

1. Aims and Objectives, and acknowledgements

This project is intended to provide a new, exciting and playful way for passengers and visitors to Bridgwater Railway Station, and the wider local community to engage with art via their portable smart devices when visiting the station. Its primary purposes are to encourage those who do not usually engage with visual arts to do so, and for the utilisation of the station to be a more engaging, exciting and enjoyable experience for people who engage with the artwork. This project is intended to:

- Enable station users and visitors to engage with a stimulating, engaging, safe and enjoyable art experience;
- Offer passengers, station users and the local community a co-creation experience as part of either/both the development of the artwork or through interacting with it;
- Respond to the environment, history, heritage and/or community in and around Bridgwater Railway Station in a site-specific way; and
- Be in place before the end of Summer 2023, for a minimum duration of 9 months

No restrictions are placed on the type of art, or technology, to be utilised other than that it meets the definition of Augmented Reality, See also site limitations below. Proposals should also include reference to how the project might avoid excluding those without smart devices, and how they can still be engaged with/experience the artwork &/or co-creation process in the development of the artwork.

The project is a partnership between Seed and Severnside Community Rail Partnership with funds provided by Arts Council England and the National Lottery and the Community Rail Network. Other funders including Great Western Railway are being approached.

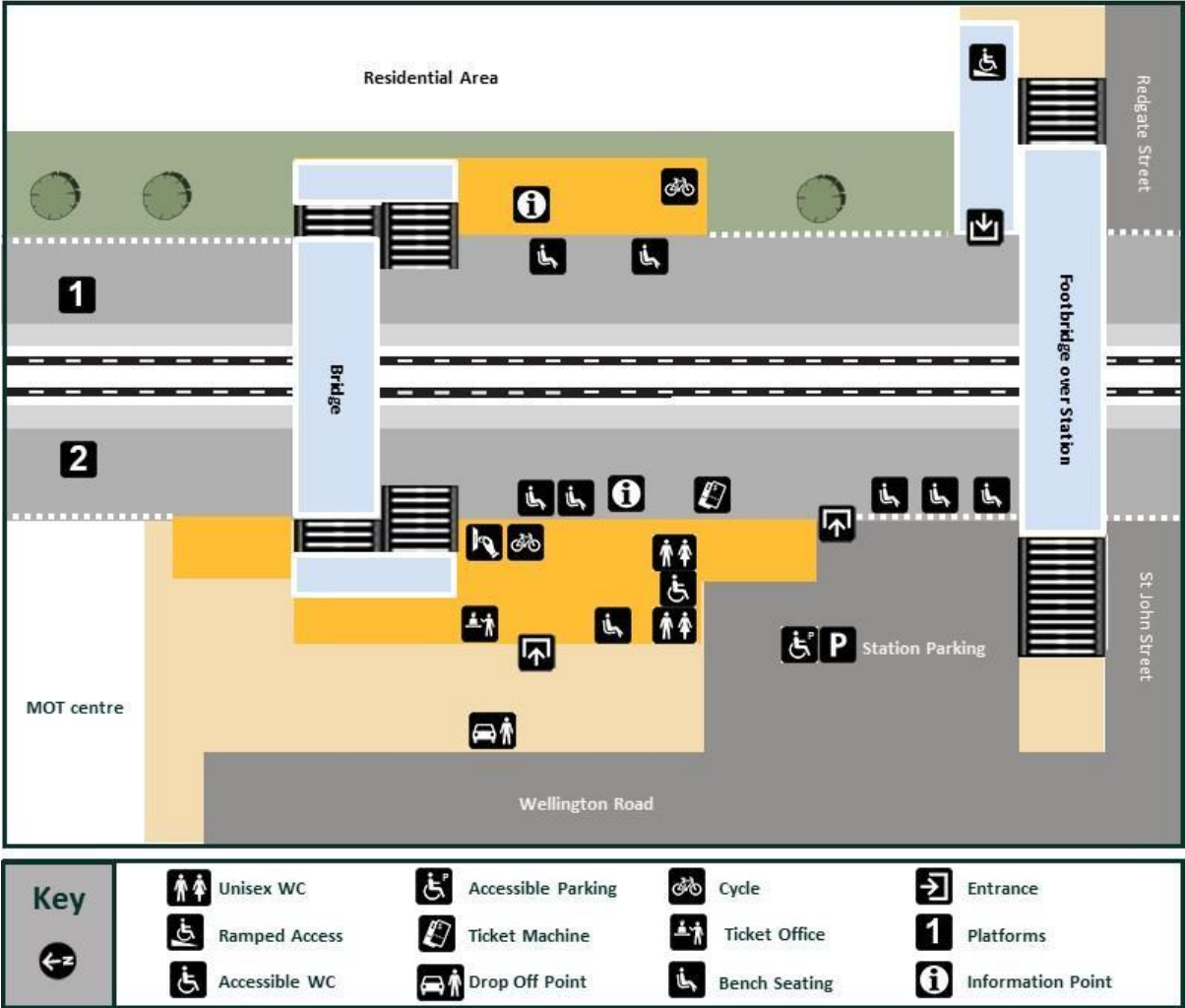
2. The Site

The station is operated by Great Western Railway. It is located in Bridgwater, Somerset on the line in between Taunton and Bristol. The original is a Grade II listed building station, designed by Isambard Kingdom Brunel. The station is reputedly the second busiest in Somerset, serving up to 346,000 passengers per year (pre Covid19), with a service pattern typically one train per hour in each direction. There is a passenger waiting room on Platform 2. There are planned improvements to the station of £1.2million in the pipeline, courtesy the Hinkley Point C Community Fund. Poster style artworks exist in various locations around the station, among advertising, safety, directional and other information signage.





Bridgwater (BWT)





Photos (this page and next) courtesy Somerset Live



Site limitations and restrictions

Proposed artworks must not require any elements that would need building or planning approvals, or pose a risk to passenger, staff or general public safety and must fall into what is permissible without further approval within a public Grade II listed building of this nature. Any proposed work must also comply with any other relevant other legal requirement.

3. Commission Selection Process and Schedule

Artists are invited to submit an expression of interest, addressing the selection criteria below. A selection committee comprising staff of Seed, the Severnside Community Rail Partnership, and community representatives, including people with expertise in the visual arts and technology will consider the initial proposals. The selection panel may invite shortlisted artists to interview which would be held over Zoom.

