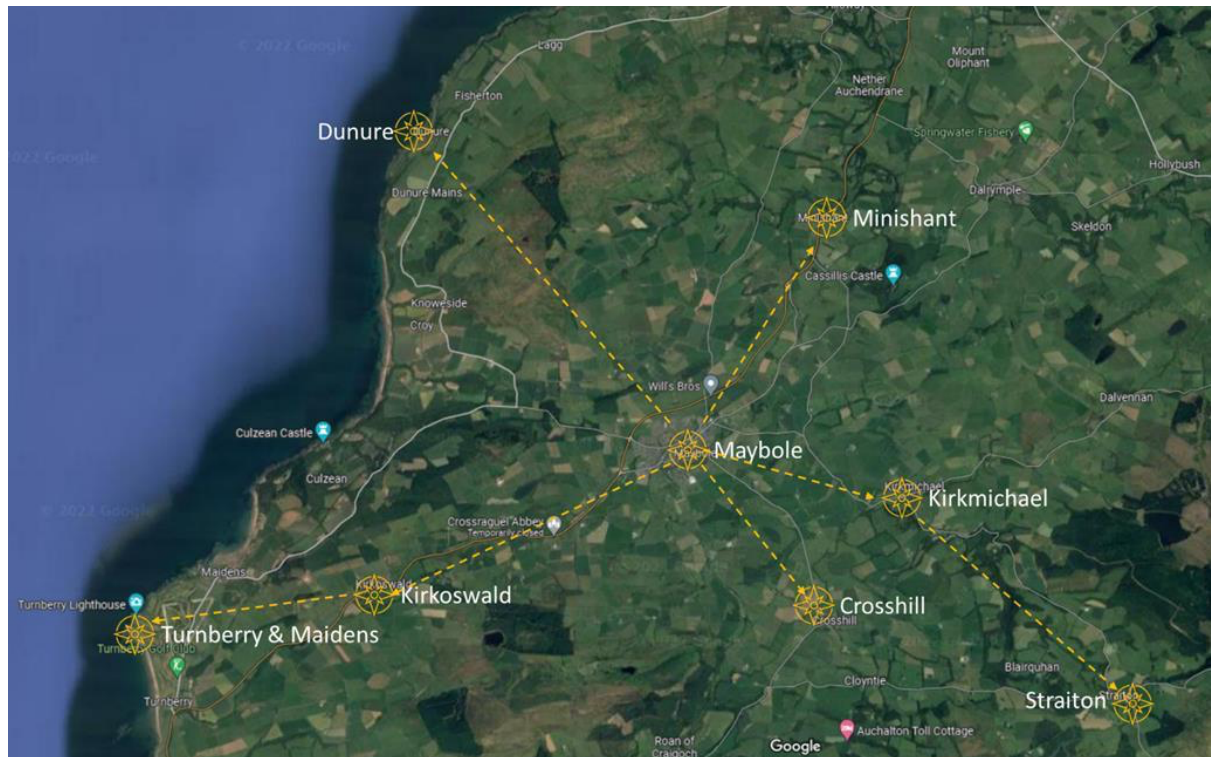


Project: North Carrick Public Art Strategy
Brief for: Multi-site installation with AR interface
Title: North Carrick Art Trail – Bruce’s Web
Client: North Carrick Community Benefit Company
Art Consultant: Fremantle Consultants
Date: 23/10/23
Document: FC-NCCBC
Revision: v9
Status: For Issue



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Introduction

We're looking for a team who can engage with a key Scottish historical figure from a fresh perspective and develop site-specific hybrid artworks for 9 locations across North Carrick. These will consist of physical elements paired with digital content accessed using immersive augmented reality (AR) technology and some form of 'reward' for visiting all the sites. These responses, when put together as an experience, bring both the character and the localities to life. Some of the sites have specific historical connections and others provide an opportunity for imagined, quirky or more whimsical responses. The aim of the project is to encourage visitors to explore the region in more depth.

In 2024 there will be a countrywide celebration of the 750th anniversary of the birth of Robert the Bruce. He is believed to have been born in Turnberry Castle and frequented North Carrick during his life. He returned after the famous spider incident, landing at Maidens Harbour. North Carrick and the surrounding villages are justifiably proud of this connection and their beautiful and varied surroundings and want the works to both allow visitors to engage with the history of Bruce and the villages; explore the countryside more, return more often and be aware of the communities and business in each village and what they have to offer.

