

Consultant Brief - Public Art Plan Brief

Timescale for Delivery:	September 2025 – January 2026
Budget:	£20,000
Closing Date for Proposals:	18 th August 2025

Overview

Milton Keynes City Council (MKCC) is seeking to appoint an experienced consultant to develop a Public Art Plan for Wavendon, a growing settlement within Milton Keynes. The plan will guide future public art commissions—both permanent and temporary—by identifying suitable opportunities and ensuring long-term viability and community relevance.

Objectives

The Public Art Plan will:

- Identify short- and long-term opportunities for public art commissions (permanent and temporary).
- Work in close consultation with local communities, stakeholders, developers, and landowners.
- Map land ownership and assess the practical and legal viability of proposed locations.
- Provide a framework for delivering public art that is site-specific, sustainable, and in keeping with Wavendon's character and future development.

Scope of Work

The consultant will be expected to:

1. Stakeholder Engagement
 - Conduct inclusive consultation with residents, community groups, developers, parish councils, and MKCC departments.
 - Facilitate workshops or focus groups to gather input and build local ownership of the plan.
2. Site & Opportunity Identification
 - Audit the area to identify potential sites for public art.
 - Explore both permanent and temporary/artistic interventions.
 - Map current and future land ownership (public and private).
3. Feasibility & Delivery Strategy
 - Assess viability, permissions, and practicalities of installations.

- Recommend delivery models, timelines, and maintenance strategies.
 - Suggest potential funding mechanisms beyond the initial plan development.
4. Final Deliverable
- A comprehensive and illustrated Public Art Plan, including:
 - Summary of engagement findings.
 - Recommended sites and opportunities.
 - Implementation guidance and sustainability measures.
 - Prioritised short-, medium-, and long-term actions.

Timescale

- Contract Start: September 2025
- Draft Plan Submission: December 2025
- Final Plan Completion: January 2026

Budget

- Total Budget Available: £20,000 (inclusive of VAT and expenses).
- A separate budget will be used to deliver the public art plan, this is funding secured through the planning process. Currently there is in the region of £250,000 available for the delivery.

Consultant Requirements

The appointed consultant (or team) should demonstrate:

- Proven experience in developing public art or cultural strategies.
- Strong facilitation and community engagement skills.
- Understanding of planning, placemaking, and land-use contexts.
- Ability to work collaboratively and meet deadlines.

Application Process

Interested consultants should submit:

- A proposal (max 4 pages) outlining approach, methodology, and indicative timeline.
- Examples of relevant previous work.
- CV(s) of lead personnel.
- Fee breakdown.
- The successful applicant will need to have public liability insurance to cover the activities they undertake with the public.
- Before working with young people, the appointed consultant may be required to undergo an Enhanced DBS Check (formerly Enhanced Criminal Records Bureau check) and must be willing to provide the information required under that process. The cost of the Enhanced DBS check will be met by project.
- References will be required.

Deadline for proposals: 18th August at 5pm

Submission contact: culture@milton-keynes.gov.uk

Selection interviews (if applicable): w/c 1st September

Assessment Criteria

Applications for this opportunity will be assessed in reference to the following criteria:

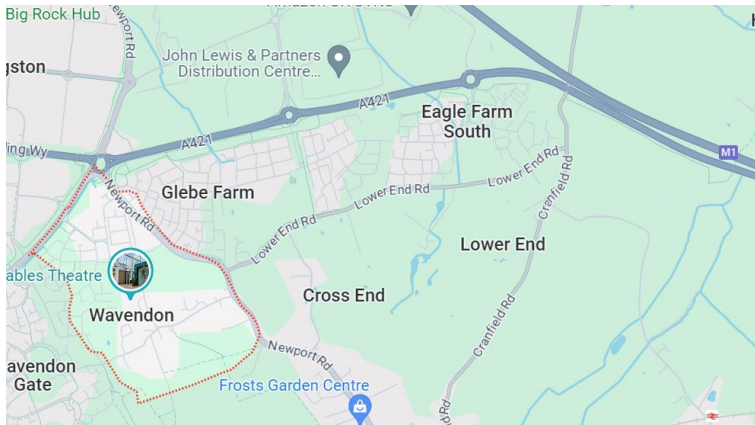
- (35%) Quality of previous projects, in particular:
 - Proven track record of developing and delivering high-quality public art plans.
 - Proven track record of working strategically and in close collaboration with communities and stakeholders.
- (35%) Approach, in particular:
 - Delivery of ideas which directly engage with place making opportunities.
 - Ability to respond to local context, history and character and creatively translate into strategic deliverable plans.
- (30%) Experience:
 - Successful delivery of similar scaled commissions.
 - Evidenced experience of excellent research methodologies.

Project Background & Context

Wavendon parish area is made up of an existing village and new developments. Wavendon Parish Council is committed to a 'one community' policy, integrating old and new as one, blending the historic legacy of the village with the dynamic of new housing, community facilities, schools and employment.

Wavendon village sits within the parish, it contains the 13th century Church, which stands in the heart of the village and was listed in the Domesday Book. Glebe Farm and Eagle Farm South are new developments identified as expansion areas to Milton Keynes and Wavendon in the 2001 - 2011 Local Plan (now largely completed).

Eagle Farm North is allocated for major employment development in the form of large, logistics warehousing (again mainly completed). John Lewis, River Island and IRN BRU have large premises in the area.



Within the parish area is The Stables, a live music venue set up by John Dankworth and Cleo Laine in 1970, having grown in popularity it has been developed to offer 2 performance spaces an education programme and now presents over 350 concerts per year. The Stables also established and produce IF: Milton Keynes International Festival, a bi-annual cultural landmark event in the city's calendar. Engaging around 500,000 people, the Festival presents a world-class, multi-arts programme over 10 days, spread throughout the city.

Wavendon is also home to one of the most recognised sculptures in Milton Keynes - *The Leaping Man*, commissioned by the developers of the employment land to represent the ambition, achievement and can-do approach of Milton Keynes, following the achievements of Greg Rutherford MBE in the 2012 Olympics.

Public Art in Milton Keynes

Public Art has always been part of Milton Keynes' DNA and the city now boasts over 250 artworks within the public realm. Milton Keynes City Council's ongoing commitment to an ambitious and strategic public art commissioning and percent for art policy, ensures that ambitious new public artworks respond to and reflect our changing city, whilst making a significant contribution to wider debates and dialogues within the public art sector.

In Milton Keynes we consider public art as any work of visual art, craft or design produced by an artist, designer or maker and sited in a location that is freely accessible to the public. Most importantly, as set out in the Creative and Cultural Strategy 2018 – 2027, MKCC recommends that new commissions should be:

- Artist specific
- Place specific
- People specific

'Place Specific' means a work of art devised in response to a specific location – spatially through a sensitivity to scale and positioning; through the selection of materials and processes that are relevant to the site; and also designs that respond and explore the heritage and unique character of the site.

'People Specific' means a work of art devised in response to a specific community – whether that be a community defined geographically or by a shared interest. This can be through the direct involvement of that community in the, but most commonly is based on an artist developing an

understanding of the local community and then devising a project proposal that they feel will address the needs and aspirations of that community.

'Artist Specific' means a bespoke work of art, craft or design produced by an artist, designer or maker that is created specifically for the site and in answer to the requirements of the brief. Most importantly this recognises the creative role that the artist holds in the process and supports the artist in bringing their own unique skills and interests to the project.