Deadline for submissions: 5pm (GMT) on Monday 9 January 2023

Artists are encouraged to visit the site, and undertake their own research into Bridgewater's heritage, culture and community prior to lodging their expression of interest. There will be no formal site meeting.

Project timeframe and proposed payment milestones

Week	Item	Date	Payment milestone
1	Initial proposals open	7 Dec 2022	
6	Deadline for proposals	9 Jan 2023	
7	Consideration of proposals by Selection Committee	@17 Jan 2023	
8	Chosen work announced and commissioned	25 Jan 2023	
9	Selected artists finalise co-creation activity and project plans for approval, signing of contracts	01 Feb 2023	50% stage 1 fee

9-17	Completion of Delivery of RnD/design stage including but not limited to: Project Launch and participant recruitment, consultation/co-creation activities, design of final artwork, proof of concept development and technology testing, finalisation of plans and schedules for build and delivery stage, and provision of any and all information required for further funding applications	tbc By 31 Mar 2023	35% stage 1 fee at agreed milestone in project plan 15% on completion of stage 1
12-17	Additional funding sought for stage 2	By 31 Mar 2023	tbc
tbc	confirmation that build/delivery/exhibition stages will proceed, contract for stage 2\3 agreed	By 01 May 2023	
tbc	Commencement of Build/Delivery Phase	By 01 May 2023	60% of stage 2/3 fee
tbc	Key milestone achievement	tbc	25% of stage 2/3 fee
tbc	Completion of Build/delivery phase	tbc	tbc
tbc	Commencement of exhibition phase with artwork launch	tbc	10% of stage 2/3 fee
tbc	Completion of exhibition phase/decommissioning and removal of work/infrastructure if required	tbc but @end March 2024	tbc
tbc	Finalisation of project evaluation	tbc but @end March 2024	5% of stage 2/3 fee

4. Budget

The budget available for the project is **£30,000 inclusive of VAT**. This budget must cover:

- Artist's fee and production costs including materials, IT infrastructure etc
- Creation of any schematic design drawings, design and development of the work, preliminary artwork, programming, coding etc including mockups, models and /or design concepts
- Artist/team members travel and/or accommodation costs and related expenses for site visits and installation
- Any third-party costs incurred in the artwork creation process including technology, organisational overheads, team members costs etc.
- Any upgrades or tech required to supplement Bridgwater Railway Station's existing wifi, or other IT infrastructure
- Transport of any equipment or artwork to the site
- Site preparation and/or installation costs including Provision and removal of safety barriers, signage and site security during installation etc.
- Documentation of the artwork creation process
- Interpretative/explanatory signage including attribution of the artist
- VAT
- Any other direct costs likely to be incurred by the artist/team/organisation in creating and installing the commissioned artwork
- Any contingency relating to creation, transport and installation if the artwork

£12,500 will be offered to the commissioned artist/team/organisation for stage one, with the remainder to be allocated to stages 2 and 3, in line with the requirements of the selected proposal. The commissioner reserves the right to determine not to proceed with stages 2 and 3 should stage one not be completed to the satisfaction of the commissioner or the project partners and funders.