Fremantle Consultants are leading the coordination on behalf of North Carrick Community Benefit Company (NCCBC). NCCBC is a Company Limited by Guarantee and Registered Charity originally set up in 2015 to distribute funds from the Scottish Power Renewables' Dersalloch Windfarm. In recent years it has taken on a developmental role, using the income stream to leverage additional funding, including the Foundations for Recovery programme. (<https://nccbc.org.uk/foundations-for-recovery/>)

NCCBC in commissioning this package of work is part of a long-term ambitious programme of development for North Carrick. North Carrick encompasses Maybole plus a further 8 villages. This area is being referred to as 'Bruce's Web'. The 8 villages of Crosshill, Dunure, Kirkmichael, Kirkoswald, Maidens, Minishant, Straiton and Turnberry will each have a site-specific hybrid piece - a physical response to the individual village's link with Robert the Bruce with integrated AR content. Promotional material will encourage visitors to explore all 8 locations as well as Maybole. NCCBC envisage people logging their visits to each site and being rewarded (to be decided) when they have visited all points in the web.

Please Note. Maybole is to have a separate, **already commissioned**, physical piece - The Lion of Carrick - at the Mercat Cross, but the team commissioned for the North Carrick Arts Trail will be asked to include the Mercat Cross within the suite of AR experiences.

North Carrick Arts Trail Commission			
Location	Physical Installation	Digital Interface	'Reward' for visit
Crosshill	Y	Y	Y
Dunure	Y	Y	Y
Kirkmichael	Y	Y	Y
Kirkoswald	Y	Y	Y
Maidens	Y	Y	Y
Minishant	Y	Y	Y
Straiton	Y	Y	Y
Turnberry	Y	Y	Y
Maybole	-	Y	Y

Each of the villages has its own character and part of the challenge will be to represent the local people whilst creating a coherent and intriguing 'web' of works for visitors and locals alike.



Budget

The budget, in total, is £47,000 (including VAT).

The North Carrick Public Art Strategy seeks to support and focus the commissioning of new work. This work will identify possible sites characterised by good accessibility, few regulatory and site-ownership restrictions, and a characterful view. The commission will be to create a distinctive artwork for each location, based on the unique characteristics of each site. This will include an AR dimension. Artists Fees (including VAT) are approximately £30,000 with an estimated cost of fabrication of £12,000 and installation costs of approximately £3,000. Both fabrication and installation costs are INCLUSIVE of VAT.

The intention of the commission is, in particular, to encourage visitors to explore the villages so a clear link should be established between works to encourage repeat visits to the area as well as fully exploring the villages themselves. The commission process needs to engage with residents as stewards of the trail, sharing their new village artwork with visitors and friends and family.

Timescale

- Brief circulated October 2023
- Open Call to Creative Scotland 27 October 2023
- Online Session for tenderers 16 November 5-6 pm
- Submissions 4 December 2023
- Final Selection Interviews 14 or 15 December 2023
- Contracts issued 8 January 2024
- Initial Public Consultation completed end February 2024
- Concept Design finalised and signed off 25 March 2024

- Detailed Design finalised and signed off 29 April 2024
- Production Contracts and production timetable agreed April 2024
- Fabrication May 2024
- Installation completed June 2024
- Work certified complete not later than 31 August 2024

Project Description

The team will work with NCCBC and local communities on the site choice and thematic focus of each element. The AR elements should successfully embed within the design of each artwork, enriching the audience/participant experience. This could take the form of an engaging narrative experience, contextual information/content about the piece, local history, the surroundings and general information regarding the 'selling points' of each community such as local walks, transport, shops and amenities.

The following will need to be addressed in stages with specific information provided at the Detailed Design Stage (see Process).

Health & Safety

All activities (including engagement, production and installation) must comply with appropriate local and national Health & Safety regulations.

Materials

All materials chosen should be considered for

- Aesthetic value
- Suitability for use outdoors – robustness and longevity
- Suitability for including a unique QR type code that will be long-lasting and can be reused.
- Sustainability and impact on the environment post installation.

Site Selection

A detailed consideration of the suitability of site chosen to allow

- access for all
- WIFI connectivity
- Ability to work within possible planning approval and/or conservation area restrictions
- linkages to the existing 'selling points' of each community.

Community Engagement – on site research and engagement work forms part of the artist fee. There will be the input/support from NCCBC and Fremantle Consultants.

