



Eynsham Art Trail – Artist/Group Project Brief (updated 2025)

1. Introduction

- 1.1. This report sets out stages of the Art Trail project detailing how willow art works will be installed in the community, to link with Thornbury Green, Eynsham. It identifies where the rationale sits in the lifecycle of the project and discusses issues that the Council will need to consider in taking the project forward.
- 1.2. 'Public art can express community values, enhance our environment, transform a landscape, heighten our awareness, or question our assumptions.' (Association for Public Art, 2020).

2. Idea & Rationale

- 2.1. The project idea originates from the S106 agreement¹ as follows:-

Sum agreed - £18,098 (funds currently held by West Oxfordshire District Council 'WODC').

Planning application - 15/03148/OUT (Land West of Thornbury Road – 160 homes).

Use clause - 'Public Art, means artist-led measures to enhance public spaces and infrastructure on the Site including walking and cycling routes by introducing unique features to aid orientation and connect residents to the immediate neighbourhood.'

Expires - The money needs to be spent by 21 August 2027.

This is an opportunity to use S106 funds for place-making, community engagement and education purposes. The concept is to create a public art trail that incorporates Thornbury Green. Artists that have a connection to Eynsham will be asked to submit a design/art proposal for a specific site. This should provide information about themselves and how the artwork relates to site or Eynsham more generally. Each site will provide an information sign with QR code for ease of access.

EPC has successfully partnered with WODC on previous art installation projects and will work closely with Martha Holland, (Healthy Communities Officer)

Andy Goodwin was commissioned to create the artwork in Image 1 for a recent local environment project. This will be donated to Eynsham Parish Council and will be the first artwork to be installed in the village (site TBC).

¹ The Local Government Association – Planning Advisory Service explain that 'Planning obligations under Section 106 of the Town and Country Planning Act 1990 (as amended), commonly known as s106 agreements, are a mechanism which make a development proposal acceptable in planning terms, that would not otherwise be acceptable. They are focused on site specific mitigation of the impact of development. S106 agreements are often referred to as 'developer contributions' along with highway contributions and the Community Infrastructure Levy.'



Image 1 – ‘Connected’ Willow artwork by Andy Goodwin (2023). Created for the ‘Forever Fields’ art exhibition.

Image 2 - Artwork (Wharf Stream Way Seat, 2019) created by Will Glanfield in partnership with EPC and WODC.



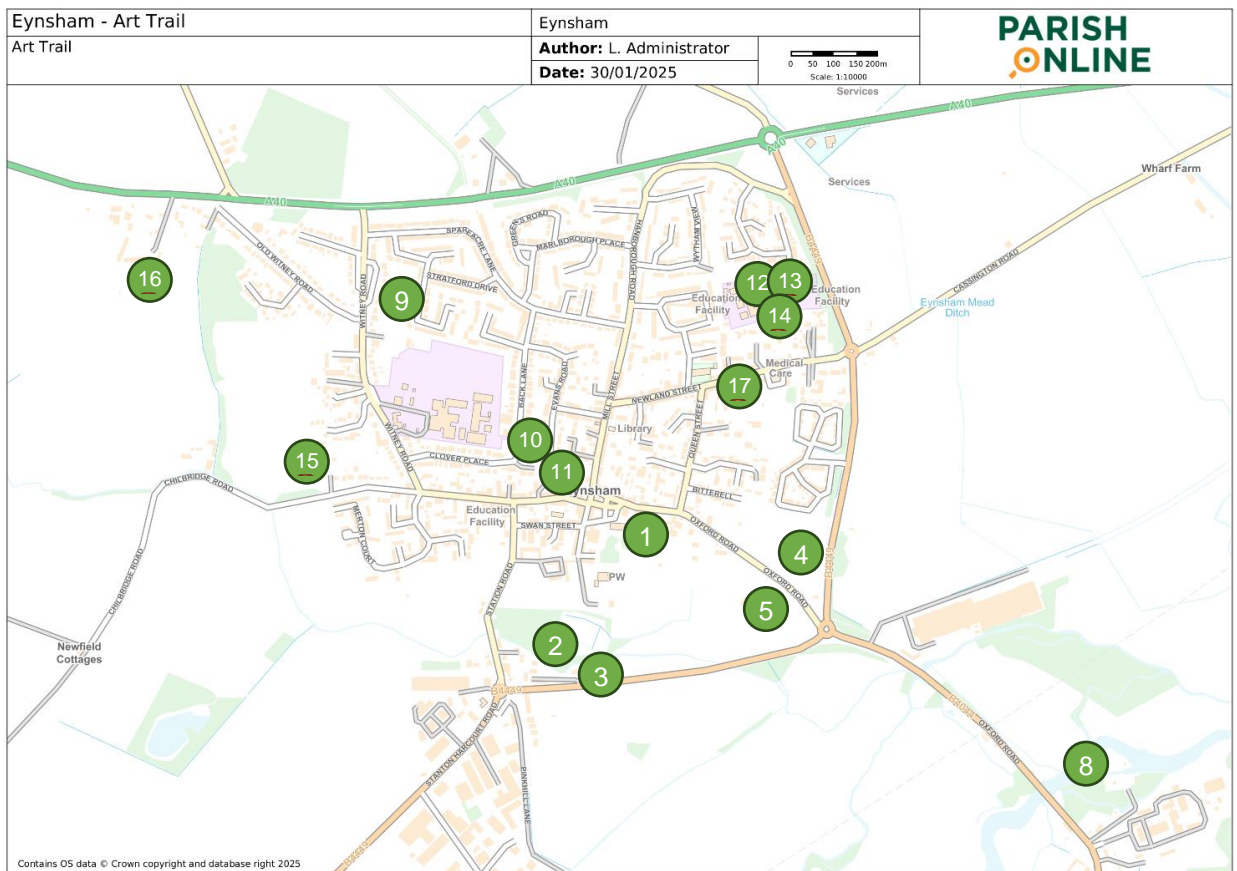
Figure 3 – Cllr Osborne with Godfrey Philips, artist, who was commissioned to create ‘The Linesmen’ (photo taken in December 2020 following some minor repairs

