



Cambridge City

Football Ground

Redevelopment

Public Art

Delivery Plan

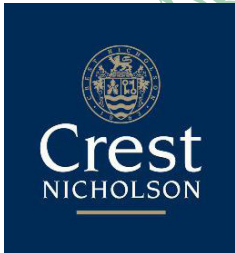
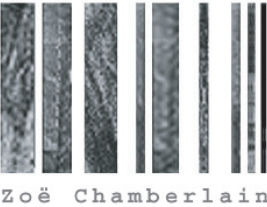
May 2014



'Crest Nicholson are excited to adopt the **kickstart** strategy presented and continue the engagement and commission of artists. The aspiration is to deliver a refined public art strategy which is dovetailed into the landscape and surrounding architecture, providing a coherent link to the heritage of the Cambridge City Football Club. It is hoped that the **kickstart** strategy will secure a lasting legacy, not only for the residents of the new development, but for the wider Cambridge community who have been involved in this project.'

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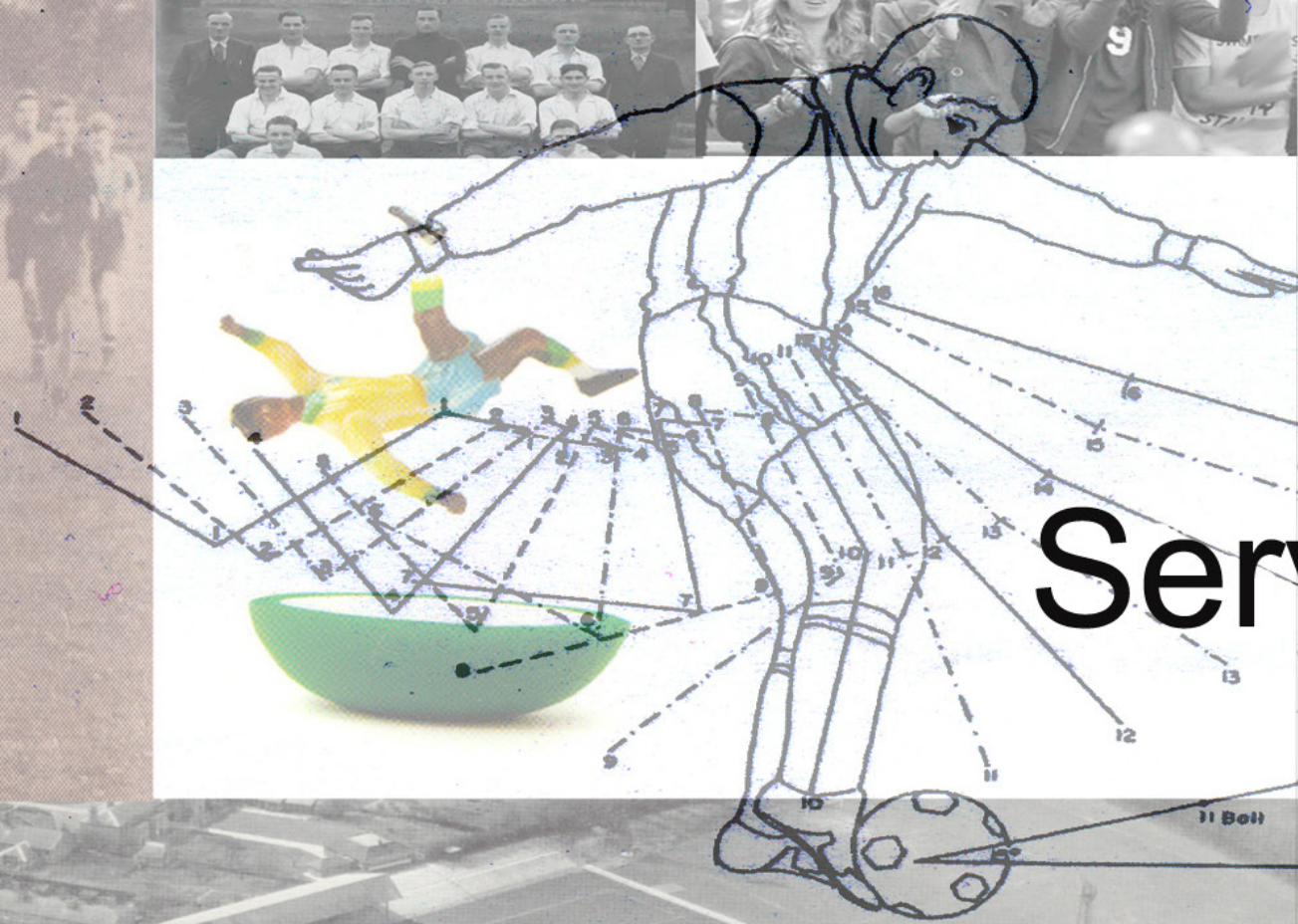
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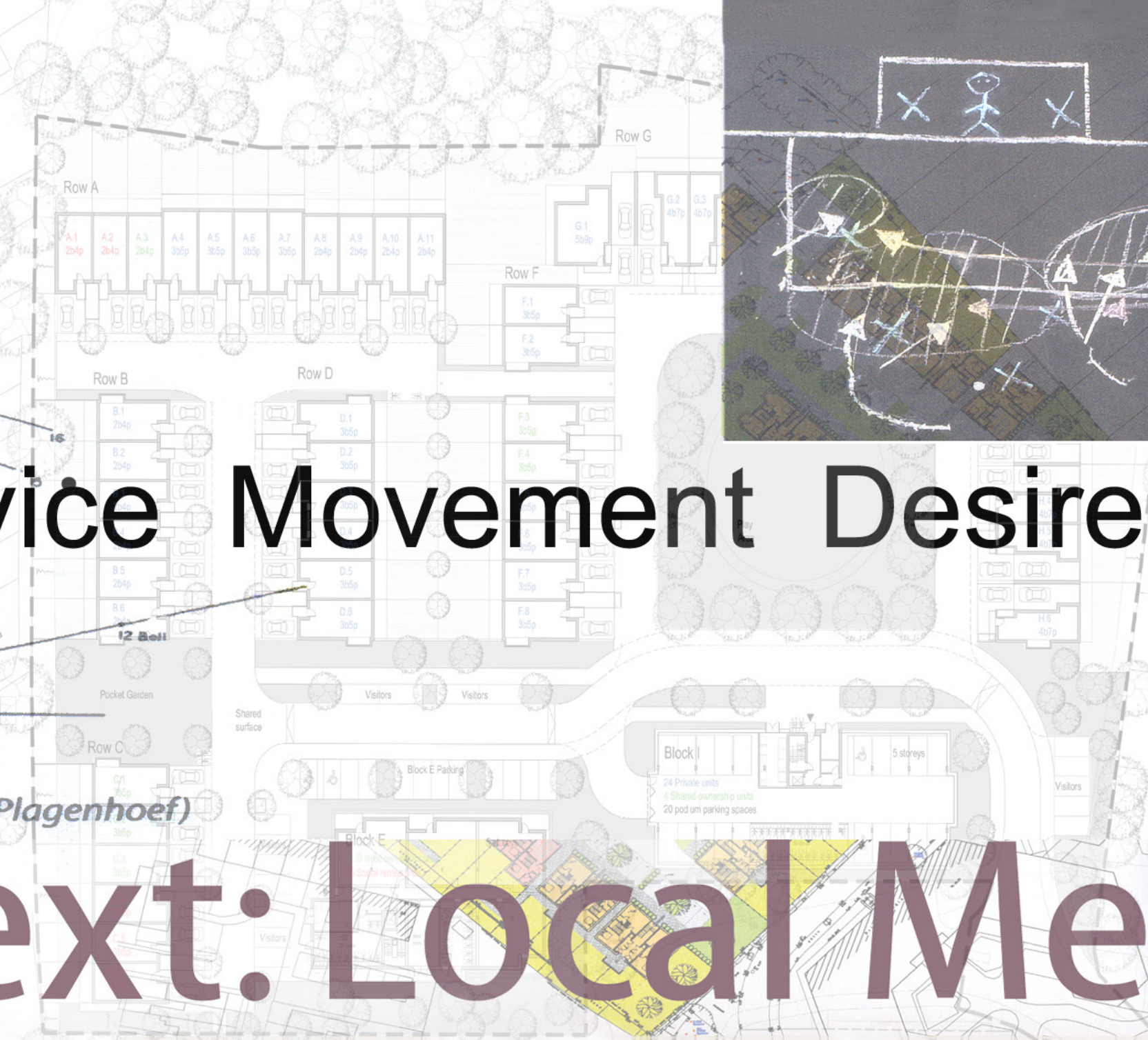
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Service Movement Desire

Fig. 4.1: Kinetogram digitised from cine film (after Plagenhoef)

SiteContext: Local Memory



- 1 SERVICE
- 2 MOVEMENT
- 3 DESIRE

Introduction

This document forms part of the current Planning Application for permission to redevelop the Cambridge City Football ground into a residential housing scheme. As part of that Planning process and in keeping with the Cambridge City Council’s Public Art Supplementary Planning Document adopted in January 2010, artist Zoë Chamberlain has been appointed by Crest Nicholson to revise the public art delivery plan originally formulated for Cambridge City Football Ground LLP.

The plan has been developed in close liaison with the current project design team and in consultation with supporters of the club, local Members and representatives from the wider community of West Chesterton.

It is also recognised that Cambridge City Football Club, former residents of the ground, have responsibility for a number of stakeholders; their communities of players, officials and supporters, many of whom are from the immediate neighbourhood, and the thriving boys and girls sides drawn from the local community.

This creates a unique context for the inclusion of Public Art. **kickstart** symbolises not only the creation of a new residential community and public space, but also the beginning of a new era for the football club and it’s community.

Project Context

Physical

The site, approximately 1.7ha in area, lies to the west of the Westbrook Centre, with access gained via the access road serving the office development. The site has been used as a football ground for approximately 80 years, prior to which there is evidence of gravel extraction.

To the east of the site lies Chesterton Community College comprising a purpose built sports centre. To the north are large semi detached properties with generous rear gardens and to the south are higher density residential properties. A key neighbour on this south side of the site is the Victoria Homes accommodation for elderly residents. To the northeast of the site, just adjacent to the Westbrook Centre is a newly constructed care home. The new Milton Road Primary School, on Ascham Road, is a short distance away.

The proposed development consists of approximately 106 residential units being a mix of town houses and apartments, 40% of which will be affordable housing.

Secluded from heavy traffic, the scheme includes open space, hard and soft landscaping, car and cycle parking and associated infrastructure.

Strategic

This Public Art Delivery Plan forms a part of the planning application for the Football Ground Redevelopment scheme. It shows a commitment to commissioning contemporary artwork of high quality that benefits residents of the new development and the wider community as a whole. The plan is prepared on the basis that any future developer of the site will ensure the successful delivery of the artworks.

Since her original appointment in January 2010 consultant artist Zoë Chamberlain has been working with the design team and stakeholders to create a framework for commissioning. The aim is to allow artists appointed at the next stage of the project the freedom to explore opportunities in collaboration with the design team to ensure a collaborative approach rather than separate stand-alone projects. The intention is to allow enough freedom within the framework to allow for exploration and the unexpected.

This proposal has been developed with particular reference to Section 5 (Public Art, Definition, Benefit and Roles) of the Cambridge City Council Public Art Supplementary Planning Document (SPD)

Jan 2010 allowing scope for both permanent and temporary work. The Plan also draws on key aspects of the Cambridgeshire Quality Charter for Growth (Cambridgeshire Horizons) and Building Healthy Communities (Cambridge CVS).

There are also opportunities for a themed approach to work within the ‘community space’ (SPD 5.3) and the built environment. The focus for the work within the built environment will be on exterior spaces as there are few publicly accessible internal areas.

In line with Cambridge City Council’s Strategic Objectives for Public Art (SPD 6.1) this strategy considers all interrelated components of the community, the place, the artists and the art itself. To embrace these strands is to fully employ the potential power of Public Art in the

- Creation of a high quality public realm
- Reinforcing of local distinctiveness and cultural identity
- Encouragement of a greater sense of social cohesion and ownership
- Inspiration of people to engage with high quality art practice, and participation through the creation of their own art.

Five placemaking functions underpin the development of detailed project briefs involving artists in the creation of both temporary and permanent work:

- a. Orientation – establishing and exploring the meaning of the place and community
- b. Connection – linking the meaning and spatial aspects of the place and navigating within the place and within places
- c. Animation – building the activity and uses in the place
- d. Community - developing community identity and cohesion
- e. Identity – creation of a distinctive physical identity and sense of place.

The best practice Code for the visual arts by a-n Artist Information Company has also been consulted.

Visual references and Case Study Examples

Please note: all visual references included in this document are indicative, not actual proposals. They have been chosen to show scope and quality of aspiration for the scheme.

Approach and Thematic Framework

Approach

The development of the new built environment will result in the creation of new

- physical public spaces as part of the housing development,
- ‘community space’ created as the build develops on site, born out of the relationships between the site developer, neighbours to the site and future residents
- ‘community space’ inhabited by Cambridge City Football Club and it’s supporters as they go through a period of change, ground sharing and searching for a new home

There will be an emphasis on

- a. Celebration—opening up history, memory and the understanding of change
- b. Revelation —interrogating and investigating the unknown, unseen and unappreciated
- c. Promotion—exploring important issues for the community
- d. Interpretation—establishing features that make the place more legible
- e. Inspiration—supporting education and promoting engagement and challenge.

Thematic Framework

The following thematic framework will help ensure a cohesive approach to the commissioning programme, inform the artists and allow scope for interpretation and response.

kickstart symbolises new beginnings for the site and the football club. Underpinning this is the notion of *Service – Movement – Desire* (a Football tactics motto coined by Sir Bobby Robson), both in terms of the site, resident engagement and the club’s relationship with the local community. Football terminology and relevant across all design concepts and community relationships connected to the site.

It is important that this scheme reflects the rich personal history and local pride associated with the Football Club otherwise known as ‘The Lilywhites’. The site has been used for collective enjoyment of the game of football for many years. Generations of families from the surrounding area have memories of time spent on the site, and who identify it as a distinct part of the local neighbourhood. It has served the community in many ways beyond sport.

However, the pitfalls of creating literal references to football need to be avoided. Future residents of the development may value an insight into the history of their place, and welcome the creation

of a distinct, unique environment with a clear identity, but will be less interested in literal memorials to Cambridge City Football Club history.

What is needed here is the commission of artist interventions within the built environment that make reference to the origins of the site through an underlying and overt playfulness; work that engages an active interaction with the site, encouraging people out of their houses to share in the communal spaces; work which makes subtle and ingenious references to the spirit of the site, revealing both open and intimate interest.

Work may respond to the energy and enthusiasm associated with football, tactics and gamesmanship, or concepts of movement. It may influence the design of the wider environment through connections with the visual language of football for example, white lines or immaculate turf lawns; the ideas may contain humour, hope, desire, they may be reflective or form a commentary.

The work in the built environment needs to contribute to the quality of habitat, whilst encouraging and engaging active life in the public spaces.

Work within the ‘community spaces’ needs to respond to the origins of the site and the process of change experienced by the participants - club supporters, neighbours to the building site and ultimately the new residents.

Outcomes for these aspects of the commissioning programme will predominantly be temporary, but may be with some legacy output. There is potential for innovative response across a range of art forms, and will be shaped from dialogue and engagement with these communities.

