

# Public Art Vision for Hedge End, West End and Botley

## **Artist's brief**

February 2024



# Executive Summary

**Eastleigh Borough Council is inviting submissions from Artists, an Artist Collective or a Creative Consultancy to develop and deliver a Public Art Vision for Hedge End, West End and Botley (HEWEB).**

The Council welcomes applications from across the creative disciplines including interdisciplinary approaches between Artists and collaborators of their choosing.

The Commission is funded from a Section 106 Developer's Contribution for Public Art and funds allocated by the HEWEB Local Area Committee.



Iichen Valley, West End



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# 1. Project Vision

## a. Vision Statement

Engaging the communities of Hedge End, West End and Botley in the creation of a Vision for Public Art in the HEWEB Local Area.

## b. Project Background

Eastleigh Borough Council is committed to supporting Public Art as a contributing factor in 'building strong, vibrant and healthy communities' (EBC Public Art Strategy).

This project aims to develop a cohesive vision for public art within HEWEB, identifying priorities for commissioning artworks over the next five to ten years. By commissioning an Artist, Artist Collective or Creative Consultancy\*, HEWEB hopes to benefit from specialist skills in delivering a creative public consultation process; knowledge of successful public art commissioning elsewhere; and expert recommendations for future commissioning.

The Vision will guide public art commissioning across the HEWEB Local Area so it will need to identify the particularities of Hedge End, West End and Botley, both in terms of character and context but also forthcoming development and funding (these will be identified with support from Council Officers).

*\* Referred to hereafter as Artist but not inferring a preference over informal or formal group structures.*



## 2. Project Context

### a. Site Location

The town of Hedge End and the Parishes of West End and Botley are south east of the town of Eastleigh. The M27 divides West End (to the west) from Hedge End and Botley (to the east).

### b. Project Context

The area is predominantly suburban in character. According to the 2021 census, Hedge End has a population of 21,516 people, West End Village has a population of 12,021 and the village of Botley has a current population of 7,137 people but with further development in progress it can be expected to rise by at least 2,000 people in the next ten years.

In recent years, public art in HEWEB has been commissioned using developer's contributions for on-site projects, or alternatively smaller contributions have been pooled for delivery of larger projects in the local area. Artist's Briefs have mostly been developed in isolation with some connection through corresponding themes or histories (such as the Strawberry Trail and noteworthy figures like West End's Richard St. Barbe Baker).

This project will commission an Artist to develop and deliver a participatory programme of activities, which engages HEWEB residents in dialogue about their wants and needs from future public art commissioning. On completion of the engagement programme the Appointed Artist will compile their findings and a set of recommendations in a 'Vision for Public Art in HEWEB'.



Strawberries by Richard Austin at Shafford Meadows, Hedge End



Hatch Farm, West End

### c. Strategic Context

Hedge End, West End and Botley are overseen by the [HEWEB Local Area Committee \(LAC\)](#) for the Borough of Eastleigh.

Public Art in the Eastleigh Borough is informed by the adopted [Public Art Strategy](#).

Complementary to the Public Art Strategy, Visions for Public Art in the Local Areas of Eastleigh Borough are created to guide future commissioning with information that is more specific to the area's priorities. In 2023 Public Art Visions were approved by [Bursledon, Hamble & Hound \(BHH\)](#) and [Bishopstoke, Fair Oak and Horton Heath \(BIFOHH\)](#). A draft Public Art Vision for Eastleigh Local Area (ELAC) is due for completion by the Council's Urban and Landscape Design Team in 2024.

Although entirely within the Parish of Fair Oak, the forthcoming development north of Hedge End called One Horton Heath, lies partly within the administrative boundary of HEWEB. A Vision for Public Art in the One Horton Heath development will be prepared by the Council's Urban and Landscape Design Team in parallel to the HEWEB Vision, and will focus on delivery entirely on-site within the development of 2,500 homes.

