



To: Executive Councillor for City Centre and Public Places: Cllr Carina O'Reilly
Report by: Andrew Preston, Project Delivery and Environment Manager
Relevant scrutiny committee: Community Services Scrutiny Committee 15/01/2015
Wards affected: Market

CAMBRIDGE RULES PUBLIC ART COMMISSION – CONCEPT APPROVAL Not a Key Decision

1.0 Executive summary

1.1 This report requests the approval of one of four artist concept proposals, which were submitted in response to a public artwork commission. The aim of the commission is to celebrate the development of the code of football rules first drawn up by Cambridge University in 1848 ('Cambridge Rules') and to acknowledge their role in shaping the establishment of the modern day rules of Association Football now played world-wide. The four artist concept proposals under-went extensive public consultation and formal quality assessment. The results of this consultation and assessment are included in the report and have informed the selection of the concept recommended for approval. The approved budget for this commission is £115,000, funded by Public Art Developer Contributions.

2.0 Recommendations

The Executive Councillor is recommended:

To approve the detailed design and implementation of the Neville Gabie and Alan Ward concept – 'Written in stone, interpreted worldwide – brought back to Cambridge'

3.0 Background

- 3.1 The 'Cambridge Rules' were a code of football rules first drawn up at Cambridge University in 1848. The creators sought to formulate a game that was acceptable to students who had played various codes of public school football, each with different rules. The Cambridge Rules are notable for allowing goal kicks, throw-ins, and forward passes and for preventing running whilst holding the ball. These rules were very influential in the creation of the modern Rules of Association Football, drawn up in London by The Football Association in 1863.
- 3.2 In 2013, it was the 150th anniversary of the Football Association Rules and a project appraisal was approved at Environment Scrutiny Committee on 8th October 2013, to undertake a public art commission for an artist to develop a proposal for an artwork, which celebrates the 'Cambridge Rules' and acknowledges the important role that these Rules played in establishing the Football Association Rules in 1863.
- 3.3 The commission must also signify the importance of Parker's Piece as the birth place of football, not only within the City of Cambridge, but both nationally and internationally. In order for the artwork to commemorate Parker's Piece as a part of the story of the Cambridge Rules it requires to be located within the Piece itself, which is within the Central Conservation Area. The Council is aware of the sensitive context and issues regarding locating a work within this much loved space. The 2001 Parker's Piece Conservation Plan notes 'the Piece's strong connection to football and knowledge of this connection could be lost if it is not shared or marked in some way, diminishing the social history associated with Parker's Piece.' The Plan supports connections to the Cambridge Rules to be commemorated and celebrated in an appropriate way without compromising the essential character of Parker's Piece.
- 3.4 The artwork is proposed to be located in the south east corner of Parker's Piece, at the main crossing of Parkside, East Road, Gonville Place and Mill Road (Swimming Pool and Fire Station corner).
- 3.5 Following a formal short listing process, four internationally recognised artists were invited to develop initial concepts for the artwork, in accordance with the approved brief and commissioning strategy.
- 3.6 It is worth noting that the proposals are at the concept design stage, and further detailed design development will take place prior to the project beginning and a planning application being submitted. The

detailed design will be developed by the artists with input from Council officers.

4.0 Consultation

4.1 The public were invited to provide comment on the four concept proposals produced by the artists. The consultation was open between 10th November and 5th December 2014. The Council promoted the consultation via a news release and by using social media.

4.2 Detailed information about each concept was available throughout this period on the City Council website, with the ability to submit responses electronically. Paper copies of a consultation leaflet were also made available at the exhibitions, which were also held at the Guildhall from 10th November to 24th November; and in the Grand Arcade on 24th November. The latter was attended throughout the day by Council officers.

4.3 The project generated a large article in the Cambridge News and coverage of the Grand Arcade exhibition by BBC Radio Cambridgeshire over two days.

4.4 The Council received a total of 187 submitted responses during the consultation period. Council officers also spoke with approximately 100 members of the public during the exhibition held in the Grand Arcade.

4.5 The number of submitted formal consultation responses that illustrated support for each artwork can be summarised as follows:

- Neville Gabie & Alan Ward 'Written in Stone' **69**
- Kenny Hunter 'Black Apollo'.....**42**
- Nayan Kulkarni 'Team Goal'..... **31**
- Mark Titchner 'Before the line there was nothing'... **14**

4.6 The Council also has a voluntary Public Art Panel, which provides independent advice on public art proposals, to assist it in the decision making process with regard to the quality of public art proposals. On 9th September, all four artists presented their concept proposals to the Panel, who had the opportunity to ask questions. The Panel met again on 14th October to further discuss the proposals.

4.7 For further details on the commissioning process, including outlines of the four shortlisted concepts and the results of the public consultation

and Public Art Panel inputs, please refer to the Commissioning and Consultation report in Appendix 1.

5.0 Formal Quality Assessment

5.1 In accordance with the Council's procurement policy, all public artwork commissions are subject to formal quality assessments, which are completed by Council officers.

