



Public Art / Design Brief
Promenade Lighting Project, Weymouth, Dorset
November 2017 - Ref.WSFL4601



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1. Introduction.

1.1 This project to commission a new promenade lighting scheme for Weymouth has been awarded funding as part of a '[Coastal Connections - People and Places](#)' bid to the Coastal Communities Fund. It is one of 18 projects along the Dorset coast, being co-ordinated by [Dorset Coast Forum](#) (DCF). The Weymouth Promenade Lighting project has received £200,000 from this successful bid, which was granted in April 2017.

1.2 The purpose of this brief is to set out the parameters within which three artist / design studios will be engaged - on an honorarium basis - to develop a range of concept design options for presentation at interview in March 2018. Following the interview, one of the studios will be selected to continue working their designs up into a detailed form, which can be presented in a planning application to WPBC in July 2018, with a view to the scheme's installation being completed by the close of March 2019. This process is described in more detail in the 'Process to Implementation' section below.

1.3 The Weymouth Promenade Lighting project is an exciting initiative for the town and its community, which will see the creation of an aesthetically-pleasing lighting scheme to unify the three distinct, character zones of the sea front - which sits within the Weymouth Town Centre Conservation Area - and to meet with the aspirations of the local community to: provide a welcoming atmosphere for evening strollers; improve views towards Weymouth Bay from afar and; enhance the night-time image of the town and seafront.

1.4 The intention of this project is to reintroduce the 'magic' to Weymouth's darker areas of promenade through a warm, imaginative and sensitively-designed scheme, which both complements the existing lighting scheme and provides a contemporary and joyful celebration and enhancement of the promenade's built and natural heritage. The resulting scheme should be recognisable as belonging to Weymouth and nowhere else.

2. Project Partners.

2.1 [Bounce Back Arts](#) (BBA), is a Community Interest Company (CIC), set up by a small group of qualified, local residents in March 2015 to promote closer community involvement in public realm and public art enhancements in Weymouth and Portland. Ideas to promote Weymouth as a cultural destination of note, are currently being explored by BBA with projects, designed to attract new visitors during the out-of-season months. BBA is currently exploring feasibility for development of an annual lighting festival for Weymouth, towards which, this project will serve as a crucial catalyst.

2.2 [Weymouth & Portland Borough Council](#) (WPBC), is actively pursuing a regeneration agenda for Weymouth Town Centre with particular emphasis on the redevelopment of certain key sites in the town, including the peninsula site at the southern end of the Esplanade. The Promenade Lighting Scheme will, therefore, fit well with the regeneration of this area of the town.



3. The Site.

3.1 The Weymouth Promenade Lighting project aims to unify three different 'character zones' of the promenade - all of which are situated in the Weymouth Town Centre (WTC), Conservation Area - and to draw people along the promenade and out along the footway along the north side of the 'Pavilion' peninsula. Exploration of the site via Google - using both street and satellite views - will aid understanding of the site, as will the images which appear further on in this brief, along with the following grid references:

Point A - Greenhill; Grid Reference: SY 68696 80615 / Post Code: DT4 7SL

Point B - Pier Bandstand; Grid Reference: SY 68212 79870 / Post Code: DT4 7RR

Point C - End of Esplanade; Grid Reference: SY 68255 78868 / Post Code: DT4 8EA

Point D - End of Peninsula; Grid Reference: SY 68502 79049 / Post Code: DT4 8EA

3.2 The area of the promenade between each of the four points described in the map below, make up the three above-mentioned 'character zones'. Together, the three zones make up the entire site for this project, which covers a distance of 1.39 miles.

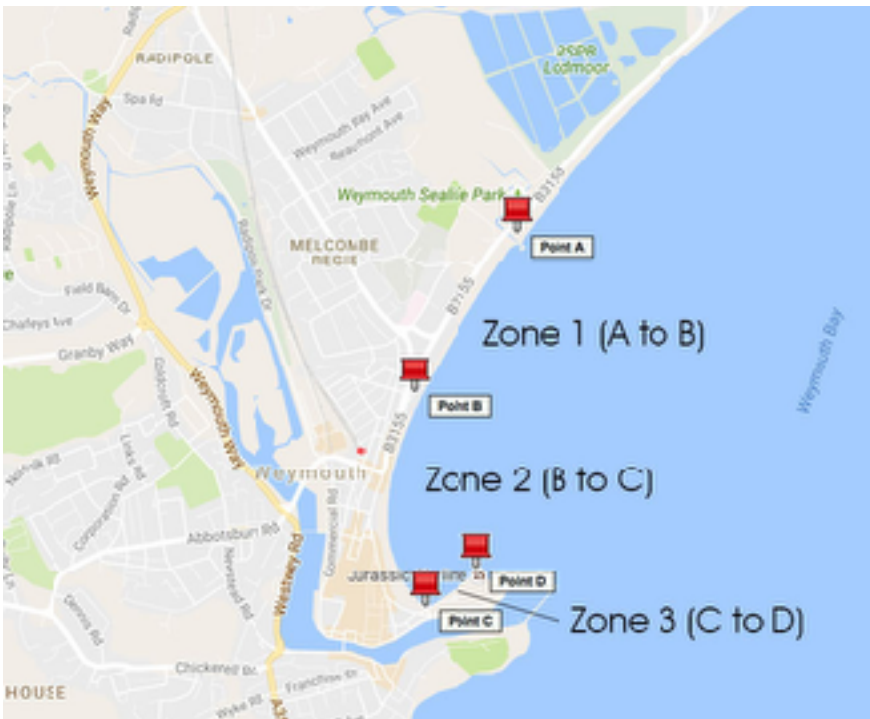


Image 1: Showing the different character zones 1, 2 and 3 - all situated within the WTC Conservation area - which the Weymouth Sea Front Lighting project aims to unify.