2.2. Current situation

A scoping meeting was held with all relevant representatives in consideration of different landowners and consents required. (See meeting notes at Appendix A).

An Art Trail Working Group has been created which makes recommendations to the Amenities & Estates Committee. The most recent meeting identified the following locations for art – ownership information is provided: -

No.	Location
1	Market Square
2	Fishponds
3	Fishponds pond
4	North Oxford Road Playing Field
5	South Oxford Road Playing Field
8	Wharf Stream Way (phase 2)
9	Witney Road Green
10	Village Hall
11	Back Lane Car Park
12	Dovehouse Close Woodlands
13	Dovehouse Close (2 public open spaces)
14	Eynsham Primary School footpath (leads from Dovehouse Close to the school)
15	Thornbury Green (2 public open spaces)
16	Nursery site (public open space)
17	Hawthorn Road garden.



2.3. Project's relationship with Eynsham Neighbourhood Plan (ENP) and Eynsham Parish Council's Strategic Plan

The project complies with: -

- Vision² and policy relating to the natural environment³ in the ENP.
- Strategic policy 5 (support social inclusion initiatives to improve the health and wellbeing of Parish residents).

2.4. Benefits for stakeholders (using S.W.O.T. analysis)

- **S**trengths Community engagement, education and placemaking.
(The Working group should seek feedback from Thornbury Green residents at the end of the project).
- **W**eaknesses Constraints of installing artwork on roundabouts
(ie risks, road closures). If the project is undertaken over several years, there is a risk of losing community interest/momentum over time and funding.
Permission(s) will need to be sought which will take time/money.
- **O**pportunities Partnering with WODC on another community project.
Great opportunity to engage with the community and provide opportunities for education/skills.
Social cohesion of new/existing residents.
Additional funding applications
- **T**hreats Insufficient number of artists will be available to cover the substantial number of sites.

Conversely, artists fulfil all the sites, but funds could become stretched and insufficient to cover materials or fees.

Additional funding applications may not be successful

Further consultation with residents, including those on Thornbury Green could be carried out. Further details of this are to be agreed by the working group.

2.5. Project aim, objectives and end product

- **S**pecific To install public art that meets the requirements of the S106 agreement.
- **M**easurable Stage-gates/KPI's to be set.
- **A**chievable With public engagement, sufficient funding, contractor support, sufficient artists and resolution by the Council.
- **R**ealistic/resourced with the support and guidance of Martha Holland, WODC, the project will be managed by the Clerk and resources monitored.
- **T**imebound By August 2027.

² A Vision for Eynsham Parish 2031 - Our vision for the Parish of Eynsham at the end of the plan period is that both new and existing residents will be enjoying the same benefits of living in the village as current residents do and that the area will be an even more attractive community in which to live and work.

³ ENV4 Natural Environment - New developments shall bring together all aspects of design, connectivity and natural environment that constitute the landscape setting of the new (and existing) development, closely linking village and countryside.

3. Stage 3 – The Plan

3.1. Issues to be addressed by the Council/WODC: -

- Application/tendering process (review internally and with support from WODC).
- Maintenance requirements.
- Check for artist and installer public liability insurance and other credentials.
- Check that the legal title and ownership will pass to the Council on payment of the final fees (for insurance purposes).
- Consider art copyright issues.
- Determine the number and location of art installations in accordance with performance/quality, cost and time ratios.
- Risk assessment to be undertaken for installation and maintenance.

