

CAMBRIDGE NORTH

PUBLIC ART STRATEGY

JUNE 2022

PREPARED BY
commission
projects



Cambridge North: Phase 2
Public Art Strategy: 26 May 2022



'The Metaphysical Cyclist' Gavin Turk, Cambridge 2018
 Photograph courtesy of Commission Projects

Temporary project for CB1 Public Art Programme.

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1. INTRODUCTION

The Public Art Strategy for Phase 2 of the Cambridge North has been developed by Commission Projects for Brookgate. This phase comprises a mixed-use development of up to 425 new homes and five commercial buildings, plus a Mobility Hub. The Masterplan phasing is shown in Appendix 3 of this document.

The strategy includes background information to the programme, its vision and aims, an outline public art programme, and budgetary and delivery principles. In developing the strategy, consideration was given to building on the public art programme carried out during Phase 1 of Cambridge North, the ongoing development programme and the context of other art projects in this part of the City.

The vision for the strategy is to reflect and enhance the aims of the development, to contribute to the cultural profile of the area, encourage the involvement of new and existing residents, local workers and others, and to take an ambitious approach to commissioning public art.

A series of ambitious projects are proposed, integral to the development process and informed by the site context and requirements. These include three major landmark commissions, a programme of neighbourhood projects and a series of 'Meanwhile Projects' delivered during the development period which will contribute to building an exciting new community.

The strategy responds to the commercial area and the associated public realm, aggregating funds from development phases 2 - 5 to ensure a strategic approach to the site. This represents good value and ensures that the programme will have significant site wide benefits for both existing and new communities.

The strategy is the first of several documents relating to the public art programme. The others include the Delivery Plan, which will provide detailed information about the programme, and a Final Report produced on completion of the project, providing details of the projects achievements.

The Public Art Strategy has been informed by South Cambridgeshire District Council's Public Art Supplementary Planning Document (January 2009), Cambridge City Council's Supplementary Planning Document (January 2010) and the emerging North East Cambridge Area Action Plan.



'Hercules Meets Galatea' by Matthew Darbyshire. Cambridge North Station 2021
Photograph Phil Mynott, courtesy of the artist

2. BACKGROUND

BROOKGATE AND PUBLIC ART

Brookgate has a long and successful track record of commissioning public art integral to their development projects, bringing significant experience to Cambridge North.

At CB1 they commissioned a range of projects from discrete to high profile that included permanent works, temporary projects and public events.

Notable amongst these were David Ward's illumination of Foster's Mill (2011), community projects by Lucy Harrison (amongst others) and a major new sculpture and performance work by Gavin Turk. In addition, studio space was provided for local artist collective, Aid and Abet, the first initiative of this type for a Cambridge development.

This commitment to new approaches was continued in the first phase of the Cambridge North programme, with the development of a community music programme. This ambitious approach will inform the next phase of Cambridge North.

CAMBRIDGE NORTH: PUBLIC ART PHASE 1

The first phase of the development of Cambridge North resulted in two major works linked to the development of the station, hotel and office buildings. Matthew Darbyshire's sculpture 'Hercules Meets Galatea' is an important focus in the new Station Square, whilst Emily Peasgood's 'Cambridge North Folk Song Project' involved a large number of local people in a project, resulting in a book and a performance by participants. This latter project establishes a precedent in the City for a multidisciplinary approach to public art.

The programme builds on these initiatives and proposes new sculpture commissions, a programme of embedded neighbourhood projects and a series of temporary 'Meanwhile Projects'. Details of these are in Section 4 of this document.

Connections will be developed with other public art projects in this part of the City, building on existing activity and making a significant contribution to the cultural landscape. This, together with activities developed with local schools, community and special interest groups will contribute to the creation of a dynamic and exciting location.



'Foster's Mill Firmament' by David Ward, Cambridge 2011
Photograph by Richard Davies

CAMBRIDGE NORTH: PUBLIC ART PHASE 2

The Cambridge North public art programme will contribute to the transformation of the site into an 'exciting, thriving community and place', creating new working, residential, retail and recreation opportunities.

Providing a modern urban quarter with 'sustainability and health at its heart' it will be a new hub and gateway to the City linked to nearby science and business parks. An important emphasis of the development is the commitment to a 'low carbon' approach, with 'walkable' neighbourhoods and accessible green spaces.

The public art programme reflects these aspirations and will deliver projects that support the aims of the development, add a cultural dimension and offer significant public benefit.