There is no additional budget available for ongoing security for any artwork infrastructure, so this should be taken into account when developing the proposal and budget for the project.

Items which *may* be provided *in addition* to the budget are:

- Utilisation of the existing wifi infrastructure at the station (provide this will degrade the experience of other users)
- Marketing and promotion of the project
- A public launch event.

Proposals that may be achieved for less than the total budget available are likely to score higher on the value for money criteria, providing that this does not undermine the likely impact of the work.

NOTE: timing of stages 2 and 3 assumes that funding for them is achieved in the stated timeframe. The commissioning agreement will allow for potential changes to timing and/or scope of the project in the event this is not, or is only partially achieved.

5. Required theme

The artwork will respond to the Bridgwater Railway Station setting. It must be site specific rather than a simple re-siting of a pre-existing work. A pre-existing idea could be reworked to suit, or a new iteration of a previously completed work could be considered. The proposed work should have a relationship to the station, the community of station users and the wider community of Bridgwater, connecting with the environment, history, heritage and/or community in and around Bridgwater Railway Station in a site-specific way

6. Maintenance and durability requirements – required lifespan of the piece

We require a work to be in operation from launch until @31 March 2024. Proposals for a longer duration work, including of a permanent nature will be considered, but longer-term issues of maintenance, responsibility and ownership should be proposed at the outset for longer term works. Any physical elements for the work including but not limited to infrastructure, technology or signage must be sufficiently robust and secure as to be relied on throughout the agreed exhibition period, with no protective security or ongoing maintenance support other than that provided for in the design.

7. Responsibility for maintenance

Any and all operational maintenance requirements must be managed by the commissioned artist/team/organisation for the duration of the commission. No additional or ongoing funds will be available for such maintenance.

8. Artist's copyright, attribution and ownership of the work

The artist will provide a non-exclusive licence to Intellectual Property rights allowing for reproduction of images of the work to Seed and Severnside Community Rail Partnership. In turn the commissioners will also grant a non-exclusive licence to the artist to reproduce the work in whole or in part. Moral Rights (Copyright, Design and Patents Act 1988) will remain vested in the artist. The Commissioners undertake to credit the artist alongside the work for the duration of its life, and in any images of it. The ownership of any physical assets created through the will transfer to Seed and the Severnside Community partnership.

9. Decommissioning

A process for the decommissioning the artwork both at the end of the agreed life and what rights the artist has when/if that happens will be set out in the commissioning agreement for the selected work. Works that do not require an end date or a decommissioning process will be considered, but the proposal should detail how such longevity will be achieved without ongoing maintenance or support.

10. Selection criteria

Shortlisted proposals will be those which best meet the following criteria:

- Artist/team/organisation has the necessary skills and experience for the project including artistic, social arts practice, technology and project management skills;
- Artistic merit of the proposed work, and the artists' relevant previous work;
- The balance between the artistic ambition of the proposed work, the opportunities it offers for co-creation/participatory activity, and its' accessibility for audiences unfamiliar with work of this nature;
- Suitability of the proposed work for the site, including that the proposal responds to the site and community in which it is located;
- The proposed work will provide benefits to users of the station including promoting appreciation of the value and distinctiveness of the place in a new way, a positive activity to take part in while waiting at the station, and/or other benefits articulated in the proposal;
- The proposed work is sufficiently durable and reliable for the site and duration of the project;
- Likely impact against cost as a value for money proposition, and
- The vision for the proposal can be achieved within the set budget and timeframe.

The commissioners reserve the right to call for further expressions of interest should the initial call out not generate sufficient proposals that meet the criteria to a sufficient degree. Commissioners also reserve the right not to proceed with the project should no expression of interest meet the criteria strongly enough, or to postpone or cancel the project if planned funding is not secured as required in the current timeline.

11. Submission requirements

Proponents must submit by the closing date:

- A cover letter;
- An Expression of Interest document comprising no more than two A4 pages in response to this Artist Brief including:
 - the concept for the artwork,

- how it responds to the required theme,
- how the community would participate in the creation of the artwork and/or interact as an audience
- details of the technological platform proposed and its requirements
- initial concept sketches or mock-ups,
- an outline budget for each of the three project stages, and
- any maintenance requirements;
- An up-to-date CV setting out how the artist(s) and any other principal team members outlining relevant skills and experience of social arts and/or community-based arts practice, skills in technology, project management and artform practice relevant to the project
- Examples of relevant past work (URL links preferred) including contacts for referees who commissioned or installed previous works.

Proposals should be submitted via email including all required documents as attachments or downloadable links via info@seedsedgemoor.com with the subject line: **Hidden Station Proposal** prior to **5pm on Monday 9 January 2023**

/ends