3.2. Assessments required: -

- Risks assessments to be undertaken.⁴
- Assess whether planning permission will need to be secured from WODC.⁵

3.3. Timetable and phasing

1. Application window opens w/c 17th Feb 2025
2. Application window closes w/e 4th Apr 2025
3. Review of applications by Art Trail Working Group (w/c 14th Apr) or chosen Panel – w/c 21st Apr 2025 if necessary.
4. Review and approval by Full Council potentially 15th April or EGM if required)
5. Contract between EPC and artist signed – by w/c 12th May 2025
6. Announcement made during Arts Week North & West Oxfordshire 17-26 May 2025
7. Artist Design phase 1 and submission of designs to Working Group by - by 30 Jun 2025
8. Final designs agreed by Working Group/EPC by - week ending 31 Jul 2025
9. Submission of designs to planning department at WODC – if required w/c 14 Aug 25
10. Planning permission granted (6-8wks later) 14 Oct TBC
11. Fabrication of artwork to commence on granting of planning permission – TBC
12. Installation of artwork - TBC 2025/26

4. Conclusion

- 4.1. This is a great opportunity to partner with WODC, to work with the community to install a public art trail, to provide new learning experiences, at no direct financial cost to the Council. Seeking feedback and evaluating the project when it is completed, is important for future similar projects and reflecting on value for money.

⁴ Reference to the Health & Safety Executive website to aide accurate completion of assessments.

⁵ Planning pre-application may be required from WODC.

Other documents available:-

Previous meeting minutes and agendas –

<https://eynshamparishc.sharepoint.com/:f:/s/AmenitiesEstates/Eky6Bapx2H5KqtZYmkA-uEABQVzxdosRtWITrD3EuRw25g?e=iXHrh2>

Art Trail Terms of Reference -

<https://eynshamparishc.sharepoint.com/:w:/s/AmenitiesEstates/EfKKLTxhCA9OiWkwDvYgx2oBYWSI-5C6vehAuNAVTayUgQ?e=TwgLWj>

Art Trail Action Plan -

<https://eynshamparishc.sharepoint.com/:x:/s/AmenitiesEstates/EW-FNbfkURCgXcl4OhwJjUB1u6d6wuEYYniJJZ3N9psqw?e=qKdxt7>



Appendix A

Meeting to discuss a possible new Art Trail in Eynsham Monday 8 January 2024 – 10.00am – MS Teams

Attendees:

Cllr Sue Osborne
Cllr Ross Macken
Katherine Doughty, Clerk
Martha Holland, WODC
Heather McCulloch, WODC
Christopher Marks, Highways, OCC
Odele Parsons, Highways, OCC
Cllr Dan Levy, WODC & OCC
Cllr Andy Goodwin, WODC

Proposal

EPC to set up a trail across the village using EPC land and possibly that of other cooperating bodies. The first piece of artwork will be Andy Goodwin's woven rings for installation at Oxford Road roundabout.

We create art installations on each location over a period of time. The materials for which are funded by the S106 monies.

We invite local artists (there are a number in the village that create sculptures) to submit ideas for some of the spaces. We may have to provide for materials and their time with these folk.

For the other spaces we use the community to create the art. They would be supervised by EPC/appropriate artist/craftsman. That engages the village and hopefully makes the art less likely to be vandalised as many in the village will have been involved.

For some installations the level of skill required would be suitable for young children for others it would be more adult oriented. We may also be able to engage the schools.

Andy, in particular, has lots of experience with willow work. This will last a few years in the open, this could be extended by treating the willow or by creating living willow installations. Willow is readily available and easy to work into artistic structures.

Willow ideas include:-

- Willow fish secured to fence or wall (easy for kids and hundreds of fish on a background will look impressive).
- Willow baubles hanging from tress in the Fishponds.
- Weaved willow structures. A group recently created a complex shape in the Oxford Brookes University under Andy's instruction.

The trail could be built over a period of time based on pre advertised events at weekends.

Locations could include Fishponds, Playing Fields, Schools, large open spaces within housing areas which would include the two areas at Thornbury Green, the Hawthorne close garden which we often talk about doing something with. There are probably more that we can use. It could then feature in the Eynsham Artweek which is a long established event that engages the whole village.

Willow maintenance

The willow structure (not growing) will need to be sprayed every 6-12 months to help preserve them. They could last for up to 10 years. Andy has offered to undertake this and an annual inspection at no cost.

OCC Highways considerations

Roundabout installation(s) – Artwork to be bolted down to a concrete pad. Guide ropes may also be needed. Consideration to be given to underground services.

The metal framework should be 'safe' if it were to be hit by a vehicle. (Example provided by Odele that traffic collisions involving trees (hard, immovable) often cause severe injuries/fatalities. Ross advised the metal structure of the willow rings is less rigid than traffic signs). An assessment for drivers should be provided in the Project Management Plan.

Installation – A Traffic Regulation Order and traffic management will be needed to temporarily close highways (even for a short time) while artwork is carried by people and installed into position. Contractor costs can be met from S106 funds.

Inspections – Monthly observations are only required but these may need to be undertaken in consideration of high winds/bad weather.

Insurance – Artwork on OCC and EPC land should be owned/donated to EPC for insurance purposes.

WODC considerations

Planning Permission – May be required. EPC to forward proposals for the scheme to a Planning Officer to consider whether permission is needed or whether it falls under permitted development.

S106 & Project generally – Heather advised that EPC will need to submit a S106 request for the funds (the PMP) for approval by WODC. In order to comply with the S106 legal wording, the artwork must include installation at Thornbury Green and a trail beyond. Heather is happy for EPC to lead the project with support by WODC as and when required.

