

University Arms Hotel Delivery Plan



October 2015

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Executive summary

This Delivery Plan relates to the application for Public Art at the University Arms Hotel. It is submitted to satisfy the requirements of the s106 agreement. The developer [CUA Property Ltd] of the University Arms Hotel has reviewed and reconsidered the proposed approach to the expenditure of their public art contribution in relation to the redevelopment of the University Arts Hotel.

This project will seek to celebrate the fascinating history of the University Arm Hotel and its important relationship with Parker's Piece and the local community including the local schools. The Hotel has is an important landmark on the route into the city centre. The arts activities related to the redevelopment of the Hotel will result in a programme of high quality artist-led creative engagement and participatory work with local communities which tells the story of the site and celebrates its locality.

It is proposed that an arts group is appointed to develop and deliver a programme of activities with local schools and communities. It is anticipated that the artist appointment will be made during early 2016 to allow this programme to function over the life of the development period leading to a final event / performance linked to the opening of the hotel. Early development of the proposed art programme involved consultation with the Hotel's branding consultants Made Thought. This has allowed the Art Consultant to have some involvement in the discussions about the hoardings, their design and the possible use of them in relation to the outcomes of the artist's work. Made Thought have now concluded their work.

The priority of the art programme is to utilise the area of Parker's Piece immediately adjacent to the Hotel and where possible use the hoardings as a backdrop for the public art programme. Made thought have included windows within the hoarding for use by the artists to promote and raise awareness of their work.

The form of the engagement programme will be developed in collaboration between the appointed artist, InSite Arts and a local based curator, who will be appointed to work with the artists on a day to day basis.

The programme must seek ways to engage and involve as wide a community as possible with activities events on Parkers Piece over the duration of the arts programme would be encouraged.

The Programme will run from Spring 2016 to August 2017

The Section 106 allocation to the UAH Art Programme will be £152,000 with £83,000 of the S106 Contribution commuted to CCC.

1. Summary of the history of the site.

The University Arms Hotel is bounded by Regent Street to the west, Park Terrace to the north and Parkers Piece to the south and east. The Jack Hobbs Pavilion is sited to the northeast of the hotel. The University Arms was originally a coaching inn and has operated continuously as a hotel since it opened. The 1830s villa, which formed the original hotel, in the southwest corner of the site was demolished in the 1960s. However, the nineteenth century and 1920s and 1930s gault brick, neo-classical style extensions along Parker's Piece remain. The Regent Street side of the hotel was rebuilt in the 1960s in brown brick with a discordant jagged facade. The Park Terrace elevation is a composite facade which dates predominantly from the 1960s and 1970s.

The hotel is in an important location on one of the main approach roads to the city centre. It is situated at the point where the scale of the buildings begins to change, with smaller scale buildings to the south and larger scale buildings to the north. The current one-way traffic system gives further prominence to the hotel as most vehicles cannot go north of the hotel into the city but have to turn into Park Terrace and several bus routes also turn at the hotel.

In medieval times, the area known today as Parker's Piece was part of Middle Field. Trinity College sold the land to the Cambridge Corporation in 1612 and the land was used as pasture. The area where Park Terrace now stands, to the west of Parker's Piece, was built on what had been the Nuns' Garden, laid out by the nuns of St Radegund and which came to Jesus College when it was founded on the site of what by the end of the fifteenth century was the derelict nunnery. The site of the University Arms Hotel was not part of Parker's Piece but owned by Jesus College. The area around Parker's Piece began to develop in the early nineteenth century.

The University Arms opened in 1834 as a newly built hotel run by William Bird. At this time, the hotel was an elegant three storey building with basement below and an attic storey with dormers above. The street facade was three bays wide with an entrance portico and bay windows on the ground floor. The building along Parker's Piece was seven bays long whilst to the northwest was an enclosed yard with stabling and outbuildings. A successful coaching inn and hotel, the University Arms was extended repeatedly in the late 19th and early twentieth centuries. In the 1920s and 1930s, the stabling was replaced was covered and a new entrance built. In the 1960s, the original Georgian building was knocked down and a modern edifice erected across the Regent Street frontage with car parking on the ground floor and accommodation above. Further alterations were carried out in the 1970s on the Park Terrace side of the hotel. For more information on the history of the hotel's development, see the *Heritage Statement* submitted with the original planning application (LPA Ref. 13/1087/FULL).

