

Charlton Hayes, South Gloucestershire

Writer's Commission: Research, Collaboration and Engagement



Client: Bovis Homes Ltd
Art Consultant: Ginkgo Projects Ltd
Date: December 2010
Version: 01
Image: Boulevard mixed use design



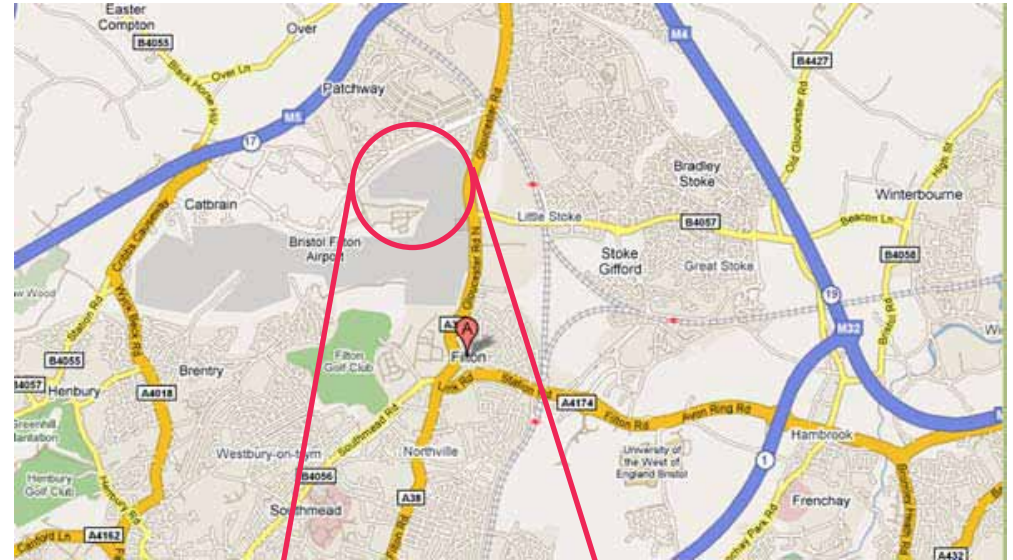
CHARLTON HAYES - WRITER'S COMMISSION

Introduction

Bovis Homes Ltd is transforming the former Filton airfield in South Gloucestershire into a new mixed use development called Charlton Hayes. The development includes housing, community and leisure facilities, workspace and public realm.

This commission is aimed at developing a series of short stories informed by research within the local area. The text will form the basis for a series of permanent public art commissions to be integrated into the new public realm.

Bovis Homes Ltd is committed to commissioning writers as part of the Charlton Hayes development. Bovis Homes Ltd intend to work with writers to create site-specific work, both temporary and permanent, about the people who will live and work around Charlton Hayes. The developer also aims to create opportunities for artists and writers to work closely with other design professions to ensure that their work is well integrated into the scheme as a whole.



Approach to Development

The Charlton Hayes development aims to create a new area within South Gloucestershire adjacent to a number of established communities. The site is of strategic significance and will have a high profile because of its location adjacent to the A38 and to the Cribbs Causeway Regional Shopping Centre.

The development comprises:

- 74 hectares of land on the southern end of Patchway in North Bristol
- 2,200 new homes
- A mixed use scheme with ground floor retail and residential upper floors
- Supporting community and leisure facilities
- 14 hectares of mixed employment development
- A number of existing landscape features, with new proposals including play areas, squares and greens

Buildings within the development are no higher than 4 storeys and while contemporary in design take references from both the Art Deco buildings of Filton Airfield and elsewhere the C19th formal architecture of Bristol's inner suburbs such as Clifton.

The public art commissioning focus is on legibility and wayfinding, and will comprise of 2 phases:

1. Research, Collaboration and Engagement
2. Creative Legibility

The design of permanent artworks within these areas will be guided by the text produced through this writer's commission.

The intention is to draw on source material from local people and research about the area, with this being creatively interpreted and integrated into the public realm to help improve legibility of the area.

The text may be:

- embedded into floor or wall designs or other decorative features eg paving, grates
- incorporated into street furniture eg seating, railings, gates, bollards
- used as detailing within walls / thresholds
- used as a starting point for a design which doesn't directly reference the text



Project Aims

The art commissioning programme aims to develop and build on the links between local communities.

The key project aims are to:

- Uncover the real history and culture of the area
- Meet with and speak to local residents in Patchway as well as existing community groups and organisations as part of the research process
- Develop connections with local people through this community engagement
- Provide the research, background information and source material for the permanent public art commissions
- Produce a high quality piece of creative writing

It is an aspiration that the text produced will be published and distributed to each new household within the development.

Responsive Artwork

The text produced should be a collection of short stories that responds to the site and the local communities.

Identity

The text should celebrate the unique character of the site and help to establish a new and vibrant place with a clear identity.