The employment of the consultant artist into the next phase of the re-development will enable reflection and cross-referencing across the different commission opportunities, each commissioned project informing the other in order to maximise benefits against these stated criteria.

Types of work

- Celebratory
- Reflective
- Documentary
- Interpretative
- Functional
- Interpretative/Navigational
- Temporary/event
- Permanent/legacy
- Permanent/built environment

‘Community Space’ (para 5.3 SPD) The idea of a community space for public art proposals is that some proposals are developed from or informed by social activity, where the art can often involve work that is temporary and related to local stories and history, aimed at community building or purely process-led. In this way, public art can engage with a diverse audience about issues directly relevant to people’s lives. A community space offers a basis for public art projects.

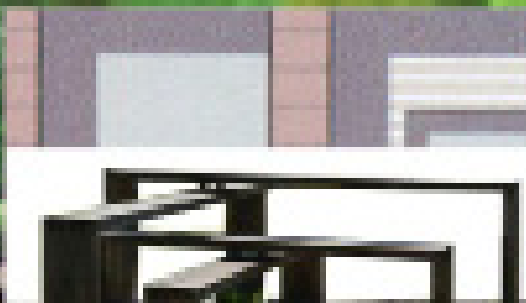


Healthy Lifestyle

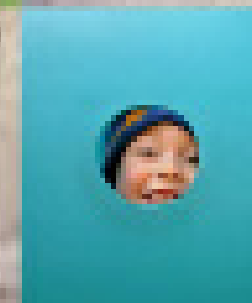


*sprinting
jogging
walking
running backwards
swimming sideways
accelerating
jumping
kicking
turning
stretching*

active environment: engaging space



Urban Living





Walter Jack
shillyshallyfence
Somerset County Council

The Sure-Start Centre is being built in the playground of the Primary School and the fence marks the lost playground. The fence is designed to give something back! shillyshallyfence was generated by dropping rope randomly onto the floor, then drawing around it. It creates play spaces, hiding spaces and spaces for plants as it meanders along. It is made of 70m of curved stainless-steel sheet with a round rod stitch-welded to the top for safety. The curved form has the added advantage of making the fence free-standing.

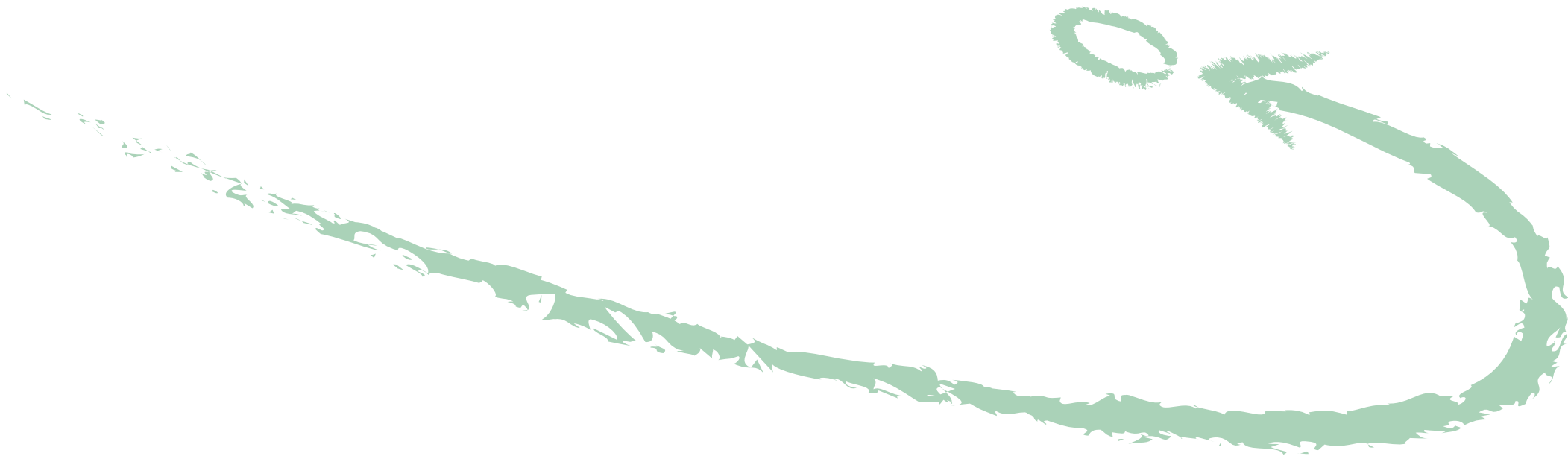
Artist Commissions - 1. Design Team Collaborations

The consultant artist will work closely with the developer design team to focus on two particular strands:

Active Landscape Collaboration

Site Memory / Sound Response

All work is to be underpinned by the thematic framework for the project (above). This outline forms the basis of a commissioning structure that shows clear intentions for desired outputs, but allows flexibility and scope for the commissioned artist to take their own perspective and interrogate the site and it’s context to establish exact opportunities that exist within the scheme at detailed design stage. Finalised concepts and plans for delivery will be defined with the artist in collaboration with the design team to fit in with the agreed project timetable, fulfilling any subsequent planning conditions.



1.1 Active Landscape Collaboration

This strand focuses on work with the design team to develop a sculptural approach to the design and integration of all age play facilities across the site, the aim being to create an integrated environment with concepts extending across the hard and soft landscaping and the design of street furniture.

There is scope for work to take form that can be used and interpreted in different ways, seats may not appear initially as seats, they may appear as sculpture but be approached for jumping and balancing for example, and would still be suitable to sit on.

By working in collaboration with the design team, the artist will look for innovative ways of making interventions within the scheme to encourage people of all ages to actively engage with both the formal and informal recreational space, also enabling clear legibility and orientation around the site.

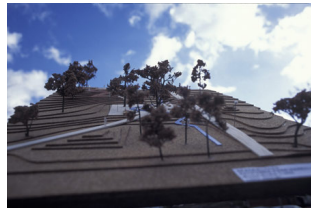
The artist will look for ways of influencing the wider landscape design to encourage subtle reference to the thematic framework set out in this strategy, creating a visual language that indicates the previous use of the site.



Crumpleslide
Royal Alexandra Children's Hospital, Brighton.

Crumpleslide is - simply - a slide. But instead of the A to B experience you get on a playground slide our design gives some choices. It is for exploring and playing on (and beneath) in many different ways. And it is intended to look beautiful - a different language from that of playground equipment. We wanted to make something that was great fun and exciting to use while also being safe. We wanted it to be a very grown-up and beautiful sculpture – not childish, but magical. The form is based on a square piece of material, which has been picked up contorted and crumpled to fit the sloping landscape. It is intended that this slide be used in many ways, to be explored and played on in a non-prescribed manner. It will include some adventurous longer and steeper slides as well as protected gentler areas, for younger children or those with special needs, making it appealing to all.

Case Studies



Kathrin Bohm, Cleo Broda, Calum Stirling,
Spacemakers
Hartcliffe, Bristol
Landscape Architect: Greg White of Loci Design.

Spacemakers was a two-year project in which young people, aged between thirteen and fifteen, designed a public space within their own community. The young people gained a real knowledge of the issues involved through visits to public spaces, workshops and field research. They were the clients for the scheme and made key creative decisions throughout its progress.

Spacemakers led to the creation of an impressive public space that includes a futuristic shelter, a slide, a water channel and hard surfaces and benches on different levels. The scheme also resulted in the considerable social development of the young people involved.

The Spacemakers' public space is heralded by a dramatic custom-designed stainless steel shelter, co-designed by Greg White of Loci

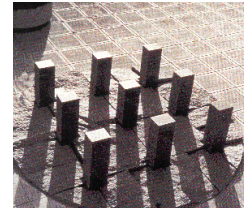
Design and sculptor Calum Stirling, and fabricated by the latter, which sits on stilts at the highest point of the site. A stainless steel slide, also custom-built, has been set into the slope below, and this leads into the central area of the park, a bound gravel area dissected by the meandering white concrete watercourse. Here, seating is provided and there are opportunities for meditation, enhanced by the sound of moving water. All elements closely follow the brief set by the Spacemakers and were designed to be both robust and elegant.

Mark Rooney, Project Manager, said: "There's a real element of play you can't help but see that young people were involved in the scheme."



Ferdinand Caruncho
Marking the Canvas
Bilbao Spain

A labyrinth of basalt stone occupies one side of the campus courtyard. Both a sculptural object and special organiser, the stonework is striking in the urban context for its powerful symbolism that is open to many interpretations. Boxwood provides a green edge to the courtyard without softening the bas-relief of the architectural space.

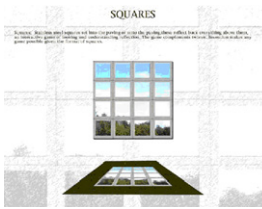


Artist and stonemason: Jesús Morales
The Object of Space Spirit Fountains
Changchun China

Incidents Along the Way
Birmingham Botanical Garden, Alabama, USA

Artist and stonemason Jesús Morales is trying to create spaces with his work. His curvaceous Objects of Space, although freestanding, are perceived as an energised whole. Morales shaped stone, but it was space that he was creating.

As visitors get out of their cars and move toward the Botanical Garden in Birmingham, USA the encounter Morole's bollard sculpture. Farther in, a granite garden of spiralled columns draws the curious.



Michael Fairfax
Grange Park Village Green
Northamptonshire

Appointed to create work suitable for all ages for the Village green of this new development in Northamptonshire, Michael decided to concentrate on the idea of games. He tested his initial ideas with children at the new Primary School and the children suggested amendments and new games. Then through community consultation he gathered votes indicating which games people would most like to see developed. This one consists of a series of stainless steel squares set into or onto the paving. These reflect back everything above them, an interactive game of looking and understanding reflection. Invention makes any game possible given the format of squares.



Kevin Carter Co-Lab
Touchstone: Permanent Interactive Installation
Dorset County Hospital

Dorset Hospital Trust commissioned Kevin Carter (art productionist), Andrew Whittle (stone carver) and Paul Hyland (writer) to create 'Touchstone' as part of the Wall of Words (WOW) commission.

The work allows audiences to trigger texts by placing their hand on carved stones. Texts are then displayed on LED screens. The work is permanently installed at Dorset County Hospital.

sense of arrival

legibility and orientation

distinct identity

focal
points



Goalkeeper

Forward removed to
create second full back

Full backs

Half backs

Forwards begin
to pair up: two
centre forwards,
two pairs of wingers

Fig. 1.3: Creation of second full back, end 1870s

Spring Along
The Greenway

Green way going
grey path leading
white clouds scudding
pylons buzzing
soft breeze sighing
small stream bubbling
long view spying

Case Studies



Neville Gaby
The Trophy Room
Middlesborough Borough Council

In 1995 Middlesbrough Football club played their last match at Ayresome Park. Since then the site has been transformed into a modern housing estate and as part of that process Neville Gabie was commissioned by Wiimpy Homes and Cleveland Arts to ‘mark’ the site. Retracing the exact position of pitch, the stands etc over the new estate Gabie remarked specific locations with several subtle interventions. Interventions which reveal interesting relationships between past and present; a pair of bronze boots, permanently installed next to someone's front door, marking the location of the centre-spot of the old ground, but equally looking as if they have been recently removed before entering. Likewise the word ‘Enclosure’, sandblasted into a new garden wall - once the location of the ‘Boy’s Enclosure’ a small section of the former ground reserved for children.



Action Replay The last competitive football match was played on April 30th 1995 between Middlesbrough FC and Luton Town. Ten Years on, in collaboration with Teeside University Neville Gabie is currently making a film. At 2.55pm on Saturday 30th April 2005 a crew of twelve with six cameras ‘re-filmed’ that last match using the camera positions and cuts of that game. Panned shots of walls, garden fences and driveways where previously there would have been players, effectively overlays one geography with another.



Walter Jack
Suncloud
For Worthing Borough Council

‘Suncloud’ is a game - and an opportunity for inventing games. But it aims to intrigue, to be worth a closer look and to act as a beacon. Each of the 44 masts has a panel of photovoltaic cells above (angled toward the sun), LEDs beneath and a motion sensor. As you run beneath each panel the panel lights up and stays lit for 30 seconds or so. If you can run fast enough you’ll get all the panels lit up at the same time. And they’ll all light up together on the hour.

1.2 Site Memory - Sound Response

There is a desire to include a very specific piece of work within the development. A sound installation presented in the form of a permanent legacy artwork on site, a recorded playback of City’s cheer at 3 O’clock every Saturday.

Located within the landscape architecture so the sound ‘echoes’ as a ‘memorial’ to the ground at Milton Road, the concept has been developed by the consultant artist in response to comments from local residents.

The exact location and form of delivery is to be developed in collaboration with the design team.

