



# Bro Tathan: Y Porth

## Public art commission 3: Land-form artwork

### Brief to artists

#### 1. Background

Public art is to play an important role in the development of Bro Tathan, a place where high-tech industries can flourish in a climate of innovation and creative thinking. Artists are invited to bid for three public art projects: a gateway sculpture to mark the site’s main entrance; a creative boundary screening solution; and an environmental/land art project. These publicly accessible works will add character and originality to the new development zone, inviting visitors to explore the area and enjoy the artists’ contributions.

**Bro Tathan** is a significant and unique business park located in an attractive setting in the Vale of Glamorgan. It has an operational runway on site, is close to an international airport and near the Welsh capital, Cardiff. Bro Tathan’s airfield was transferred from military to civilian operation on 1 April 2019, further promoting the site for new business opportunities that require on-wing activity, such as the maintenance, repair and overhaul of aircraft.

With a strong geographical and historical heritage, Bro Tathan was named after the Celtic saint who founded a church in the area in the fourteenth century. It also embraces Wales’s rich bilingual culture. Its strap line: ‘Business • Air • Innovation Busnes • Awyr • Arloesedd’ signifies the vast range of its potential, and Bro Tathan will become synonymous with success in those sectors, hosting ambitious companies from start-ups to internationally recognised brand names.

Global car icon Aston Martin is already operating there as an anchor business with significant available space across Bro Tathan to attract further businesses and employment. Bro Tathan’s owner, the Welsh Government, has big ambitions for the site, given its scale and the proximity to an operational runway, for companies needing easy access to air freight, UK and international markets.

As part of the development of Y Porth, the Welsh Government is commissioning three public art projects to enhance the ‘gateway’ to the site and create a distinctive and exciting welcome for visitors to Bro Tathan. This brief is for a land-form artwork for the grassed area adjacent to the approach road to the site’s northern entrance.

#### 2. The client and project partners

The public art for Y Porth at Bro Tathan is one of three public art projects being commissioned by the Welsh Government working in partnership with The Vale of Glamorgan Council, local community councils, WYG (master planner), Burroughs (engineer) and Savills (commercial property agent).





### 3. The site and proposed buildings

**Y Porth** is located on the northern edge of Bro Tathan in the Vale of Glamorgan. The development site lies on either side of Ffordd Bro Tathan and forms the northern arrival point for the business park. It is located approximately 2.5 km inland from the Bristol Channel, 25 km west of central Cardiff and 15 km south-east of Bridgend, and is intended to provide an attractive ‘gateway’ to Bro Tathan with a distinctive sense of place.

Y Porth will deliver:

- uses ancillary to the business park, including hotel, restaurant and shops with parking;
- opportunities for public art to provide a strong visual message about the quality and character of the development;
- benefits to Bro Tathan and the local community from a range of ancillary uses and facilities;
- connections to the existing network of footpaths and cycleways around the site.
- locations for bus stops on Ffordd Bro Tathan and Eglwys Brewis Road, within 500 m of the site; and
- views southwards towards the airfield.

The ambition of the Welsh Government is to deliver at **Y Porth** a wide range of uses to serve Bro Tathan and the surrounding communities with a high-quality design that will reinforce the site’s role as the gateway to Bro Tathan, create a distinct sense of place and help set the bar for the design quality of subsequent inward investment proposals. The public art commissions at Y Porth are an important part of this ambition as they will precede the commercial development and become a highly visible emblem of the site’s aspirations. A copy of the ‘Development brief’ for Y Porth, which is in draft and subject to approval by the local planning authority, is available on application to Jonathan Vining of WYG (contact details below).

### 4. Project aims and artist’s role

The land-form artwork for Y Porth has an important role in announcing the site’s new northern entrance and creating an attractive and distinctive approach to the site’s new entrance. The artwork site is a grassed area adjacent to Ffordd Bro Tathan and will be clearly visible to those arriving at Y Porth. This commission calls for a work that remodels the landscape to create a new site-specific sculpture in a highly visible location. The appointed artist will work alongside the Bro Tathan management team to develop ideas for artworks that will complement the development of the site.

