



HUMBER BRIDGE



HUMBER BRIDGE BOARD

Unique Consultancy Opportunity

Development of Public Arts Strategy for the world's longest leisure bridge

INTRODUCTION

The Humber Bridge is aiming to develop a visionary public art strategy. We believe this will be the first public art strategy for a bridge in the world. Other bridges have public art projects, such as lighting schemes. Others, such as the Brooklyn Bridge and Manhattan Bridge in New York, are part of much wider public art schemes. The Humber Bridge will have a dedicated public art strategy.

The Humber Bridge

The Humber Bridge opened to the public in 1981. From 1981 to 1998 it was the longest single span bridge in the world. It is still the eighth longest, and remains the longest that pedestrians and cyclists can cross - the world's longest leisure bridge.

The bridge was Grade I Listed in July 2017, for its 'simple elegance in harmony with the landscape'.

Historic England's full statement in support of the Listing said:

"[The Humber Bridge] combines engineering skill and good design to create a sophisticated structure and a sublime landmark. ... In a first for a long span suspension bridge, reinforced concrete was used to create the towers. This was made possible by advances in the reliability of concrete. At 1,410 metres, it had the longest single bridge span in the world, a record it maintained for 16 years. This formidable engineering feat was needed because of the location of the bridge; the wide estuarial crossing of the Humber was fraught with engineering difficulties. Even now it remains in the top ten longest spans worldwide.

The functional robustness of the bridge was, of course, tantamount, but the engineers, Freeman, Fox & Partners were aware of the impact such a large structure would have on the open setting of the estuary. They paid attention to design detail and the aesthetic quality of materials. Therefore, despite its great size and strength, the Humber Bridge has a simple elegance in harmony with the landscape."

The Humber Bridge is the longest Grade 1 listed structure and also appears to be the tallest - higher even than Blackpool Tower.

Nearly 10 million vehicles cross the bridge per annum and it is estimated that more than 250,000 pedestrians and cyclists make the crossing every year. It is further estimated that over 100,000 visits per annum are made to the Humber Bridge Country Park, which is located near the northern landing of the Bridge.

The core business of the Board is and must remain the efficient and effective operation of the Humber Bridge as a piece of critical transport infrastructure. Nothing proposed for its ongoing development as a visitor destination should detract or distract from that core function.

That said, with little or no promotional effort at all, the Humber Bridge has already become a much-loved local landmark. By virtue of its sheer scale, setting and its iconic architecture and engineering, the Humber Bridge has become a local icon and a *de facto* visitor destination. However, as yet there is no significant interpretation of the Bridge or wider offer to visitors.

The Region

In 2017, the eyes of the UK were on Hull, for its highly successful City of Culture. The Humber Bridge was part of City of Culture, through the ground-breaking 'Height of the Reeds' Project. The Humber Bridge's public art strategy will build on the success of City of Culture, working with partners across the Humber region, in Hull, East Riding, North Lincolnshire and North East Lincolnshire.

The Humber Bridge Board

The Humber Bridge Act, 2013, modernised the governance of the Humber Bridge Board (HBB) giving the Board the authority to invest in activities that benefit the region and generate new income streams beyond the Bridge toll.

The Humber Bridge Board is currently comprised of delegated representatives from the four authorities, Hull City Council, East Riding of Yorkshire Council, North Lincolnshire Council and North East Lincolnshire Council, and the Humber Local Enterprise Partnership.

The Master Plan

A Strategic Master Plan was produced by Fourth Street in October 2017 to set the parameters for this development. This served as the brief for the development of a physical masterplan. Ian Ritchie Architects produced a 10 year Masterplan, which was approved by the Humber Bridge Board in August 2018.

Ian Ritchie Architect's Masterplan aims to create a beautifully engineered landscape of extraordinary experiences and activities at the Humber Bridge.

The £30m, 10 year plan is divided into four phases: near future (2018-2019), short term (2019 - 2022), medium term (2023-2027) and long term (2028-2030), with new and exciting developments being planned for each stage.

The scheme, which has been inspired by the Humber Bridge's engineering and design, is forecast to generate up to £29m for the local economy during the 10 year development period, and up to £4.2m annually thereafter.

THE HUMBER BRIDGE VISITOR EXPERIENCE

The *vision* for the Humber Bridge as a destination is summarised as follows:

The Humber Bridge is a local icon and landmark, immediately identifiable and awe-inspiring for its history, grandeur, scale and setting.

