

FAREHAM

BOROUGH COUNCIL

Report to the Executive for Decision 02 September 2019

Portfolio:	Policy and Resources
Subject:	Award of Contract: Daedalus Gate Guardian
Report of:	Director of Leisure and Community
Corporate Priorities:	Leisure Opportunities for Health and Fun

Purpose:

This report presents the results of the public vote to select a favoured design for the landmark piece of public art, known as a Gate Guardian, that will be erected at Daedalus, by the Peel Common roundabout. It will then seek approval for the most popular design to be procured using developer contributions.

Executive summary:

The Daedalus site, on the outskirts of Stubbington, is a growing hub for aviation, education, engineering and innovation. Alongside its development for business, there is a parallel commitment to providing quality community activities and facilities, establishing an attractive location that has benefits for the community and industry alike.

As part of the IFA2 project, National Grid has committed to funding a package of these community facilities at Daedalus. They will include a play area, a large area of open space for recreation and conservation and, most relevant to this report, a landmark piece of public art to encapsulate the ambition of the site.

This sculpture, measuring approximately 4 metres in height, will be known as a Gate Guardian, and is intended to evoke a sense of local pride while providing a strong point of reference for visitors to Daedalus. It is proposed that the Gate Guardian will be located in a highly visible location, adjacent to the busy Peel Common roundabout.

The Executive approved the concept of a Gate Guardian in September 2018. Since this time, a strict Procurement process has been undertaken to identify the best five designs that were submitted to the Council during a competitive tender exercise. These 'final five' shortlisted designs were then presented to the public for a month-long vote, which invited people to choose their favoured design.

The public consultation, which attracted 2,280 votes through various consultation methods, identified a clear favourite, receiving almost half of all votes cast.

Recommendation/Recommended Option:

It is recommended that the Executive agrees to procure the shortlisted design favoured by the public, Daedalus in Flight by Peter Clutterbuck, selected during the comprehensive public consultation process.

Reason:

To create a distinctive landmark that would promote the Daedalus brand to visitors, businesses and the local community.

Cost of proposals:

The total cost of the Gate Guardian project is £100,000, which National Grid has committed to fund as part of a package of community facilities for Daedalus.

Appendices: **A:** Public consultation leaflet

Background papers: Daedalus Gate Guardian, Executive 03 September 2018

Reference papers: None

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Executive Briefing Paper

Date:	02 September 2019
Subject:	Award of Contract: Daedalus Gate Guardian
Briefing by:	Director of Leisure and Community
Portfolio:	Policy and Resources

INTRODUCTION

1. This report presents the results of the public consultation to select a favoured design for the landmark piece of public art, known as a Gate Guardian, that will be erected at Daedalus, by the Peel Common roundabout. It will then seek approval for the most popular design to be procured using established developer contributions.

BACKGROUND

2. Since the purchase of Daedalus by the Council, and the adoption of its vision for the site in 2015, it has become a large employer in the area and continues to thrive as a growing hub for aviation, education, engineering and innovation.
3. In addition, the Council's commitment to holding high profile community events on the site, firstly to commemorate its 100th anniversary in 2017 and then to honour the site's important historic link to World War II through its hugely popular D-Day 75 event, has contributed to increasing levels of community interest and pride in the site.
4. An important attraction to businesses and residents is the newly formed area of public green space in the northern most boundary of Daedalus, known as Daedalus Common. The provision of this open space, funded by the National Grid, is part of a package of community focussed improvements linked to the IFA2 (interconnector) project.
5. These developments, and the growing community interest in the history and potential of the site, are giving Daedalus a unique character and brand.
6. In 2018, the Executive approved a proposal to erect a landmark piece of public art on a formed mound at the north-eastern tip of the site, adjacent to the busy Peel Common roundabout. Approval was given under the condition that a formal Competitive Tender Process was followed to identify the design with the greatest relevance to the local community and ensuring that the project would meet the Council's demands for safety and longevity. This ambitious sculpture, known as a Gate Guardian, would then enhance a sense of local pride in the area, encapsulate the site's important links to innovation, and providing a unique and attractive sense of place.

7. A contribution of £100,000 was secured through the Section 106 Agreement with the National Grid specifically for the provision of the Gate Guardian. The aim of this funding is to promote Daedalus as an attractive site to businesses, providing a sense of ownership on arrival, yet it will also offer significant benefits to the local community.