3.2.1 Zone 1: This zone is known as 'Greenhill'. This is a reference to the only area of elevated land along the entire length of the promenade. 'Greenhill Gardens' is situated here, and is managed by the community group 'Friends of Greenhill Gardens' for the enjoyment of residents and visitors to the resort. The majority of residencies, holiday accommodation and chalets situated along Greenhill enjoy a direct relationship with the

promenade (with no road in between), and uninterrupted views of the pebble beach and beyond, out to sea. In improvements to the promenade which took place in 2011 - in readiness for the 2012 Olympic sailing events in the Borough - Greenhill was designated the 'heritage' area of Weymouth promenade. This initiative saw the introduction of the reconditioned Victorian lamp columns, which had been removed from the promenade's central section (Zone 2), to make way for a new highways lighting scheme. The refurbished columns were placed at regular intervals along this section of promenade (Zone 1), between existing columns of the same design.



From left to right, above - **Image 2:** Chalets situated directly on the promenade, at its narrowest point. **Image 3:** The view onto the beach from the slipway at Point A (see above map) - looking south - showing residencies and Victorian lamp columns on the promenade, to the right. **Image 4:** Chalets in Greenhill Gardens with beach and promenade shown in the foreground.

3.2.2 Zone 2: Very different in character to Zone 1, the B3155 road is a major route into and out of the town centre, which joins the promenade at point B (see map), and runs parallel to it for the length of Zone 2. Planters with inbuilt benches form a barrier between the road and the promenade with regular access points. The crescents of Georgian hotels, restaurants and bars of The Esplanade are separated from the promenade by the road, though pedestrian crossings are available at points along this stretch of the sea front. Many licensed concessions operate along this length of the beach and are managed by WPBC's Beach Office - also situated in Zone 2 of the promenade, in what was once the town's Tourist Information Centre. Zone 2 saw a number of physical changes in the lead-up to the 2012 Olympic sailing events in the Borough, including removal of a catenary lighting scheme installed on Victorian lamp (and other), columns, which were also removed as outlined above. Contemporary 'Hestia' street lighting columns replaced the more traditional columns in Zone 2, along with seven additional columns supporting laser lights, which shine out to sea in a programmed display.

From top left, below, in clockwise direction - **Image 5:** Looking south towards the town centre, showing views of the Jubilee Clock (at the widest point of the promenade, where the beach becomes sandy), and street furniture - including lighting columns, planters and railings. **Image 6:** The view to the east, from one of the restored Victorian shelters in Zone 2. **Image 7:** A view to the north, showing Georgian hotels, a Victorian shelter and beyond, the Pier Bandstand situated on the beach. **Image 8:** Deckchairs, Weymouth sands and the bay beyond, to the east.



3.2.3 Zone 3: This zone is different again from the first two zones. There is no access down to the water's edge at any point beyond the Pavilion building and the pavement here, serves mainly as a walkway to reach the Sealife Tower visitor attraction at Point D (see above map). This walkway enables views back onto Weymouth beach, promenade,

Esplanade and town. It is possible to walk out to the eastern most point of the peninsula - beyond the Tower - but the extended area does not form a part of the site for this brief. The road which runs parallel to the walkway was historically used for traffic passing through to connect with cross-channel ferries, which used to operate from Weymouth to the Channel Islands and France. Zone 3 forms the northern most perimeter of the body of land - between Weymouth beach and its traditional harbour - referred to as the 'Pavilion Peninsula'. Discussions around the future regeneration of the peninsula are ongoing, though it is thought that a multi-use leisure complex will be developed in the coming years



From above left, in clockwise direction - **Image 9:** View from the area of promenade adjacent to the Pavilion Theatre building - at which Zone 3 begins - looking east towards the Tower with traditional railings found along the majority of Zone 2, to the left. **Image 10:** View from the central area of Zone 3, looking west towards the town centre with the Pavilion building on the left. Sea wall replaces railings in this area. **Image 11:** The view from the most easterly point of Zone 3 - where the site for this brief ends - looking west, back across the bay to Zone 2 of the promenade and the town centre.

