

Jerwood Open Forest Project Proposal

JOYRIDE



KEITH HARRISON

JOYRIDE

(Collective Action for a New Perspective)

Proposal for Jerwood Open Forest 2016

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Proposed Location of the Commission

Tackeroo Site, Cannock Chase Forest, Birches Valley, Rugeley, Staffordshire
<https://www.google.co.uk/maps/@52.7454554,-2.00297,849m/data=!3m1!1e3>

Commission Description

‘Joyride’ is a live event set in Cannock Chase Forest involving the launch from a monumental bamboo ramp of a full size clay replica of a Rover 75, the last car to leave the production line at the Longbridge Car Plant in South West Birmingham.

Cannock Chase is the nearest wilderness to the West Bromwich estate where I was born and where we would travel to by car at weekends. The car continues to be the main means of transport to the area and the title ‘Joyride’ acknowledges the contrasting use of forest sites at the edge of urban areas from day to night; with stolen cars frequently found abandoned and burnt out in the area and ‘no cruising’ signs situated around the edge of Cannock Chase.

The Rover 75 will be produced using processes employed by former automobile prototype model makers at Longbridge and made from local clay; a raw material resonant with the capacity for transformation. Prior to the event the clay car will be processioned in a convoy of Rover 75 Members’ Club cars from the former Longbridge Car works to the Tackeroo site in Birches Valley, Cannock Chase.

The bamboo launch ramp will be 40m long by 18m high by 6m wide at the base tapering to 3m wide at the top. The Ramp will be built using a scaffolding system similar to those used in construction sites in South East Asia and India whereby the construction grade bamboo poles are fixed with screws and metal plates then lashed together. The form of the structure references early wooden fairground rollercoaster rides, factory production lines and the winching system used in Herzog’s Fitzcarraldo to pull the steamer ‘Molly Aida’ over a mountain between two rivers.

In the three week period leading up to the event at Tackeroo the ramp will be erected using pre-assembled sections on site as a form of communal ‘barn raising’ involving a professional scaffolding team working with the local community including trainee builders, carpenters and construction workers from South Staffordshire FE College

and Chase Trails volunteers. The ramp, as well as the practical means of launching the clay car, also serves as a reminder of the fluctuating fortunes of manufacturing industry in the area.

The public launch event will take place at dusk on Saturday 16 September 2017 and last for a period of three hours. The event will be a free-ticketed event limited to an audience of 500. The attending public will be invited to witness the proceedings through and in their vehicles, as they might a drive-in movie, with the audience’s cars illuminating the site through the co-ordinated switching on of their headlights in addition to supplementary site floodlights.

A commemorative poster/ publication will be produced to accompany the event providing information about the project as well as instructions for the evening schedule.

The car stereos in every vehicle will be able to tune into and play out a live radio FM broadcast of a specially commissioned soundtrack for the event and amplify the sound of the car launch from pick-up mics located in the clay vehicle. The combined soundsystems of the audience’s cars will form the collective PA system for the event.

The recording of the release of the car and its subsequent landing will use stop frame technology as used in crash test photography to form part of the documentation of the project and the post-event film.

The work will be deinstalled in the following week after the event. The car will be collected by the Car Scrappage scheme employed by the Environmental Agency for Cannock Chase. A small team of scaffolders will take down the ramp with the assistance of volunteers from South Staffordshire College and Chase trails. The bamboo will be offered to local social enterprise schemes, schools and as a building material for subsequent use at South Staffordshire College.

Pre-Visuals

Fig 1. Ramp Build Options

1a. HALT - This structure would incorporate a winch mechanism to enable the car to reach the apex of the ramp and would proceed to free fall into bollards at end of the ramp. This features a driver-less car with full automation incorporating an edged track system to keep the car on track.

1b. LAUNCH This structure incorporates a take off ramp where the clay car would be driven by a stunt driver. Image shows positions of audience including cars and standing crowd.

1c Cross section example of bamboo construction system.