NORTH EAST CAMBRIDGE

The strategy responds to the Draft North East Cambridge Area Action Plan, in particular the following:

- Sense of place
- Community wellbeing and collaboration
- Social cohesion
- Accessibility

The objectives set out in the vision for North East Cambridge together with the objectives in the Public Art policies of South Cambridgeshire District Council, and Cambridge City Council have guided the development of the strategy.



'Latent Facade' by Jason Bruges Studio. Cambridge Science Park
Photograph James Medcraft, courtesy of the artist

3. VISION AND AIMS

The vision for public art for Cambridge North is for an ambitious public art programme that is an integral part of the development process contributing to a high quality public realm, offers significant public benefits, encourages the development of a creative community, and makes a valued contribution to Cambridge North and the City as a whole.

CAMBRIDGE NORTH

The Public Art Programme will build on and reflect the aims of the development and will respond to the objectives set out in the Draft North East Cambridge Area Action Plan, resulting in a destination where people want to live, visit and work.

This will be achieved through a public art programme developed with new and existing communities. Making sustainable and thought-provoking contributions to the site, the programme will celebrate this new quarter, and encourage involvement and ownership by residents, users, visitors and others.

The programme will be ambitious in vision, whilst at the same time, encouraging artistic contributions that are significant, thoughtful and relevant, contributing to the cultural profile of the site and its legacy.

MULTIDISCIPLINARY APPROACH

The multidisciplinary approach developed in Phase 1 will be continued.

As well as visual arts projects, the programme may include music, dance events, writing and other art forms with the aim of presenting a series of permanent and temporary events, which appeal to a broad audience.

These projects will be delivered as part of the 'Meanwhile Projects', a programme of temporary community focused projects that will utilise parts of the site prior to their final development. Details of these are in Section 4 of this document.



'Slate Wall South' by Ackroyd & Harvey 2019
David Attenborough Building, New Museums Site

EXISTING AND NEW COMMUNITIES

Cambridge North is developed within the context of the established communities of Chesterton, Fen Road and Kings Hedges.

The public art programme will bring together these communities, with new residents through developing a programme of events and temporary art projects that are highly visible and accessible.

This engagement activity will be integral to every aspect of the programme - from the major commissions to more discreet neighbourhood projects, ensuring that they are all valued by local residents, workers and visitors, and widely accessible.

BUILDING A CREATIVE COMMUNITY

The public art programme will encourage the establishment of a creative community through supporting the development of new skills and interests.

Aimed at all, special consideration will be given to those with established and emerging skills such as artists, musicians, writers and others. A key objective of this activity will be to encourage an ongoing programme of activity led by artists and others once the development is complete.

The programme will be developed in partnership with existing local organisations such as schools, colleges, local clubs and interest groups.

An outcome of this aim will be to encourage ongoing creative programming following the completion of the development.



'Harlow Temple of Utopias' by Roman Vasseur 2008
Photograph Commission Projects

4. PUBLIC ART PROGRAMME

The public art programme will have three core areas of activity: major permanent commissions, a series of neighbourhood projects, and the development of a series of 'Meanwhile Projects' that will take place alongside the development process. Further details will be in the Delivery Plan.

MAJOR COMMISSIONS (Budget £991,500)

A major landmark sculpture will be commissioned for Chesterton Square. Comprising of a single iconic work, it will be an important focus for the area, making a significant contribution to its cultural profile, encouraging sense of place and contributing to local orientation.

Developed in consultation with the developers, design team, and the community, it will become a new landmark for the City.

Likely to be undertaken by an artist of significant reputation, particular emphasis will be taken in ensuring the accessibility of the work through an ongoing programme of engagement activities.

It is anticipated that this work will make a dynamic contribution to the new landscape, contributing to the creation of Cambridge North's profile.

A site plan showing the potential location of the sculpture is in Appendix 1.

In addition, further significant works will be commissioned for key areas of public realm - these are likely to be Chesterton Square and the public piazza in Station Row.

NEIGHBOURHOOD PROJECTS (Budget £95,000)

Three neighbourhood projects, which actively involve the community will take place throughout the development period, linking communities, contributing to the ongoing legacy of the site, and informing the major commissions.

These projects will respond to themes that include wayfinding, transport history, and community connections.

It is intended that the locations of these projects should be as open as possible, encouraging a collaborative response by artist and community which result in either permanent or temporary projects in a variety of art forms.

These projects will be commissioned concurrently with the development process and will be for locations that could include buildings, such as the multi-storey car park, and smaller more discrete areas of the public realm. The selection of sites will be by the Public Art Steering Group and Design Team, and will link to the development process.

Both the neighbourhood projects, and temporary commissions will offer opportunities for 'emerging' regional artists to become involved making an important contribution to the local creative economy.

