



Funded by
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ARTIST BRIEF: Mural Artwork for two locations bordering Horse and Groom Square, Goldthorpe, Barnsley, South Yorkshire.

Part of Goldthorpe Towns Fund Deal Investment Programme



Barnsley – the place
of possibilities.

Goldthorpe
Regenerate Renew Revitalise

beam



BARNSLEY
Metropolitan Borough Council

1. KEY DETAILS

About:

Through this open call Barnsley Council and Beam are seeking to commission an experienced mural artist (or artist collective/ collaboration) to develop vibrant and exciting artwork for two adjacent walls bordering the new public realm area of Horse and Groom Square, Goldthorpe. The single height walls include part of Goldthorpe Library and the rear wall to the Square. The artist will undertake local research and engage with community groups and stakeholders to inform and guide the concept for the artwork, which will draw from the rich heritage of the area, and look to its exciting future.

The new artwork will positively enhance the new Horse and Groom Square which is a key community resource and hub at the heart of the town, encouraging greater engagement and connection to the place.

All inclusive budget: £20,000 plus VAT if applicable

Timeframe: December 2024 - May 2025

Deadline for Expressions of Interest: 9am, Monday 18th November 2024

2. ABOUT THE COMMISSION

2.1 Aims

- To engage with local residents to inform the design and delivery of vibrant new paint to surface mural artwork for walls on two adjacent sides of the new Horse and Groom Square, Goldthorpe.
- The design will be contemporary and informed by place specific research and community engagement to ensure the work is meaningful for local residents.

2.2 Context

Goldthorpe is at the heart of the Dearne Valley in the eastern Pennine foothills of South Yorkshire, between the towns of Barnsley, Rotherham and Doncaster and at the eastern edge of the Metropolitan Borough of Barnsley. It is an identified Principal Town in the

adopted Local Plan, acting as the shopping and service centre for the adjoining villages of Thurnscoe (north) and Bolton upon Dearne (south).

Towns Fund Deal Goldthorpe: More than £23.1m investment is going to help Regenerate, Renew and Revitalise Goldthorpe, Thurnscoe and Bolton upon Dearne through the Towns Fund. Final business cases for five major projects have been approved by Barnsley Council's Cabinet and government. This means the £23.1m is being released gradually in stages now and the projects are underway. [Read more.](#)

Vision and aim of the Towns Fund Programme: The investment in Goldthorpe will create a new Cultural and Community Hub, new visitor facilities at Phoenix Park, refurbish housing stock, develop employment land, and improve public spaces across the area. Through this project we are committed to transforming lives, our economy, how people understand place, using our heritage in new and exciting ways, and to be just as much about the future as we are about the past.

Horse and Groom Square

As part of the Towns Fund Deal delivery, a new public realm area, Horse and Groom Square has been delivered, opening in 2023, which is the location for the proposed mural artwork. Funded by the UK Towns Fund through the Goldthorpe Town Deal, the square hosts a weekly market and public events, you can see how the site was transformed into an [attractive new public square here](#).

Goldthorpe Library Transformation

Goldthorpe Library is currently being transformed into a modern and flexible library space, as part of a wider programme of library refurbishment across the borough funded by the UK Shared Prosperity Fund. The Library closed for works at the end of September and is expected to re-open in early 2025. The makeover includes new furnishings, alongside works to make the building more sustainable and energy efficient, which aligns with Barnsley Council's Sustainable Barnsley ambition. [Read more here.](#) With one of the proposed walls for the artwork being part of the Library there is an exciting opportunity for the artwork to support the reopening and reinvigoration of the Library, making a visual connection between the two key community resources of Goldthorpe Library and Horse and Groom Square.

2.3 Sparking Ideas

To help kick start your creative ideas we have collated some information about the area and previous engagement projects which may act as inspiration as you develop your ideas.

