

Animate CHESTERFIELD

ARTIST BRIEF: Winter Windows Trail



Image courtesy Visit Chesterfield

All inclusive Fee: £6,500 + VAT if applicable

Dates: October 2024 - January 2025

Deadline: 5pm. Wednesday 10th October 2024

Brief issued: 26.9.24

1. OVERVIEW

We are seeking to commission an artist / artist collaboration to work with independent businesses to create a fun treasure hunt style trail for families over the festive period.

The artist will work with up to 14 businesses and create window displays / objects / installations designed around the theme of 'Magic and Wonder'. Visitors will have a printed map / leaflet designed for them to add a clue to from each business and will be rewarded for discovering all of the businesses listed which could be a keepsake for participants e.g. keyring / sweets / Christmas decoration.

This opportunity is for artists living or working in Chesterfield.

Note: If applying as an artist collaboration there must be a nominated Lead and the artworks should follow a cohesive theme.

2. AIMS

- The overall aim is to encourage families, residents and visitors to explore the town centre encouraging footfall and dwell time raising awareness of independent businesses as well as economic benefits to town centre trade.

3. DELIVERABLES

- Liaison with and attendance at project meetings with Beam and wider team during the process as applicable. Please note that most communications and meetings can be done remotely.
- Engagement with the identified independent businesses to develop a concept for the trail.
- Design, fabrication and installation of the trail.
- Support content for the map / leaflet to accompany the trail. (CBC will design the map, an additional budget is available for printing.)
- Support content to be used in online promotion of the trail.
- The trail will be temporary but should last for the duration of December.
- Create / supply the 'reward' element from the commission budget which participants can receive at the end of the trail once it is completed.
- Delivery of creative participatory activity on 17 November 1-3pm in New Square ahead of the Christmas lights switch on and to raise awareness about the trail
- Support collection of data / information for evaluation purposes and participation in an evaluation meeting with Beam. (Beam will advise in line with the evaluation framework).
- The Artist will be required to have their own Public Liability Insurance and work in accordance with Chesterfield Borough Council's health and safety and child protection guidance.

4. INDICATIVE TIMELINE

- The programme is being produced by Beam and guided by a Steering Group.
- The Steering Group will take a strategic view of how all the commissions in the programme come together as a whole experience and the overall impact these will have on the town.

Activity	Date
Artist brief promoted	w/c 26 September 2024
Deadline for applications	5pm. Wednesday 10th October 2024
Shortlisted artists interviews (in person)	Monday 14 October 2024
Artist appointed and contracted	w/c 21 October 2024
Site visit with Beam & wider Team	w/c 21 October 2024
Engagement with businesses and concept development	October - November
Design proposal meeting and approval	w/c 11 November 2024
Delivery of creative participatory ahead of the Christmas lights switch on	17th November 2024
Installation	w/c 25 November 2024
De - installation	Early January
Evaluation meeting and completion	January 2025

5. FEES

- **£6,500.00** plus VAT if applicable. This fee is inclusive of all artist fees, expenses and materials required to achieve the deliverables set out in **Section 3**.
- The artist will be contracted directly by Chesterfield Council
- Payments will be scheduled to align with specific milestones being achieved.

6. ACCESS

- If you require support or have any access requirements to complete the application process please do not hesitate to contact us.
- Please let us know if you have an Access Document that you would like to share with us or if you would like to make us aware of any particular needs so that we can best support you. If so, please be assured that we will keep this information confidential.

7. HOW TO APPLY

Deadline for applications: 5pm. Wednesday 10th October 2024

Your application should be made by email to kate@beam.uk.net in PDF format, short video or audio file (max 5 minutes) to include the following.

- Please title the email: Winter Windows Trail.
- 1 page cover letter including:
 - Name, email, phone, web, social media accounts if applicable.
 - Why you're interested in this opportunity
 - We'd like to hear your thoughts on potential themes, materials, fabrication and installation.
 - Highlight any relevant projects that you have worked on and / or would like to make us aware of
 - Tell us about your connection to Chesterfield (live / work).
- Copy of your portfolio / website.

Referees

- X2 Referee contact details (References will only be sought for the selected artist before contracting)

Additional information

- If in written format 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 optional) via this [link](#).
- All applications will receive acknowledgement of receipt.
- All applications will receive general feedback and those invited to interview will receive specific feedback.

Proposals will be appraised on the following:

- Suitability of proposed approach and potential for high quality engagement with the trail.
- Ability to demonstrate high quality delivery of relevant previous work to brief, time and budget.