Fig 2. Aerial Plan of 'JOYRIDE' Event Site

This image includes site plan with key of event temporary structures and vehicle parking plan.

Fig 3. Night time Visualisation

Computer generated image including the structure 1b, car headlights and site lighting.

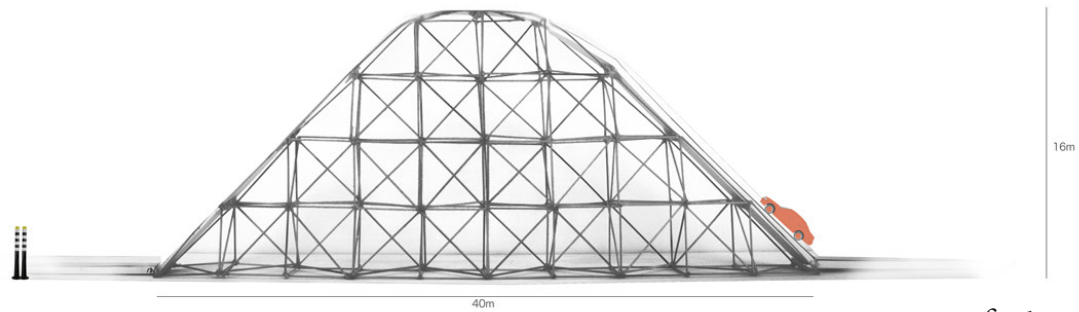


fig 1a

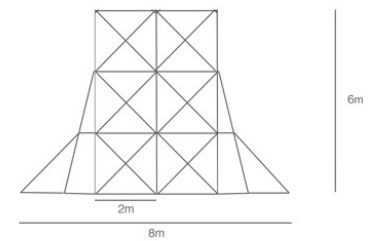
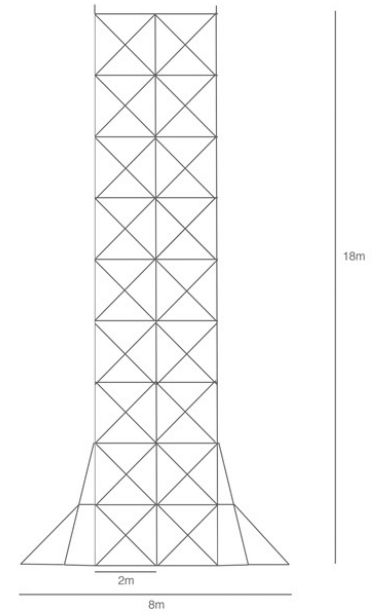


