

Dewsbury Creative Town Arts Programme

Enhancing the town through art in public spaces



Artist Brief:

TRANSFORMING MARKET, 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.

We are seeking an artist collective to develop and apply a distinctive design to the temporary market (bespoke containers that will be installed in Dewsbury town centre whilst the existing market undergoes redevelopment). The designs will visually signal a positive message of transformation and change.

We welcome applications from artists proposing to work collaboratively. The artist collective will have complementary experience to achieve key elements of the brief including engagement, capturing and interpreting memories and stories, design and application via paint/vinyl. We welcome joint applications from artists working in the fields of social engagement, street art, murals, illustration, large-scale painting, graphic design, poetry and spoken word and artists underrepresented in the field of public arts. We are particularly interested in applicants from the Yorkshire and Humber region.

This commission is part of the Fabric of Place strand of the Dewsbury Creative Town Arts Programme, designed to be a distinctive programme of high quality and ambitious public art commissions that reveal and weave Dewsbury's rich heritage with the town's ambitious future, supporting local pride in place. The commission is temporary with containers anticipated to be in place from Spring 2022 for approximately 17 months.

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

Develop and apply a distinctive design to the temporary market of bespoke containers that will be installed in Dewsbury town centre whilst the existing market undergoes redevelopment. The design will visually signal a positive message of transformation and change. Engagement with market traders, the registrar team and the wider community is essential to capture their memories and stories to feed into the design.

2.2 Aims of the commission

- Create an eye catching, cohesive design signalling positive change in the town.
- The design may feature a mix of visuals and text.
- 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 traders, residents and visitors.

2.3 Deliverables

- Creative consultation and engagement with the traders, registrar team and wider community to feed into design development (*suitable approach to be agreed with Beam in light of government restrictions to reduce spread of Covid 19*).
- Presentation of design development.
- Application of design onto containers via paint / vinyl.
- Resulting artwork will be durable and weatherproof as the containers are anticipated to remain in situ for 1.5-2 years.

- 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.
- Liaison with Beam and attendance at site visits (socially distanced).
- 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.

2.4 Considerations

- The registrar team will need to be consulted as the Town Hall is a key site for the temporary market and the artwork will need to enhance key events at the venue ie. Weddings, special events.
- There may be potential to utilise some design elements or outcomes of the engagement within permanent features in the new market.

2.5 The Location

It is anticipated that 51 bespoke containers will be situated throughout Dewsbury town centre along Foundry Street, Market Place, Longcauseway and in front of the Town Hall. Each container will be 6mx2.5m with roller shutters that also act as a canopy. The containers will potentially be supplied in different base colours.

The designs will primarily be applied to **x19 containers** that have been identified as suitable for this commission. The same traders will occupy allocated containers for the duration of the temporary market.

Two sample containers will be installed during a consultation period (July tbc) between Kirklees Council and the traders. This may present an opportunity to use one of these as a base for engagement.

The containers will be stored locally where they can be painted/vinyl applied before installation in the town centre.

Images show examples of what the containers could look like.



3. OUTLINE PROCESS AND TIMEFRAME

3.1 Advisory Group

The Creative Town Arts Advisory Group will guide this commission with support from Kirklees Markets. 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	Sunday 9th May 2021
Interviews (via Zoom)	Monday 17th May 2021
Artist appointment	w/c 17th May 2021
Site visit & briefing	Monday 24th May 2021
Artist/s research and concept development & trader/community engagement	June - July 2021
Interim meeting to discuss design development	July 2021
Artist present design	August 2021
Artist detailed design refinement period.	August / September 2021
Artist detailed design & methodology finalised with project team	W/c 4th October 2021
Finalise arrangements to apply design	W/c 11th October 2021
Application of design (timeframe flexible)	November 2021 - February 2022
Evaluation meeting	January 2022

4. ARTIST FEES

Total Budget: Up to £27,000 +VAT if applicable

Expected Budget Breakdown:

Design: Up to £8,000

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

Delivery: **Up to £19,000**

- To cover any artist fees, materials, equipment, sub contractor costs, site visits, project meetings etc.

- 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.

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. 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.

9. APPLICATION PROCESS

Deadline for applications: by end of Sunday 9th May 2021

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.

Please note the application should be made in the name of one artist or the artist collective.

- **Contact details:** Lead name, email, phone, web, social media accounts if applicable.

- **A statement detailing:** why you are interested in the commission; relevant experience of all artists applying and experience of working together; outline of your initial ideas in response to the brief and your approach to 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/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 of initial ideas and proposed approach & engagement

10. ADVICE AND SUPPORT

If you have any questions about the brief, the application process or would like to submit your application in an alternative format such as video please contact Kate Watson via the details below.

11. 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.

12. CONTACT DETAILS

Kate Watson, Principal Consultant, Beam

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www.beam.uk.net