2. The temporary art programme

InSite Arts have been appointed to develop the approach and Delivery Plan for the University Arms Hotel temporary art programme. The Delivery Plan has been developed in consultation with the client team and their Branding Consultants, Made Thought, and officers from Cambridge City Council who will be a significant partner

in the evolution and interface between the temporary arts activities and the hotel during construction and the community. This is an important relationship that will underpin the outcomes of the temporary programme. The success of the project will be through the skills of exceptional artists to work with diverse communities and interpret these processes into high quality work that further animate the front facing presence of the hotel during construction, potentially the hoarding or building itself and significantly activities and event on Parkers Pieces.

The Key Principles for the arts at the UAH are to:

- engage creatively with local communities and schools through the construction period of the hotel;
- explore the history of the hotel site and its significance within the wider area of Parker's Piece; and
- develop a range of projects that using a diversity of media that offers access to a wider range of people and groups to be able to participate.

3. Rationale for a temporary art project.

Carried out with creativity and supported by good management and documentation it is without doubt that temporary projects can stay in the collective memory of those people who participate, or become an audience for the work. Temporary means embracing the potential of the ephemeral, the challenging, and frees up the potential art forms and media an artist can work with. Using these potential art forms and media, the artist can also explore different mechanisms for reaching out to the local people and uses of Parker's Piece.

It is clear from the plans and elevations of the new refurbished and extended hotel that the physical presence on the site affords little opportunity for artwork that is integrated into the fabric of the building, or that can be sited in a meaningful way within the demise of the building.

The significance of the hotel on Regent Street and in relation to Parker's Piece offers the developer an opportunity to explore this fact in a way that allows local communities, children, students, local business, sports clubs (football and cricket clubs which use Parker's Piece) as well as specialist interest groups to play a part in the arts project.

There are few locations in the City that can afford an artist such a rich and diverse set of people and groups to work with and a temporary programme will allow a meaningful dialogue to emerge over a period of time. The temporary structures that will encase the hotel, before it is revealed in its refurbished form, offer an exciting, challenging and intriguing back drop for the artists work and could support a range of art forms, from text, photography, light film, and illustration..

4. The Approach

The art programme will be delivered through a series of arts-led events and happenings, which will be developed by the appointed artist/group. It is anticipated that the artist(s) will have a strong geographical relationship with the City or can

demonstrate that they can invest appropriate time in the City to build robust and meaningful relationships with local groups and organisations.

It is anticipated that the appointed artists will become an important signifier, and easily recognisable, as part of the Hotel development. This artist/group will operate creatively in identifying groups and individuals to work with and should seek to, through their work, establish a creative community with a passion for Parker's Piece and, particularly, the hotel site.

The history of the site and the building itself is rich with tales and with remarkable characters which will be a valuable reference point for the development of this artist engagement programme. Further information about the history of the site and the evolution of the building is outlined in some detail within the conservation / heritage reports submitted with the original planning application (LPA ref. 13/1087/FULL and 14/0897/s73). Whilst the artist/group will carry out their own research, this resource will be made available to them to assist in the creation of a meaningful programme of work.

Whilst at the heart of this project is a creative process of engagement, the outcomes that will be realised at Parkers Pieces or on the temporary elevations of the hotel will be conceived and created by the artist/group. The work will be inspired and informed by the engagement work with the various groups.

At this stage it is neither possible nor appropriate to define the artwork of the appointed artist/group as the outcomes will be varied. The creative engagement processes may include; workshops, events, parties, meals, sports matches and other happenings.

5. Outcomes

It is anticipated that there will be a range of outputs:

- A final event to capture the work of the project;
- Interim activities with local schools or community venues away from Parkers Pieces that will be documented and shared with communities to encourage engagement with the programme;
- Visual imagery and narrative that may contribute to the animation of the hoardings around the site; and
- Activities that may take place adjacent to the site to raise dialogue about the project and the hotel

6. Publication / web site / app

The documentation and distribution of the outcomes of this work is an important part of the project. A small publication will be produced that captures the history of the site. The publication will be discrete and designed in such a way that it can be distributed to interested parties but will be available within the hotel, reception and / or rooms. A website has already been developed for the University Arms Hotel and it is the intention that an arts page will be integrated which and this will share

information about the project and the hotel itself. The appointed artists will contribute to the develop ideas on how the outcomes of the work will be disseminated.

