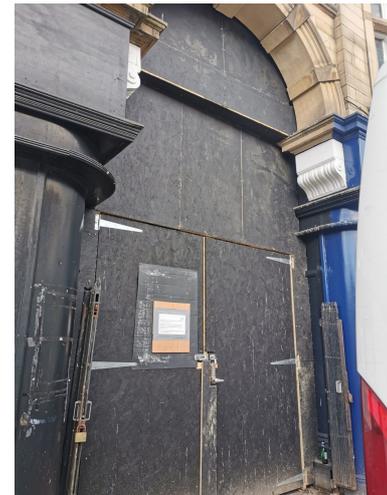


Dewsbury Creative Town Arts Programme

Enhancing the town through art in public spaces

Artist Brief: CONTEMPORARY MURAL - DESIGN OPPORTUNITY

The Arcade, Market Place, Dewsbury



(Left to Right - images 1 and 2 show the Arcade entrance prior to full boarding, image 3 shows the full height boarding at the Market Place end of the Arcade, NB this is to be painted white)

1. OVERVIEW

1.1 Introduction

Arts organisation Beam has been appointed by Kirklees Council to produce the Dewsbury Creative Town Arts Programme between 2020 - 2023.

This commission is part of the Nurturing Creativity strand, designed for artists or artist collectives based in or with strong connections to Kirklees, aimed at engaging artists early in their careers or those seeking to gain more experience of creating work in the public realm. We are also open to joint applications from early career artists proposing to work collaboratively with artists with more experience of working in the public realm.

The project team from Beam with over 30 years experience working in the field of arts in the public realm will work closely with appointed artists to support them throughout the design development, fabrication and installation processes.

We welcome applications from Artists working in the fields of street art, murals, illustration, textiles, large scale painting, social engagement, surface pattern and graphic design. We also welcome applications from artists underrepresented in the field of public arts.

1.2 Context

In December 2019 the Dewsbury Public Art Plan was adopted, the Plan, written by Creative Scene, considers how Dewsbury town centre can benefit from public art, and how local residents, businesses and community groups can get involved in the



commissioning process. It highlights a range of possible public art interventions and potential sites across Dewsbury.

The Creative Town Arts Programme is part of the Dewsbury Blueprint which highlights a number of key projects and programmes that will help to revitalise the town centre over the next ten years.

The **overarching vision** for the programme is:

The Creative Town Arts Programme will enhance Dewsbury's ambitious future plans through art in public spaces engaging with its diverse communities, celebrating its unique heritage and inspiring creativity. The programme will bring all communities together and have a positive impact on everyone's experience of the town centre.

Over the next three years Phase 1 of the Dewsbury Creative Town Arts Programme will include commissions that:

- Reveal and weave Dewsbury's rich (textile) heritage with the town's ambitious future;
- Provide opportunities for local emerging artists to develop and grow their practice;
- Embed opportunities for young people to engage with arts, culture and place;
- Encourage playfulness, fun, colour, physical activity and wellbeing in Dewsbury through a series of permanent or temporary commissions;
- Creatively support wayfinding across the town and;
- Embed artists as part of design teams to play a role in the regeneration of the town centre.

Opportunities for further temporary and permanent commissions for emerging and established artists with connections to Kirklees and those from further afield will be announced in due course. Sign up to be kept updated about programme opportunities here: <http://eepurl.com/hggKwL>

2. ARTIST BRIEF

2.1 Overview

An artist commission to create a vibrant, eye-catching contemporary mural design for a boarding which is to be fitted at either end of Dewsbury Arcade, screening and protecting the building whilst stabilisation building works are in progress. The design must signal to residents the exciting transformation process which is underway and look to the future of this much-loved historic town centre building. The appointed Artist must draw from engagement with the community as part of the design development process (likely online given current restrictions). Artists, Artist collectives or Artists working in collaboration are welcome to apply.

2.2 Site Context – The Arcade, Market Place, Dewsbury

The listed Arcade, with its beautiful roof and ironwork is close to many Dewsbury hearts. Built in 1899, it was a popular town centre thoroughfare right through to 2014.

A combination of falling town centre footfall, poor management and lack of investment by absentee owners, saw the Arcade empty out from 2011 and finally close. An unsuccessful attempt to revive its fortunes was made by the 'Dewsbury Pioneers' community business in 2015.

