

Dewsbury Creative Town Arts Programme

Enhancing the town through art in public spaces



Artist Brief:
Temporary Commission - Union Street,
Dewsbury

1. SUMMARY

We are seeking an artist to develop a creative temporary intervention during Heritage Open Days 2022 that engages the public with Dewsbury's textile heritage shining a light on innovation.

Budget: £4,000 + VAT if applicable

Timeframe: July – September 2022

Deadline: 9am Thursday 30th June

2. WHAT IS THE DEWSBURY CREATIVE TOWN ARTS PROGRAMME?

Arts organisation Beam has been appointed by Kirklees Council to produce the Dewsbury Creative Town Arts Programme (DCT) between 2020 - 2023 which is part of the Dewsbury Blueprint 10-year plan to revitalise the town.

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.

The **cross-cutting theme** across the programme is to explore local people's connections to key places in Dewsbury as the town undergoes major transformation through the Blueprint regeneration plans. These may be untold stories, hidden histories, capturing moments of change or hopes for the future, all told from diverse viewpoints.



3. CONTEXT

3.1 Then



Images: Dewsbury Market with Machells Mill in the background, prior to construction of the Market Hall / Women sorting rags in Dewsbury in WW1

Dewsbury is renowned for the historic textile industry, known as the 'Heavy Woollen District'. Machells' Mill was constructed in 1863 and originally produced 'Shoddy and Mungo' - material made from the recycling of old rags. Machells' Mill was one of the first locations in which this early form of recycling of waste material took place.

Dewsbury benefited particularly because of its excellent transport links and by developing a convenient marketing process clustered around the railway station.

3.2 Now & Future

The town has suffered decline like many highstreets but the Blueprint 10-year plan seeks to honour the heritage of this beautiful town and build on recent investments. It aims to bring more activity into the town centre, make it more attractive and improve accessibility.

<https://www.kirklees.gov.uk/beta/dewsbury-blueprint/index.aspx>

3.3 Recent Activity

Various strands of recent activity in Dewsbury are relevant to the context of this brief.

Artist Kerry Lemon has been commissioned through DCT to develop a permanent artwork integrated into the new market which references Dewsbury's textile heritage. During the engagement stage Kerry delivered The Shoddy Factory workshops raising awareness about the heritage of shoddy and mungo. See more here -

<https://www.beam.uk.net/events/shoddy-factory-event/>

The WOVEN in Kirklees Festival recently delivered 'Interwoven' - a modern-day celebration of the North Kirklees' rich textile heritage and its diverse cultural landscape through talks, workshops, music, dance and film. <https://woveninkirklees.co.uk/news/>

4. COMMISSION BRIEF

4.1 Overview

The artist will explore and celebrate some of the lesser known stories of the town's textile heritage creating an external installation / display / experience that engages the public in a way that is relevant to today. The work will be shared during the Heritage Open Days festival (HOD), this year the theme for HOD is exploring England's history of invention and innovation.

The work will be located on Union Street (between the junctions of Bond Street and Croft Street) in Dewsbury town centre. The work should be installed for the minimum duration of 9th-18th September however there is a preference for it to be in place longer. On Saturday 10th September 2022 there will be partial road closure for a public event outside the Creative Craft Centre which is when we anticipate increased footfall for people to experience the work. The work should be designed to draw attention to the street, stimulate curiosity and support more positive associations with the street moving forward.

The artist will consider the legacy of the project from the outset to ensure that some elements of the work can be reused, recycled, form future resources etc and that the process / outcome is documented in some form.

The artwork will take a visual form but may include/combine with other artforms if desirable. We are open to how the artist might wish to realise their work e.g. paint, vinyl, banners, street dressings, projections and whether that may incorporate existing infrastructure such as paving, lamp posts, railings, windows etc (subject to permissions).

4.2 Aim of the commission

- Create a unique artwork that shines a light on the innovation of Dewsbury's textile heritage helping to create a positive impact on residents and visitors' experience of Union Street.

4.3 Deliverables

- Engagement with the local community and stakeholders in the development / process / making of the work.
- Presentation of design development.
- Resulting artwork will remain in situ for a minimum duration of the HOD festival 9th-18th September.
- 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) and any necessary permissions).
- Artists will be required to have their own Public Liability Insurance.
- Liaison with Beam and attendance at site visits.
- Documentation (photographic and online), which can be used for publicity and promotional purposes.
- Attendance at project meetings with Beam 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.

4.4 The Location

Union Street is home to numerous independent businesses and organisations and runs in parallel with Northgate. This side street offers a desire line from the train station into the town centre and features some beautiful architecture (if you look up). However, it also has some buildings in disrepair and there are substance abuse issues in the area which has led to negative perceptions of the street.

4.5 Potential Stakeholders

- Creative Craft Centre
- Tattoo and Piercing Studio
- Cloth Quarter
- Bond Street Vintage
- Kirklees In Recovery
- Creative Scene
- Nearby - Kirklees College

5. OUTLINE PROCESS AND TIMEFRAME

5.1 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.

5.3 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 2022
Open Call	14 June
Deadline for applications	9am Thursday 30th June
Interviews (via Zoom)	7th July (9:00-13:00)
Artist appointment	8th July
Site visit & briefing	w/c 11th July
Design development & community engagement	July
Interim call to discuss design development	w/c 18th July
Artist present design & methodology	w/c 25th July
Fabrication period & installation methodology + Risk Assessments. Supporting information and content for marketing and PR.	August
Installation	8th September (tbc)
In situ	9th-18th September.
De-rig	19th September (tbc)
Evaluation meeting	w/c 26th September

6. ARTIST FEES

Total Budget: Up to £4,000 +VAT if applicable

- includes all artist fees for engagement and design development period including any materials required to support engagement, site visits, project meetings etc.

- includes any artist fees, materials, equipment, sub contractor costs, site visits, project meetings, installation and de-rig etc.

- Fees 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.

7. 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.

8. 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.

9. 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.

10. 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 artist selection processes) we consider all applicants in fair and considered manner so that the most appropriate person is selected, regardless of age, ethnicity, disability, gender, marital or family status, religious belief or sexual orientation.

Beam and Kirklees Council's Equal Opportunities Policies will be applied to this commission.

11. APPLICATION PROCESS

Deadline for applications: by 9am Thursday 30th June 2022

Your application should be made by email to kate@beam.uk.net in PDF format or short video (max 5 minutes) to include the following. We will acknowledge receipt of all applications by email.

- **Contact details:** name, email, phone, web, social media accounts if applicable.
- **A statement detailing:** why you are interested in the commission and relevant experience and we would like you to share an outline proposal in response to the

brief including how you would like to engage with the community/stakeholders and anticipated budget breakdown.

- **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 (optional) via this link:

<https://docs.google.com/forms/d/1dzyorwfhyfbU4n2Dmr7vlyeWB0DA788jDr6BqPkh7b0/edit>

Applications will be appraised on the following:

- Quality of previous work.
- Ability to demonstrate relevant experience.
- Ability to demonstrate delivering to brief, time and budget.
- Quality proposed approach & engagement

12. ADVICE AND SUPPORT

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

13. 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.

14. CONTACT DETAILS

Kate Watson, Principal Consultant, Beam

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T: 07718 564 376

Beam, The Art House, Drury Lane, Wakefield, WF1 2TE

www.beam.uk.net