

ARTIST BRIEFING PACK FOR up to x6 LARGE-SCALE OUTDOOR MURALS + 2D ARTISTIC INTERVENTIONS



Part of 'Crossings & Gateways', a programme of public art commissioning which is a key strand of Our Year – Wakefield District 2024 funded by Wakefield Council, West Yorkshire Combined Authority and Arts Council England.

Date of issue: 19 June 2024



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1. KEY DETAILS

Are you passionate about creating inspirational outdoor murals or 2D art for everyone to enjoy? Do you love engaging communities in your design process?

If so, we need your creative skills to join a team of Artists creating unique artworks that celebrate our sense of place and our communities in locations across the Wakefield district.

As part of Our Year, we're delighted to share this artist call out for six Artists to create a series of murals and 2D art interventions in six locations across the Wakefield district.

Opportunities: Six outdoor mural / 2D art commissions in a range of locations.

Budget: All inclusive fees range from: £7,000 - £13,500 + VAT if applicable, dependent on the complexity of the site (see Section 9 for breakdown of fees per site)

Timeframe: August - December 2024

Application Deadline: 9am Wednesday 17 July 2024

Interviews: Wednesday 31 July 2024 (in person)

Preference for West Yorkshire based Artists, but not essential.

1.1 Who are these opportunities for?

- Artists or Artist Collectives, experienced in creating high quality, large-scale mural / 2D artworks in public spaces who can create impactful designs that are place specific.
- Each artist will connect with the community and young people to feed into their design development and engage local people with the programme. Beam's team will support connections with relevant groups.
- We are particularly interested in applicants that have connections to Wakefield and the West Yorkshire Region (live, work, study) but this is not essential; and Artists who are underrepresented within the public art sector.

1.2 What type of artworks?

The sites incorporate a range of surfaces from brick, glass, breezeblock and metal shutters in a range of settings from markets and libraries to gable end walls. We anticipate that artworks will be realised through a combination of:

- Paint direct to surface
- Vinyl's

- Printed or painted boards / panels affixed to surface

All of the artworks will require a durable finish including an anti-graffiti coating where appropriate.

1.3 Producer Support

Beam has been appointed by Wakefield Council to produce this artist commissioning programme. Beam will work closely with the Artists to provide support which may include:

- Regular catch up meetings to monitor progress and budget
- Helping to enable engagement activity with stakeholders and the community
- Facilitate connections to share learning across commissions
- Facilitate design presentations for approval
- Signpost to relevant expertise where necessary
- Offer guidance re materials and equipment
- Guidance on risk assessments and installation methodologies etc.

1.4 Mentoring Role

- Each appointed Artist is asked to take on the role of mentor to each support an early career artist who will shadow their process to gain valuable real-world experience and behind the scenes insights.
- Guidance will be provided about the expectations of the role of the mentor and an online training session given.
- A fee to pay for mentor time is built into each artist fee.
- The mentee artist may also gain experience through supporting community engagement activity, or acting as an assistant for painted murals or other agreed and relevant activity which increases their confidence and skills.
- Mentoring is a two way exchange via a supportive relationship between two people – an experienced ‘mentor’ and less experienced ‘mentee’. Beam will meet with the mentee to establish goals and agree a mentoring plan and facilitate further meetings throughout the programme to support the mentoring relationship.
- These mentee Artists will also be participating in a broader Artist Development Programme (see Section 4.3).

2. AIM

- To deliver ambitious 2D public art projects across the Wakefield district that celebrate our sense of place, our communities and our creativity.

3. SPARKING IDEAS

To help kickstart your creative response to the brief we have included some initial ideas about themes and areas for creative exploration below; however, we would like the themes and content for each of the commissions to develop and become refined through the Artists' engagement process with the community, in order that the commissions are owned, meaningful and relevant to each community.

Themes could be linked to the rich heritage of our district for example: Knottingley's strong links with glass making or ship building, pottery in Ferrybridge or Ossett's roots in the textile industry and links with the railways and canals. Themes/ content could be drawn from the purpose of the site for example focusing on stories / typography at Hemsworth Library; or themes may spark from other interesting facts about the place such as the complete patch of ancient coral reef that was uncovered at the former South Elmsall quarry. Artists will have the opportunity to meet with Wakefield Museum curators to learn more about the area.

Whatever the starting point, we'd like the Artists to ensure that the content of the work is unique to the place and the people.

