



Cally Road Public Art Cycle Rack Commission

Artist Brief

Introduction

The London Borough of Islington is inviting proposals from artists for a significant on-street artwork that can function as cycle racks close to the rail bridge by the Caledonian Road and Barnsbury Overground station, as part of urban streetscape improvements for the area.

A commission for lighting under the bridge (with a separate brief) will run concurrently. Islington Council's Spatial Planning and Transport Services has secured funding from Transport for London to develop and implement both projects.

The project is an opportunity for an artist using robust, long lasting materials to install a distinctive artwork functioning as a set of cycle racks in the street area close to the bridge, helping to improve the look and feel of street, creating strong sense of 'place' and welcoming environment for the Caledonian Road area, known locally as 'The Cally'.

Context

The Caledonian Road rail bridge is around two kilometres north of King's Cross. The urban improvements are outlined in the Cally Plan Supplementary Planning Document (SPD) covering the area from Regent's Canal north to Pentonville Prison. With its proximity to Kings Cross the area is a focus for regeneration, developing the local economy and urban fabric.

The area is easily accessible from the West End and the City, and close to major cultural centres near King's Cross, including UAL Central St Martin's school of art, King's Place Music Foundation, Cubitt (artist-led studio and gallery organisation), The Young Actors Theatre and the London Sinfonietta.

The Cally Plan cites the arts as a means to 'help shape and define places and communities and make exciting places to live, work and visit.' The growing annual Cally Festival brings together local people, businesses and visitors. Cubitt runs an active education and community programme and Cally Calls, led by Central St Martin's AIR programme, pairs artists with people who live and work in the Cally to look at how the area is defined by the lives of local people.

The Caledonian Road (named after the Caledonian Asylum, founded in 1815, for the children of Scottish sailors and soldiers) was an important route and toll road into the city, passing through countryside before the area was developed, mostly in Victorian times. The area became a commercial centre as the front gardens of terraced housing in the street were converted into shop-fronts. The road was used by cattle drovers until the mid 19th century taking livestock to Smithfield Market. Later, cattle were traded at the local Caledonian Market.

Improvements to the rail bridge were completed in 2013, with a new dark blue paint finish and the distinctive Ferodo lettering replaced with 'The Cally' name in the same font on both sides of the bridge.

Aims and Objectives

The cycle racks should provide a positive amenity for cyclists, helping to encourage cycling and sustainable transport generally, and must be robust, weather and vandal resistant and long lasting with minimum maintenance and running costs. The design should therefore reflect the following aspirations:

- Provide a distinctive and positive feature to the local streetscape and functional amenity for cyclists
- Encourage cycling and sustainable transport in the area
- Improve and enhance the look and feel of the area helping to promote a coherent and strong sense of place for The Cally
- Actively engage The Cally's diverse local communities in the development of the local streetscape, creating a shared sense of ownership and pride in the works and the public space they occupy
- To be vandal and weather resistant and simple and affordable to run and maintain.

Scope of the Work

Upon appointment the commissioned artist will be required to work closely with teams across Islington Council. The commission will comprise of the following stages:

Stage 2: Detailed design

- Delivery of a modest community engagement/education outreach process to engage The Cally's diverse local communities, cyclists and cycling groups
- Further research and consultation with key stakeholders to ensure the smooth delivery of the scheme (e.g. LBI, TFL)
- Production of a detailed, fully worked-up proposal including:
 - Detailed visual representations of the cycle racks and the surrounding context
 - A detailed technical and maintenance schedule for the scheme
 - A detailed budget describing all fees, costs and expenses for all aspects of the project.

Stage 3: Implementation

At this stage it is envisaged that the implementation of the works will be managed by Islington Council's Streetworks team. The appointed artist(s) will be required to support;

- Production of detailed proposals for final approvals (LBI Planning and TFL)
- Production of tendering/procurement information for specialist contractors
- Practical completion by June 2015

Budget and Fees

A project budget of £20,000 has been established for project. This budget must cover;

- the artist/design team fee (to be agreed)
- research fees and transport costs
- all other professional fees
- suppliers and contractors' fees
- consultation and outreach costs for a modest engagement programme
- insurances, licenses and permissions costs
- fabrication and material costs
- site preparation and installation costs

Planning and Legalities

A planning application will have to be submitted for the design and will be subject to the due processes.

Constraints

Technical requirements, size constraints, location, recommended fixings, and capacity of the cycle racks will be provided by Islington Council's Streetworks team.

Thought should be given in particular to any impact it might have in terms of health and safety or on-going maintenance issues.

Durability

The cycle racks should be made of appropriate and durable materials, fit for purpose in a busy public realm, and must conform to relevant health and safety guidelines.

Maintenance

The installation should require only minimal maintenance and be resistant to vandalism and any potential degradation caused by its environment.

The artist/design team should consider the issue of sustainability when formulating proposals.

Community Engagement

The appointed artist will need to engage with the local community, cyclists, and cycling groups in the development and delivery of the cycle racks in order to help create a sense of ownership of the work, reduce the potential risk of vandalism and the support council's broader community cohesion and place-making plans.

A modest programme of community engagement activities will be proposed by the artist and either delivered by them or an artist selected specifically for this work within the agreed budget. The programme will be supported by the Islington Council's Arts Service.

Management

The project's design and consultation stages will be managed by the Public Art Project Manager. The artist's direct line of management will be a representative of the Arts Service, Islington Council.

Submission Process

Artists are invited to submit outline proposals for the project in accordance with this brief. At least three artists will be short-listed and invited to a selection interview. Travel expenses will be covered within the UK.

The submission should include:

- A profile of the artist and any collaborating professionals including their CVs and examples of previous work.
- An outline concept proposal including:
 - Outline of initial visual/conceptual ideas for the cycle racks and the surrounding context
 - A written statement explaining the approach and proposed methodology, including suggestions for community engagement activities
 - Consideration of maintenance issues and durability of the proposed works.
- A suggested timetable for the design and implementation of the scheme
- An indicative budget proposal including anticipated fees, costs and expenses for the project.
- Artists undertaking the commission will be required to show evidence of relevant insurances to the values required by the borough, including: Public Liability Insurance to the value of £10,000,000 and Professional Indemnity Insurance to the value of £5,000,000.

Selection criteria

Track record	25%
Quality of the concept proposal	35%
Quality of proposed project planning and management	15%
Quality of proposed community engagement process	15%
Fee proposal	10%

The submitted proposals will be judged by a panel of key stakeholders, including the Public Art Project Manager, representatives from TFL, and representatives from the Council's Arts Service and Traffic and Safety team.

All submissions must be received in both hard copy and electronically by 5pm Tuesday 16th December 2014.

Shortlisted artists will be invited to interview in the first week of February 2015.

Please direct all enquiries and send your submissions via email and post to:

Wilf Langridge
Strategy and Community Partnerships
Islington Council
Town Hall, Upper Street,
London N1 2UD

Tel: 0207 527 7531

Email: Wilf.Langridge@islington.gov.uk

APPENDIX 1 - images



Caledonian Road Rail Bridge

APPENDIX 2 – Cally Plan area

http://www.islington.gov.uk/services/planning/planningpol/pol_supplement/Pages/Cally-Plan.aspx