### d. Historic Context

**Botley** is an historic village which obtained its charter from Henry III for a market in 1267, although there has been a settlement here since at least the 10th century. Between 1806 and 1820 it was the home of the famous journalist and radical politician William Cobbett who described the village as the most delightful in the world. There is a memorial stone to William Cobbett in the village square. Flour mills have existed in Botley for over 1,000 years and the old Botley Mill is at the end of the High Street.

The fine Market Hall built in 1848 and old coaching inns can be found in the High Street together with many interesting houses.



**Hedge End** has been at the centre of this rapidly expanding area with easy access to the M27. However, the original settlement is believed to get its name from a farm at the end of a hedge on a road from Botley. Like much of the Borough, Hedge End was a rural farming area dating from the 13th Century. In the late 19th Century it became known as the 'Strawberry Village' with a substantial market garden and strawberry growing areas. Today it is a modern town with offices, parks, out of town retail parks and residential areas, on the main transport route of the M27.

In 2010 public art by Adrian Moakes was commissioned in Hedge End to mark bronze age archaeological finds at the site of the Dowd's Farm development.

**West End** is still known as 'the village' to local residents and has always been known for agriculture and market gardening as well as its paper mill on the River Itchen. Now known as Gaters Mill, in 1686 it belonged to the company of white paper makers.

Wooded hills and views across the River Itchen have drawn many people to West End. Hatch Grange, once part of the grounds of a large house, is now a public park enjoyed by local residents.

Previous Public Art commissions in West End have helped to celebrate the lives of notable local figures including environmentalist Richard St. Barbe Baker, architect Herbert Collins and nurse Kate Oram.

West End is also home to the internationally renowned Utilita Bowl cricket stadium and golf complex - the home of Hampshire County Cricket Club and Poseidon Boxing Academy.



Botley Mills

## 3. Project Brief

### a. Project Aims

Public Art in Eastleigh Borough is required by the Public Art Strategy to meet the Council's Corporate Priorities to contribute to the delivery of the strategic aims of **Enabling a Healthier Eastleigh, Shaping Places, Protecting Our Environment and Creating Homes and Communities.**

This project creates opportunities to:

- promote mental and physical wellbeing and reduce social isolation
- increase local distinctiveness and have a positive impact upon the community identity
- enhance the public realm and resident's enjoyment of the public open space on their doorsteps
- strengthen connections within and between existing and new communities in Hedge End, West End and Botley.

### b. Project Themes

A Steering Group of local stakeholders have identified the following themes as key focuses of this project:

**Caretakers of the Future** – Bettering our area for the benefit of our children.

**Empowering Residents** – Creative community engagement can give people confidence to drive decision-making in their area.

**Form Follows Function** – We're interested in how public art can be useful as well as beautiful or interesting.

**Connecting and Communicating** – Openness and transparency helps to build trust, strengthen relationships and achieve great things together.

Additionally, a core driver for the project is **Partnerships** – identifying opportunities to work collaboratively, especially with Parish and Town Councils and schools.





### c. Forms of Public Art

As described in the EBC Public Art Strategy,

*“Public art can take a number of forms, for example:*

*It may be discrete or incorporated within a building’s structure or result in the creation of new public spaces, landscape (hard and soft), lighting features, seating, sculpture, signage or flooring;*

*It may take the form of stonework, metalwork, photography, prints, paintings, textiles, ceramics, projection, moving images, computer generated images, performance, events or music commissions;*

*It may be temporary or permanent.”*

**For this project we want to work with an Artist who has knowledge of Public Art commissioning in a broad range of art forms.**

### d. Public & Stakeholder Engagement/Consultation

A core part of this project is creative engagement with local residents and stakeholders including the project Steering Group. This process of consultation will help clarify the aspirations of the community and determine what needs to be described in the Vision.

### e. Roles & Responsibilities

**Appointed Artist** – The Artist selected to deliver this Commission is responsible for development and delivery of the Vision including community engagement. They will need to manage relationships with any collaborators or sub-contractors and ensure delivery of all work is high quality, within budget and to the agreed timescale. They are expected to attend meetings (mostly online) with the Steering Group and supply regular updates throughout the project to the Project Manager.

