



Fleming Park Public Art Shading **Artist's brief**

January 2025



Executive Summary

Eastleigh Borough Council is inviting submissions from Artists or an Artist Collective to develop and deliver a Public Art Commission within Fleming Park.

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

The Commission is funded from Section 106 Developer's Contributions for Public Art, to be used for a project within the local area of Eastleigh.



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1. Project Vision

a. Vision Statement

Commissioning bespoke shade-giving structures at the Fleming Park Paddling Pool.

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).

Fleming Park is an area of parkland and recreation ground located south-west of Eastleigh town centre. This project aims to use funding available to commission a shade-giving structure/s at the Park's popular paddling pool replacing 'umbrella' structures which have reached the end of their life; as part of a wider programme of improvements to the site.

2. Project Context

a. Site Location

Fleming Park is west of Eastleigh's town centre, bounded by the M3 to the west and Passfield Avenue to the east. The paddling pool site is in the south east corner of Fleming Park, adjacent to Passfield Avenue and south of Places Leisure.

b. Project Context

Fleming Park includes walking routes and trails through an old golf course, a leisure centre, tennis courts, football pitches, a community centre and café, a play area, junior skate park and paddling pool.

The paddling pool is a popular destination for families with young children in the summer and can get extremely busy on hot, sunny days. Fleming Park has been identified by the Local Area Committee as a priority site for improvements and within a multi-phase masterplan for the whole park, the play area and paddling pool have been designated as a high priority for members.

In recent years visitors to the paddling pool have been able to make use of a small number of 'umbrella' shade-giving structures alongside the paddling pool. The umbrellas have been deemed as no longer suitable for the site and need to be removed. This project aims to create new shade-giving structures which are distinctive and bespoke to Fleming Park.

c. Strategic Context

Fleming Park is located within the town of Eastleigh and overseen by the Eastleigh Local Area Committee (ELAC) for the Borough of Eastleigh.

Public Art in the Eastleigh Borough is informed by the adopted Public Art Strategy: <https://www.eastleigh.gov.uk/parks-leisure-and-culture/arts-and-culture/public-art/eastleights-public-art-policies>



3. Project Brief

a. Project Aims

Public Art in Eastleigh Borough is required by the adopted Public Art Strategy to meet the Council's Corporate Priorities to contribute to the delivery of the long-established 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.
- create distinctive and functional points of interest within the paddling pool site for use by local residents.

b. Project themes

Artists will need to respond to the following themes identified by the Steering Group of local stakeholders:

Fun and Family Friendly – appealing to families with young children.

The Great Outdoors – connecting to the park setting and surrounding nature.

Artists will also need to consider:

Suitability – the health and safety of paddling pool users is of the utmost importance and any structure added to the site must be safe for young children to interact with.

Durability – the main structure must be suitable for the outdoor setting and resilient to all weather conditions. Elements could be incorporated which are removed and stored during the autumn/winter seasons however this is not preferred and subject to future availability of storage space.

Vandal-proofing – the artwork must be resilient to vandalism and easy to clean.

Flood risk – Whilst the Paddling Pool itself hasn't flooded in recent years, Monks Brook running through the park nearby can be prone to flooding.

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 are seeking proposals for built structures.

d. Public & Stakeholder Engagement/Consultation

A core part of this project is 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 can be delivered within the constraints of the project budget.

The separate communications budget can be used to support consultation and can enable digital and/or print requirements such as advertising for special events, or data collection questionnaires which can be produced by the EBC Communications team

Consultation could happen on-site at the Paddling Pool in summer 2025 and/or using indoor spaces at Places Leisure.

e. Roles & Responsibilities

Appointed Artist – The Artist or Artist Collective selected to deliver this Commission is responsible for development and delivery of the artwork 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. (*Throughout the rest of the Artist's Brief 'Appointed Artist' refers to an Artist or Artist Collective selected to deliver the project and doesn't infer a preference.*)

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 Commission for the site. 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 Paul Bicknell

Cllr Alex Bourne

Cllr Cameron Spencer

Guy Riddoch (Local Area Manager/LAM)

Simon Gould (Head of Green Spaces)

Vickie Fear (EBC Public Art Officer)

Clarissa Blignaut (Observer-Fleming Park Project Manager)

f. Maintenance/decommissioning

As described in the EBC Public Art Strategy,

"To ensure that the Council's public art collection and the surrounding areas remain of high quality, artworks that are no longer relevant or have reached the end of their lives will be decommissioned."

