1 General information & project overview

Essex County Council is offering a commission for up to £18,000 for the inspirational design and implementation of a place making project that creatively interprets and enhances people’s experience of the Jaywick Martello Tower.

Jaywick Martello Tower supports creative collaborations relating to the themes of Community, Heritage and Environment that affect our lives today. The commission is open to creative writers/poets.

The Jaywick Martello Tower project is an exciting opportunity to influence the development and vision of the Centre through the creation of a texted based artwork, or series of artworks, to enhance the understanding of the heritage and future ambitions of the venue. A programme is underway that will improve the appearance and create a walkway around the building linked to an audio tour being developed for coastal defences along the Essex coast. The works should assist in creating a desirable destination, opening up the location and improving the pedestrian experience. Links with other associated initiatives should be taken into account during the development of the project, whilst providing a creative programme that will contribute and enhance the identity of Jaywick.

2 Background

Background Jaywick

Jaywick is situated on the eastern coastal edge of Essex near Clacton-on-Sea. It is in the Tendring district; nearby places include Harwich and Felixstowe to the northeast, Ipswich to the northwest, Colchester to the southwest.

The Tower was originally built in 1809. It was one of twenty-nine Martello towers situated on the east coast of England, constructed to defend the country against the threat of invasion by Napoleon Bonaparte and his armies. In total, 103 Martello Towers were built between 1804 and 1812. Seventy-four were built between 1804 and 1808 along the Kent and Sussex coastlines from Folkestone to Seaford, and twenty-nine were constructed along the east coast between Point Clear near St Osyth and Aldeburgh from 1808 to 1812. The south coast towers were numbered 1 – 74, while the east coast towers were lettered A – Z. Three additional east coast towers are known as AA, BB and CC.

The name ‘Martello’ is derived from a similar military sea defense tower at Mortella Point in Corsica, near Italy, which the British Navy captured with difficulty after two days of fighting in 1794. The British were so impressed with the strength of the tower that before they left Corsica they took its measurements, which provided the pattern for Martello Towers in Britain and elsewhere.
In 2005 the tower opened as a gallery space and arts venue managed by Essex County Council. The opening exhibition was a site-specific art installation by the photographer John Kippin. Artists exhibiting since have included Nathan Coley, Karen Lois Whiteread and Alex Murdin. The tower also provides a venue for a range of projects and events including community workshops, living history experiences and live music. A look out room on the roof provides an impressive view of the local coast.

**Essex County Council**

Essex County Council is committed to enhancing the public realm as part of the continuing drive to improve the quality of life in Essex. An ambitious programme under the banner ‘Genius Loci’ brought creative-led projects to town centres, schools and infrastructure development throughout Essex since 2007.

Essex County Council continues with its programme of public art via the Jaywick project and aims to create an exciting and welcoming gateway experience to the tower. The public artwork is to be seen as an interactive element to the public realm, integrated with heritage proposals and other, complementary developments.

The commission for Jaywick Martello Tower is an exciting opportunity to produce innovative, site-specific texted based artwork, informed by the heritage and culture of the tower in collaboration with the community and project steering group members.

### 3 Project description & services requested

Place Services is looking to appoint a creative writer/poet to work with the Steering Group to the development a series of works in relation to the tower.

The creative writer will work with the Project Manager and identified fabricator to construct a selected piece of text and locate this within the walkway running around the base of the tower.

The location and method of construction will be agreed between the Writer, Project Manager, Centre Manager and English Heritage. The construction materials will be required to be durable to external weather conditions and potential vandalism, with an anticipated lifespan of 10-15 years.

The aim of the project is to creatively integrate artworks into the public realm and enhance the interpretation of the heritage and culture of Jaywick. The work should look to improve the environment and raise the perception of visitors to the tower, increasing tourism and in turn the area’s economy.

The direction of the project is to be developed with the community and steering group.