**Project Manager** – Vickie Fear, Public Art Officer for Eastleigh Borough Council will manage this project, ensuring EBC processes for delivery, reporting and archiving are adhered to and completed within budget and to the agreed timeline. The Project Manager is the Appointed Artist’s main point of contact and reports to (and is part of) the Steering Group.

**Steering Group** - The Steering Group’s role is to support the project from commencement to completion; more specifically they are responsible for shortlisting Artists for interview, selecting the Appointed Artist and approval of the Vision. The members of this group are committed to attending regular meetings and representing the viewpoints of the wider community.

**The Steering Group consists of:**

- Cllr Janice Asman
- Cllr Richard Gomer (Chair)
- Cllr Leigh Hadaway
- Cllr Derek Pretty
- Cllr Jane Welsh
- Ross McClean (Local Area Manager for HEWEB)
- Keeley Mitchell (Assistant Local Area Manager)
- Vickie Fear (EBC Public Art Officer).

# 4. Project Budget and Deliverables

## a. Budget

A total **Vision budget of £15,000** is available and must cover all Artist and collaborator/ subcontractors' fees; expenses including travel for meetings/site visits; and all production costs for events/workshops/exhibitions e.g. materials, room hires, refreshments and communications e.g. printing/distribution.

There is no separate contingency budget for this project.

It is not anticipated that any further fundraising will take place to increase the budget for the HEWEB Public Art Vision.