fig 1c

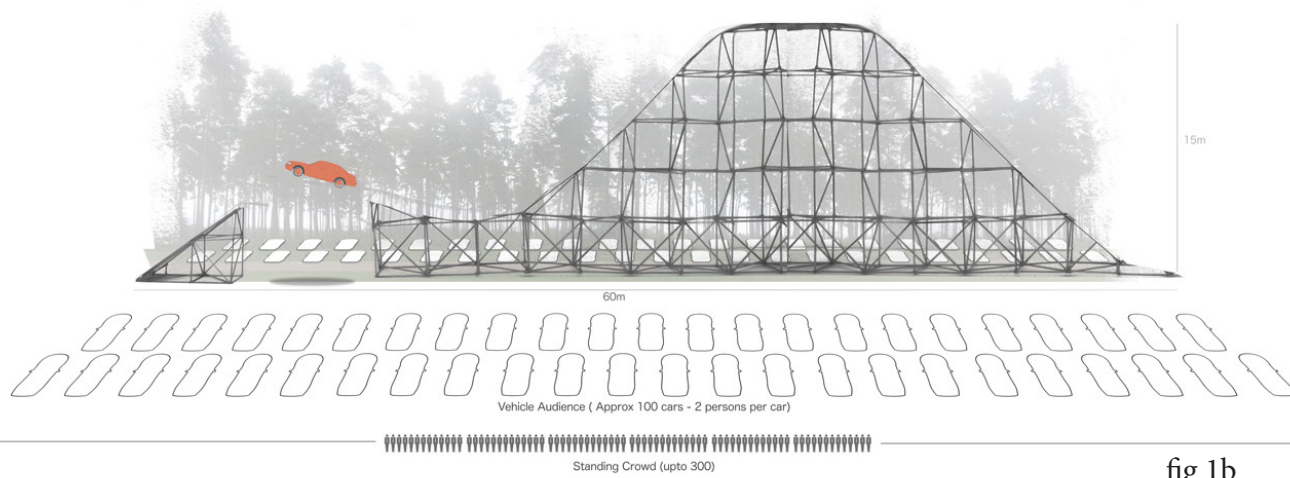


fig 1b



- 1 - Ramp
- 2 - Hospitality Area
- 3 - Catering Stands
- 4 - Soundbooth / Technical Area
- 5 - Crew Parking / Reserved Area
- 6 - Entrance Gate / Steward
- 7 - Generators
- 8 - Floodlights
- 9 - Toilets
- 10 - Audience (Cars / Pedestrians)