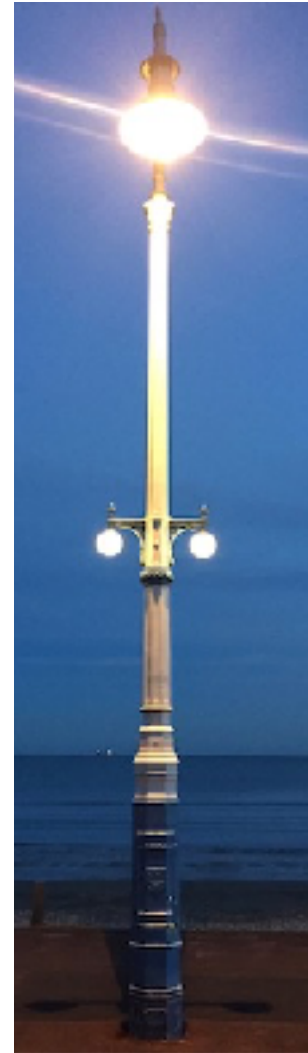


4. Site History

4.1 For the purposes of this design brief, this section focusses on the journey that the lighting of the promenade has taken in recent decades and refers to the zones mentioned above. It is not intended as a full history of Weymouth sea front and its development over time - please use Google searches and see the 'Essential Reading' section towards the end of this brief for links to more general information on the site.

4.2 The official Olympics Sailing Events were held in the Borough of Weymouth and Portland in 2012. In preparation for this major event, Weymouth Sea Front underwent a series of public realm improvements including a scheme to de-clutter the promenade and renew highways lighting. This which saw the removal of blue and white Victorian lamp columns in Zone 2, to make way for the contemporary, stainless steel 'Hestia' columns, which have now replaced them. The Victorian lamp columns removed from Zone 2 - along with those of the same design already situated in Zone 1 - were refurbished and returned to the promenade along the length of Zone 1.

See **Image 12** (right), showing one of the refurbished columns and **Image 13** (below), looking south towards the town, from Zone 1 - the 'heritage' area of the promenade.



4.3 A new 'laser lighting scheme' by artists Vong Phaophanit and Claire Oboussier was also installed in readiness for the 2012 Olympics. This intervention of seven, 14 metre high columns is situated at intervals along the length of the promenade's Zone 2. Each column's surface area is finished in a different colour with a corresponding vertical coloured strip light built into its structure and a laser unit housed at the top of each column. The lasers are programmed to perform a display - directed out to sea - for 6 minutes out of every 60, during the hours of darkness (see **Images 14 and 15** below).



4.4 The laser columns and their display replaced the old catenary lighting system - referred to locally, as 'the fairy lights' - which had previously been installed along Zones 1 and 2. There are early records of 'fairy lamps' having been installed along the promenade and at Nothe Gardens (across the mouth of the harbour), to mark the Diamond Jubilee Celebrations of Queen Victoria in 1897 (see Image 16 below, left). The use of this type of temporary catenary lighting was made more permanent in Weymouth during the 1950s (see Image 17 below right).



4.5 However, by the start of the c.21st this traditional form of lighting had become expensive for WPBC to maintain (c. £8,000 per annum), as it used outdated glass bulbs, which were prone to vandalism and had become increasingly hard to replace. The catenary lighting was therefore decommissioned in 2011 to make way for the introduction of the laser lighting display as described above.

5. Community Engagement

Community engagement is a key component in taking this project forward. Understanding the thoughts and feelings of the town's permanent and temporary communities is essential to the success of this project. This section provides a summary of community engagement in recent years, in relation to the changes to Weymouth promenade's lighting schemes.

5.1 Past Community Engagement:

5.1.1 In 2010 a petition was put together and presented to WPBC to 're-instate the fairy lights'. The petition attracted 1,700 signatories but was not successful in reversing the WPBC's decision to remove the traditional lighting scheme.

5.1.2 During Easter 2015, a piece of 'guerilla art' was secretly installed overnight at Greenhill (Zone 1). Strung between three Victorian lamp columns, appeared two long and beautifully-crafted strings of crocheted 'catenary lighting' (see Image 18 below).



5.1.3 In May 2016 BBA carried out consultation through local events and an online questionnaire, towards its '[Study of Public Spaces](#)' locally. Though the questions posed in the survey were broad, non-site specific and referred to all public spaces within Weymouth, 11% of all respondents spontaneously expressed a desire to see a lighting scheme -similar to the traditional 'fairy lights' - reintroduced along Weymouth sea front.

5.1.4 A Google search ('weymouth promenade lighting'), results in numerous articles from the press (local, regional and national), and many posts and pages from social media, in which local people and visitors continue to rue the loss of the previous catenary lighting scheme and the delight it brought to users of the promenade.

5.2 Present Community Engagement:

5.2.1 From August 2017 until the close of September 2017, the contemporary community view on Weymouth's sea front lighting was sought in order to inform the design of the commission resulting from this brief. DCF and BBA designed and carried out a series of engagement sessions locally and events were supported by a comprehensive survey, asking people for their thoughts and feelings about the town's sea front lighting. This survey was also placed online for six weeks and ended on October 6th 2017.

5.2.2 In support of the survey, an accompanying, photographic 'mood' board of international lighting schemes was displayed to inspire people and to help them describe the 'type of thing' they liked. Though its intention was misconstrued by some, this collection of images served only to provide inspiration for the benefit of participants and was not meant as a 'menu' of lighting schemes from which to choose.

