



Brief for Newtonmore Art Installation

1. Introduction

Newtonmore Business Association (NBA) along with Newtonmore and Vicinity Community Council (NVCC) and Newtonmore Community Woodland Development Trust (NCWDT) would like to commission an art installation to revitalise Newtonmore village centre. This brief outlines what we are looking for. The process and the procedure to select a short list of artists to be paid a commission of £1000 each to present detailed proposals. From these we hope to select a winning proposal to be commissioned, with the aim for the project to be complete by Summer 2020. The commissioning of the selected art work will be subject to all necessary funding being in place. We have set an initial budget cost of £30k for the complete project including installation.



Picture 1 of intended area



Picture 2 of Intended area



Picture 3 of Intended Area

2. Purpose and Themes

The main purpose is to create a focal point in the village of Newtonmore that will help promote the village, community and commerce. Key elements that we wish to be part of the artwork would be:

- **People**

The Community of Newtonmore comprises of a range of ages, talents, interests who are dedicated and proud of the village and area which they live, work and play. It is a very generous

neighbourhood where a myriad of different groups often fundraise and hold a range of events for all to contribute and enjoy.

- **Shinty**

Shinty is Scotland's indigenous sport and Newtonmore is one of the most famous clubs, Newtonmore Camanachd Club. Shinty forms an important part of the village community, culture and history. Dr Johnnie Cattanach from Newtonmore is the only Shinty player in the Scottish Sports Hall of Fame.

Other sport Newtonmore hosts are the annual Newtonmore Highland games including all the traditional heavy events also the traditional Hill race up Creag Dhu. There is a 18 hole Golf course in the village. The surrounding area is excellent for Hunting Shooting and Fishing.

- **Walking**

The village is soon to be the start/finish terminus for the Speyside Way. Newtonmore is on the East Highland Way (Fort William to Aviemore); has several trails in the village, the most popular of which is the 10km waymarked orbital Wild Cat Trail. There are a few of Munros/Corbetts directly accessible on foot from village. Many walkers tackling the East to West challenge trudge through the village annually. Creag Dhu is an Iconic hill which is seen as you enter and leave the village from all directions and from the village itself.

- **Gaelic and Musical Heritage**

Baile ur an t-Sleibh is the name of Newtonmore in Gaelic which used to be the predominant language in the area. Many local place names and mountains retain their Gaelic names. There are lots of old and new local pipe tunes and songs some of them celebrating famous shinty victories.

- **Sense of History**

Two museums located in the village 1) Clan Macpherson Museum where people can discover the chronicles and tales of the Macpherson's 2) Highland Folk Museum where Highland life comes alive. There is also the Heritage Trail which highlights the character and history of the buildings and sites a whilst enjoying a walk around the village. A short walk up Glen Banchor shows traces of deserted Clachlan's whose inhabitants were cleared to Newtonmore. The village itself was a Highland retreat for many as the Victorians developed Highland Tourism with the arrival of the Railway

- **Wildcats**

Newtonmore has a Wild Cat Centre, which raises awareness of the endangered species, and famous for the Wildcat Experience. People can explore and discover over 130 colourfully painted life size models of wildcats, located in and around Newtonmore.

- **Centre of Scotland**

The village could be defined as the Scotland's central village with a stone depicting the centre of Scotland, just 3 miles south of the village. Definition: the furthest point from the North Sea and Atlantic Ocean.

- **River Spey**

The famous River "with some excellent fishing" Spey passes to east of the Village and two main tributes join The Spey to the South of Newtonmore the River Calder and Truim and to the North the Allt Laurie. The Wildcat Trail is close by and follows these tributaries. The Calder flows out of Glen Banchor, a Glen that is easily accessible and has a lot history and presents all year-round colour.

- **Trees and Forestry**

The village incorporates many trees and is surrounded by trees of different variety. A saw mill beside the railway station is one of the villages significant employers.

The Newtonmore Art Installation will celebrate the heritage, history, culture, sporting prowess of Newtonmore, and what binds the community together is the recreational, tourism and wellbeing of the village.

Many other long-distance routes both have a Statue to represent the start/finish terminus of the walk, the NBA and community envisage a piece of art installation which epitomises the village of Newtonmore. There is benefit to local businesses, increased wellbeing of the local residents, it will lengthen the tourist season, increase accessibility to all sectors of the community and achieve higher levels of satisfaction for route users and locals alike. This will form a central focus in the village that will bring together many elements of our community and the Newtonmore Village, from the Wildcat and Heritage Trail, long and short village walks, to the Shinty club, big hill walks, the East Highland Way and will bring a sense of pride and togetherness to the village.