Case Study

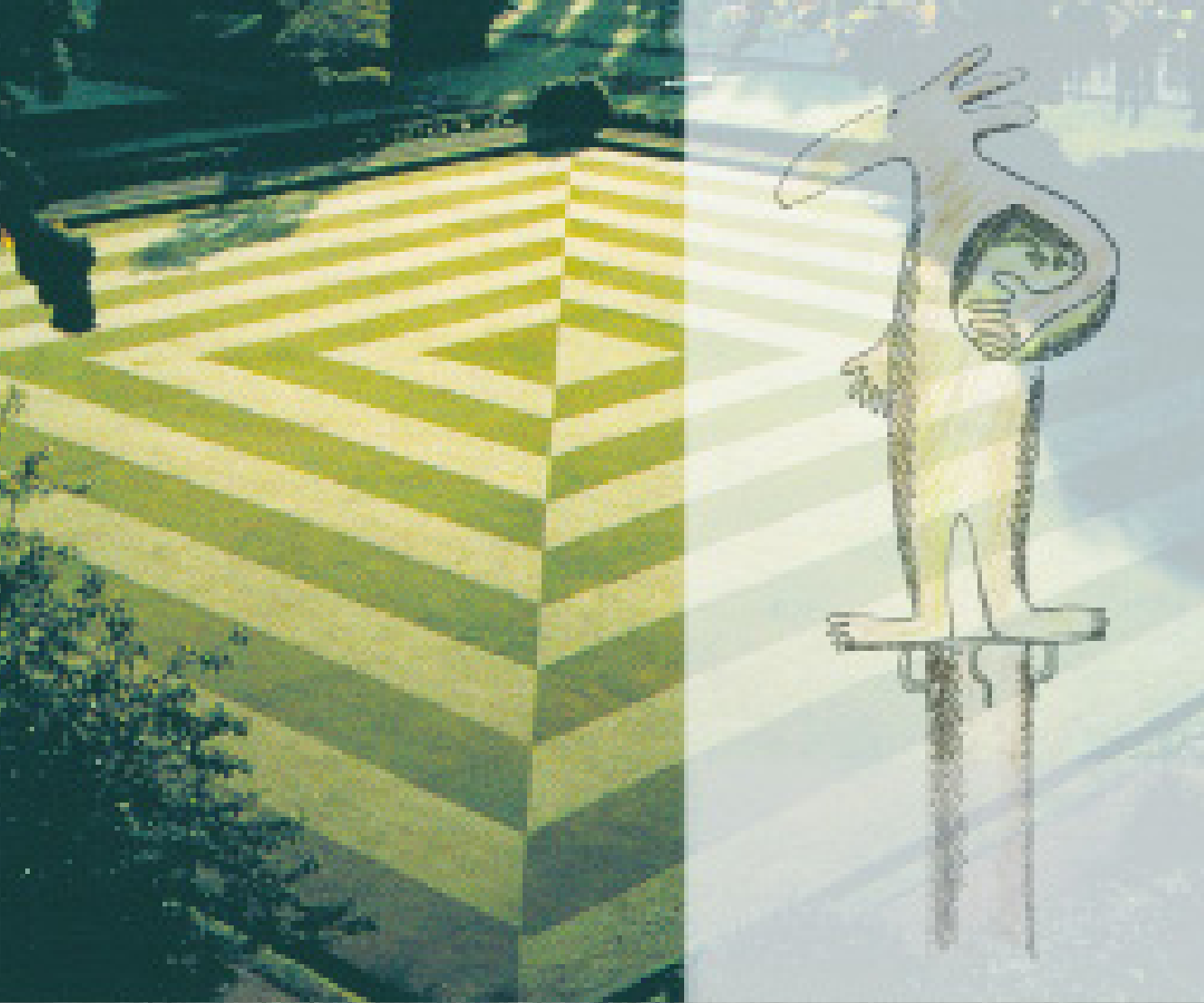


Janet Hodgson
‘Saturday 18th March’
Stratford upon Avon

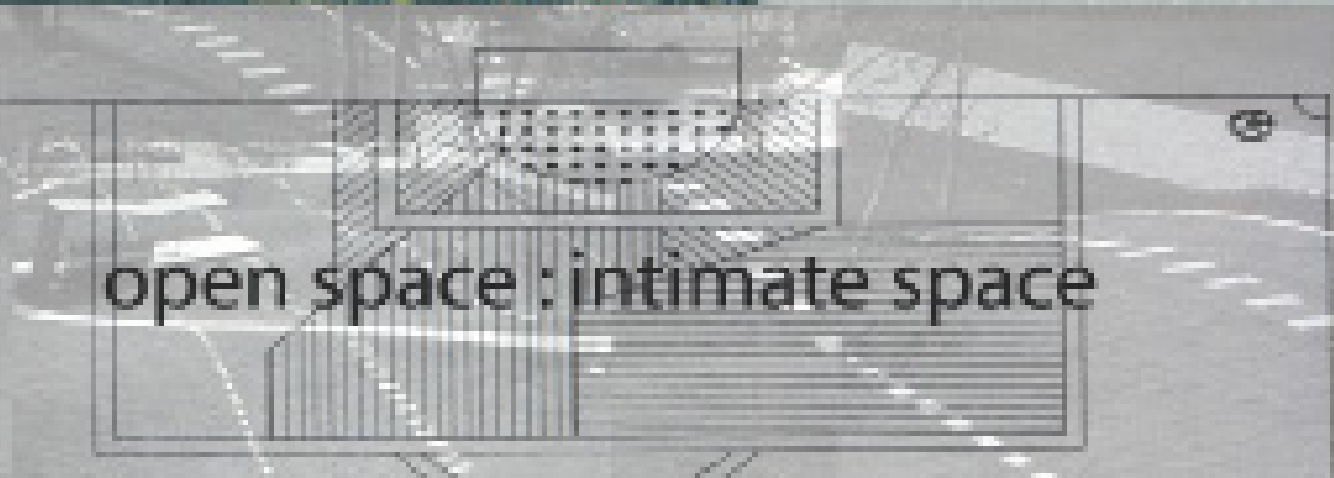
In her work ‘Saturday 18th March’ Janet Hodgson created a discreet and permanent intervention onto the streets of Stratford upon Avon. The work records a selection of events that the artist witnessed during a visit on Saturday 18th March 2000. Organised by InSite Arts, the commission was particularly challenging for the artist as the new public realm had been completed and the art work was developed retrospectively.

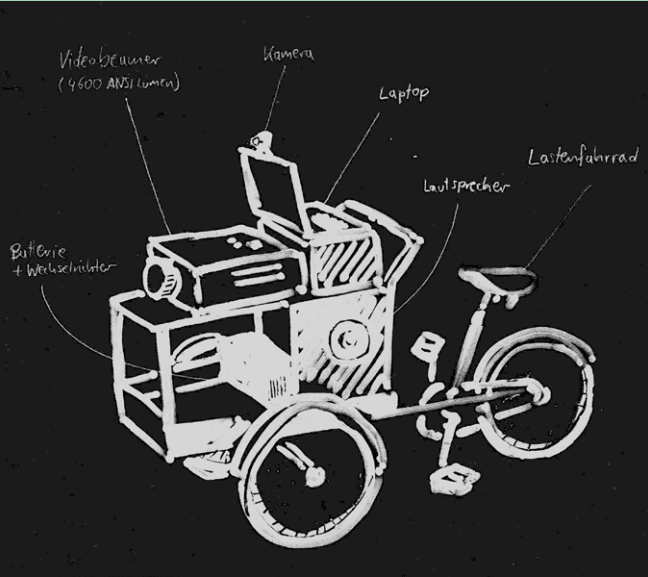
“The transcriptions of these actions are sandblasted into the pavements exactly where they took place, the actions have no significance but are just simply happenings. The apparent banality is deliberate in a direct opposition to the most public art that is often a commemoration of an event or of a life of someone considered significant. There is a link within the work to the Theatre, by providing maps or ‘scripts of the events.’”

-- Janet Hodgson



Sophistication: Playfulness





Light Rider Urban Projection Mobile Unit
Graffiti Research Lab Germany 2011

Graffiti Research Lab Germany (GRLG) is a collective of hackers, coders, artists and vandals who consider themselves activists that use technology as a tool for intervention in the public space.

They have created Light Rider, very useful technology for vjs, street artists, activists, or anybody who wants to use it for non-commercial purpose. They share exactly how to create the Light Rider, a cargo bike fitted out for use as a mobile audio-visual unit to enable artists such as Imo in Sao Paulo to create their own moving projection installations. It is equipped to hold the necessary gear for BlitzTag sessions and can also be used for political actions and other public interventions. The Light Rider allows for easily mobilizing groups into spontaneous actions that are not fixed to a single location.

The Light Rider has been funded in part by [Aktion Karl-Marx-Straße] and the Awesome Foundation – Berlin Chapter

Artist Commissions - 2. With Cambridge City Football Club

These projects refer to work within the ‘community space’ inhabited by Cambridge City Football Club and it’s supporters as they go through a period of change.

A particular focus at the beginning of the project will be to commission artwork that helps to document and celebrate memories and aspirations for supporters of the club.

The outputs for the project artists working with the club will be :

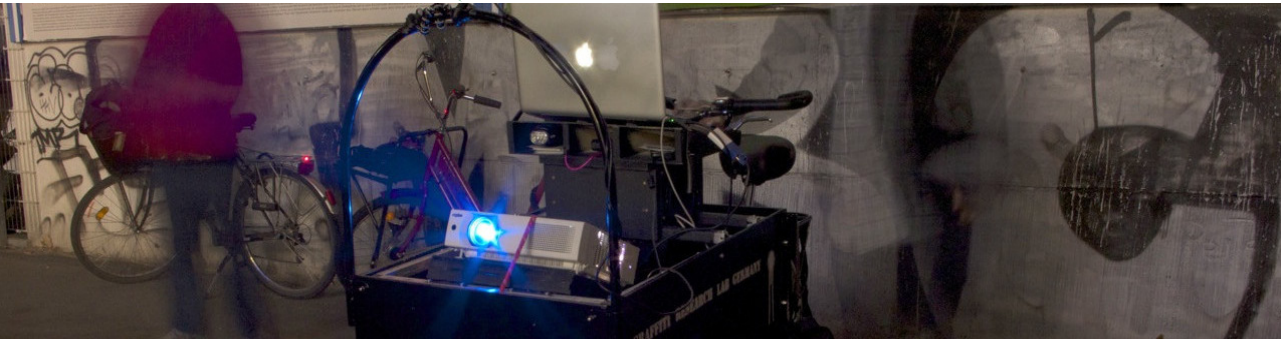
2.1 Light Rider Presents: Making The Move

A site specific celebratory artwork to mark the move of Cambridge City Football Club from the Milton Road ground to their new temporary home at Histon football club.

The Making The Move commission consists of street projections which will animate the skyline, along the route from Milton Road towards Histon.

Projected onto buildings in the neighbourhood from *Light Rider*, a specially converted bike, the moving imagery will combine images drawn by children from Milton Road Primary school with digital animation, like the pied piper leading towards the new future of Cambridge City Football Club.

It is intended that the artwork be spotted by passers - by but will also be promoted using social media and viral marketing. The project will be timed to coincide with the Vélo festival.



2.2 Service - Movement - Desire

This commission centres around the showing of a specially commissioned film documenting the last match at Milton Road using footage captured at the last league match played in the ground before demolition. The material will be combined with stories and other material gathered from the many keen supporters who have recorded the club’s fortunes over the years.

It is intended that the artwork be reflective but also show spirit and hope for the future. Alongside the showing of the film at The Arts Picture House will be a documentary recording of the Light Rider in action. The showing will be timed to coincide with the Curating Cambridge Festival - ‘Our City, Our Stories, Our Stuff’ following which the footage can be archived as part of the Cambridgeshire Collection and Museum of Cambridge resources.

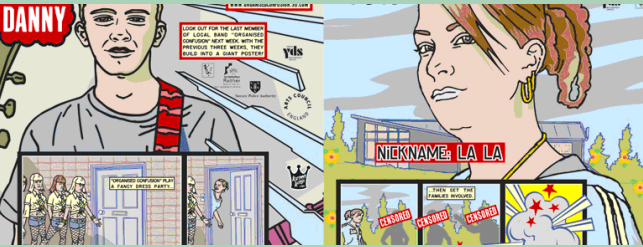
2.3 Legends Legacy Postcards

A legacy artwork in postcard form for distribution to supporters and local residents.

The club wishes to commission students from Cambridge School of Art at Anglia Ruskin University, to create a series of commemorative postcards.

For each decade of the club’s history a group of committed supporters will help select their favourite players and compile a record of their finest achievements. The club has excellent archives of photos and statistical information, compiled by supporters, which can inform the project.

The intention is to create a ‘Top Trumps’ style fact-file for each player, each one illustrated in a different style, together making a collection of 10 limited edition postcards for fans to collect. The original artwork for the portraits will be exhibited at the Museum of Cambridge, giving a wider audience the opportunity to engage with work from the project, following which they will be kept by the club for display in their boardroom as a permanent legacy of the project.



Grennan and Sperandio

Since the early 1990s, Simon Grennan and Christopher Sperandio have worked together as Grennan & Sperandio, creating over sixty art projects. Also known as the kartoon Kings, in the art world, the name Grennan & Sperandio is known for work that is a blend of sardonic humor, sly politics, comics, and public space, and for art that gives a voice to people from all walks of life and invites them to take part in the creative process.

Case Studies



Zoë Chamberlain

Home Grown : Made In Littleport

Zoë Chamberlain worked over a period of three months developing a range of temporary concepts and community development opportunities to celebrate the textile tradition of garment manufacture in this Fenland village. The project culminated in 'One Hundred Shirts', a temporary street installation and accompanying exhibition. The aim of the project was to celebrate and engender local pride, and encourage tourism, whilst also encourage the creative use of skills normally associated with work. The artist engaged with villagers through a number of workshops, a family day including Garment Dressing, Newspaper Clothing, Design a Stripy Scarf; as well as Landscaping the Surface skilled workshops, and Customise a Shirt exhibition showcased at the Babylon Gallery, Ely. Relationships were formed throughout the village including with local businesses who, in collaboration with the artist, contributed to the project delivery on a number of levels.



Neville Gaby

'Playing Away'

'The goal shall consist of two upright posts, eight yards apart [inside measurement] joined by a horizontal crossbar the lower edge of which shall be eight feet from the ground' FIFA rulebook

Originally motivated by the sculptural qualities of some of the structures used as goalposts and the spaces where the game is played, this project has developed into an objective study of diverse cultural landscapes with a common obsession, football. "Photographing the first of these goalposts I recognized something of what I was striving to achieve as an artist. Formally they explore sculptural concerns - the need to occupy a physical space; to stand up against the forces of gravity and the desire to be inventive with the use and assembly of all sorts of materials. Pictorially they are literally a window into vastly different contexts, intimately reflecting their immediate environment by using whatever material is readily available, to create these frames. And where space is limited, street corners or garage doors become a substitute, with paint replacing construction as means of marking out a territory. Common to all are the endless possibilities or reinvention within the constraints of creating an aperture marked by two verticals and one horizontal. It is 'Dirty Minimalism' where the rules of what is or is not a goalpost are stretched to the very limits by the desire to play."

Artist Commissions -

3. With The Developer Team

These projects refer to work within the 'community space' inhabited by the relationship between the developer of the site and local residents as the site goes through a period of transformation.

An artist will be appointed to work closely with the developer to create temporary projects alongside the build and development process on site, contributing to a vibrant and relevant neighbourhood. There will be two particular aspects to this work:

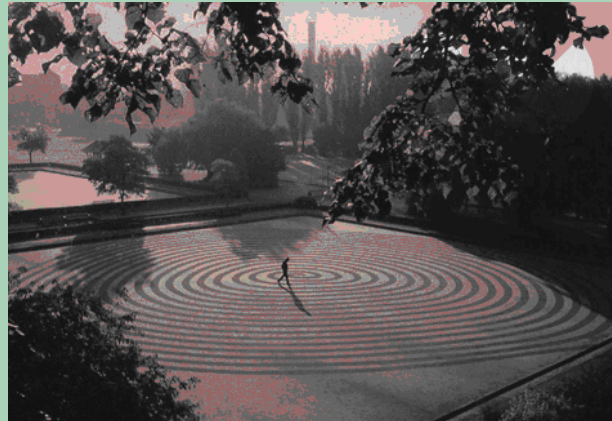
3.1 Create work to engage with neighbours to the site.

During a noisy disruptive build process, this project acts as an extension of the developer and contractor responsibilities to the Considerate Constructors Scheme and the need for Corporate Social Responsibility. This work will be stimulated by experiences and memories of stakeholders in the neighbourhood and could involve a variety of art forms.

3.2 Devising a work for new residents of the development.

This may take the form of an artist contribution to the developer welcome pack or a special event to encourage active use of the public spaces within the site. The artist will also work with the Social Housing Operator resident liaison function to extend their remit, creatively engaging with the emerging community and the surrounding neighbourhood.

Case Study



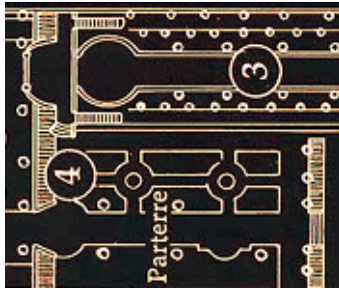
Chris Parsons

Dew Sweeping

Christ's Pieces Bowling Green, Cambridge

At dawn Chris Parsons sets to work creating vast geometric patterns reminiscent of crop circles. These temporary interventions are the result of a simple action, sweeping the dew that has settled on close cut lawns over night. Early risers will be able to witness the work in progress, whilst passers by can catch the breathtaking result before it disappears in the morning sun. Work Commissioned as part of The University Botanical Garden Nightjar Programme.

Case Studies



Nathan Hughes Project Neptune, After Dark, Dyrham Park, Bath

Project Neptune facilitates an interest in and a new perception of heritage by young people.