4. CONTEXT

4.1 Public Art in the Wakefield District

Wakefield district has a rich cultural landscape, with sculpture being a particular strength. As well as being the birthplace of Henry Moore and Barbara Hepworth it is the home to several cultural organisations of regional, national and international significance including the Yorkshire Sculpture Park and The Hepworth Wakefield. It has a rich and diverse built heritage, both in the city centre and wider district with a growing portfolio of sculpture and artist driven public realm works.

In 2021, Wakefield Council published a Public Art Framework to support the development of public art across the district. The purpose of the Framework is to provide guidance to help develop the ambition of using creativity and culture as key drivers to creating more attractive places to live, work and visit and to improve the local economy, community wellbeing, skills development and help strengthen community resilience.

In 2023, A Guide to Developing Murals & 2D Art Across the District was published to encourage the commissioning of murals and to support early career Artists in gaining skills to deliver art projects in the public realm.

For further information about the Framework and Guide please visit the Public Art webpage: <https://www.wakefield.gov.uk/culture-and-heritage/public-art>

Following the adoption of the Framework, a Public Art Steering Group was established to act in an advisory capacity to support and advocate for public art in the district, including the delivery of major new public commissions by leading UK Artists as part of the Wakefield new city centre sculpture trail. The trail already includes artworks by Jason Wilsher-Mills, Andy Holden, Annie Morris and Halima Cassell with the final artwork by Ro Robertson being installed this summer. For further information about the Wakefield Sculpture Trail please visit: experiencewakefield.co.uk/sculpture-trail

4.2 Our Year

These commissions will be produced as part of **Our Year** - a transformative 366-day programme of cultural and heritage activity, galvanising communities and visitors alike to share and celebrate the vibrant people, places and stories that make up our district.

Working with community and cultural partners across the district, Our Year has several key themes, including physical activity, health and sustainable food growth, heritage, creative skills and, of course, public art!

Key projects include: **The Hatchling**, created by the award-winning creative team at Trigger, working with experts in puppetry, kites and immersive theatre. With a wingspan of over 20 metres, The Hatchling is the world's largest human operated puppet to fly and will see hundreds of residents and volunteers getting involved; **The Moving Festival** encouraging everyone to dance, travel, stretch, and laugh their way through the year; a strand specifically for schools to provide our young people across the Wakefield District with access to quality creative skills and learning opportunities; and **Creativity Around Every Corner** embedding diverse creatives into key employers during 2024 plus much more.

Crossings and Gateways will deliver a programme of murals and sculptures within communities across the district, building on our legacy of public art to help transform our places and celebrate our unique heritage, as well as looking into the future. The programme will be delivered in partnership with local people and groups, representing the themes and subjects which matter to them, using the district as a canvas to showcase our creativity. The programme of public art will be revealed throughout the year and will also help transform and uplift development sites through a series of vibrant murals on hoardings produced by local artists.

For further information please visit: <https://experiencewakefield.co.uk/our-year-2024/>

4.3 Artist Development Programme

A parallel strand of work being delivered by Beam is the Artist Development Programme designed for early career Artists interested in working within the public realm. The artist cohort (currently being appointed) will participate in a series of training sessions and also be offered mentoring opportunities through the commission under this brief. They will shadow the appointed Artist's process and gain experience through supporting community engagement activity and installation.

5. COMMUNITY ENGAGEMENT

Residents, local businesses and organisations are experts on their locality and offer a deeper understanding of the place. Engagement with the community and stakeholders is vital to ensuring that the final artworks are unique to their localities and relevant to residents and businesses who will engage with the works on a daily basis.

Engagement will support the theme and content of the artworks and include a range of methodologies from walks, creative workshops, talks, 1-2-1's and active participatory opportunities that not only inform the development of the artworks but also provide opportunities for sharing knowledge, skills and insight amongst the local communities. This level of engagement will ensure that the artworks feel owned by local people and help to mitigate against vandalism.

6. LOCATIONS

Selected sites are in Hemsworth, Knottingley, Ferrybridge, Normanton, Ossett and South Elmsall. **Please see Appendix I for detailed information about the scope of work for each site.**

Hemsworth Library exterior [Cladding & windows]



Knottingley - Hill Top Parade - Breeze block wall



High Street Fisheries gable end, Ferrybridge



Normanton Market shop unit + low wall + bollards



One Stop Shop gable end, Barnsley Road, South Elmsall



Richmond's Butchers, Market Place, Ossett



7. DELIVERABLES

7.1 The Commissions

- Permanent mural / 2D artwork - minimum expected lifespan 5 years.
- Community engagement - activities to be agreed in advance with Beam.
- Undertake research to feed into the place specific design.
- Presentation of design proposal to the Working Group with Beam.
- The artwork must be durable, weatherproof, and vandal resistant (anti-graffiti coatings) with a clear maintenance plan and thoughts regarding decommissioning in place
- The Artist should consider how they will address environmental sustainability e.g. utilising Low VOC spray paint, paint that absorbs CO2, recycled materials, local suppliers etc.
- The Artist will be required to (or work with their sub contractor/s) to design, fabricate and install their work, arranging the necessary equipment for safe installation and liaise with Beam to ensure all necessary information is available for a Risk Assessment Method Statement (RAMS) so that street permits can be issued.
- Supply content to support the submission of any necessary permissions required, e.g. Planning Applications/ Advertising Consents.