After considering all its options, in May 2020 the Council purchased the Arcade and as one of the lead projects in the 'Dewsbury Blueprint' is investing money in a full refurbishment.

The Arcade consists of 17 small shops, bookended by larger three-storey units at the Market Place and Commercial Street ends. The shops are around 250 sq ft, with the end units more than twice that size. The refurbishment is about bringing the Arcade back to prime condition. The design team for the Arcade and Markets, BDP Architects, were appointed by the Council in January 2021.

The Council have appointed a community business specialist, Chris Hill, for 15 hours a week to project manage the re-opening of the Arcade. Chris is supporting a newly formed community business, 'The Arcade – Dewsbury' (www.arcade-dewsbury.org) that is seeking a long lease on the Arcade from Kirklees Council when the refurbishment finishes in late 2022. The first months of 2021 are being spent winning support for the project and seeing what ideas are out there. The artist(s) will be asked to work alongside the group's community engagement strategy.

2.3 Aim of the commission

- To provide a vibrant, eye catching design to be painted/ applied to wooden boarding at either end of the Arcade to screen and protect the building whilst stabilisation works are in progress (12-18 months).

2.4 Themes

- The design must indicate to residents the exciting transformation process which is underway and signal the future of the building, whilst drawing from collective community memories of this historic Dewsbury place.
- The design could draw from local resident's memories of the arcade, ambitions for the future of the place or be inspired by the architectural vernacular of the building.
- The appointed Artist needs to engage with local residents and businesses to help inspire the design for the work.

2.5 Deliverables

- Presentation of design development to Advisory Group and project team.
- Temporary or semi permanent artwork/s designed specifically for the location outlined below in section 2.7.
- Embed opportunities for creative engagement with the community and or schools/ college. Collation of numbers of people participating and gathering feedback (*suitable approach to be agreed with Beam in light of government restrictions to reduce spread of Covid 19*).
- Participate in group meetings with other commissioned artists when appropriate.
- Resulting artworks will be durable and weatherproof.
- The artworks should be designed to discourage vandalism
- The Artists will be required to (or work with their sub contractor/s) to design, fabricate and install their work and liaise with Beam to ensure all necessary information is available for Risk Assessment Method Statement (RAMS).
- Artists will be required to have their own Public Liability Insurance to cover fabrication and installation period before hand over of ownership to Kirklees Council.
- Liaison with Beam and attendance at site visits (socially distanced).
- Support submission of any necessary planning permissions (if required).
- Documentation (photographic and online), which can be used for publicity and promotional purposes
- Attendance at project meetings with Beam during the commission process as applicable.
- Attendance at evaluation meeting on completion of the commission.