Collaboration

The Writer will research and develop the text in response to local members of the public and will give full consideration to how the text might work when interpreted by the visual artist commissioned for the second stage of the project.



Patchway Conservation Group

Requirements

The Writer should consider the range of creative work already taking place within the established community around Charlton Hayes through a number of organisations and partnerships.

It is important that the text created is relevant to the public that pass or use the site, as well as the people that live there and in the surrounding areas.

Ideally the Writer should be based in, or familiar with, Bristol or the South West of England.

Constraints

The work of the Writer will have to be sensitive to a number of stakeholders including future residents and neighbouring communities.

The historic and geographical context of the site will need to be considered carefully to ensure the appropriateness of all projects.

The long time frame of the overall development will require a programme that is sensitive to perceptions of development held by communities involved during the development process.

Location

The Writer will work initially in areas bordering the Charlton Hayes site, principally Patchway.



Above: An indicative housing design for the development
Below: Indicative designs for a secondary street

Programme

The research and production phase for the text commission will include two approval meetings within that time. At these meetings the Writer will present ideas and proposals to the public art steering group, which will be made up of a client representative, the project architect and Ginkgo Projects. Other individuals relevant to the project may be invited along if necessary such as the landscape architect or contractor representatives.

Commencement of research and production phase	End of January 2011
Interim progress meeting 1	TBC
Interim progress meeting 2	TBC
Text completion and final approval meeting	End of May 2011

At approval meetings it is expected that the Writer will produce draft text and research material in a format that is suitable for presentation to the commissioning group. The exact format can be agreed with the project manager prior to the meetings.

The project must be completed by the end of May 2011, in order to enable the commencement of the visual arts commissioning.



Indicative designs for (top to bottom): side street, boulevard, main street elevation and link road

Output

The output from the research and production stage will be:

1. A manuscript or set of texts of (max) 10,000 words to be delivered as an edited and design-ready MS Word document.
2. To deliver at the same time a (max) 500 word summary of the text – i.e. a first draft of 'cover copy'.
3. A presentation and reading (at venue and date TBC) in 2011
4. Research material showing idea formation.
5. It is understood that the text will explore the past, present and future of the site, and will include material derived from interviews and meetings with local people and community groups, and from direct observation of the site and its surroundings, reflecting the character of the South Gloucestershire area.
6. The text will be a work of imaginative literature (prose) but may contain elements of non-fiction.
7. Writer participation in copy-edit and proof-reading processes up to publication with person(s) specified by client team, and attendance at a launch event upon publication.
8. Writer availability for local press/media to represent the project where appropriate.

The content of the work should not bring the Client into a position of possible disrepute or damage in anyway the identity and confidence in the Charlton Hayes development. The Client will give the final approval to the suitability of publishing the work.

Communication

The Writer should liaise with the project managers throughout to ensure that materials generated will be suitable as the basis for the production of permanent artworks to enrich the site.

After the conclusion of the project, the Writer should also be available to discuss their work with the Artist appointed for the second stage commissions.

Budget

Please note that this commission refers only to the research, collaboration and engagement stage of this project. Upon approval of satisfactory delivery, an Artist will enter into a formal contract to deliver the second implementation stage of the project.

Research, collaboration and engagement stage Writer fee:

£5000 exclusive of VAT
This fee is inclusive of expenses.

Invoices will be paid in arrears following the agreed approval points to be outlined in the contract. Invoices should be addressed to the client Bovis Homes Ltd, but sent via the project manager at Ginkgo Projects.

It is part of the Writer's role to ensure that they have researched and considered the budget and that they will be able to produce their work within it.

Copyright and Ownership

Copyright of the work shall remain with the Writer.

The Writer grants the Client with the full title guarantee an irrevocable royalty-free non-exclusive licence (which will carry the right to grant sub-licences and will be transferable to other parties) without time limit to use and reproduce for any purpose relating to the Project all and any documents prepared by the Writer or on their behalf in the course of carrying out the Services, whether existing in written or electronic media, including without limitation the designs, inventions and processes contained in them but excluding proprietary software. The licence will exclude sales of the entire work to a commercial publisher.

How to Apply

If you are interested in applying for this project, please send:

- A recent copy of your CV
- A brief written statement about your work
- Up to 3 examples of your previous written work

Applications should be sent to tom@ginkgoprojects.co.uk by Friday 14th January 2011.

Supporting information may also be sent by post to Tom Littlewood at Ginkgo Projects (see contact details below). If you have any questions or would like further information please contact Tom.

A shortlist of artists will be invited to interview in Bristol on the provisional date of Thursday 27th January 2011.

Contacts

The key contact will be the art project manager at Ginkgo Projects.

Public Art Project Manager	Client
Tom Littlewood Ginkgo Projects St Judes Studio High Street Axbridge Somerset BS3 1PS	Bovis Homes Ltd Cleeve Hall Bishop's Cleeve Cheltenham Gloucestershire GL52 8GD
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