7.2 Other Requirements

- Support content for communications and PR to share the journey of and document the commission for Wakefield's 'Our Year 2024' celebration of creativity.
- Engage with other commissioned Artists in the programme to share learning and ideas, supporting Beam to take a curatorial overview of all the commissions. Support collection of data / information for evaluation purposes and participation in an evaluation meeting with Beam.
- 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.
- Artists will be required to have their own Public Liability Insurance (min £5 million).

7.3 Mentoring

- Estimated three one-to-one meetings to support mentee's development.
- Enable shadowing opportunities for the mentee within your design development process at meetings / site visits / during studio based time.
- Engage the mentee in development and delivery of community engagement activity - the mentee may be able to support delivery as appropriate.

8. INDICATIVE TIMELINE & PROCESS

- The programme is being produced by Beam and each commission is guided by a Working Group including representatives from Wakefield Council, each specific site and the Wakefield Public Art Framework Steering Group.
- The artist's proposed designs will be subject to final approval from Wakefield Council.
- The indicative timeline below may vary for each project.

Activity	Indicative Date
Phase 1: Artist Appointment	
Artist brief promoted	Wednesday 19 June 2024
Drop in Zoom session for artist queries	2-3pm Tuesday 2 July 2024
Deadline for applications	9am Wednesday 17 July 2024
Shortlisted artist interviews	Wednesday 31 July 2024
Artist appointed and contracted (by Wakefield Council)	
Initial meeting with Beam (online)	w/c 5 August 2024
Phase 2: Community Engagement & Design Development	
Site visit & briefing with Beam, wider Team and other commissioned Artists	w/c 19 August 2024 tbc
Research, community engagement and design development	August - September
Design proposal to Working Group & sign off	September 2024
Phase 3: Delivery	

Delivery & installation	September – November 2024
Artist maintenance plan	December 2024
Evaluation meeting and completion	December 2024

9. FEES

- The fees listed below are inclusive of all artist fees, time for the mentoring role, expenses, equipment, materials and any other costs required to achieve the deliverables set out in **Section 7**.
- Amounts listed below are plus VAT if applicable.
- The Artists will be contracted directly by Wakefield Council and payments will be scheduled to align with specific milestones being achieved.

	Artist design development & engagement fee including engagement materials & expenses	Mentor fee	Artists Fabrication & Implementation fee including materials, equipment, contractors required for installation	Total
Hemsworth Library	£3,000	£800	£6,200	£10,000
Knottingley - Hill Top Parade - Breeze block wall	£3,000	£800	£4,200	£8,000
High Street Fisheries gable end, Ferrybridge	£2,500	£800	£3,700	£7,000
Normanton Market shop units + low wall + bollards (x2)	£2,500	£800	£5,200	£8,500
One Stop Shop gable end, Barnsley Road, South Elmsall	£3,000	£800	£8,700	£12,500
Richmond's Butchers, Market Place, Ossett	£4,000	£800	£8,700	£13,500

10. ACCESS & SUPPORT

- Applications can be made in written, video or audio format.
- If you require support or have any access requirements to complete the application process please do not hesitate to contact us via the details below.
- If you have an Access Document you can attach this to your application.
- We will hold an optional session via Zoom on Tuesday 2 July 2024 2-3pm where applicants can join to ask any questions relating to this brief. Please email kate@beam.uk.net to request a link.