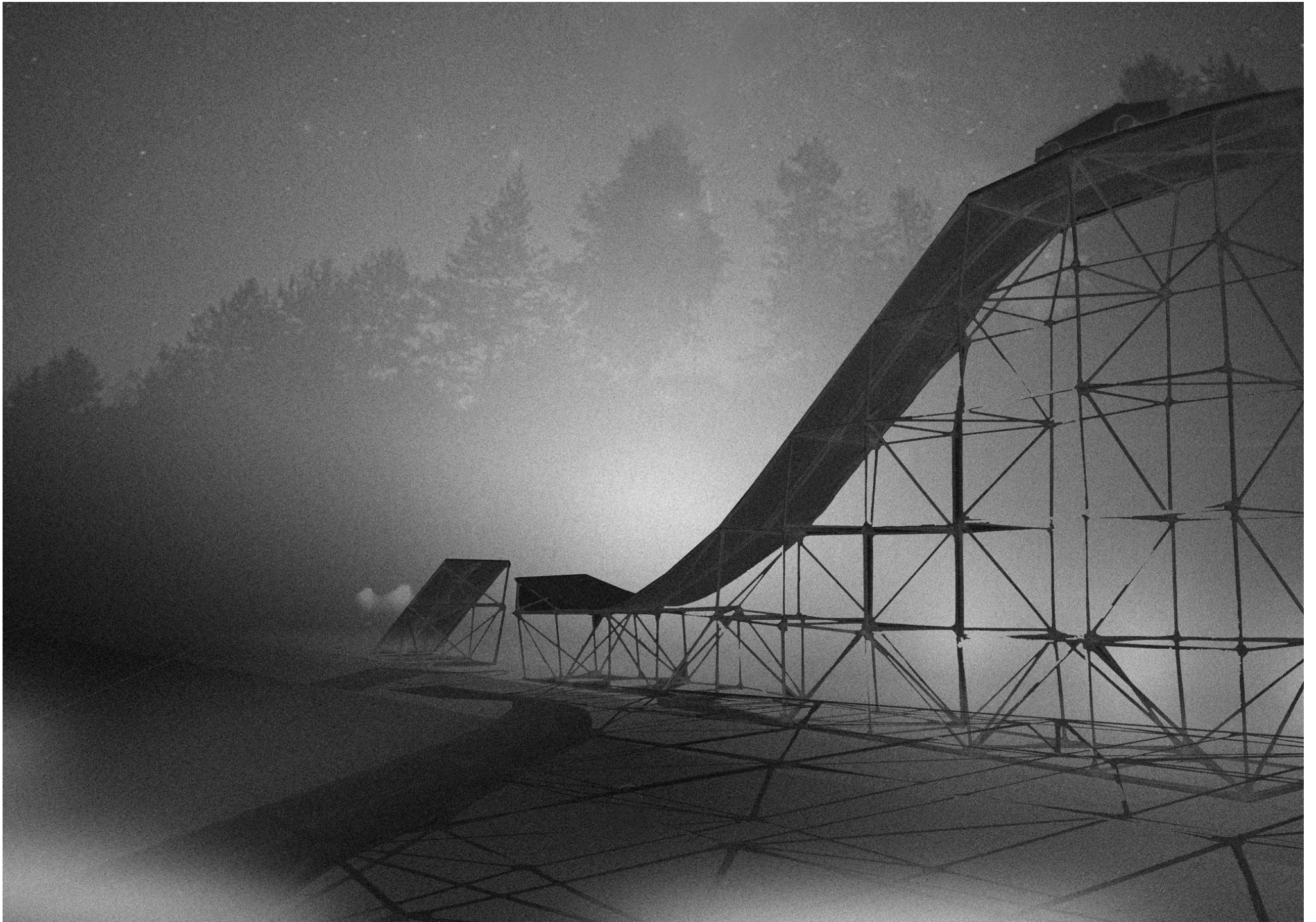


fig 3

Budget

1. Event Production: Ruth Lloyd: £2,500

1a. Digital / media content development, and arranging this with relevant colleagues. This will include photography, film, and web-based media.

1b. Seeking, appointing and contracting and overseeing the work of appropriate contractors to facilitate the artwork (scaffolding, electrics, ticketing for example) & volunteers

1c Develop a health and safety risk assessment for the artwork, in line with the policies of any partner organisations (eg FCE)

1d. Oversee the decant of the artwork, if required.

2. Event Sound including FM Transmission to Car: Nub Sound: £2,905

2a. Transmission of Pre-Recorded Track

Behringer X32 Digital Mixing Desk Rental £60.00

Includes - 13A to IEC Mains Cable Rental 1

Includes - Flightcase for X32 Full Size Rental 1

dBTechnologies L160 Hotspot Monitor Speaker Rental 2 £16.00

Includes - Mic Stand Adapter for L160 Rental 2

Numark CDMIX Bluetooth Rental 1 £30.00 £24.00

Includes - 13A to IEC Mains Cable Rental 1

Includes - Flightcase for Numark Twin CD Rental 1

1W FM Transmitter & Antenna

N.B. Not including license.

Rental 1 £256.00

Tall Black Extendable Boom Mic Stand Rental £6.40

Transmission of Pre-Recorded Track Total: £362.40

2b. Live Transmit/DJ Radio Booth

5m x 3m Trailer with Windows Rental 1 £500.00

Live Transmit/DJ Radio Booth Total: £500.00

2c. Pickup Mics in Car

4 Way Sennheiser EW300 G3 Radio Rack Rental 1

Includes - Sennheiser SK300G3 Beltpack Transmitter Rental 3 x £14.00 £42.00

Includes - Discrete Theatre Headset Microphone Rental 1 x £2.50

Includes - Sennheiser ME2 Omnidirectional Lapel Mic Rental 2 x £1.00 £2.00

Includes - Sennheiser SKM345 G3 Handheld Transmitter with E845 Head Rental 1 x £15.00