- Please note that most communications and meetings will be done remotely

2.6 Technical Specifications / considerations

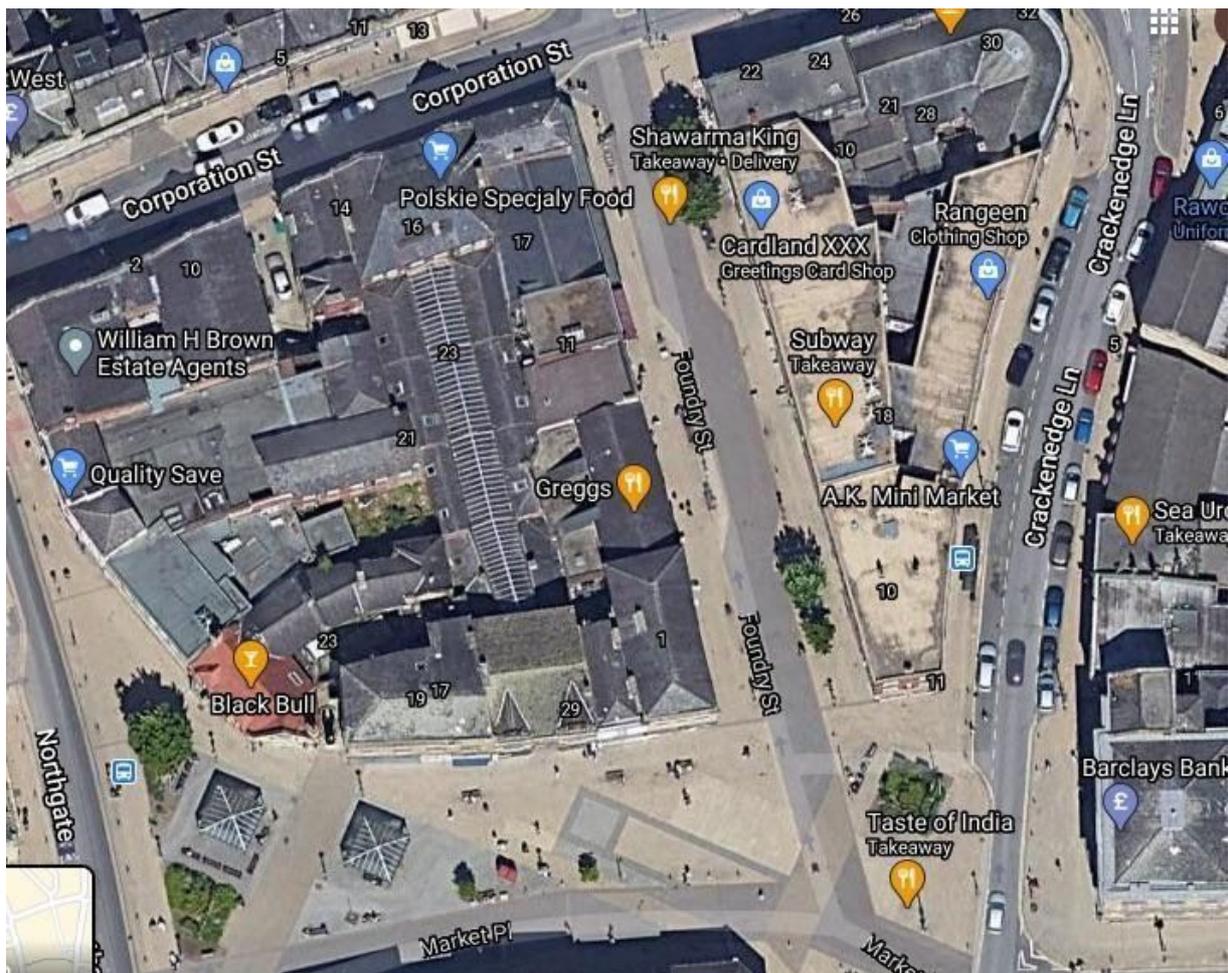
- The boarding is complete to the Market Place end of the Arcade
- This is approximately 2.5m wide and 4m high
- This will be painted white
- Please note there is a slight step at high level
- The boarding has access doors which should be included in the design

- The boarding to Corporation Street is almost complete
- The final section will be completed before the end of the month (February)
- This is approximately 3.5m wide and 5m high
- This will be painted white
- The boarding has access doors which should be included in the design

The work at both ends of the Arcade must be durable for a period of at least 12 - 18 months. After which point the boarding will be removed. The Artist should consider if there is any future potential for reuse of the boards after this time, in consultation with the project team.

2.6 The Location

The Arcade, Market Place, Dewsbury



3. OUTLINE PROCESS AND TIMEFRAME

3.1 Advisory Group

The Creative Town Arts Advisory Group will guide this commission. This Advisory Group includes representatives from Education, Arts & Culture, Community Voice, Diversity & Inclusion, Health & Wellbeing, Heritage and Local Business. They will take a strategic view of how all the commissions come together as a whole experience and the overall impact on town. A representative from the Dewsbury Arcade steering group will also form part of the decision making process for this artist appointment.

3.2 Support from Beam

Artists will be supported through the process of the commission by Beam e.g. conversations with fabricators, installers, with Risk Assessments, permissions etc.

3.3 Schedule

Please note that throughout this process we will follow the latest advice from Public Health England regarding the Covid 19 pandemic, to ensure the safety of the project team, artists commissioned, stakeholders and participants.