A group of young people worked with Artist Nathan Hughes and the education team at Dyrham Park Near Bath to create a spectacular outdoor event celebrating the grandeur of the lost 17th century gardens. Researched, planned and executed by young people across the age ranges from Primary school children to dance students from the local college, they worked together facilitated by the professional

artist. They recreated their subject through a compelling combination of protechnic effects, lighting, video projections, performance and sound to create a spectacular apparition of the formal gardens as they were in the 1700's. Visitors to the site were intrigued by the strange markings visible on the grass for a few weeks after the event, what did they mean?



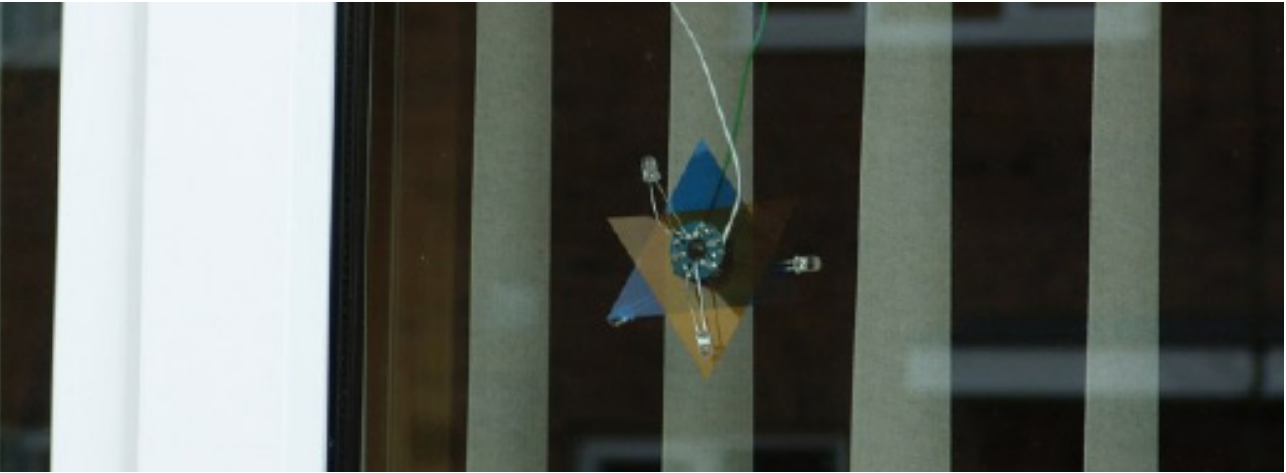
The Big Lunch 2009

This event organised in Liverpool by Arts in Regeneration (AiR) was part of the annual Big Lunch organised nationally by The Eden Project. Denise Finch, director of AiR, said: "It's about bringing the community together and bringing out the best in people."

Bill Oshinibosi, another of the organisers, added: "This is about getting people to lean across the table and shake hands. It is about going home knowing your neighbour's first name."

Mr Smit, (founder of the Eden Project) said: "The greatest things in life are simple and great memories are usually made of things we do ourselves. So, all we want is for people to get out on their street, raise a glass and share a bite with their neighbours — that's The Big Lunch."

(Carol Midgley The Times)



Mark Dixon Network V111 Orchard Park Cambridge

Mark Dixon works with mobile phone responsive LED circuits to create magical interactive installations. NETWORK VIII was created especially for Arbury Park in collaboration with Neighbourhood Artist, Kirsten Lavers.

Every currently occupied house (200) in Arbury Park received an interactive "Conversation Star" to hang in an exterior facing window over the festive season. The idea was that their twinkling in response to wireless activity (such as telephone conversations) in each house created a delicate night time network throughout the development site.

Mark also created a text message responsive light installation in the Arbury Park arts unit on Chieftain Way which magically twinkled a delicate fleeting dance of red lights every time someone txt messaged a completion to this wish

"I hope Arbury Park will be ..."



Claire Barber You are the Journey Stoke-On-Trent

Using texts, ticket advertising space, cold calling interviews, video footage by film maker Bejhat Omer Abdulla, digital sound recordings and posters Claire Barber is beginning to build a local archive of responses that explore the richness of human diversity and individual perception of a bus journey in the Stoke-on-Trent area.

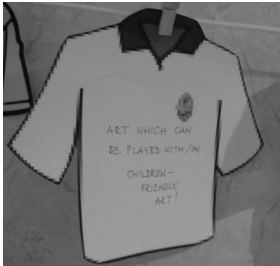
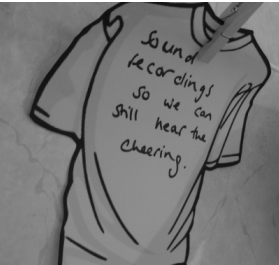
The texts received back will be arranged into a new sequence and printed onto the back of future bus tickets. Working with over 360,000 tickets and using the latest technology in thermal heat sensitive inks, the text will be typed onto the thin paper of the bus ticket and read by the warmth from a passengers hand. In this way a series of contemporary social portraits of the unique community that travel by bus in the North Staffordshire region will be subtly revealed.

Consultation / Participation

A consultation and participation programme will support and inform these projects. Working in particular with Chesterton CC, Milton Road Primary School, local elderly residents and users of the Westbrook Centre. Where appropriate, work will cross-reference processes and outcomes generated as part of the project artist commissions within the ‘community spaces’, which have consultative practice at their core.

Key Audiences/ Participants

- Future residents of the development
- Neighbours to the development site
- Residential care accommodation for the elderly (Victoria Park and Cambridge Manor)
- Residential domestic dwellings
- Commercial business in Westbrook centre
- Local Retail businesses on Milton Road
- Milton Road Primary School and Chesterton Community College
- Club Supporters, Players and officials



Air Your Views
Zoë Chamberlain
Initial artist consultation exercise as part of the CCFG redevelopment public consultation exhibition. (January 2010)



Drawing workshop to mark the last match at Milton Road. (Milton Road Primary School 2013)

Financial & Project Management

The consultant artist will work closely with the development team from Crest Nicholson to deliver the work within the built environment as part of the design team collaborations.

The commissions within the community spaces will have their own project support group consisting of a specialist project manager, and a combination of representatives from the design team, developer team, or football club. The project support group will be responsible for selection of the artist/s and to support the delivery of their work.

It will be the responsibility of Crest Nicholson to ensure all members of the support group are aware of the role of the project manager, Consultant artist and project artists. In particular, the other design team professionals need to have in their briefs an allowance to support the framework for collaboration and successful delivery of the artists’ contribution. By setting up the project management infrastructure to support the commissions, it will minimise the burden on the development.

Kickstart Draft Budget Outline April 2014

	Year 0	Year 1	Year 2	Year 3	All costs plus VAT
Income					
Section 106 allocation (1 %)	7,150	42,850	66,500	31,500	
Total Income	7,150	42,850	66,500	31,500	148,000
Costs					
Consultant artist strategy revisions	3,000				3,000
Programme Costs (Inc. contingencies)					
Light Rider: Making The Move					
Project management	1,200	3,300			
Consultant artist	1,000	2,000			
Artist fees / production	1,950	14,700			
					24,150
Service Movement Desire : CCFC film					
Project management		2250			
Consultant artist		1000			
Artist fees/ production		6200			
					9,450
Legends Legacy Postcards					
Project management		2500			
Consultant artist		750			
fees/ production		2000			
					5,250
Developer Project Artist					
Project management		1,000	1,000	1,000	
Consultant artist		750	500	500	
Artist fees/ production		1,000	5,000	5,000	
					15,750
Active Landscape Collaboration					
Consultant artist fees /Project management		5,000	8,000	5,000	
Production costs		400	46,000	10,000	
					74,400
Legacy Sound work					
Consultant artist fees/ production			6,000	10,000	
					16,000
Total Costs	7,150	42,850	66,500	31,500	148,000

Financial Management Notes

1. All budget costs are indicative, are subject to variation, and to final agreement with the planning authority.
2. The budget has been approved by the developer’s agent and matches all other financial statements.
3. This proposal has been prepared to allow flexibility and further discussion with the council to determine the most appropriate financial roll out of this plan in line with their preferred procedures.
4. All figures are net.
5. Programme costs include a consideration for all artists fees and costs associated with the production of their work, but do not include any developer costs for work associated with the artists commissions. It is the developer’s responsibility to cover any associated design team fees as well as marketing and PR costs to support the scheme. This is over and above their Section 106 contribution.
6. Design team programme costs are predominantly to facilitate a collaborative approach between the artist and the design team, particularly for the Active Landscape commission. It is intended that the artist have the opportunity to help shape the wider design scheme alongside the conceptual development of specific outputs, and that there may be scope for their work to augment other budgets within the scheme.
7. The Quantity Surveyor will be responsible for cost control for the design team projects, establishing and agreeing costs supplied by the project artist. The specialist project manager will work with Crest Nicholson and the consultant artist to oversee the financial management for the work in the community spaces.

Artists Selection

All case studies in this document are indicative of the quality of aspiration for the **kickstart** series and show the diverse range of work to be considered.

The commissions with Cambridge City Football Club will be co-ordinated by a specialist project manager who will bring together a film production company and a combination of professional animators and students from Anglia Ruskin University. Students from Anglia Ruskin will also be involved with the production of the Legends Legacy Postcards. The creative practitioners involved with these commissions will be invited to take part - due to the tight timescale of the brief to deliver the work to coincide with start of the new football season and the opportunity of timing the presentation of the work with both the Vélo and Curating Cambridge Festivals.

The Consultant artist will be employed to develop the design team collaboration commissions. Selection through a design tender process will be avoided due to the collaborative nature of the brief.

The Artists commissions with the Developer Team will be publicly advertised for open submission through the established artist networks (AN, Artsjobs) as well as through local and regional arts

databases. Diverse art forms will be encouraged to stimulate an unconventional response. With an emphasis on the interpersonal skill required to engage people with their work a shortlist will be compiled. The successful artists will be chosen, by interview, on the basis of track record and competence.

The artist will be selected by the project support group. The consultant artist and specialist project manager will administer the process on behalf of the commissioner.

Zoë Chamberlain
Consultant Artist

The Studio
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Burwell
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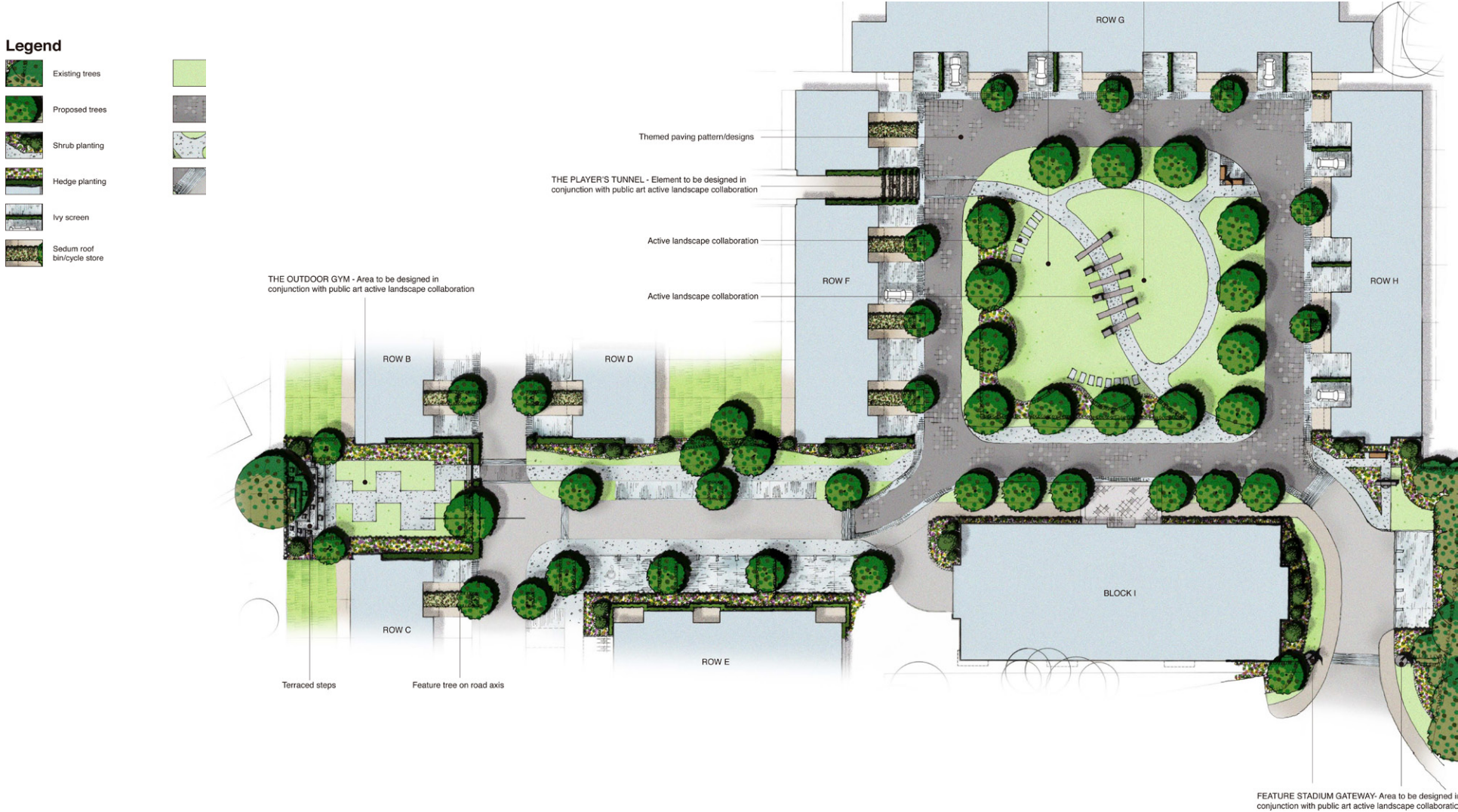
Maintenance & Decommissioning

As all permanent art work for this scheme will be developed in collaboration and liaison with the design team, the maintenance and care needs to be included in the site maintenance management plan along with the regular schedule of works. It is anticipated this site be maintained by a management company controlled by the residents.

Artists will be encouraged to plan work that is robust and easy to maintain. A detailed plan, including any consideration of future maintenance costs, will be drawn up when the nature of the work on site is established.

Crest Nicholson and the design team will establish with the consultant artist, an appropriate life span for each artwork. They will ensure that a policy for decommissioning the work, and its anticipated life span, is included in the maintenance plan for the site, making reference to good practice for decommissioning (Be prepared - Decommissioning Public Art – Hazel Colquhoun 2006).

Appendices - 1. Public Realm Vignette



Appendices - 2.1 Project Manager Brief - Working with Cambridge City Football Club April 2014

Making the Move | Service Movement Desire | Legends Legacy Postcards

Background

Crest Nicholson are currently preparing a Planning Application to develop Cambridge City football ground into a residential housing development consisting of approx 106 new dwellings. As part of that Planning process they have appointed consultant artist Zoë Chamberlain to develop a Public Art Delivery Plan.

The outline for the **kickstart** Public Art Programme so far considers opportunities for both temporary and permanent work within the built environment and during the build process.

A particular focus at the beginning of the project will be to commission artwork that helps to document and celebrate memories and aspirations for the club whilst they embark on a number of years ground sharing at another club as part of a search for a new home.

