

The Pembrokeshire Drover

Brief for artists working in moving image

Introduction

Confluence, in partnership with Pembrokeshire Coast National Park Authority, is inviting applications from artists working in moving image to undertake a commission to create a socially-engaged, site-specific or site-responsive artwork that draws on and reflects upon the interrelationships between Haverfordwest, Pembrokeshire's historic county town and market centre, and the rural and coastal hinterland it serves.

Background

Confluence is a creative collaboration between PLANED, spacetocreate, iDeA Architects, Pembrokeshire County Council and Transition Haverfordwest. Confluence has been awarded funding from Ideas:People:Places, an Arts Council of Wales strategic initiative that seeks to test new models of regeneration and collaboration through the arts. Located in Haverfordwest, the three-year scheme is delivering a series of artist residencies and commissions alongside a town laboratory – an evolving programme of experimental and creative projects aimed at developing innovative models of co-operation, creatively engaging the community with Haverfordwest town-centre regeneration opportunities, with a particular focus on the River Cleddau which runs through the town.

Pembrokeshire Coast National Park Authority is the statutory body responsible for conserving the Pembrokeshire Coast National Park. Pembrokeshire Coast National Park boasts some of the most spectacular scenery and diverse wildlife in Britain, including internationally important nature reserves, geology and archaeology. The National Park Authority's duties include conserving and enhancing the natural features of this landscape, as well as the culture and heritage of the Park.

The Commission

The Vision

The commission's title *Pembrokeshire Drover* refers to the bygone practice of herding livestock to market and the historic routes through Pembrokeshire along which cattle and livestock were taken to Haverfordwest, and then onwards to the English grazing grounds and markets.

Taking the commission's title as a metaphor, the artist will immerse themselves within place and work collaboratively with people to produce an artwork which responds to the relationships and associations, historical and/or contemporary, between Haverfordwest and its rural and coastal hinterland.

The commission will employ a way of working rooted in community and take an approach to socially-engaged arts practice whereby people and social or environmental contexts and the artistic and aesthetic concerns of the artist are brought together for mutual examination, exchange and experimentation.

The completed work will be initially presented in Haverfordwest town centre in July 2016 with a second showing at Oriel y Parc Gallery and Visitor Centre in St Davids in September 2016.

Role of the artist

The appointed artist will be expected to spend at least 45 days on the project.

The aim of the commission is to:

- Create an artistically excellent artwork that is rooted in social engagement and which frames and articulates the interrelationships between Haverfordwest and Pembrokeshire Coast National Park.
- Reach a wide audience including those who do not currently engage with contemporary art and artists.
- Contribute to the broader aim of the Confluence programme to inspire communities to re-imagine their environment in a creative and empowered way.

In addition, the artist will be required to:

- Deliver an agreed programme of public engagement events, such as an artist's talk.
- Undertake a DBS check, if required, and be able to provide proof of Public Liability insurance prior to start of the commission.
- Participate in press and marketing opportunities relating to the commission.
- Agree for the work to be documented for promotional, evaluation and archival purposes.
- Provide regular reports on the progress of the commission and attend meetings as required.

Artistic quality

The artist must demonstrate a commitment to high quality and artistic merit. Quality and merit relate to innovation, creativity, vision, originality and the power to interpret and communicate ideas, as well as to the highest possible standard of delivery in all aspects of the commission's development and implementation.

Timetable

November 2015 – July 2016

Contract and reporting structure

The artist will be contracted by PLANED, on behalf of the Confluence consortium. The Arts Development Officer for Pembrokeshire County Council and Pembrokeshire Coast National Park Authority will act as the designated project manager responsible for managing the commission and supporting the artist during the development, production and installation of the work.

Copyright

The artist will retain copyright of the work and all reproductions of it. Confluence will be entitled to document the project for its archives and to use images of the finished work and of work in progress for publicity, evaluation and archival purposes.

Fee and budget

A fee of £12,000 inclusive of VAT is offered for the commission. The fee is comprehensive of all work undertaken, production, expenses, accommodation and travel costs.

Application process

Applicants should provide:

- An outline proposal for the commission. This should set out initial ideas to be developed during the early stage of the commission and how the creative process will be opened up to public engagement.
- A statement about your practice, and how the commission fits within your practice
- Curriculum Vitae
- A 10 minute (maximum) showreel or a link to work on-line. All work should be numbered and include title, date, location and commissioner (if relevant)
- A budget for the work with a breakdown defining fees, production costs and related expenses
- Names and contact details of two referees
- **Pembrokeshire is a rural county with limited public transport. Applicants will need to demonstrate an ability to travel as required**

Deadline for submission

The deadline for applications is: 5pm, Wednesday, 14 October 2015

Applications should be submitted to: kate.wood@pembrokeshire.gov.uk

Selection

Selection will be made by a panel that includes representatives of Confluence and Pembrokeshire Coast National Park Authority. Applicants should provide sufficient information with their submission to assist with evaluation based on the following criteria:

- Demonstrable understanding of the brief
- Quality of work
- Prior experience and capability
- Capacity to undertake the commission within the proposed timescale

Eligibility

Confluence is committed to equal opportunities and all applications will be judged according to the criteria set out above, purely on merit and without prejudice.

Interviews

Shortlisted artists will be invited to an interview in Haverfordwest on Thursday, 12 November 2015

Further information

Requests for further information should be made to:

Kate Wood, Arts Development Officer

Kate.wood@pembrokeshire.gov.uk

01437 720392

01437 776157

www.thelabhaberfordwest.org

www.pembrokeshirecoast.org.uk

If Confluence considers a query to have a material effect on the application process, all applicants will be notified of both the query and the response.

 confluence

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 Oriel y Parc
Oriel Tirlun a Chanolfan Ymwelwyr, Tyddewi
Landscape Gallery and Visitor Centre, St Davids