11. HOW TO APPLY

Deadline for applications: 9am Wednesday 17 July 2024

Your application should be made by email to kate@beam.uk.net in PDF format (6 pages 10MB or less), short video or audio file (max 5 minutes) to include the following:

- Please title the email: Crossings and Gateways Application and insert your name
- Name, email, phone, web, social media accounts if applicable
- Why you are interested in this opportunity
- Would like to be considered for any of the sites or do you have a preference/s - if so please list these in order of preference.
- Outline your approach to community engagement
- Outline your initial ideas for the commission
- Reference your relevant experience including any experience of acting in a mentoring capacity
- Indicate if you have a connection to the Wakefield District / West Yorkshire Region (live, work, study)
- **Up to 6 relevant examples of your work**
 - Images with descriptions and weblinks
- **Referees**
 - X2 Referee contact details (References will only be sought for the selected artist before contracting)
- Completion of anonymous Equality and Diversity Monitoring form (this is optional) via this link:
<https://docs.google.com/forms/d/1dzyorwfhyfbU4n2Dmr7vlyeWB0DA788jDr6BqPkh7b0/edit>

All applications will receive acknowledgement of receipt.

Proposals will be appraised on the following:

- Ambition of initial ideas for the commission and how well these fit with the brief
- Quality and meaningfulness or appropriateness of proposed engagement activity
- Ability to demonstrate high quality delivery of previous murals / 2D artworks from start to finish that were on time and budget
- Connection to Wakefield / West Yorkshire Region

12. CONTACT DETAILS

For all enquiries please contact:

Kate Watson, Principal Consultant, Beam

kate@beam.uk.net

07718 564 376

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

www.beam.uk.net

Twitter & Instagram @beam_artsUK

13. FURTHER INFORMATION

PERMISSIONS

All relevant Beam and Wakefield 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.

HEALTH & SAFETY / CHILD PROTECTION

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

COPYRIGHT

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

OWNERSHIP

Upon satisfactory completion of the works, ownership will transfer to Wakefield Council. The Artist will be required to warrant the quality of workmanship and materials for an agreed period.

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

SUSTAINABILITY

The appointed Artists will be required 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.
- considering more environmentally friendly materials / paint etc

APPENDIX

Hemsworth Library



Commission Parameters: Artwork on the white cladding below windows and on the windows themselves that wrap around the building (front plus either side) which includes the upper window sections of the entrance.

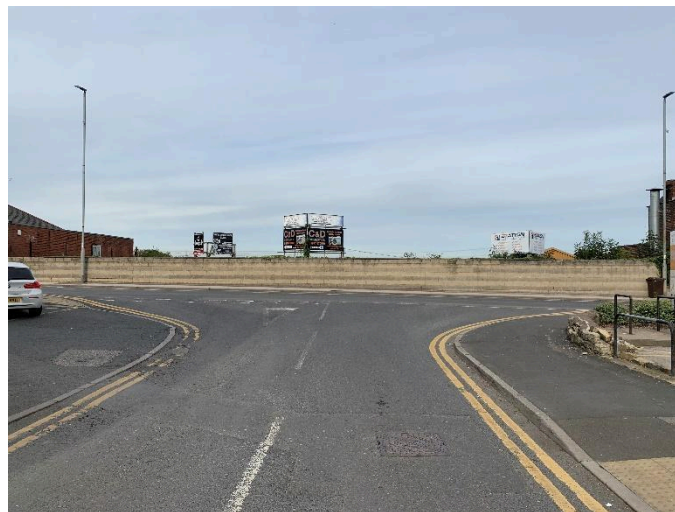
Approx Dimensions: Front: 27m length / each side 14m length

Surface: Brick / glass

Access / Constraints: Next to a very busy road. The windows currently have a tinted film to stop the glare of the sun, any artwork would need to perform the same function.

Location: Market Street Hemsworth Pontefract WF9 4JY / What3Words: ///studs.following.water

Knottingley - Hill Top Parade - Breeze block wall



Commission Parameters: The artwork will feature on the long breeze block wall opposite the Hill Top parade of shops. The wall could be realised through paint direct to surface or affixed panels.

Approx Dimensions:

- Wall - 36m length. Average 1.5m height (Height varies from 1.275 to 1.89 due to pavement descent). Total area Approx: 54sqm