Includes - Sennheiser EM300G3 Rackmount Receiver Rental 4 x £20.00 £80.00

Includes - Sennheiser ASA1 Active Antenna Splitter Rental 1 x £20.00

Includes - Sennheiser NT1-1-UK PSU Rental 1

Includes - 8 Way Unmanaged Ethernet Switch Rental 1

Includes - PSU for 8 Way Unmanaged Ethernet Switch Rental 1

Includes - Radio Mic Rack Mount Power Distribution Rental 1

Includes - 3U Rack Draw Rental 1

Includes - 6U Rack Rental 1

Includes - 13A to Powercon Mains Cable Rental 1

Includes - 05m 4/0 XLR Loom Rental 1 x £1.80

Includes - Sennheiser A1031-U Omnidirectional UHF Antenna Rental 1 x £5.00

Includes - Sennheiser A2003 Unidirectional UHF Antenna Rental 1 x £5.00

Includes - Sennheiser AB3-GB Antenna Booster Rental 2 x £2.50 £5.00

Includes - AA Battery Sale 40 x £0.32 £12.80

Includes - 10m 50OHM Van Damme URM67 BNC Cable Rental 2 x £1.00 £2.00

Pickup Mics in Car Total: £193.10

2d. Car Battery Power Inverter

1000W Pure Sinewave Inverter Rental £50.00

Car Battery Power Inverter Total: £50.00

2e. FM Transmission License

Ofcom Short-term Restricted Service Licence Application Fee £400.00

Ofcom Wireless Telegraphy Act License (2 day) £50.00

Ofcom Broadcasting Act License (2 day) £20

FM Transmission License Total: £470.00

2f. Technicians

Event Engineer

Show Day Engineer

Service 1 £210.00

Event Crew

Setup & Strike Crew

Service 1 £437.50

Technicians Total: £647.50

2g. Transport

Delivery (3.5T Van) Service 2 x £99.00 £198.00

Transport Total: £198.00

3. Event Soundtrack: Napalm Death (tbc)/Carl Slater: £500

Travel/Accommodation £220

Hard Drive: £50

4. Car Fabrication: £1,850 - £2,350

Second hand Rover 75: £1,500 - £2,000

Clay: £350

5. Stunt Driver: Tony Baily/Moto-Stunts International: £500 - £1000

6. Structural Engineer: Philip Cooper/Cambridge Architectural Research Ltd: £500-1000

Design consultancy/ Sign off of Final Design/ Site Visit/EDM

7. Bamboo Scaffold Ramp: Guadua Bamboo Supplies Ltd: £12,855

Materials & Delivery: £5,825

BSN-8/10-200-Z Guadua Bamboo Pole Ø 8-10 x 200 cm x 280

BSN-8/10-300-Z Guadua Bamboo Pole Ø 8-10 x 300 cm x 170

Marine Ply: £1530

Fixings: £1000

Labour: £4500

8. Poster/event programme: Nigel Robinson: £500

9. Film Documentation: Jared Schiller £2,500

Includes Filming, Edit, Stills

10. Deinstall: £600

Car Scrappage Scheme/Environmental Agency – free pick-up

De-Install Ramp - Labour: £600

11. Public Liability Insurance £5 million: an - AIR: £36

12. Portable Event Toilet Hire x 6: PAL Hire: £725

13. Additional Site Lighting + Generator: HSS: £450

14. Crew Catering - local concession: £150

Provide meal + drink for event volunteers/crew at £5 per head

Refreshments/food available for audience to purchase

15. Event Crew Hospitality Marquee: Relocatable Structures Ltd: £350

16. Minibus Hire + Driver: Hednesford Travel: £145-£245

16-24 Seat Shuttle service from Birches Valley/Rugeley Trent Valley

for audience arriving by Public Transport

17. Temporary Event License: Cannock Chase District Council: £21

Covers food/refreshments/ alcohol

18. Heras Fencing Hire: Safesite Ltd: £265

3 weeks hire incl. delivery/collection

19. Marshals' Event Tabards x 20: Colan Ltd: £128

20. Event Walkie Talkies hire: Nub Sound: £170

4 sets @ £ 120 + 2 additional set at £25 each

21. Artist's Travel & Accommodation: £420

22. Artist's Fee: £330 - £1,930

Overall Total Costs: £30,000

Timeline

- November 2016 – March 2017 Finalise details of project through: Final Models/ Scale Drawings/Structural Engineer's Drawings
- March - April 2017 Sign off final design for Ramp
- March - September 2017 Liaison with MG Rovers Club/Ex-Austin Apprentices/ Event Manager/FCE/Chase Trails at Cannock/Cannock
- April - August 2017 Pre-construction of ramp sections
- May - August 2017 Production of Clay Car
- June – July 2017 Event Programme produced
- July - August 2017 Soundtrack Production
- 28 August - 14 September 2017 Install Ramp (2-3 weeks) at Tackeroo: including site visit from Structural Engineer to sign off structure
- September 4 2017 Apply for Temporary Events licence (min. 10 days before event)
- September 15 2017 Set up event site at Tackeroo: Catering concession/Sound Booth/Hospitality
- September 16 2017 Live Event
- September 17-18 2017 Deinstall: Clear Site/Take own Ramp/ Car collection by Cannock environmental agency.