THE COMPETITIVE TENDER EXERCISE

8. Further to the Council's support of this proposal, Officers began a Competitive Tender Exercise, following strict procurement practices, to invite artists and sculptors to submit their designs for the Gate Guardian. The final sculpture would be installed on Daedalus Common, next to Peel Common roundabout, which would make it highly visible to the thousands of vehicles passing it daily, many of whom would be navigating to the Daedalus site:



9. Sixteen full submissions were received during the four-week long period that the tender was open. The procurement process evaluated each in accordance with the following criteria:
 - **Experience:** The sculptor / designers previous experience of similar large-scale public art projects.
 - **Method Statement:** The comprehensiveness of the supplied Method Statement, taking into account the publicly accessible nature of the site and the logistical demands of a project of this size.
 - **Artistic Merit:** The ability of the designer to convey the ambitions of the Daedalus site and its strong aviation links in the submitted design but also to be able to articulate this clearly in the supporting narrative.
 - **Match with Narrative Brief:** The ability for the narrative brief to clearly match the design submitted. There was a demand for the inspiration of the sculpture to be easily understood.
 - **Appearance on site:** The submitted designs were scored for their anticipated ability to be clearly seen and understood by the passing traffic at the Peel Common roundabout. The design also needed to demonstrate that it had considered the positioning of the sculpture on a mound.

10. An evaluation panel comprised of officers from Procurement, Property Services and Leisure and Community considered all 16 submissions that were received. All were objectively scored on the 5 stated criteria, giving an evaluation score and rank for each submission.
11. The five designs that ranked highest were shortlisted. All five had demonstrated sufficient consideration of each stated criteria, and as such officers would be confident in the final selection of any of the 'final five' to deliver the project.
12. The five shortlisted designs were as follows:

A



B



C



D



E



CONSULTATION

13. The 'final five' shortlisted designs were presented to the public for a month-long public vote, from 8 June to 8 July 2019. People were invited to choose their favoured design using a variety of engagement opportunities, including:
 - a staffed consultation stand at both days of the D-Day 75 event;
 - an online survey on the 'Have Your Say' pages of the Fareham Borough Council website;
 - a social media promotion of the vote and a half-page article in the Portsmouth

News on 17 June; and;

- an invitation to participate emailed to the Council's 1,000 E-Panel members.

These were all in addition to emails, leaflets and banners promoting the opportunity to help choose the design delivered to schools, community centres, libraries and Daedalus' businesses.

14. A total of 2,280 votes were received through the various consultation methods. The results were:

Design	Total Votes	% of Votes
A	493	21.6%
B	1,056	46.3%
C	279	12.2%
D	201	8.8%
E	251	11%

The Design Favoured by The Public

15. As can be seen, Design B, Daedalus in Flight by Peter Clutterbuck, was a clear winner receiving almost half of all votes received.
16. Peter Clutterbuck is an artisan designer who has worked with the Council previously on a number of successful projects, including the Falklands Arch in the Town Centre and the Vannes 50th Anniversary Twinning sculpture in Westbury Manor.
17. The designer provided the following narrative for his design:

'The inspiration for the sculpture comes from Daedalus himself. Daedalus made wings for his son, Icarus, and himself so that he could escape the islands of Crete, where he was being held captive to prevent him from revealing the secrets of the labyrinth that he had designed.

As we know, the ill-fated Icarus flew too close to the sun, fell into the sea and drowned, but Daedalus flew to safety.

Daedalus was grief-stricken at the loss of his son, but the goddess Athena was impressed by his ingenuity and courage and gave him real wings with the power of flight...

The sculpture represents Daedalus taking flight for the first time. Daedalus leaps into the air and spreads his wings, looking toward the sky with his hands open, as if embracing the joy of his new-found ability.

The figure itself is constructed to represent a realistic figure, with enhanced musculature, reminiscent of classic sculpture but with an abstract appearance when viewed closely.

As Daedalus spirals upward, his path is traced by fluid lines, their gentle curves suggesting a measured, joyful take off, rather than a hurried, aggressive one.

But these elegant lines serve another purpose. They support the figure and bind it to the ground, reminding us that man will never possess the power of flight alone. Their

minimalist design is in complete contrast to the figure, suggesting that through technology, man can be elevated to the skies, and, the mixture of classical and modern is intended to represent the history of the area.

The sculpture will inspire hope and achievement as well as the joy of discovery. Its intriguing design will demand a closer inspection when viewed, as a distance, from its elevated position.'

18. The entire sculpture would be constructed of marine-grade galvanised steel which would be aesthetically pleasing and able to withstand the elements. The Gate Guardian would be secured to the mound using steel and concrete foundations.
19. As the Gate Guardian would be situated in a public open space, the design has no sharp edges and offers minimal potential for members of the public to climb it.
20. The design clearly has a strong resonance with the Daedalus brand, with an inspiring but easily recognisable message and a strong link to aviation. The installation of such an impressive piece of public art would provide a fitting navigation point, to enable the local community to take pride in the site, create a nationally recognisable brand for the Daedalus businesses, and offer an impressive welcome for visitors to Daedalus.

PROJECT BUDGET

21. The total budget for the project will be up to £100,000. This has been funded by National Grid as part of the package of community facilities at Daedalus.
22. The money has already been earmarked specifically for this project in line with the terms of the agreement with National Grid.

NEXT STEPS

23. If approved, planning permission would be sought for the sculpture, with an anticipated timescale for construction and installation of Spring to Summer 2020.

Enquiries:

For further information on this report please contact Claire Benfield. (Ext 4495)