- Heritage and social history connected to the former Horse and Groom pub, after which the new Square is named, and which sat on the site for many years, prior to becoming disused and derelict. In 2021 it was demolished to make way for the regeneration works. [Read more.](#)
- Dearne Community Arts Festival has gathered [a number of oral histories](#) about the pub and life in the town which may be of interest.
- Barnsley Museums has been delivering a number of creative projects exploring the stories of the local area. [Storying Goldthorpe.](#)
- RSPB Old Moor is located in the local area, so connections to biodiversity could be explored.
- Since the closure of the mining industry in the 1980s, the area has benefitted from central government investment and council interventions, working always towards giving renewal; new opportunities to the area/ residents/ visitors/ improved quality of life through new job opportunities.
- The area has a history of agriculture, supporting links to themes of growth.
- The area has a strong history of sport linking to themes of health and wellbeing, e.g.
 - Dorothy Hyman a former sprinter competing in the 1960 Rome Olympics (Silver & Bronze) 100m & 200m and 1964 Tokyo Olympics (Bronze) Relay 100m events winning 3 medals in total, who trained at the former Hickleton Main YC located in Thurnscoe;
 - Billy Thompson (boxer) from Thurnscoe was British Lightweight Champion (between 1947 & 1951 and European Champion from 1948 to 1949;
 - Luke Cutts from Thurnscoe has won 4 successive British Indoor Championship gold medals.
 - Goldthorpe's Welfare Park is home to a thriving Football and Cricket Club & the secondary school Dearne Astrea Academy;
 - Barnsley College and Dearne Valley College are establishments which will provide opportunities for sporting development.
- [Towns Fund is supporting the regeneration of the former Miners Welfare](#), now Dearne Playhouse and grounds. The Dearne Playhouse led the "Heart of the Wood" story and live theatre production about the future of the mining communities, the hopes and dreams and practical aspirations of the children and

grandchildren and great grandchildren of mining families and others growing up today in those communities.

2.4 Objectives

- To create a high quality and robust artwork which is relevant to the local community and attractive to visitors.
- To work in close collaboration with the project team to ensure the artwork integrates with and complements the existing public realm area.
- Artwork to require minimal maintenance, and should include mitigations against vandalism e.g. anti-graffiti coating.
- To create a lasting legacy supporting a positive enhancement to the area and having a positive impact on residents engaged through the process.

2.5 Deliverables

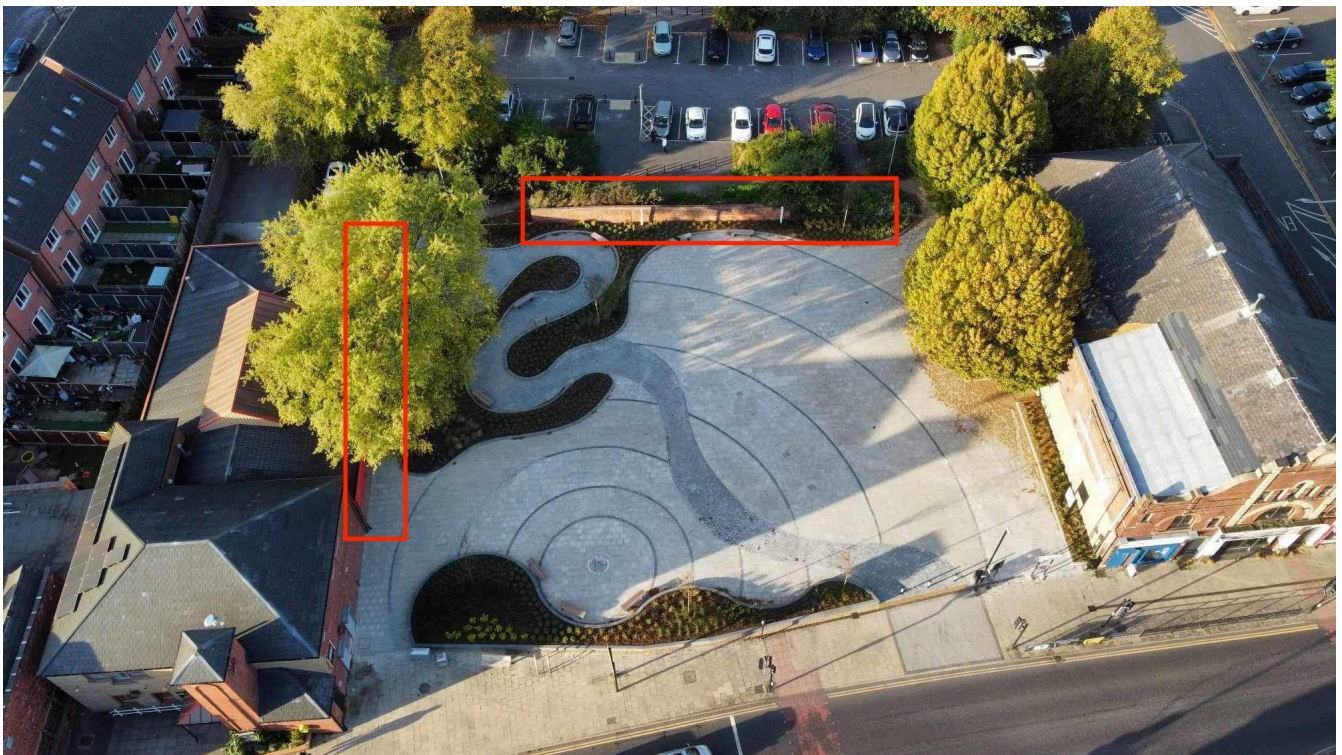
- Liaison with and attendance at project meetings with Beam and wider team during the process as applicable. Please note that the majority of communications and meetings can be done remotely.
- Paint to surface mural artwork to walls on two adjacent sides of Horse and Groom Square as detailed in Section 3.
- Minimum expected lifespan for the artwork is 5 years.
- Targeted community group and stakeholder engagement must inform the process - activities to be agreed in advance with Beam.
- Undertake research to feed into place specific designs.
- Presentation of concept and detailed design proposals to the Project Steering Group with Beam.
- The artwork must be durable, weatherproof, and vandal-resistant with a clear maintenance plan and thoughts regarding decommissioning in place.
- The Artist will be required to (or work with their sub contractor/s to) design, fabricate and install their work including arranging the necessary equipment for safe installation and liaise with Beam to ensure all required information is available for a Risk Assessment Method Statement (RAMS).
- Supply content to support the submission of any necessary permissions required, e.g. Planning Application / Permission to install Apparatus in the Highway / Traffic Management - if applicable.

- Record details of engagement activities undertaken for monitoring and evaluation purposes.
- Artists will be required to have their own Public Liability Insurance and work in accordance with Barnsley Council's health and safety and child protection guidance.

3. ABOUT THE SITE

An aerial view showing the new Horse and Groom Square public realm area is provided below. The two proposed walls for artwork are single storey walls to the left (library building) and rear of the square on the image shown below.

There is the potential to create a striking visual narrative to tie together this corner of the square and amplify the existing high quality public realm works.



Low wall to rear of square.



Library wall.



View of rear wall looking across the square.



View of library wall, looking across the square.



3.1 Overview

Rear wall details:

- Material - brick and mortar
- Indicative measurements, Height - 1.65m x Length 25m.

Library wall details (single storey section only):

- Material - brick and mortar
- Indicative measurements, Height - 2m x Length 20m.
- There are narrow windows along the top of the wall.

3.2 Considerations

- Both walls are in the ownership of Barnsley Council
- It is not envisaged that mural artwork here will require planning permission
- As both walls are single storey height there may be potential for young people to support some aspects of painting the wall as part of the community engagement aspect of the project, to be guided by the appointed artist.

4. INDICATIVE TIMELINE & PROCESS

- The programme is being produced by Beam and guided by a Project Steering Group.

Activity	Date
Artist brief shared	w/c 14 October 2024
Artist zoom drop in session	Friday 8th November 1-2pm
Deadline for Expressions of Interest	9am Monday 18th November 2024
Artist interviews (in person)	Thursday 5th December, 10am-4pm, Barnsley Town Centre.
Artist appointed and contracted	w/c 9 December
Briefing and site visit to artwork location with Beam & wider Team	Thursday 12th December, 10am-12pm, Goldthorpe.
Research, Engagement and Design Development	Mid December 2024 - early March 2025
Detailed design proposal to Project Steering Group, sign off on design.	w/c 17 March 2025
Installation of artwork	End March - End April 2025
Maintenance plan, handover and evaluation	May 2025

Beam will work closely with the Artists to provide support throughout which may include:

- Regular catch up meetings to monitor progress and budget
- Helping to enable engagement activity with stakeholders and community groups
- Facilitate design presentations for approval
- Signpost to relevant expertise where necessary

- Support collation of information for necessary permissions
- Offer guidance re materials and equipment
- Guidance on risk assessments and installation methodologies etc.

5. BUDGET

- **£20,000.00 plus VAT if applicable.** This fee is inclusive of all artist fees, expenses, materials and equipment required to achieve the deliverables set out in Section 2.5
- The artist will be contracted directly by Barnsley 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 your response 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. EXPRESSIONS OF INTEREST

Deadline for Expressions of Interest: 9am, Monday 18th November 2024

Please provide the following information by email to frances@beam.uk.net

1. **Contact details:** name, email, phone, web, social media accounts if applicable.
2. **Cover letter:** (up to 2 pages) detailing:
 - a. Why you are interested in the commission;
 - b. Highlight your relevant knowledge and experience;
 - c. Any other relevant supporting information.
3. **Your portfolio or links to your website** (please signpost us to any projects of particular relevance).
4. **Completion of anonymous Equality and Diversity Monitoring form** (optional)

via	this	link:
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<https://docs.google.com/forms/d/1dzyorwfhfbU4n2Dmr7vlyeWB0DA788jDr6BqPk h7b0/edit>

- We will acknowledge receipt of all applications by email.
- All applications will receive general feedback and those invited to interview will receive specific feedback.
- If invited for an interview you will be asked to expand on your approach to the delivery of this commission.
- We will hold an optional online **Artist Q&A session via Zoom** where you can ask any questions relating to this commission, which will take place on Friday 8th November 2024, 1pm - 2pm. Please email frances@beam.uk.net to book your place.
- Expressions of Interest will be reviewed by the Project Steering Group and we anticipate that four artists will be invited to interview.
- Expressions of Interest will be appraised on the following:
 - *Ability to demonstrate delivery of previous high quality pint to surface mural artwork from start to finish.*
 - *Ability to deliver on time and budget.*
 - *Previous experience of community engagement to inform design development.*
 - *Understanding of safety considerations when working in the public realm.*

If you prefer, we are also happy for you to share your 'cover letter' in the form of a short video or audio recording (max 5 minutes).

8. CONTACT DETAILS

For all enquiries please contact:

Frances Smith, Principal Consultant, Beam

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

9. FURTHER INFORMATION

9.1 Permissions: All relevant Beam and Barnsley 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.

9.2 Health & Safety/ Child Protection: Beam and Barnsley Council's Health & Safety and Child Protection Policies will be applied to this commission and any related work as appropriate.

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

9.4 Ownership: Upon completion the ownership of the artworks will be transferred to Barnsley Council.

9.5 Equity, Diversity & Inclusion: 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 Barnsley Council's relevant Equal Opportunities, Equity, Diversity and Inclusion Policies will be applied to this commission.

9.6 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