Audience Engagement

Audience engagement development plan and expected audience experience.

John Baker of Austin Ex-Apprentices Association will put out a call through their website asking for member's involvement in the event as stewards, marshals and to provide historical interpretation at the event of the Longbridge Car Plant.

Rover 75 and MG ZT Owners Club have been contacted to act as marshals/public interpretation for the event and to bring their Rover 75's to Tackeroo as part of the vehicle audience.

Advertise through local radio/news media: free papers, Express & Star to encourage local car owners to bring their customised cars to the event.

Apprentice construction workers and carpenters at South Staffordshire FE College have been invited to be involved in the pre-assembly, construction and deinstall of the ramp on site at Tackeroo. This connection engages a post-16 demographic audience as participants in the install, as advocates and as potential marshals and stewards for the event.

Chase Trails have been contacted about involvement in the project and will volunteer on an individual basis to help with the construction and deinstall of the ramp.

During the period of construction of the ramp leading up to the event the local community will be invited through the Forestry Commission website, signage at Birches Valley car park and through Friends of Cannock Chase to view the assembly of the structure and volunteer to assist in aspects of its pre-assembly.

On the evening of the event the clay Rover 75 will be available for public viewing before and after the launch.

The Post-event documentary will be available online – promoted and published through Jerwood Visual Arts, Forestry Commission and Austin Rover related sites.

Expected Audience Experience

It is intended that the work will offer a challenge to an audience both in its subject matter and as an event. The work will not sit comfortably in its environment and is a reflection of what happens in woodlands at the edges of urban conurbations as well as the implied trajectory of industrial manufacture in the Midlands. It is my intention that in the context of the work being illuminated and appropriated through a collective public act the audience creates for itself a new perspective on this social situation and the launch offers the opportunity for material and social change.

'Joyride' will take place at dusk at the Tackeroo Site, Cannock Chase on a Saturday night in September 2017. It will be a free-ticketed event with a capacity for 500 attendees in their cars. Although the prime intention is for the audience to experience the event as they would for a drive-in movie, there will be provision to attend by public transport to Birches Valley and Trent Valley. A shuttle minibus will be available at Birches Valley Forestry Centre to take audience members without transport to and from the Tackeroo Site.

In the three weeks leading up to the event local trail builders, Chase Trails and trainee construction workers and carpenters from South Staffordshire College will be building the ramp alongside a local scaffold team. This construction activity will help to spread the word locally by those who habitually visit the site and through the Bike/BMX community who use the trails that run through the Tackeroo Site.

Prior to the event the clay Rover 75 will be processioned from the former Longbridge Car works to Tackeroo in a convoy of Rover 75 members' club cars. If time and weather conditions allow, the car could be positioned at the top of the ramp in the week prior to the event as an announcement to the local community and general visitors to Cannock Chase of the imminent launch as it will be visible from a considerable distance.

At the entrance to Tackeroo marshals will check tickets and give out the souvenir programme that includes the time schedule for the evening and the radio station frequency to tune into for the event soundtrack. On site stewards will direct the vehicles to the viewing areas running parallel with the ramp.

At dusk, by announcement through the on-site radio station, all cars will be asked to switch on their headlights to illuminate the event. This will be accompanied by the switching on of the supplementary site lighting. The switching of the lights, as well

as providing the power source for the spectacle, symbolically enables the audience to become active participants in the work.

At a designated time the stunt driver will enter the vehicle and the clay Rover 75 will begin the slow ascent to the top of the ramp accompanied by the commissioned soundtrack by Carl Slater played out through the audience's car stereos.

