



Dorset Coastal Connections – People & Places

Poole Artist Brief

Exciting opportunity for an artist/urban designer/landscape architect to work as part of an engineering team and other regeneration developments in Poole, Dorset, UK. We want to increase the quality of the resident and visitor experience as well as encouraging repeat visits, thus helping the local economy.

Summary

Dorset Coast Forum are looking to appoint a Consultant Artist / Urban Designer/ Landscape Architect (for the sake of this brief now known as 'artist') for concept development and detailed design on two exciting public realm projects in Poole, Dorset. The project recognises the importance of the artist, who will have a creative and innovative input, whilst being sensitive to the surrounding environment and helping to ensure an exceptional quality of design. This is reflected in our aspiration to bring in an artist at the start of the project and to enable them to work as part of the cross-disciplinary team who will deliver the project. These projects are part of the wider 'Dorset Coastal Connections' portfolio of 18 projects funded by the Coastal Community Fund and coordinated by the Dorset Coast Forum who are working collaboratively with The Arts Development Company and the individual project teams. The whole project is a high-profile development for Dorset and is likely to attract local media attention as well as much public interest.

Partners

There is a project team with the lead partner Poole Borough Council. There is also a lead designer who is an Architectural Technologist (for the sake of the brief now known as 'architect') on board whose role it is to look at external enhancement and the internal spaces of the buildings to be renovated. He will work closely with the appointed artist to ensure cohesivity in timings and how the outside of the buildings he is working on will connect with the outdoor public realm that the appointed artist is designing.

The two Project areas



- **Project area 1 - Shore Road beach BH13 7PJ**

Shore Road is a main entrance to the beaches and one of the main places for people seeking beautiful views and taking photographs. This area is currently a hotch potch of different road and pavement surfaces and levels, large signs that blocks the view, many bins and a feeling of general clutter. Our aspiration is to change this space and give it a much better sense of arrival and welcome to the area. In particular the whole area south of the Jazz café and in front of and to the East of the public buildings needs lifting – as part of the project Poole Borough Council will this include incorporating a plaza (as currently there is no central feel); cladding the toilets; putting in a small changing cubicle; and changing the current Rangers station into a shop. In this area, a new water sports hub will be on offer and new super huts will be available to rent. This area of Poole has a demographic of younger urban chic visitors so the public realm needs to reflect this.

The appointed artist will be working up designs for just the public realm areas, but will be working closely with the architect who is responsible for the regeneration/improvements of the buildings. Work is due to start on the inside of the buildings and the architect will design the outside of buildings in consultation with the appointed artist. This work need to be developed immediately as planning permission needs to be submitted at the start of May 2018.

- **Project area 2 - Branksome Chine - New plaza area & land train BH13 6LP**

Branksome Chine is very popular and busy throughout the year. The public realm feels engineered, is dominated by tarmac surfacing and would benefit from softening, landscaping and decluttering. The refurbished public realm also needs to enable an extension to the seafront land train route. The land train currently goes from Boscombe to Bournemouth to the East and from Bournemouth to Allum Chine to the West. Part of the idea behind this project area is to extend the line to Branksome Chine, thus bringing more visitors to this area. In doing this, this promenade area will need to be reconfigured to enable the train to turn around, using a 15-meter turning circle.

Currently this area feels cluttered and has no sense of place. In early 2018 there is a plan to remove the clutter and from March to October 2018 trial the land train to check the viability for this extension to the route. During this time this will be an opportunity for the artist to see how people use the space, what they need and how to make it a great area which improves the public realm. The Dorset Coast Forum will run a public consultation and include the people who rent the huts in this area to ensure what they want to use this space for is taken into consideration. The artist would be expected to input into future consultations by sharing their draft concepts. Once the trial has started and



the consultation has taken place, the artist will be able to draw up the designs. No significant work to the buildings in this location is planned as part of this project. The launch of this newly developed public realm needs to be a ribbon cutting moment.

Information that relates to the site and other coastal locations

It is important that the following areas are taken into consideration, although they are not part of the project the appointed artist will need to ensure that they are aware of the designs for the sake of continuity and cohesion.

- **Branksome Dene** - Last year Branksome Dene area was refurbished and now has an urban 'feel' with chrome, cladding – it is important that this will need to fit with this design of this project area as well as the 'whole look and feel' of this coastal location.

Enhanced public realm at Flag Head Chine. Opening 2018 - This area and is an entrance to beach, West of Canford Cliffs. The criteria is to bring the chine and beach together. The project Manager Reuben Hawk and landscape architect have come up with a scheme which includes a rockery and elements of play. They will also be decluttering the bins and adding 4 new beach huts (subject to planning).

Camford Cliffs Pavilion - The refurbishment of this area will include the redevelopment of the art deco building, which has already got planning permission, to become a restaurant with a terrace and refurbished public toilets.

