i>	350	01/08/12	01/12/15
Legal Services <i>(internal)</i>	15	01/08/12	01/12/15
Commissioned artist	As required	01/11/12	01/12/15

2.11 Dependency on other work or projects

2.12 Background Papers

List any background papers used in the preparation of this project appraisal.

- The Public Art Supplementary Planning Document
<http://www.cambridge.gov.uk/public/docs/Public%20Art%20Supplementary%20Planning%20Document.pdf>Document 2
- The Arts Strategy
<http://www.cambridge.gov.uk/ccm/content/leisure-and-entertainment/arts-strategy.en>

2.13 Inspection of papers

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Date prepared:	May 17 th 2012

Capital Project Appraisal - Capital costs & funding - Profiling

Appendix A

DOUBLE CLICK TO ACTIVATE THE SPREADSHEET
Make sure year headings match start date ...

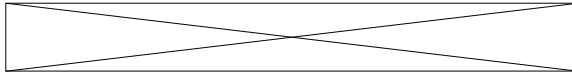
	2012/13	2013/14	2014/15	2015/16	2016/17	Comments
	£	£	£	£	£	
Capital Costs						
Commissioned Artist		53,775	17,925			
Purchase of vehicles, plant & equipment						
Professional / Consultants fees						
Other capital expenditure:						
Internal Fees	4,000	2,000	4,746			
Total Capital cost	4,000	53,775	22,671	0	0	
Capital Income / Funding						
Government Grant						
Developer Contributions						(See Appendix B)
R&R funding						
Earmarked Funds						
Existing capital programme funding						
Revenue contributions						
Planning Condition		18,750	6,250			
Total Income	0	18,750	6,250	0	0	
Net Capital Bid	4,000	35,025	16,421	0	0	Must agree to 1.2 above

Appendix B

Developer Contributions could comprise of the following.

Developer Contribution Cost Centre	Planning Reference	Contribution Type (Formal Open Space, Informal Open Space etc)	Address	Amount (£)
35488	04/0894/FP	Public Art	Meadowcroft Hotel, Trumpington	£28,815.17
35830	05/0777/FUL	Public Art	Addenbrooke's Hospital	£53,153
35627	06/1298/Ful	Public Art	Rear Of 124-154 Wulfstan Way	£381.14
?	04/0186/FP	Public Art	18 Long Road, Cambridge	£52.00
35773	05/1333/OUT	Public Art	21/21A Queen Ediths Way	£15.00
35591	05/1345/FUL	Public Art	Whitlocks, High Street, Trumpington	£29.94
Total				82,446.25

Appendix C – Examples of Wayfinding and Identity Public Art Projects



Strange Cargo developed a project called Other People's Photographs and which celebrates the networks that create our communities, and what it means to share public space emotionally and physically. Memory and context transform it from simply an open space to a shared place. <http://www.strangecargo.org.uk/portfolio/public-art-people/other-peoples-photographs/other-peoples-photographs-explained/>



Kings Hill – Wayfinding Commission. Kings Hill is a new development site embedded on the former site of RAF West Malling. A Lead Artist developed a project in collaboration with a text artist/poet who drew out found stories and recollections about the historic past of the site.