5.2 As this commission has a fixed budget within which the artists must deliver their artwork, 100% of the assessment is based on quality.

5.3 The artist brief (included within the information in Appendix 1 of this report), provided each of the four shortlisted artists with the four key areas of quality assessment;

- Understanding of the brief/ability to deliver its requirements (45%)
- Artistic practice and quality (45%)
- Managing risk (5%)
- Communication (5%)

5.4 A summary of the formal quality assessment of each proposal, based on these criteria, can be found in the Commissioning and Consultation report in Appendix 1.

6.0 Indicative Development Programme for Recommended Concept

6.1 The concept recommended for approval was submitted by Neville Gabie and Alan Ward. The artists summarise the project, as follows:

'What began as a simple set of rules for a game played on a patch of ground in Cambridge has grown into a worldwide phenomenon embraced by diverse cultures around the world. Our project sets out to celebrate this vast international community and how it in turn enriches our own lives and cultural understanding.'

A large granite block of stone will be inscribed with the rules in numerous languages, through local community engagement, and then be cut into 9 equal pieces. The central piece will stay on Parker's Piece, the other eight will be sent as 'gifts' to worldwide locations tracing pioneering stories where football took root.

In exchange, on an interactive website, we will be inviting that global audience to share with us through photography, video and audio, their own experiences of where they play; the goalposts, pitches, spectators' benches and other details including reading the rules in as many different languages as possible – creating a worldwide visibility for the original rules and Parker's Piece. This material will then be used as the basis for a multimedia outdoor exhibition on Parker's Piece celebrating this world heritage with its roots in Cambridge.'

- 6.2 As the recommended concept is predominantly process led, rather than solely the delivery of a physical piece of artwork, the proposed development programme is significantly longer than for the other three physical artwork concepts. A breakdown of the proposed development timetable and associated key activities is included below:

January 2015 – end April 2015

- Establish a working relationship with the British Council
- Explore the possibility of working with the support of FIFA - Neville Gabie has previously exhibited his work at FIFA Headquarters in Switzerland by invitation
- Make contact with and establish links within Cambridge to schools, the University, sports clubs, Cambridge United FC, and other interest groups
- Research suitable website technology to allow the online aspirations of the project to be realised
- Finalise and agree the critical pathway for delivery

May – end July 2015

- Develop texts and other graphic imagery for the stones working with local Cambridge groups
- Build, test and launch the website
- Begin collecting web based material and populating the website
- Continue work with the British Council and begin to define the eight stories / countries where the stones will be sent
- Develop links with Shipping Company
- Research and finalise arrangements with the stone quarry
- Finalise graphics for the stones and apply for planning permission (UK and overseas).

August – end September 2015

- Manufacture and cut the stone including graphics ready for export
- Finalise the eight overseas partners

- Continue collecting web based audio and imagery – tell the stories behind the eight stones

October 2015 – April 2016

- Export the eight stones
- Collect material from the eight partner locations
- Continue to develop and upload web based material, including the stones' journeys
- Begin planning for the project publication
- Begin developing plans for the temporary installation on Parker's Piece

May – end July 2016

- Finalise plans for the temporary installation on Parker's Piece
- Prepare site on Parker's Piece for the installation of the permanent artwork
- Finalise and print the project publication

End September / October 2016

- The unveiling of the permanent work on Parker's Piece as part of a large scale public event to include video projections, audio installations, a large scale temporary photographic work and the
- Launch of the project publication.
- Document whole event and upload to website

7.0 Implications

a) Financial

This project is 100% funded by Public Art Developer Contributions, which have been secured specifically for the delivery of public art projects in accordance with the City Council's Public Art Policy. The resulting permanent physical artwork is expected to have minimal ongoing maintenance requirements and so limited implications on existing revenue budgets.

b) Staffing

The artist contract will require the management and delivery of the project within the agreed commission value. Officer support costs are also incorporated within the overall project budget, to provide minimal support to the artist from development through to completion of the artwork project.

c) Equality and Poverty

An equalities impact assessment will be carried out, following the detailed design stage of the project, which will be as inclusive a design as possible.

(d) Environmental

The brief already highlights the sensitivity of the environment of Parker's Piece and the proposed artwork reflects this requirement and will continue to give close consideration to this throughout the detailed design phase. This will be formally assessed as part of the required planning application determination.

(e) Procurement

The artists will be contracted to deliver their concept in accordance with development programme as outlined in section 6 above.

(f) Consultation and communication

Communication of the development of this project will continue through the delivery phase. The selected artwork concept incorporates a significant level of community engagement, both locally and internationally.

(g) Community safety

The detailed design phase will ensure that no community safety issues arise.

8.0 Background Papers

Environment Scrutiny Committee Project Appraisal Report
8th October 2013.

9.0 Appendices

Appendix 1 – Cambridge Rules Artwork Commission –
Commissioning and Consultation Report.

10 Inspection of Papers

To inspect the background papers or if you have a query on the report please contact:

Author's Name: Andrew Preston

Author's Phone No.: 01223 458234
Author's Email: andrew.preston@cambridge.gov.uk