The car will pause for a period of time at the top of the ramp, then released for a rapid descent and re-launch at the bottom of the ramp. In addition to the accompanying soundtrack the audio of the drop, re-launch and landing will be transmitted from the clay car to all attending vehicles.

The clay Rover 75 will be available for viewing by the audience pre and post-launch on the evening of the event.

Refreshments will be available.

Documentation

To be undertaken by Jared Schiller/Tim Knights who documented previous works including Bustleholme, Lucie Rie vs Grindcore, Tombstone (let's get over this and Heavy Rock. The documentation will include documentary film footage, slow motion, stop frame, and stills. Estimated costs are included in the budget above. The documentary film of the event will be available online – published through Jerwood Visual Arts, Forestry Commission and car related sites.

Permissions

- Event licenses – A temporary event license for up to 500 people would be obtained through Cannock Chase District Council at least 10 days in advance.
- FM Radio licence for the broadcast of the soundtrack/launch to the attending car stereos will be undertaken by Nub Sound. Cost included in budget.
- Risk assessment (RAMS) to be carried out by Philip Cooper/ Ruth Lloyd/Myself/ MOTO Stunts International.
- The ramp would be subject to Construction Design Management (CDM), designed, constructed and signed off by Philip Cooper the consultant Structural Engineer involved in all these aspects and in addition to the Forestry Commission's own engineering team.
- Tickets to be made available through Eventbrite with a small booking fee.
- Bad Weather Insurance: FCE refund a percentage of the ticket price in event of a

cancellation by them. The event would be cancelled by FCE either due to high winds above 48mph or extreme rainfall/waterlogging of site.

Contractors/Suppliers

Tony Baily: Stunt Rider: Moto Stunts International.

Philip Cooper: Structural Engineer: Cambridge Architectural Research Ltd:

Guadua Bamboo: Bamboo Suppliers

HSS (Solihull): Generator and Lighting Hire

Car Scrappage: Environmental Agency, Cannock

Relocatable Structures Ltd: Hospitality marquee

Safesite Facilities: Heras Security Fencing

Additional Partners

Ruth Lloyd – Event management

Nub Sound – Event Sound

South Staffordshire College /Chase Trails - Ramp builders/Deinstall

Tony Baily/Moto-Stunts International – Stunt Rider

Philip Cooper/Cambridge Architectural Research Ltd - Structural Engineer

Collaborators

Nigel Robinson – Graphics/publicity materials

Jared Schiller - Film/Documentation

Carl Slater – FM - Broadcasted Soundtrack

Anthony Tovey – Clay Automobile Modeller/technical advisor

Philip Cooper/ Cambridge Architectural Research Ltd – Structural Engineer: design sign off/CDM

LPAP - Longbridge Pubic Arts Project

Sponsorship

Ove Arup & Partners/ Solihull - initial contact made with Project Development Team.

FCE Contacts

Andy Coggins/Gary Kelsey - Recreation Manager | Forestry Commission | Cannock Chase Forest | Lizzie Hartshorne - Recreation Ranger | Forestry Commission | Cannock Chase Forest

Supporting Research

Fig 1. 'No Cruising' Road Sign - A460

Fig 2. Technical Data - Rover 75

Fig 3. A40-50 Cambridge Clay Models at Austin Works, Longbridge.

Fig 4. Last Rover 75 model off Longbridge production line - 2005

Fig 5. Video Still & Link from 'JOYRIDE' Trailer. (Car Park - on site of former Longbridge Car Plant)



