



# THE PARKS TRUST DESIGN BRIEF

**Release Date:** 05/04/2024

**Job Name:** Pollination art piece at Howe Park Wood

**Deadline:** 22<sup>nd</sup> April 2024

**Budget/Actual Cost:** £14,373

## Objective & Target Audience:

To create an engaging art piece that raises awareness of pollinators/pollination and the relevant features on and around the Howe Park Wood Centre building, including the in-built bug hotels and flowerbed in front of the building. As our pollinators are under threat, raising awareness of their significance is hugely important.

The piece should be for the enjoyment and engagement of the general public. Howe Park Wood is used by local residents, including dog walkers, families and school groups. It also attracts people from across Milton Keynes as it is well connected to public transport and the building offers toilets and a café, as well as an Education Centre that is open during holidays and special events run by The Parks Trust.

We would expect a small interpretation sign to accompany the piece. This should be incorporated into the costs.

## Messaging/Branding:

It should be nature-themed, with relevance to pollinators/pollination. It could, for example, include bees, butterflies and/or moths, or just focus on pollination.

It needs to be sensitive to the building and The Parks Trust brand. Howe Park Wood is a site of Special Scientific Interest so we have to be careful about what is in and around the woodland.

## Deliverables & Format:

- The pieces/s will be exposed to the public and weather at all times so it needs to withstand weathering, anti-social behaviour, and be safe (not too sharp/easily damaged and it should not be too easy to climb on).

The Parks Trust, Campbell Park Pavilion, 1300 Silbury Boulevard,  
Campbell Park, Milton Keynes, MK9 4AD

Tel: 01908 233600 | [www.theparkstrust.com](http://www.theparkstrust.com)

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- It should be attached to the external building (see photos below).
- We would like one element of public engagement, for example at an Education Centre Open Day in the May school holiday, to encourage engagement with the piece.

## Budget

- The total commission budget is £14,373 inc. VAT. This includes all fees, design work, fabrication/delivery costs, PM costs, installation, interpretation sign, and contingency.

## Timings

- Design brief submission period Monday 8<sup>th</sup> April until Monday 22<sup>nd</sup> April 2024
- Period for questions to be submitted to The Parks Trust from Monday 8<sup>th</sup> April until Friday 19<sup>th</sup> April 2024
- Successful submission informed – Thurs 2<sup>nd</sup> May
- Public Engagement - May 2024 (half term preferable)
- Installation by Monday 26<sup>th</sup> August 2024

## Considerations

- Consideration must be given to health and safety implications of the commission. The successful respondent will be expected have sufficient insurance(s) in place.
- Consideration should be given to the future care and maintenance needs.
- The appointed applicant will be required to support any planning or other permissions required for commission delivery.
- The appointed applicant will be expected to work closely with the Interpretation Manager to oversee all aspects of production and delivery.
- Sufficient time and resource should be allocated throughout commission development and delivery.
- Consider, if appropriate an 'exit' or repurposing strategy for the commission which will mitigate any negative environmental impact.

## Other Relevant Information:

- Very few people notice or understand what the bug hotels are for. They are usually used by solitary bees to lay their eggs and bees will hatch the following year. For a few days and weeks of the year, large numbers of bees will be emerging from or buzzing around these areas.

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- The Education Centre is closed apart from on Open Days during school holidays so the shutters will usually be down (as shown in the photos). The café and toilets are open daily so people will engage with the building outside these times.
- We have an art piece (Frog Band) on-site, just past this building, in case you want the piece to fit with the existing art.
- The park is always open to the public so feel free to visit the site

### Marketing and Communications:

- The Marketing and Communications of the commission will be completed by the Marketing and Communications Team at The Parks Trust and the successful artist will be expected to help provide copy and images to support communication and interpretation.

Images of Howe Park Wood Education Centre , bug hotels and existing art piece:



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