During recent history support for the club has dwindled, and there is a desire to help manage the move in a positive upbeat way, that reflects on the importance the club has had in the community over the last hundred years, and galvanises spirits for the future.

There are a series of projects to place contemporary artists within the club community to work with the supporters in particular, and local residents in general, through this process of change. The work produced as part of this project will also form the basis of an archive resource to inform the rest of the commissions in the **kickstart** series.

kickstart symbolises new beginnings for the site and the football club. Underpinning this is the notion of Service – Movement – Desire (a Football tactics motto coined by Sir Bobby Robson), both in terms of the site, resident engagement and the club's relationship with the local community. Football terminology and relevant across all design concepts and community relationships connected to the site.

There is rich personal history and local pride associated with the Football Club otherwise known as 'The Lilywhites'. The site has been used for collective enjoyment of the game of football for many years. Generations of families from the surrounding area have memories of time spent on the site, or identify it as a distinct part of the local neighbourhood. It has served the community in many ways beyond sport.

There are three commission strands to be managed:

1. *Light Rider Presents: Making The Move*

A site specific celebratory artwork to mark the move of Cambridge City Football Club from the Milton Road ground to their new temporary home at Histon football club.

The Making The Move commission consists of street projections which will animate the skyline, along the route from Milton Road towards Histon.

Projected onto buildings in the neighbourhood from Light Rider, a specially converted bike, the moving imagery will combine images drawn by children from Milton Road Primary school with digital animation, like the pied piper leading towards the new future of Cambridge City Football Club.

It is intended that the artwork be spotted by passers - by but will also be promoted using social media and viral marketing. The project will be timed to coincide with the start of the next football season and the Vélo festival.

2. *Service - Movement - Desire*

This commission centres on the showing of a specially commissioned film documenting the last match at Milton Road using footage captured at the last league match played in the ground before demolition.

The material will be combined with stories and other material gathered from the many keen supporters who have recorded the club's fortunes over the years. It is intended that the artwork be reflective but also show spirit and hope for the future marking a significant moment in the history of Cambridge life.

Alongside the showing of the film at The Arts Picture House will be a documentary recording of the Light Rider in action. The showing will be timed to coincide with the Curating Cambridge Festival - 'Our City, Our Stories, Our Stuff' following which the footage can be archived as part of the Cambridgeshire Collection and Museum of Cambridge resources.

3. *Legends Legacy Postcards*

This commission is to produce a legacy artwork in postcard form for distribution to supporters and local residents.

Crest Nicholson wishes to commission students from Cambridge School of Art at Anglia Ruskin University, to create a series of commemorative postcards to celebrate the rich heritage of Cambridge City Football club.

For each decade of the club's history a group of committed fans have selected their favourite players and compiled a record of their finest achievements.

The intention is to create a 'Top Trumps' style fact-file for each player, together making a collection of 10 limited edition postcards for fans to collect.

There are three elements to this commission:

1. To co-ordinate the creation of a portrait for each football legend, each one with a different visual style, exploring different media.
2. To organise the design and layout of a graphical format in postcard form of the 'Top Trump' style cards to present the illustrations and associated fact-file.
3. The production, distribution and exhibition of the resulting postcards.

Key Project Management Tasks:

- Facilitate the relationship with the participating practitioners (film production company, animator, Anglia Ruskin students and consultant artist)
- Create a project support group including consultant artist, club representatives and representatives from Crest Nicholson
- Rebuild links with the football club, club historian and supporter community to ensure continuity of their interest and involvement as the project develops.
- Liaise between participating practitioners to coordinate schedule for delivery of the works, and manage the budgets.

- Draft contracts and administer payments in liaison with Crest Nicholson and consultant artist.
- Work with film production company to ensure all necessary consents and approvals are in place along the Light Rider route. Work alongside to organise logistics for presentation of the work.
- Schedule film showing for Service Movement Desire and Making the Move film with the Arts Picture House.
- Organise exhibition of the original portraits and Legends postcards with the Museum of Cambridge or other suitable venue and arrange handover of the portraits after the project to the football club for future display once they get a new home.
- Organise print production and distribution of Legends Postcards.
- Establish and manage connections for joint promotion of the project with the Vélo festival (Cambridgeshire County Council) and Curating Cambridge Festival (Cambridge University)
- Work with Crest Nicholson PR and Marketing team and film production company to build a buzz about the different strands of project and ensure effective promotion of the project in the local neighbourhood and beyond using traditional marketing channels and through social media. A wider audience will be encouraged to share in the pride of the event through this campaign, the neighbourhood around Milton Road. Crest Nicholson, the club and the collaborators will benefit from making the projects high profile.

Fee and budget

	Project Production Budget Inc. Contingencies	Project Management Fees	Total Project Budget
Light Rider Presents: Making The Move	£16,700	£3,300	£20,000
Service Movement Desire: the Last Match at Milton Road	£7,200	£2,250	£9,450
Legend Legacy Postcards	£2,750	£2,500	£5,250
	£26,650	£8,050	£34,700

Outline Schedule

The project manager is to be appointed in May 2014. Delivery of all three commissions is to be completed by October/November 2014 latest.

For more information contact

Zoë Chamberlain
Consultant Artist
The Studio, 3a Toyse Lane, Burwell, Cambridge, CB25 0DF
zoe@zoechamberlain.com
07941 792517

Appendices - 2.2 Artists Brief - Working with Cambridge City Football Club

April 2014

Light Rider presents: Making the Move

Background

Crest Nicholson are currently preparing a Planning Application to develop Cambridge City football ground into a residential housing development consisting of approx 106 new dwellings. As part of that Planning process they have appointed consultant artist Zoë Chamberlain to develop a Public Art Delivery Plan.

The outline for the **kickstart** Public Art Programme so far considers opportunities for both temporary and permanent work within the built environment and during the build process.

A particular focus at the beginning of the project will be to commission artwork that helps to document and celebrate memories and aspirations for the club whilst they embark on a number of years ground sharing at another club as part of a search for a new home.

During recent history support for the club has dwindled, and there is a desire to help manage the move in a positive upbeat way, that reflects on the importance the club has had in the community over the last hundred years, and galvanises spirits for the future.

There are a series of projects to place contemporary artists within the club community to work with the supporters in particular, and local residents in general, through this process of change. The work produced as part of this project will also form the basis of an archive resource to inform the rest of the commissions in the **kickstart** series.

kickstart symbolises new beginnings for the site and the football club. Underpinning this is the notion of Service – Movement – Desire (a Football tactics motto coined by Sir Bobby Robson), both in terms of the site, resident engagement and the club's relationship with the local community. Football terminology and relevant across all design concepts and community relationships connected to the site.

There is rich personal history and local pride associated with the Football Club otherwise known as 'The Lilywhites'. The site has been used for collective enjoyment of the game of football for many years. Generations of families from the surrounding area have memories of time spent on the site, or identify it as a distinct part of the local neighbourhood. It has served the community in many ways beyond sport.

The Brief

An artist/production company with experience of animation and street projection is to be commissioned to create a site specific celebratory artwork to mark the move of Cambridge City Football Club from the Milton Road ground to their new temporary home at Histon football club.

The Making The Move commission is to consist of street projections which will animate the skyline, along the route from Milton Road towards Histon.

Projected onto buildings in the neighbourhood from *Light Rider*, a specially converted bike, the moving imagery will combine images drawn by children from Milton Road Primary school with digital animation, like the pied piper leading towards the new future of Cambridge City Football Club. The film should show an evolution from the Milton Road site origins as a gravel pit through to its services to the sporting community from dog racing through to football.

It is intended that the artwork be spotted by passers - by but will also be promoted using social media and viral marketing. The project will be timed to coincide with the start of the next football season and the Vélo festival.

The artist will also document the Street Projections to make a legacy recording for presentation at the Arts Picture House as part of the Cambridge University Curating Cambridge Festival 'Our City, Our Stories, Our Stuff' in October 2014.

The artist will be expected to:

- To create an animated street projection lasting the duration of the agreed route to be presented over three nights.
- Deliver the presentation as well as document it in action for showing a wider audience after the event.
- Liaise with the other participating practitioners (project manager, animator, Anglia Ruskin students and consultant artist etc)

- Help facilitate links with the football club, club historian and supporter community to ensure their interest and involvement as the project develops.
- Liaise between participating practitioners to coordinate schedule for delivery of the works, within agreed budgets.
- Work with the project manager to ensure all necessary consents and approvals are in place along the Light Rider route and to organise logistics for presentation of the work.
- Work with Crest Nicholson PR and Marketing team and the project manager to build a buzz about the different strands of project and ensure effective promotion of the project in the local neighbourhood and beyond using traditional marketing channels and through social media.

Project Support and Management

The commissioned artist will be supported by the consultant artist, a specialist project manager, and a Project Support Group. Key outcomes of the work will need to be determined by the artist and presented with detailed budgets for approval by the Project Support Group.

The Project Support Group will be made up of:

Specialist project manager

An experienced practitioner with experience of facilitating community based artist residencies will support the production and promotion of the work created by the artist, in liaison with the developer and promoter of the project Crest Nicholson, and the Football club.

Football Club representatives

Including the club Historian, Neil Harvey; a member of the Supporters Trust, and the football club Press Officer. Their role will be to help inform the artist’s work providing information or supporting practical arrangements where necessary, plus facilitate the promotion of the work.

Consultant artist

The consultant artist will act as executive creative director to ensure the final proposal fulfils the initial vision for the commission. They will also form a link with the progress of the development

project, design team and other ‘community space’ commissions to ensure an overall continuity in the art programme and allow for any potential for cross germination of ideas with other artist commissions in the **kickstart** series.

Representative from Crest Nicholson

Crest Nicholson will provide expertise to support approval of the project and to maximise PR potential.

Representative from Cambridge City Football Club

To help oversee the process and promote the project within the club community.

Technical Considerations

Practical requirements for the work will be established In liaison with the project manager. However all work presented by the artist needs to respect different audiences and be inclusive to people from diverse backgrounds. All work needs to be fully accessible and fulfil any necessary health and safety requirements at the point of delivery.

Artists will be expected to have public liability insurance to the value of £2 million.

Fee and budget

Total Production Budget Inc. Contingencies/Fees/	
Light Rider Presents: Making The Move	£14,700

To include capturing footage of Light Rider in action. Editing fees are accounted for in Service-Movement-Desire budget.

Outline Schedule

After appointment in May 2014, delivery of the project is to be completed by October/November 2014 latest.

- Contract film production company and animator
- Ideas development
- First cut edit for review
- Commission bike fabrication
- Sign off final edit
- Trial runs along route
- Presentation event (3 evenings Sept/Oct 2014)
- Showing at Arts Picture House October 2014

For more information contact

Zoë Chamberlain

Consultant Artist

The Project Manager

TBC

Appendices - 2.3 Artists Brief - Working with Cambridge City Football Club

Service – Movement – Desire : The Last Match at Milton Road

April 2014

Background

Crest Nicholson are currently preparing a Planning Application to develop Cambridge City football ground into a residential housing development consisting of approx 106 new dwellings. As part of that Planning process they have appointed consultant artist Zoë Chamberlain to develop a Public Art Delivery Plan.

The outline for the **kickstart** Public Art Programme so far considers opportunities for both temporary and permanent work within the built environment and during the build process.

A particular focus at the beginning of the project will be to commission artwork that helps to document and celebrate memories and aspirations for the club whilst they embark on a number of years ground sharing at another club as part of a search for a new home.

During recent history support for the club has dwindled, and there is a desire to help manage the move in a positive upbeat way, that reflects on the importance the club has had in the community over the last hundred years, and galvanises spirits for the future.

There are a series of projects to place contemporary artists within the club community to work with the supporters in particular, and local residents in general, through this process of change. The work produced as part of this project will also form the basis of an archive resource to inform the rest of the commissions in the **kickstart** series.

kickstart symbolises new beginnings for the site and the football club. Underpinning this is the notion of Service – Movement – Desire (a Football tactics motto coined by Sir Bobby Robson), both in terms of the site, resident engagement and the club's relationship with the local community. Football terminology and relevant across all design concepts and community relationships connected to the site.

There is rich personal history and local pride associated with the Football Club otherwise known as 'The Lilywhites'. The site has been used for collective enjoyment of the game of football for many years. Generations of families from the surrounding area have memories of time spent on the site, or identify it as a distinct part of the local neighbourhood. It has served the community in many ways beyond sport.

The Brief

This commission centres on the showing of a specially commissioned film documenting the last match at Milton Road using footage captured at the last league match played in the ground before demolition.

The material will be combined with stories and other material gathered from the many keen supporters who have recorded the club's fortunes over the years. It is intended that the artwork be reflective but also show spirit and hope for the future marking a significant moment in the history of Cambridge life.

The artist will also be expected to edit a documentary recording of the Light Rider street projections in action, to be shown alongside the Service Movement Desire film at The Arts Picture House. The showing will be timed to coincide with the Curating Cambridge Festival - 'Our City, Our Stories, Our Stuff' following which the footage can be archived as part of the Cambridgeshire Collection and Museum of Cambridge resources.

The artist will be expected to:

- Edit the film using existing footage for presentation at the Arts Picture House
- Liaise with the other participating practitioners (project manager, animator, Anglia Ruskin students and consultant artist)
- Help facilitate links with the football club, club historian and supporter community to ensure their interest and involvement as the project develops.
- Liaise between participating practitioners to coordinate schedule for delivery of the works, within agreed budgets.
- Work with the project manager to ensure all necessary consents and approvals are in place and to organise logistics for presentation of the work.
- Work with Crest Nicholson PR and Marketing team and the project manager to ensure effective promotion of the project in the local neighbourhood and beyond using traditional marketing channels and through social media.

Project Support and Management

The commissioned artist will be supported by the consultant artist, a specialist project manager, and a Project Support Group. Key outcomes of the work will need to be determined by the artist and presented with detailed budgets for approval by the Project Support Group.

The Project Support Group will be made up of:

Specialist project manager

An experienced practitioner with experience of facilitating community based artist residencies will support the production and promotion of the work created by the artist, in liaison with the developer and promoter of the project Crest Nicholson, and the Football club.

Football Club representatives

Including the club Historian, Neil Harvey; a member of the Supporters Trust, and the football club Press Officer. Their role will be to help inform the artist's work providing information or supporting practical arrangements where necessary, plus facilitate the promotion of the work.

Consultant artist

The consultant artist will act as executive creative director to ensure the final proposal fulfils the initial vision for the commission. They will also form a link with the progress of the development project, design team and other 'community space' commissions to ensure an overall continuity in the art programme and allow for any potential for cross germination of ideas with other artist commissions in the **kickstart** series.

Representative from Crest Nicholson

Crest Nicholson will provide expertise to support approval of the project and to maximise PR potential.

Representative from Cambridge City Football Club

To help oversee the process and promote the project within the club community.

Technical Considerations

Practical requirements for the work will be established in liaison with the project manager. However all work presented by the artist needs to respect different audiences and be inclusive to people from

2.3 Service - Movement - Desire: The Last Match at Milton Road

diverse backgrounds. All work needs to be fully accessible and fulfil any necessary health and safety requirements at the point of delivery.

Artists will be expected to have public liability insurance to the value of £2 million.

Fee and budget

Total Production Budget Inc. Contingencies/Fees/ Expenses	
Service Movement Desire : The Last Match at Milton Road	£6,200

Including editing Light Rider documentary footage.

Footage capture of Light Rider to be funded out of Light Rider budget.

