

## Project Appraisal and Scrutiny Committee Recommendation

<b>Project Name</b>	Community Olympic Public Art Commission
<b>Committee</b>	Community Services Committee
<b>Portfolio</b>	Arts, Sport and Public Places
<b>Committee Date</b>	13 <sup>th</sup> October 2011
<b>Executive Councillor</b>	Cllr Rod Cantrill
<b>Lead Officer</b>	Nadine Black

### Recommendation/s

#### Financial recommendations –

- The Executive Councillor is asked to recommend this capital scheme for approval by Council, subject to resources being available to fund the capital and revenue costs associated with the Scheme. The total capital cost of the project is £129,000, and it is proposed that £99,000 be funded from Developer Contributions and £30,000 made available from the Big Weekend 2012 budget to support the project.
- There are no 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 Community Olympic commission.
- If the quotation or tender sum exceeds the estimated contract value by more than 15% the permission of the Executive Councillor and Director of Finance will be sought prior to proceeding.

## 1 Summary

### 1.1 The project

The project, is for a public art commission, which is inspired by the 'Olympic Mission' of equality, diversity, peace and the promotion of a healthy environment to aid the integration of new residents within existing communities and to influence the identity, cohesiveness and social dynamics of those communities. The project will take place in four communities of Cambridge, culminating in an 'event', where all four communities are brought together on Parker's Piece within a

common cause. The 'event' will coincide with the arrival of the Olympic Torch relay, which passes through Cambridge in July 2012.

Target Start date	<b>November 2011</b>
Target completion date	<b>July 2012</b>

## 1.2 The Cost

Capital Cost Funded from:

Funding:	Amount:	Details:
Developer Contributions	<b>£99,000</b>	<b><i>See Appendix B</i></b>
Other	<b>£30,000</b>	<b><i>Contribution from the 'Big Weekend budget'</i></b>
<b>TOTAL</b>	<b>£129,000</b>	

Revenue Cost

Year 1	£0
Ongoing	£0

## 1.3 The Procurement

This commission will require a specialist artist group/arts organisation to be appointed in order to develop it and deliver it to the quality that we aspire to. The project is very unusual given the level of community interaction required, whilst in parallel developing/ delivering the 'event' element. It was anticipated there to be a very limited number of suitable competent organisations with the necessary expertise/ specialist skills able to fulfil the requirements of this commission in the time and to the quality required. The Council has undertaken research into the market, which included internet research and contact with external professional organisations including the Arts Council. This has confirmed that there are indeed a very limited number of

suitable candidates in the market. Therefore, the Procurement Strategy is to approach the identified four organisations with demonstrated expertise to Tender for the project. It is not proposed to advertise this project as part of the procurement process, as we are confident the limited number of organisations in the market have already been identified.

As the Contract Procedure Rules require projects over £75,000 to be advertised, a waiver from that requirement will be sought. Subject to that waiver this Strategy is in accordance with City Council procurement rules,

## **2 Capital Project Appraisal & Procurement Report**

### **2.1 What is the project?**

Olympism is a life philosophy, which draws together sport, culture and education. This philosophy is an essential element of the Olympic Movement and the celebration of the Games. Olympism is constructed around three core values: excellence, friendship and respect. The International Olympic Committee (IOC) has a Mission for equality, diversity, peace and the promotion of a healthy environment.

The project is inspired by the Olympic Mission to address the integration of new residents within existing communities and to influence the social dynamics of those communities. Artists will be commissioned to use the three core values of Olympism to explore the notions of equality, diversity, peace and the promotion of a healthy environment in four communities of Cambridge. These notions will be explored in relationship to each community, culminating in an 'Event' (which is Cambridge's community mission statement and in essence a 'Mission Complete event') where all four communities are brought together on Parker's Piece to demonstrate the spirit of the IOC Mission is alive and well in Cambridge. This will provide a citywide profile and legacy for the project built upon the principles of Olympism celebrates community. The 'event' will coincide with the arrival of the Olympic Torch relay, which passes through Cambridge in July 2012. A celebration of community, the Olympic Values, and the Olympics.