5.2.3 A [community engagement report](#) has been compiled by DCF based on the completed surveys. This report summarises the data collected and collated from the completed surveys, including a list of [ideas and suggestions](#) for consideration, which the community has voluntarily contributed throughout the engagement period.

5.2.4 The following list is intended as a very quick introduction to the feedback gathered and collated towards this commission. It is by no means a substitute for DCF's above-mentioned report, which will need to be fully considered by artist / design studios interested in submitting an application for consideration:

5.2.4.1 885 people completed the survey during the community engagement period.

5.2.4.2 The engagement events overlapped with the holiday season and tourists were specifically targeted for engagement. However, 91% of respondents were from the local community.

5.2.4.3 From a choice of five responses (ranging from 'fantastic to 'terrible'), 46% of those surveyed felt that Weymouth's sea front lighting as it is now, was 'terrible' with 1% opting for 'fantastic'. When asked to rate three statements about what makes for a 'feel-good' lighting scheme on Weymouth promenade, an 'ambient atmosphere' was the top choice, followed by a 'positive image' of the town, with 'views onto the sea front from a distance' as the third choice.

5.2.4.4 The majority of respondents (86%), said they felt the lights resulting from this commission to which this brief relates, should be switched on all year during the hours of darkness.

5.2.4.5 The majority of respondents (62%), felt that the lights should be switched off at a certain time each evening with 83% opting in favour of this switch-off happening at a specific point, some time between the hours of 10 p.m. and 2 a.m.

5.2.4.6 Respondents referred to numerous examples of memorable lighting schemes from elsewhere (though not only in a sea front setting). Weymouth (as it was before); Blackpool and Torquay were the top three examples suggested.

5.2.4.7 Other design features people said they would like to see in a new promenade lighting scheme for Weymouth included: colourful; cost-effective; environmentally-friendly; LED technology and; should fit with the heritage and Georgian architecture of the sea front.

5.2.4.8 From the list of 32 inspirational images of artist's lighting schemes from around the world shown in the ['mood' board](#) - which related to one of the survey's questions - there were three clear favourites selected by the community: Image 8 was the first choice, with images 11 and 4 in second and third place, respectively.

5.3 Future Community Engagement:

5.3.1 The next period of community engagement towards the new sea front lighting scheme on Weymouth promenade will be for the three short-listed studios to meet with residents of Greenhill (Zone1), whose residencies are in close proximity to the promenade and beach.

5.3.2 This meeting will also include representation from the community group 'Friends of Greenhill Gardens' and from businesses operating in the area. The meeting will be co-ordinated and facilitated by BBA and is due to take place in late January 2018, to coincide with a night-time site visit. All three short-listed studios will be expected to attend.

5.3.3 The studio selected as a result of the interviews in March 2018 will be expected to work with schools to help develop strands of the design. These could be in relation to ideas for the innovative use of interactive technology, for incorporation as part of the scheme's design; development of creative events to celebrate the unveiling of the final installation in Spring 2019, or; some other topic of the artist's choosing, which makes a positive contribution to the new lighting scheme.

5.3.4 A public exhibition of working models / maquettes and additional materials, demonstrating the selected studio's design options will take place in April 2018. This will be an opportunity for residents and visitors to have their say on the proposals and feedback on their preferred option from those presented, prior to further designs development for the purposes of a planning application.

5.3.5 This project will be key in promoting community well-being locally and will increase visitor numbers to the promenade during the hours of darkness. It will enhance the audience's enjoyment and love of the promenade as a safe and secure environment in which to relax and spend time.

6. Design Criteria.

6.1 The shortlisted artists will work within timetable and to budget to develop initial lighting designs, which:

6.1.2 Respect the wider context and setting of the site, enhancing the WTC conservation area and Area of Outstanding Natural Beauty. **Scoring to be added**

6.1.3 Respect existing street furniture and complement the existing lighting scheme throughout Zones 1, 2 and 3 on the site plan. **Scoring to be added**

6.1.4 Where possible, avoid the need for additional, visual clutter to be introduced to the promenade. This would include vertical poles or columns to support designs, except where absolutely essential - which may be the case in Zone 3. **Scoring to be added**

6.1.5 Respect the load-bearing capacity of existing vertical structures i.e. Do not exceed 5 kg in weight per column and have a low wind resistance, where 'stand-alone' components are to be attached to the Hestia lighting columns in Zone 2. N.B. It will not be possible to attach catenary lighting to these columns due to restrictions on their load-bearing capacity. **Scoring to be added**

6.1.6 Take careful account of the luminance of existing highway and other lighting systems already present and is visibly distinct from them. This is especially important in the case of projected lighting designs being proposed as any ambient lighting could greatly reduce the intended impact. N.B. The highway alongside the promenade (in Zone 2) is lit to a minimum British Standard that cannot be reduced or switched off and this provides a fair amount of light 'spill' onto parts of the sea front, though areas in between are darker and better suited to the introduction of additional lighting. **Scoring to be added**

6.1.7 Result in a technically viable design which is achievable on-site. **Scoring to be added**

6.1.8 Use contemporary lighting technology which is low-cost to run and to maintain and easy to manage - in the case of associated, programmable software. **Scoring to be added**

