



Visual Artist Brief

Eastern Power Networks Sub Station,
Cleveland Road, Lowestoft

We are principally interested in hearing from Suffolk and Norfolk based visual artists who have experience of co-creating work with and for the community. Applications from those outside the specified locations are also welcome.

Overview

The Kirkley Pocket Parks Group (KPPG) is a group of community volunteers who are developing a community garden at the corner of Cleveland Road and London Road South, Lowestoft, supported by Kirkley People's Forum and East Suffolk Council through the Lowestoft Heritage Action Zone project.

East Suffolk Council is looking to commission an artist to work with the Kirkley (in Lowestoft) community to produce a large-scale outdoor mural at the community garden to screen the garden from the Eastern Power Networks substation to the rear. The artwork will form part of a large-scale public art trail 'A Walk of Art' covering approximately 10 sites across Lowestoft, not limited to but including: the High Street, London Road North, London Road South and locations in Kirkley Village.

The artist's role will be to engage with the Kirkley community to co-create a mural which considers 'What Kirkley means to me' and celebrates the local area. We envisage 4 community workshops, these may be open sessions or structured in a school or care home environment; proposals should consider the community involvement. The finished piece will be installed on hoardings and needs to be in a medium which is weatherproof. There is additional budget available for printing or materials.

Key Dates:

Project submissions should be received by: Midday Monday 5th December

Shortlist notified by: Friday 9th December

Informal interviews: week commencing 12th December

Contract commences: 3rd January for a period of 4 months.

Fee:

A fee of up to £3700 (inc VAT) is available for this project. We anticipate this fee will cover a minimum of 4 half day workshops across schools, community groups and care homes (support will be provided to set these up), creation and installation of the artwork. No additional expenses, for example travel, will be paid. There is an additional budget available to cover materials, see below for more details.

The scope:

Through engagement and workshops with the Kirkley community exploring the topic 'What Kirkley Means to Me' a large-scale artwork (approximately 22m in length (split across two elevations, see image below) x 2m in height) will be created and installed in the newly formed community garden. The artwork will form part of the Heritage Action Zone Art Trail 'A Walk of Art' which connects the North Lowestoft HAZ and the London Road, Lowestoft HAZ. The aims of the art trail are to:

- Connect the two HAZ areas
- Connect the seafront area with the shopping area
- Brighten up empty spaces
- Encourage walking
- Engage the community
- Build on the excitement of the Banksy's and the work of ATM in the town.

The artwork will be installed on hoardings which will screen the substation from the community garden, with flowers, shrubs and climbers being planted on the land in front of the artwork. The artist will therefore need to work with Kirkley Pocket Parks Group to discuss the mural and its relationship with a planting scheme on the site. We anticipate the planting area to be 3.5m wide and for some of the plants to be approx. 30cm off the ground.

Output Requirements:

- To respond to the theme and then agree the overall approach and delivery in partnership with the Kirkley Pocket Parks Group, the Kirkley People's Forum and East Suffolk Council.
- To deliver a series of workshops which will help inform the artwork.
- To use the workshops to develop and produce a vibrant piece of artwork painted directly at site, celebrating Kirkley.
- Provide risk assessments for the workshops and for working on site.
- Consideration should be given to the exposed nature of the hoarding location as an outdoor artwork in a coastal environment with thought given to durability of up to 7 years, and long-term maintenance, as well as how it will interact with a planting scheme.
- Upon completion a maintenance plan will be submitted by the artist to ensure the piece is well maintained by Kirkley Pocket Parks Group.

The Partnership Group (Kirkley People's Forum, Kirkley Pocket Parks Group, East Suffolk Council) will:

- Supply site dimensions and full brief for the location;
- Supply a designer who can support the format of the piece and create an information panel which includes logos;
- A materials budget of up to £1,200 is available. This will be reimbursed in arrears upon receipt of invoices/receipts. It can be claimed in instalments once per month.
- Submit and cover the costs of a planning application;
- Supply brand guidelines;
- Supply copy and logos;
- Own the copyright and any associated rights to the designs created for this piece of work.

