



WESTHILL AND ELRICK GATEWAY ART PROJECT
PUBLIC ART DESIGN BRIEF



The Commission

Contents

1. Background
2. Location
3. Vision, Context & Community Engagement
4. Artist's Role
5. Funding
6. Timescale
7. Application Procedure
8. Working Structure
9. Project Contact

1. Background

Westhill & Elrick Community Council (WECC), through The Gateway Art Project Team, wants to celebrate the evolution of the town over the past 50 years by commissioning an artist to create a piece of public art.

From its embryonic start as a housing development it has matured into a significant town with approximately 12,000 residents, Westhill is the second largest town in the Garioch area of Aberdeenshire Council. There are first class schools and community facilities, a large commercial and industrial centre; and a thriving retail hub that services not only Westhill but a number of other communities west of Aberdeen. In its time Westhill has been variously called a “new town”, a “garden suburb of Aberdeen”, and a “dormitory town for Aberdeen.”

For all the above reasons Westhill lacks a clear identity as a community. After 50 years we believe that we are entitled to dismiss these preconceptions and firmly establish our own identity. It is described by the Council as a technical centre for subsea oil production with no mention of any community aspect.

WECC proposes that the 50th Anniversary presents an opportunity to promote our community that is characterised by a highly skilled and well integrated racially and culturally diverse population. There are high levels of engagements in voluntary activities, strong relationships between community representatives, businesses and formal community service providers. All of which combine to provide a good quality of life for residents and a supportive environment for businesses and their employees.

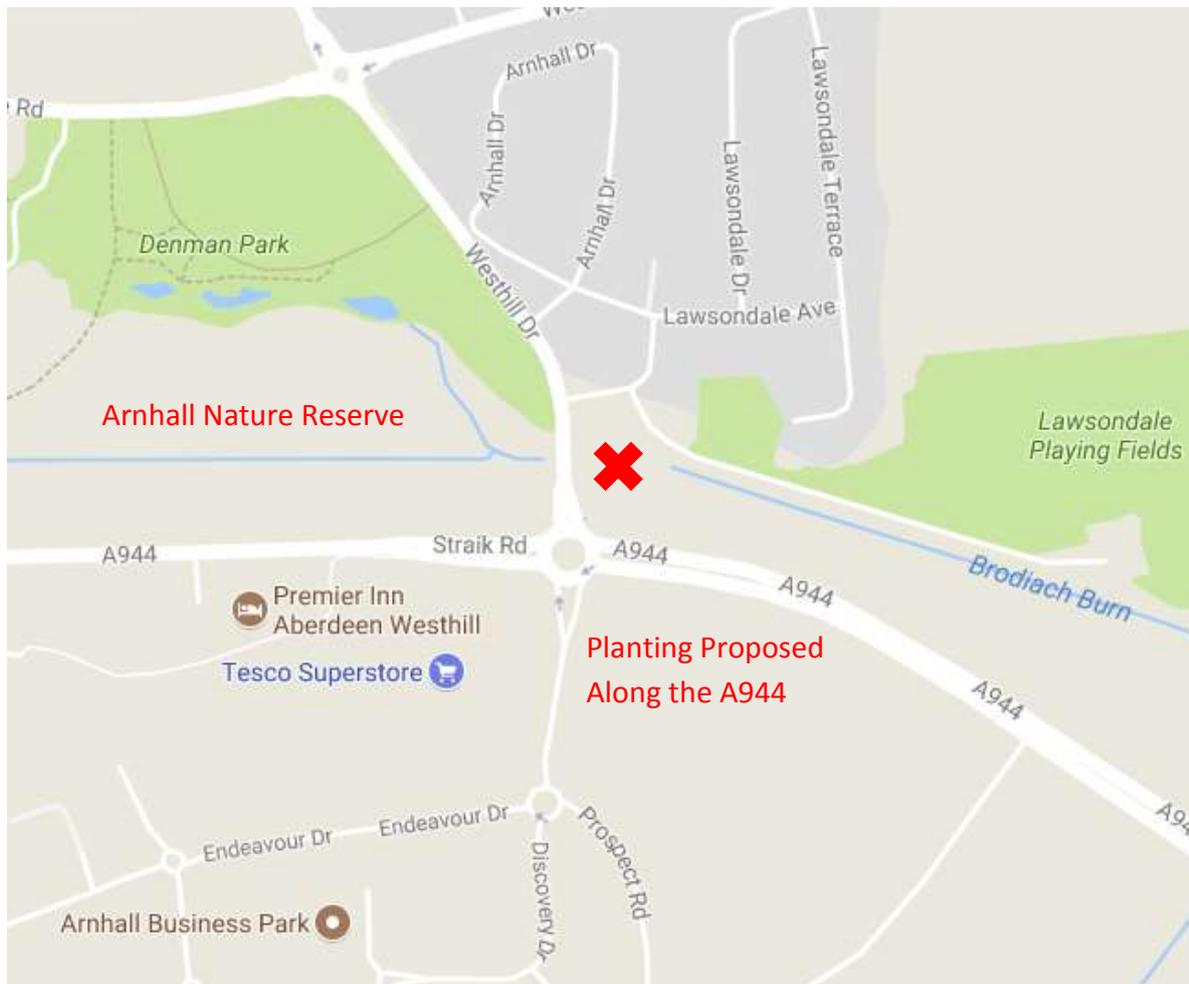
Extra information about Westhill & Elrick can be found on the ‘Area’ tab of the WECC website: <https://westhillelrick.org/the-area/>