6.1.9 Are uncomplicated to instal, maintain and uninstall temporarily, as circumstances dictate. **Scoring to be added**

6.1.10 Are vandal-proof, lightweight, fit-for-purpose, low-energy, durable and robust enough to withstand a harsh marine environment in a position next to a busy main road (from points B to C) **Scoring to be added**

6.1.11 Will be manufactured and installed using sustainable materials, processes and techniques wherever possible. **Scoring to be added**

6.1.12 Do not interfere in any way, with the operations of the highway adjacent to the promenade, with the safety of vessels at sea or with the comfort of residents and hotel guests along the Esplanade. **Scoring to be added**

6.1.13 Have an aesthetically pleasing (or invisible), presence during daylight hours. **Scoring to be added**

6.1.14 Promote health and safety for all users of the beach and promenade, at all times. **Scoring to be added**

6.1.15 Take into account the need to respect the sea views of the local community, especially at Greenhill (Zone 1). **Scoring to be added**

6.1.16 Ensure well-considered and sensitive use of any sensors used, resulting in safe interactivity with the lighting scheme by its audience. **Scoring to be added**

6.1.17 Ensure the designs for the new scheme take account of and are compatible with the needs of those with visual impairments. **Scoring to be added**

6.1.18 Have a minimal impact in both the immediate and wider vicinity in terms of amenity, pollution, noise etc. **Scoring to be added**

6.1.19 Co-exists harmoniously with the appearance and operation of the lasers installation. **Scoring to be added**

6.1.20 Enjoy a harmonious relationship with the promenade's existing architectural and heritage assets, such as: Jubilee Clock; Cenotaph, Merchant Navy Memorial and others. **Scoring to be added**

6.1.21 Ensure that regular access for street refuse removal, routine promenade maintenance and other vehicles (including emergency services and Weymouth's Land Train) is respected, alongside the need for statutory undertaker's plant where necessary. **Scoring to be added**

7. The Design Brief

7.1 Three design studios are sought to sensitively interpret this brief and the community's aspirations, towards development of distinct concepts for a new, site-specific lighting design, unique to Weymouth promenade. The scheme will need to provide a welcoming and ambient atmosphere for evening strollers, improve views towards Weymouth Bay and enhance the night-time image of the town and sea front.

7.2 The new lighting scheme must be successful in both unifying and animating the three very different character zones of the promenade, providing an harmonious, visual continuity when viewed from any point along the sea front or surrounding areas. The lighting scheme could incorporate playful and thought-provoking sensor technology - offering an invitation to the audience to explore a little further along the sea front. The use of sensors could link directly to: the town's tradition and heritage; it's built and natural environments; climactic or atmospheric situations; sound; motion or any number of themes, relevant to the site.

7.3 Studios wishing to submit an expression of interest for this opportunity, must have a proven track record / be adept at delivering contemporary lighting interventions, which complement sensitive, historic environments. It is essential that a studio's portfolio of projects demonstrates an ability to adopt a strategic approach to design, within the wider context of a site.

7.4 A further aspiration for this project is that each studio's concepts utilise existing vertical structures - such as lamp columns - for installation (where possible), thereby keeping clutter to a minimum. Similarly, the luminance of existing promenade lighting could be utilised and incorporated as an integral part of the designs. The scheme will need to be designed and programmed to co-exist harmoniously with the existing lighting scheme, including that of the lasers, situated in Zone 2 of the promenade.

7.5 Each studio's concepts will need to be worked into a high quality presentation of ideas for presentation at interview in March 2018. These could include 3D computer graphics of concepts within the context of the site - showing how sensors might be used to animate the promenade and enhance the audience's experience of spending time there, after-dark. Through an initial expression of interests studios will need to indicate their technical ability and track record of undertaking ambitious lighting schemes which enhance sensitive environments. Concept designs will need to be sensitive to the wider context of Weymouth beach, promenade and nearby buildings - including consideration of existing lighting, landscape and heritage assets as part of Weymouth's Town Centre Conservation Area.

7.6 The designs will need to build upon the existing offer of Weymouth's historic sea front and ideally, will seek to enhance and build upon:

7.6.1 The natural beauty and articulated curve of Weymouth Bay.

7.6.2 The experience for pedestrians using the night-time promenade - promoting a healthy, walking lifestyle in an environment where people wish to spend time.

7.6.3 The sophisticated aesthetic of the Esplanade's Georgian architecture and the Victorian shelters (zone 2) and Victorian lamp columns (zone 1).

7.6.4 Existing street furniture, including the existing lighting scheme, laser columns, planters and palm trees.

7.6.5 The attraction of the sea front to local people and visitors alike, leading to increased night-time activity and use of local businesses along the promenade.