fig 1

Technical Data

DIMENSIONS

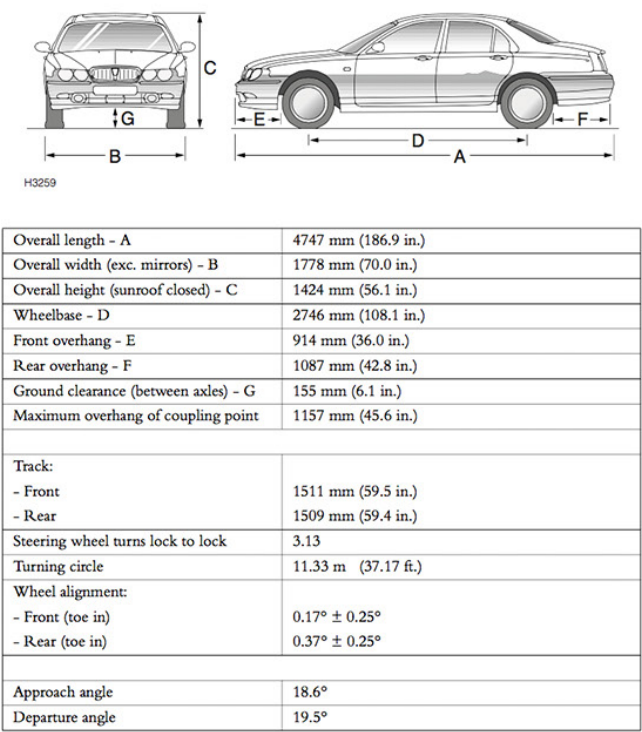


fig 2

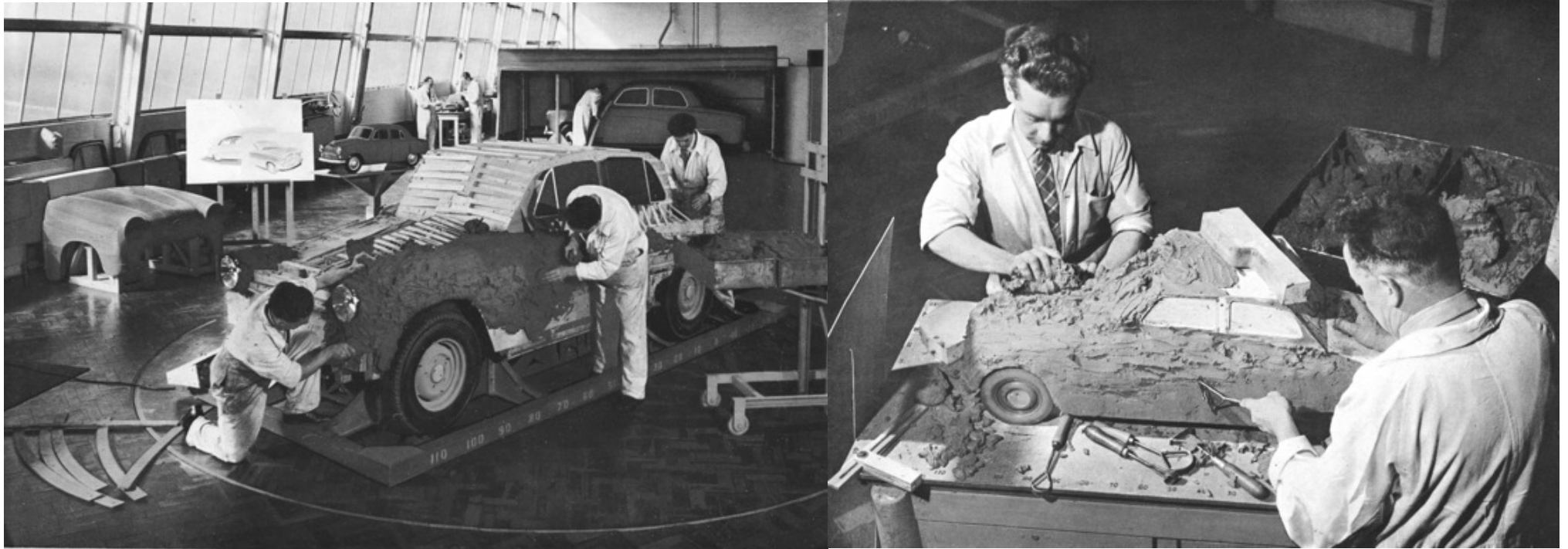


fig 3



fig 4



fig 5

LINK TO VIDEO - <http://www.keith-harrison.info/joyridetrailer>