Deliverables

1. Engagement process (in cooperation with NCCBC and community representatives)
2. 8 sites with appropriate permissions (in cooperation with NCCBC)
3. 8 durable bespoke accessible permanently installed elements forming 'Bruce's web', one in each village, incorporating QR code or equivalent to trigger an AR experience
4. A system which rewards visiting all the locations.
5. Augmented Reality content for each of the 9 sites, hosted on a stable platform and easily accessible using internet-connected smartphones/tablets, providing an integrated, immersive digital element (eg. engaging narrative experience, contextual information/content about the piece, local history, the surroundings and general information regarding the 'selling points' of each community such as local walks, transport, shops and amenities.)

The physical installed elements should have a 'lifespan' of not less than 25 years and require no regular maintenance. The digital element should have a lifespan of a minimum of 5 years and be maintainable by NCCBC.

Process

Stage 1 (Engagement and Concept Design)

Concept Design Document including:

- Summary of research, development and engagement undertaken by the designer/maker team, including evidence of close cooperative working with local communities,
- Overall commission plan based on artwork location plans.
- Design concept.
- Rationale for allocation of budget/units between the site-specific works and the AR integration.

Stage 2 (Detailed Design)

- Detailed Design Documentation including:
- Fully resolved designs for all elements of the project.
- Sample elevations or photomontages showing the designs in context.
- Technical summary addressing Health & Safety, Durability and Sustainability (samples as appropriate).
- Proposed hosting arrangements for AR element (potentially through NorthCarrick.com)
- Detailed budget breakdown including, where appropriate, evidence of tendering.
- A short, written piece by the designer/maker outlining the creative process and choices, with photographs/sketches will be edited and used by the NCCBC (in entirety or extracts) in documentation.

Stage 3 (Production and Fabrication)

- Fabrication and installation of approved designs as agreed.
- User testing of AR element

Budget and Legal

Budget, Fees and Payments

A maximum of £47,000 (including VAT) will cover all stages of the commission: commission fee, materials, fabrication testing and delivery and installation. This will be paid in three stages: concept design agreed and completed, detailed design agreed and completed, work certified completed. All payments will be on presentation of invoice and will be paid on NCCBC's terms.

5% of the budget will be held for 6 months against 'snagging'.

Insurance

Public Liability Insurance of £2 million and Professional Indemnity Insurance of £250,000 is required.

Contract

The successful candidate will be contracted by NCCBC. The contract will be tied to the Process Stages with approval of proposals at each stage.

Copyright and Ownership

The copyright and intellectual property rights in the work remain vested in the designer/maker. The designer/maker grants to NCCBC an irrevocable, exclusive royalty free licence to copy, use and reproduce designs, models and research and supporting information for any non-commercial purpose relating to the works including (but without limitation) the construction, completion,

maintenance, promotion, reinstatement, repair, any extension of the works and for dissemination within the NCCBC as part of the feedback of information to better or enable NCCBC to realise improvements in its methods and practice of construction and in the design and procurement of its construction. Any commercial exploitation to be separately negotiated. Ownership of all submitted material, designs, models and research shall be held in favour of the client.

Submission Requirements and Selection

Submission to be sent in electronic form pdf file(s) totalling **not more than 15mb** to Fremantle Consultants (gill@fremantle.org) by 5pm on 4 December 2023.

You will be notified within 2 working days of closing on the receipt of your application. If you do not receive notification, please contact Fremantle Consultants to ensure your application has been received.

Submission should include:

- Curriculum Vitae for all team members – artists, AR specialists, etc
- Documentation of previous projects – both physical installations and AR interfaces
- Design Statement setting out your working practice and interest in the commission (not more than 2 pages A4) including:
 - Connection and understanding of the level of ambition for excellence in hybrid multi-site design which is robust, site-suitable and safe.
 - Outline of design approach
 - Overview to engagement
 - Proposed fee structure (including daily rates) set against ‘Process’ and ‘Budget’ as above.
 - Statement confirming that you would be able to complete the commission within the timescale and budget stated.

Shortlisted proposal will be invited to (virtual) interview on 14 December or 15 December 2023.

Final appointment will be made by the NCCBC and may be subject to references and checks on insurances.

Criteria for selection will be:

- A. Quality of previous work (30%) – we will be looking for demonstration of the quality of both the physical public art approach as well as of the digital element.
- B. Quality of proposal / Statement of Approach including Contextual Understanding and approach to integration of the physical and digital (40%)
- C. Quality of Community Engagement Overview (15%)
- D. Cost / Fee Structure Proposal (15%)

Upon appointment the following documents/introductions will be made available:

- North Carrick Art Trail Strategy Handbook – produced by Fremantle Consultants.
- Introduction to local historian who has been employed to gather information about North Carrick and the surrounding area.
- Details of the new Mercat Cross in Maybole.

Contact Details

Fremantle Consultants, gill@fremantle.org