The Humber Bridge visitor experience will set the global standard for the use and interpretation of major infrastructure as a tourism, cultural, educational and economic asset.

The Humber Bridge will be a platform that invites all local stakeholders – from councils and communities, schools, colleges and universities, to artists and individuals – to participate in the co-curation of a programme that celebrates and communicates the region's strengths as a place to live, a place to visit, a place to work and a place to invest.

Cascading from this vision is a set of specific objectives:

1. Improve the experience for people that are already visiting
2. Provide new and compelling reasons for people to visit
3. Create a physical platform and a corporate culture that encourages regular change, renewal and experimentation
4. Provide opportunities for community, corporate, academic, civic and public sector organisations to partner with the Board in the delivery of new product and programme
5. Use the visitor experience as a mechanism to advance the economic and inward investment agendas of the region
6. Develop incrementally as a visitor destination that is financially viable, operationally competent and environmentally sustainable

The destination will focus on *engineering* as a unifying theme. This not only plays to the strengths of the destination - which is widely regarded as a landmark of British engineering - but is also consistent with the inward investment agenda of the region.

Notwithstanding that nominal focus on engineering as an over-arching theme, it is worth noting that the Bridge has also inspired local artists and writers and has been the focus of popular arts installations – notably during and after the Hull 2017 City of Culture celebrations. Further, Philip Larkin was commissioned to write a poem for the opening of the Bridge in 1981, and a wide range of artists have engaged with the Bridge since then, being inspired by the structure and its setting, and its cultural significance to people on both banks of the Estuary.

The Masterplan produced by Ian Ritchie Architects fully embraces and emphasises the importance of a public arts programme for the Bridge as a visitor destination.

The Public Arts Strategy

The Board is seeking to appoint a public arts consultant with a view to understanding the opportunities that exist, and to develop a Public Arts Strategy.

Following a consultation and evaluation phase, the consultant will work with HBB staff to agree a series of recommendations for future programming and resourcing.

PROJECT OBJECTIVES

The main purpose of this project is to create a Public Arts Strategy that can flex and expand in line with the development of the Humber Bridge as a visitor destination.

The key objectives are to:

1. Consult with an appropriate range of local stakeholders and practitioners engaged in public art and culture in the region
2. Analyse all the above information and, working with HBB staff, define a Public Arts vision for the destination that aligns with the phased delivery of the Masterplan
3. Make practical recommendations for the resourcing and delivery of the first phase of that programme
4. Consider the value of the suggested public art proposals in the Masterplan. We are not committed to these, but they should be considered.

SCOPE OF WORK

The Public Arts Strategy should build on the consultant's knowledge of current best practice and take account of both the Humber Bridge's existing assets and opportunities and its plans for future development.

Some of the key questions that the Strategy should answer include (but are not limited to) the following:

- Potential audience participants and how they might engage with the work
- Potential partners
- Artists who might be engaged with
- Potential for associated programmes
- Consider opportunities across the whole site, not just on the Bridge itself
- Approaches to fundraising and indicative budgets
- Identify elements of the potential programme that could be income generating
- How the strategy will be delivered, managed and resourced

CONSULTATION

Internal consultation will be relatively streamlined and straightforward. The Board is just at the start of this journey and there is relatively little existing activity to review. That said, the consultant will be expected to consult with the Chief Executive and a number of department heads to fully understand the possibilities.

Consultation with external stakeholders is likely to include:

- Public Arts leads for the four local authorities which are represented on the Humber Bridge Board, i.e. Hull City Council, East Riding of Yorkshire Council, North Lincolnshire Council and North East Lincolnshire Council
- Cultural and arts organisations in the Humber region
- Arts Council England

TIMESCALE

We have allowed three months for completion of the assignment from the date of appointment.

PROPOSAL REQUIREMENTS

Your proposal should include:

1. A short explanation of how you would approach the development of the strategy addressing the objectives and scope of work indicated in this brief
2. Examples of previous work
3. A breakdown of:
 - i. who exactly would be undertaking the work with details of their individual experience
 - ii. the time commitment of all those involved
 - iii. Budgeting / fees for undertaking this work
4. Fee proposal
5. References

SUBMISSION

Please email proposals to: diane.baxter@humberbridge.co.uk

no later than 5.00 p.m. Friday 8 February 2019

Any questions should be sent in writing to diane.baxter@humberbridge.co.uk

The estimated fee for this commission is £10,000 - £15,000.

NEXT STEP

Those short-listed will be asked to an interview, including a presentation, at the Humber Bridge, week commencing Monday 4 March.