Outline Schedule

After appointment in May 2014, delivery of the project is to be completed by October/November 2014.

Ideas development	TBC
First cut edit	TBC
Sign off final edit	TBC
Presentation event	3 evenings Sept/Oct 2014
Showing at Arts Picture House	October 2014

For more information contact

Zoë Chamberlain
Consultant Artist

The Project Manager
TBC

Appendices - 2.4 Artists Brief - Working with Cambridge City Football Club

Legends Legacy Postcards

April 2014

2.4 Legends Legacy Postcards

Background

Crest Nicholson are currently preparing a Planning Application to develop Cambridge City football ground into a residential housing development consisting of approx 106 new dwellings. As part of that Planning process they have appointed consultant artist Zoë Chamberlain to develop a Public Art Delivery Plan.

The outline for the **kickstart** Public Art Programme so far considers opportunities for both temporary and permanent work within the built environment and during the build process.

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During recent history support for the club has dwindled, and there is a desire to help manage the move in a positive upbeat way, that reflects on the importance the club has had in the community over the last hundred years, and galvanises spirits for the future.

There are a series of projects to place contemporary artists within the club community to work with the supporters in particular, and local residents in general, through this process of change. The work produced as part of this project will also form the basis of an archive resource to inform the rest of the commissions in the **kickstart** series.

kickstart symbolises new beginnings for the site and the football club. Underpinning this is the notion of *Service – Movement – Desire* (a Football tactics motto coined by Sir Bobby Robson), both in terms of the site, resident engagement and the club's relationship with the local community. Football terminology and relevant across all design concepts and community relationships connected to the site.

There is rich personal history and local pride associated with the Football Club otherwise known as 'The Lilywhites'. The site has been used for collective enjoyment of the game of football for many years. Generations of families from the surrounding area have memories of time spent on the site, or identify it as a distinct part of the local neighbourhood. It has served the community in many ways beyond sport.

The Brief

The club wishes to commission students from Cambridge School of Art at Anglia Ruskin University, to create a series of commemorative postcards to coincide with their last game at their Milton Road ground, home to the club for many years.

For each decade of the club's history a group of committed fans have selected their favourite players and compiled a record of their finest achievements.

The intention is to create a 'Top Trumps' style fact-file for each player, together making a collection of 10 limited edition postcards for fans to collect.

There are two elements to this brief:

1. To create a portrait for each football legend, each one with a different visual style, exploring different media.
2. To design and layout a graphical format for the 'Top Trump' style cards to present the illustrations and associated fact-file.

Students will be expected to present their work to the project steering group including a mock-up of the final card format. The steering group for this project consists of a project manager, consultant artist and representatives from the club Supporters Trust.

All final artwork is to be supplied in a digital format. The project manager will be responsible for co-ordinating the print production and distribution process.

The original artwork for the portraits will be exhibited at the Museum of Cambridge, giving a wider audience the opportunity to engage with work from the project.

The work produced as part of this project will:

- Assert the football club pride to Cambridge community and beyond
- Opportunity to galvanise spirits, reflect on past and look to the future
- Reveals local stories and engenders a sense of place
- Document a significant historic occasion in a contemporary creative way.
- Create an opportunity for supporters to contribute their knowledge, and experience the work of a variety of contemporary artists, broadening and inspiring their own interest in contemporary art practice.
- Offer an opportunity for Anglia Ruskin students to develop their professional practice through a real commission managed by a professional artist.
- Form a sound basis of documentary and interpretative research to inform future artists commissioned on the project.

Project Promotion

The initial audience for the work will be fans of Cambridge City Football Club. Ideally the print run of the cards will allow for wider distribution, and will be available through the club shop. An element of the budget has been set aside to support the exhibition of the original artwork for the project at the Museum of Cambridge and another venue should it be appropriate.

Working with project sponsor Crest Nicholson, a wider audience will be encouraged to share in the pride of the project through a press campaign.

It is intended to coincide the exhibition of the work with the 'curating Cambridge: our city our stories our stuff' festival organised by the university of Cambridge.

Project Support and Management

The commissioned artist will be supported by the consultant artist, a specialist project manager, and a Project Support Group. Key outcomes of the work will need to be determined by the artist and presented with detailed budgets for approval by the Project Support Group. The Project Support Group will be made up of:

Specialist project manager

An experienced practitioner with experience of facilitating community based artist residencies will support the production and promotion of the work created by the artist, in liaison with the developer and promoter of the project Crest Nicholson, and the Football club.

Football Club representatives

Including the club Historian, Neil Harvey; a member of the Supporters Trust, and the football club Press Officer. Their role will be to help inform the artist's work providing information plus facilitate the promotion of the work.

Consultant artist

The consultant artist will act as executive creative director to ensure the final proposal fulfils the initial vision for the commission. They will also form a link with the progress of the development project, design team and other 'community space' commissions to ensure an overall continuity in the art programme and allow for any potential for cross germination of ideas with other artist commissions in the kickstart series.

Representative from crest Nicholson team

crest Nicholson will provide expertise to support approval of the project and to maximise PR potential.

Technical Considerations

Practical requirements for the work will have to be established when the concepts are agreed. However all work undertaken needs to respect different audiences and be inclusive to people from diverse backgrounds. All work needs to be fully accessible and fulfil any necessary health and safety requirements at the point of delivery.

The Budget

£1500 has been set aside for print preparation and card production to allow for 10 x 1000 print run. A further £500 has been set aside to support the exhibition of the original artwork.

The Schedule

Present Brief to students	may 2014
Students present work to Project Steering Group	June 2014
Print Layout/Preparation	Jully 2014
Print Deadline	August 2014
Project PR	September 2014
Card Distribution	September/ October 2014
Exhibition	October 2014

For more information contact

Zoë Chamberlain
Consultant Artist

The Project Manager
TBC

Appendices - 2.5 Active Landscape Collaboration - Working with Crest Nicholson Design Team April 2014

Background

Crest Nicholson are currently preparing a Planning Application to develop Cambridge City football ground into a residential housing development consisting of approx 106 new dwellings. As part of that Planning process they have appointed consultant artist Zoë Chamberlain to develop a Public Art Delivery Plan.

The outline for the **kickstart** Public Art Programme so far considers opportunities for both temporary and permanent work within the built environment and during the build process.

This plan has been developed in close liaison with the redevelopment project design team in consultation with supporters of the club, local Members and representatives from the wider community of West Chesterton.

It is recognised that Cambridge City Football Club has responsibility for a number of stakeholders; their communities of players, officials and supporters, many of whom are from the immediate neighbourhood, and the thriving boys and girls sides drawn from the local community.

This creates a unique context for the inclusion of Public Art. **kickstart** symbolises not only the creation of a new residential community and public space, but also the beginning of a new era for the club and it’s community.

The outline for the **kickstart** Public Art Programme so far considers opportunities for both temporary and permanent work within the built environment, and during the ‘community spaces’ created during the redevelopment process.

Physical Context

The site, approximately 1.7ha in area, lies to the west of the Westbrook Centre with access gained via the access road serving the office development. The site has been used as a football ground for approximately 80 years prior to which there is evidence of gravel extraction.

To the east of the site lies Chesterton Community College comprising a purpose built sports centre. To the north are large semi-detached properties with generous rear gardens and to the south are higher density

residential properties. A key neighbour to the south is the Victoria Homes accommodation for elderly residents. To the north east of the site, just adjacent to the Westbrook Centre is a newly constructed care home. The new Milton Road Primary School, on Ascham Road, is a short distance away.

The proposed development consists of approximately 106 residential units being a mix of town houses and apartments, 40% of which will be affordable housing.

Secluded from heavy traffic, the scheme includes both open space, hard and soft landscaping, car and cycle parking and associated infrastructure.

Strategic Context

Since appointment in January 2010 consultant artist Zoë Chamberlain has been working with the design team and stakeholders involved with the ground redevelopment to create **kickstart**, a framework for commissioning. She has identified opportunities for a themed approach to work within the ‘community space’ (Cambridge City Council SPD 3.3) and the built environment.

kickstart symbolises new beginnings for the site and the football club. Underpinning this is the notion of *Service – Movement – Desire* (a Football tactics motto coined by Sir Bobby Robson), both in terms of the site, resident engagement and the club’s relationship with the local community. Football terminology and relevant across all design concepts and community relationships connected to the site.

There is rich personal history and local pride associated with the Football Club otherwise known as ‘The Lilywhites’. The site has been used for collective enjoyment of the game of football for many years. Generations of families from the surrounding area have memories of time spent on the site, or identify it as a distinct part of the local neighbourhood. It has served the community in many ways beyond sport.

The kickstart Commissioning Programme

There are two commission opportunities for the creation of work in the built environment.

The two commission opportunities are:

- Active Landscape Collaboration
- Site Memory/ Sound Response

These form the basis of a commissioning structure that shows clear intentions for desired outputs, but allows flexibility and scope for commissioned artists to take their own perspective and interrogate the site and it's context to establish with the design team the exact opportunities that exist within the scheme at detailed design stage. All work is to be underpinned by the thematic framework for the project.

In addition, there are two project artist roles commissioned to help document and celebrate memories and aspirations; one working with the football club and one with local residents neighbouring the scheme before they enter a new 'community space' embarking on a period of change.

The consultant artist will continue to work on the project into the next phase of the re-development enabling reflection and cross - referencing across the different commission opportunities, each commissioned project informing the other in order to maximise benefits.

The Brief

This commission is to place a contemporary artist/s within the design team. The artist will develop a sculptural approach to the design and integration of all age play facilities across the site, the aim being to collaborate with the other members of the design team to create an active environment with concepts extending across the hard and soft landscaping and the design of street furniture.

There is scope for work to take form that can be used and interpreted in different ways, seats may not appear initially as seats, they may appear as sculpture but be approached for jumping and balancing for example, and would still be suitable to sit on.

By working in collaboration with the design team, an artist will look for innovative ways of making interventions within the scheme to encourage people of all ages to actively engage with both the formal and informal recreational space.

The outline scheme considers opportunities for both conventional play equipment and more imaginative intervention to stimulate play and active engagement across all age groups. The artist may consider including different types of interactive designs that work with all of the senses – hearing, touch, smell as well as visual.

The artist will look for ways of influencing the wider landscape design to encourage subtle reference to the thematic framework for the commissioning programme; closely collaborating with the design team to ensure the work contributes to the creation of high quality public realm, whilst creating a visual language that indicates the previous use of the site.

Applications are sought from established artists across a variety of art forms to allow the opportunity for an innovative unconventional response.

The artist's work will:

- Encourage engagement in an active healthy lifestyle
- Contribute to the creation of a high quality well designed public realm
- Aid way finding and legibility of the site
- Engender a sense of place for residents and neighbours to the site who experience the work as audience
- Create an opportunity for residents and members of the wider community to experience the work of a contemporary artist, broadening and inspiring their own interest in contemporary art practice.
- Foster creative collaboration and knowledge share between the commissioned artist and the other design team professionals

Thematic Framework

It is important that this scheme in some way reflects the rich personal history and local pride associated with Cambridge City Football Club, otherwise known as 'The Lilywhites'. The site has been used for collective enjoyment of the game of football for many years. Generations of families from the surrounding area have memories of time spent on the site, and who identify it as a distinct part of the local neighbourhood. It has served the community in many ways beyond sport.

However, the pitfalls of creating literal references to football need to be avoided. Future residents of the development may value an insight into the history of their place, and welcome the creation of a distinct, unique environment with a clear identity, but will be less interested in literal memorials to Cambridge City Football Club history.

What is needed here is the commission of artist interventions within the built environment that make reference to the origins of the site through an underlying and overt playfulness; work that engages an active interaction with the site, encouraging people out of their houses to share in the communal spaces; work which makes subtle and ingenious references to the spirit of the site, revealing both open and intimate interest.

Work may respond to the energy and enthusiasm associated with the football, tactics and gamesmanship, or concepts of movement. It may influence the design of the wider environment through connections with the visual language of football for example, white lines or immaculate turf lawns; the ideas may contain humour, hope, desire, they may be reflective or form a commentary.

The work in the built environment needs to contribute to the quality of habitat, whilst encouraging and engaging active life in the public spaces.

Children' engagement with their environment only relies on simple, safe, abstract interventions to stimulate activity and imagination, a wall to run along, a post to swing around. Adults are also increasingly more interested in using their environment for fitness and active lifestyles. The indication

of an artist designed 'trim trail' could be extended in its concept from a sculptural starting point and could extend beyond that conventional location across the development into the formal spaces.

Speed, Strength, Stamina and Suppleness are key words in football training, but yet relevant to all of us who want to live an active healthy lifestyle. These key attributes can be gained through sprinting, jogging, walking, running jumping, kicking, turning, balancing and stretching. All of these activities could be encouraged through a cleverly engaging environment developed through artist collaboration.

Technical Considerations

Practical requirements for installation and maintenance of the work will be established when the artist concepts are agreed. Work needs be designed with public safety in mind - fulfilling any necessary regulations. In addition it needs to address the following considerations:

Durability – The commissions are intended to be permanent, and therefore artworks should be durable, and be designed to minimise the possibility of damage by graffiti and vandalism.

Maintenance - Consideration should be given to maintenance regimes, and a requirement for highly technical or specialised maintenance will not be acceptable.

Accessible Designs - Artwork should not create a hostile environment for disabled people. Consideration could be given to including different types of interactive designs that work with all of the senses – hearing, touch, smell as well as visual.

Sustainability – Where possible the artist should consider the use of sustainable materials and low energy solutions.

The artist will be expected to work with the design team towards fulfilling any necessary regulations or conditions related to delivery of the work.

Project Support and Management

Finalised concepts and plans for delivery will be defined with the artist in collaboration with the design team to fit in with the agreed project timetable, fulfilling any subsequent planning conditions.

Design team representatives (project architect, project landscape architect, quantity surveyor etc.)

Their role will be to creatively collaborate with the artist in the creation of specific interventions and look to develop concepts across the site. They will help inform the artist's work providing information or supporting practical arrangements where necessary, plus facilitate the production and promotion of the work.

The commissioned artist will be expected to attend all appropriate project meetings and where necessary present progress of the project to representatives of the site developer, local area committee members, Cambridge City Council, and the project managers.

The developer of the site will ensure all members of the design team support group are aware of the role of the consultant artist and project artists, and support the framework for collaboration and successful delivery of their contribution.

Consultation

The commissioned artist will be expected to support and or contribute to an appropriate programme of creative participation with local residents neighbouring the scheme.

The nature and scope of this work will be developed with the consultant artist and to involve local communities in the creative design and planning process associated with the development of the public realm. The consultant artist will look for links with the work created within the 'community space'.

Outline Budget

An initial budget of £13,000 (+VAT where appropriate) has been allocated for the initial design stage of the commission. This is to include all artist fees and expenses to foster a collaboration with the design team and develop detailed designs for specific interventions as well as look to extend the concepts across the scheme.

A further £5,000 (+VAT) has been allocated plus a total project delivery allowance of £56,400 to support the fabrication and installation of specific interventions and cover artist's time to oversee the process where they are not involved in the fabrication of the work. The exact budget, however, will be established with the artist/s and Crest Nicholson project managers. The artist will need to prepare a detailed budget in liaison with the project manager and quantity surveyor and present it alongside the concepts for delivery.

Project Timescale

The programme of research leading to a finalised proposal should commence May 2014 with detailed designs following Planning determination August 2014. Fabrication and Installation to be co-ordinated alongside the on-site build schedule 2014-2016.