TEMPORARY COMMISSIONS ('MEANWHILE PROJECTS') (Budget £140,000)

'Meanwhile Projects' will be important in the development and delivery of all aspects of the programme. Using a variety of spaces, it will allow the public to fully participate in the programme.

Brookgate's experience at CB1 of providing space for artist group 'Aid & Abet' convinced them of the substantial benefits to the development and community, and this approach has been further developed for Cambridge North.

'Meanwhile Projects' will use temporarily available public space and realm. This could include both open spaces as well as unoccupied buildings and temporary buildings for activities, which could range from workshops, temporary studios, performances, talks and exhibitions. Possible sites for the 'Meanwhile Projects' are included in Appendix 2.

'Meanwhile Projects' will be multidisciplinary, encouraging a wide cross section of the community to become involved in the public art programme. In addition, space will be provided as an information hub for the public art programme, providing a valuable ongoing resource for the public.

This will provide a unique resource which offers benefits to the community and artists as well as contributing to the interpretation of all aspects of the project.

Highly visible, it will encourage people to feel confident about engaging with the programme, encourage the development of a creative community involved in its development.

5. PUBLIC INVOLVEMENT AND PARTICIPATION

BENEFITS AND ACTIVITIES

Public engagement and participation are integral to the public art programme for Cambridge North. In Phase 1, Emily Peasgood's Folk Song project involved significant numbers of the community in a song writing scheme linked to the local area and the first phase of the development. This approach, which depended on strong public support will be developed in subsequent phases of the development, encouraging long-term involvement in the development process.

Activities will be wide-ranging and could include the following:

- Fact-finding and story telling
- Dance, performance and music events
- Temporary projects and events
- Placemaking and wayfinding activities
- Skills development workshops

These will take place through the lifetime of the development, enabling people to contribute to and celebrate the process.

The public involvement and participation programme will be delivered as part of all neighbourhood and temporary projects with appointed artists expected to develop an engagement element to their projects.

AUDIENCES AND COMMUNITIES

The engagement programme for Cambridge North aims to attract a large audience from the immediate area, the City and beyond.

The following key audience groups were identified in Phase 1:

- Existing residents from Chesterton, Kings Hedges and Fen Road
- New residents moving to CB4 area
- Local interest groups
- Existing and new workers in the CB4 area
- Commuters who use the Cambridge North Station
- Visitors

These, and others, will be encouraged to be involved in Phase 2.

PROJECT PARTNERS AND DELIVERY

Phase 1 involved a number of partners in the delivery of its engagement programme. Phase 2 will develop and build on these and other new connections:

- Chesterton College
- Cambridge Regional College
- Shirley Community Primary School
- Chesterton Residents Association



'Wander' by Dryden Goodwin, CB1, Cambridge 2014
Photograph courtesy of artist

6. FUNDING

APPROACH

The public art programme cost for Cambridge North has been developed on the basis an aggregated budget for Phase 2. This will enable the provision of a significant and strategic programme for the whole site, focusing on what is most appropriate. This will offer the greatest benefit as well as representing good value.

The budget costs are indicative with detailed costs being produced for the Public Art Delivery Plan. The costs for Phase 2 are £1,250,000 This together with the public art funding for Phase 1 (£195,000) totals £1,445,000.

This is a significant sum and reflects the importance of Cambridge North.



'Origin' by Julian Wild, Li Ka Shing Centre, Old Road Campus, Oxford
Photograph courtesy of Commission Projects

BUDGET:

Major Commissions

Selection and Appointment Costs	£1,500
Artist Fees and Costs (Inclusive)	£870,000 (1)
Public Engagement / Press etc.	£15,000
Others Costs (engineering, architecture etc)	£40,000
Project Management	£40,000 (2)
Contingency	£25,000
Sub-total	£991,500

Neighbourhood Projects

Wayfinding Project (inclusive of appointment and delivery costs)	£25,000
Community Connections Project (incl. of appointment and delivery costs)	£25,000
Transport Heritage Project (inclusive of appointment and delivery costs)	£25,000
Project Management (Delivered by Public Engagement Associate)	£20,000
Sub-total	£95,000

Temporary Commissions ('Meanwhile Projects')

Overheads (3 years)	£40,000
Events Programme (3 years) (including project management)	£100,000
Sub-total	£140,000

Others

Strategy Development	£8,000
Press, Publicity, Publications	£10,000
Evaluation	£5,500
Sub-total	£23,500

TOTAL

£1,250,000

Notes:

- (1) Cost of three commissions
- (2) Management costs for three commissions

Detailed cost breakdowns of individual commissions and activities will be provided in the Delivery Plan, which will be agreed prior to proceeding with these projects.