The steering group will work with the creative writer/poet to select the proposal to be worked up to full design stage. The selected proposal should be worked up to a stage where materials and/or equipment for the scheme has been specified, costed and where appropriate a manufacturer/fabricator identified.
4 Budget and programme

The Steering Group includes:

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<thead>
<tr>
<th>Name</th>
<th>Position and Services</th>
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</thead>
<tbody>
<tr>
<td>Clare Cleary</td>
<td>Senior Consultant – Public Realm, Place Services ECC</td>
</tr>
<tr>
<td>Kerith Ririe</td>
<td>Tower Manger, ECC</td>
</tr>
<tr>
<td>Crispin Downs</td>
<td>Manager, Place Services ECC</td>
</tr>
<tr>
<td>Paul Gilman</td>
<td>Head of Historic Environment Records, ECC.</td>
</tr>
<tr>
<td>Judith Wolton</td>
<td>Friend of Jaywick Martello Tower</td>
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Place Services team within Essex County Council will undertake project management responsibilities in collaboration with the Centre Manager and Steering Group.

The creative writer/poet will work on a part-time, self-employed basis commencing in the June 2013. Preliminary designs are to be presented in September 2013 with technical information for the selected artwork proposal to be completed and installed by December 2013.

The total budget for all elements and costs associated with the programme is up to £18,000. It is envisaged that this will be allocated in the following way:

- £3,000 for the community engagement and concept development of the texted based artwork,
- up to £15,000 for a fabrication and installation of a permanent text-based artwork linked to Jaywick Martello Tower.

The above includes all costs for design and any material samples required for the design.

5 Technical requirements & professional practice

Where it is anticipated that on-site manufacture or installation will be carried out by the sub-contractor appointed, adequate and appropriate public liability and professional indemnity insurance must be in place. Where appropriate the observation of CDM regulations is required.

Detailed consideration within the design proposal must be given to:

a) Health & Safety: Issues of Health and Safety both in the design proposal and realisation methodology. Works will need to comply with the relevant regulations.

b) Any sample, prototype or variant shall be ‘fit for purpose’, robustly made and comply with the specifications for the location and shall be submitted to ECC, together with full technical and dimensional data if requested, to enable both its assessment and the detailing of any adjustments prior to full production.

c) Methodology for manufacture

The creative writer/poet will work with the Project manager to identify a fabricator/manufacture and provide costs for the installation of the work as part of their proposal.

d) Long term maintenance

The work must be designed with a view to keeping maintenance costs as low as possible. The creative writer/poet with the fabricator will be required to provide detailed cost projections for routine maintenance and running costs [inspecting, cleaning, painting and replacement of parts etc.] of the work as part of their design proposal.

e) Essex County Council and Place Services must be credited on all information, making sure logo requirements are adhered to.
6 Selection criteria

- At the interviews the appointed creative writer/poet will be selected on the basis of track record, suitability of practise and understanding of and sympathy with the brief.

- Applicants should have good communication skills, both written and verbal, enabling them to address meetings, write reports, etc.

- Applicants should have good inter-personal skills, enabling them to work effectively with the stakeholders and community groups involved.

- Applicants should have good organisational skills, enabling them to organise their time effectively, meet deadlines, etc.

- Applicants should be able to work effectively within a team and on their own.

Selection will be made by a personal interview of the short-listed creative writer/poets. At the interview, each candidate will be asked to make a 10-minute presentation about their work and will then be asked a range of questions related to the role and the selection criteria. Travel expenses to the interview will be refunded.

7 Submissions

Creative writer/poet will be invited to register their interest by the submission of the following:

- A tender application, this should explain why you are interested in this commission and your project approach and methodology including experience of development and delivery of community engagement programmes (no more than two sides of A4).

- An outline budget proposal for the delivery of the project.

- Current Curriculum Vitae

- Contact details of two referees of similar completed commissions.

- A maximum of three published items/material (Please provide a SAE for the return of any publications).

Submission should be sent to:

Clare Cleary, Place Services
County Hall
Chelmsford
Essex. CM1 1QH
E: clare.cleary@essex.gov.uk

The deadline for receipt of expressions of interest is Wednesday 5th June 2013 by 9am. Interviews will be held on the 10th June 2013.

For an informal discussion about the project please contact Clare Cleary, Senior Consultant - Public Realm, Place Services on 07825 144520 (Mon- Wed).