

## **Bletchley and Fenny Stratford - Public Art Commission Brief**

Milton Keynes Council (MKC) working in partnership with Bletchley and Fenny Stratford Town Council (BFSTC) and in association with West Bletchley Parish Council (WBPC) are looking to appoint an experienced, visionary and innovative creative practitioner or practice to deliver a new public art commission, which builds upon the aims, objectives and vision of the UEFA Women's Euros 2022 Cultural Programme and delivers to *Ground-breaking Bletchley and Fenny* – the Bletchley and Fenny Towns Deal.

These major events and developments will have lasting impact and legacy in the area, this commission will build upon this and create more opportunities to engage the community and celebrate its identity and future.

*Appendix 1 of this document provides further details of; Milton Keynes; Bletchley and Fenny Stratford; Background to UEFA Women's Euros 2022; Milton Keynes Women's Euros 2022; Background to the Bletchley and Fenny Stratford Towns Deal - Ground-breaking Bletchley and Fenny*

### **The Bletchley and Fenny Stratford Public Art Commission**

#### **Aims and objectives:**

To make a significant and far-reaching contribution to the legacy of Women's Euros 2022 in Milton Keynes, focusing specifically on encouraging local girls and young women to take part in sporting and cultural activities.

Respond to the vision of Groundbreaking Bletchley and Fenny, exploring opportunities to align the commission with the desire to deliver cultural activation in, on and around Queensway and also on the Grand Union Canal.

Develop and deliver a model of co-creation, which gives a voice to local communities and particularly focuses on engaging girls and young women, encouraging real participation and engagement in the creative process.

Reflect, respond and be inspired by the diversity of Bletchley and Fenny Stratford's communities.

Consideration should be given to environmental impact of the commission

## **Key Outputs**

The Bletchley and Fenny Stratford Public Art Commission can be any medium and can be temporary or permanent. The commissioning partners are very open to ideas and multi-disciplinary approaches. These approaches should be outlined in a first stage response. The successful creative practitioner/practice will be responsible for:

Managing the proposed project from inception to completion, working closely with the MKC Culture team to co-ordinate logistics and permissions surrounding the delivery of the work.

Health and safety implications of the work, working with the MKC Culture team to develop risk assessments, method statements and project plans in good time.

To be responsible for securing all insurances, licensing and legal provisions. Liaise with relevant persons in MKC as required.

If relevant, provide sufficient staff and support for any events delivered as part of the commission.

If delivering any events or public engagement, ensure first aid, food, refreshments, and toilet facilities are provided at all locations, where they are not already in place.

## **Budget**

A Budget of £135,000 exclusive of VAT is available for this commission.

The budget is inclusive of all fees, commission development and delivery, including all project management fees, permissions and marketing.

## **Who can apply:**

We welcome proposals from individual artists and creative practitioners, cultural organisations, and consortiums of multi-disciplinary organisations. The appointed practitioner or lead organisation will be responsible for producing and delivering the project, if you are an individual applying please clarify how you will manage this, for example if you intend to appoint a producer to assist with the project.

## **Application Process:**

The Commission has a single-stage application process, where creative practitioners/practices are invited to submit a response to the brief, alongside an outline of relevant experience to date. A panel made up of the commissioners, stakeholders and community representatives will assess all applications.

### **Application Timetable:**

Closing date for outline proposals	21 <sup>st</sup> July 2022 – 12 noon
Shortlisting	Week 25 <sup>th</sup> July
Interviews	Week 8 <sup>th</sup> August
Award commission by	End of August 2022
Commission delivery	To be agreed

### **Management**

The procurement lead for the commission is Bletchley and Fenny Stratford Town Council, with Milton Keynes Council leading on commission management and delivery,

### **Insurance**

The successful applicant will be required to have specified levels of public liability and professional indemnity insurance.

### **How to Apply**

To apply please submit information to respond to the areas listed below in the assessment section. The information should be submitted as one PDF document and be no more than 6 A4 pages in length. Any information given outside of this limit will not be factored into the selection process.

Please ensure the document covers the areas required and note that links to websites as a replacement for submitting information will not be used at the assessment stage

To submit your response by 12 noon, Thursday 21st July 2022. Please email: [tenders@bletchleyfennystratford-tc.gov.uk](mailto:tenders@bletchleyfennystratford-tc.gov.uk) inserting 'Public Art Expression of interest' in the subject line.

### **Assessment**

Provided in brackets is the percentage score allocated to that area.

#### **The Idea (50%)**

The highest weighting is allocated to your idea and artistic proposal. You will need to articulate your vision clearly and succinctly, making sure it addresses our key aims for the commission. Please describe your understanding of the brief. Is your idea and approach feasible? Demonstrate your ability to deliver the project on time and within budget. How will your idea engage with local communities? How will you ensure that your proposal is conceptually accessible, and will generate local pride? What research have you done and how is your project specific and relevant to the area and its communities? Demonstrate

previous experience working with diverse communities and audiences. Demonstrate quality and ambition of previous work.