The artists will be briefed to develop their ideas for the project to ensure it genuinely engages with residents and contributes to community building, social cohesion, promote social engagement and well-being within each community. The artists will also be asked to explore the potential for documenting the project using media such as film or photography, which will form part of the 'event' on Parkers Piece. They will also be asked to explore the potential of an additional legacy of continuum, perhaps to inspire and create confidence within communities, to be able to repeat and develop the concept of community project working (leading to more groups, societies, arts activities delivered by the community).

The final 'event' element will be developed as an integral part of the project and must first and foremost benefit those communities who have been involved in the project. It must celebrate the community of Cambridge and respond to the aims, objectives and themes set out. However, with the inclusion of additional funding from Arts and Recreation, the scale and ambition of the event can be raised to provide a more significant experience for those who have been involved and a 'spectacle' for all those people who will attend the Torch Relay or the Big Weekend. Community must be at the heart of this 'spectacle'.

This project will be Cambridge's Olympic legacy to the communities of Cambridge and the legacy of the public art commission – 'Mission Complete'. It will promote these ideals through culture and contemporary art. Culture is regarded as the second dimension of Olympism, alongside sport.

The project aims to create works that help to re-establish local identity and sense of place and by an artist-led project, which aids community building and social cohesion. Therefore it complies with the City Council's Public Art Supplementary Planning Document. It aims to deliver the Vision in the Cambridge Arts Strategy to engage and enable local communities and will deliver on the priorities set out in the Cambridge 2012 Olympic Plan.

## 2.2 What are the aims & objectives of the project?

This project will contribute to achieving the following Council Visions:

- **VISION: A city which is diverse and tolerant, values activities which bring people together and where everyone feels they have a stake in the community**
  - engaged communities willing to participate in shaping their local neighbourhoods
  - recognise and raise awareness of the importance of the local community and encourage people to engage with each other
  
- **VISION: A city whose citizens feel they can influence public decision making and are equally keen to pursue individual and community initiatives**
  - aid community building
  - enhance the sense of belonging by residents to their local neighbourhoods and the wider city of Cambridge
  - enhance Cambridge's sense of place
  - celebrate the city's cultural diversity & bring as many disparate communities together in a unified event.
  - inspire and involve children, young people and families whether as a participant or spectator
  - a community confident, inspired and able to repeat or develop the concept of community project working (leading to more groups, societies, arts activities delivered by the community)

## 2.3 Summarise the major issues for stakeholders & other departments

The commission will be managed by the Streets and Open Spaces Project Delivery team but with officers from Arts and Recreation (Events) and Community Development (CHYPPS) being part of the wider project team.

The 'Event' element of the project will be incorporated into the Big Weekend and Torch Relay celebrations and will

therefore fit into the work programme of officers from Arts and Recreation.

The Community Development team will have a key role in identifying community groups and by providing key contacts.

The main issue for the project is to ensure a specialist and experienced artists/arts organisation are appointed to develop and deliver the project in the short timeframe and who have experience of directly engaging with communities.

High quality Project Management will be key to the delivery of this project to ensure that the project remains on programme for the day of the Olympics opening ceremony.

## **2.4 Summarise key risks associated with the project**

Without the project the City Council will miss the opportunity to use the London 2012 Olympics to inspire communities to engage with each other and celebrate their diversity and no legacy to this once in a lifetime opportunity.

Specialist and experienced artists/arts organisations in this type of project are crucial for the delivery of this project.

The project must be delivered in time for the opening day of the 2012 Olympics, all risks must be monitored closely and the project closely managed to achieve this.

Due to the timetable, artist/artists ideally should be commissioned in 2011, in order to have the appropriate time to develop and implement the public participation element and then design and create the final artwork.

## **2.5 Financial implications**

- a. Appraisal prepared on the following price base: 2011/12

b. Specific grant funding conditions were:

None

c. Other comments

The total budget for the project is £129,000. The budget will cover all artist fees and material costs required to develop and deliver the projects in each of the four communities. Arts & Recreation will be incorporating a contribution of £30,000 into their Big Weekend 2012 budget to support the 'event' aspect of this project and the community celebrations for the Olympic Torch Relay. This will ensure that the outcome of the project enhances the event and creates a 'spectacle' for visitors that will ensure all those involved remember the moment that the Olympic Flame arrived in Cambridge.

