



a million voices for nature  
miliwn o leisiau dros fyd natur

## COMMISSION FOR ARTWORK AT ENTRANCE TO CONWY NATURE RESERVE

**This brief invites artists to create a new artwork for display adjacent to the A55 trunk road in North Wales. The contract will be in two parts: a detailed design and, if approved, the creation and delivery of the artwork to that specification.**

**The artist will be responsible for both parts.**

1. **Purpose:** to create a sense of arrival at RSPB Conwy nature reserve through a permanently-installed landmark.

The principal access to the reserve is by road, immediately off the A55. However, the site is screened from the trunk road and the busy junction (18) and an artwork is being commissioned to highlight the reserve's presence and convey to visitors that there is a place of interest beyond.

2. **Location:** adjacent to the roundabout above Junction 18 of the A55.



The location is approximately SH 793 774. The land is managed by North Wales Trunk Roads Agency (NWTRA) on behalf of the Welsh Government. The RSPB will own the artwork, in agreement with NWTRA. It would be fixed to the ground on a grass bank behind the existing sign just off the sliproad to the reserve. The precise fixings will depend on underground services (awaiting a diagram from NWTRA). *Note: the area in pink shown on the photo is an approximation of where the artwork would be positioned*

3. **Space available:** approximately 6 metres wide and 5 metres high

There is some latitude in this: the RSPB and NWTRA have agreed this as a rough estimate, keeping it below the canopy of the adjacent trees. It is roughly the area shown in pink on the above photograph, but note that this is not drawn to scale. Note that the lower part of the structure would not be visible (as the sign and fencing is in front) and this needs to be considered in the design. Artists are urged to visit the site to take their own measurements.

4. **Materials:** This is to be suggested by the artist.

Given that this is a highly public/insecure area, the RSPB would not favour metal owing to the risk of theft. The materials chosen should reflect the values of the RSPB as an environmental organisation and meet certification criteria where these exist (e.g. wood should be Forest Stewardship Council approved). The material (and design) needs to be resistant to vandalism and be low maintenance.

5. **Subject and style:** This is to be proposed by the artist.

The RSPB/NWTRA favour a design that reflects the wildlife (a single species or several, and not only birds) of the Conwy wetland reserve (see website for a flavour of this). The style should appeal to a diverse range of people, but particularly to families/children who are a primary audience at the reserve.

6. **Visibility**

The artwork will be a landmark, recognised and remembered by local people and visitors. It should be sufficiently visible to be noticed and to make a statement of arrival, yet not distract drivers as they drive on the roundabout. It should stand out in front of the tree canopy in both summer and winter. It should not reflect the sun or dazzle motorists.

7. **Process and timetable**

> to **30 September 2012:** designs to be submitted to RSPB

> by **8 October 2012:** preferred design chosen by RSPB and NWTRA

> by **5 November 2012:** technical drawings provided to RSPB by artist, releasing an interim payment of £1,000

> by **31 January 2013:** planning application determined by Conwy County Borough Council.\*

> by **30 April 2013:** artist arranges delivery of completed artwork to site.

\*should planning approval be refused or amended, the RSPB reserves the right to alter the plans or to cancel the project. This would be done in consultation with the preferred artist.

## 8. Budget

The payment for completing the artwork and transporting it to the RSPB reserve is £5000 (not including the design costs, see above). The fee does not include the fixing and installation of the artwork, which will be the responsibility of the RSPB. The artist is asked to be clear in the initial design how it should be fixed.

## 9. Qualification for entry

All artists intending to submit designs for this commission must be registered with [www.sell2wales.co.uk](http://www.sell2wales.co.uk) and are asked to inform [charlotte.stretton@rspb.org.uk](mailto:charlotte.stretton@rspb.org.uk) of your intention to submit a design.

You must be registered as self-employed. The preferred artist will sign an agreement for self-employed contractor services with the RSPB (please contact us if you would like to see a copy of this before submitting a design).

## 10. Submission of design

Please send your design, including details of how it would be fixed to the ground, and costings to Charlotte Stretton, RSPB Conwy Nature Reserve, Llandudno Junction, Conwy, LL31 9XZ by 30 September 2012.

July 2012

### **Conwy Connections: *Enhancing RSPB Conwy for People and Nature***

This contract is part of a strategic project called Communities and Nature (CAN), which is a £14.5m European Funded Project, managed by CCW. CAN aims to generate increased economic growth and sustainable jobs by capitalising on Wales' environmental qualities, particularly its landscape and wildlife. It is part funded by the European Regional Development Fund (ERDF), provided through the Welsh Government.

RSPB Cymru would like to thank those whose donations support RSPB Conwy nature reserve and visitor facilities, including The Crown Estate, Cemlyn Jones Trust, Conwy Town Council, Environment Wales and other local charitable trusts including the RSPB Conwy Support Group.



*RSPB Cymru is part of the RSPB, which speaks out for birds and wildlife, tackling the problems that threaten our environment. Nature is amazing - help us keep it that way. Click here to join today [www.rspb.org.uk/join](http://www.rspb.org.uk/join).*

*The Royal Society for the Protection of Birds (RSPB) is a registered charity: England and Wales no. 207076, Scotland no. SC037654*