The Appointed Artist and Project Manager will discuss decommissioning at the contracting stage of this project to proactively consider an end-of-life plan and any longer-term legacies for the artwork.

If the Public Art Commission consists of a physical installation the Appointed Artist will need to provide a maintenance schedule for the artwork and its anticipated life expectancy ahead of completion of the project.

4. Project Budget and Deliverables

a. Budget

An initial budget of **£500 will be offered to max. three shortlisted Artists** to develop a Commission proposal for consideration by the Steering Group.

A total **Public Art Commission budget of £25,000**, is available and must cover all Artist and collaborator/subcontractors' fees; expenses including travel for meetings/site visits; and all production costs including materials, fabrication, installation and transport.

A **separate communications budget of £760** is also available to support this project. This budget will be managed by the Project Manager in discussion with the Appointed Artist.

A further budget of **£4,000 will be retained by EBC for future maintenance and decommissioning** of the artwork.

A **separate contingency of £4,000** has been ringfenced by EBC for this project and will be managed by the Project Manager.

Due to the restricted timescale for this project it is not anticipated that any further fundraising will take place to increase the budget for this project.

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.

Following the consultation period, the Appointed Artist will need to submit **a detailed project proposal** to the Steering Group for comment and approval. The proposal can include plans for further community engagement during delivery of the project and must detail key themes and concepts; designs, materials and proposed locations for any physical artworks; a detailed budget breakdown and production timeline.

The Appointed Artist will **deliver the Public Art Commission** developed from the agreed proposal. During development and delivery of the project it is understood that any aspects of the artwork described may change but the Steering Group must approve any changes from the proposal, and the resulting Commission should be a recognisable development from the proposal.





5. Invitation to Apply

a. Requirements

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

The Appointed Artist will therefore be expected to:

- have a demonstrable track record of delivering Public Art projects
- have valid Public Liability Insurance of not less than £5,000,000.00
- 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. Open Days and Site Visits

Artists interested in applying for the Fleming Park Public Art project are invited to visit the site during the **Open Day on Wednesday 5 March 2025**. This is an opportunity to familiarize yourself with the location of the development and to meet the Project Manager and some representatives of the Steering Group.

A Virtual Open Day will take place online on Thursday 6 March 2025. This is an opportunity to meet the Project Manager and some representatives of the Steering Group if you are unable to visit the site in person.

Please RSVP for these events by email to vickie.fear@eastleigh.gov.uk

You will then be sent instructions for joining the event.

Attending either of these events is not essential and Artists should only attend one or the other.

If you intend to visit Fleming Park on another day to familiarize yourself with the site please be considerate of local residents and respect their privacy.

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 Monday 17 March 2025: 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 application 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

To apply for this project please submit the following as a single pdf attachment*:

- 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)

*Files can be merged online for free using Adobe Acrobat.

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 two weeks in advance of the deadline: vickie.fear@eastleigh.gov.uk

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 three Artists/Artist Collectives.

The shortlisted Artists will be paid £500 to prepare an Initial Proposal for the Commission. The Proposal should include key themes and concepts; their approach to community engagement; a description and drawings of any physical artworks including ideas about designs, materials and locations; a breakdown of how the Commission budget would be spent; details of any collaborators or subcontractors and a draft timeline of production/delivery.

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

Criteria 1 – Evidence of capability to produce high-quality projects

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

Criteria 2 – Evidence of devising and implementing creative and imaginative site-responsive projects that have been informed by public and stakeholder engagement

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

Criteria 3 – Suitability of the artist's approach for this commission

Assessment: Written submission, Initial Proposal, interview

Criteria 4 – Originality of ideas

Assessment: Written submission, Initial Proposal, interview

Criteria 5 – Consideration of environmental impact

Assessment: Written submission, Initial Proposal, interview

Selection criteria are weighted equally.



c. Indicative Timescales

Deadline for submissions: Midday, Monday 17 March 2025

Notification of shortlist decision: Monday 24 March 2025

Interviews of shortlisted Artists: Wednesday 2 April 2025

Decision and appointment of successful Artist: By May 2025

Submission of detailed Project Proposal: By September 2025

Project Completion: By May 2026



7. Further Information

a. 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 public art project at Fleming Park.