7. SCHEDULE (DRAFT)

The indicative programme is based on the project commencing in October 2022. However, should it start at a later date, the key dates below will be revised accordingly.

The following dates represent the proposed public art programme although these will be ultimately defined by other factors.

General Admin / Project Management

- Appoint Steering Group, Project Managers etc. Sept 2022
- Draft and agree detailed delivery plan Oct 2022
- Agree plan with local authority Oct 2022

Major Commissions (1)

- Agree Artist Brief and research longlist of artists Oct 2022 - Jan 2023
- Longlist presentation and shortlisting Jan 2023
- Appoint artist Jan 2023
- Research and design development by artist Feb - May 2023
- Presentation of outline proposal to Brookgate and Steering Group for agreement May 2023
- Presentation of outline proposal to Local Planning Authority for comment Jun 2023
- Detailed development and costing Jun - Oct 2023
- Presentation of final proposal to Brookgate and Steering Group for agreement Nov 2023
- Presentation of final proposal to Local Planning Authority for comment Jan 2024
- Fabrication From May 2024
- Delivery and installation Early 2025

Neighbourhood Project (1) Wayfinding

- Agree Artist Brief and research longlist of artists Oct 2022
- Longlist presentation and shortlisting Nov 2022
- Appoint artist Nov 2022
- Research and design development by artist Nov - Dec 2022
- Presentation of proposal to Brookgate and Steering Group for agreement Dec 2022
- Circulation of outline proposal to Local Planning Authority for comment Dec 2022
- Detailed project planning Dec 2022
- Project delivery and completion Dec 2022 - Apr 2023

Neighbourhood Project (2) Community Connections

- Agree Artist Brief and research longlist of artists May – July 2023
- Longlist presentation and shortlisting Aug 2023
- Appoint artist Aug 2023
- Research and design development by artist Aug - Nov 2023
- Presentation of proposal to Brookgate and Steering Group for agreement Nov 2023
- Circulation of outline proposal to Local Planning Authority for comment Nov 2023
- Detailed project planning Nov - Dec 2023
- Project delivery and completion Dec 2023 - Apr 2024

Neighbourhood Project (3) Transport Heritage

- Agree Artist Brief and research longlist of artists May – Jul 2024
- Longlist presentation and shortlisting Aug 2024
- Appoint artist Aug 2024
- Research and design development by artist Aug - Nov 2024
- Presentation of proposal to Brookgate and Steering Group for agreement Nov 2024
- Circulation of outline proposal to Local Planning Authority for comment Nov 2024
- Detailed project planning Nov - Dec 2024
- Project delivery and completion Dec 2024 - Apr 2025

Temporary Commissions ('Meanwhile Projects')

- Plan and agree 'Meanwhile Projects' programme and open to public Nov 2022
- Close 'Meanwhile Projects' Oct 2024
- Evaluation and summary report to Local Planning Authority Apr 2025

Programme subject to review and co-ordination with the construction programme.

Notes:

- (1) The timescale for the major commissions are indicative and will be aligned with the development of the three commission sites. In general, the approach will be to appoint artists as early as possible in the process to allow sufficient time for the development of projects, with completion linked to the completion of the relevant sites.

8. PROCESS AND DELIVERY

The following sections outline the principles of the delivery process. Further details of this will be produced in the Delivery Plan.

This process represents best practice and meets the requirements of South Cambridgeshire District Council's Supplementary Planning Document on Public Art (January 2009) and Cambridge City Council's Supplementary Planning Document (January 2010).

PROJECT STEERING GROUP

The public art programme will be overseen by the Project Steering Group. The membership of this group will include:

Alan Barrett	Development Project Manager	Brookgate
Lucy Scott	Head Teacher	Chesterton Community College
Sue Breeze	Head of Creative Industries	CRC
Tbc	Representatives	Chesterton Residents Association
Alison Wright	Planning Consultant	Bidwells
David Wright	Public Art Consultant	Commission Projects
Grace Thorne	Public Art Consultant	Commission Projects
	Senior Planning Officer	SCDC
Nadine Black	Public Art Officer	CCC

In addition to the core group, additional members will be invited when appropriate. These might include community representatives, architects, landscape architects, and local interest groups.

The role of this group will be to:

- Agree and oversee the delivery of the Public Art Programme
- Interview and appoint artists
- Approve artist proposals
- Agree the public engagement programme
- Agree details of schemes prior to submission to South Cambridgeshire District Council
- Monitor the progress of the project
- Ensure the budgets and timescales are adhered to
- Act as an advocate for the scheme
- Represent the project to the press and media
- Manage and oversee the evaluation process

The Project Steering Group will be responsible for advising Brookgate on the artistic aspects of the project.