### **Budget (20%)**

Please provide a detailed pricing schedule in full, outlining all costs associated in the delivery of your idea. All prices are to be exclusive of Value Added Tax (VAT). We anticipate all proposals to be submitted with budgets close to the £135,000 available, therefore the quality of your budget will be assessed rather than the final price. e.g. you will not score higher marks for submitting a cheaper proposal. You will be scored on the quality and detail of your budget. We want to see realistic figures that have been researched and feel achievable. We also want to see a good balance between fees and production costs.

We want to ensure that all artists, creative practices and organisations are paid appropriately, while also ensuring that enough budget is left to produce and deliver something of scale and ambition. If you are applying as an organisation, budgets should not be used to cover standard overheads, but organisational fees can be included. We welcome applications that can bring additional funding or sponsorship, but this will not affect the scoring. A significant project of scale and ambition must be achievable within the £135,000 available.

We acknowledge there is a set budget allocated for this project, Bletchley and Fenny Stratford Town Council has a duty to ensure best value for money is achieved from all its suppliers. Therefore, the budget will be scored as outlined above.

### **Track Record (30%)**

Include a portfolio of your practice or organisation or accompanying CV's if a consortium applying. Provide a staff resource plan including the proposed role of each team member, or how an individual application would be supported by others. A maximum of 2 relevant case studies undertaken by yourself/organisation or members of consortium applying.

### **Social Value (not weighted)**

Detail what would comprise your work experience offer and opportunities for local young people – specifically girls and young women. Describe how contributions from local creatives and businesses would be part of your proposal or fabrication/production, if appropriate.

### **Scoring**

Unless otherwise stated in this document, written responses will be assessed using the following scoring mechanism:

10 - Response is of a high standard which considers the full brief and provides detailed and robust answers; provides convincing evidence that the Provider can deliver what is being proposed and create a high-quality cultural experience.

7 - Good responses which addresses most aspects of the brief and provides more detail and evidence than that of an 'acceptable' response.

5 - Acceptable response meets all basic requirements of the brief and provides the required evidence of the skills and experience needed to deliver the festival.

3 - Less than acceptable response which lacks convincing evidence of skills and experience sought; lack of real understanding of the brief and evidence of ability to deliver.

0 - Non-compliant –failed to address the question or a detrimental response; limited or poor evidence of skill and knowledge required.

To discuss this Brief or for further clarification please contact: [culture@milton-keynes.gov.uk](mailto:culture@milton-keynes.gov.uk)

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## **APPENDIX 1**

### **An Introduction to Milton Keynes, Bletchley and Fenny Stratford**



*Image – view from Campbell Park to the city centre.*

Milton Keynes:

Conceived in 1967, Milton Keynes is one of the most ambitious social projects ever to be realised in the UK. The largest of the post-war new towns, the development of Milton Keynes was guided by a set of founding utopian principles: the very best place to live; freedom of choice; ease of movement; everyone welcome; and jobs for all.

Milton Keynes has a current population of 267,000 and by 2050 the population of the wider Borough is predicted to reach approx.400,000. In the 2011 Census, 26.1% of people living in Milton Keynes were from Black, Asian and Minority Ethnic (BAME) groups by comparison with 13.2% in 2001. The diverse nature of Milton Keynes' population is reflected in local schools, where 40% of children come from minority ethnic backgrounds and whose families have links to an ever-increasing number of cultural, linguistic and national heritages.

Economically, MK's business sector is predicted to recover swiftly post Covid-19 pandemic with one of the fastest growing economies in the UK. Milton Keynes has an exceptionally high number of business start-ups, particularly within the digital and high-tech arenas.

Milton Keynes uses real-time data and technological innovation to inform how we live in urban environments in more efficient, effective and responsive ways. Milton Keynes Council and partners are currently using 5G to trail advanced mobility and hospitality logistics at Stadium MK home of MK Dons – driving advanced research in the field of automation.

Bletchley and Fenny Stratford:

Bletchley known as the 'home of the code breakers' is first recorded as Blechelai back in the 12th century, the market town of Bletchley, as it is now known, is now an urban area with a rich history. Once just a small hamlet, Bletchley's population and stature increased when its railway station, situated on the main west coast train line, became a major Victorian junction, bringing people and trade into the area.

During WW2, Bletchley Park was the secret home of the famous Enigma codebreakers and to the world's first semi-programmable computer, Colossus. The heart of Bletchley is its shopping area of Queensway, named after the Queen when she visited Bletchley in 1966.

Bletchley and Fenny Stratford are connected by Watling Street, an old Roman Road, one of the most important travelling routes from London to the north and the Grand Union Canal passes to the south, Fenny Lock in Fenny Stratford is the smallest canal lock in the country.