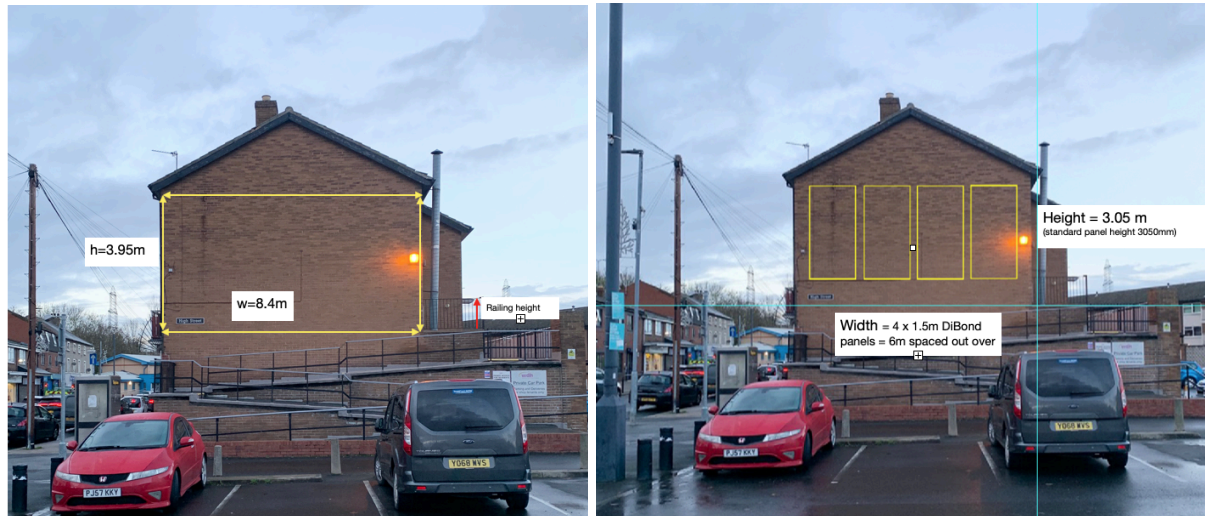
Surface:

- Long Breeze Block Wall with flat capping running along the top. Facade brick height is 44cm. Wall is 7-8 bricks high.

Access / Constraints: Full length of the wall is accessible from ground level/ step up platform or step ladder. During installation for the wall potential traffic management is required for safety.

Location: Hill Top, Knottingley, WF11 8EB / What3Words: ///fully.mimic.bins

High Street Fisheries gable end, Ferrybridge



Commission Parameters: The artwork will feature on the brick gable end of the High Street Fisheries. This could be paint direct to surface or affixed panels.

Approx Dimensions: 8.4m width x 3.95m approx. Suggested Mural Area within section marked as below up to 3.95m height = 33.2 m² / Panelled Artwork (DiBond) - surface area 7.5m x 3.05m = 22.875m²

Surface: Brick Wall (yellow brick) each brick is 22cm x 6.7cm

Access / Constraints: Installation may require the staircase at the bottom of the wall to be closed. Preferred installation via use of boom lift. Space for boom lift to access is only 3.5m wide.

Location: 16 High Street WF11 8NQ / What3Words: ///jots.grass.animals

Normanton Market shop units + low wall and bollards



Commission Parameters: The artwork will feature on the walls opposite the pedestrian area and car park as well as the potential to include the low level wall adjacent to the site next to the main vehicle route.

Approx Dimensions: Wall photo 1 + 2: Width (until window on left side): 13m / Height left: 2.1m / Height right: 1.6m / Est total surface area: 26msq [Note there is an incline on the site].
Wall photo 3: / Width: 3.5m / Height: 1.76m / Est total surface area: 6.2msq [Note there is a utility box on the wall].

Surface: Brick walls

Access / Constraints: Minimise impact of installation during trading.

Location: Normanton Market shop units, Cross Queen Street / What3Words: ///leaned.riders.animal

One Stop Shop gable end, Barnsley Road, South Elmsall



Commission Parameters: The artwork will feature on the area between the low level building on the left hand side and the One Stop signage on the right. It is anticipated that panels affixed to the surface will be the preferred option.

Approx Dimensions: This area is approx 7m wide x 7.1 m high. Full height to top of chimney - 9.4m.

Surface: Brick

Access / Constraints: Some installation at height. There are plans for an uplift of the street furniture and lay out in this area which can be shared with the selected artist.

Location: One Stop Shop, Barnsley Road, South Elmsall, Pontefract WF9 2SE / What3Words: [///shirts.earplugs.udder](https://www.what3words.com/?q=///shirts.earplugs.udder)

Richmond's Butchers, Market Place, Ossett



Commission Parameters: The artwork will feature on the side of the Richmonds Butchers. The artwork will focus on the top half of the wall.

Approx Dimensions: Total Height 7m x Total Width 12m = 84sqm however, it is anticipated that the artwork will cover the top half of the facade above the top of the telephone box.

Surface: Brick

Access / Constraints: Conservation area and will require planning permission. Working at height. Minimise distribution to traders during installation. Artwork to feature on top two thirds of the wall to maximise visibility. Installation at height.

Location: Richmonds Butchers, 5-7 Market Pl, Ossett WF5 8PY [Gable end facing Dale Street] /
What3Words: ///lunching.pigs.sobs