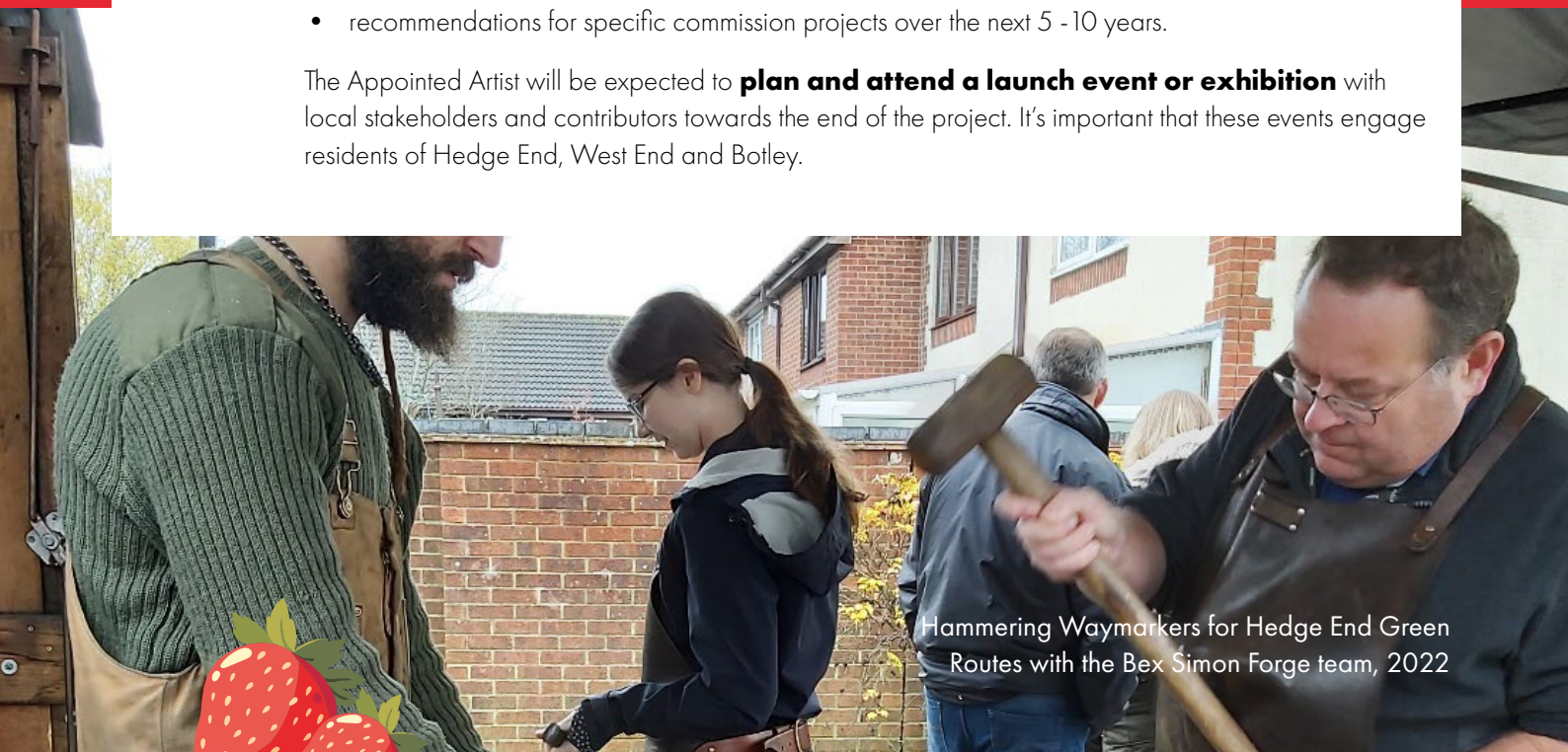
## b. Deliverables

The Appointed Artist will be required to propose **a plan for public consultation/community engagement** for comment and approval by the Steering Group. This will also give the Steering Group plenty of notice to support any events and raise awareness of the project with the wider community. During delivery it is understood that some planned activities or events may change but the Steering Group must be kept informed of changes, and the revised programme must still align with the project themes and inform the creation of the Vision.

Following the consultation period, the Appointed Artist will need to submit **a detailed project proposal** to the Steering Group for comment and approval. The Vision must include:

- historic and current context for public art commissioning in HEWEB;
- relevant Council and national policy;
- clear findings from the community engagement programme including key themes, possible locations for future commissioning, and community groups and other stakeholders to collaborate with;
- relevant case studies of high-quality public art outside of Eastleigh Borough;
- recommendations for specific commission projects over the next 5 -10 years.

The Appointed Artist will be expected to **plan and attend a launch event or exhibition** with local stakeholders and contributors towards the end of the project. It's important that these events engage residents of Hedge End, West End and Botley.



Hammering Waymarkers for Hedge End Green Routes with the Bex Simon Forge team, 2022

# 5. Invitation to Apply

## a. Requirements

EBC will only contract a professional Artist, Artist Collective or Creative Consultancy for this commission.

The Appointed Artist will therefore be expected to:

- have a demonstrable track record of delivering Public Art projects or consultation.
- have valid Public Liability Insurance of not less than £2,000,000.00.
- be registered on the DBS Update Service or complete a DBS check through EBC.
- prepare risk assessments, method statements and any other health and safety documentation as required for the project.manage Agreements with and payments to any collaborators/sub-contractors.
- manage their own National Insurance contributions and income tax, and supply details such as UTR and NI number or company number and VAT number (if registered) when requested. Sole Traders will be required to complete a Freelance Declaration Form.

The Appointed Artist can be any nationality but must have the legal right to work in the UK.

The Council is committed to equality of opportunity and believes in the benefits that a diverse portfolio can bring. We would encourage all applicants who meet the essential criteria to apply.

## b. Site Visits

Artists interested in applying for the HEWEB Public Art Vision are invited to join an Online Q&A on **Tuesday 7 May 2024**. This is an opportunity to meet the Project Manager and some representatives of the Steering Group and ask questions about the project.

Please RSVP for this event by email to [vickie.fear@eastleigh.gov.uk](mailto:vickie.fear@eastleigh.gov.uk)

You will then be sent instructions for joining the event.

Attending this event is not essential but is recommended.

If you intend to visit Hedge End, West End or Botley to familiarise yourself with the area please be considerate of local residents and respect their privacy. The closest railway stations are Botley, Hedge End, Swaythling and Southampton Parkway. [Bluestar](#) and [First Buses](#) serve the area with routes to and from Eastleigh and Southampton.