8. Process to Implementation

8.1 As result of this brief, three studios will be shortlisted to develop concept designs for the Weymouth Promenade Lighting Project, as outlined below (in Stage 1). A successful studio for progression to Stage 2, will be selected via interview in March 2018, when a further brief which will be issued to guide the studio's detailed design work and involvement through Stages 2 and 3. A description of each stage is provided below (for further information, please also see 'Contracts and Project Management' section below):

8.2 Stage 1: Three studios will be shortlisted to produce concept designs, supported by additional materials and information for presentation at an interview, which will need to evidence and include:

8.2.1 Development of ideas formed from an after-dark site visit and online research.

8.2.2 How the aspirations of the local community have been incorporated into designs, from DCF's survey and including those of residents at Greenhill.

8.2.3 Development of visual / computerised (CGI), representations of contextualised concept designs

8.2.4 How the essential criteria as outlined in this brief, have been addressed in design development

8.2.5 An indication of the physical development of basic prototypes (fixtures, fittings, lighting components etc) for presentation to panel, which demonstrate concepts.

8.2.6 A timetable outlining the costed programme of work for refining concept designs, which incorporates further community engagement through an exhibition of design concepts.

8.3 Stage 2: Following interviews, the appointed studio will be asked to develop further materials which demonstrate their design options. These will be presented at a public

event in April 2018 at which the community will be asked to provide feedback. This feedback will be collated and provided to the selected studio in order that the preferred concepts can be further refined. The studio will then be asked to develop their design concept into a detailed, costed design and technical specification and to prepare a planning application (and listed building consent applications, as necessary), in partnership with the Project Team. The information prepared for submission at this stage will need to include a clear and full, written rationale for the design's suitability within the wider context of existing lighting, landscaping and heritage assets of the promenade and surrounding environment. It will also be essential for the detailed designs to be accompanied by a costed maintenance plan for the next ten years. Please see 'Essential Reading' below, for documents which will aid this work.

8.4 Stage 3: Subject to planning consent being granted, a representative of the selected studio will be retained as Project Advisor, with full involvement in all decision-making processes around fabrication and installation of the agreed scheme, through to project completion in March 2019.

9. Selection Criteria

9.1 As described above, three artist / design studios will be selected for involvement at Stage 1 on the basis of the following:

9.1.1 A demonstrable track record of having designed and installed contemporary, low-maintenance public lighting schemes in road-side and marine environments. **Scoring to be added**

9.1.2 An ability to sensitively interpret a community's aspirations and to weave these into design concepts so that the seeds of people's ideas are recognisable in completed interventions. **Scoring to be added**

9.1.3 An ability to work effectively with the community to elicit concerns and aspirations in relation to lighting design schemes and to maintain an ongoing, informative dialogue throughout the detailed design process. **Scoring to be added**

9.1.4 A proven ability to work in an imaginative way with lighting sensor technology to stimulate an audience's interaction with a lighting scheme which in turn, translates into an innovative and entertaining variety of sequences, animation and effects. **Scoring to be added**

9.1.5 We welcome collaborations between artists and other design and lighting professionals. However, it is essential that the success of any proposed collaboration is evidenced through completed public lighting interventions included in a relevant portfolio. **Scoring to be added**



9.1.6 A strong track record of having designed and installed public lighting schemes, which add value to heritage environments, and further enhance a sensitive area and its built and natural assets. **Scoring to be added**

9.1.7 Experience of having worked in partnership with a team of multi-disciplinary professionals - including community members, local authority officers, elected members, private contractors and others - towards the realisation of high quality public realm improvements. **Scoring to be added**

9.1.8 Successful delivery of schemes within timetable and to budget. **Scoring to be added**

9.1.9 Proven verbal and written communication skills and ability to advocate and articulate aesthetic lighting ideas and supporting rationale. **Scoring to be added**

9.1.10 An ability to design, make and exhibit creative lighting concepts for public exhibition. **Scoring to be added**

9.1.11 A proven track record of having prepared and submitted successful planning applications and listed building consent applications for their detailed designs, leading to implementation. **Scoring to be added**

9.1.12 An ability to respond to the needs of this brief and deliver the necessary project outputs, within the timetable and budget described. **Scoring to be added**

10. Project Team.

10.1 The members of the Project Team are:

Cllr. Richard Kosior - Elected Member WPBC

Tony Hurley - Leisure Commissioning Manager WPBC

Jude Allen - Cultural Development Officer WPBC

Andy Galpin - Planning Implementation Team Leader WPBC

Mark Clitherow - Conservation Officer WPBC

Rachel Noke - Senior Planning Officer WPBC

Bob Savage - Senior Building Services Engineer WPBC

Rod Mainstone - County Lighting Engineer Dorset County Council (DCC)

Natalie Poulter - Dorset Coastal Connections Project Co-ordinator DCF

Nikki Parker-Goadsby - Dorset Coastal Connections Project Officer DCF

Nicky Whittenham - Founding Director BBA





10.2 Role of Project Team.

The Project Team - members named above - will ensure continuity in decision-making and provide informed project guidance throughout the three-stage process described above. The Project Team reports to WPBC's Members Arts Advisory Panel (AAP), which in turn presents to WPBC's Management Committee (MC), for formal approval at key milestones. Nicky Whittenham of BBA will be the first point of contact for all studios at each stage of the project.

10.2.1 Studios applying for Stage 1 consideration will be shortlisted and selected for interview with the Project Team, on the basis of submitted applications (as described in 'Expressions of Interest' below). Following shortlisting, each studio will be provided with additional information in support of concept designs' development.