Activity	Timing
Deadline for applications	Monday 15th March 9am
Interviews (via Zoom)	w/c 22 nd March
Artist appointments	w/c 29 th March
Site visit	w/c 29 th March
Artist/s research and concept development period Inc. Community engagement (if possible).	W/c 5 th April – 7 th May
Artist present concept ideas to Advisory Group	W/c 10 th May
Artist detailed design development period. Community engagement.	W/c 17 th May – 31 st May
Artist detailed design finalised with project team	W/c 31 st May
Fabrication period - this will be dependent on the type of work and fabricators schedule (including interim planning meetings / site visit/s)	W/c 7 th June – W/c 5 th July
Delivery and installation	W/c 12 th July
Maintenance plans complete	W/c 12 th July
De-installation of works	To be discussed with project team, this will be dependent on the type of work.
Evaluation meeting and completion	W/c 19 th July

4. ARTIST FEES

Total Fee: Up to £6,000 +VAT if applicable

Anticipated split of fee/ outline:

Artist fees:	£2,000
Community engagement activity:	£2,000
Materials, fabrication & installation:	£2,000

- Fees for both design and delivery stages are inclusive of all costs associated with the work and expenses. Artists should factor some contingency into their planning.
- Payments will be scheduled to align with specific milestones being achieved. All payments to the artists are subject to the condition that payment of appropriate funding has been made to Beam by Kirklees Council.

5. PERMISSIONS

All relevant Beam and Kirklees Council policies and procedures will apply to this commission and any related work. All work will be subject to relevant permissions prior to implementation. Should the work require planning permissions we will work in close consultation with the appointed artists and Council representatives to achieve this.

6. HEALTH & SAFETY / CHILD PROTECTION

Beam and Kirklees Council's Health & Safety and Child Protection Policies will be applied to these commissions and any related work as appropriate.

7. INSURANCE

The artist will be required to provide detail of Public Liability and other relevant insurances as requested on appointment. The artist will be responsible for ensuring the work up to the point of completion and handover.

8. COPYRIGHT

Copyright in the designs and work will be retained by the Artist in accordance with The Copyright Designs and Patents Act 1988.

9. EQUAL OPPORTUNITIES

Beam is committed to building an organisation that makes full use of the talents, skills, experience, and different cultural perspectives available in a diverse society. The aim of our policy is to ensure that at all stages of the recruitment, selection and employment process (including the artist commission process) we consider all applicants in a fair and considered manner so that the most appropriate person is selected, regardless of age, colour, disability, gender, marital or family status, nationality or ethnic origins, race, religious belief or sexual orientation. Beam and Kirklees Council's Equal Opportunities Policies will be applied to this commission.

10. APPLICATION PROCESS

Deadline for applications: 9am Monday 15th March

Your application should be made by email to kate@beam.uk.net in PDF format to include the following. We will acknowledge receipt of all applications by email.

- **Contact details:** Name, email, phone, web, social media accounts if applicable
- **Brief** – please confirm which artist brief you are applying for

- **A statement detailing:** if you are applying as an individual or collective; your connection to Kirklees; why you are interested and how this opportunity would support your career development; examples of your relevant experience; an outline of your initial ideas in response to the brief and your approach to public engagement.
- **Up to 6 relevant examples** of your work including images and accompanying descriptive text. Please include weblinks where appropriate.
- **X2 Referee contact details** (References will only be sought for the selected artists before contracting stage)
- Submissions should be 10MB or less. Maximum 8 sides of A4 and saved in PDF format.
- Completion of anonymous Equality and Diversity Monitoring form (this is not compulsory) via this link: <https://docs.google.com/forms/d/1dzyorwfhfbyU4n2Dmr7vlyeWB0DA788jDr6BqPkh7b0/edit>

Applications will be appraised on the following:

- Quality of previous work.
- Ability to demonstrate relevant/transferable experience.
- Ability to demonstrate delivering work to brief, time and budget.
- Quality of initial ideas and proposed approach & potential for engagement / learning opportunities.
- Applicants should be based in or have strong connections to Kirklees.

Please note if your application is shortlisted we will aim to contact you by 19 March to arrange a video interview for w/c 22 March.

11. ADVICE AND SUPPORT

If you have any questions about the brief or application process please contact Kate Watson via the details below.

12. Data

Please note by applying for this commission you are consenting to your personal data being shared with Kirklees Council teams which include, Investment and Regeneration, Creative Development and Communications teams. In addition, your details will be shared with the Arcade Community Business Specialist.

13. CONTACT DETAILS

Kate Watson, Principal Consultant, Beam

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www.beam.uk.net