Hatch Farm, West End



### c. How to Apply

Please submit an Expression of Interest (see 5d for what to include) by email to Vickie Fear, EBC Public Art Officer (pronouns: she/her) **by midday on Tuesday 14 May 2024**: [vickie.fear@eastleigh.gov.uk](mailto:vickie.fear@eastleigh.gov.uk)

Artists are also asked to complete an anonymous **Monitoring Survey** when submitting their EOI. This will help EBC to better understand the protected characteristics of Artists interested in our Public Art opportunities and how the Council can improve our applications process to broaden the diversity of Artists we are working with. Artist Collectives should complete a Monitoring Survey for each member of the Collective.

Please confirm in your email that you have completed the anonymous Monitoring Survey.

Late submissions cannot be considered. Please email your submission well in advance of the deadline to avoid the possibility of technical issues and lateness.

### d. Expression of Interest (EOI)

To apply for this project please submit the following as a single pdf attachment<sup>1</sup>:

- Your name/ the name of your company or collective
- Contact details including email, phone number and current address
- Links to your website, any online video content about previous Public Art projects (max. three) and any professional social media accounts
- A short statement (approx. one side of A4) outlining your proposed approach to this project and how it relates to your broader practice and previous work
- Your CV
- Up to four images relevant to your proposal or previous work (not essential)

Please do not attach image or video files separately to your email.

If you would prefer to submit your EOI in another format such as audio or video please contact Vickie Fear at least one week in advance of the deadline: [vickie.fear@eastleigh.gov.uk](mailto:vickie.fear@eastleigh.gov.uk)



<sup>1</sup> Files can be merged online for free using [Adobe Acrobat](#).

# 6. Selection Process and Criteria

## a. Shortlisting

Representatives of the Steering Group will review all submissions received by the deadline and determine a shortlist of up to five Artists.

Representatives of the Steering Group will conduct online interviews with the shortlisted Artists and following discussion with the full Steering Group will select the Appointed Artist.

Shortlisted Artists will be asked to supply the names, roles and contact details of two referees.

Please note that Eastleigh Borough Council reserves the right not to appoint any of the applicants if none of the submissions are considered suitable and may approach others to submit proposals.

## b. Selection Criteria

### Criterion 1 – Knowledge and experience of Public Art commissioning

Assessment: Written submission and images, online profile, CV, references, interview

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### Criterion 2 – Evidence of devising and implementing creative and imaginative community engagement

Assessment: Written submission and images, online profile, CV, references

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### Criterion 3 – Evidence of capability to produce high-quality work

Assessment: Written submission and images, online profile, CV, references, interview

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### Criterion 4 – Suitability of the artist's approach for this commission

Assessment: Written submission, interview

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Selection criteria are weighted equally.

