

Dewsbury Creative Town Arts Programme

Enhancing the town through art in public spaces

Artist Brief:

CONTEMPORARY LARGE SCALE MURAL

Gable end of town centre building in Dewsbury



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 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, large-scale painting and graphic design. We also welcome applications from artists underrepresented in the field of public arts.

Location & Theme

- Gable end of town centre building - a number of locations are under consideration. The artist/s will develop a bespoke, contemporary design, inspired by nature, flora and fauna, and landscapes within and surrounding the town.

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

Artist commission to create a large-scale mural incorporating a bespoke, contemporary design taking inspiration from nature, flora and fauna, and landscapes within and surrounding the town.

2.2 Aim of the commission

- Create an eye catching design bringing nature into the town centre.
- The artwork will have a positive impact on residents and visitors' experience of the town centre.
- The artwork will increase local aspirations and support positive wellbeing amongst residents.
- The artist/s will create opportunities for engagement with creative activities during the development process (e.g. local community, students, families, children etc).
- Commissioned artist/s will gain experience of creating work in the public realm to support their career development and artistic practice.

2.3 Deliverables

- Presentation of design development to Advisory Group, project team and building owner.
- Semi permanent artwork/s designed specifically for the location outlined below in section 2.4.
- Embed opportunities for engagement with the community and or college. This should link to the theme and may include using the commission as a platform for parallel activity via students and or physical activity, talks, workshops etc. 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 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 full planning permission.
- Documentation (photographic and online), which can be used for publicity and promotional purposes.
- Attendance at project meetings with Beam and other commissioned artists during the process as applicable.
- Attendance at evaluation meeting on completion of the commission.
- Please note that most communications and meetings can be done remotely.

2.4 The Location

Gable end of town centre building - a number of locations are under consideration. Once the location is finalised the commissioned artist/s will work with the project team and building owner to agree the best method of application (i.e. directly onto the building/ an affixed surface). A full planning application will need to be submitted when the final design and method statement has been approved by the Advisory Group.

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.

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, commissioned artists, stakeholders and participants.

Activity	Outline 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 5th April – w/c 26 th April
Artist present concept ideas to Advisory Group	W/c 3 rd May
Artist detailed design development period.	W/c 10 th May - 17 th May
Artist detailed design & methodology finalised with project team	W/c 24 th May
Planning Permission (est 8 weeks)	W/c 31 st May – W/c 26 th July
Finalise arrangements and sourcing materials / equipment	W/c 2 nd – W/c 9 th August
Delivery and installation	W/c 16 th August
Maintenance plans complete	W/c 16 th August
Evaluation meeting and completion	W/c 23 rd August

4. ARTIST FEES

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

Anticipated split between design fees and fabrication / installation costs:

Artist fees: £2,500
 Materials, fabrication & installation: £3,500

- 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; your relevant experience; 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/1dzyorwfhyfbU4n2Dmr7vIyeWB0DA788jDr6BqPkh7b0/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.

13. CONTACT DETAILS

Kate Watson, Principal Consultant, Beam

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