Artists are invited to take their inspiration from local landscape and the geology of the nearby Heritage Coast as well as the aerospace industries and Aston Martin automotive plant and the site’s military history, to create a work that references the nature of the site as a whole. This should be reflected in the materials, scale and construction methods for the work that creates a strong visual link with site.

Despite the current Covid-19 restrictions, artists are encouraged to submit expressions of interest so that the selection process can begin, and the chosen artist commissioned as soon as practicable. If appropriate, online resources should be used to research the physical characteristics of the site and its context; site visits must not be made at this time. In due course,





the appointed artist will be given access to the site and its facilities and be encouraged to learn about the businesses on site and research the background to the airfield to provide a context for their design. The appointed artist will be expected to develop initial concepts and share them with the steering group to ensure that the design development is in keeping with the project’s aims and objectives before a final proposal being presented.

As part of their proposal, we should like artists to think about ways of engaging with the nearby communities of Llanmaes, Llantwit Major and St Athan. This could take the form of:

- workshops with schools or community groups;
- a series of talks about your practice and design process; and/or
- mentoring/portfolio reviews with young artists locally.

Please indicate in your application which of these would interest you and any ideas you have for their format and content.

The final design proposal will be presented to the steering group for comment and approval.

## 5. Budget/project funding

The budget for the construction of the land-form artwork for Y Porth is up to £90,000. This figure excludes the cost of site preparation, foundations, transport and installation.

The appointed artist will receive an initial design fee of £3,000 to cover familiarisation with the site and the project’s aims, development of initial design ideas for approval, as well as the presentation of a detailed, costed proposal. We expect the appointed artist to visit the site as well as to present the design in person to the steering group.

## 6. Planning

The land-form artwork commission for Y Porth will be subject to planning permission from The Vale of Glamorgan Council. The appointed artist will provide design information to submit as part of the application and design input to the necessary design and access statement.

## 7. Project management

The project will be managed by WYG, with Simon Fenoulhet, public art consultant.

## 8. Consultation and community engagement

It is expected that the appointed artist will engage with the local community to help gain support for and understanding of the project.

## 9. Timescale

The contract to make and install the work will be awarded in July 2020 and the work must be completed and installed by the end of September 2021.





## 10. Selection process

A steering group has been established to make key decisions on this project including the selection of artists and the approval of the proposed designs. The steering group's decisions will be final and no correspondence will be entered into regarding the selection process.

Applications will be assessed in June 2020 and short-listed artists will be contacted as soon as possible to invite them to interview (following the lifting of Covid-19 restrictions). Short-listed artists will be asked to make a presentation about their practice and to outline their initial response to the site and the commission.

The deadline for expressions of interest is: 5 June 2020.

To apply, artists should send a brief letter outlining their interest in the land-form artwork commission, a curriculum vitae, two referees from previous projects and eight JPEG images of previous relevant work (approx. 1 MB per image). Please submit your application to: [jonathan.vining@wyg.com](mailto:jonathan.vining@wyg.com).

One artist will be appointed to develop a design concept for the site. It is anticipated that the selected artist will be contracted to WYG for the design stage and, as such, the artist will need to provide (among other things) evidence of £5,000,000 professional indemnity insurance and £5,000,000 public liability insurance.

If the design concept is accepted by the client and the steering group, a separate contract will be awarded for the technical design and construction of the land-form artwork, subject to planning permission and the availability of funding.

The completed work will be installed by the end of September 2021.

## 11. Contact details

Simon Fenoulhet, public art consultant  
Email: [mail@simonfenoulhet.co.uk](mailto:mail@simonfenoulhet.co.uk)  
Phone: 029 2075 0499  
Mob: 07813 901408

Jonathan Vining, associate director, WYG  
Email: [jonathan.vining@wyg.com](mailto:jonathan.vining@wyg.com)  
Phone: 029 2032 0739  
Mob: 07774 471445

Hugh Jones, programme manager, Burroughs  
Email: [Hugh.Jones@burroughs.co.uk](mailto:Hugh.Jones@burroughs.co.uk)  
Phone: 029 2064 7484  
Mob: 07788 540811.



Right **Figure 03 The site**  
(scale 1:4,000 at A3 page size)

**Key**

- Y Porth development site
- Bro Tathan
- Landform Location