Fenny Stratford is an old coaching town on the edge of Milton Keynes. It hosts various shops, restaurants, pubs, newsagents, and hotels centred mainly around Aylesbury Street.

Bletchley and Fenny Stratford was recently awarded £22.7 million Government investment as part of the Governments Towns Deal. There is a focus on regenerating Queensway, creating improved redway (off-road walking and cycling network) links to the town centre, and introducing a new Institute of Technology based at Milton Keynes College, expanding

learning and development opportunities. Other projects include improvements at Bletchley Park to maintain its attraction to visitors and the full rollout of fibre connectivity.

### **Background to UEFA Women's Euros 2022**

In July 2022, England will stage the UEFA Women's EURO (WEURO). Nine cities will host 31 matches played by 16 national teams in 26 days, attended live by 700,000 people and watched by a global TV audience of 400m (the BBC will screen every match live). Priority booking has already generated over 160,000 ticket sales from 71 countries, with the average ticket buyer being female and aged 16-34.

A unique partnership of 10 Host City local authorities has come together with The Football Association, Canals & River Trust, Libraries Connected, Sporting Heritage, National Football Museum, Gunnersbury Park Museum, Royal Pavilion and Museum Trust Brighton & Hove, and The British Library to develop a nationwide museums and heritage programme, and to commission three ambitious arts projects that together, through large-scale celebration, will leave a tangible legacy of community engagement; cultural leadership; health and wellbeing; civic pride; supported local economies; new opportunities for young and older people; and a changed national understanding of women's football and its parallels with the development of rights for women.

The cultural programme has been developed following online and creative consultation with 70 adult and young fans. The young people spoke passionately about the need for the game to "*be taken more seriously*", with more investment, more coverage, promotion and exposure. They wanted a music element, and suggested the creation of an anthem, many of the girls said they would like to join a dance piece. Amongst the adults, there was a pervading sense of injustice, of being side-lined. They want an offer that "shows a piece of me". Both age groups were keen for the history of the game to be told and celebrated.

For more information about the cultural programme visit:

<https://www.destinationmiltonkeynes.co.uk/womenseuro/milton-keynes-cultural-programme/>

### **Milton Keynes Women's Euros 2022**

Milton Keynes will host four of the UEFA Women's Euros 2022 tournament matches, including one semi-final match at Stadium MK, located in Bletchley. In order to ensure that local communities as well as fans enjoy and benefit from an engaging, inclusive and inspirational tournament experience, MKC is developing an additional cultural offer, which will spotlight the city's fantastic cultural sector, whilst celebrating the creativity of women. This includes a new commission by Motus Dance and Alina Orchestra celebrating the Warrior Women of MK and a series of talks and workshops entitled 'Courage Calls to Courage Everywhere' will be delivered by leading thinkers, academics and journalists taking

the story of women's football and its historic links to the Suffragette movement as a starting point to explore the relationship between sport and feminism.

The Bletchley and Fenny Stratford Public Art Commission will be a central pillar to the legacy of Milton Keynes local cultural programme and will make a significant contribution to the legacy of the tournament overall. Focusing on the communities of Bletchley, and delivered in partnership with BFSTC, WBPC alongside other stakeholders and partners, the commission seeks to achieve maximum social value for those who live and work in this area.

### **Ground-breaking Bletchley and Fenny – Background to the Bletchley and Fenny Stratford Towns Deal**

In 2020, Bletchley and Fenny Stratford was chosen as one of 101 places eligible to bid for up to £25m as part of the Government's Towns Fund. MK Council focussed a Town Deal bid on Bletchley and Fenny Stratford, so it can make best use of the area's current and future growth prospects. Having considered the plans for the area in the Town Investment Plan, the Government made a funding award of £22.7m funding to deliver major improvements to the area.

The Town Deal is an exciting opportunity to improve skills and transport links, create new jobs and make Bletchley and Fenny Stratford a more prosperous place. The Government wants the investment to support the local economy to grow, benefit local people and deliver a sustainable, greener future for the town.

The Towns Fund will build on what makes Bletchley and Fenny Stratford special and unique, and its impact should be felt by every member of the community.

Currently activity is focussing on four key themes to help improve the future for Bletchley and Fenny Stratford.

Place and Connectivity - Improving the place as a whole and ensuring that transport and digital connectivity supports economic growth.

Land and Development Opportunities - Creating a vibrant town centre.

Economy and Skills - Developing local skills and supporting existing businesses as well as attracting new investment.

Community, Health and Wellbeing - Delivering healthier lifestyles and enhanced wellbeing for all parts of the community.

For more information see [www.groundbreakingbletchleyandfenny.co.uk](http://www.groundbreakingbletchleyandfenny.co.uk)