Appendices - 2.6 Site Memory | Sound Response

April 2014

Background

Crest Nicholson are currently preparing a Planning Application to develop Cambridge City football ground into a residential housing development consisting of approx 106 new dwellings. As part of that Planning process they have appointed consultant artist Zoë Chamberlain to develop a Public Art Delivery Plan.

The outline for the **kickstart** Public Art Programme so far considers opportunities for both temporary and permanent work within the built environment and during the build process.

This plan has been developed in close liaison with the redevelopment project design team in consultation with supporters of the club, local Members and representatives from the wider community of West Chesterton.

It is recognised that Cambridge City Football Club has responsibility for a number of stakeholders; their communities of players, officials and supporters, many of whom are from the immediate neighbourhood, and the thriving boys and girls sides drawn from the local community.

This creates a unique context for the inclusion of Public Art. **kickstart** symbolises not only the creation of a new residential community and public space, but also the beginning of a new era for the club and it's community.

The outline for the **kickstart** Public Art Programme so far considers opportunities for both temporary and permanent work within the built environment, and during the 'community spaces' created during the redevelopment process.

Physical Context

The site, approximately 1.7ha in area, lies to the west of the Westbrook Centre with access gained via the access road serving the office development. The site has been used as a football ground for approximately 80 years prior to which there is evidence of gravel extraction.

To the east of the site lies Chesterton Community College comprising a purpose built sports centre. To the north are large semi-detached properties with generous rear gardens and to the south are higher density

residential properties. A key neighbour to the south is the Victoria Homes accommodation for elderly residents. To the north east of the site, just adjacent to the Westbrook Centre is a newly constructed care home. The new Milton Road Primary School, on Ascham Road, is a short distance away.

The proposed development consists of approximately 106 residential units being a mix of town houses and apartments, 40% of which will be affordable housing.

Secluded from heavy traffic, the scheme includes open space, hard and soft landscaping, car and cycle parking and associated infrastructure.

Strategic Context

Since appointment in January 2010 consultant artist Zoë Chamberlain has been working with the design team and stakeholders involved with the ground redevelopment to create **kickstart**, a framework for commissioning. She has identified opportunities for a themed approach to work within the 'community space' (Cambridge City Council SPD 3.3) and the built environment.

kickstart symbolises new beginnings for the site and the football club. Underpinning this is the notion of *Service – Movement – Desire* (a Football tactics motto coined by Sir Bobby Robson), both in terms of the site, resident engagement and the club's relationship with the local community. Football terminology and relevant across all design concepts and community relationships connected to the site.

There is rich personal history and local pride associated with the Football Club otherwise known as 'The Lilywhites'. The site has been used for collective enjoyment of the game of football for many years. Generations of families from the surrounding area have memories of time spent on the site, or identify it as a distinct part of the local neighbourhood. It has served the community in many ways beyond sport.

The kickstart Commissioning Programme

There are two commission opportunities for the creation of work in the built environment.

The two commission opportunities are:

- Active Landscape Collaboration
- Site Memory/ Sound Response

These form the basis of a commissioning structure that shows clear intentions for desired outputs, but allows flexibility and scope for commissioned artists to take their own perspective and interrogate the site and its context to establish with the design team the exact opportunities that exist within the scheme at detailed design stage. All work is to be underpinned by the thematic framework for the project.

In addition, there are two project artist roles commissioned to help document and celebrate memories and aspirations; one working with the football club and one with local residents neighbouring the scheme before they enter a new ‘community space’ embarking on a period of change. This work will form the basis of an archive resource to inform the rest of the **kickstart** commission programme within the built environment.

The consultant artist will continue to work on the project into the next phase of the re-development enabling reflection and cross - referencing across the different commission opportunities, each commissioned project informing the other in order to maximise benefits.

The Brief

An artist will be commissioned to create a very specific piece of work within the development. A sound installation presented in the form of a permanent legacy artwork on site, a memorial to the football ground - a recorded playback of City’s cheer. How this interacts with the site will be determined by the artist, but it may be considered to focus on presenting the work at 3 O’clock every Saturday.

The work makes subtle reference to the thematic framework for the commissioning programme; and the artist will closely collaborate with the design team to ensure the work contributes to the creation of high

quality public realm, whilst creating an artistic response that makes poetic reference to the spirit of the site, avoiding a clichéd response.

Located within the landscape architecture as a ‘memorial’ to the ground at Milton Road, the concept has been developed by the consultant artist in response to comments from local residents at the local planning consultation exhibition, as well as members of the football club.

The exact location and form of delivery is to be developed in collaboration with the design team but may take the form of a clock or consider utilising door bells to the properties, where possible using low energy consumption.

The cheer has been recorded and archived at the last game in the ground as part of the Service – Movement – Desire/ Making the Move digital artwork project.

The artist’s work will:

- Create a distinct identity for the development
- Engender a sense of place for residents and neighbours to the site who experience the work as audience
- Create an opportunity for residents and members of the wider community to experience the work of a contemporary artist, broadening and inspiring their own interest in contemporary art practice.

Thematic Framework

It is important that this scheme in some way reflects the rich personal history and local pride associated with Cambridge City Football Club, otherwise known as ‘The Lilywhites’. The site has been used for collective enjoyment of the game of football for many years. Generations of families from the surrounding area have memories of time spent on the site, and who identify it as a distinct part of the local neighbourhood. It has served the community in many ways beyond sport.

However, the pitfalls of creating literal references to football need to be avoided. Future residents of the development may value an insight into the history of their place, and welcome the creation of a distinct,

unique environment with a clear identity, but will be less interested in literal memorials to Cambridge City Football Club history.

What is needed here is the commission of artist interventions within the built environment that make reference to the origins of the site through an underlying and overt playfulness; work that engages an active interaction with the site, encouraging people out of their houses to share in the communal spaces; work which helps establish a distinct identity for the development through subtle and ingenious references to the spirit of the site, revealing both open and intimate interest.

Work may respond to the energy and enthusiasm associated with the football, tactics and gamesmanship, or concepts of movement. It may influence the design of the wider environment through connections with the visual language of football.

The work in the built environment needs to contribute to the quality of habitat, whilst encouraging and engaging active life in the public spaces.

Technical Considerations

Practical requirements for installation and maintenance of the work will be established when the artist concepts are agreed. Work needs be designed with public safety in mind - fulfilling any necessary regulations. In addition it needs to address the following considerations:

Durability – The commissions are intended to be permanent, and therefore artworks should be durable, and be designed to minimise the possibility of damage by graffiti and vandalism.

Maintenance - Consideration should be given to maintenance regimes, and a requirement for highly technical or specialised maintenance will not be acceptable.

Accessible Designs - Artwork should not create a hostile environment for disabled people. Consideration could be given to including different types of interactive designs that work with all of the senses – hearing, touch, smell as well as visual.

Sustainability – Where possible the artist should consider the use of sustainable materials and low energy solutions.

The artist will be expected to contribute towards fulfilling any necessary regulations or conditions related to delivery of the work.

Project Support and Management

Finalised concepts and plans for delivery will be defined with the artist in collaboration with the design team to fit in with the agreed project timetable, fulfilling any subsequent planning conditions.

Key outcomes of the work will need to be determined with the design team and presented for approval by Crest Nicholson and the Local Authority.

Design team representatives (project architect, project landscape architect, quantity surveyor, Crest Nicholson design and planning manager)

Their role will be to creatively collaborate with the artist in the delivery of the work. They will help inform the artist’s work providing information or supporting practical arrangements where necessary, plus facilitate the production and promotion of the work.

Consultant artist

The consultant artist will form the link with the progress of the development project, design team and other ‘community space’ commissions to ensure an overall continuity in the art programme and allow for any potential for cross germination of ideas with other artist commissions in the **kickstart** series.

The commissioned artist will be expected to attend all appropriate project meetings, the developer of the site will ensure all members of the design team support group are aware of the role of the consultant artist and project artists, and support the framework for collaboration and successful delivery of their contribution.

Outline Budge

An initial budget of £16,000 (+VAT) has been allocated to support all artist fees, fabrication and installation of the work.

The exact budget will be established with the artist/s and Crest Nicholson. The artist will need to prepare a detailed budget in liaison with Crest's project manager and quantity surveyor alongside the concepts for delivery.

Project Timescale

The programme of research leading to a finalised proposal should commence May 2014 with detailed designs following Planning determination August 2014. Fabrication and Installation to be co-ordinated alongside the on-site build schedule 2014-2016.

Appendices - 2.7 Artists Commission in the Community - With Crest Nicholson Team April 2014

Background

Crest Nicholson are currently preparing a Planning Application to develop Cambridge City football ground into a residential housing development consisting of approx 106 new dwellings. As part of that Planning process they have appointed consultant artist Zoë Chamberlain to develop a Public Art Delivery Plan.

The outline for the **kickstart** Public Art Programme so far considers opportunities for both temporary and permanent work within the built environment and during the build process.

This plan has been developed in close liaison with the redevelopment project design team in consultation with supporters of the club, local Members and representatives from the wider community of West Chesterton.

It is recognised that Cambridge City Football Club has responsibility for a number of stakeholders; their communities of players, officials and supporters, many of whom are from the immediate neighbourhood, and the thriving boys and girls sides drawn from the local community.

This creates a unique context for the inclusion of Public Art. **kickstart** symbolises not only the creation of a new residential community and public space, but also the beginning of a new era for the club and it's community.

The outline for the **kickstart** Public Art Programme so far considers opportunities for both temporary and permanent work within the built environment, and during the 'community spaces' created during the redevelopment process.

Physical Context

The site, approximately 1.7 ha in area, lies to the west of the Westbrook Centre with access gained via the access road serving the office development. The site has been used as a football ground for approximately 80 years prior to which there is evidence of gravel extraction.

To the east of the site lies Chesterton Community College comprising a purpose built sports centre. To the north are large semi-detached properties with generous rear gardens and to the south are higher density residential properties. A key neighbour to the south is the Victoria Homes accommodation for elderly

residents. To the north east of the site, just adjacent to the Westbrook Centre is a newly constructed care home. The new Milton Road Primary School, on Ascham Road, is a short distance away.

The proposed development consists of approximately 106 residential units being a mix of town houses and apartments, 40% of which will be affordable housing.

Secluded from heavy traffic, the scheme includes open space, hard and soft landscaping, car and cycle parking and associated infrastructure.

Strategic Context

Since appointment in January 2010 consultant artist Zoë Chamberlain has been working with the design team and stakeholders involved with the ground redevelopment to create **kickstart**, a framework for commissioning. She has identified opportunities for a themed approach to work within the 'community space' (Cambridge City Council SPD 3.3) and the built environment.

kickstart symbolises new beginnings for the site and the football club. Underpinning this is the notion of *Service – Movement – Desire* (a Football tactics motto coined by Sir Bobby Robson), both in terms of the site, resident engagement and the club's relationship with the local community. Football terminology and relevant across all design concepts and community relationships connected to the site.

There is rich personal history and local pride associated with the Football Club otherwise known as 'The Lilywhites'. The site has been used for collective enjoyment of the game of football for many years. Generations of families from the surrounding area have memories of time spent on the site, or identify it as a distinct part of the local neighbourhood. It has served the community in many ways beyond sport.

The Brief

This commission is to appoint a contemporary artist/s to work within the 'community space' inhabited by the relationship between the developer of the site and local residents as the site goes through a period of transformation. An artist will be appointed to work closely with the developer team to create temporary projects alongside the build and development process on site.

Applications are sought from established artists who have the interpersonal skills to create a rapport with individuals and groups within diverse communities, in areas with local issues; artists who have consultative practice at their core and whose work is stimulated by experiences, memories and views of others, with a proven track record producing site-specific, socially engaged, temporary or legacy artworks.

All art forms will be considered to allow the opportunity for an innovative unconventional response, using the **kickstart** thematic framework as a starting point.

There will be two particular aspects to this work:

3a. Commission to create work to engage with neighbours to the site

This site could be under development for over a year, during which time it will be noisy and disruptive for neighbours.

Generations of families from the surrounding area have memories of time spent on the site, or identify it as a distinct part of the local neighbourhood. It has served the community in many ways beyond sport.

The developer and contractor have a responsibility to consider the needs of local residents under the Considerate Constructors Scheme, and as part of their Corporate Social Responsibility programmes. As an extension of this, an artist can look to create an alternative forum for expression of issues during the development process, and subsequently interesting and unusual ways of engaging with local residents in a positive creative way during this process of change.

Local residents include

- Neighbours to the development site
- Residential care/ sheltered accommodation for the elderly (Victoria Park and Cambridge Manor)
- Residential domestic dwellings
- Commercial business in Westbrook centre
- Local Retail businesses on Milton Road
- Milton Road Primary School and Chesterton Community College

3.b Consultant artist's work to engage with new residents of the development

Alongside the project reaching out to the existing community, the consultant artist will be devising ways to engage with new residents as they populate the new development.

Work could possibly occupy hoardings, local media, or digital platforms for example; and might include photography, creative writing or performance. It may be temporary or celebratory. It may take the form of an artist contribution to the developer welcome pack or a special event to encourage active use of the public spaces within the site. The ideas may contain humour, hope, desire, they may be reflective or form a commentary.

Approach

All art forms will be considered to allow the opportunity for an innovative unconventional response. All outcomes, celebratory or otherwise, help add to the distinct identity for the development engendering a sense of place for this newly established neighbourhood.

The commissioned artist will need to ensure that any proposals make reference to the following principles:

- a. Celebration – opening up history, memory and the understanding of change
- b. Revelation – interrogating and investigating the unknown, unseen and unappreciated
- c. Promotion – exploring important issues for the community
- d. Interpretation – establishing features that make the place more legible
- e. Inspiration – supporting education and promoting engagement and challenge.

Using the **kickstart** thematic frame of reference as a guide, and archive resource generated from other projects in the commissioning series - the work produced as part of this element of the project will help encourage active participation in the communal spaces within the development, in keeping with the spirit of the site and contributing to a vibrant and relevant neighbourhood.

The artist will look to create a vehicle to help create a dialogue between different individuals and groups who have an interest in the site. For example, work with the Social Housing Operator resident liaison function to extend their remit, engaging with the emerging community and surrounding neighbourhood.

The artist can establish the format for delivery of ideas relevant to the audience with the consultant artist and project support group. All proposals will be supported by the input of the consultant artist and project support group. The consultant artist will form the link with the progress of the redevelopment project and the design team to ensure an overall continuity in the art programme and allow for any potential for cross germination of ideas where appropriate.

The artist's work will:

- Open up a way of consulting with those who may not normally find a voice through normal forms of consultation.
- Assert local pride to the wider Cambridge community and beyond
- Add marketing value, creates a distinct identity for the development
- Create an opportunity to galvanise local spirits, reflect on past and look to the future
- Manage the process of change in a contemporary creative way.
- Allow a creative approach to the PR for the development site
- Reveal local stories and engender a sense of place for neighbours to the site who experience the work as audience
- Create a vehicle for dialogue between local residents (new and old) and the site developer during the process of change
- Be an opportunity for residents and neighbours to experience the work of a variety of contemporary artists, broadening and inspiring their own interest in contemporary art practice.
- Encourage a vibrant and relevant neighbourhood

Project Support and Management

The artist will be supported by the consultant artist, a specialist project manager, and a Project Support Group. Key outcomes of the work will need to be determined by the artist and presented with detailed budgets for approval by the Project Support Group.