## 2.6 Capital & Revenue costs

(see also Appendix A for spread across financial years)

<b>(a) Capital</b>	<b>£</b>	<b>Comments</b>
Commission	109,200	Includes £30k Big Weekend Budget contribution
Professional / Consultants fees	9,900	Internal project management fees.
10% Project contingency	9,900	
<b>Total Capital Cost</b>	<b>129,000</b>	

<b>(b) Revenue</b>	<b>£</b>	<b>Comments</b>
<b>Total Revenue Cost</b>		

**2.7 VAT implications**

There are no adverse VAT implications to this project.

**2.8 Environmental Implications**

The project will have a low positive Climate Change impact.

Aims of the project include, engaging communities willing to participate in shaping their local neighbourhoods; aid community building and enhance the sense of belonging by residents to their local neighbourhoods. If successful the project will encourage local residents to use their local centres.

**2.9 Other implications**

**Equal Opportunities**

The project is in a highly accessible location for all to view. Projects emanating from this commission will reach out to all sections of the community.

**Community Safety**

N/A

**2.10 Estimate of staffing resource required to deliver the project**

The Public Art Officer will lead on the project and be supported with project management by the SoS 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> )	250	01/11/11	31/07/12
Legal Services ( <i>internal</i> )	5	01/11/11	15/01/12
Artist Commission ( <i>external</i> )	350	15/01/12	31/07/12

## 2.11 Identify any dependencies upon other work or projects

None

## 2.12 Background Papers

The Public Art Supplementary Planning Document

<http://www.cambridge.gov.uk/public/docs/Public%20Art%20Supplementary%20Planning%20Document.pdf>

The Arts Strategy

<http://www.cambridge.gov.uk/ccm/content/leisure-and-entertainment/arts-strategy.en>

The Cambridge Olympic Action

Plan <http://www.cambridge.gov.uk/ccm/content/leisure-and-entertainment/sport-and-fitness/london-2012-olympics.en>

Olympic Mission

[http://www.olympic.org/Documents/Reports/EN/en\\_report\\_670.pdf](http://www.olympic.org/Documents/Reports/EN/en_report_670.pdf)

## 2.13 Inspection of papers

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## Capital Project Appraisal - Capital costs &amp; funding - Profiling

**Appendix A**

	2011/12	2012/13	2013/14	2014/15	Comments
	£	£	£	£	
<b>Capital Costs</b>					
Artist Commission	22,985	86,215			
Purchase of vehicles, plant & equipment					
Professional / Consultants fees	5,940	3,960			
10% Project Contingency		9,900			
<b>Total Capital cost</b>	<b>28,925</b>	<b>100,075</b>	<b>0</b>	<b>0</b>	
<b>Capital Income / Funding</b>					
Government Grant					
Developer Contributions	28,925	70,075			See Appendix B
R&R funding					
Earmarked Funds					
Existing capital programme funding					
Revenue contributions		30,000			Big Weekend 2012 Budget
<b>Total Income</b>	<b>28,925</b>	<b>100,075</b>	<b>0</b>	<b>0</b>	
<b>Net Capital Bid</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	

**Appendix B****SUMMMARY OF DEVELOPER CONTRIBUTIONS**

<b>Cost Centre</b>	<b>Planning Reference</b>	<b>Contribution Type</b>	<b>Address</b>	<b>Confirmed Use (Y/N)</b>	<b>Planning Officer Initials</b>	<b>Amount (£)</b>
35694	07/0751/FUL	Public Art	Rees Thomas School, Hawkins Road	Y	SD	3,000
35551	05/0225/FUL	Public Art	Black Pear Press	Y	SD	16,907
35763	07/0328/FUL	Public Art	Milton Road Primary School	Y	SD	22,593
35491	06/0242/FUL	Public Art	197, Huntingdon Road	Y	SD	7,500
35900	04/0186/FP	Public Art	18, Long Road	Y	SD	11,100
35591	05/1345/FUL	Public Art	Whitlocks	Y	SD	11,600
35352	05/0951/FUL	Public Art	148-160 Hills Rd	Y	SD	2,300
35818	05/1368/OUT	Public Art	80, Fulbourne rd	Y	SD	5,500
35642	06/1398/FUL	Public Art	TA Centre, Coldhams Lane	Y	SD	18,500
<b>TOTAL</b>						<b>99,000</b>