8. CONTACT DETAILS

For all enquiries please contact:

Kate Watson, Principal Consultant, Beam

kate@beam.uk.net / 07718 564 376 / www.beam.uk.net / Twitter & Instagram - @beam_artsUK

APPENDIX I

ABOUT ANIMATE: CHESTERFIELD AND STAVELEY PUBLIC ART PROGRAMME

All commissions will be developed to act as creative catalysts to enhance a sense of place. Artworks may be - interactive; evolve over time; be animated in different ways; encourage movement; engage the senses; spark dialogue and connection; or be a call to action, inspiring creative responses and participation.

With a strong history of public art in the borough, this programme will look forward and explore what brave public art should look like now and how it can support the vibrant future of both towns, connecting with the forthcoming public realm improvements.

The programme will build legacy by embedding opportunities for the local creative sector, inspiring the next generation and developing and testing new collaborations and ways of working.

Programme Aims:

- Engage communities at the heart of all commissions in impactful and meaningful ways.
- Build a creative buzz through creative animation in both town centres, increasing footfall and dwell time.
- Employ the skills of artists to support the process of change happening in both towns, for the benefit of communities and businesses.
- Reimagine the town centres visually demonstrating the borough's growing reputation as a place which supports innovative cultural and creative activity.

Curatorial Strands:

- **Playful** - commissions that are playful and create a sense of fun, joy and connection.
- **Discover & Explore** - celebrate lesser-known stories, encourage physical movement around town and enhance wayfinding.
- **Multi Sensory** - deliver accessible artworks which engage with multiple senses and create immersive and innovative experiences.

This commission primarily focuses on the 'Playful' and 'Discover & Explore' strands.

Key Values:

- **Fun, Playful & Brave:** Curate an ambitious and brave programme of public art which engages with people in a fun and creative way and supports positive perceptions of both town centres.
- **Creative Engagement:** Embed opportunities for creative participation and skills development, building positive connections with local people.
- **Inspire Future Generations:** Embed opportunities across the programme to inspire people to look to the future of the area.

- **Wellbeing:** Support positive health and wellbeing, including physical activity and active travel.
- **Equity, Diversity, Inclusion:** Embed equity, diversity, inclusion throughout the programme including commissioning processes and audience engagement.
- **Accessibility:** Consider accessibility and a broad range of lived experiences at all stages of commission delivery.
- **Valuing Artists:** Value and enable the skills of artists to challenge and think differently.
- **Creative Sector Development:** Embed opportunities for emerging artists - e.g. mentoring, artist talks, skills development etc.
- **Tell the Story:** Adopt a transparent process and tell the story of commissions throughout the process ensuring that the narrative around the context and funding is clear.
- **Collaboration:** Take a collaborative approach and strengthen connections/ increase the capacity for delivery of public art aligning the programme with Long Term Plan for Towns and Revitalising the Heart of Chesterfield.
- **Authenticity:** Reflect the place, sharing distinct and diverse stories.
- **Sustainability:** Adopt a sustainable approach to commission delivery, including thinking about materials, processes, supply chains and impact on biodiversity.
- **Local Suppliers:** Support local creative sector and other businesses by utilising local supply chains where possible.
- **Quality & Maintenance:** Develop high quality, robust, durable artworks which address longer term maintenance issues at design development stage.

<https://www.chesterfield.gov.uk/animate>

PERMISSIONS

All relevant Beam and Chesterfield Borough Council's policies and procedures will apply to this commission and any related work. All work will be subject to relevant permissions prior to implementation.

EQUITY, DIVERSITY AND INCLUSION

We welcome applications from artists underrepresented in the field of public arts.

Public Arts trading as Beam is fully committed to providing equal opportunities for all board members, employees, freelancers (including Artists), job applicants, participants and audiences and to eliminating unlawful and unfair discrimination.

The Company aims to create a culture that encourages and values diversity, and that appoints, rewards and promotes board members, staff and freelancers based on merit and are committed to taking positive action to address lack of equity within their working practices and to being an anti-racist organisation.

The Company will not unlawfully discriminate against any board members, employees, freelancers, job applicants, participants and audiences because of any 'protected

characteristic', as stated in the Equality Act 2010, namely: age; disability; gender reassignment; marriage or civil partnership status; pregnancy and maternity; race (including colour, nationality and ethnic or national origin); religion or belief; sex; or sexual orientation.

Beam and Chesterfield Borough Council's relevant Equal Opportunities, Equity, Diversity and Inclusion Policies will be applied to this commission.

SUSTAINABILITY

The appointed artist will be encouraged to adopt a sustainable approach to their participation in the project which may include:

- utilising public transport to attend meetings / holding virtual meetings whenever possible;
- utilising digital options for promotion and minimising print requirements;
- minimising impact of community engagement activity, e.g. ensuring that catering utensils / tableware is recyclable, minimising packaging, selecting a location that is accessible via public transport etc.