The Project Support Group will be responsible for:

- Artist selection
- Monitoring
- Review

It will be made up of:

Specialist project manager

An experienced practitioner with experience of facilitating community based artist residencies will support the production and promotion of the work created by the artist, in liaison with the developer.

Developer Team representatives

Including, project manager acting on behalf of the developer; Marketing or other representatives from the developer; and a resident liaison representative from the Social Housing Operator. Their role will be to help inform the artist's work providing information or supporting practical arrangements where necessary, plus facilitate the production and promotion of the work.

Consultant artist

The consultant artist will form the link with the progress of the development project, design team and other 'community space' commissions to ensure an overall continuity in the art programme and allow for any potential for cross germination of ideas with other artist commissions in the **kickstart** series.

The artist will be expected to attend all appropriate project meetings and will also be expected on occasions to make presentations to the Project Support Group. The role of the group is to oversee and safeguard the development of the project and to support the project artists.

In addition the artist will be expected to document / or oversee the documentation of the process.

Technical Considerations

Practical requirements for the work will have to be established when the artist concepts are agreed. However all work undertaken by the artist needs to respect different audiences and be inclusive to people from diverse backgrounds. All work needs to be fully accessible and fulfil any necessary health and safety requirements at the point of delivery.

Artists will be expected to have public liability insurance to the value of £2 million.

Outline Budget

	Total Production Budget Inc. Contingencies/Fees/ Expenses
Create work to engage neighbours to the site	£8,000

The artist/s will need to prepare a detailed budget in liaison with the project manager and present it to the Project Support Group alongside the concepts for delivery after the initial phase of research.

Project Timescale

The programme of research leading to a finalised proposal should commence autumn 2014 and be scheduled to coincide with the on-site build programme.

Selection Process and Timescale

Artists expression of interest	TBC
Artists shortlist selection	TBC
Artists Interviews	TBC
Artists Appointed	TBC
Artists initial research and consultation	TBC

Artist presents concepts to Project Support Group	TBC
Schedule for project agreed	TBC
Project outputs – installation/ exhibition/ events	TBC
Evaluation	TBC

Submission

Artists wishing to be considered for this commission should send the following supporting information :

- Curriculum Vitae
- Documentation of previous work
- Other appropriate material such as project evaluations, catalogues, media coverage etc.

Shortlisted artists will be expected to make a brief presentation on their initial ideas for implementing the project.

For more information contact:

Zoë Chamberlain
Consultant Artist
The Studio, 3a Toyse Lane, Burwell, Cambridge, CB25 0DF
zoe@zoechamberlain.com
07941 792517

Specialist Project Manager
TBC

Appendices - 2.8 Project Manager Brief - Working with Crest Nicholson Team April 2014

Background

Crest Nicholson are currently preparing a Planning Application to develop Cambridge City football ground into a residential housing development consisting of approx 106 new dwellings. As part of that Planning process they have appointed consultant artist Zoë Chamberlain to develop a Public Art Delivery Plan.

The outline for the **kickstart** Public Art Programme so far considers opportunities for both temporary and permanent work within the built environment and during the build process.

This plan has been developed in close liaison with the redevelopment project design team in consultation with supporters of the club, local Members and representatives from the wider community of West Chesterton.

It is recognised that Cambridge City Football Club has responsibility for a number of stakeholders; their communities of players, officials and supporters, many of whom are from the immediate neighbourhood, and the thriving boys and girls sides drawn from the local community.

This creates a unique context for the inclusion of Public Art. **kickstart** symbolises not only the creation of a new residential community and public space, but also the beginning of a new era for the club and it’s community.

The outline for the **kickstart** Public Art Programme so far considers opportunities for both temporary and permanent work within the built environment, and during the ‘community spaces’ created during the redevelopment process.

Physical Context

The site, approximately 1.7 ha in area, lies to the west of the Westbrook Centre with access gained via the access road serving the office development. The site has been used as a football ground for approximately 80 years prior to which there is evidence of gravel extraction.

To the east of the site lies Chesterton Community College comprising a purpose built sports centre. To the north are large semi-detached properties with generous rear gardens and to the south are higher density residential properties. A key neighbour to the south is the Victoria Homes accommodation for elderly

residents. To the north east of the site, just adjacent to the Westbrook Centre is a newly constructed care home. The new Milton Road Primary School, on Ascham Road, is a short distance away.

The proposed development consists of approximately 106 residential units being a mix of town houses and apartments, 40% of which will be affordable housing.

Secluded from heavy traffic, the scheme includes open space, hard and soft landscaping, car and cycle parking and associated infrastructure.

Strategic Context

Since appointment in January 2010 consultant artist Zoë Chamberlain has been working with the design team and stakeholders involved with the ground redevelopment to create **kickstart**, a framework for commissioning. She has identified opportunities for a themed approach to work within the ‘community space’ (Cambridge City Council SPD 3.3) and the built environment.

kickstart symbolises new beginnings for the site and the football club. Underpinning this is the notion of *Service – Movement – Desire* (a Football tactics motto coined by Sir Bobby Robson), both in terms of the site, resident engagement and the club’s relationship with the local community. Football terminology and relevant across all design concepts and community relationships connected to the site.

There is rich personal history and local pride associated with the Football Club otherwise known as ‘The Lilywhites’. The site has been used for collective enjoyment of the game of football for many years. Generations of families from the surrounding area have memories of time spent on the site, or identify it as a distinct part of the local neighbourhood. It has served the community in many ways beyond sport.

The Brief

This commission is to appoint a project manager to work within the ‘community space’ inhabited by the relationship between the developer of the site and local residents as the site goes through a period of transformation. The project manager will support the appointment of an artist who will work closely with the developer team to create temporary projects alongside the build and development process on site.

The project manager will be established and alongside appointing and supporting an artist, they will have the interpersonal skills to create a rapport with individuals and groups within diverse communities, in areas with local issues with a proven track record producing site-specific, socially engaged, temporary or legacy artworks.

There will be two particular aspects to this work:

3a. Artist commission to work to engage with neighbours to the site

This site could be under development for over a year, during which time it will be noisy and disruptive for neighbours.

Generations of families from the surrounding area have memories of time spent on the site, or identify it as a distinct part of the local neighbourhood. It has served the community in many ways beyond sport.

The developer and contractor have a responsibility to consider the needs of local residents under the Considerate Constructors Scheme, and as part of their Corporate Social Responsibility programmes. As an extension of this, the project manager will support the artist to create an alternative forum for expression of issues during the development process, and subsequently interesting and unusual ways of engaging with local residents in a positive creative way during this process of change.

Local residents include

- Neighbours to the development site
- Residential care/ sheltered accommodation for the elderly (Victoria Park and Cambridge Manor)
- Residential domestic dwellings
- Commercial business in Westbrook centre
- Local Retail businesses on Milton Road
- Milton Road Primary School and Chesterton Community College

3.b Consultant artist's work to engage with new residents of the development

Work could possibly occupy hoardings, local media, or digital platforms for example; and might include photography, creative writing or performance. It may be temporary or celebratory. It may take the form of an artist contribution to the developer welcome pack or a special event to encourage active use of the public spaces within the site. The ideas may contain humour, hope, desire, they may be reflective or form a commentary.

Approach

All art forms will be considered to allow the opportunity for an innovative unconventional response. All outcomes, celebratory or otherwise, help add to the distinct identity for the development engendering a sense of place for this newly established neighbourhood.

The project manager will need to ensure that any proposals make reference to the following principles:

- a. Celebration – opening up history, memory and the understanding of change
- b. Revelation – interrogating and investigating the unknown, unseen and unappreciated
- c. Promotion – exploring important issues for the community
- d. Interpretation – establishing features that make the place more legible
- e. Inspiration – supporting education and promoting engagement and challenge.

The project manager will support the artist to look for ways to engage with new residents as they populate the new development.

Using the **kickstart** thematic frame of reference as a guide, and archive resource generated from other projects in the commissioning series - the work produced as part of this element of the project will help encourage active participation in the communal spaces within the development, in keeping with the spirit of the site and contributing to a vibrant and relevant neighbourhood.

The project manager will help stimulate relationships with the Social Housing Operator resident liaison function to extend their remit, engaging with the emerging community and surrounding neighbourhood.

The artist will establish the format for delivery of ideas relevant to the audience with the consultant artist and project support group. All proposals will be supported by the input of the consultant artist and project support group. The consultant artist will form the link with the progress of the redevelopment project and the design team to ensure an overall continuity in the art programme and allow for any potential for cross germination of ideas where appropriate.

The project manager will ensure that the artist's work will:

- Open up a way of consulting with those who may not normally find a voice through normal forms of consultation.
- Assert local pride to the wider Cambridge community and beyond
- Add marketing value, creates a distinct identity for the development
- Create an opportunity to galvanise local spirits, reflect on past and look to the future
- Manage the process of change in a contemporary creative way.
- Allow a creative approach to the PR for the development site
- Reveal local stories and engender a sense of place for neighbours to the site who experience the work as audience
- Create a vehicle for dialogue between local residents (new and old) and the site developer during the process of change
- Be an opportunity for residents and neighbours to experience the work of a variety of contemporary artists, broadening and inspiring their own interest in contemporary art practice.
- Encourage a vibrant and relevant neighbourhood

Project Support and Management

The project manager will administer the advertising of the commission opportunity and the application process. The support group will carry out the artist selection. Key outcomes of the work will need to be determined by the artist and presented with detailed budgets for approval by the Project Support Group.

The Project Support Group will be responsible for:

- Artist selection
- Monitoring
- Review

It will be made up of:

Specialist project manager

An experienced practitioner with experience of facilitating community based artist residencies will support the production and promotion of the work created by the artist, in liaison with the developer.

Developer Team representatives

Including, project manager acting on behalf of the developer; Marketing or other representatives from the developer; and a resident liaison representative from the Social Housing Operator. Their role will be to help inform the artist's work providing information or supporting practical arrangements where necessary, plus facilitate the production and promotion of the work.

Consultant artist

The consultant artist will form the link with the progress of the development project, design team and other 'community space' commissions to ensure an overall continuity in the art programme and allow for any potential for cross germination of ideas with other artist commissions in the **kickstart** series.

Other Key Stakeholders

If appropriate there is scope for the project manager to invite any other key stakeholders to the Project Support Group, should it be appropriate.

Technical Considerations

All work undertaken by the project manager needs to respect different audiences and be inclusive to people from diverse backgrounds. They need to ensure all work is fully accessible and fulfils any necessary health and safety requirements.

Key Project Management Tasks:

- Facilitate the relationship with the participating practitioners (artist, developer, social housing operator, neighbourhood representatives etc)
- Build links with the local residents, through key stakeholder groups or other mechanisms suggested by the commissioned artist including local media, to ensure their interest and involvement as the project develops.
- Liaise between participating practitioners to coordinate schedule for delivery of the works, and manage the budgets.
- Draft contracts and administer payments in liaison with Crest Nicholson and consultant artist.
- Support the artist/s to ensure all necessary consents and approvals are in place where appropriate. Work alongside the commissioned artist/s to organise logistics for presentation of the work.
- Establish and manage connections for any appropriate joint promotion of the project, for e.g. Vélo festival (Cambridgeshire county council) and Curating Cambridge Festival (Cambridge University)
- Work with Crest Nicholson PR and Marketing team to build a buzz about the different strands of project and ensure effective promotion of the project in the local neighbourhood and beyond using traditional marketing channels and through social media. A wider audience will be encouraged to share in the pride of the event through this campaign, the neighbourhood around Milton Road,Crest Nicholson, the club and the collaborators will benefit from making the projects high PR

Outline Budget

	Total Production Budget Inc. Contingencies/Fees/ Expenses	Project Management fees	Total Project Budget
Create work to engage neighbours to the site	£9,000	£3,000	£15,750
Devising work for new residents of the devel	£3,750		

The artist/s will need to prepare a detailed budget in liaison with the project manager and present it to the Project Support Group alongside the concepts for delivery after the initial phase of research.

Project Timescale

The programme of research leading to a finalised proposal should commence autumn 2014 and be scheduled to coincide with the on-site build programme.

Selection Process and Timescale

Artists expression of interest	TBC
Artists shortlist selection	TBC
Artists Interviews	TBC
Artists Appointed	TBC
Artists initial research and consultation	TBC
Artist presents concepts to Project Support Group	TBC
Schedule for project agreed	TBC
Project outputs – installation/ exhibition/ events	TBC
Evaluation	TBC

Submission

Artists wishing to be considered for this commission should send the following supporting information :

- Curriculum Vitae
- Documentation of previous work
- Other appropriate material such as project evaluations, catalogues, media coverage etc.

Shortlisted artists will be expected to make a brief presentation on their initial ideas for implementing the project.

Deadline for application:

For more information contact:

Zoë Chamberlain
Consultant Artist
The Studio, 3a Toyse Lane, Burwell, Cambridge, CB25 0DF
zoe@zoechamberlain.com
07941 792517

Specialist Project Manager
TBC

Appendices - 3. Draft Schedule May 2014

	Year 0 (2010 - 2014) Pre-application				Year 1 (May 2014 - 2015)				Year 2 (2015)				Year 3 (2016)			
Appoint Project Managers																
Select Artists for Design team Collaborations																
Select Artists for 'Community Space' commissions																
Relationship building																
Working with the design team:																
Active Landscape Collaboration																
Site Memory Sound Response																
Working with CCFC:																
Service Movement Desire (Last Match at Milton Road)																
Legend Legacy Postcards																
Light Rider presents: Making The Move																
Working with the Developer team:																
Engaging with neighbours to the site																
New residents of the development																
Project PR milestone (exhibition / installation / design concept finalise / design delivery)																
Monitoring and Review																

- Note:**
- 1. The Schedule indicates span of activity related to the delivery of the projects.
 - 2. The Schedule is indicative and is subject to variation.
 - 3. Please note that there may be a gap between Year 1 (2014-2015) and Year 2 depending on how quickly the site is developed.

Montage Image Credits

Cover Image: The Page, Lindenstrasse Memorial Berlin - Zvi Hecker
CCFC images thanks to Neil Harvey and The Cambridgeshire Collection
How to score, Science and the Beautiful Game – Ken Bray
Simplicity Bench - Yumiko Aoyagi for Sustrans
Touchstone – Kevin Carter Co-Lab
Crumplestone – Walter Jack Studio
Incidents Along The Way, and Objects in Space – Jesús Morales
Spacemakers, Bristol - Kathrin Bohm, Cleo Broda, Calum Stirling
c-ma3, Roppongi Hills Tokyo – Studio On Site
Road Rail River, March Fenland – Zoë Chamberlain
The Trophy Room - Neville Gaby
Connect - Linda Schwab
Fiberwave, Gifu Prefecture – Makoto Sei Watanabe
Fukuoka Car Park, Japan - Martha Schwartz
Spenn Valley Signage - Pauline Monk
Think Lockart
Populating Places – Zoë Chamberlain
Saturday 18th March, Stratford Upon Avon – Janet Hodgson
Sign Markers - Elizabeth Turrell and Imi Maufe
SizemOre –cartoonstock.com
Dew Sweeping – Chris Parsons
Max - Lucy Casson for Sustrans
Natori Cultural Hall South Garden, Japan – Studio on Site
Wave Field, Michigan USA– Maya Lin Studio