Eastleigh Borough Council 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.

Why we need your personal information

Category of personal data we may request includes:	Purpose of requesting information:
Suppliers	
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
Local residents and business operators	
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
Newsletter Subscribers	
Name Address Contact details (e.g., telephone number, email address)	To enable local residents to receive updates on the progress of the Project
Who we may share your data with includes but is not limited to: Case Management Officers Project Steering Group	
Lawful basis for using your personal data: Article 6(1)(b) – contract Article 6(1)(a) – consent Article 6(1)(e) – public task	
Lawful basis for using your special personal data: 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.

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

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

Email: casework@ico.org.uk



b. 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:

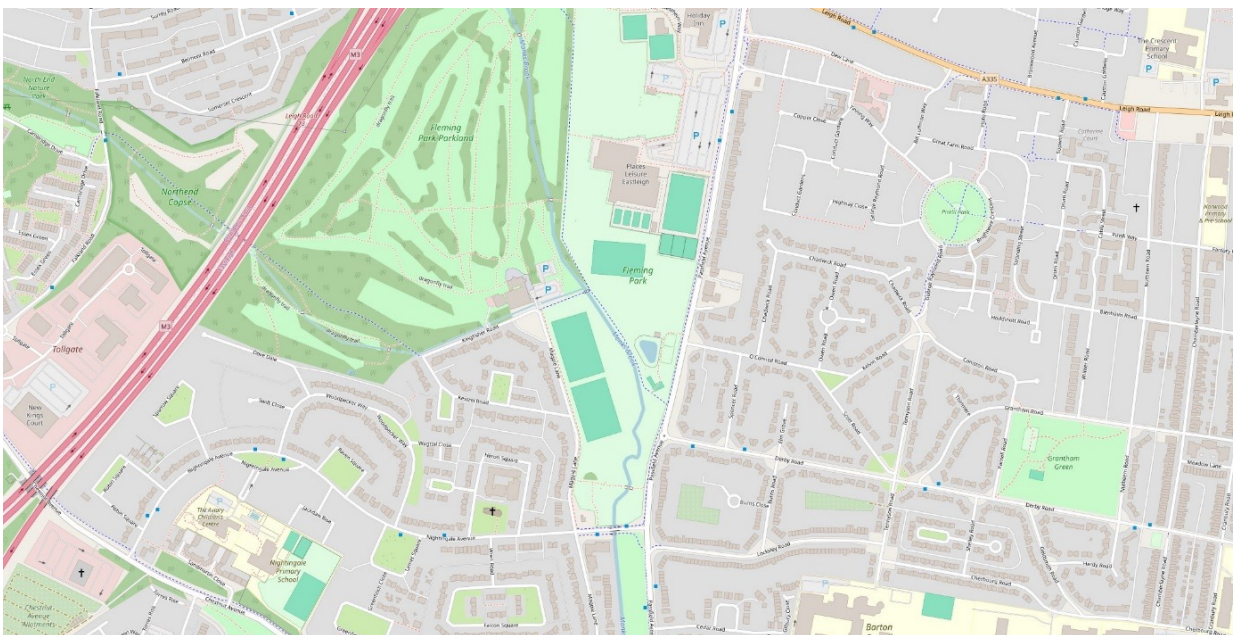
- all employees responsible for the recruitment and management of staff receive training about equal opportunities
- all employees are aware of this policy
- all employees follow this policy
- the effectiveness of the policy is monitored and positive action taken to correct any causes of inequality.



c. Site plans

Please note: all plans and photographs provided are prior to the first phase of Paddling Pool works installing new earth moundings within the fenced area (works commencing 20/01/2025). Detailed site plans can be made available on request (large files).

1. Street Map



2. Aerial photograph



3. Photos









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

Supplied separately