<http://www.newuniversityarms.com/>

7. The audience and participants?

The significance of the University Arms Hotel for users of Parker's Piece, for local residents, as well as for people coming into the City from the railway station, is clear from the sites long and established history as a hotel or inn welcoming travellers.

Local schools and amenities such as the swimming pool and local food and retail outlets quickly demonstrate the potential for this project to engage with a diversity of people in Cambridge. Students from local colleges could play a part, however this project is about the people of Cambridge in its broadest sense. Aspirations must be clearly established and the appointed artist will work with the curatorial team, InSite Arts, to establish a clear rationale for the project partners.

It is the intention that InSite Arts will carry out consultant with potential project partners and communities in advance of the artist appointment to hear about experiences and aspirations which will inform the development of the artist's brief.

The appointed artist will be given a period of research and development time to establish links and partnerships with individuals and organisation in the immediate area but in the first instance will be talking to the immediate neighbours to the site which will include:

1. Parkside School
2. YMCA, Police
3. Fire Service
4. Park Terrace residents
5. Queen Anne Terrace Car Park
6. the Swimming Pool and Pavilion
7. NCI Cricket Club

With the support of the City Council officers it is the intention that the art consultant and the artist will also engage in dialogue with key Councillors and specialist interest groups such as Cambridge Past Present and Future, Save Our Spaces and the Friends of Kite group.

8. The Artist Selection

The artist will be selected as a result of their track record of working with people and on the basis of their past work. The artist/group will be appointed through a competitive interview process. The aspirations for the role are such that a genuine commitment to working with communities is vital. We expect to select an artist/group that has exceptional social skills as well as a high quality artistic practice.

The shortlist created for interview would, therefore, be developed by the Art Consultant, InSite Arts and local curator. The art team will research widely for these artists and the appointment will be based on the criteria outlined.

Criteria

- A established reputation in socially engaged practice;
- Creativity in reaching groups and individuals in the development of their work;
- A willingness to invest time in a consistent way into the project; and
- A quality of artistic practice appropriate for the public facing aspect of the commission.

The Artist brief

The full artist brief will be prepared following approval from the planning department. The brief will be prepared by InSite Arts with the local curator. It will, however, reflect the content of this delivery plan but will further develop after consultant with local stakeholders

9. Management and Steering Group

Due to the significance of the Hotel and its siting on Parker's Piece the ongoing consultation and partnerships with the City and it's communities is important. It is proposed that a small steering group is established to oversee the brief development, artist appointment and to oversee the development of the art programme.

Steering Group Membership

1. Client Representative x 2
2. Architect representative
3. Ward Councillor / representative from CCC
4. InSite Arts and Curator
5. Other to be confirmed

10. Programme (see appendix 1)

Key Actions and Dates

1. InSite Arts appointed October 2015
2. Consultation with local stakeholders and communities – InSite Arts November 2015
3. Development of brief and longlist development December 2015
4. Artist Appointment January 2015
5. Artist Research and Development Period January – March 2015
6. Commencement of Project
7. Final Event August 2017
- 8.

10. Budget		
UAH Hotel		
Temporary Programme Budget Breakdown		
Community Engagement activities		
Artist Community Engagement Fees		
2016		£10,000
2017		£20,000
Community Engagement Workshop and Materials costs		
2016		£8,000
2017		£10,000
Capital costs for any hoarding or structural work on Parkers Pieces		£50,000
final event performance / all development, documentation and production		£10,000
Total Community Engagement Budget		£106,000
Publication and app		
management of production/editorial		£3,000
production costs		£6,000
images and licenses		£1,000
app design - estimate		£5,000
Total Publication / app		£15,000
Curatorial / Project Management (InSite Arts and locally based curator)		
Artist appointment		
artist brief		
artist appointment		
partnership building		
Year one Community engagement		
overseeing community engagement work		
reporting		
curatorial review and development of year two community engagement activities		
Year Two Community Engagement		
ongoing community engagement work		
overseeing design and integration of work into hoardings		
prep and management of final event linked to opening		
Total Management Fees		£31,000
Total Project Budget		£152,000
106 contribution		£235,000
proposed some for community engagement activities		£152,000
Commuted sum		£83,000