## c. Indicative Timescales

### Deadline for submissions: Tuesday 14 May 2024

Notification of shortlist decision: By Wednesday 22 May 2024

Interviews of shortlisted Artists: Week commencing 27 May 2024

### Decision and appointment of successful Artist: By Monday 3 June 2024

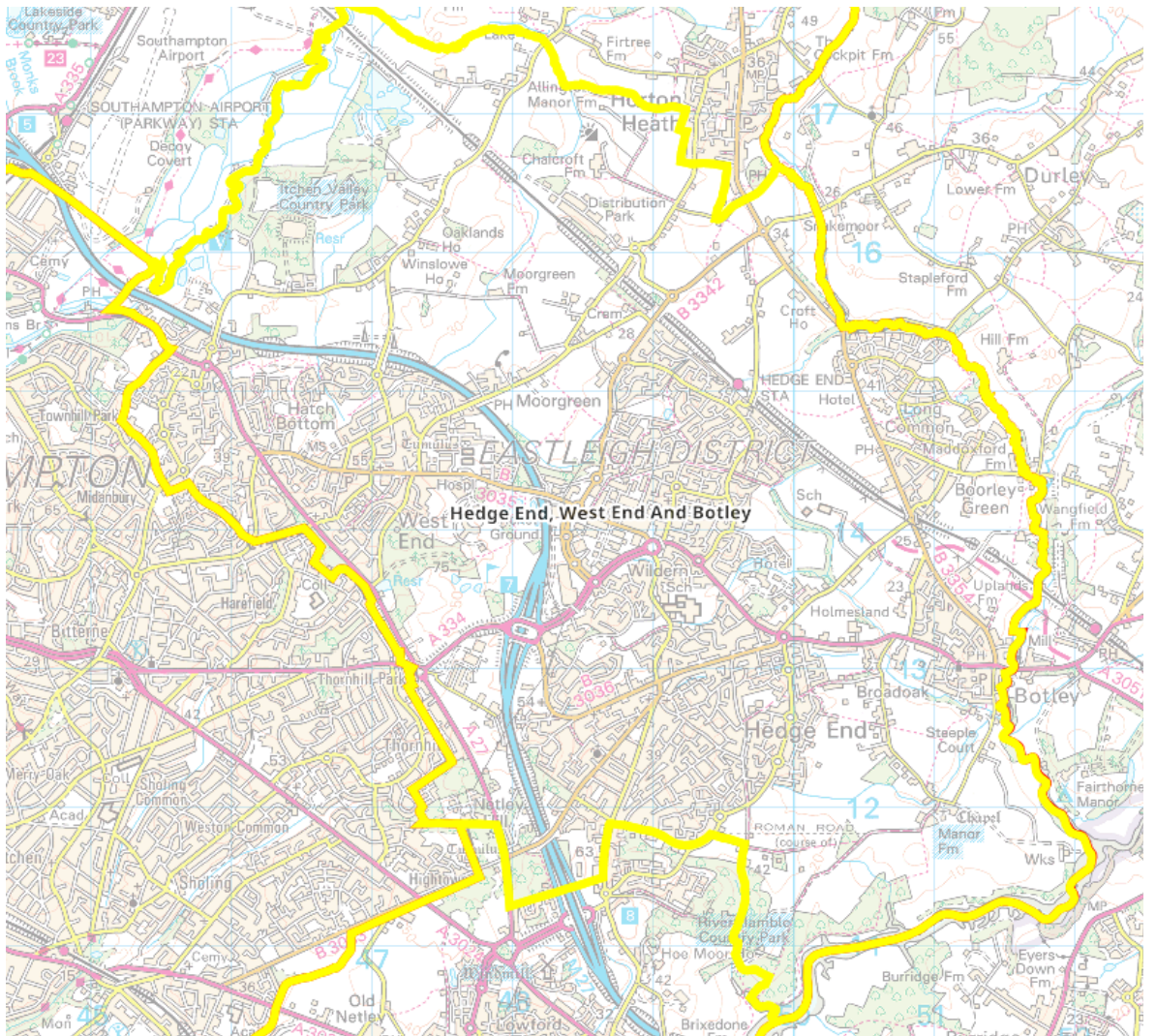
Submission of Community Engagement Plan: By Monday 17 June 2024

Submission of first draft of Public Art Vision for HEWEB: By 30 September 2024

### Project Completion: By 6 January 2025

# 6. Further Information

## a. OS Map



## b. Privacy Notice

This notice sets out how Eastleigh Borough Council (EBC) collects and processes any information that you give, including your personal data, in relation to the HEWEB Public Art Vision.

Eastleigh Borough Council (EBC) is committed to protecting and respecting the privacy of your personal data. As a registered Data Controller (Reg. no. Z7118863) we comply with the General Data Protection Regulations 2018 (GDPR). Our full privacy notice can be found at [www.eastleigh.gov.uk/privacy](http://www.eastleigh.gov.uk/privacy).