PROJECT MANAGEMENT

The management of the public art programme will be by Commission Projects.

Commission Projects have extensive experience of developing and curating public art projects, public engagement programmes and evaluation.

With over 20 years of experience, this has included the development of both temporary and permanent commissions, the provision of policy advice to a wide range of public and private organisations, residency and fellowship programmes and the development of professional development support for artists.

Many of the projects who will work closely with a small management group comprising the Development Project Manager from Brookgate, the public engagement co-ordinator and, when appropriate, the commissioned artists. This group will meet on a regular basis.

Commission Projects will:

- Develop and agree the Public Art Strategy and its delivery
- Advise on and manage the selection and appointment of artists'
- Liaise with and support the artists for the duration of the project
- Project manage the delivery of the public art and public engagement programmes
- Ensure budgets and schedules are adhered to
- Support publicity and marketing programmes

Commission Projects will report to the Project Steering Group on a regular basis. The Group will meet no less than four times annually and more frequently if required.

ARTIST SELECTION AND APPOINTMENT

The Cambridge North Public Art Programme will appoint four artists/four groups of artists – three for the neighbourhood projects and one for the permanent commission (or more if a series of commissions is planned).

The objective of the artist selection process will be to appoint the most suitable artists for the project in a clear and transparent manner. This process will be managed by Commission Projects for the Project Steering Group and will be undertaken in a series of clearly identified stages.

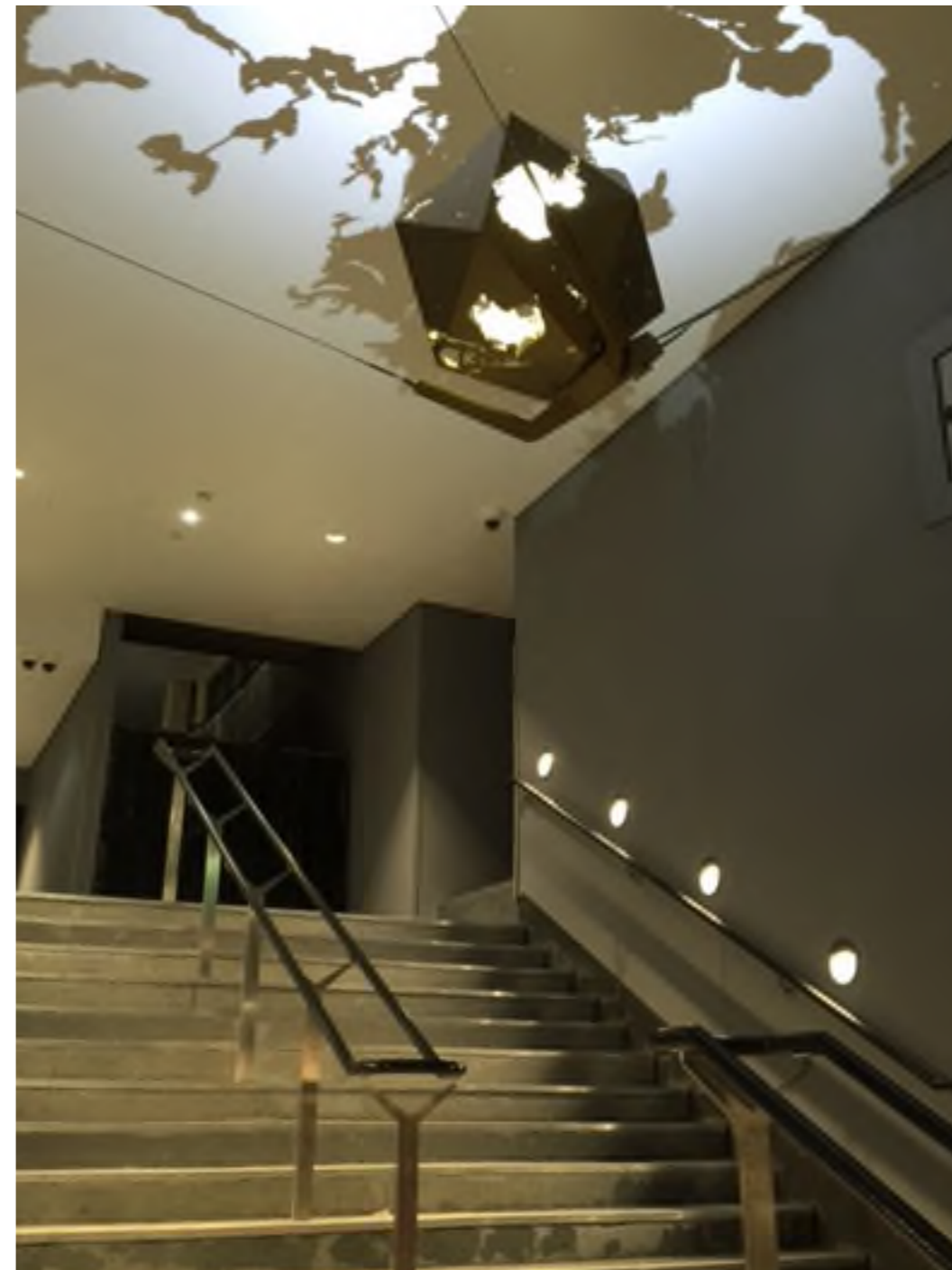
- Develop and agree project briefs
- Research and approach artists in consultation with the commissioner and project partners
- Arrange and manage selection process
- Appoint artists, agree terms and delivery

