

Invitation to Tender: Public Art Strategy Development

Issued by:

Southampton Public Art Group

Group members:

'a space' arts
GO! Southampton
John Hansard Gallery
Southampton City Council
Southampton Forward
University of Southampton

Represented by:

John Hansard Gallery
142–144 Above Bar Street
Southampton
SO14 7DU
Contact:
Woodrow Kernohan, Director
woodrow@jhg.art

Introduction

Southampton Public Art Group is seeking proposals from experienced consultants or agencies to develop a comprehensive Public Art Strategy for Southampton that is aligned with our vision: *"Exciting public spaces, filled with our diverse stories."* The strategy will guide the future planning, commissioning, installation, and maintenance of public art in our community, ensuring that public spaces are vibrant, inclusive, and reflective of the diverse narratives that shape our community.

Objectives

The primary objectives of the Public Art Strategy are to:

1. **Reflect Diversity:** Celebrate and represent the diverse cultural, historical, and contemporary stories of our community through public art and spaces.
2. **Enhance Public Spaces:** Transform public spaces into dynamic, engaging environments that encourage community interaction and pride.
3. **Foster Creativity:** Support and promote local and regional artists, providing opportunities for creative expression and collaboration.

4. **Sustainability:** Develop a strategy for the long-term sustainability and maintenance of public art installations.
5. **Community Engagement:** Involve community stakeholders in the planning and implementation process to ensure the public art strategy resonates with and is supported by the community.

Scope of Work

The selected consultant or agency will be responsible for the following tasks:

1. **Review Existing Frameworks:** Analyse current public art policies, plans, and installations within the community to identify strengths, gaps, and opportunities.
2. **Stakeholder Engagement:** Facilitate community and stakeholder consultations, including workshops, interviews, and surveys, to gather input and feedback.
3. **Strategic Planning:** Develop a comprehensive Public Art Strategy that includes vision, goals, objectives, guiding principles, and an implementation plan. This should also include recommendations around governance structures and maintenance protocols.
4. **Funding Models:** Compare, evaluate and recommend public art funding models, particularly considering different usage of Section 106 funding.
5. **Site Identification and Selection:** Identify potential locations for future public art opportunities and public realm design, considering factors such as visibility, accessibility, and cultural significance.
6. **Diversity and Inclusion:** Ensure that the strategy reflects the diverse stories, voices, and experiences within the community, particularly those of underrepresented groups.
7. **Implementation Plan:** Develop a phased plan for the roll-out of the Public Art Strategy, including timelines, budget estimates, and key performance indicators.
8. **Final Report and Presentation:** Deliver a comprehensive final report and present the strategy to Southampton Public Art Group and relevant stakeholders.

Deliverables

- Project initiation plan detailing the approach, methodology, and work plan.
- Stakeholder engagement plan and summary of findings.
- Draft Public Art Strategy for review and feedback.
- Final Public Art Strategy document, including an implementation plan and recommendations.
- Presentation of the final strategy to key stakeholders.

Timeline

- Proposal deadline: 20 January 2025
- Contract signed: 31 January 2025
- Research & development: 1 February–30 June 2025
- Presentation & report: before 31 July 2025

Submission Requirements

Interested parties are requested to submit a proposal that includes the following:

1. **Company Profile:** Background information, including relevant experience in public art strategy development.
2. **Proposed Approach:** A detailed description of the proposed methodology, including how the consultant plans to engage with diverse community stakeholders.
3. **Team Composition:** A list of the team members who will work on the project, including their qualifications and relevant experience.
4. **Work Plan and Timeline:** A detailed work plan with key milestones and deadlines.
5. **Budget:** A detailed budget breakdown, including all fees and expenses. There is a total budget of up to £20,000 (including VAT) available for this project.
6. **References:** Contact information for at least three references from similar projects.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

1. **Experience and Expertise:** Demonstrated experience in developing public art strategies or similar cultural planning projects.
2. **Understanding of Diversity:** Ability to integrate diverse cultural perspectives into the strategy.
3. **Proposed Methodology:** Quality and feasibility of the proposed approach and methodology.
4. **Stakeholder Engagement:** Experience and approach to engaging a wide range of community stakeholders.
5. **Budget and Value for Money:** Cost-effectiveness and alignment of the budget with the proposed scope of work.
6. **References:** Positive feedback from previous clients on similar projects.

Submission Deadline

Proposals must be submitted by **12pm Monday 20 January 2025** to woodrow@jhg.art
Late submissions will not be considered.

Contact Information

For any inquiries or further information, please contact:

Woodrow Kernohan, Director, John Hansard Gallery, woodrow@jhg.art

Terms and Conditions

- Southampton Public Art Group reserves the right to reject any or all proposals.
- The successful tender will be invited to enter into a formal contract with John Hansard Gallery.
- All intellectual property rights related to the project will be retained by Southampton Public Art Group.