The Environment

Poole is an urban area that sits on the South West Coast Path National Trail (www.southwestcoastpath.com) providing a key means for accessing a popular part of the Jurassic Coast, England's first Natural World Heritage Site (www.jurassiccoast.org). Is also in a designated Area of Outstanding Natural Beauty (www.dorsetaonb.org.uk) and so the design needs to be sensitive to the area as a whole. Please see the two appendices for further information.

The Artist Brief

Process

There are 3 stages to this process:

Stage 1 - Expression of Interest – see page 3



Stage 2 - Broad Stage – for short listed artists

Following the expression of interest and based on the artist's submission up to four artists will be shortlisted by a selection panel consisting of representatives of Poole Borough Council, Dorset Coastal Forum, The Arts Development Company, Fine Family Foundation

These artists will then be paid fee of £750 to do preliminary work on the project, including a site visit where the project teams will present the context of the site.

The Broad Stage will outline:

- a) The artist's approach to the project
- b) Initial thoughts on inspirations, design thoughts and material opportunities
- c) How they envisage working with the cross disciplinary team and any avenues and approaches they'd really like to explore

Stage 3 – Concept development and detailed design and implementation

The candidate appointed will be paid a fee of £9,000 to develop the broad stage outline to a detailed design stage, from whereon contractors will implement it. The artist will be working very closely with and as part of the project/engineering team until the implementation of the project. All fees and costs are inclusive of travel and expenses.

The appointed artist / designer will be required to:

- Work very closely with Poole Borough Council and their engineers, on the design of these areas of public realm. There will be a hot desk available with Poole Borough Council at Upton House if needed.
- Liaise with the other partners which include representatives from Poole BC; Dorset Coast Forum, the appointed architect and other service providers such as waste partnerships – as we want to bring in subterranean bins that will not need emptying so often and will be partially buried underground.
- Present their scheme to the stakeholders and the public for consultation, and give clarity to the reasoning, which will also answer any public queries.



- Take on board that the whole area is highly sensitive being a popular tourist area and currently feeling rather tired, so the developments needs to aesthetically help this environment; thereby connecting people to each other and to its coast, as well as increasing footfall of visitors and repeat visitors.
- Provide topographical survey of the areas you will be designing and provide detailed drawings which the contractors can works from.
- Following the planning application for project area 1 (submission due 1st May 2018) we will need the Lead Designer (the architect appointed by Borough of Poole) and the Artist (Coastal Community fund element) to complete the detailed design in readiness for inclusion within our tender docs. You will therefore need to be able to produce excellent drawings and spec and work with the Lead Designer and in-house (Borough of Poole) Quantity Surveyor to allow a pricing document to be produced.

The Project – timescales for delivery

Project area 1 focusses around Shore Road and the plaza as in the images below. The designs for this will need to be submitted for planning permission in **early May 2018**.

Project area 2 focuses on the land train's turning circle and mixed-use plaza, for the extension of the route of the land train. The actual design work for this will take place in Autumn 2018. Works will need to be complete by Easter 2019 in readiness for the summer season.

How to apply

To apply please submit:

- An expression of interest which includes an outline of your approach and experience (if any) of working with an architect and multi-partnership team.
- A selection of images with examples of your work, no more than 5MB
- A CV including details of relevant or similar projects and website if you have one
- Contact details for at least two referees who know your work and working methods.



The appointed artist must have:

- An ability to think creatively, have good communications skills to engage the team, individuals and groups in local consultation and to be able to convey their aspirations and ideas to stakeholders, and incorporate the findings into an imaginative solution
- To collaborate with a range of professionals working in other disciplines
- Be sensitive to the ecology of the area and aware of environmental issues
- Be able to produce a topographical survey of the two areas to be developed.
- To produce drawings and spec to be included within Borough of Poole standard tender docs for contractors carrying out the work at Branksome Chine.
- Have proven experience of being able to produce detailed designs that contractors can utilise, and deliver them to set deadlines
- To be able to produce drawings and specs (working with Borough of Poole's architect and in-house QS) to allow a pricing document to be produced.
- Be available until January 2019

Important dates

- Deadline for expression of interest applications: **9am, 8th January 2018**
- Site visits for the four shortlisted artists will take place on the **15th January 2018**
- Interviews and presentations will be held on the **31st January 2018** at Poole Borough Council where the four artists will be asked to present their broad stages. The final decision will be made on the strength of those submissions.
- Artists must be able to attend both the above dates.
- The appointed artist will be informed by **5th February 2018**

Please submit your application to:

Sophie Franks,

Dorset Coast Forum Policy Assistant,

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If you have any queries or clarification please contact : **Helen Clarke**



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APPENDIX 1

<http://www.poole.gov.uk/planning-and-buildings/planning/planning-policy/spds/sustaining-pooles-seafront/>

Images of the areas that need improving





Shore Road





You will see signs like this when you enter Shore Road; big sign that blocks the view and clutter.



This is the ranger's office that will be changed into a kiosk and water sport centre. Check out the bins and the surfaces.



The detail of surfaces and street furniture

Branksome Chine – public Realm and the turning circle for the land train



Looking towards the turning circle, where the building are



The 15 meter turning circle will be here.