10.2.2 Three studios will be selected to develop concept designs in Stage 1 prior to interviews / presentation with representatives of the Project Team.

10.2.3 Following interviews in March 2018, all three Stage 1 studios will be informed of the decision to appoint a studio to progress to Stage 2. N.B. WPBC retains the right to appoint none of the Stage 1 studios if concept designs fail to meet the criteria outlined in this brief.

10.2.4 A representative of the studio appointed at Stage 2 will become a member of the Project Team and will be expected to attend all meetings and to support WPBC Officers in reporting to AAP and MC, throughout Stage 2 as appropriate. Following public exhibition of the appointed studio's design concepts and supporting information the Project Team will analyse feedback from the community, and guide the appointed studio in further design development of the preferred option.

10.2.5 Led by the appointed studio, Project Team members will offer support as needed, in the development of a planning application and Listed Building Consent applications, where appropriate, to achieve consent for implementing the detailed designs.

10.2.6 Following planning consent being awarded for the studio's designs, a representative of the appointed studio will be retained as Project Advisor throughout the fabrication and installation of their scheme (Stage 3), through to completion. During this stage the appointed studio will work with WPBC's Project Manager to ensure project delivery within agreed timetables and provide updates to the Project Team, as and when necessary.





Public Art / Design Brief
Promenade Lighting Project, Weymouth, Dorset
November 2017 - Ref.WSFL4601



11. Timetable

11.1 Stage 1:

Short-listing - w/c 15th January 2018 (TBC)

3 X studios appointed - w/c 15th July January 2018

Greenhill residents' meeting / site visit - w/c 22nd January 2018

3 X studios develop concepts - end of January to mid-March 2018

Designs Presentation / Interview - mid-March 2018 (TBC)

1 X studio appointed to Stage 2 - mid-March 2018

11.2 Stage 2:

Exhibition Preparation / Schools' Involvement - mid-March to mid-April 2018

Community exhibition of options - mid-April 2018

Community feedback collated / fed back to studio - end of April 2018

Detailed Design Period - end March to end June 2018

Management Committee sign off of designs - June 2018

Planning Application(s) preparation - end June to mid-July 2018

11.3 Stage 3

Planning process - mid-July to end of August 2018

Subject to planning consents being granted:

WPBC fabrication and installation tendering process - early October to mid-November '18

Fabrication - mid-November 2018 to mid-January 2019

Installation - mid-January to end February 2019

Unveiling Event - mid March 2019

12. Contracts / Project Management.

12.1 Stage 1:

Letters of agreement will be put in place between BBA and the three selected Stage 1 studios. BBA will manage studios' involvement and will support and advise studios in developing their work in relation to this brief, through to the presentation of concepts and supporting material at interview with representatives of the Project Team. BBA will communicate feedback to all studios the outcome of interviews. WPBC reserves the right not to appoint a studio to progress designs at Stage 2, if Stage 1 concepts fall short of the requirements of this brief.

12.2 Stage 2: A contract for Stages 2 and 3 (to which this brief and the appointed studio's concept design proposal will be appended), will be put in place between WPBC and the selected studio, to progress their concept designs into detailed designs in preparation for a planning application and other consents, as appropriate (a copy of the contract will be available to view at interview, prior to Stage 1). BBA will retain a project management role during this stage, in support of WPBC's appointed project manager, and members of the





Project Team will be available to advise on different aspects of design development, as needed. This stage will be followed by a period of inactivity while applications work their way through the planning process.

12.3 Stage 3: Once planning and other consents have been secured for the studio's detailed designs, WPBC will undertake a procurement process to invite tenders for the contract to fabricate and instal the studio's designs on Weymouth promenade. The selected studio - supported by BBA - will remain involved in an advisory capacity during this stage, to ensure the aesthetic integrity of the scheme is retained during fabrication and installation and to help deal with any issues and necessary decision-making arising from ongoing work.

13. Budget & Fees

13.1 Stage 1: An honorarium of £1,000 for each of three short-listed studios is available. This figure will need to cover all design / studio / research time; materials and transportation costs in preparation for interview; travel to Weymouth for a mid-week overnight stay to enable studios to attend an after-dark site visit with BBA and to meet with Greenhill residents and; travel and subsistence fees for attendance at interview.

13.2 Stages 2 & 3: A maximum design fee of £21,500 (including all expenses but excluding VAT, where applicable), will be awarded to the selected studio for the purpose of progressing the concept designs into prototypes and supporting materials for exhibition; studio time in working up designs; all preparatory work connected with applications for planning and other consents and; all subsistence fees for attendance at meetings. This figure also contains provision to cover the advisory role which the appointed studio will be expected to undertake during Stage 3 (as described above). The contract with WPBC will contain a payment plan detailing these activities. A limited, additional DCF budget will be available to help with costs towards delivering schools workshops and a public exhibition of the appointed artist's concept designs.