The artists will be selected by limited competition.

EVALUATION

An ongoing programme of evaluation will be overseen by the Public Art Steering Group. This will ensure that the aims and objectives of the project are met. The management of the evaluative process will be by Commission Projects, who will collect and collate relevant information and report on this to the Group.

The evaluation process will inform the future development of the programme and any changes to this with key findings included in the Final Report prepared for Cambridge City Council.



'Continental Drift' Troika CB1 Estate, 2016
Photograph courtesy of Commission Projects

APPENDIX 1
Site Plan: Chesterton Square



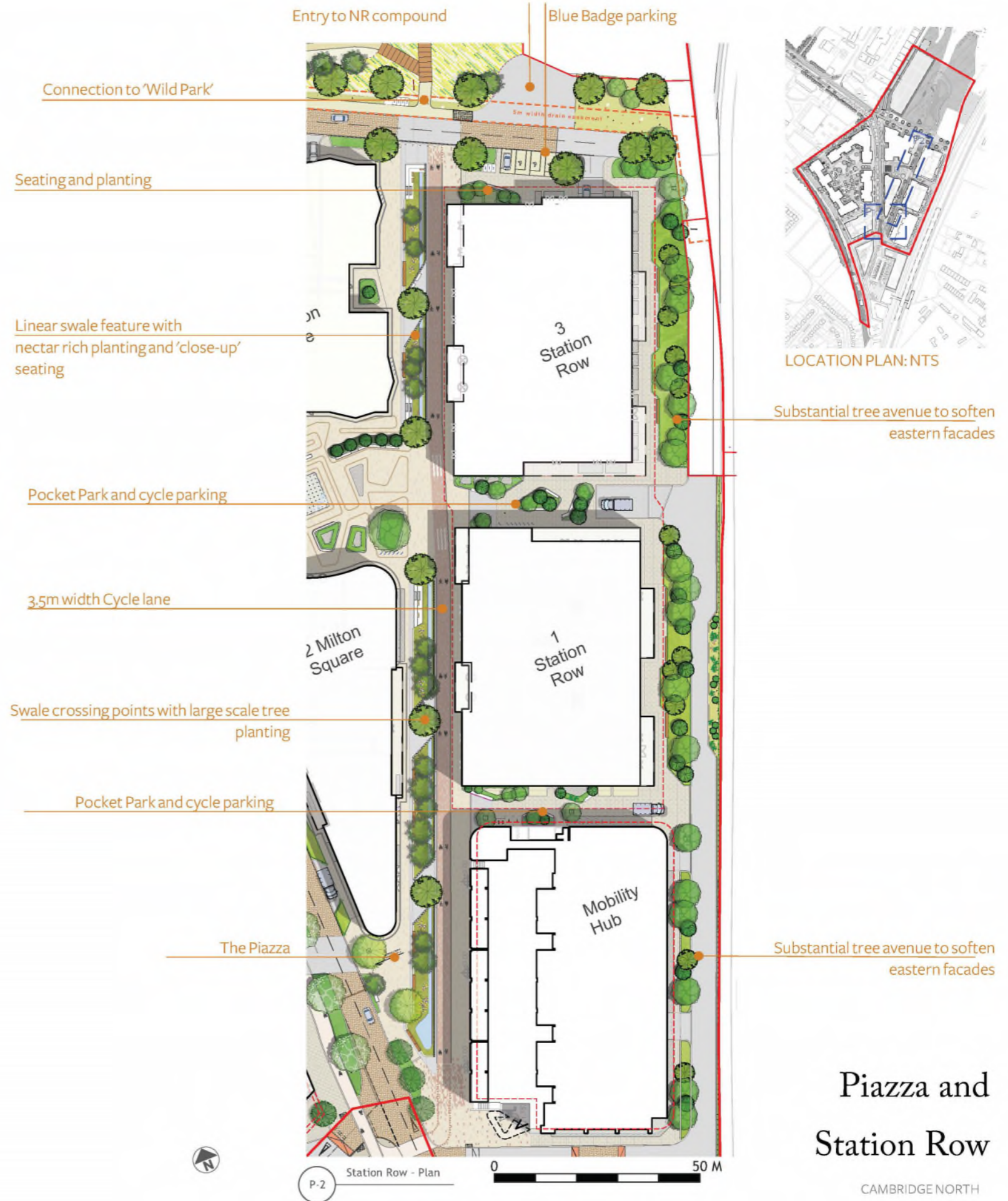
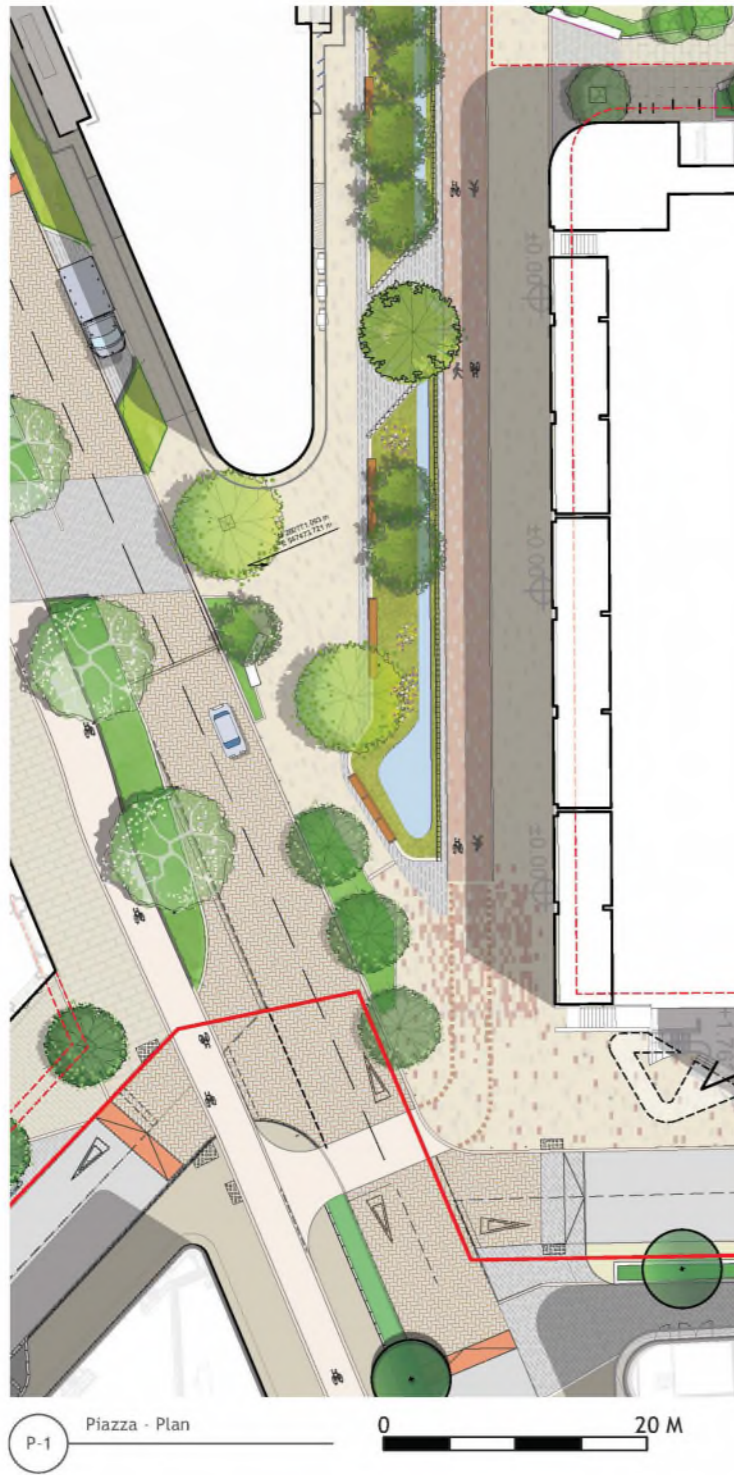
P-1 Chesterton Square- Plan