### Why we need your personal information

Category of personal data we may request includes:	Purpose of requesting information:
<b>Suppliers</b>	
Name Address Contact details (e.g., telephone number, email address)	To manage the procurement and tender process in accordance with the Public Contracts Regulations 2015  To manage the contractual and/or business relationship with potential suppliers
<b>Local residents and business operators</b>	
Name Address Contact details (e.g., telephone number, email address) Photographs	To process and respond to enquiries/ complaints from local residents and business operators regarding the Project  To obtain feedback from the local community regarding the Project
<b>Newsletter Subscribers</b>	
Name Address Contact details (e.g., telephone number, email address)	To enable local residents to receive updates on the progress of the Project
<b>Who we may share your data with includes but is not limited to:</b> Case Management Officers Project Steering Group	
<b>Lawful basis for using your personal data:</b> Article 6(1)(b) – contract Article 6(1)(a) – consent Article 6(1)(e) – public task	
<b>Lawful basis for using your special personal data:</b> N/A	

### Who your information may be shared with

Your personal information will be treated as confidential, but it may be shared with other Council services to provide services, meet our legal obligations as a Local Authority, ensure our records are accurate

and up-to-date, and improve the standard of the services we deliver. It may also be shared with external organisations involved in delivering services on our behalf where the Council has a lawful basis to do so. We will only use your information in ways which are permitted by the General Data Protection Regulation and the UK Data Protection law.

- The Council has a duty to protect the public funds it administers and may use the information you have provided or share it with other bodies for the purpose of preventing and detecting fraud. This includes participation in the Cabinet Office [National Fraud Initiative](#).
- We may use your personal data for marketing products or services.

While conducting our business, we may from time to time conduct voluntary surveys to collect information about how our services are performing, what improvements we could make and other information about the demographics and make-up of the Borough. Only statistical information is ever shared, used or analysed from these surveys.

### **How long your personal information will be held**

We retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purpose of satisfying any legal, accounting or reporting requirements, or to fulfil statutory obligations. Full information regarding retention periods for the different types of data can be found on our website in our [retention and disposal](#) schedule.



West End Village



## Data Protection Officer

If you wish to ask us anything about data protection, ask for a copy of your data or you have a complaint about how we have used or looked after your data, you can contact our Data Protection Officer at:

Data Protection Officer  
Eastleigh Borough Council  
Eastleigh House  
Upper Market Street  
Eastleigh SO50 9YN  
Email: [DP@eastleigh.gov.uk](mailto:DP@eastleigh.gov.uk)

For more information on Data Protection in general, or if you wish to make a complaint relating to how your personal data has been used, please contact:

The Office of the Information Commissioner  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AX  
Website: [www.ico.org.uk](http://www.ico.org.uk)  
Email: [casework@ico.org.uk](mailto:casework@ico.org.uk)

## c. Diversity and Equality Policy

### 1. Equality affects quality of life

For our council this means:-

- respect and fair treatment for our employees and the community
- actively promoting non-discriminatory practices beyond legal requirement
- responding to the needs of the local community
- encouraging people to take advantage of opportunities
- being flexible, honest and open

This policy is concerned with services to our community and with employment. The council will provide clear guidance on equal opportunities issues and ensure that its policy is implemented through service development plans.

The following sections seek to ensure that people do not receive unequal treatment or reduced opportunities because of their age, sex, ethnicity, nationality, colour, religion, sexual orientation, disablement or poor health, social or personal background, employment.



## 2. Services to our community

It is the council's policy to provide services of a high standard to all members of the community. The council acknowledges that certain people in our community experience discrimination and unequal treatment. In order to deliver a responsive, open and high quality service to members of the community, the council will:

- seek to overcome unfair discrimination in service delivery
- identify the ways in which service delivery affects different service groups
- take positive steps to overcome barriers to equal opportunities
- promote fair treatment including provision of training for staff
- ensure that its services reflect the needs of the whole community
- monitor and measure service delivery and take positive action where the standards are not met
- ensure that all employees are aware of this policy

## 3. Employment

It is the council's policy to ensure equal opportunity in recruitment, promotion, selection and development of staff. The council will ensure:

- all employees responsible for the recruitment and management of staff receive training about equal opportunities
- all employees are aware of this policy
- all employees follow this policy
- the effectiveness of the policy is monitored and positive action taken to correct any causes of inequality.

# APPENDICES

### a. Public Art Strategy

<https://www.eastleigh.gov.uk/parks-leisure-and-culture/arts-and-culture/public-art/eastleighs-public-art-policies>

### b. Draft Artists Contract

<https://eastleigh.gov.uk/heweb-publicart>