13.3 Stage 3: A maximum available budget of £150,000 is available for the fabrication and installation of the Weymouth Promenade Lighting scheme design. This figure will form the basis of the tendering process, which WPBC will undertake. Through their design development work, the studio must ensure that the entire scheme is deliverable within this figure, including provision for all materials, fixtures and fittings and supply of a spare, scheme components (as agreed with WPBC's Engineer), alongside a costed maintenance plan. Any additional structures which need to be incorporated on the promenade to accommodate the new lighting scheme, will need to be provided from this budget, as will fees for planning and other consents.

13.4 No additional expenditure arising will be entertained. All honorariums and design fees mentioned above, include provision for any sub-contractors / specialist advisors or



additional design professionals' fees with whom a studio chooses to collaborate in the course of delivering the work described in this brief. All studios and their representatives who are engaged in the work described in this brief, will be responsible for their own national insurance and tax payments. Studios and their representatives involved at any stage of the Weymouth Promenade Lighting project, must provide details of their public liability insurance policy - showing cover up to £5 million - and professional indemnity insurance showing cover up to £1 million. All meetings will be held in Weymouth.

14. Expressions of Interest

14.1 Your initial submission for expression of interest should be provided in digital format via your website, if you have one. In that event that you do not have a website, files can - by previous arrangement - be submitted via emails, which do not exceed 10 mb in size. Submissions should include the following:

14.2 A letter stating:

14.2.1 Name, address and contact details of artist / design studio

14.2.2 Website address

14.2.3 Trading status:

- a) public limited company
- b) limited company
- c) limited liability partnership
- d) other partnership
- e) sole trader
- f) third sector
- g) other (please specify your trading status)

14.2.4 Date of registration in country of origin

14.2.5 Company registration number

14.2.6 DUNS Number (if you need to apply for this please click [here](#))

14.2.7 Registered VAT number (if applicable)

14.2.8 Name of person with significant control

14.2.9 In order to take up references, we will need details of up to three previous contracts you have undertaken, which are relevant to the requirements of this brief:

14.2.10 Name of organisation

14.2.11 Point of contact in organisation

14.2.12 Position in organisation

14.2.13 Email address

14.2.14 Description of contract

14.2.15 Contract start date

14.2.16 Contract completion date

14.2.17 Estimated contract value



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14.2.10 A statement about your work and practice, explaining why you are interested in the project.

14.2.11 A description of how you would apply your existing knowledge, skills & experience to this commission.

14.2.12 12 X visual representations of relevant work in an appropriate format.

14.2.13 Names / professions of creative collaborators and an indication (linking to your submitted visual representations), of successful lighting projects already completed in partnership.

14.2.14 Your CV and that of anyone else who will work with you on developing designs as part of this project (including sub-contractors).

15. Interviews.

15.1 Each studio's concepts will need to be worked into a high quality, 15 minute, graphic, articulate presentation of ideas for delivery at interview in March 2018. This will need to cover up to three different design options, which:

15.1.2 Provide visual / computerised (CGI), representations of concept designs within the wider promenade context.

15.1.3 Outline how concept designs have been influenced by the after-dark site visit and other research.

15.1.4 Clarify how the aspirations of local people and visitors have been incorporated into designs, both from DCF's report and following a meeting with Greenhill residents.

15.1.5 Showcase the studio's technical ability and innovation in design, possibly through the physical development and presentation of basic prototypes (fixtures, fittings, lighting components etc), proposed in support of concept designs.

15.1.6 Demonstrate and rationalise the strategic approach taken to ensure the designs enhance the Weymouth Town Centre Conservation Area, wider Weymouth beach area and nearby buildings.

15.1.7 Explain how the essential criteria as outlined in this brief, have been addressed in the designs' development

15.1.8 Provides a timetable outlining the costed programme of work for refining concept designs in Stage 2, which incorporates further community engagement through schools engagement and a public exhibition of design concepts.

15.1.9 At interview each short-listed studio will have an hour for presentation and questions.





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16. Essential Reading:

16.1 [BBA Study of Public Spaces](#)

16.2 [BBA Review of Public Realm Studies and Plans](#)

16.3 [Weymouth Town Centre Masterplan](#)

16.4 [Weymouth's After Dark Strategy](#)

16.5 [Weymouth Town Centre Conservation Area Character Assessment](#)

16.6 [Dorset AONB Management Plan](#)

16.7 [Weymouth and Portland Landscape Character Assessment](#)

16.8 WPBC Management Committee [Report](#) April 2017: Proposals for a review of the Esplanade lighting scheme in Weymouth

16.9 WPBC Management Committee [Report](#) July 2017: Proposals for a review of the Esplanade lighting scheme in Weymouth

16.10 Historic England - [External Lighting for Historic Buildings](#)

16.11 Historic England - [Streets for All](#): Fixing Signs, Lights and CCTV to Historic Buildings

17. Submission Information

17.1 All expressions of interest should be submitted to reach DCF by 5 p.m. on 11th January 2018.

17.2 Submissions - including links to further information - should be sent to dorset.coast@dorsetcc.gov.uk

17.3 If you have any questions about this brief or seek clarification on any section of it, please contact Nicky Whittenham - Founding Director, Bounce Back Arts CIC - at nickywhittenham@gmail.com or call her on 07799 052975, during office hours.

END