2. Location

The site chosen for this project is at the main entrance to Westhill at the Tesco roundabout, opposite Denman Park, on land in the ownership of Aberdeenshire Council. As there is no High Street, as such, in Westhill, we believe that for the main entrance to the town it is important to appear ‘Welcoming’ and we want the Artwork to emphasise the natural surroundings and enhance the quality of the environment. We want to see this project as not only a celebration of the past 50 years, but a beacon for future generations. We would also wish that whoever is the successful artist appointed would be required to work with the Landscape Services of the Council.

Once appointed the chosen artist will have the opportunity to meet with staff from Landscape Service and have a partnership approach to the project.

Planning permission may be required depending on the successful artist's proposed work.



X Marks the site where the artwork will be located.

Landscape Services have already committed to the planting on the opposite side of the A944 to soften the appearance of the commercial buildings being erected. The proposed site is located across from Denman Park and Arnhall Nature Reserve. The artist should be aware that their design should be complimentary to the contrasting existing environments around the site; from the natural to the industrial in Arnhall Business Park.

3. Vision, Context & Community Engagement

The vision is two-fold in that it is envisaged that apart from a celebration of the anniversary it would improve and enhance the entrance to Westhill and give the town a stronger identity so that it is no longer seen as a suburb of Aberdeen. We would like the chosen Artist to devise an environmental design to enhance the whole site as well as creating a central piece of art, whilst working in partnership with Landscape Services staff.

After engagement with the public at the Westhill Gala in June 2016 most people expressed the desire that 'community' should be a major factor in the completed Artwork. Other suggestions were :

1. Acorn to Oak

2. Harvest of the land and sea

(Reflecting the previous agricultural aspects and more recently the sub – sea oil and gas exploration)

3. Wellbeing and Environment

4. Seasons of the year

We hope that the appointed Artist will find these themes helpful but will continue to engage further with all ages in the local community before the final design is agreed on.

Comments, ideas and suggestions that have been submitted by local residents through the WECC website will be available to the chosen artist.

The large white Question Mark on the front cover was also a way to engage with the local community to see what ideas they would come forward with.

4. Artist's Role

We are looking for an Artist with experience of working in the public realm. The Artist should have a history of working alongside other professionals and creatively engaging the interest and input from relevant groups within the community.

The Artist's role would be to interpret the brief to achieve the dual aim as above. Also to engage with all ages in the community to make sure that there is an understanding of what this project hopes to achieve.

The Artist will be appointed in the first instance to develop strategic design proposals, adding to the surrounding environment whilst collaborating with Landscape Services. The proposed designs will follow a period of consultation through creative engagement with the community in order to develop relevant ideas that reflect the local culture and environment. This could include looking at how people respond and interact with their environment.

Once the design concept is agreed with the design team the Artist will produce the designs for approval. Once the designs have been agreed, the Artist will be responsible for accurately costing and sourcing the relevant materials needed for the final project. All work must be robust, hard wearing and fit for purpose. It must be safe, user friendly and meet Health and Safety standards.

5. Funding At the present time the budget is £33,700 but there is potential to draw down further funds for landscaping in 2018/19

Garioch area top up budget £10,000.

Public Art Fund £13,700.

Westhill & Elrick Community Council £10,000.

6. Timescale

Deadline for applications 11th September.

Interviews 18th September.

Appoint chosen Artist by October.

Timescale to be confirmed with appointed artist.

Provided no delays due to planning permission being granted.

7. Application Procedure

The deadline for submissions is 11th September.

Shortlisting will take place 12th September.

Artists are invited to submit:

- Outline how they would approach the brief.
- An indicative outline of key activity linked to the sequence of events, Artist time involved and a provisional budget.
- The Artist is not required to submit design proposals at this stage, but must provide visual documentation of previous, relevant work.
- A CV demonstrating their creative technical and design skills and evidence of their commitment to working as an artist. The ability to work effectively in a team and relate to different groups and people with varying skills and ages will be required. Please supply a digital copy of your CV if possible.

The preferred format for all submissions is digital. Submissions including all visual documentation should be titled "Gateway Public Art Project Westhill" in the subject line and emailed to;

katelumsden@btinternet.com

Alternatively post to;

Kate Lumsden
27 Westhill Grange
Westhill
AB32 6QJ

8. Working Structure

Once appointed we will ensure that the artist is given a tour of the town, pointing out the handful of old buildings in our new town as well as the different styles of dwellings that exist. We will also highlight the other pieces of public art already in situ and the stories behind them. The streetscape reflects the history of the town through old crofting family names and streets linked to Oil & Gas technology and exploration.

Design work is expected to begin by agreeing an overall vision and final design concept with a view to installation being completed by the end of 2018.

9. Project Contact

Enquiries about this commission shall be submitted by email to:
katelumsden@btinternet.com