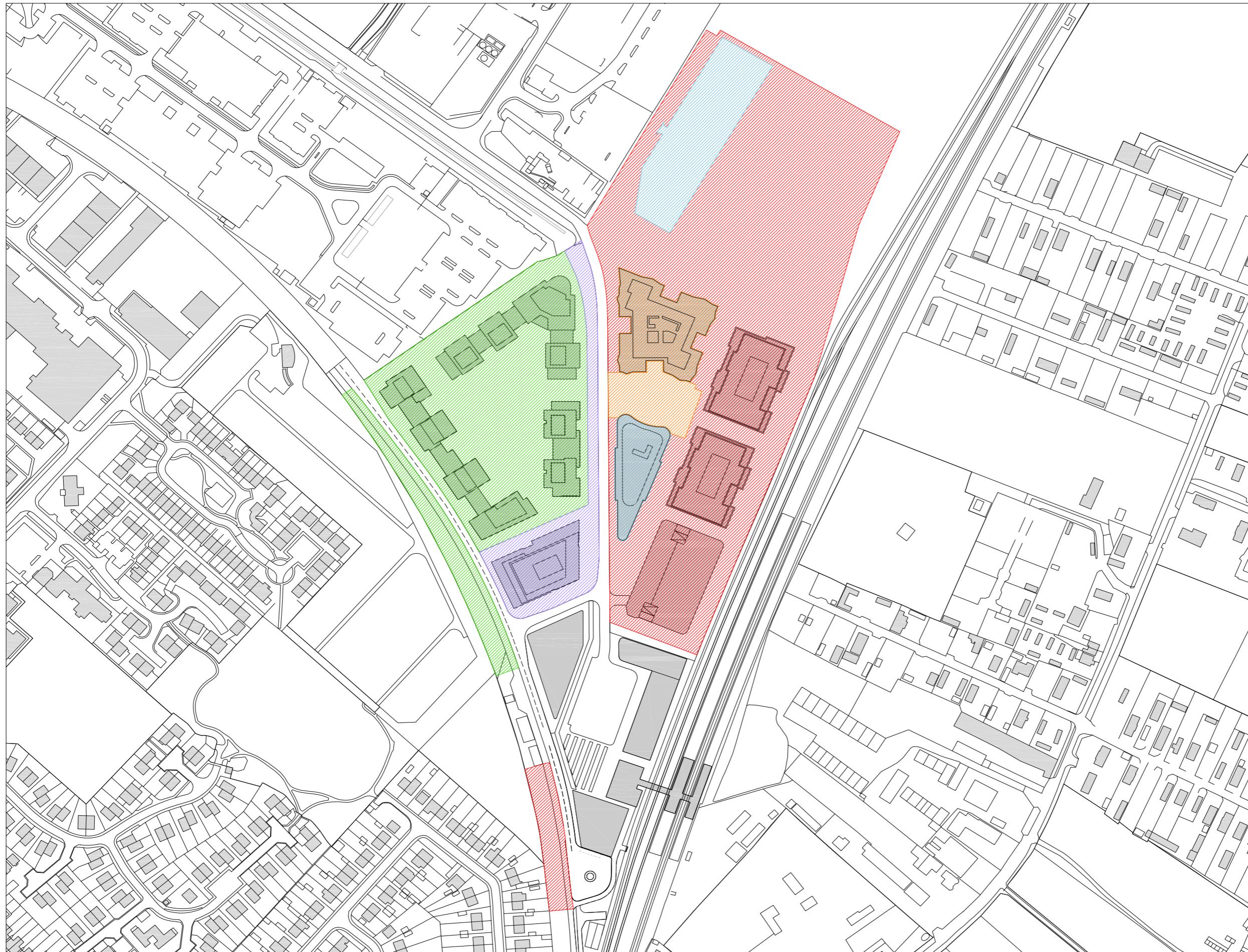
APPENDIX 2
Site Plan: 'Meanwhile Projects'
Proposed Locations



LOCATION PLAN: NTS



APPENDIX 3
Masterplan: Phasing



Key	Phasing	Outline Construction programme
	Phase 1 • Mobility Hub • S06 • S07	2023 - 2025 2023 - 2025 2024 - 2026
	Phase 2 • Residential Quarter	2023 - 2026
	Phase 3 • S09	2024 - 2026
	Phase 4 • S04	2025 - 2027
	Phase 5 • S08 Temporary logistics area	2026 - 2028 2026 - 2028

REV C	11.05.22	General amendments	LHLH
REV B	06.05.22	General amendments	LLZLH
REV A	06.04.22	General amendments	LLZLH
rev no	date	issue description	drawn checked
revisions			
notes			
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