While the symbolism of marking the start/finish of an international route is not new, how we interpret our village in this work of art will be. A significant art installation will need to be sustainable to the elements, community learning from others who have been down this route, to allow us as a community to showcase our partnership values and equality. We hope this will help revitalise the centre and, over time, grow the economy of the village, encouraging new businesses as well as boosting the existing ones

3. Other Considerations

- We are not restricting ourselves to one piece of art work and would be happy to have a combination of connected items located in the same area and that may include maps, words, sculpture, drawings.
- We have set an initial estimated budget of £30k for the completed installation.
- We are looking for something distinct, timeless and durable taking in the potential themes as set out in section 2
- The installation should be robust and be able to deal with wear and tear and cope with temperature ranges between -30°C to 30°C
- Required to fit with the village square and which is the current location of the Christmas Tree in December.

4. Process

4.1 Phase 1 Initial submissions of Interest

This phase is to identify and select artists who may be interested in developing a proposal for the village. In order to be selected artists will need to;

1. Submit a CV
2. Examples of similar commissions these can be photos or web links
3. Description max 250 words demonstrating your understanding of the brief and your ability to translate your ideas into a completed and accepted project
4. Description max 250 words describing your methodology on how you will interact with the village to come up with a proposal.

We would need these to be submitted by the 24th December. They can be sent by Email to Eric@dowerhousenewtonmore.com

From the short submissions a short list of preferred Artists will be drawn by a panel selected from the main organisations along with a representative from the Cairngorm National Park Authority (CNPA). The evaluation criteria will be based on the following;

1. Examples of previous work and suitability as regards Newtonmore requirements
2. Demonstration that you understand our requirements
3. We are satisfied that your methodology to derive a detailed proposal will work with our vision.

The successful artists will be informed of our conclusion by 14th of January 2019 and will be asked to submit detailed submissions as per Phase 2 of project.

4.2 Phase 2 Commissioned Detailed Submissions

The shortlisted artists will then be paid a £1000 each to produce detailed proposals for consideration by the project team and for public display.

The detailed proposals will need to include the following deliverables;

1. A detailed proposal which could include pictures and words. This is what will be displayed to the Newtonmore public and public voting will be strongly predicated by the impression created.
2. A method statement of how it is to be constructed which should include materials, timescales, technical issues, skills required and competence. Maintenance should be included in this.
3. Total Itemised cost for project including artists time, materials, sub-contractors

The detailed deliverables will need to be submitted by 11th March 2019, public viewing will be week beginning 18th March. Invoices will need to be sent by 23rd March 2019 and payment will be made shortly afterwards

The selection of the final proposal will be based on the Public vote and the details supplied in items 2 and 3. The evaluation criteria as regards final proposal will be based on.

- a. Public Vote (30%) this will be by the Residents of the Village.
- b. The project team will evaluate.
 - The fit with in initial requirements (30%)
 - Confidence it can be constructed, durable and within budget (40%)

The project team will involve representatives from the Newtonmore Business Association, Newtonmore Community Woodland Development Trust, Newtonmore and Vicinity Community Council and Cairngorm National Park Authority. The team may seek additional profession advice if required.

All proposals will be owned by the commissioning organisation and will form part of subsequent funding submissions. The actual commissioning of the artwork will not be undertaken until all necessary funds have been raised. We would hope the project would be completed by summer 2020.

Appendix

Evaluation Criteria for

SCORING DEFINITIONS - 0 TO 5 - Quality Evaluations		
Assessment	Score	Interpretation
Excellent	5	Exceeds the requirement. Exceptional demonstration by the Tenderer of the relevant ability, understanding, experience, skills, resource & quality measures required to provide the goods / services / works
Good	4	Satisfies the requirement with minor additional benefits. Above average demonstration by the Tenderer of the relevant ability, understanding, experience, skills, resource & quality measures required to provide the goods / services /works. Response identifies factors that will offer potential added value, with evidence to support the response.
Acceptable	3	Satisfies the requirement. Demonstration by the Tenderer of the relevant ability, understanding, experience, skills resource & quality measures required to provide the goods / services / works, with evidence to support the response.
Minor Reservations	2	Satisfies the requirement with minor reservations. Some minor reservations of the Tenderer's relevant ability, understanding, experience, skills, resource & quality measures required to provide the goods / services /works, with little or no evidence to support the response.
Serious Reservations	1	Satisfies the requirement with major reservations. Considerable reservations of the Tenderer's ability, understanding, experience, skills, resource & quality measures required to provide the goods / services / works, with little or no evidence to support the response.
Unacceptable	0	Does not meet the requirement. Does not comply and / or insufficient information provided to demonstrate that the Tenderer has the ability, understanding, experience, skills resource & quality measures required to provide the goods /services / works, with little or no evidence to support the response.