Background:

Community Garden

There is an Eastern Power Networks substation on the corner of London Road South and Cleveland Road which is bounded along the road by a piece of scrubland and defunct advertisement hoardings. East Suffolk Council is working with Kirkley Pocket Parks Group and Eastern Power Networks to arrange permissive access

of the land by the local community to create a garden in front of the substation. A new community group, the Kirkley Pocket Parks group, was established in March 2022 to be the responsible body for creating and maintaining the community garden, as well as other green spaces in Kirkley.

The existing advertisement hoardings are to be replaced with new timber hoardings along London Road South and Cleveland Road, approximately 22m in length and 2m in height.

Kirkley People's Forum

Kirkley People's Forum is the resident steering group for the Local Conversation in Kirkley. Local Conversations is a [People's Health Trust](#) initiative which involves supporting residents to develop a shared vision for their community and take local action on issues that matter to them.

The Local Conversation in Kirkley is funded by People's Health Trust using money raised by Health Lottery East and supported by [Community Action Suffolk](#) the 'go to' organisation for VCSE organisations in Suffolk.

Heritage Action Zones

Lowestoft is fortunate to benefit from two Heritage Action Zones – the first was established in 2018 in [North Lowestoft](#), covering the historic High Street, the scores, and the former fishing village. In October 2020 the [London Road High Street Heritage Action Zone](#) was launched, covering South Lowestoft and parts of Kirkley. The aim of the HAZ scheme is to promote the renovation and repair of historic buildings and public spaces to help stimulate the economic revival of the area. The HAZ projects are being carried out in partnership with Historic England, Lowestoft Town Council and East Suffolk Building Preservation Trust.

Criteria for application:

- For this project we want to hear from visual artists with community experience.
- Ideally live and/or work regularly in Suffolk/Norfolk; applications from outside the region are welcome too.
- Applicants must be committed to the timeframes outlined above.
- Applicants must be able to travel to Lowestoft.
- A proven commitment to their discipline, either through a portfolio of work or relevant course, qualifications or awards.

How to apply and what to include:

Please provide:

- A personal statement of up to 1000 words, either written, filmed or audio file, explaining:
 - Your approach to the theme 'What Kirkley Means to Me' and the workshops
 - How you envisage the end mural piece
 - How you would co-create with the community
 - What a community workshop might look like and how you would approach delivery
- A CV (2 pages max) and/or a portfolio/examples of your work
- A breakdown of the budget, including, but not limited to:
 - Research phase
 - Cost of 4 workshops
 - Days for creation of artwork
 - If relevant, installation of the artwork

Please submit your application to **East Suffolk Council** by 12pm on Friday 2nd December 2023.

Email: alyson.tipping@east Suffolk Council.org.uk use the subject heading Cleveland Road Artist

Submission of an application should also include confirmation that the supplier holds an up-to-date DBS and has the required insurances, for example public/personal liability insurance – if these are not in place and you wish to apply please get in touch.

What happens next?

Your application will be assessed by a panel made up of representatives from Kirkley Pocket Parks Group, Kirkley People's Forum and East Suffolk Council. Applications will be assessed and scored on their response to the project scope and output requirements, quality, community art experience. All applications will be assessed in the same way and equal weighting will be given to each of the criteria.

Applicants will be notified of the outcome of their application by Friday 9th December. And those who have been successfully shortlisted will be invited to meet the panel in person during the week of 12th December for an informal interview. If you are unsuccessful at this stage feedback will be available if required.

For the interview, this will be a conversation, a chance for the artist to discuss their idea and approach in more detail.

We hope to notify the outcome of interview by 19th December, and feedback will be available if required to those who were not successful.

More information:

We've tried to include as much information as we can at this stage, however if you would like to have an informal chat ahead of applying Alyson Tipping would be delighted to hear from you: alyson.tipping@eastsoffolk.gov.uk

If you require this information in a different format, please also get in touch with Alyson and we will do our best to support this.

Useful links:

[Lowestoft Heritage Action Zones](#)

[Kirkley People's Forum](#)

[Lowestoft Branding Toolkit](#). This should not be shared outside of this project brief. A full access to our branding library will be provided to the successful bidder.

To see the brand in action and to understand the scope of work taking place in Lowestoft, check out the [Town Investment Plan](#).

[People's Health Trust](#)

[Community Action Suffolk](#)

Image of current site, showing existing hoardings which are to be replaced with wooden boards:

