

Animate **CHESTERFIELD**

ARTIST BRIEF: Winter Windows Trail 2025



Image: Detailed shot from one of the window displays in 2024 by Sally Anderson.

All inclusive Fee: £7,000 + VAT if applicable

Dates: August 2025 - January 2026

Deadline: Midnight - Monday 28th July 2025

1. OVERVIEW

We are seeking to commission an artist to collaborate with independent businesses to create a fun treasure hunt style trail for visitors and families over the festive period that drives footfall around Chesterfield town centre.

The artist will work with 12 - 15 businesses and create temporary 2D window displays designed around the theme of 'celebrating Chesterfield'. Visitors will have a printed map to guide them along the trail gathering clues from each business display and will be rewarded for discovering all of the businesses listed with a keepsake e.g. keyring / Christmas decoration.

Note: this opportunity is for applicants that live / work in / studied / or have a connection to Chesterfield.

2. CONTEXT

The desire to deliver this project follows the success of the [Robin's Lost Letters](#) window trail in 2024. This featured twelve festive designs that told the story of a Robin travelling around Chesterfield collecting letters which were drawn onto the windows of twelve businesses based around the town centre. More than 500 people took part in the trail which ran from November 2024 to January 2025 as well as a very popular creative workshop during the Christmas Lights Switch On event engaging more than 200 people.

3. AIMS

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

4. DELIVERABLES

- Develop a concept for the trail.
- Engagement with the identified independent businesses to sign off their window display.
- Assessment of suitability of windows for proposed application (e.g. existing film / vinyls)
- Design, fabrication and installation of the trail.
- De-installation (to be agreed with the appointed artist depending on the type of application)
- Support content for the map 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.
- 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 23rd November PM in the town centre ahead of the Christmas lights switch on 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).
- Liaison with and attendance at project meetings with Beam and wider team during the process as applicable.
- 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.

5. LOCATIONS

The locations of the window trail will be around Chesterfield town centre. The most suitable window spaces will be selected based on space and existing vinyl's within the space. A circular route should be created within the town to enable people to follow the trail easily.

6. 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
Launch brief	w/c 7th July 2025
Deadline for applications	Monday 28th July 2025 - Midnight
Clarification calls if required	w/c 28th July 2025
Artist appointed and contracted	w/c 11th August 2025
Site visit with Beam & wider Team	w/c 18th August 2025
Engagement with businesses and concept development	September 2025
Design proposal meeting and approval	w/c 20th October 2025
Installation	w/c 3rd November 2025
Delivery of creative participatory workshop on the day of the Christmas lights 'switch on'	Sunday 23rd November 2025
De - installation	w/c 5th January 2026
Evaluation meeting and completion	w/c 12th January 2026

7. FEES

- **£7,000.00** 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.

8. 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.

9. HOW TO APPLY

Deadline for applications: Midnight - Monday 28th July 2025

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

- Please title the email: Winter Windows Trail.
- Maximum 8 sides of A4 and saved in PDF format to include:
 - Name, email, phone, web, social media accounts if applicable.
 - Why you're interested in this opportunity
 - Tell us about your relevant experience
 - Your thoughts on potential content / theme that you would be interested in exploring
 - The type of application / style that you would adopt for the trail.
 - Images showing examples of your previous work that demonstrate your style / approach that you would like to adopt on this project
 - Any sample concept sketches that demonstrate your intended approach
 - Tell us about your connection to Chesterfield (live / work / studied etc)
- Copy of your portfolio

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.
- If video or audio file - max 5 minutes.
- 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.

Proposals will be appraised on the following:

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

10. 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.